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SURVEY SAYS SHARPEN YOUR DIY SKILLS TO SAVE ON HOME IMPROVEMENT
Home Projects Council Reveals Differences Between Do-It-Yourself and Do-It-For-Me

LAS VEGAS (Jan. 19, 2016) – A survey by the Home Projects Council (HPC) suggests that homeowners interested in reducing the cost of home improvement projects replace their do-it-for-me (DIFM) habits with improved do-it-yourself (DIY) skills. The online survey of 514 found that DIY homeowners (45% of respondents) spent less financially doing their last home improvement project than DIFM homeowners (55% of respondents) spent hiring a professional to do their last project. The survey also indicated that a homeowner’s home improvement skill level was directly related to the size, complexity and spending on a project.

Home Improvement Project Skill Level

	<u>DIY Homeowners</u>	<u>DIFM Homeowners</u>
Novice	25%	75%
Intermediate	53%	47%
Expert	75%	25%

Spending on Last Home Improvement Project

	<u><\$500</u>	<u>>\$1,000</u>
DIY Homeowners	57%	28%
DIFM Homeowners	8%	80%

“There is a clear correlation between a homeowner’s capabilities and the DIY home improvement projects they’re comfortable attempting,” said Frank Owens, vice president of marketing for The QUIKRETE® Companies. “The more advanced their skills, the greater number and variety of projects they can complete without a professional. With so many resources available, every homeowner truly has the opportunity to enhance their home improvement skill, which ultimately saves money that can be spent on other things.”

According to the survey, 53% of all DIY homeowners did their last project because it was less expensive than hiring a professional. However, DIFM homeowners are driven by distinctly different criteria based on skill level when considering a home improvement project.

Key DIY Homeowners Project Drivers

	<u>Novice</u>	<u>Intermediate</u>	<u>Expert</u>
Cheaper Than Hiring a Pro	56%	54%	48%
Enjoy Doing Projects	24%	31%	24%

Key DIFM Homeowners Project Drivers

	<u>Novice</u>	<u>Intermediate</u>	<u>Expert</u>
To Get It Done Right	42%	33%	13%
It's Too Complicated	40%	47%	20%
Didn't Have Time	3%	8%	40%

Despite cost being the overwhelming factor for DIY homeowners, the survey indicates that hiring a professional will continue for more complex home improvement projects. In fact, 53% of DIFM homeowners claimed that no amount of financial savings would have compelled them to do their last home improvement project without the paid services of a professional. Survey respondents classified the following home improvements as DIY or DIFM projects.

Indoor Home Improvement Projects

	<u>DIY</u>	<u>DIFM</u>
Install window treatments, curtains, blinds or shutters	86%	14%
Install new cabinet hardware	79%	21%
Install a closet system or shelves	76%	24%
Install lighting fixture or ceiling fan	73%	27%
Install a sink, facet or showerhead	70%	30%
Install crown, chair or trim molding	56%	44%
Install a backsplash	52%	48%
Tile a floor	39%	61%
Replace wood or vinyl floors	36%	64%
Tile a shower	34%	66%
Install cabinets	30%	70%
Install or replace a countertop	24%	76%

Outdoor Home Improvement Projects

	DIY	DIFM
Build or install a mailbox	86%	14%
Stain or paint patio, sidewalk, driveway or other concrete surface	78%	22%
Landscape the yard	77%	23%
Clean, repair or seal patio, sidewalk or other concrete surface	68%	32%
Install a paver or stone patio or walkway	61%	39%
Repair potholes	55%	45%
Build a retaining wall or garden wall	54%	56%
Install or build a shed or storage building	49%	51%
Build a fence	47%	53%
Build and outdoor kitchen, barbecue, fire pit or fireplace	44%	56%
Build a deck	41%	59%
Pour a concrete patio, steps, sidewalk or other concrete surface	23%	77%

“Over the last few years, I have seen more homeowners taking on more ambitious projects for one main reason – instant gratification,” noted Danny Lipford, host of Today’s Homeowner with Danny Lipford and member of the HPC. “Not just because they save a lot of money, but because of the sense of accomplishment that comes along with it.”

The HPC Council, which is a home improvement think-tank of experts from various fields, is revealing the survey findings during a roundtable at the International Builders Show on Wednesday, Jan. 20 at 2 p.m. PST from QUIKRETE® booth 7519 in the Las Vegas Convention Center. For more insights from the HPC and its members, visit [Facebook](#).

Survey Demographics

Conducted in Q4 2015

- 514 respondents – 52% male, 48% female
- Homeowners with at least one home improvement project completed on their home in the past two years.
- Ages 25 to 66
- 46% DIY vs. 54% DIFM
- DIY skill level – 40% beginner, 48% intermediate, 12% expert
- HHI – 20% < \$50k; 40% \$50k to \$100k; 28% \$100k to \$175k; 9% \$175k to \$250k; 5% > \$250k
- 75% married

Home Projects Council Members

- Mark Powers – This Old House, senior technical editor
- Danny Lipford – Today’s Homeowner with Danny Lipford, host
- Jill Sell – Cleveland Plain Dealer and Ohio Magazine, home improvement columnist
- Ben Uyeda – ZeroEnergy Design and FreeGreen.com, co-founder
- Stacey Moncrieff – National Association of Realtors, vice president, business-to-business communications
- Steve Kleber – National Remodeling Foundation, president
- Fred Miller – Consumer Specialists, president

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- Tanya Komar, Ph.D. – California St. University at Chico, Concrete Industry Management program coordinator; Concrete Preservation Institute, founder
- Ethan Hagan – One Project Closer, blogger
- Frank Owens – The QUIKRETE[®] Companies, vice president marketing
- Ed Fioroni, Ph.D. – Pavestone[®], vice president sales and marketing
- Reeve Haldeman – Custom Building Products[®], vice president marketing

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