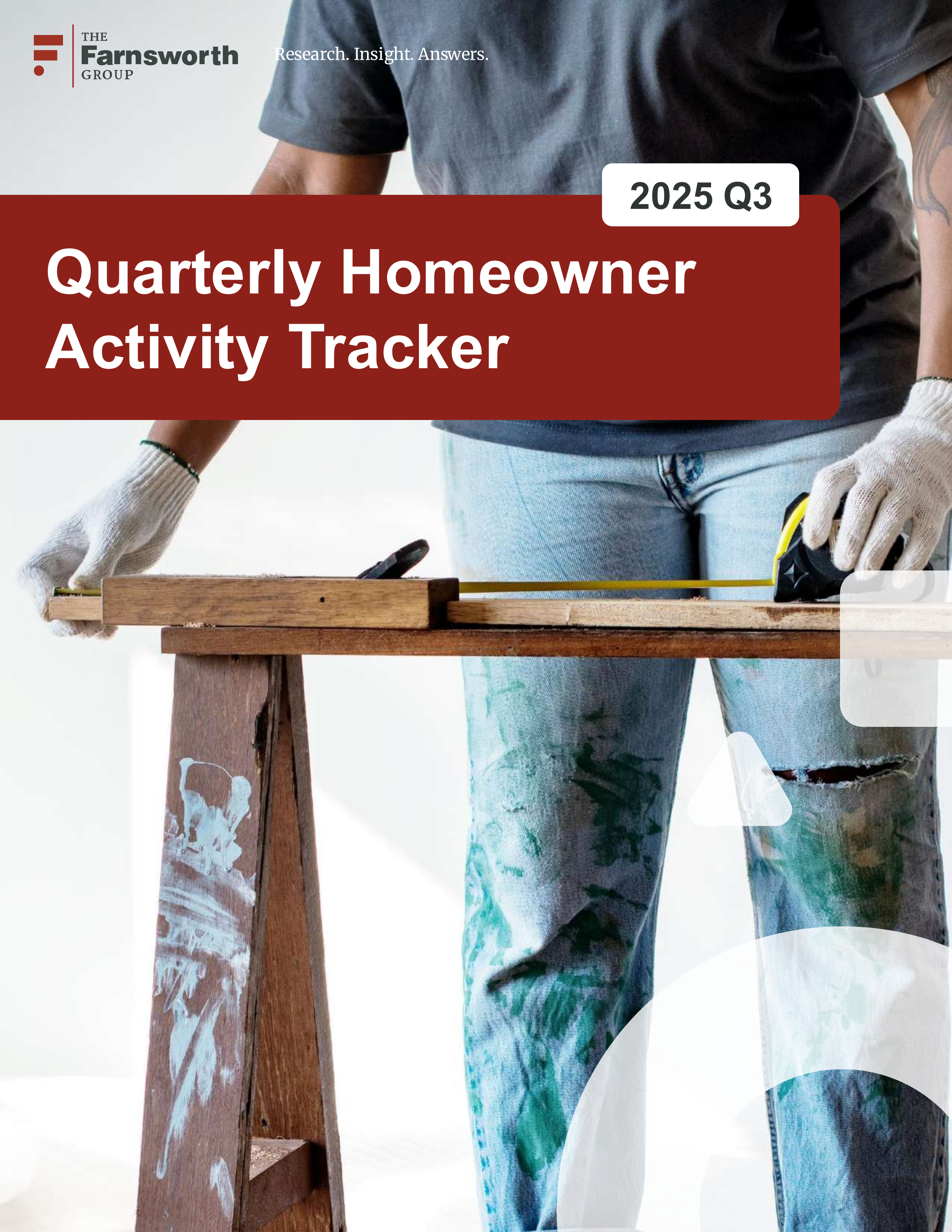
THE Farnsworth GROUP

Research. Insight. Answers.

