



2019 Remodeling Impact Report: D.I.Y.

National Association of REALTORS® Research Group



NATIONAL
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Executive Summary

Homeowners and renters remodel, redesign, and restructure their home for a variety of reasons. This report takes a deep dive into the differences between remodeling when hiring a professional compared to individuals who “do it yourself” (D.I.Y.). In addition, the report differentiates between remodeling projects that are done to benefit the homes of consumers and projects that are done to benefit the pets of consumers.

Highlights:

- More than half of all home projects were done by hired professionals, compared to 56 percent of pet projects, which were D.I.Y. projects.
- For home projects done by a hired professional, consumers reported a Joy Score of 9.6 and those who did the project themselves reported a Joy Score of 9.9.
- Respondents who did pet projects and hired someone to complete a project reported a Joy Score of 9.3 and those who did the pet project themselves reported a Joy Score of 9.4.
- Forty-one percent of consumers preferred hiring a professional on a project when they wanted the finished product to have better functionality or livability.
- Projects that reflected adding the consumer’s personality to their home were twice as popular to D.I.Y. than hiring a professional.
- Close to three-fourths of Gen Y and slightly more than half of Generation X chose to D.I.Y. their project. For animal projects, slightly less of Generation Y (66 percent) and a larger share of Generation X (65 percent) D.I.Y. their project.

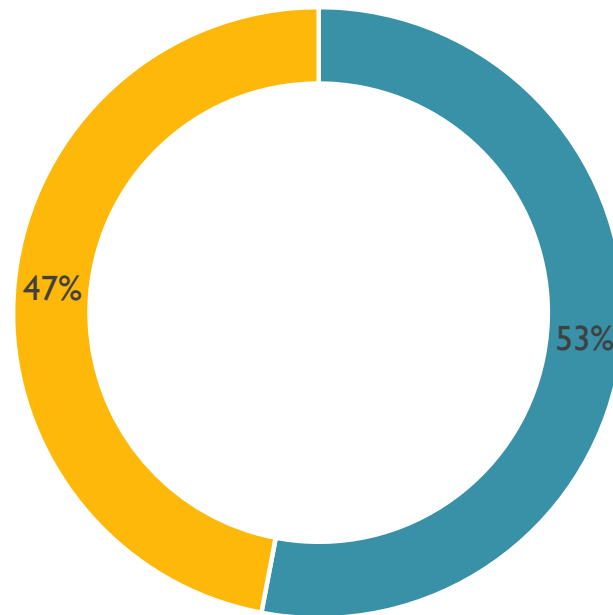
Part 1: Home Projects



How the All Projects Are Completed

- Fifty-three percent of consumers who completed a project on their homes hired a professional to do the project, and 47 percent did the project themselves (D.I.Y.).

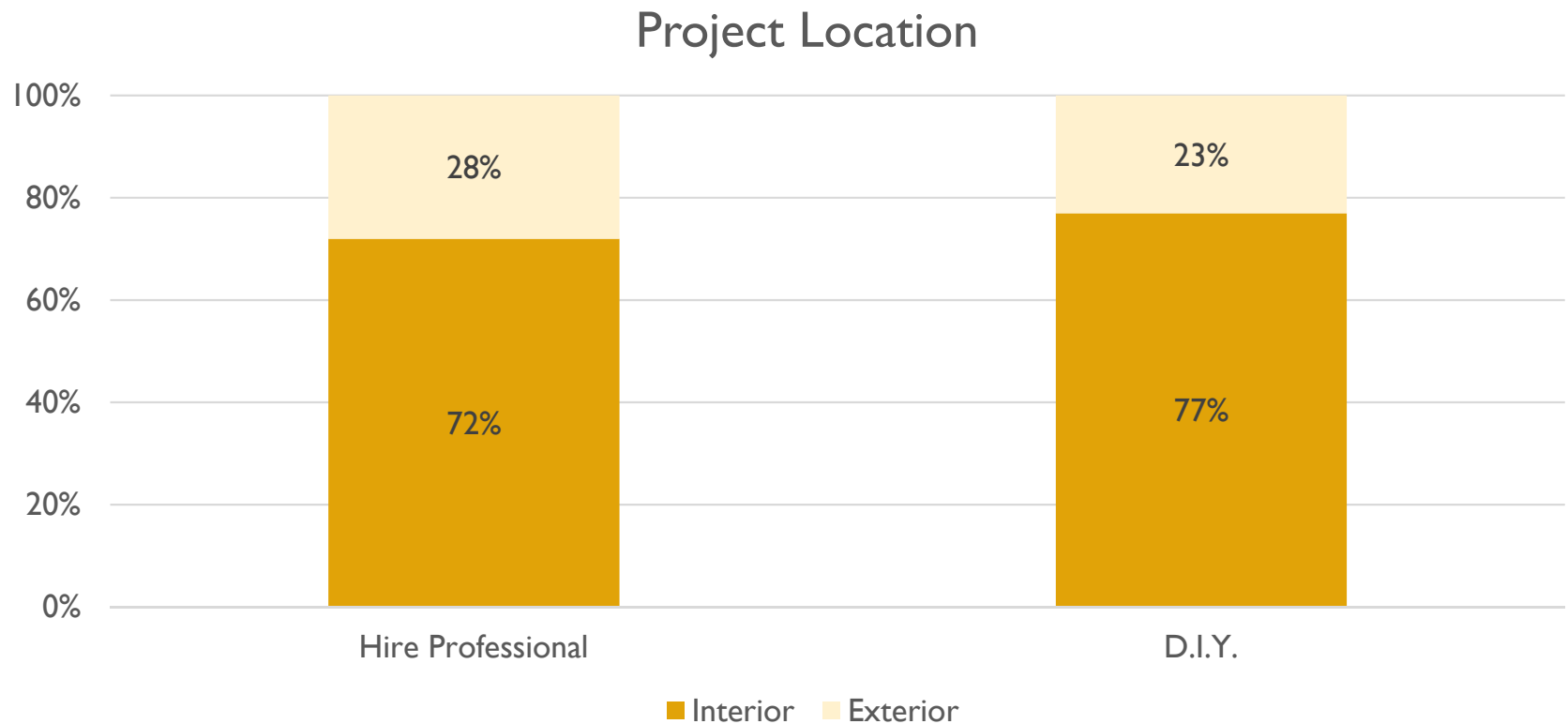
Home Projects



■ Hire Professional ■ D.I.Y.

Exterior or Interior Projects

- Of projects that involved hiring a professional, 72 percent were interior and 28 percent were exterior.
- For D.I.Y. projects, 77 percent were interior and 23 percent were exterior.



