

## DIY vs. DIFM Trends

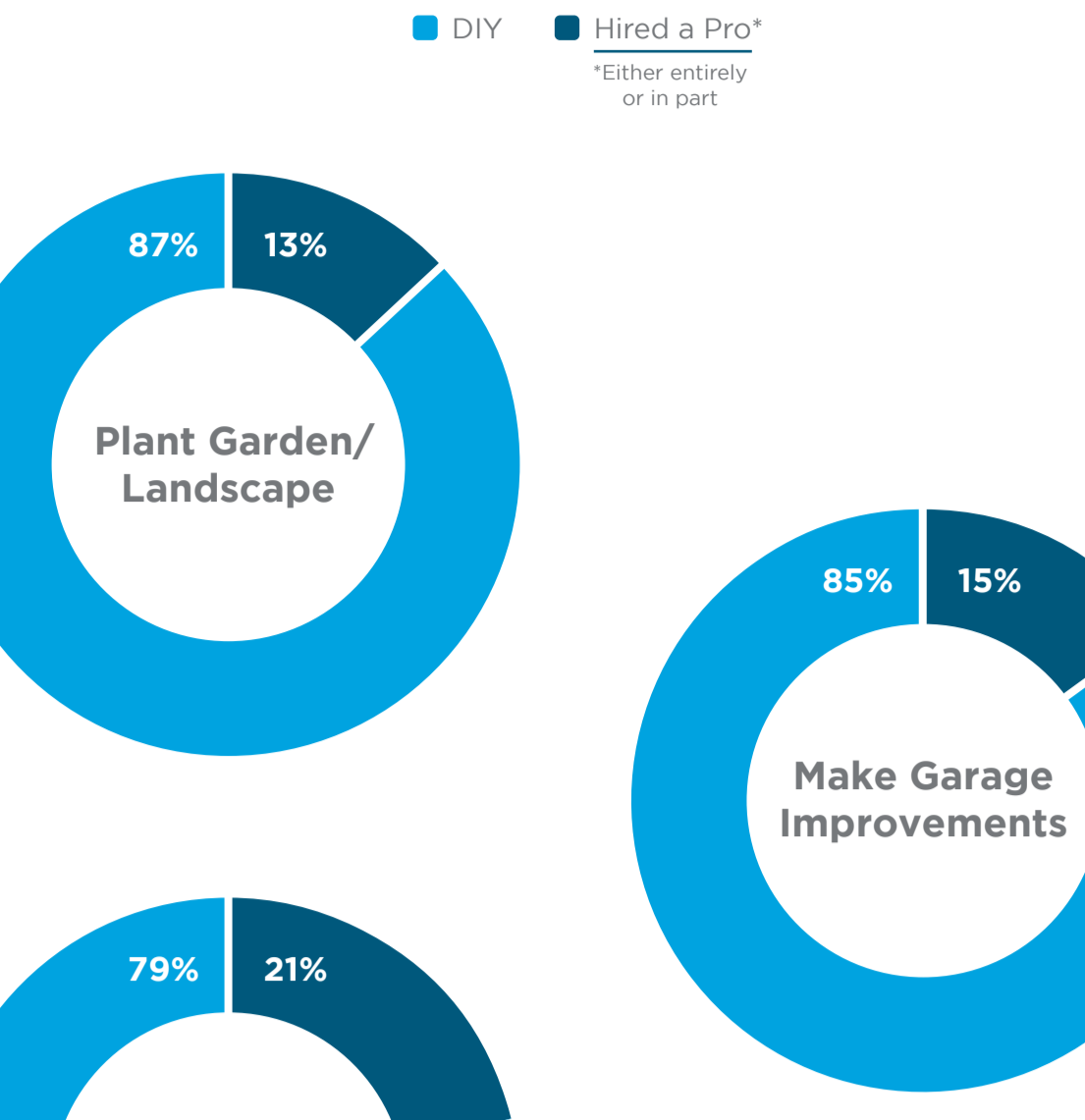
# How Homeowners are Working with Professionals

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.