2025 Q3

Quarterly Homeowner Activity Tracker



Unpacking Homeowner Trends:

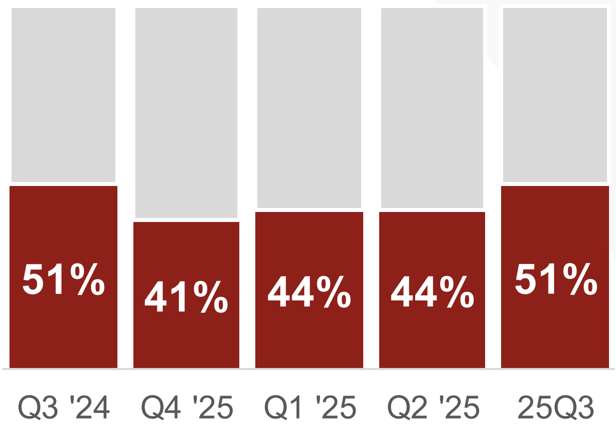
Insights from The Farnsworth Group & Home Improvement Research Institute

Understanding the dynamic landscape of Homeowners and DIYers is crucial for businesses involved with home improvement. In partnership with the Home Improvement Research Institute (HIRI), The Farnsworth Group conducts this quarterly study to gain insight into homeowners' attitudes and motivations driving home improvement initiatives. This research sheds light on recent projects completed within the last 90 days, details on project activity, and planned activities for the next 90 days.

The Farnsworth Group specializes in custom research tailored to the building products and home improvement markets, helping businesses make data-driven decisions. The Home Improvement Research Institute provides its members with exclusive access to free research reports, like this one, to offer a wide range of broader home improvement information.

Book a consultation with The Farnsworth Group to leverage industry research expertise for your business or become a HIRI member to access a range of research reports on the home improvement market.

This quarterly report is intended to provide overarching home improvement project themes. For additional details and insight, login to your HIRI account or join HIRI at HIRI.org.



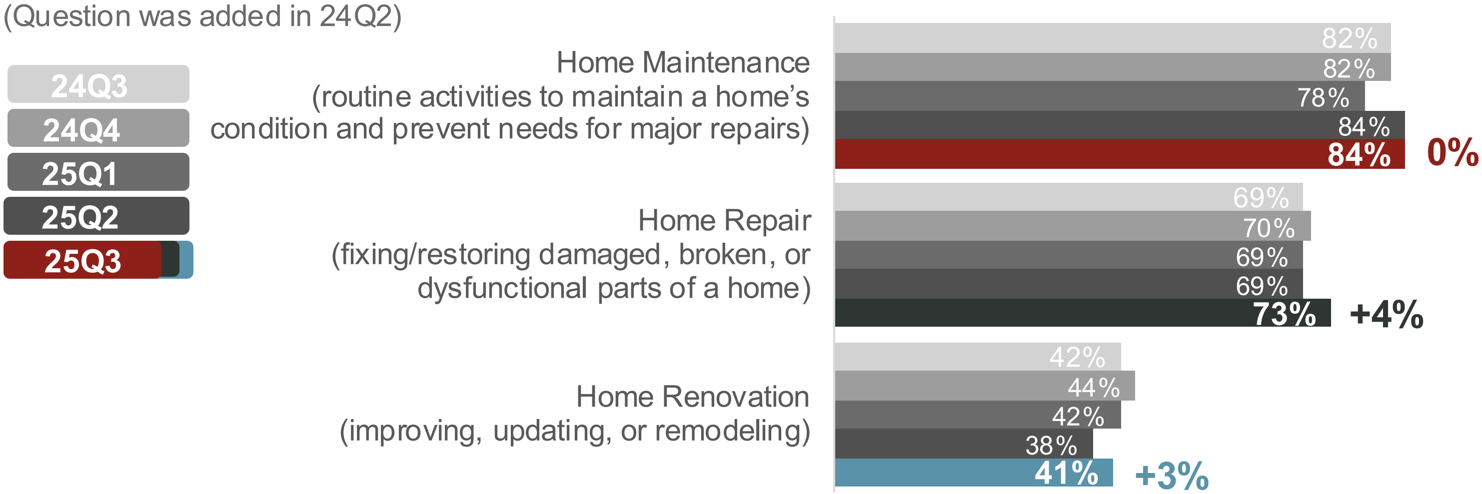
HI Activity in Last 90 Days

No HI Project | HI Project

Home improvement activity peaked for the year matching Q3 2024. Maintenance led, repairs firmed, renovations stabilized.