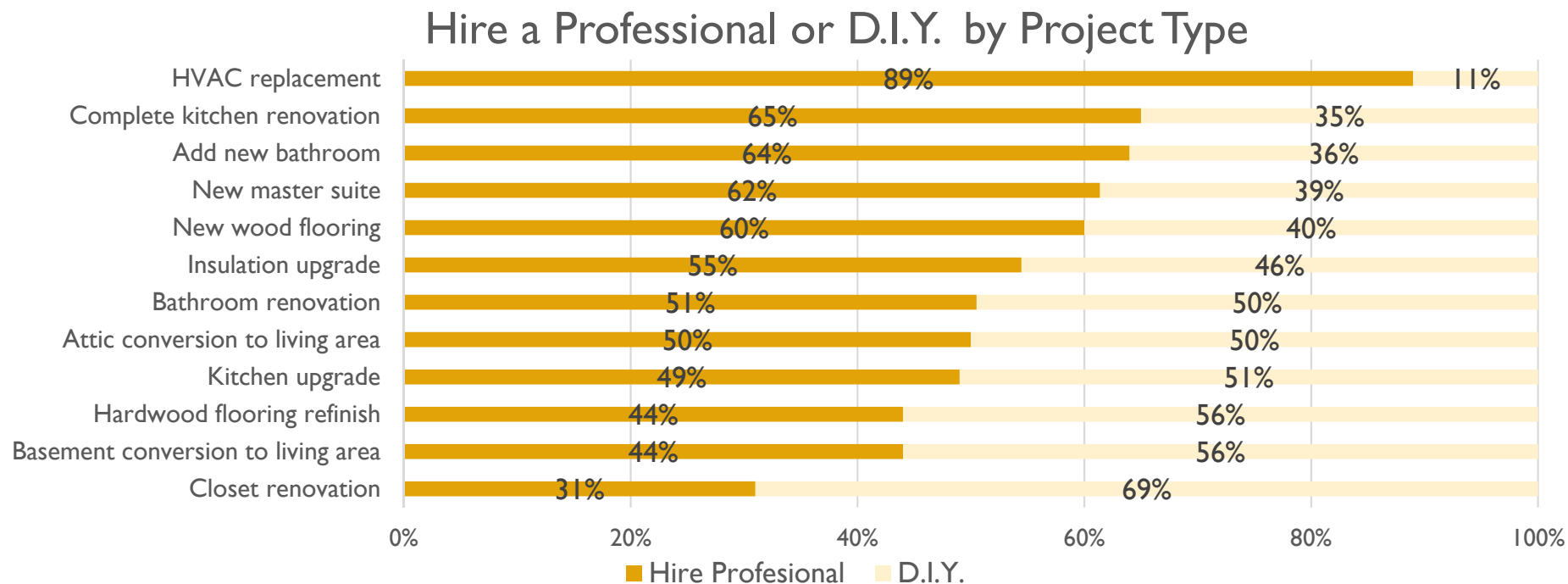
Most Common Project Type (Interior Projects)

- The most popular interior project for all renovators was a bathroom renovation, followed by kitchen upgrades, and complete kitchen renovations.

Project Type (Interior Projects)	Hire Professional	D.I.Y.
Bathroom renovation	25%	26%
Kitchen upgrade	17%	19%
Complete kitchen renovation	16%	9%
New wood flooring	10%	7%
New master suite	4%	3%
HVAC replacement	4%	1%
Basement conversion to living area	3%	4%
Insulation upgrade	2%	2%
Hardwood flooring refinish	2%	3%
Add new bathroom	2%	1%
Closet renovation	1%	3%
Attic conversion to living area	1%	1%
Other projects (ie. painting, new floor or carpet)	14%	24%

How the Project Was Completed

- Sixty-four percent of respondents hired a professional to add a new bathroom, but only 51 percent of those renovating an existing bathroom hired a professional.
- In regards to kitchens, 65 percent hired a professional for a complete kitchen renovation, but it was slightly more popular (51 percent) to D.I.Y. a kitchen upgrade.
- The most popular projects to D.I.Y. are closet renovation (69 percent), hardwood flooring refinish (56 percent), and basement conversion to living space (56 percent).

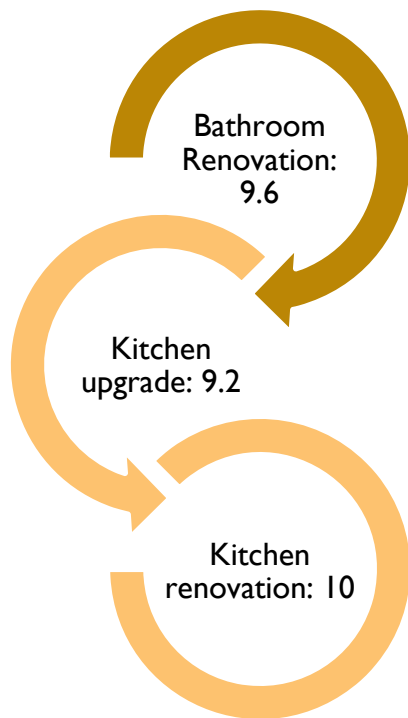


Joy Scores of Projects

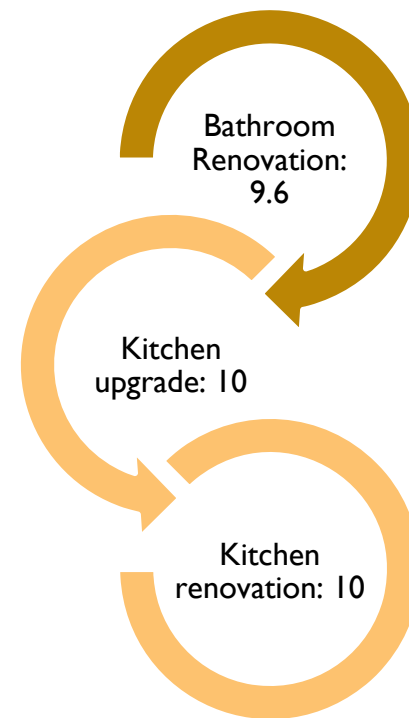
- For projects done by a hired professional, consumers reported a Joy Score of 9.6 and those who did the project themselves reported a Joy Score of 9.9. The reported Joy Score is higher when someone does the project themselves rather than hiring a professional.

Joy Scores of the most popular interior projects:

Hire Professional



D.I.Y.

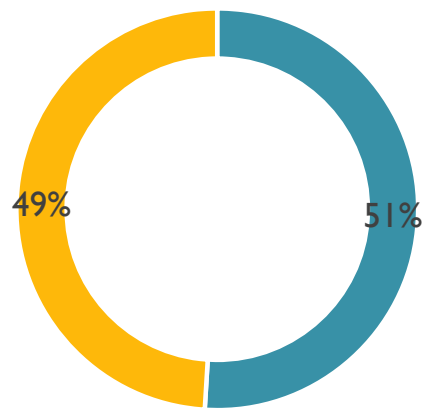


Interior and Exterior Home Project

- It was more common for D.I.Y.ers to complete an exterior project.
- Fifty-one percent of respondents hired a professional for interior projects, and 58 percent hired a professional for exterior projects.

