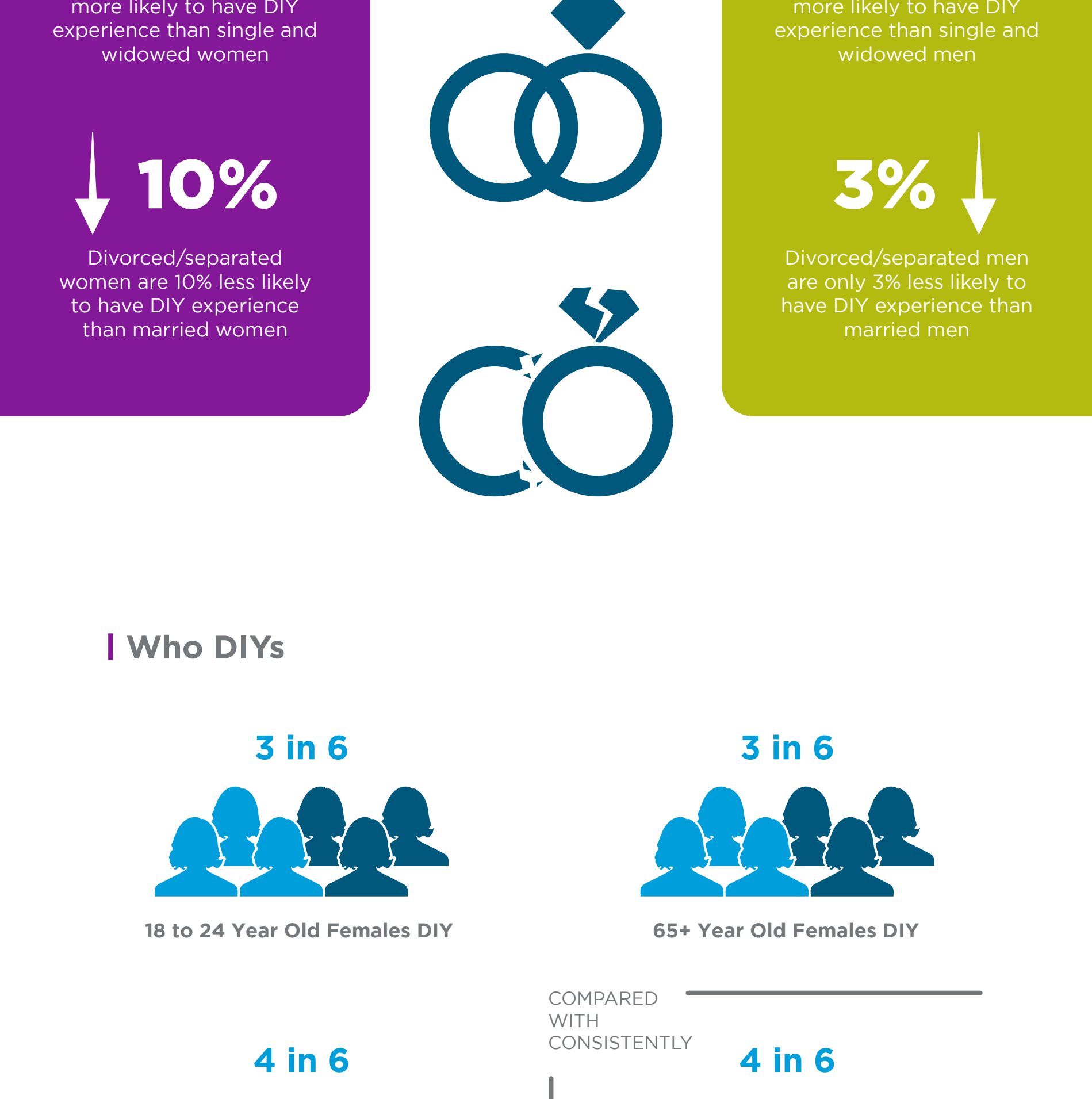


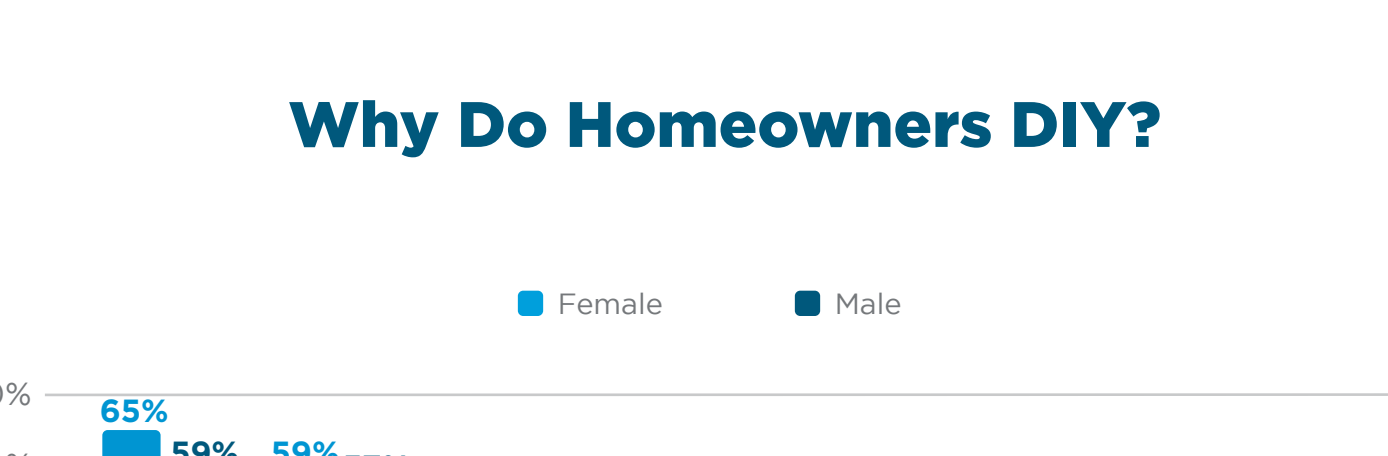
# How Female DIYers Engage in Home Improvement Projects

HIRI's research reveals disparities in DIY experiences among women, notably fewer engaging in advanced projects. Lower DIY involvement is particularly evident among women, with significant influences from age, income, education, and race. Additionally, marital status and household size correlate positively with DIY participation, especially among married women and larger households.