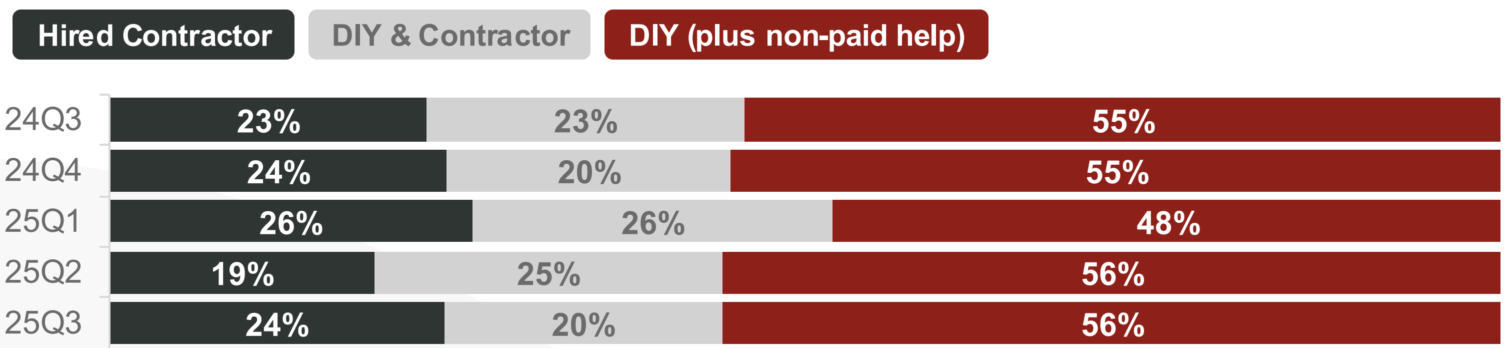
HI Project Completed in Last 90 Days

(Question was added in 24Q2)

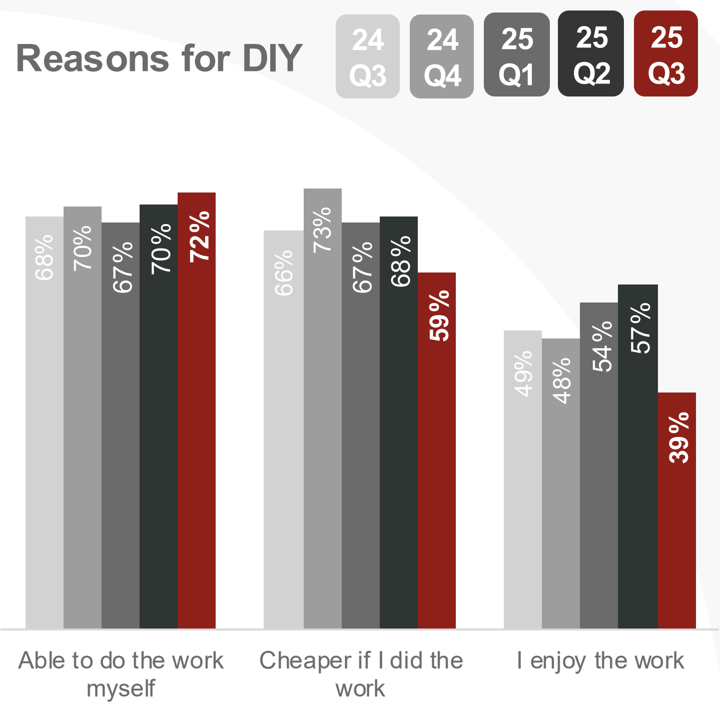


DIY remained the dominant approach in Q3, led by cost savings, while enjoyment and confidence in skills eased from earlier quarters.

