
What Do DIYers Plan for the 2nd Half of 2023?

August 10, 2023

More than 9 in 10 (91%) homeowners have work planned for their homes for this fall and winter. What are they planning and how will they approach the work?

At-A-Glance:

- 60% plan to do routine maintenance and repairs.
- 53% are planning small-scale projects, and another 33% intend to complete major home improvements.
- 62% with small-scale improvements planned had originally intended to complete one or more of them in the first half of the year.
- 80% of people planning small projects will complete some or all the work themselves.



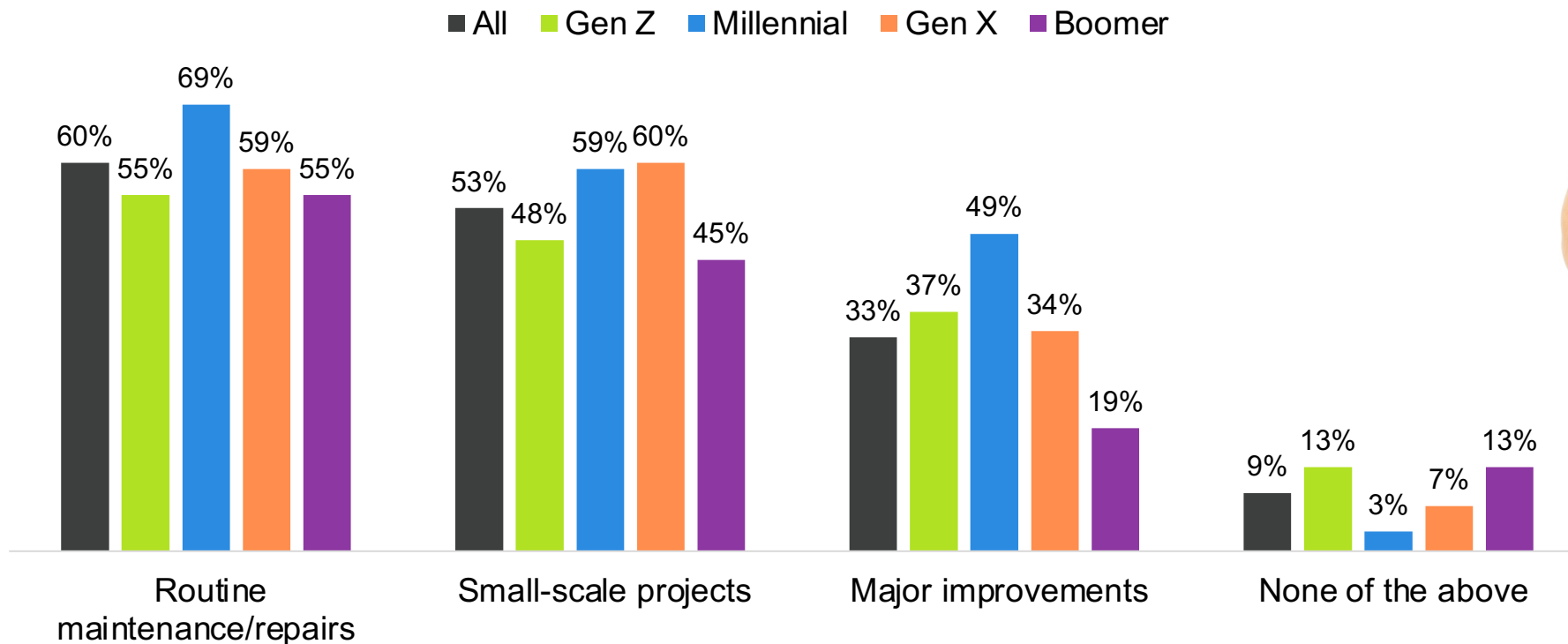
The Outlook:

The LIRA (Leading Indicator of Remodeling Activity) anticipates that year-over-year spending will face headwinds from high interest rates, softening housing appreciation, and a slowdown in home sales. Brands and retailers that position themselves as advocates of the DIYer, whether through product features or project “how-tos” or tips and tricks, can weather the challenges by being better poised to capture a greater share of the DIYers’ hearts and wallets.



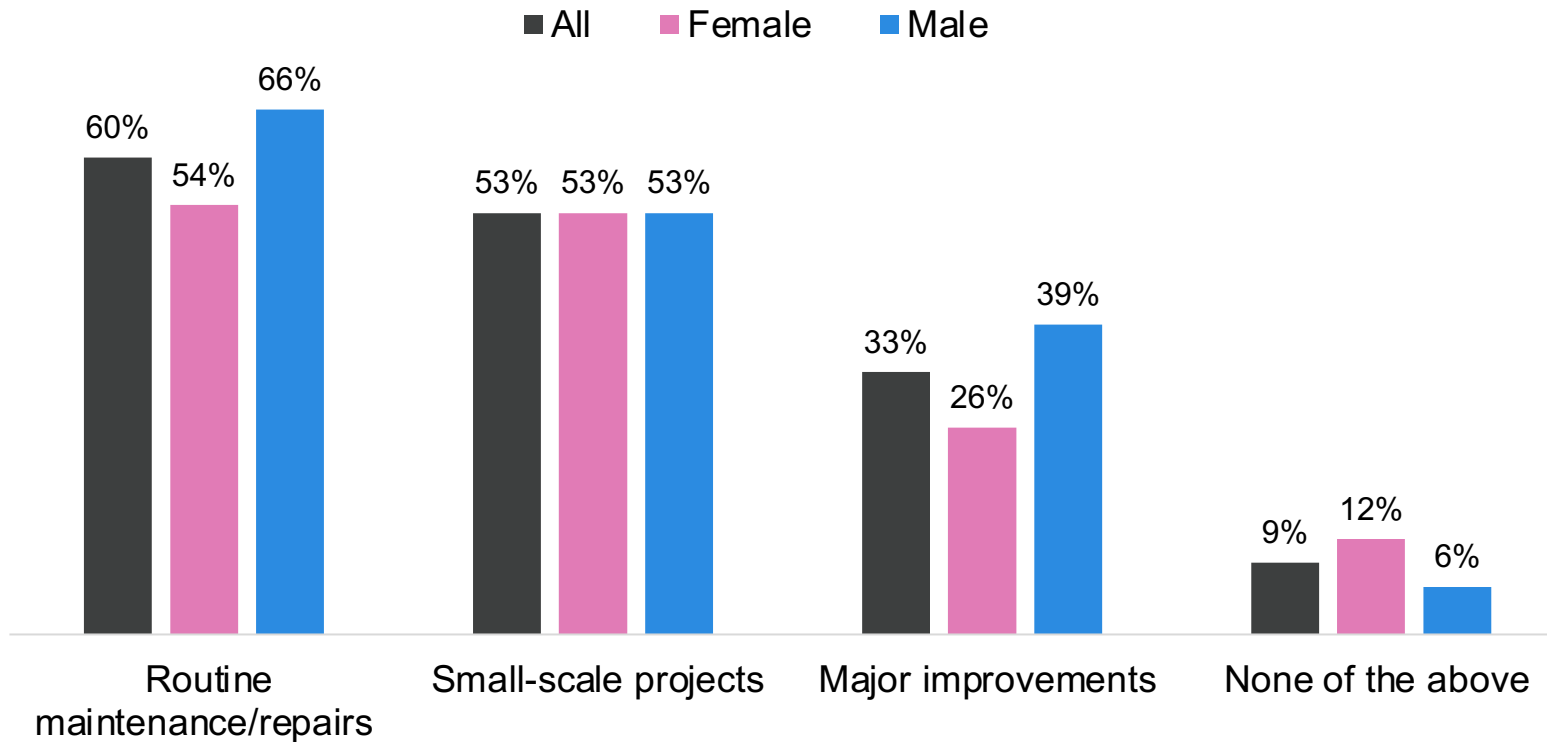
91% of homeowners report that they have some work planned for their home in the coming months. More than half are planning routine maintenance and small-scale projects while one-third have major home improvement projects planned.