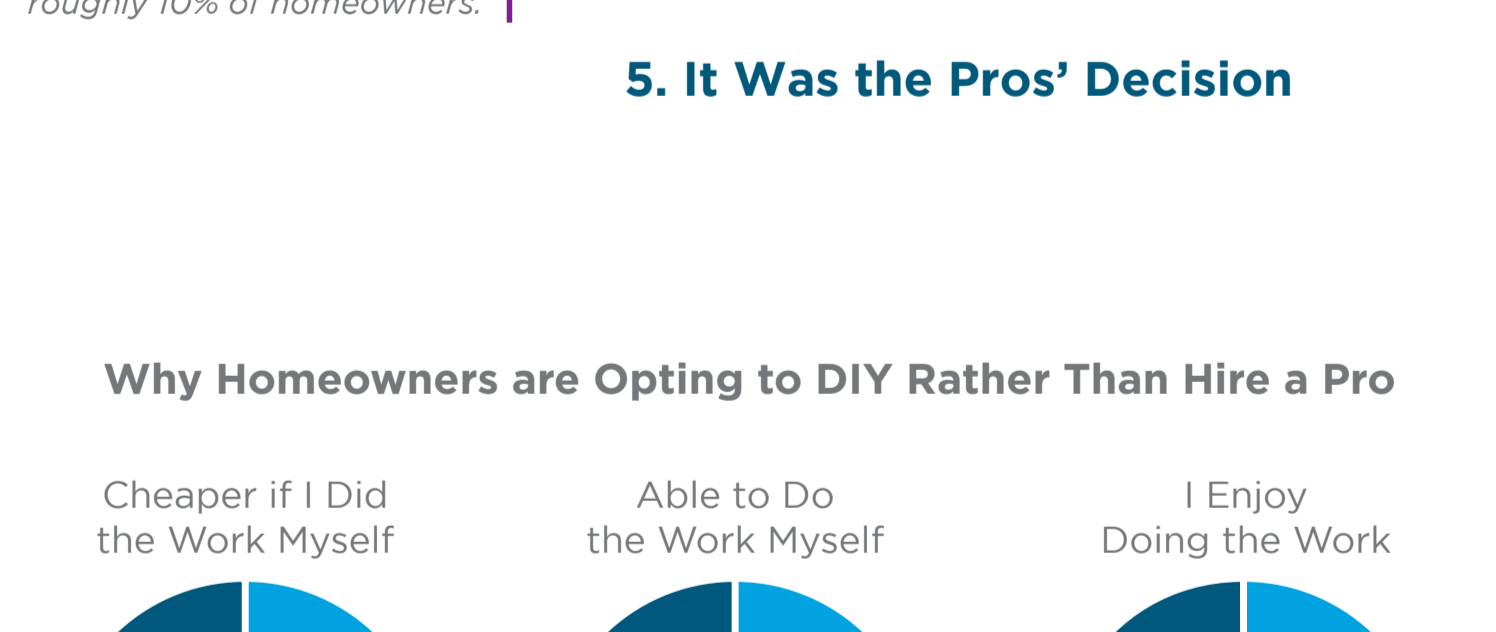
## Share of Work by Project Type in 2023



## 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



## 53% Taking Fewer Total Projects

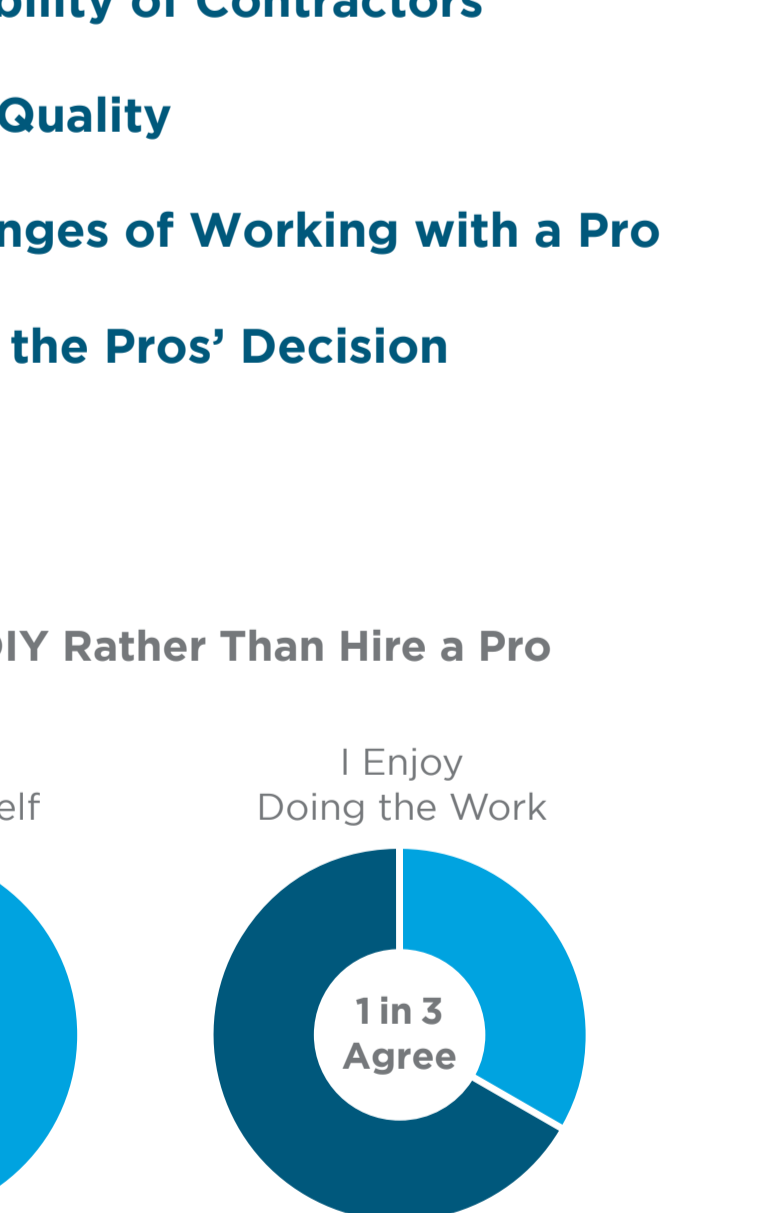
43% Using More Time-saving Products to Speed up the Process