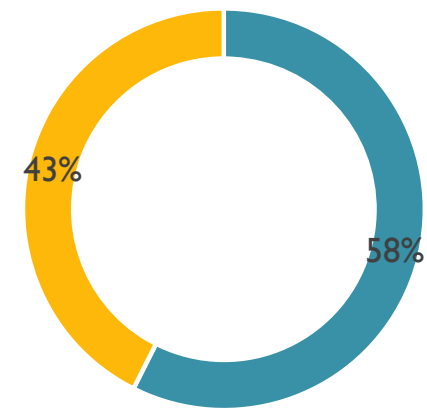
Project Location

Interior Project



■ Hire Professional ■ D.I.Y.

Exterior Project



■ Hire Professional ■ D.I.Y.

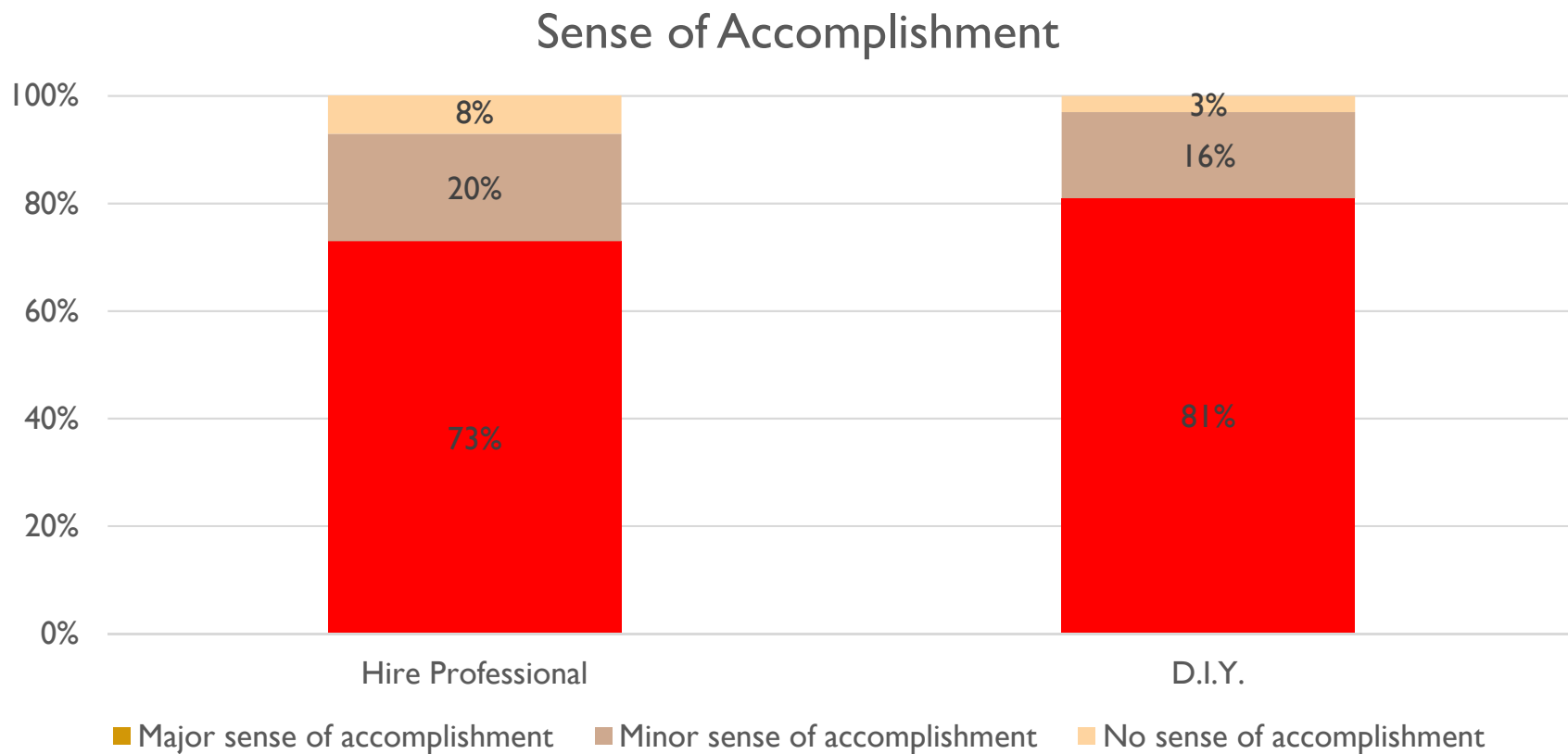
Most Common Project Type (Exterior Projects)

- The most popular exterior project for all renovators was new roofing, followed by new windows, and new vinyl siding.

Project Type	Hire	D.I.Y.
Roofing	39%	35%
Vinyl and wood windows	17%	24%
Vinyl siding	15%	16%
Garage door	12%	3%
Steel and fiberglass door	10%	11%
Fiber cement siding	7%	11%