Home projects planned for this fall and winter



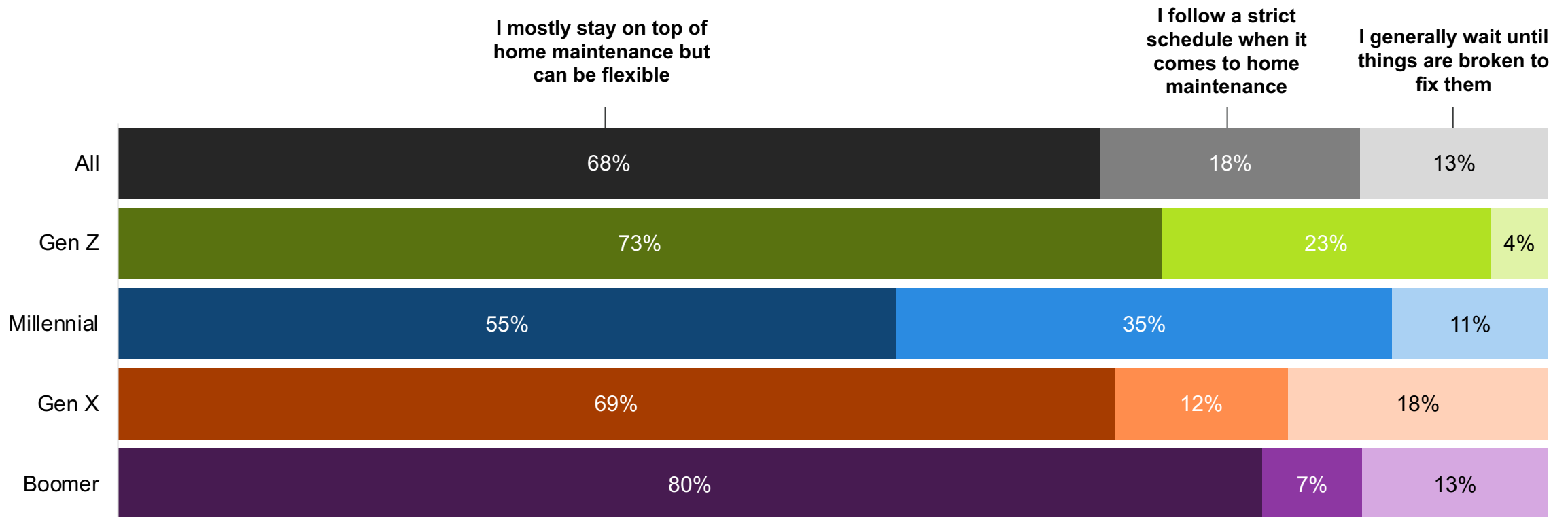
Men are more likely than women to be planning both routine maintenance/repairs and major home improvements.

Home projects planned for this fall and winter



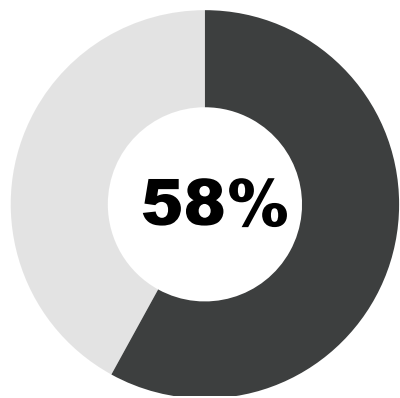
Fewer than 1 in 5 homeowners (18%) follow a strict schedule when it comes to basic maintenance. An additional 13% admit that they only address issues once they require repairs.

Approach to home maintenance and repairs

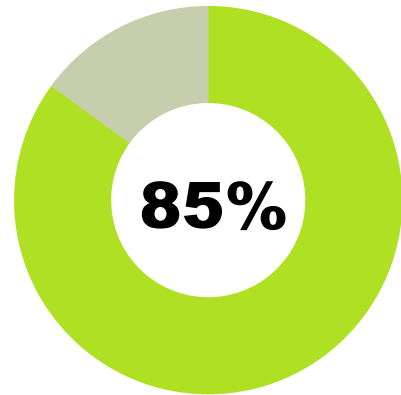


58% of homeowners planning maintenance on their homes this fall and winter admit that these are projects they had initially planned for the first half of the year.

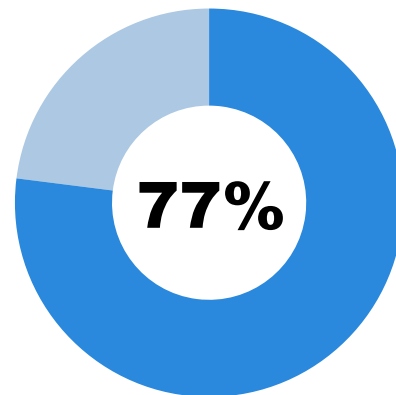
Planned maintenance/repair activities were originally meant for the first half of the year



