

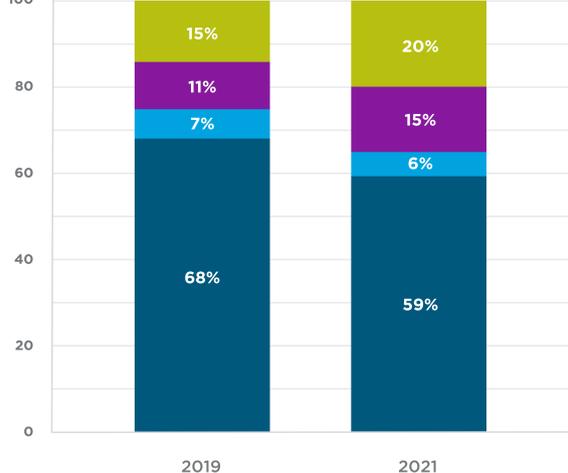
# DIY VS. PRO ACTIVITY IN HOME IMPROVEMENT PROJECTS

In recent years, the home improvement industry has seen DIYers taking on more projects as COVID-19 progressed. However, we are now seeing a shift, as more people are starting to hire professionals to take over specific jobs.

How can contractors capitalize on this reemerging trend? The first step is to see what types of projects homeowners are turning over to professionals and the reasons why. Let's dive in to see the results.

## Who's Tackling Projects?

● DIY ● DIY and Hired Pro ● Buy-It-Yourself and Hired Pro ● Contracted All Work



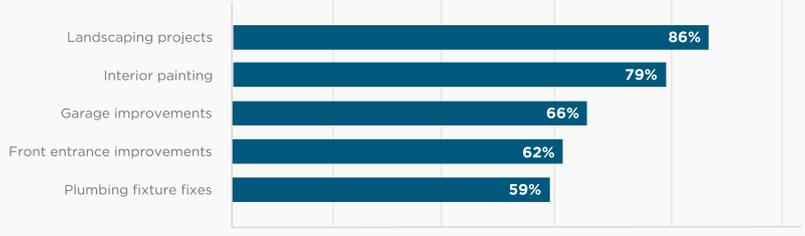
Compared to prior years, 2021 saw a down-shift in the number of DIYers that were willing to tackle projects. In 2019, **68%** of home projects were done by DIYers, whereas 2021 dropped to **59%**. As a result, the amount of completely contracted work increased to **20%** in 2021, compared to **15%** in 2019.

This increase in pro work is likely related to COVID-19 impacts. When COVID-19 was running rampant, homeowners were relying on DIY projects to get things done while they had time. As time has passed since the initial emergence of COVID, we are now seeing homeowners relying more on pros again.

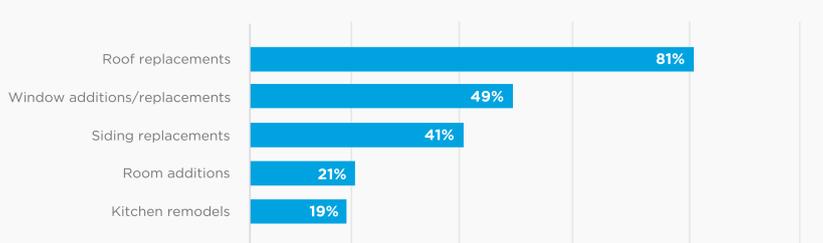
When taking this into consideration for 2022, it is important for contractors to market their services effectively, as more people are hiring workers instead of taking-on projects themselves. By posting on social media, updating sites and having active communication within their community, pros can get on homeowners' radars as being equipped and available to take on a project.

## What Projects are DIYs and Pros Tackling?

**DIY** When it comes to who is tackling what projects, we see that the top five DIY projects were landscaping projects, interior painting, garage improvements, front entrance improvements and plumbing fixture fixes.



**PRO** The top five projects pros tackled were roof replacements, window additions or replacements, siding replacements, room additions and kitchen remodels.

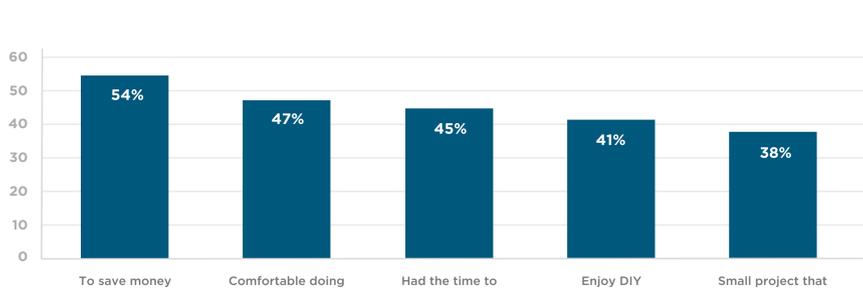


From this data, we can see that DIYers took on simpler projects that did not require extensive contracting skill or knowledge. Pros were hired when it came time for more hefty projects that needed precision and expertise.

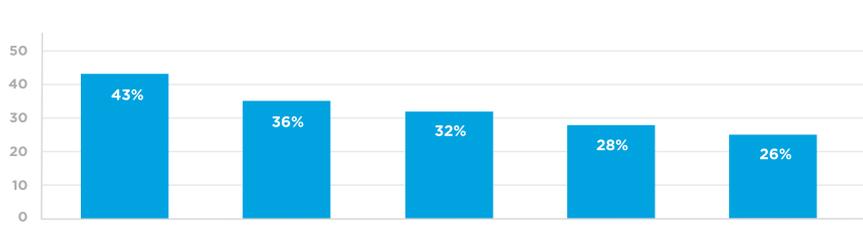
By looking at these stats, contractors can focus their marketing strategies on these types of services as these jobs are higher in demand.

## Why are Homeowners Choosing DIY or Hiring Pros?

**DIY** The top five reasons homeowners chose DIY projects over hiring professionals were to save money (**54%**), they are comfortable doing DIY projects (**47%**), they had the time to do it themselves (**45%**), they enjoy DIY projects (**41%**) and it was a small project that didn't require a professional (**38%**).



**PRO** The top five reasons homeowners chose to hire professionals were they wanted the job done right (**43%**), it was too big of a job to tackle alone (**36%**), they had a good experience hiring a professional before (**32%**), they weren't comfortable with doing the project themselves (**28%**) and there was a high risk of error if they chose the DIY path (**26%**).



With money being a large reason that homeowners do DIY projects, contractors can consider having discounts, promotions or incentives that encourage homeowners to contract out business.

Simultaneously, contractors should continue to encourage homeowners to contract out projects they are not comfortable with, as this is a top reason why they hire professionals to get the job done.

## ABOUT HIRI

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Members are the leading manufacturers, retailers and allied organizations in the home improvement industry.

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