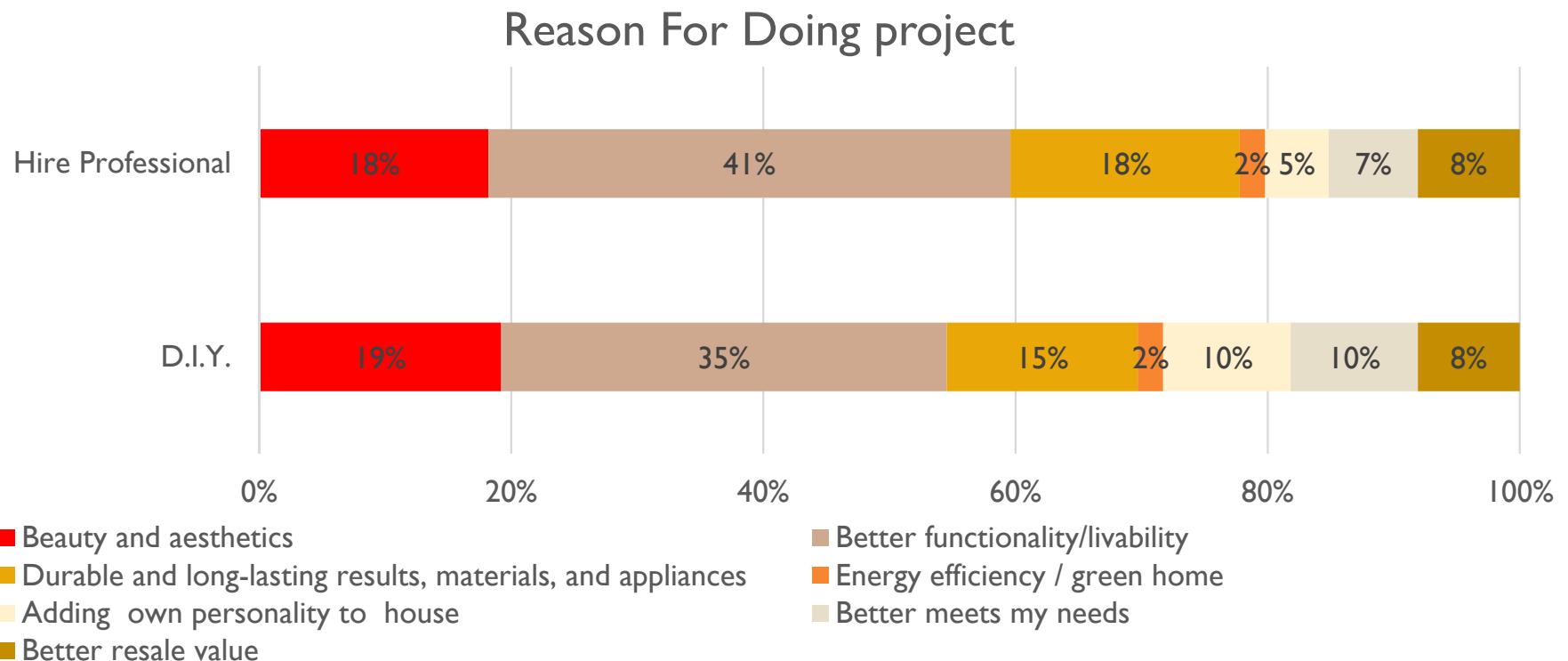
Sense of Accomplishment in Remodeling Project

- Eighty-one percent of those who D.I.Y. the project expressed a major sense of accomplishment, compared to 73 percent of those who hired someone.
- Eight percent of those who hired someone had no sense of accomplishment.



Reason For Doing Project

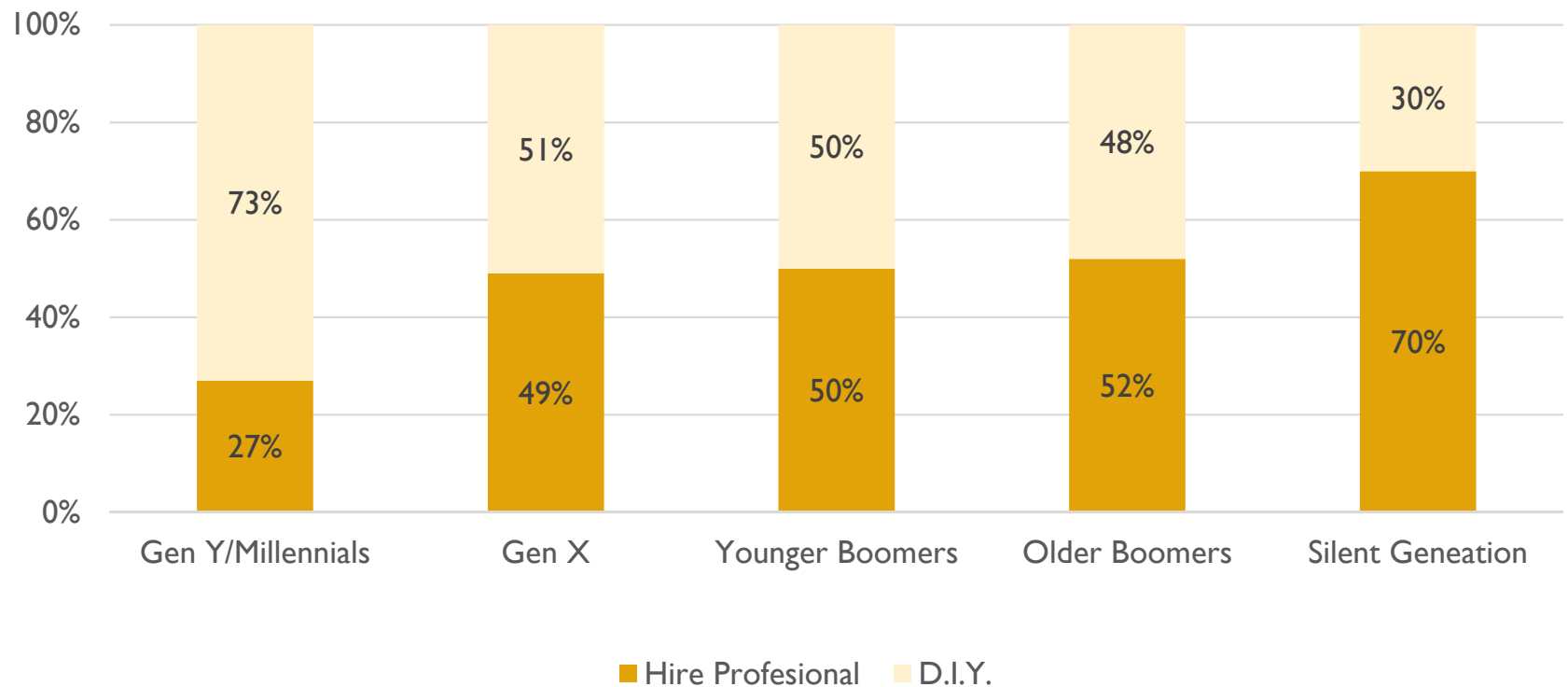
- Forty-one percent of consumers preferred hiring a professional on a project when they wanted the finished product to have better functionality or livability.
- Projects that reflected adding the consumer's personality to their home were twice as popular to D.I.Y. than hiring a professional.



Generation of Respondents

- Close to three-fourths of Gen Y/Millennials and slightly more than half of Generation X chose to D.I.Y. their home project.
- Seventy percent of the Silent Generations hired a professional compared to only 27 percent of Gen Y/Millennials.

Generation by Hire Professional or D.I.Y.