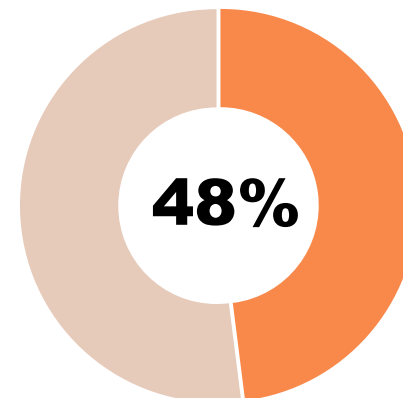
All



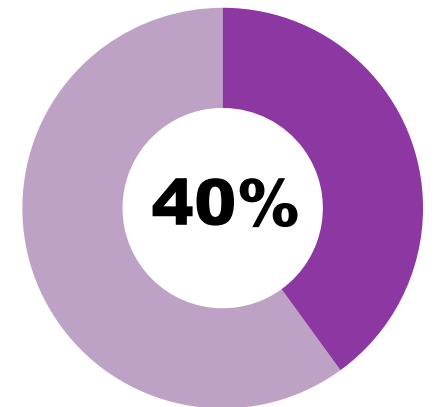
Gen Z



Millennial



Gen X

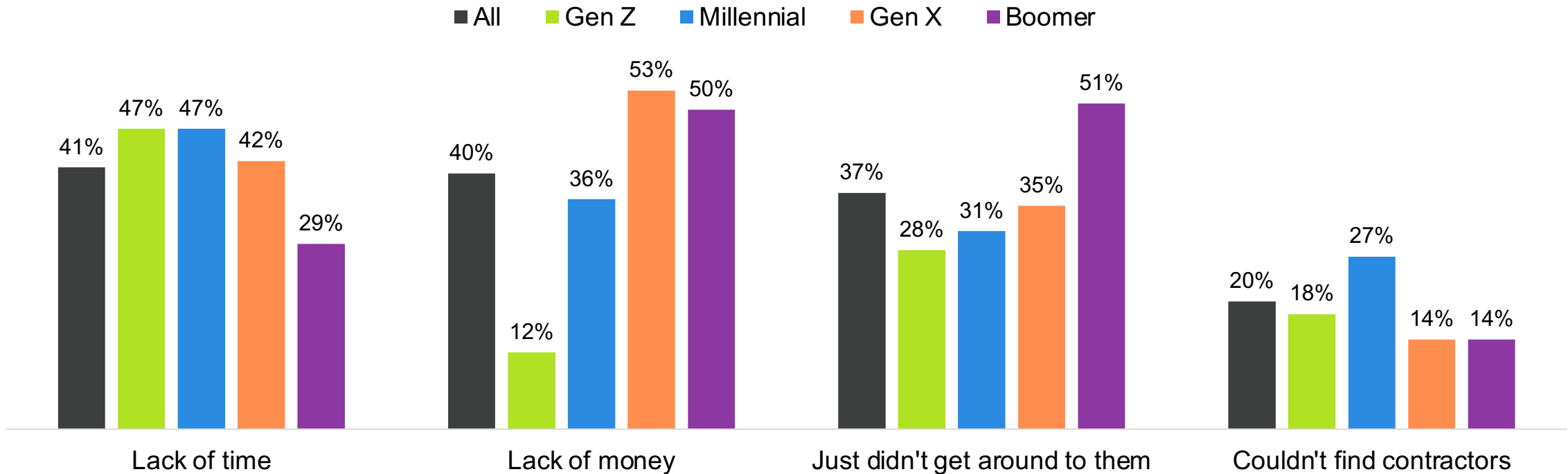


Boomer



Many factors have contributed to homeowners delaying maintenance and repairs. The leading culprits are a lack of time (41%) and a lack of money (40%). 1 in 5 admit to not being able to find contractors to help.

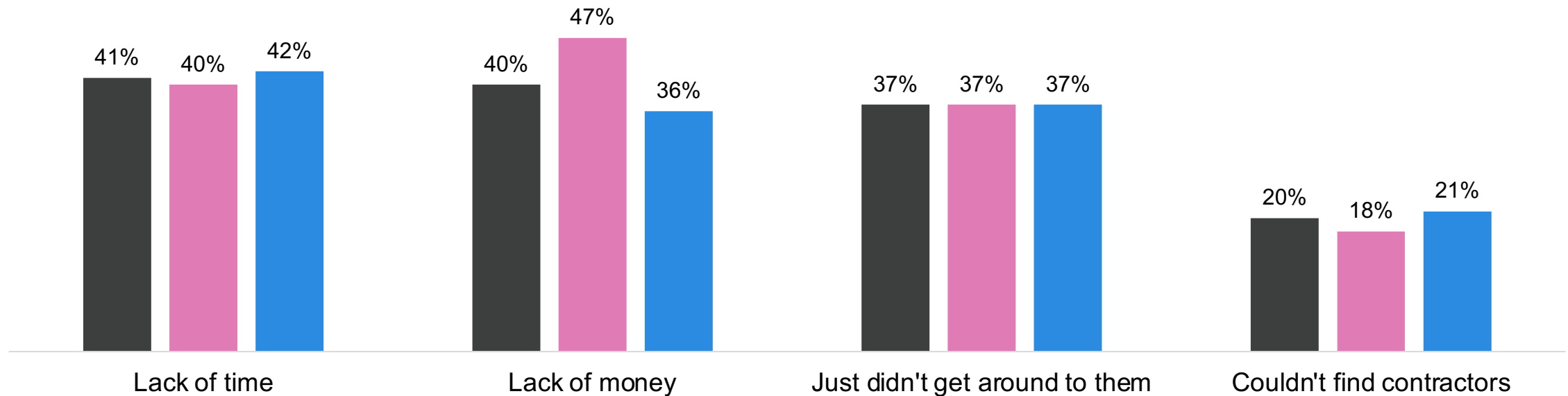
**Influence on not completing projects planned in first half of the year:
“Somewhat” or “Very” Influential**



Lack of money was the only the reason for not completing maintenance and repairs that varied by gender. It was cited by a whopping 47% of women but only 36% of men.

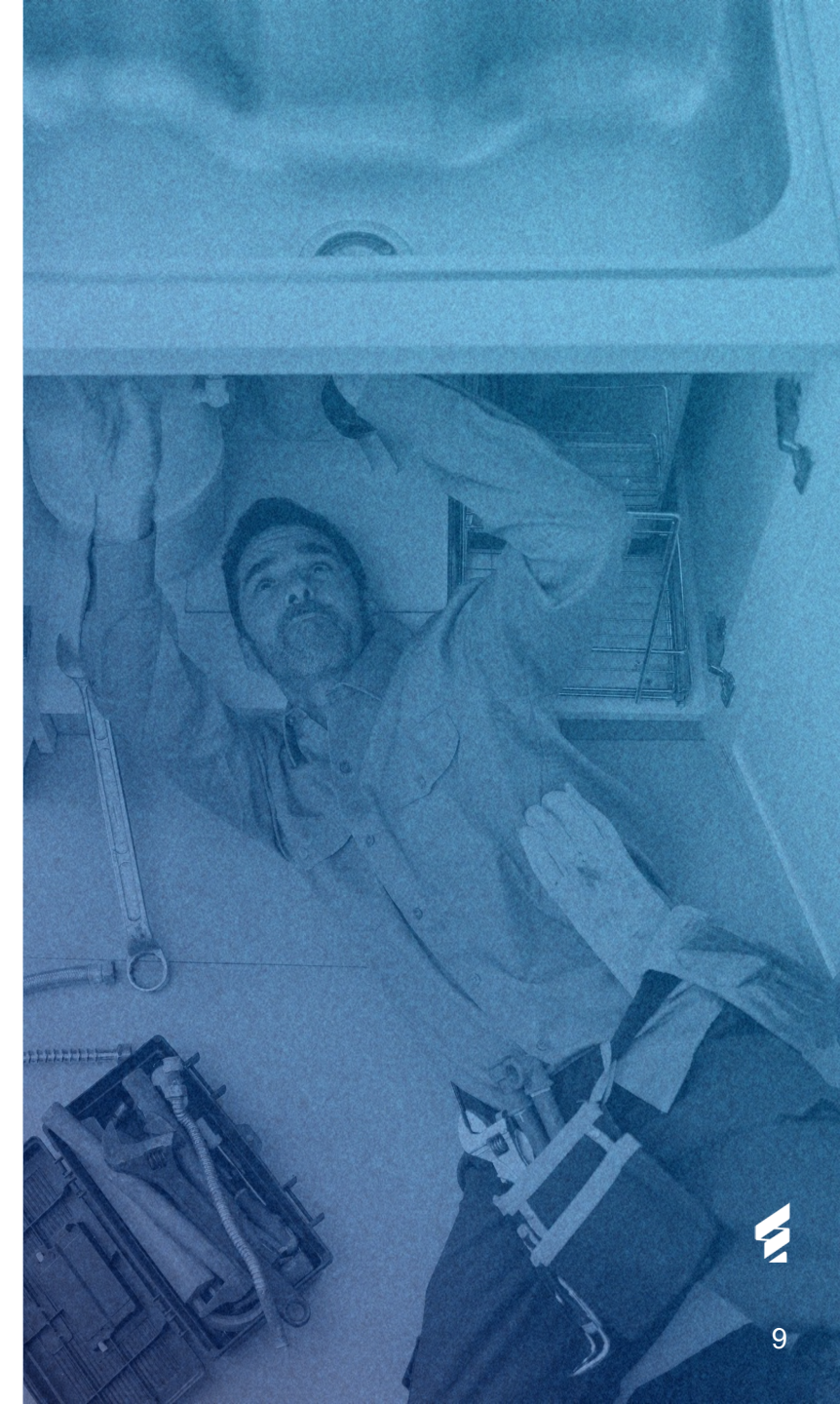
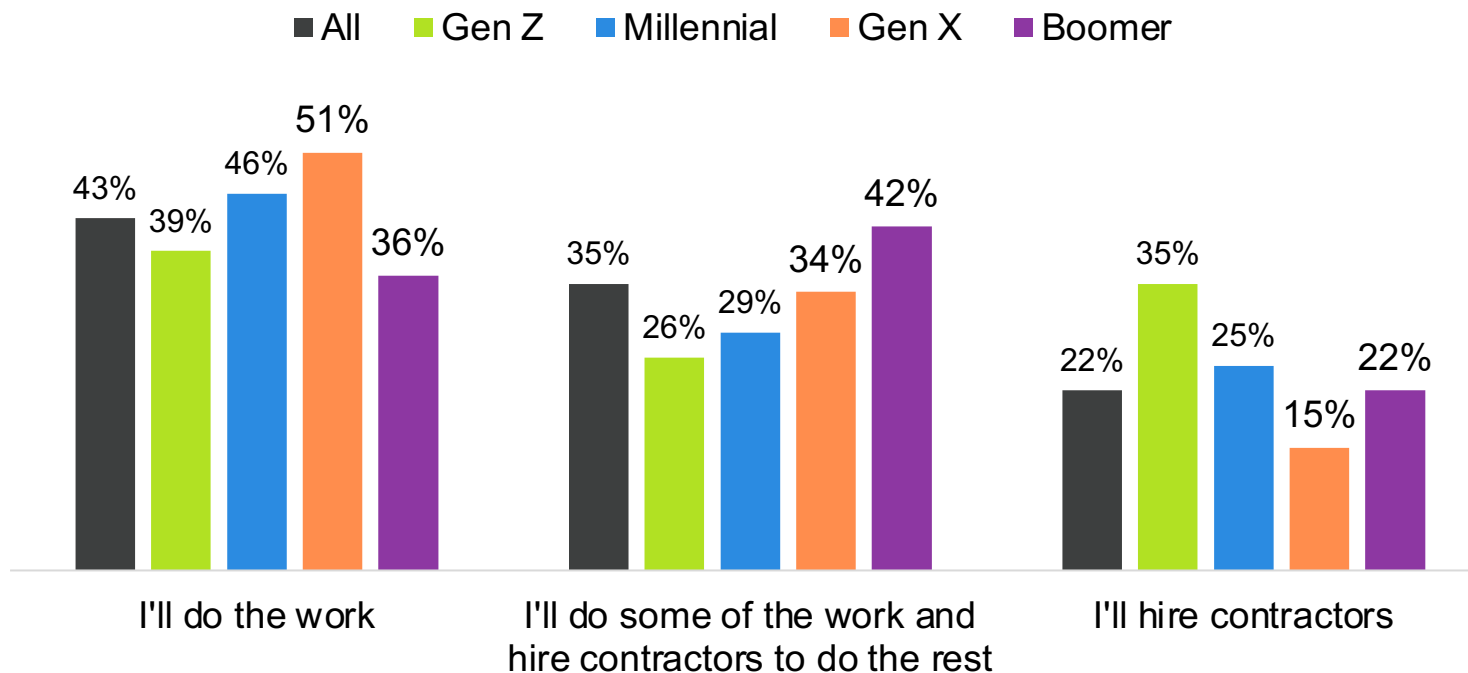
Influence on not completing projects planned in first half of the year:
“Somewhat” or “Very” Influential