## Likelihood of Having DIY Home Improvement Experience



## Who DIYs

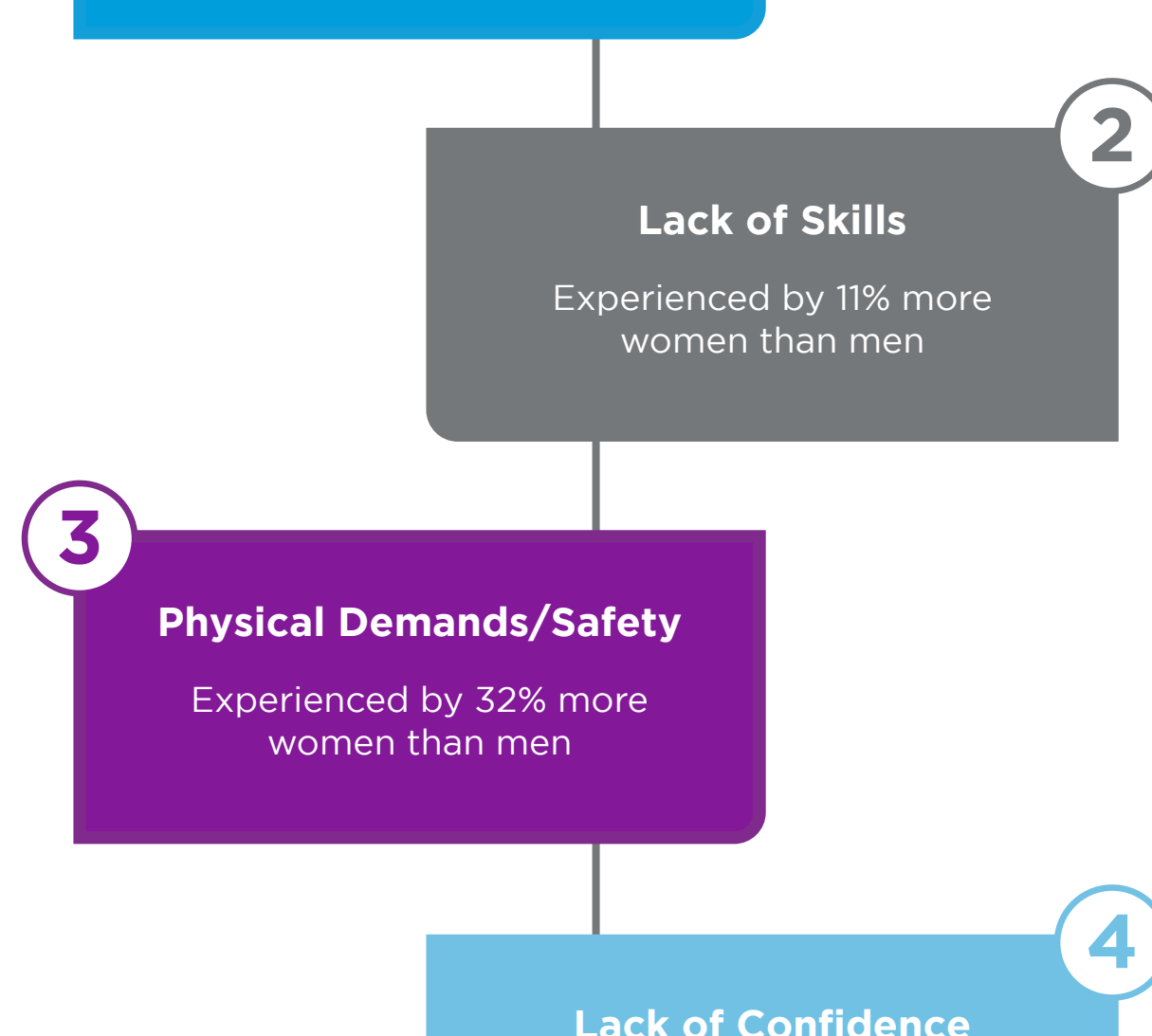


## Why Do Homeowners DIY?



## Helping Female DIYers Overcome Barriers to Home Improvement Projects

Where Top Challenges Faced by Female Homeowners Widely Varies from Males



## “What is the most crucial advice you would give to new DIYers?”

33% more female DIYers than male DIYers mention “conducting research” as being the most crucial advice they would give to new DIYers.