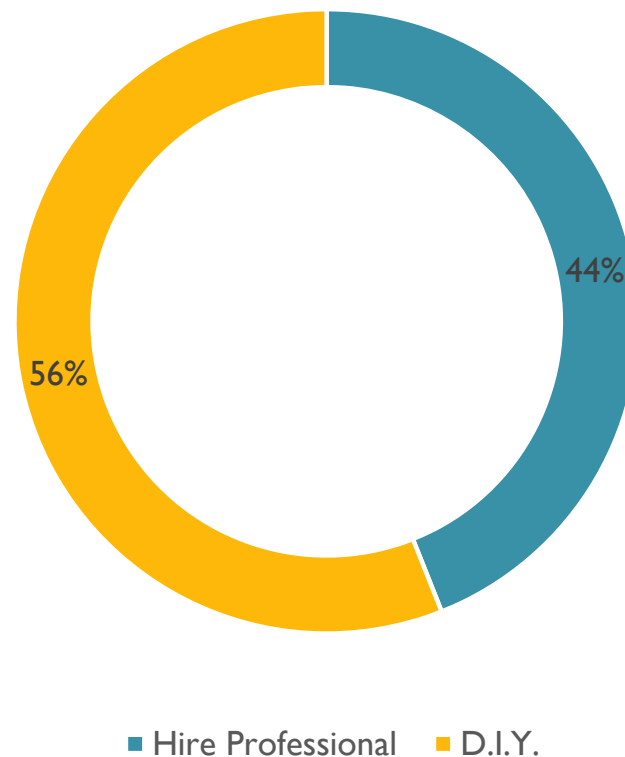
Part II: Pet Projects



Share of Hire Compared to D.I.Y.

- Fifty-six percent of those who did an animal renovation in their home did the project on their own, and 44 percent hired someone.

Pet Renovation



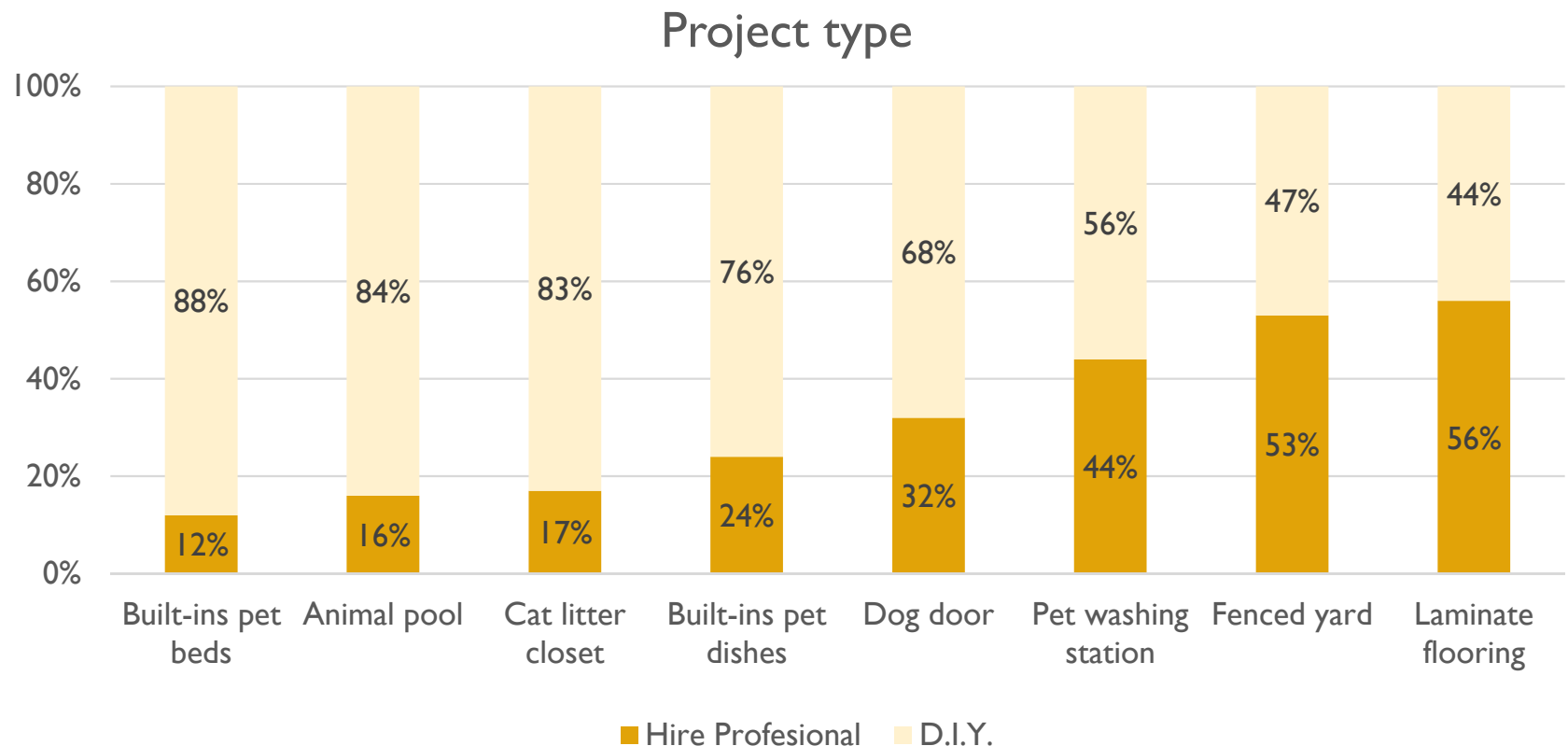
Most Common Pet Projects

- The most common projects taken on for pets were fenced yards, laminate floors, and dog doors.
- Cat litter boxes and animal pools were more common among D.I.Y.ers than those who hired professionals.

Project Type	Hire Professional	D.I.Y.
Fenced yard	52%	37%
Laminate floors	25%	15%
Dog door	16%	27%
Cat litter box	2%	7%
Mud room	2%	2%
Animal pool	1%	5%
Built-ins for pet dishes	1%	2%
Built-ins for pet beds	1%	4%

How Pet Renovations Were Completed

- More than half of all respondents who installed laminate flooring (56 percent) or a fence (53 percent) hired someone to do the installation.
- The most popular projects to D.I.Y. include built-in pet beds (88 percent), an animal pool (84 percent), cat litter closet (83 percent), and built-ins for pet dishes (76 percent).

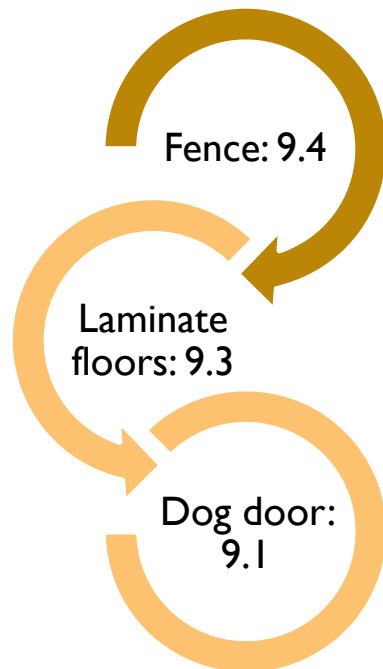


Joy Scores of Pet Projects

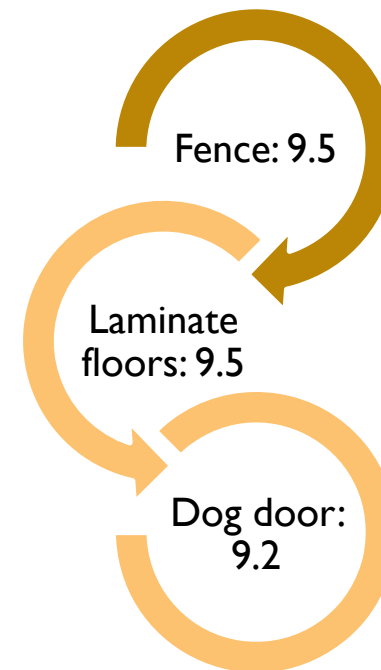
- Consumers undertook a number of remodeling projects regarding animals.
- Those who hired someone to complete a project reported a Joy Score of 9.3 and those who did the project themselves reported a Joy Score of 9.4.

