DIY vs. DIFM Trends **How Homeowners are Working with Professionals** With continued prioritization of home improvements among homeowners, the question of how often they opt to DIY the project versus hiring a professional contractor remains pertinent. It's important to understand how homeowners currently think about getting the work done, and the drivers behind their hiring decisions when they do choose to hire a Pro. Here's what we know: **Homeowner Preference to Hire Pros Remains Strong** On average in 2023, 37% of homeowners opted to hire a professional for all or part of a project, up slightly from demand for Pros in 2021 and 2022. This strong demand for contractors has kept contractor backlogs full, even during the economic uncertainties of 2023. Hired Out Some/All of the Work to a Pro DIY Only 80% 67% 66% 60% 63% 40% 37% 34% 33% 20% 2021 2022 2023 **Share of Work by Project Type in 2023** DIY Hired a Pro* *Either entirely or in part 87% 13% Plant Garden/ Landscape **85**% **15%** Make Garage **Improvements** 79% 21% **Paint Interior** Room/Area **72%** 28% **Front Entrance Improvements** 39% 61% Remodel a Room/Garage 59% 41% **Paint Exterior 59**% 41% Remodeled **Basement/Attic** 53% 47% Repair Plumbing **Fixtures** 51% 49% **Build/Enhance** Patio/Deck/ Porch 47% 53% Add/Replace Insulation 45% **55%** Rewire **Electrical** 45% 55% Replace Siding **57%** 43% Replace/ Refinish **Flooring** 43% **57%** Remodel Kitchen **39% 61%** Add a Room 63% **37%** Add a **Bathroom** 33% 67% Remodel **Bathroom**

Impact of Strong Demand for Pros

Pros are juggling a variety of challenges in their businesses. In 2023, especially, Pros had to respond to strong homeowner demand for their services, mixed with a limited pool of skilled labor and external material availability factors. The majority of Pros are seeing the timelines for projects increase and their ability to take on additional work decrease.

Impact on Business

25%

9%

Turned Down **50%**Potential Projects

Increased Overtime for Employees 63%

Specializing in a Smaller Range of Projects

Only Taking Higher-paying Projects

Narrowing the Geographic Area You

- 2023

2023

1.8

53%

2015

2015

11

2015

2015

Mean:

11

Already Knew/Worked

With Before

Another Contractor/Builder

Recommendation

1.8

52%

Finding a contractor was a

Working with a contractor

roughly 10% of homeowners.

Cheaper if I Did

the Work Myself

3 in 4

Agree

1 in 10 homeowners who ultimately DIY'd

and received bids

considered hiring a pro

was a big challenge for

of homeowners.

big challenge for roughly 15%

11 10

40%

36%

29%

Take Jobs

Replace Roof

91%

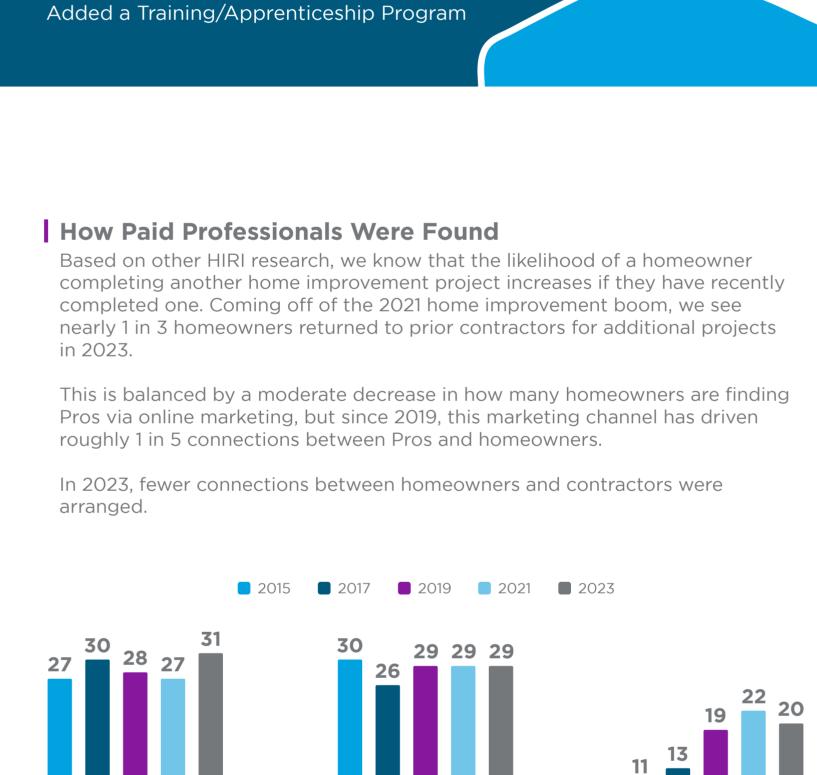
Replace/Add Window(s)