How HI Activity Was Completed in Last 90 Days



Reasons for DIY



Challenges Hiring a Professional

24Q3 | 24Q4 | 25Q1 | 25Q2 | 25Q3

Trustworthiness*
— | — | 11% | 29% | 27%

Too Expensive
15% | 19% | 25% | 22% | 28%

Quality
15% | 16% | 15% | 22% | 29%

Lack of Response
12% | 11% | 6% | 22% | 17%

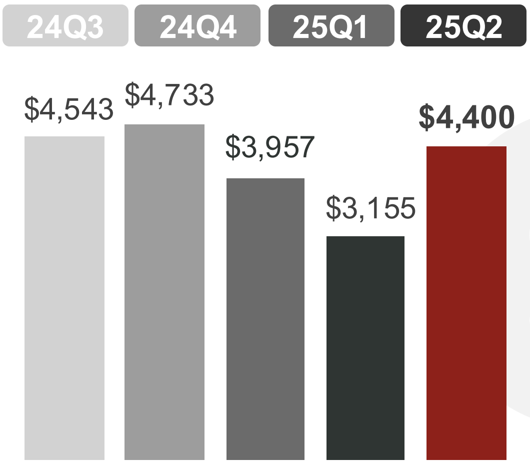
Timelines Too Long
15% | 18% | 6% | 15% | 14%

Too Busy/Unavailable
17% | 13% | 15% | 13% | 9%

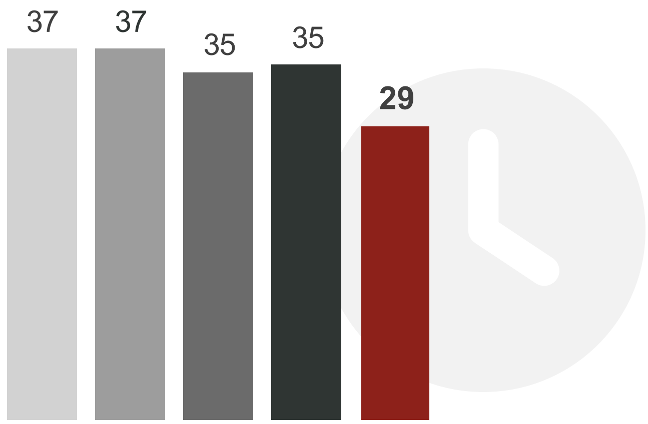
Communication
14% | 12% | 13% | 9% | 8%

*Question added in Q1

Spending nearly returned to 24Q3 levels, while DIY hours eased and cash funding rose, likely contributing to the reported thinner cash reserves.