■ All ■ Female ■ Male



Fewer than half of the respondents (43%) report that they will do all the maintenance and repairs themselves. The remaining 57% will hire a contractor to do all or a portion of the work.

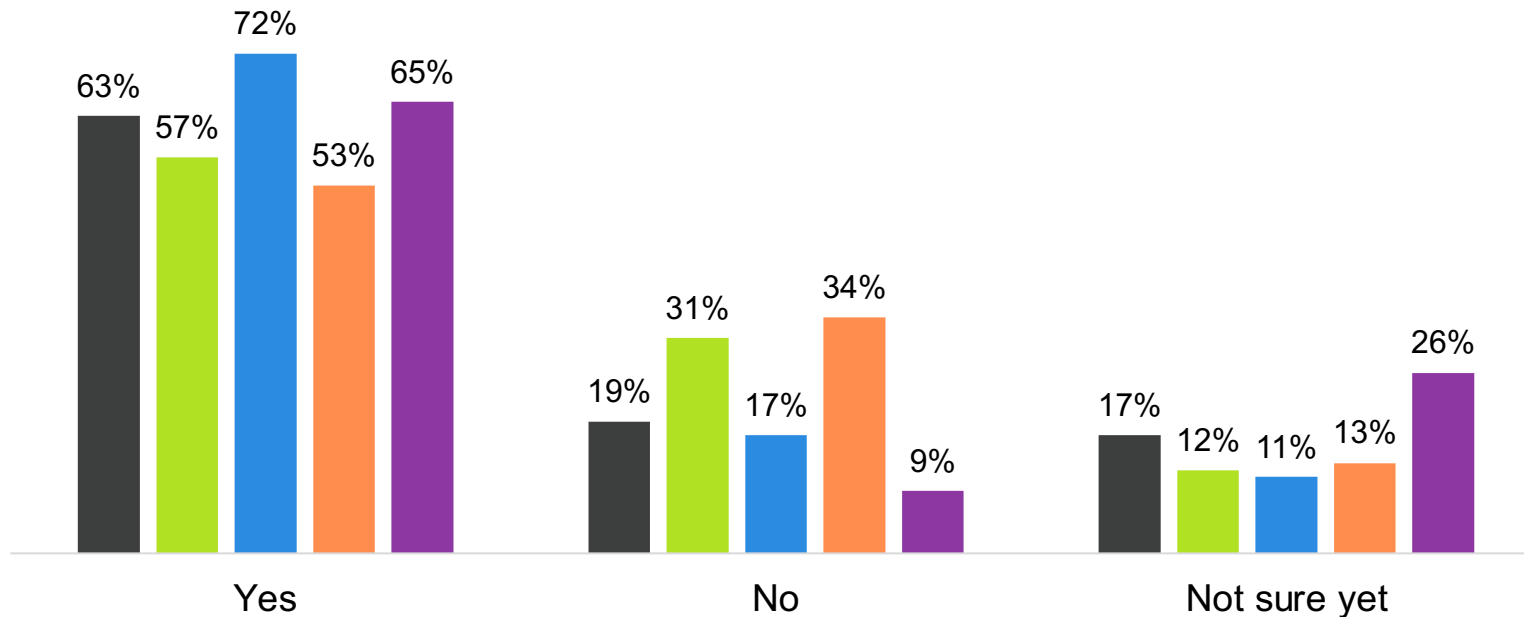
How they will complete home maintenance/repair projects



Among those planning on doing some or all the work themselves, 63% report that they already have all the tools and materials they need on hand.