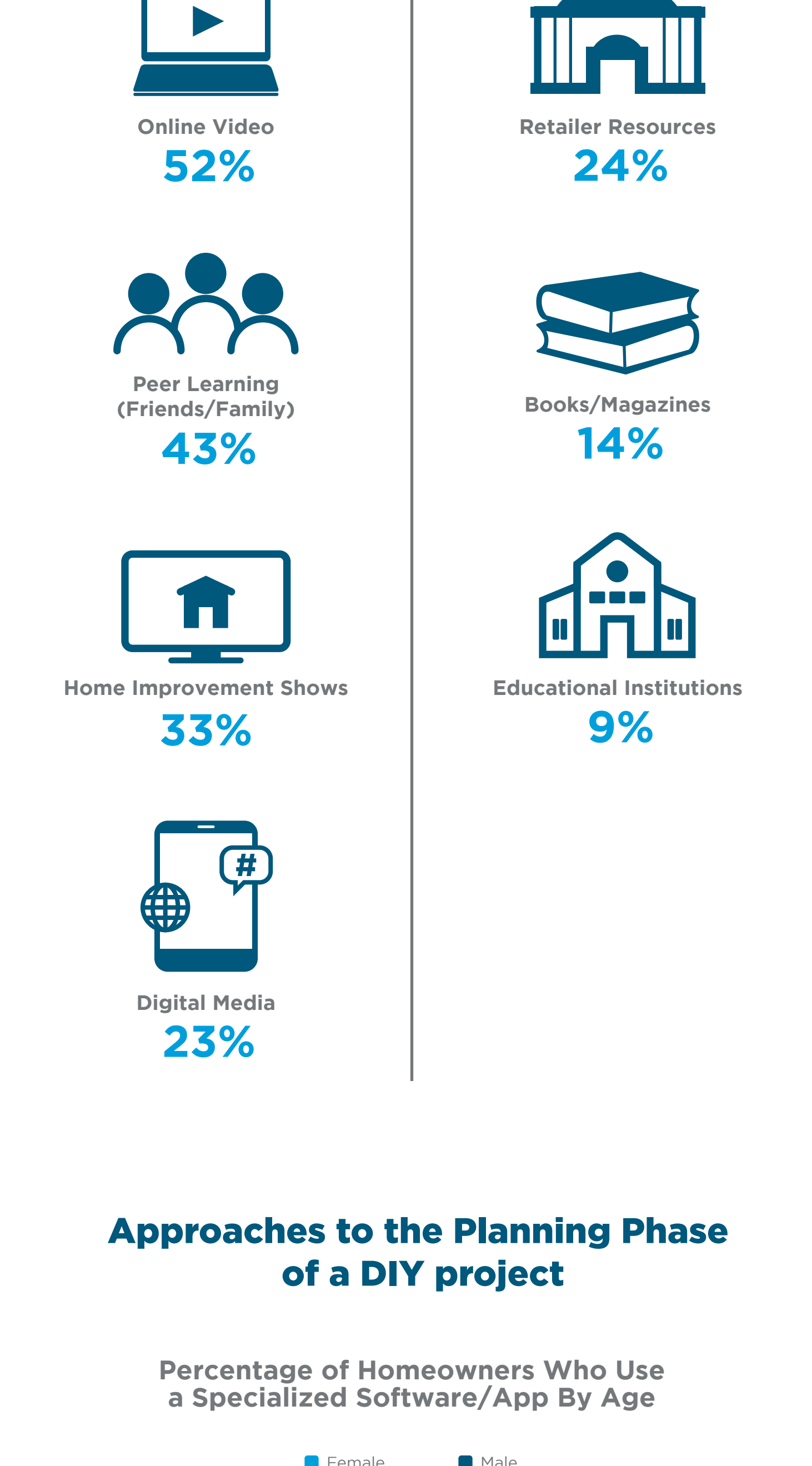
Only 2% advocate for hiring a pro instead of DIY, which is consistent among responses given by male respondents.

HIRI members have access to 20 verbatim responses to this question in the full report.

## Approaches to the Research Phase of a DIY Project

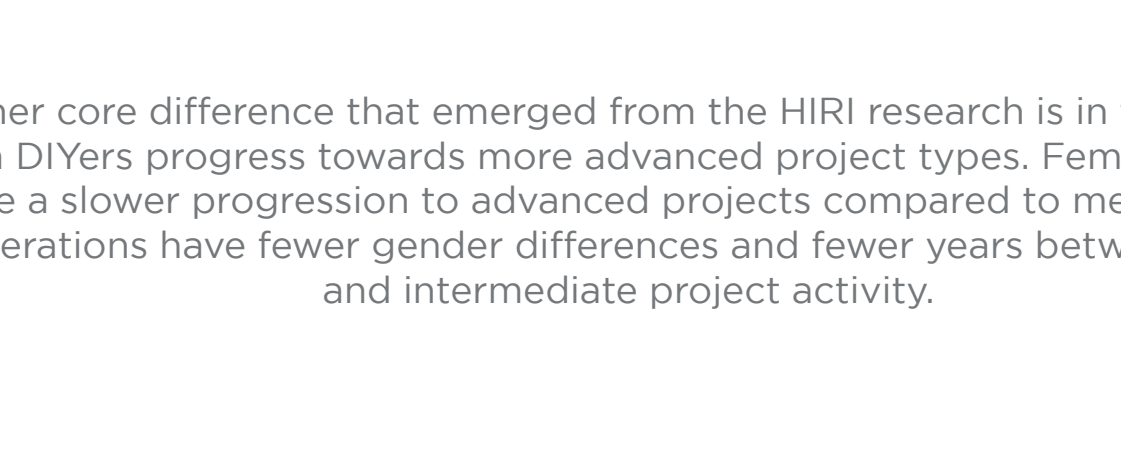
While informal resources dominate across all demographics, women are 20% less likely than their male counterparts to utilize formal resources.

