

# DIY ACTIVITY AND MATERIAL AVAILABILITY

When it comes to DIYers and material availability, understanding trends surrounding each will help manufacturers, dealers and suppliers stay successful even during the slower, more challenging months. As winter approaches and the pandemic continues, DIY activity and material availability trends see some interesting turns — let's take a look.

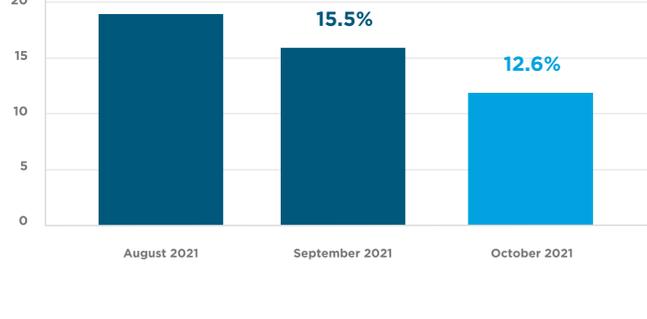
## Tackling Projects: Monthly Timeline for DIYers

As we move away from the summer months, DIYers are becoming less enthusiastic about starting home remodels or improvement projects. The group that found these months a “really good time” to tackle remodels and home improvements dropped to **12.6%** in October.

There are multiple reasons as to why this time of year could be less popular for home projects, including kids going back to school, the holiday season approaching, colder weather setting in and people returning to the office.

This may be a good time for service companies to advertise their availability and service options, as DIYers are taking a step back during this time of year. It's also a great time for manufacturers to start targeting a different audience during these months, as the DIYers are not touching as many projects during this time.

### DO YOU FEEL THIS IS A GOOD TIME OR BAD TIME TO DO A HOME REMODEL OR IMPROVEMENT PROJECT?

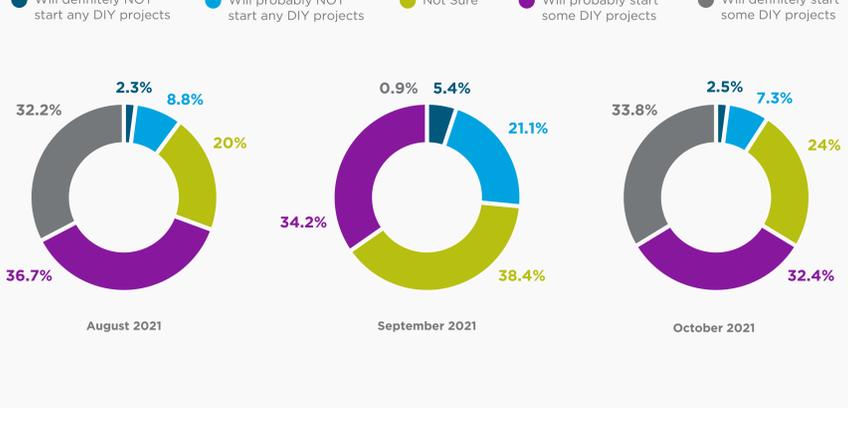


## Tackling Projects: Upcoming Weeks for DIYers

There is still a large amount of DIY project planning in the works for the next few weeks, but it is trending lower than when we started tracking. Although there is a small number of people that claim they will definitely not start any DIY projects, we see a **1.9%** increase in the number of people who will probably not start a DIY project. We also see people becoming more unsure about starting projects in the upcoming weeks.

With around **80%** of DIYers saying they will or can be swayed to start a project, manufacturers and dealers can continue to market their products to DIYers.

### ARE YOU PLANNING TO START ANY DIY PROJECTS WITHIN THE NEXT FEW WEEKS?

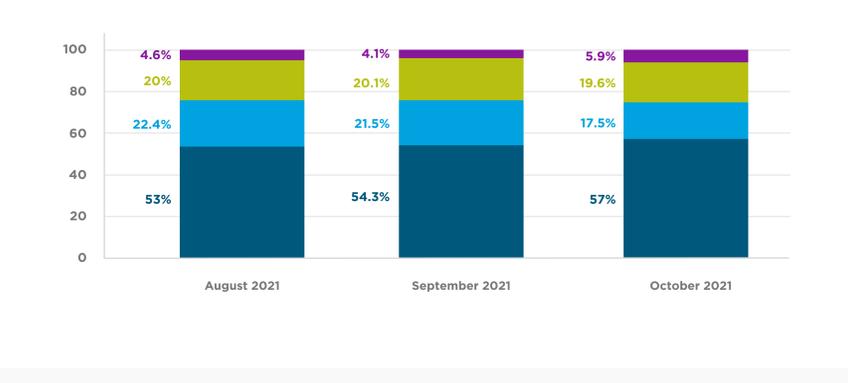


## Tackling Projects: DIYers Experiencing Shortages

The number of DIYers experiencing material shortages is slowly decreasing over time. As COVID-19 continues, manufacturers have seen trends throughout the pandemic like which products sell out quickly and which brands are the most popular. After evaluating these types of specifics, manufacturers have adjusted their inventory based on the need of their buyers.

With **over 50%** of the people experiencing no material shortages in the past three months, they may have been able to complete all of their DIY projects. This could be why there's an increase in the number of DIYers who are unsure about starting a new project, as they may not have any project on the horizon yet.

### HAVE YOU EXPERIENCED ANY MATERIALS SHORTAGES FOR YOUR PROJECT OVER THE PAST MONTH?

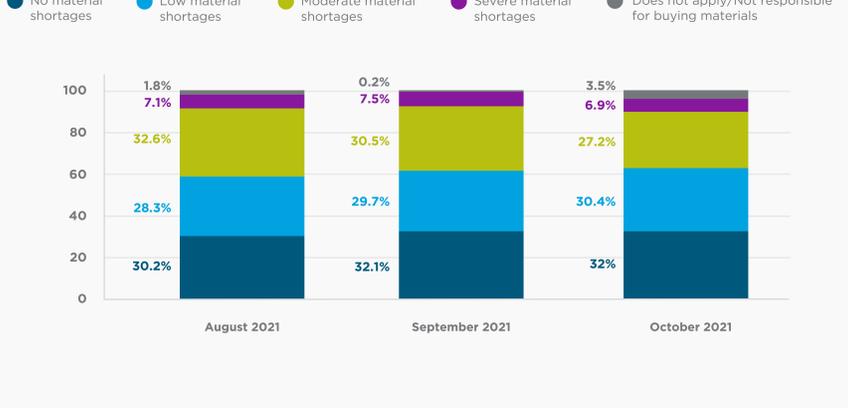


## Tackling Projects: Pros Experiencing Shortages

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### HAVE YOU HAD ANY MATERIAL SHORTAGES FOR YOUR JOBS OVER THE PAST MONTH?



## Tackling Projects: Reasons for Project Delays & Stops

**Less than 20%** of projects have been delayed for DIYers, but the large factors include material availability, pricing and overall time investment. Some of the more insignificant factors include quality of labor, inspection codes and COVID concerns regarding workers.

COVID-19 could still be impacting some of the larger factors, as labor shortages are causing material availability to decrease and prices to increase. But as manufacturers adjust their inventory according to current needs and trends, the issues surrounding doing business in a pandemic that first cropped up in 2020 seem to be getting better.

### WHAT ARE THE MAIN REASONS FOR YOUR PROJECT DELAY OR STOPPAGE?



## 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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