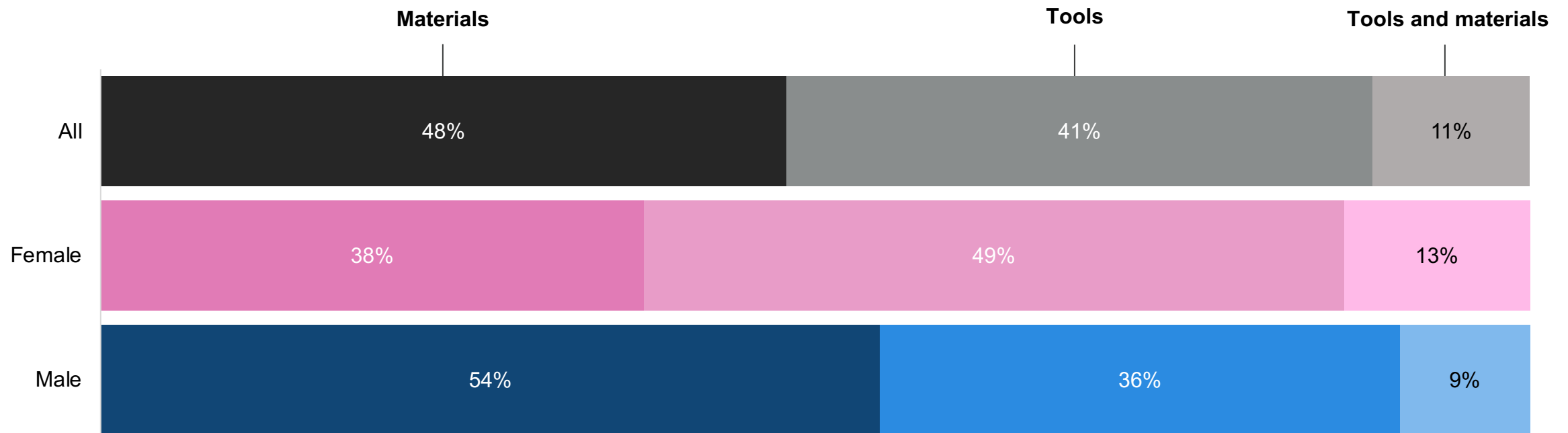
Have all tools/materials needed for maintenance or repairs

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



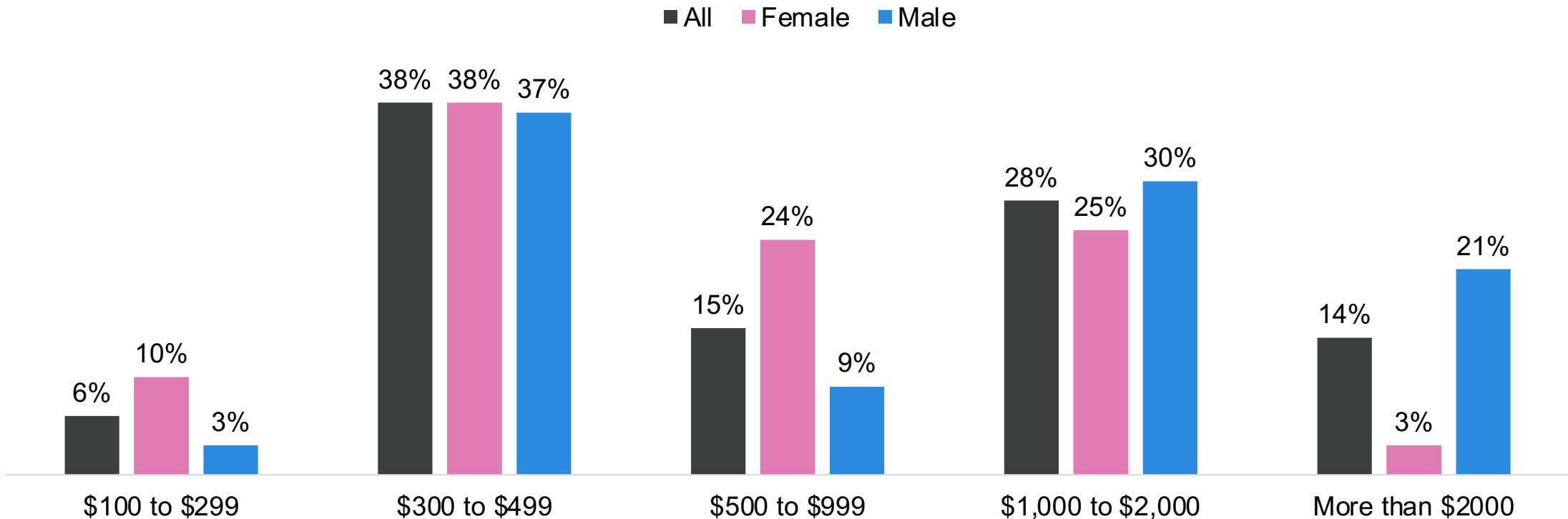
Among those who know they'll be needing tools and materials, there is an interesting split between men and women. 54% of men report needing materials while only 38% of women report that is the case. Conversely, 62% of women report needing tools vs. just 45% of men.

Items needed for maintenance/repair project



The median amount to be spent on tools/materials for maintenance and repairs is ~\$750. More than half the men (51%) plan to spend \$1,000 or more, while women are planning on spending less.

Anticipated spend on tools/materials needed for home maintenance



Of the 53% of homeowners who are planning minor home improvements like painting a room, replacing light fixtures, etc., the median number of projects planned is ~2.5.

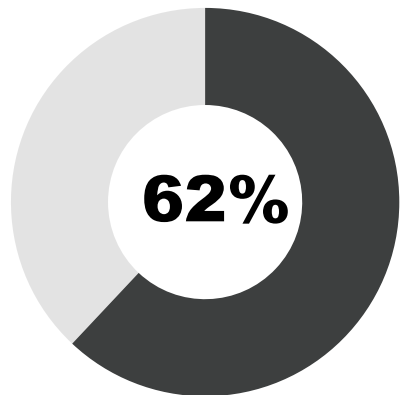
Number of minor home improvement projects planned	All	Female	Male
1	11%	17%	6%
2	39%	42%	37%
3	37%	32%	41%
4	8%	6%	10%
5 or more	5%	3%	6%

Men (57%) are more likely than women (41%) to have 3 or more projects planned.

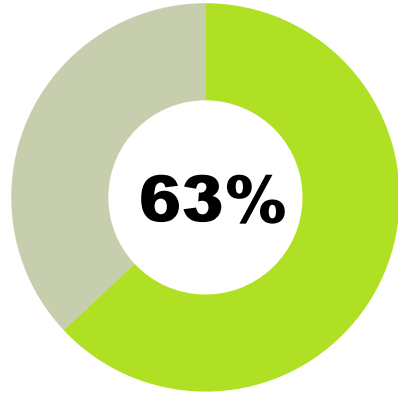


Nearly two-thirds of respondents (62%) with small-scale improvements planned had initially intended to do one or more of those projects in the first half of the year.

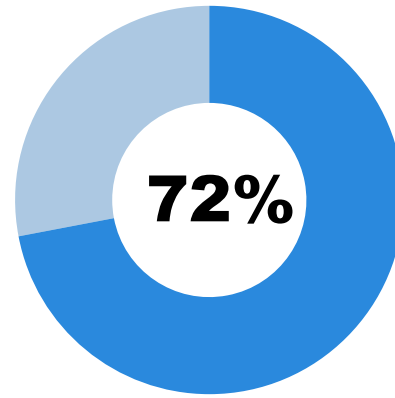
Report that their minor home improvements are things originally planned for first half of the year



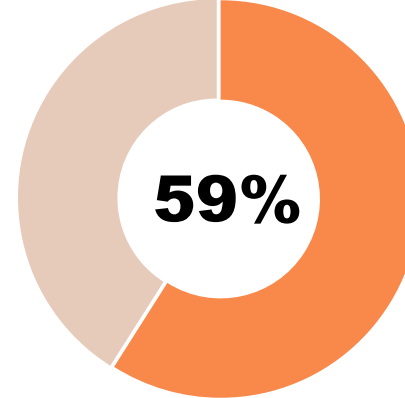
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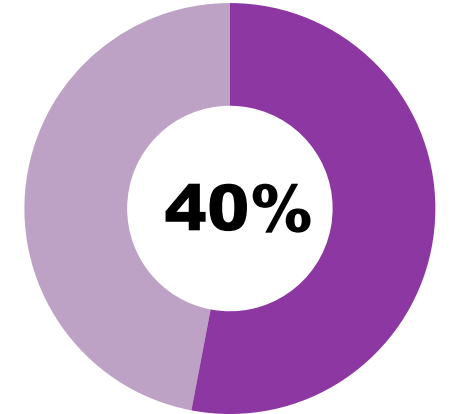
Gen Z