### Female DIY Resources



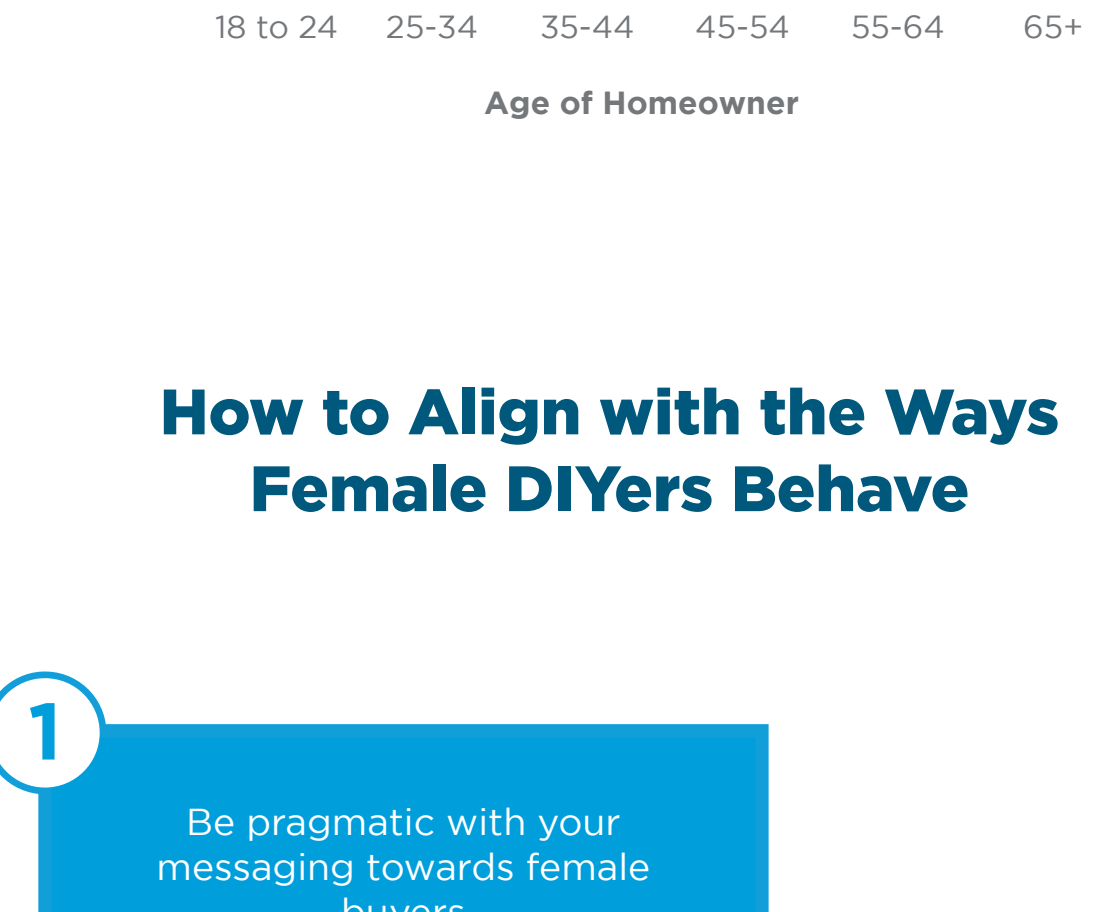
## Approaches to the Planning Phase of a DIY Project

### Percentage of Homeowners Who Use a Specialized Software/App By Age



Another core difference that emerged from the HIRI research is in the pacing at which DIYers progress towards more advanced project types. Females typically have a slower progression to advanced projects compared to men. Younger generations have fewer gender differences and fewer years between simple and intermediate project activity.

### AVG Homeowner Years Between Simple and Intermediate Projects



## How to Align with the Ways Female DIYers Behave



Source: Do-It-Yourself: Analyzing the Female DIY Experience

## 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.

[www.hiri.org](http://www.hiri.org)