41% Specializing in a Smaller Range of Projects

40% Only Taking Higher-paying Projects

36% Narrowing the Geographic Area You Take Jobs

29% Added a Training/Apprenticeship Program

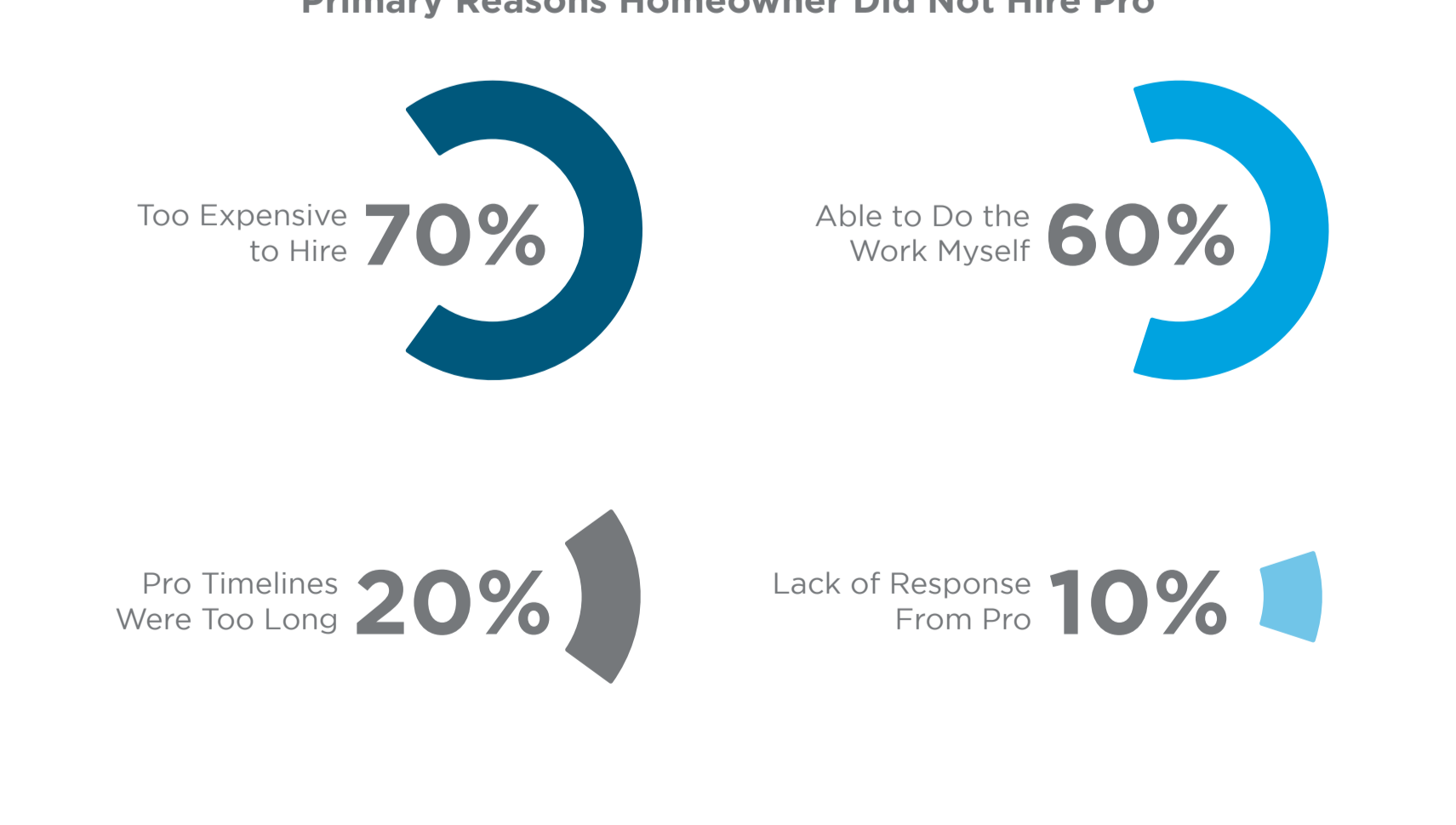


## How Paid Professionals Were Found

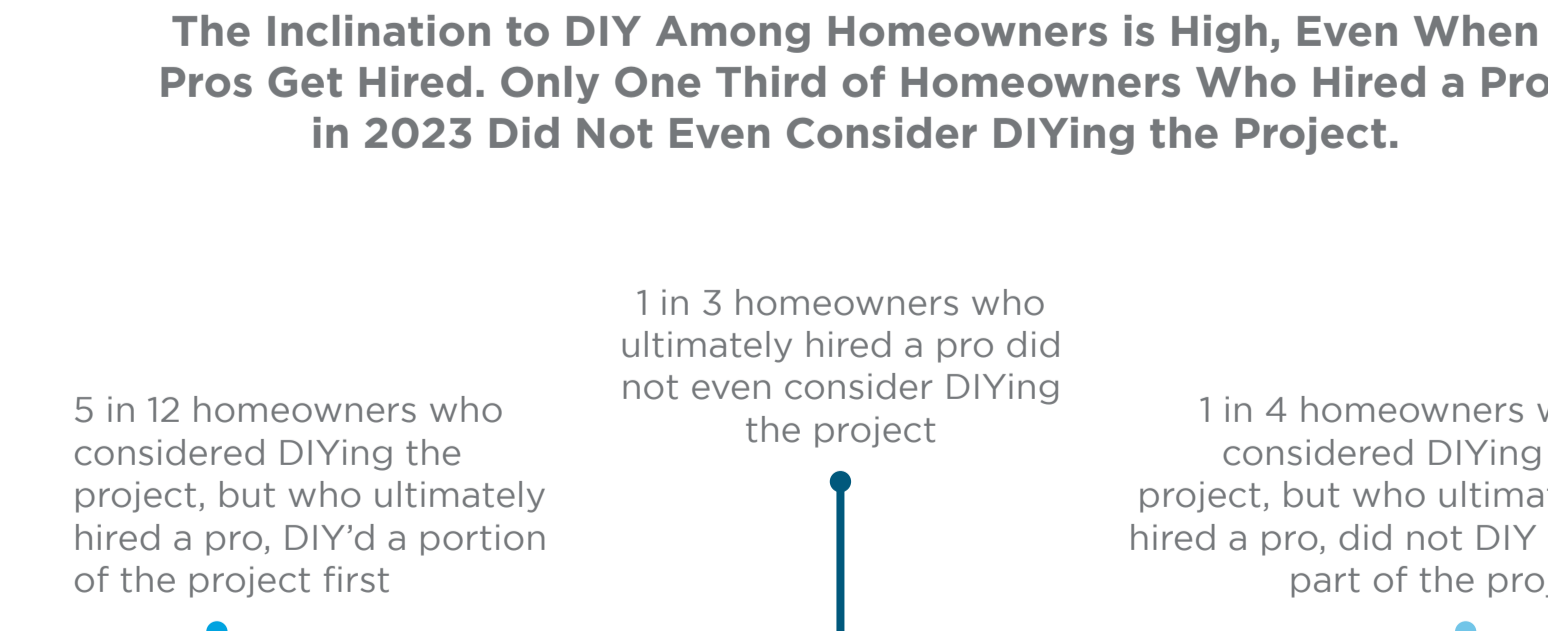
Based on other HIRI research, we know that the likelihood of a homeowner completing another home improvement project increases if they have recently completed one. Coming off of the 2021 home improvement boom, we see nearly 1 in 3 homeowners returned to prior contractors for additional projects in 2023.

This is balanced by a moderate decrease in how many homeowners are finding Pros via online marketing, but since 2019, this marketing channel has driven roughly 1 in 5 connections between Pros and homeowners.

In 2023, fewer connections between homeowners and contractors were arranged.



### Number of Pros Contacted



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 that pertaining specifically to hiring a pro were:

1. Labor Costs
2. Availability of Contractors
3. Labor Quality
4. Challenges of Working with a Pro
5. It Was the Pros' Decision

## Why Homeowners are Opting to DIY Rather Than Hire a Pro



## 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



### Primary Reasons Homeowner Did Not Hire Pro



## The Inclination to DIY Among Homeowners is High, Even When Pros Get Hired. Only One Third of Homeowners Who Hired a Pro in 2023 Did Not Even Consider DIYing the Project.



## In Closing

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.



Sources  
2023 Homeowner Monthly Activity Tracker  
2023 Skilled Labor Shortage and Financial Health of Contractors Study  
2023 Project Decision Study

## About HIRI

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 improvement industry.

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