Millennial



Gen X



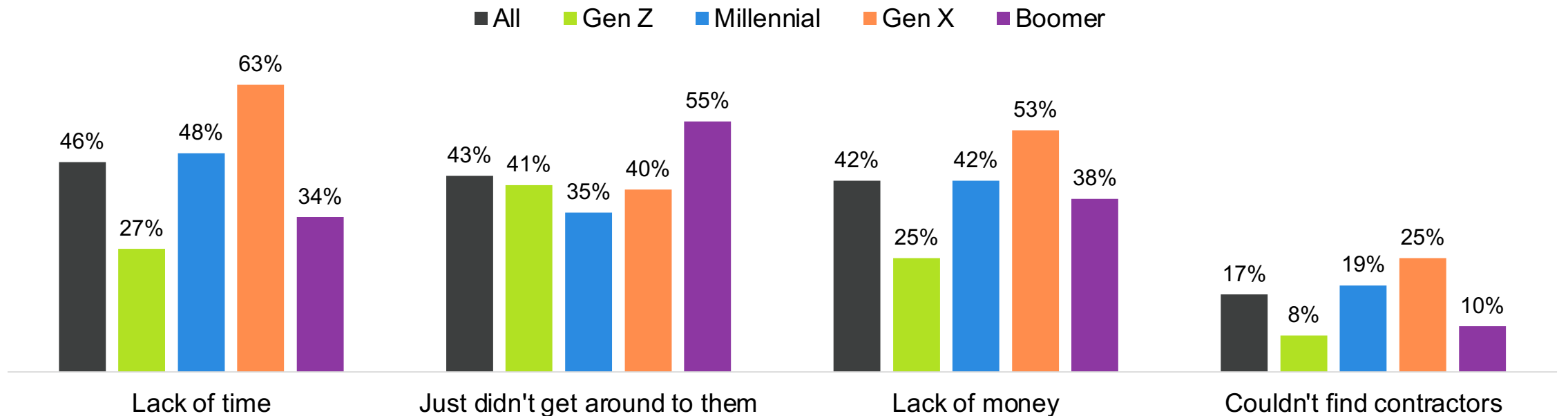
Boomer



As was the case with the repairs and maintenance that were not completed in the first half of the year, time (46%) and money (42%) were big obstacles when it came to minor home improvements.

“Not getting around to them” was a much more common influence (43%) for those delaying minor improvements.

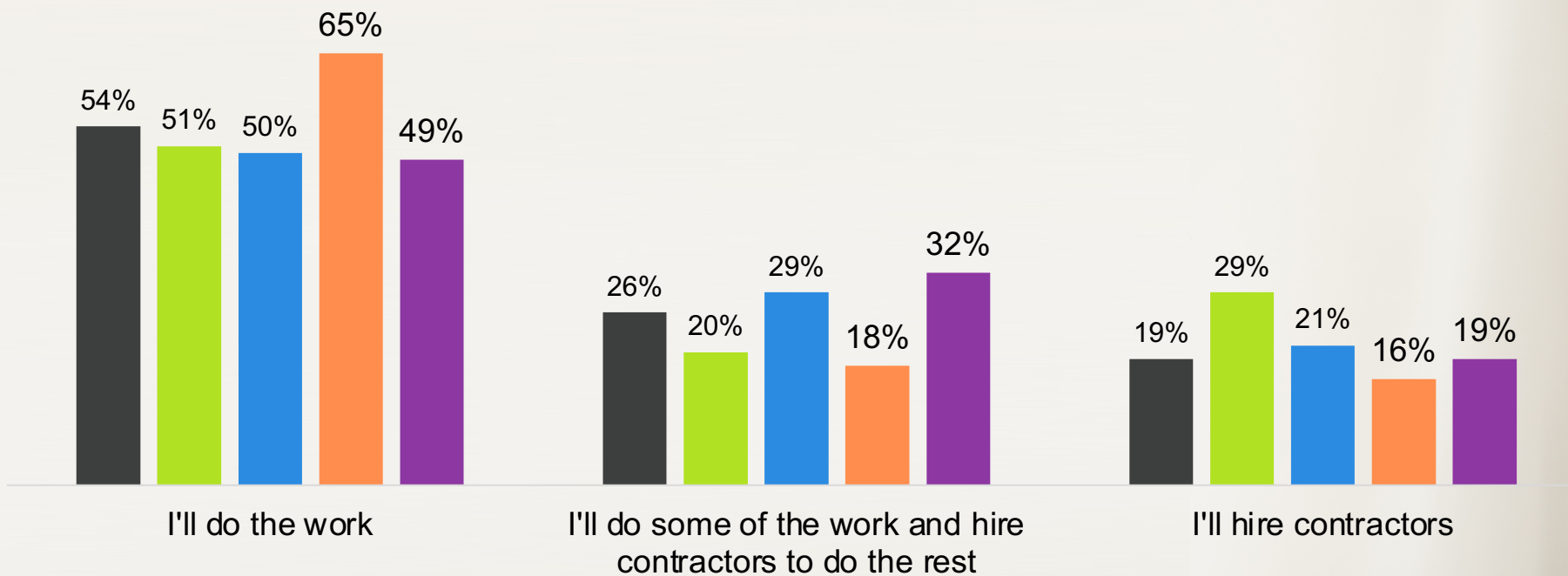
Influence on not completing minor improvement projects planned in the first half of the year: “Somewhat” or “Very” Influential



More than half (54%) of people planning small projects will complete the work themselves.

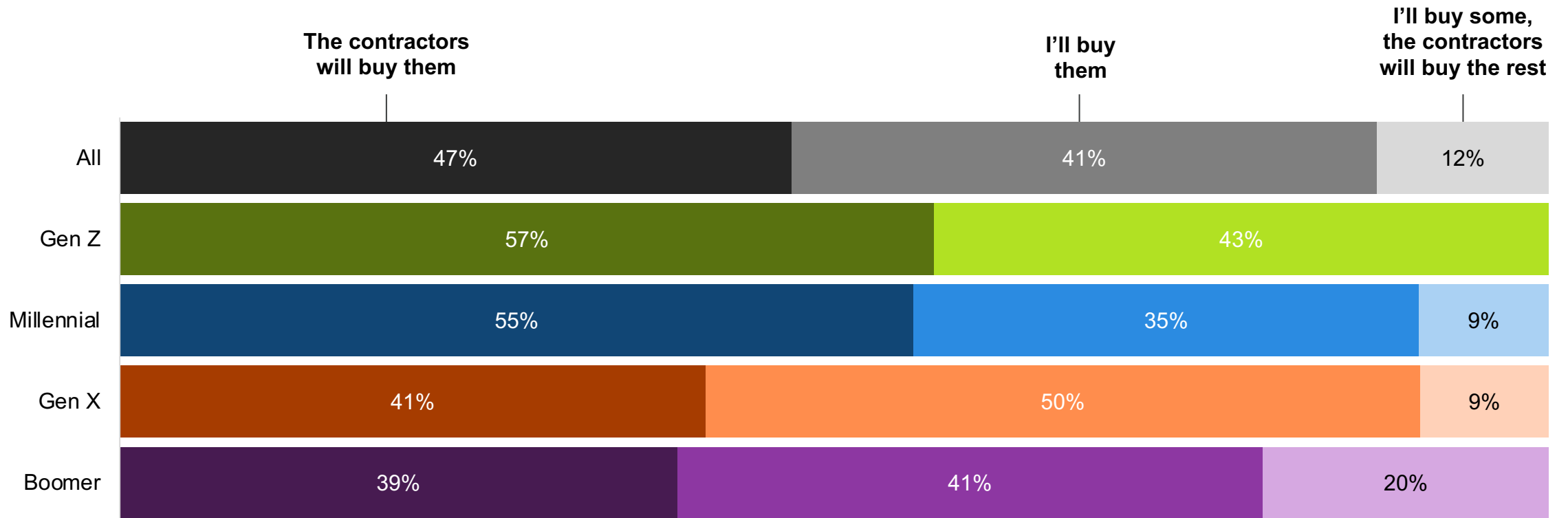
How they will complete minor home improvement projects

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Among those who will hire contractors for some or all the work, 41% are planning on buying all the materials the contractor will need while 47% will leave all the purchases up to the contractor.