Joy Scores of the most popular pet renovations done by consumers:

Hire Professional

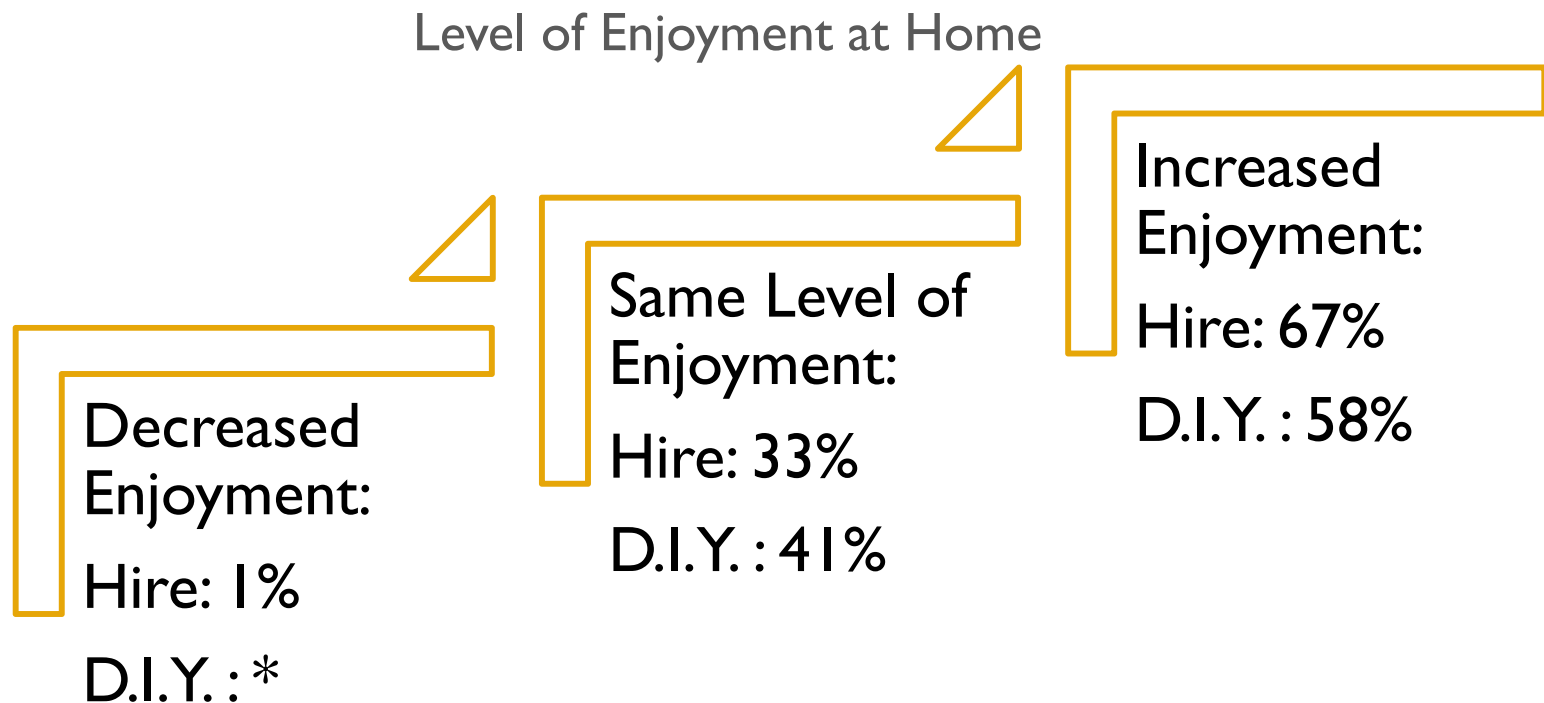


D.I.Y.



Enjoyment Level at Home Per Project Completion

- Sixty-seven percent of consumers who hired a professional for a pet project expressed increased enjoyment at home after the completion of the project compared to 58 percent who did the project themselves.