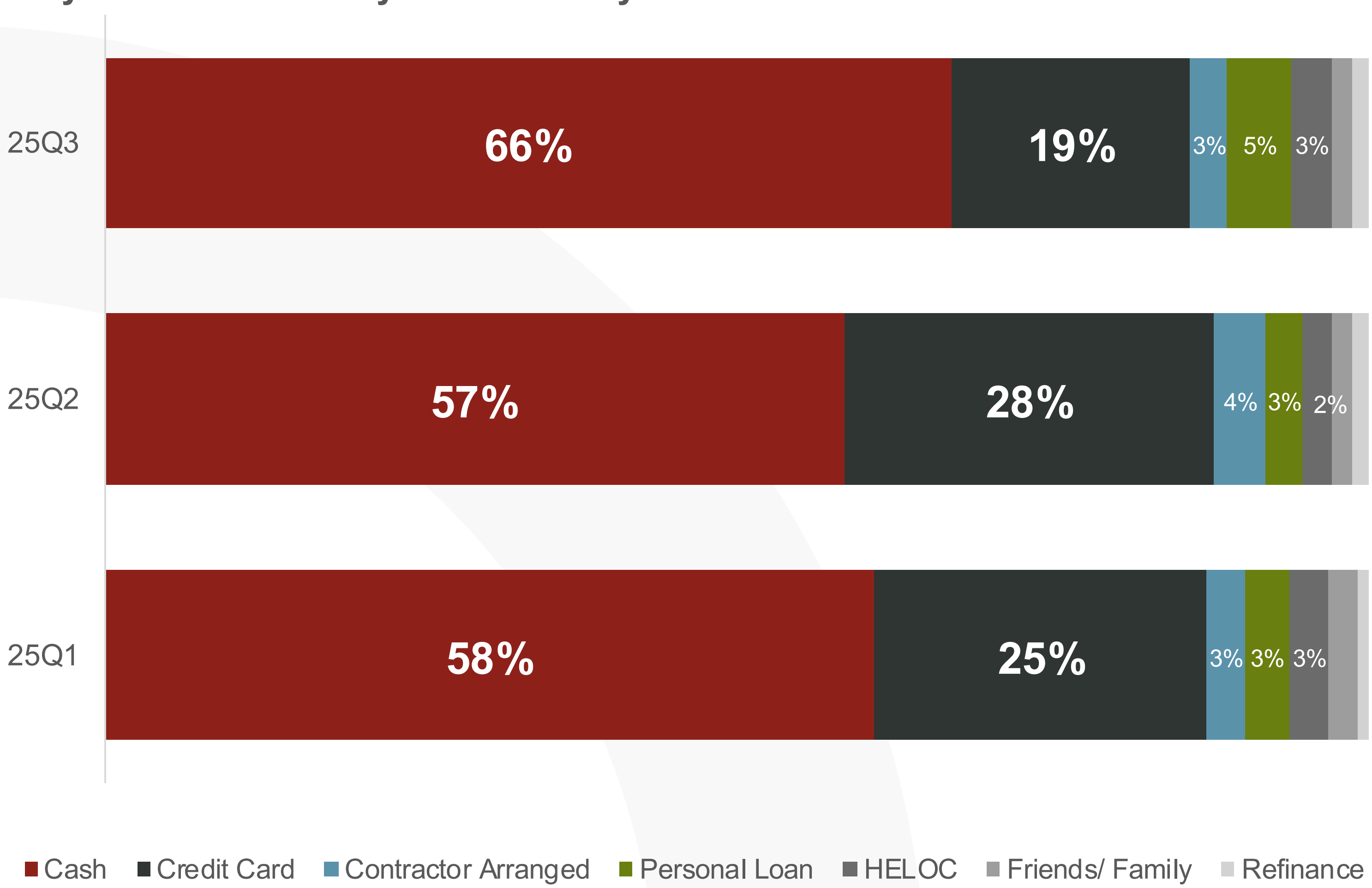


Average Dollar Amount Spent on HI in Last 90 Days Among Those Completing Projects



Average DIY Hours (self or other) Spent on HI in Last 90 Days Among Those Completing Projects