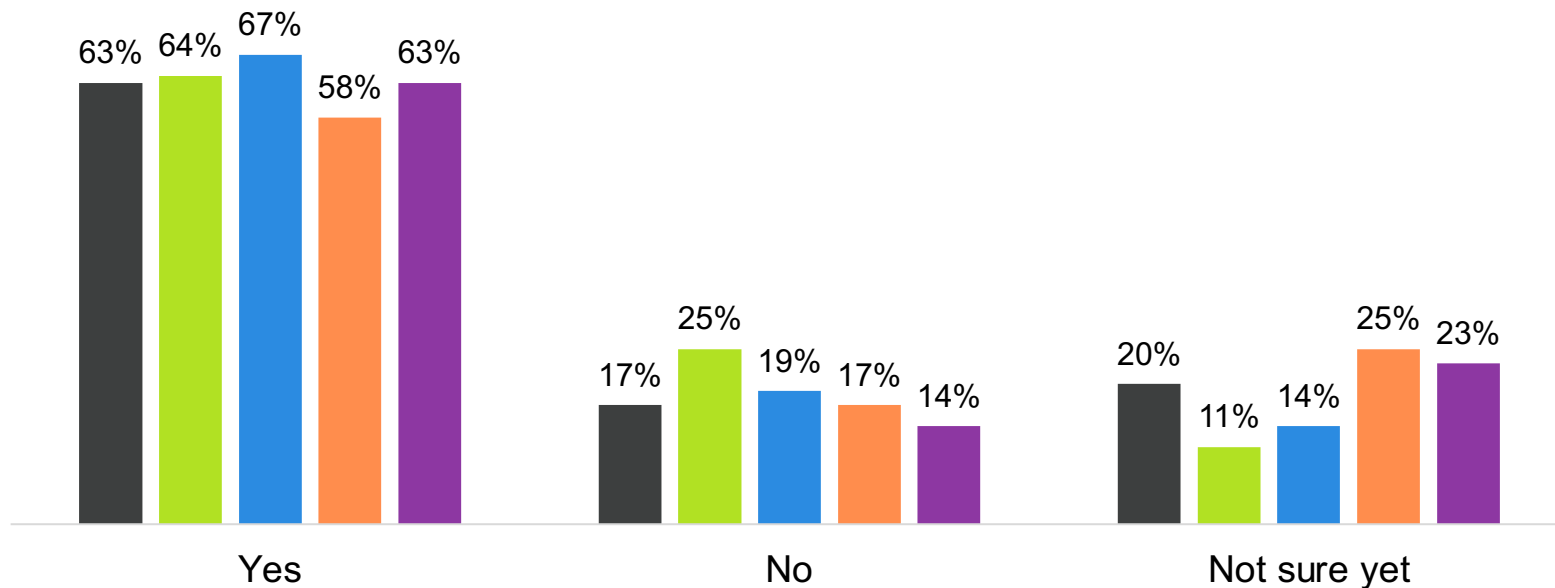
Who will purchase the tools/materials needed for minor improvements



Among those doing all or a portion of the small improvements on their home, 63% are confident they will not need additional tools or materials. 17% are confident they will need these items and the remaining 20% are unsure.

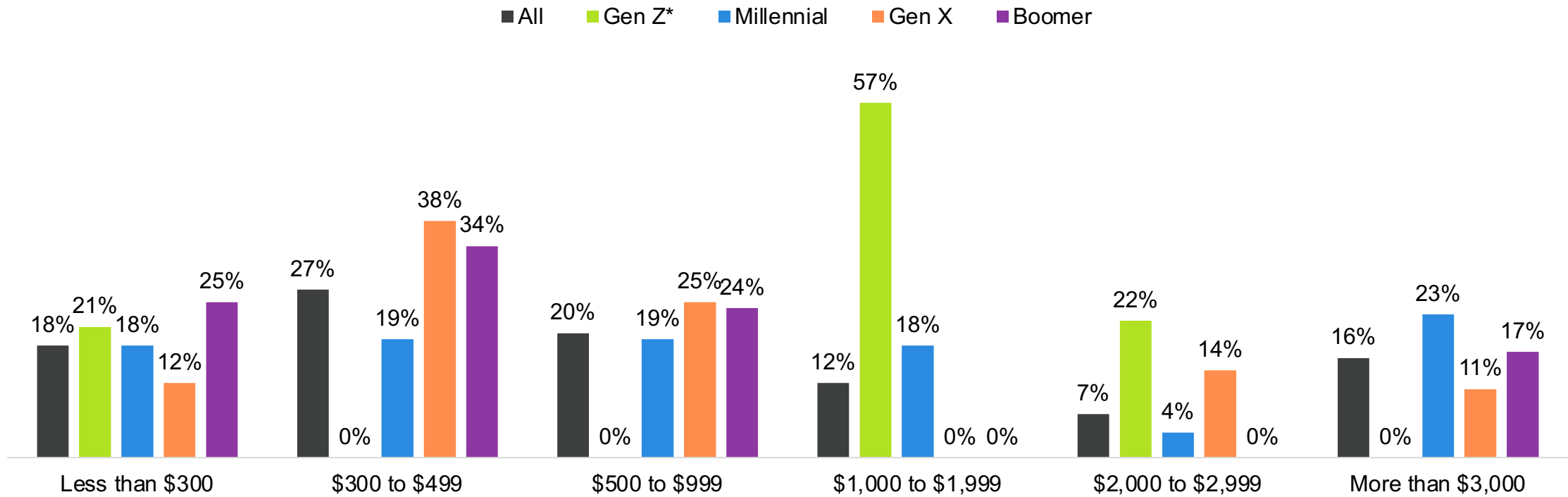
Have all the tools/materials needed for small improvements

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



The median spend people have in mind for tools/materials needed for their small-scale improvement projects is ~\$625.