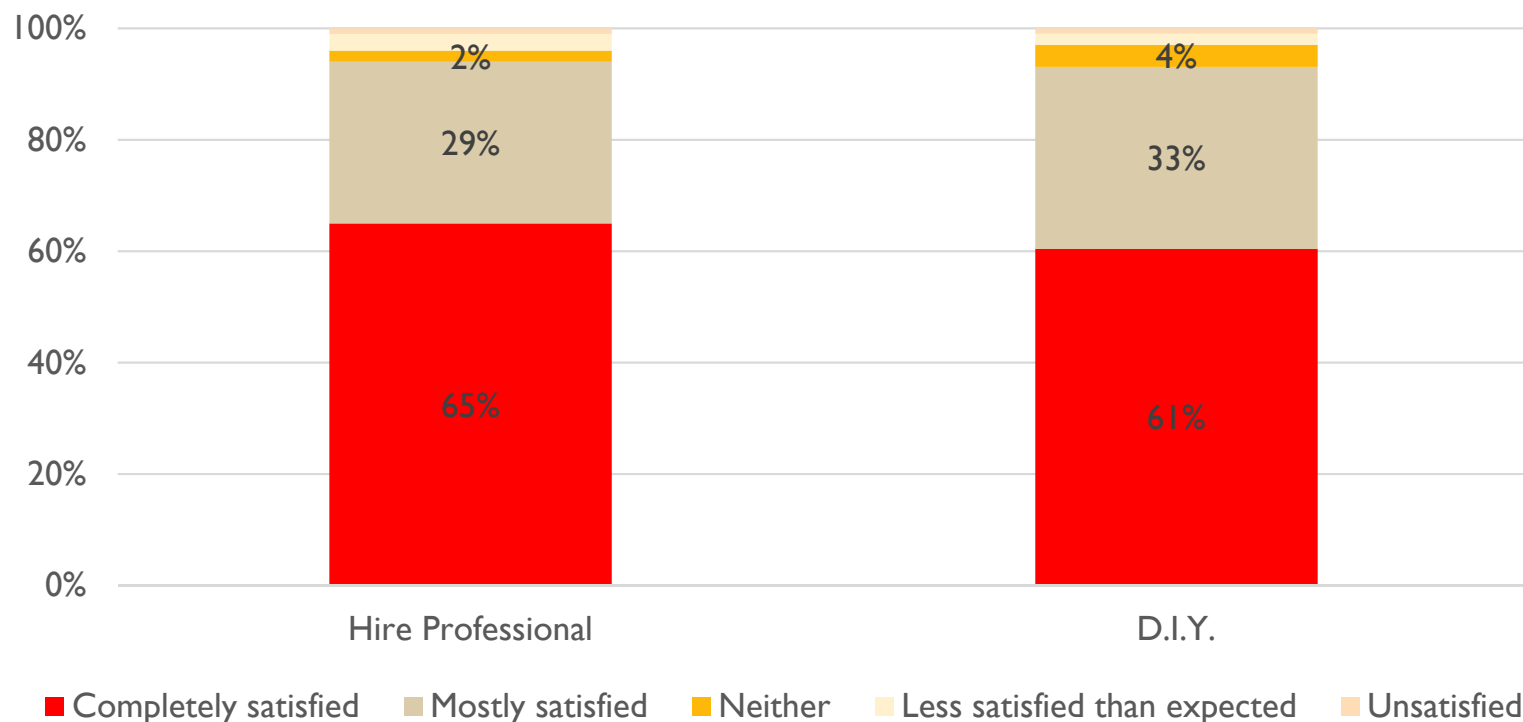


* Less than 1 percent

Satisfaction of Pet Project

- Slightly more respondents who did a project for animals expressed complete satisfaction when hiring a professional (65 percent) than those who did the project themselves (61 percent).
- Four percent of those who hired someone were less than satisfied or unsatisfied compared to three percent of D.I.Y.ers who expressed this sentiment.

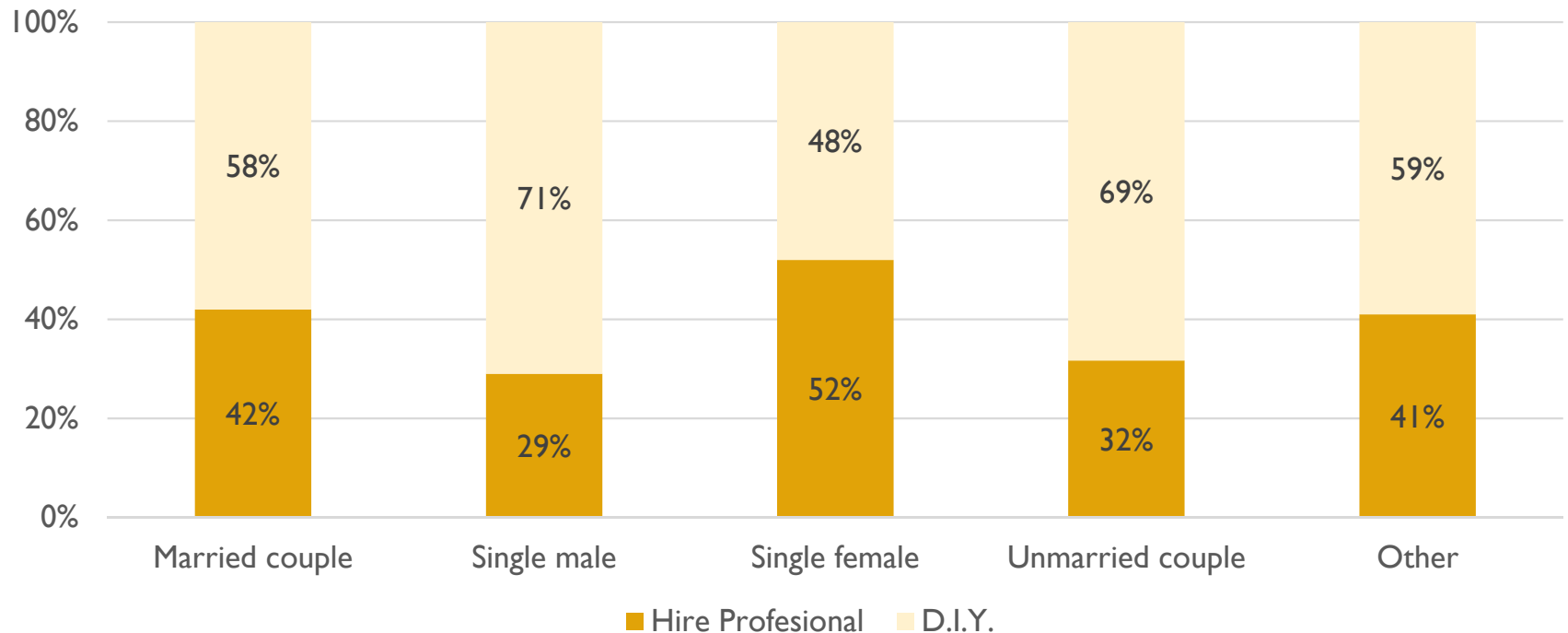
Satisfaction of Project



Marital Status of Animal Owner

- Single males (71 percent) followed by unmarried couples (69 percent) were the two groups who would most likely D.I.Y. an animal project.
- Single females were the least likely to D.I.Y. a project at 48 percent.