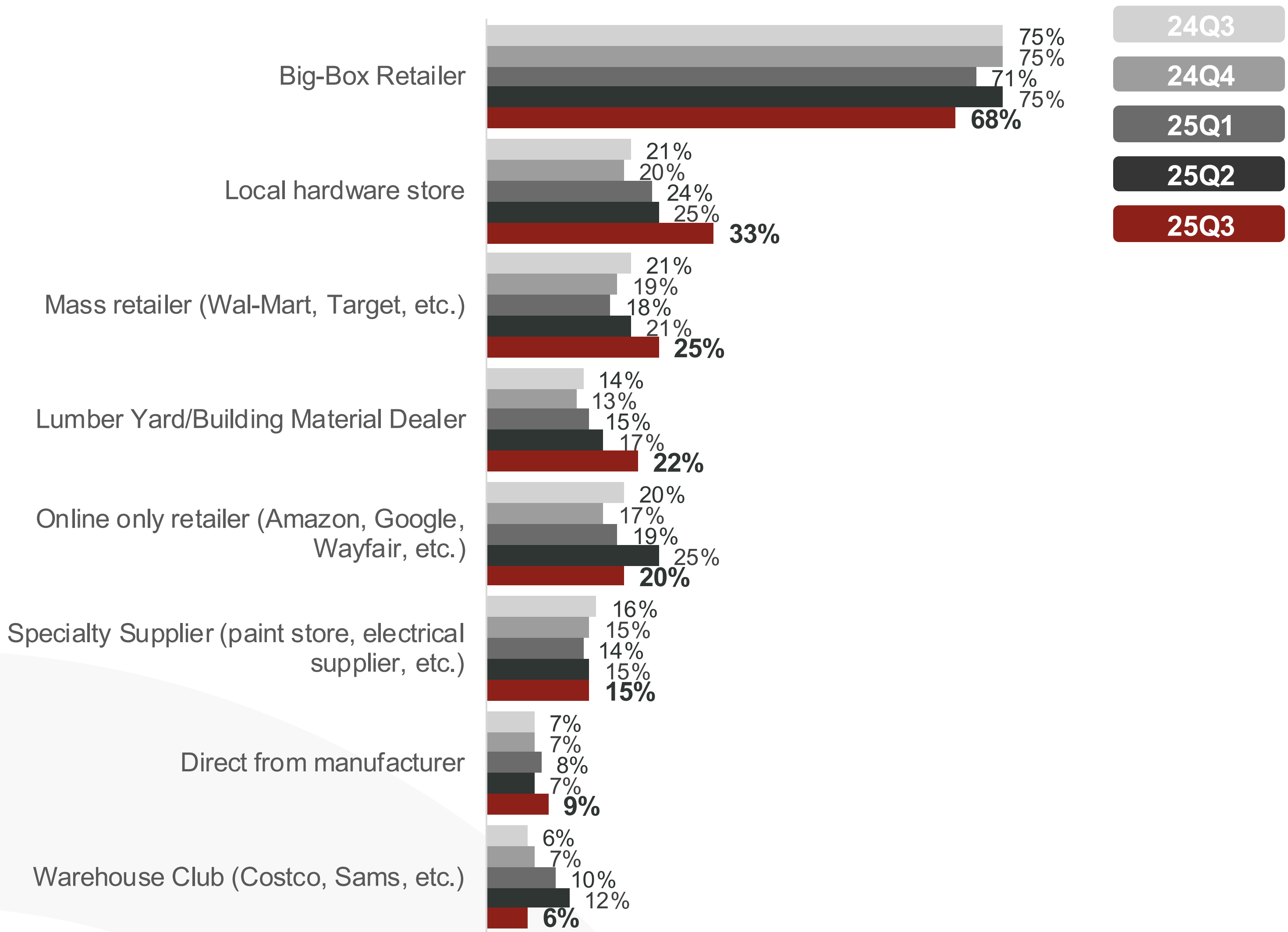
Payment for HI Activity in Last 90 Days



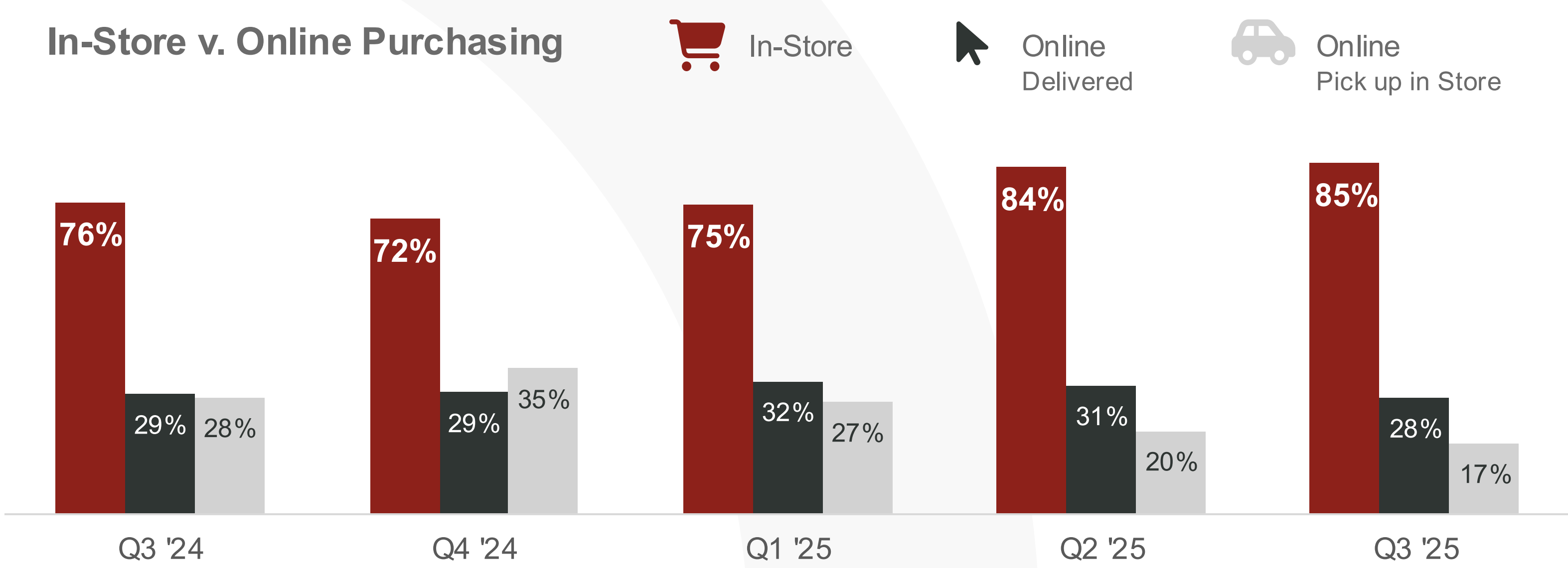
*Changed from multi-select to constant sum in Q1