Anticipated spend on tools/materials needed for minor improvements



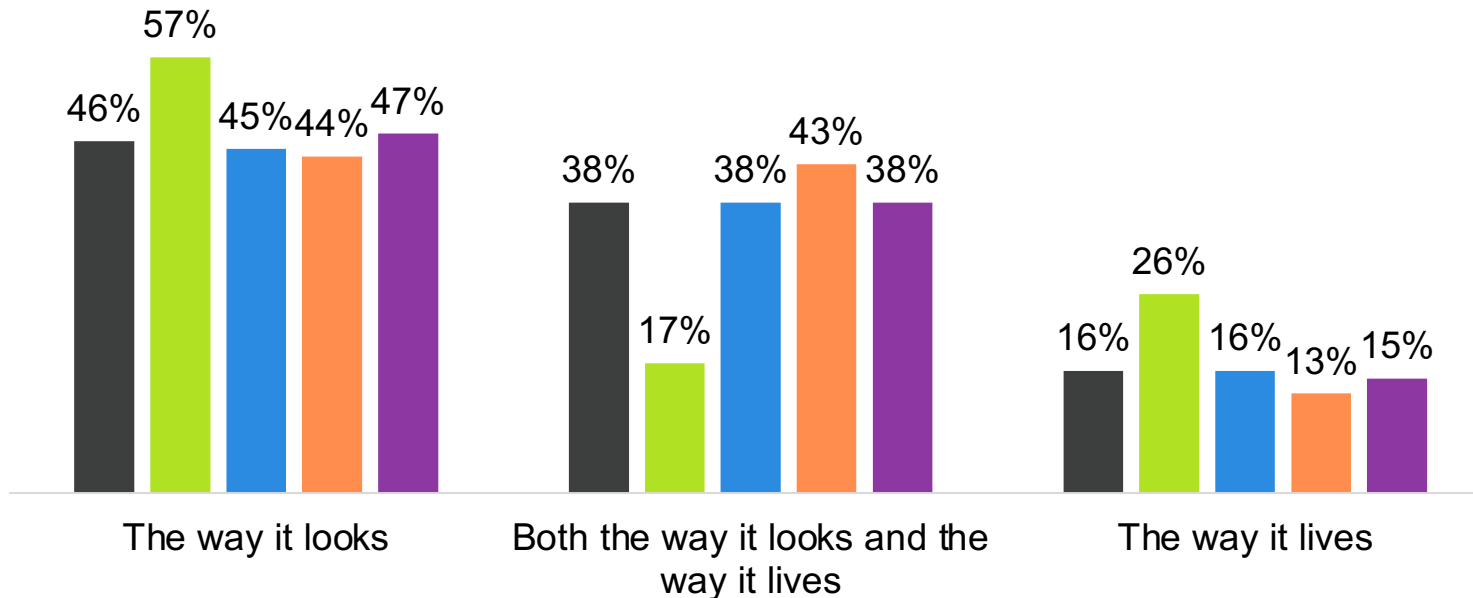
*Gen Z consisted of a small sample when it came to needing to buy tools and materials for minor home improvements.



The small improvements people have planned are designed to improve the way the house looks for 84% of people while only 54% have the intention of improving how it lives (layout, space, etc.).

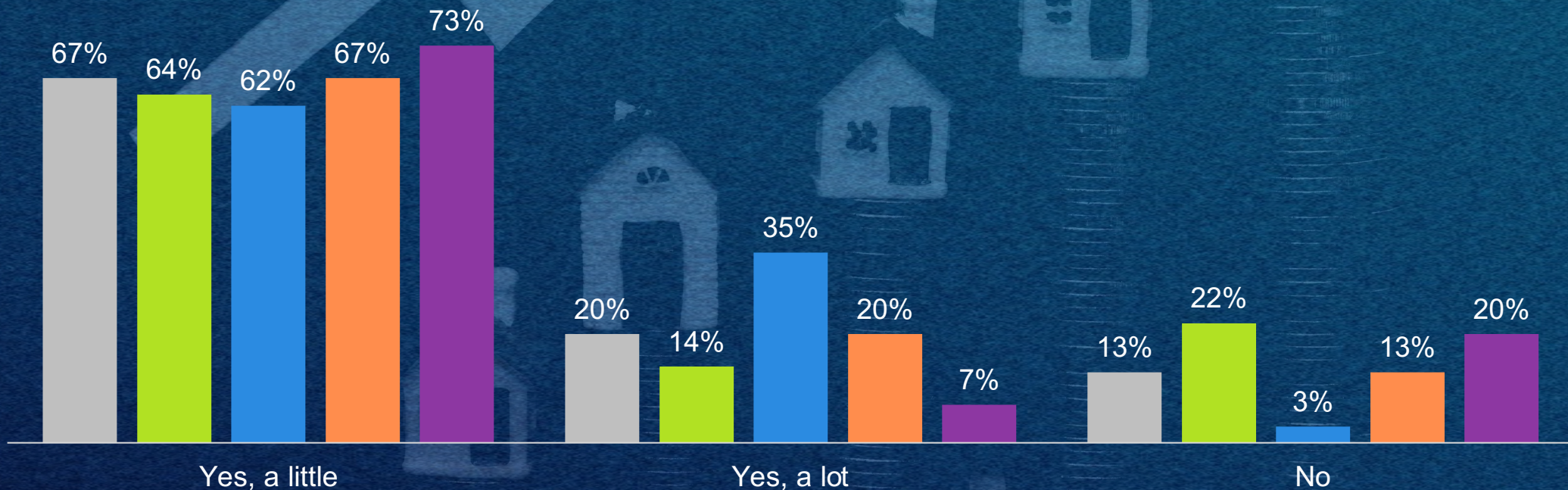
Anticipated change after minor home improvements

■ All ■ Gen Z ■ Millennial ■ Gen X ■ Boomer



Somewhat surprisingly, 87% of those planning small improvements expect it to have at least a small positive impact on the value of their home.

Anticipate a positive impact on home's resale value after small improvements



What Do DIYers Plan for the 2nd Half of 2023?

N = 836

MOE ± 3.39%

Panel: General Population

Collected: 7/28/23



Gen Z
11%



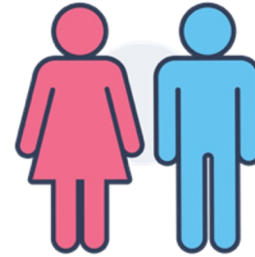
Millennial
32%



Gen X
27%



Baby Boomer
30%



Female
51%

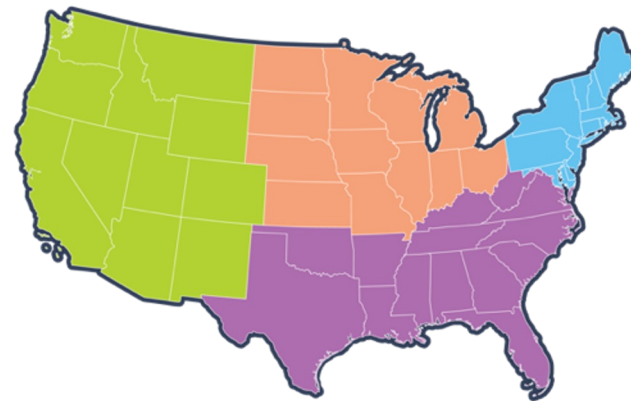
Male
49%



Urban
34%

Suburban
45%

Rural
21%



Northeast
17%

Midwest
21%

South
38%

West
24%



Do you want to take the Pulse of *your* consumers?

Our insights team will partner with you to design a study that will help you better understand your customers and their problems, and how your brand can win at retail.

To learn more about what our Four-Part Process and custom research studies can do for you, contact:

Jenni Becker SVP, Business Development
jenni.becker@salesfactory.com

The logo for Sales Factory Consumer Pulse is centered on the right side of the slide. It features the words "SALES FACTORY" in a small, white, sans-serif font above the word "Consumer" in a larger, white, sans-serif font. To the right of "Consumer" is the word "Pulse" in a bold, white, sans-serif font, with a stylized blue lightning bolt icon integrated into the letter 'e'. The background of the slide is a dark blue with a grid of white plus signs and various data visualization elements like bar charts and line graphs, all in a lighter blue tone.

SALES FACTORY
Consumer **Pulse**