Forced Delays in Completing a Project **56%**

Extending Timeliness of Projects 69%

75%

53% Taking Fewer Total Projects 43% Using More Time-saving Products to Speed up the Process 41%



Recommended by

Family/Friends

Yellow Pages/

Newspaper/Other Ad

Number of Pros Contacted

1.9

49%

- 2023

2023

4+

1.9

47%

2015

2015

- 2023

2023

Internet Website/Social

Media/Smartphone/ **Tablet App**

Retailer Arranged

1.8

53%

22% 27% 26% 25% 25% 21% 20% 20% 17% 16% 2015 2017 2019 2021 2023 Homeowners who hire a professional, on average, contact one to two. Just over half contact only one.

Points of Friction Between

Homeowners and Contractors

The problems: For the roughly 1 in 4 homeowners that experienced a project delay or stoppage through 2023, the main reasons as pertaining specifically to hiring a pro were:

1. Labor Costs

3. Labor Quality

2. Availability of Contractors

5. It Was the Pros' Decision

4. Challenges of Working with a Pro

I Enjoy

Doing the Work

1 in 3

Agree

How Often Homeowners DIY vs. Hire a Pro

8 in 10 Homeowners Who Wound Up DIYing Did Not Even **Consider Hiring a Professional Contractor in 2023**

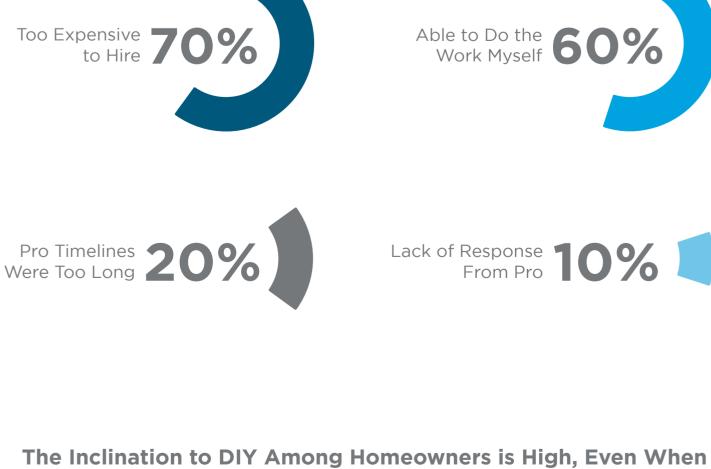
Why Homeowners are Opting to DIY Rather Than Hire a Pro

Able to Do

the Work Myself

3 in 4

Agree



RESEARCH INSTITUTE

Sources 2023 Homeowner Monthly Activity Tracker

2023 Skilled Labor Shortage and Financial Health of Contractors Study **2023 Project Decision Study**

As the only nonprofit organization dedicated to home improvement research, HIRI empowers our members with exclusive, ongoing home improvement data and information for making better business decisions. Members are the leading manufacturers, retailers and allied organizations in the home

In Closing

www.hiri.org

5 in 12 homeowners who

project, but who ultimately

hired a pro, DIY'd a portion

considered DIYing the

of the project first

About HIRI

improvement industry.

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1 in 4 homeowners who considered DIYing the project, but who ultimately hired a pro, did not DIY any part of the project

Based on the findings from HIRI's 2023 market research, it's clear that providing resources and increasing your brand's positioning in the DIY market is a strong go-to-market play.

8 in 10 homeowners who DIY'd did not consider hiring a pro 1 in 10 homeowners who ultimately DIY'd considered hiring a pro, but did not receive bids **Primary Reasons Homeowner Did Not Hire Pro** Pros Get Hired. Only One Third of Homeowners Who Hired a Pro in 2023 Did Not Even Consider DIYing the Project. 1 in 3 homeowners who ultimately hired a pro did not even consider DIYing the project