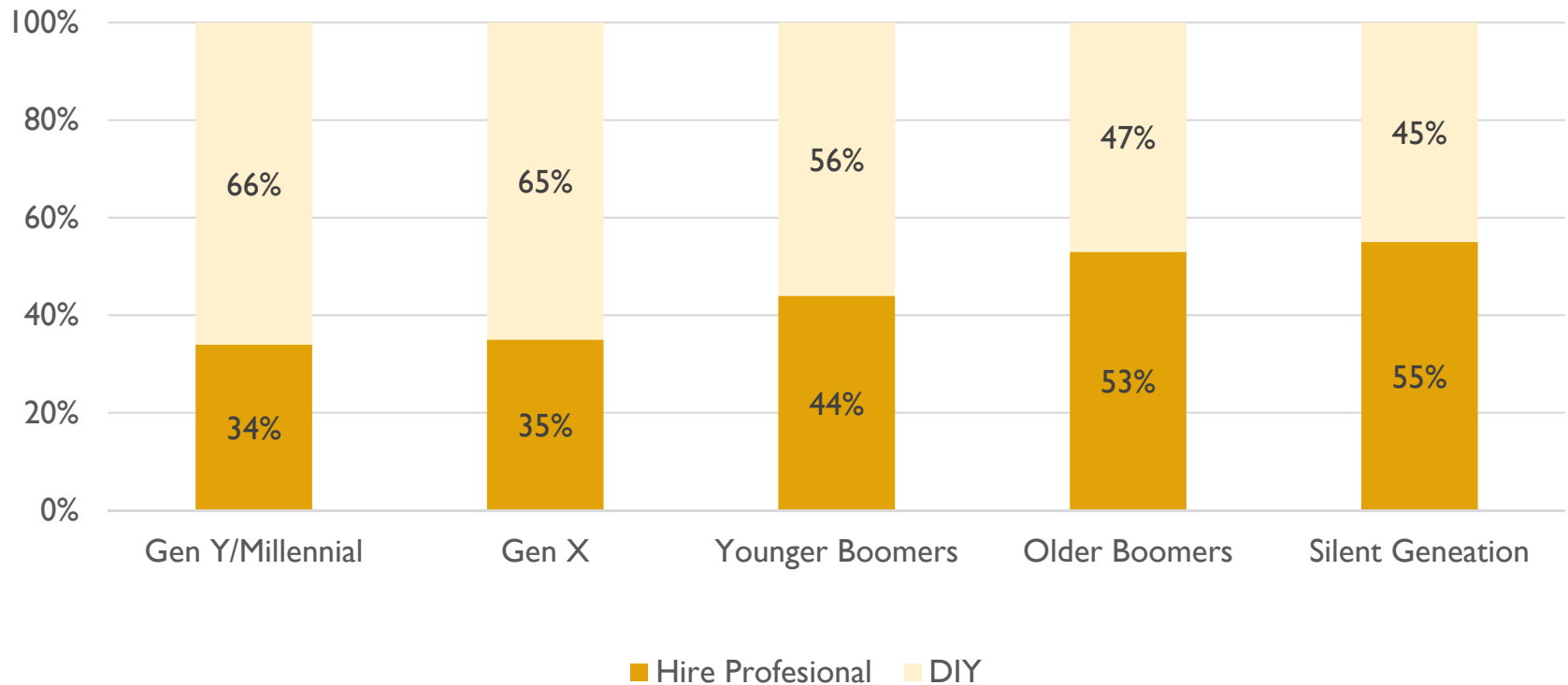
Marital Status by Hire Professional or D.I.Y.



Generations of Animal Owners

- More than half of Gen Y/Millennials, Gen Xers, and Younger Boomers were D.I.Y.ers.
- As age increases so does the percent who used a professional. Thirty-four percent of Gen Y hired someone, compared to 55 percent of the Silent Generation.

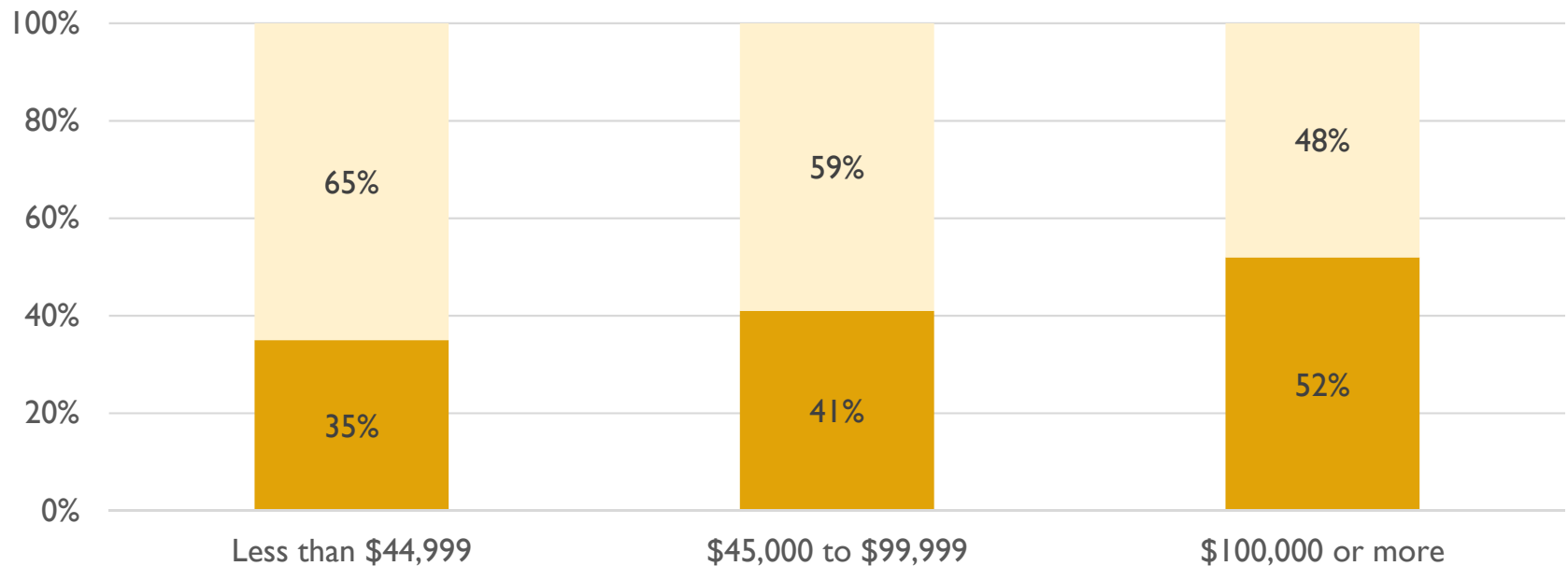
Generation by Hire Professional or D.I.Y.



Income of Animal Owners

- Sixty-five percent of animal owners who made less than \$44,999 and 59 percent who made between \$45,000 and \$99,999 did the project themselves.
- Those who made \$100,000 or more were slightly more likely to hire a professional to do the project (52 percent) than D.I.Y. the project (48 percent).

Income by Hire Professional or D.I.Y.



■ Hire Professional ■ D.I.Y.



Methodology

Survey of Consumers Who've Completed Home Remodeling Projects:

In April through August of 2016, homeownership site HouseLogic.com surveyed consumers about the last remodeling project they undertook. A total of 2,287 respondents took the online survey. The Joy Score was calculated by combining the share who were happy and those who were satisfied when seeing their completed project and dividing the share by 10 to create a ranking between 1 and 10. Higher Joy Scores indicate greater joy from the project.

Survey of Consumers Who've Completed Pet Remodeling Projects:

In December 2017, homeownership site HouseLogic.com surveyed consumers who own animals. A total of 3,298 respondents took the survey. At the 95 percent confidence level the margin of error is plus-or-minus 1.71%. Joy Score was calculated by combining the share who were happy and those who were satisfied when seeing their completed project and dividing the share by 10 to create a ranking between 1 and 10. Higher Joy Scores indicate greater joy from the project. In the survey, 97 percent had pets, three percent had service animals, and four percent had companion animals.



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