Big-box retailers remained dominant in Q3, though share slipped modestly, while local hardware and online channels gained traction.

Channels Used for HI Product Purchases

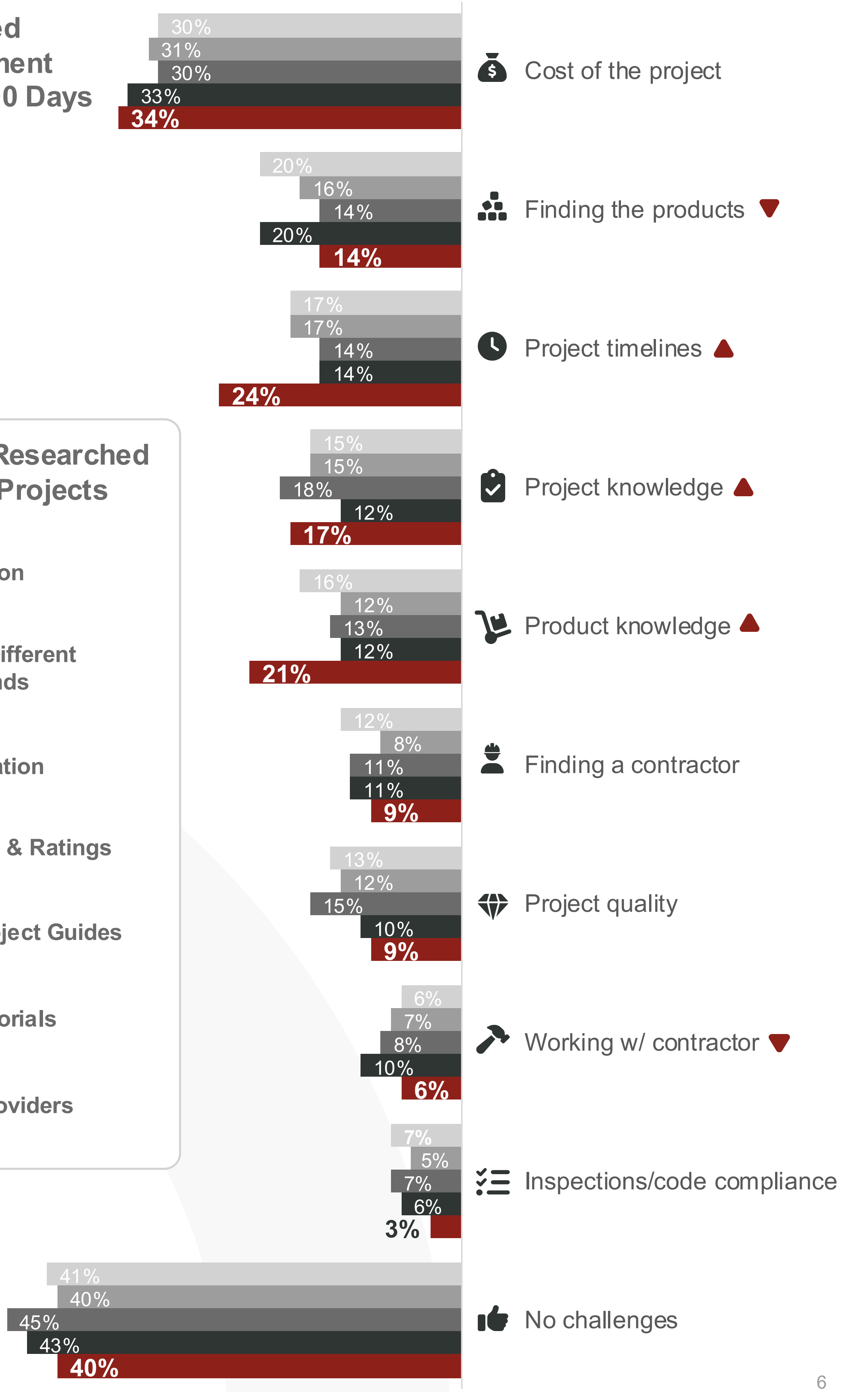


In-Store v. Online Purchasing



Cost pressures remained the top challenge in Q3, while timelines and product knowledge issues rose. One-third of projects required permits.

Challenges Encountered During Home Improvement Projects Done in Last 90 Days



Types of Information Researched in Local HI Stores for Projects

23% Pricing Information

21% Comparison of Different Products or Brands

20% Ideas and Inspiration

12% Product Reviews & Ratings

12% Step-by-Step Project Guides

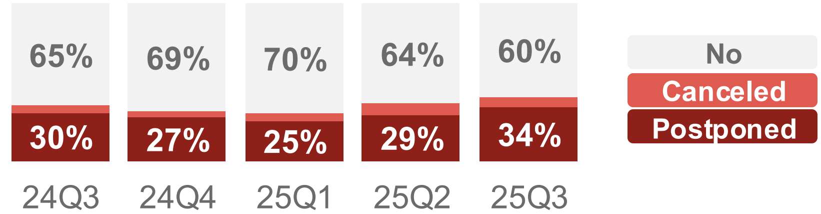
11% DIY Tips and Tutorials

10% Local Service Providers and Contractors

Among project doers, postponements rose in Q3, driven by sustained budget pressures, rising labor costs, and material availability concerns.

Postponed or Canceled Project

Homeowners Postponing or Canceling HI Project in Last 90 Days



Reasons for Postponement/Cancelation of HI Activity

24Q3 | 24Q4 | 25Q1 | 25Q2 | 25Q3

Budget
72% | 65% | 67% | 70% | 61%

Labor Costs
36% | 39% | 45% | 34% | 51%

Schedule/Timing
19% | 23% | 17% | 20% | 21%

Material Availability
10% | 8% | 16% | 6% | 22%

Availability of Labor
8% | 11% | 16% | 13% | 13%

Health Concerns
14% | 13% | 11% | 8% | 13%

Priorities Changed
11% | 14% | 15% | 14% | 7%

Underestimated Time
6% | 7% | 12% | 6% | 5%

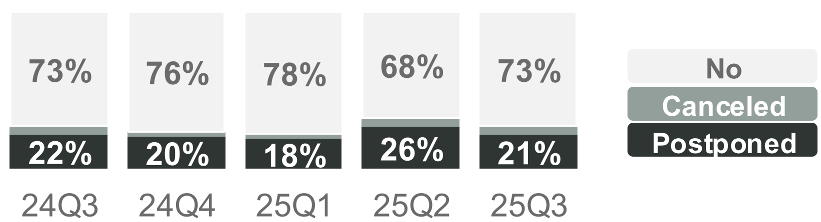
Labor Quality
9% | 7% | 3% | 6% | 4%

Q3 postponements subsided among non-project doers, led by budget pressures and rising labor costs, with other factors secondary.

Did Not Complete Project

Homeowners Postponing or Canceling HI Project in Last 90 Days

Among Those with Incomplete Projects



Reasons for Postponement/Cancelation of HI Activity

24Q3 | 24Q4 | 25Q1 | 25Q2 | 25Q3

Among Those with Incomplete Projects

Budget
67% | 69% | 82% | 70% | 68%

Labor Costs
44% | 47% | 51% | 21% | 55%

Schedule/Timing
10% | 10% | 3% | 18% | 15%

Health Concerns
11% | 15% | 7% | 12% | 12%

Underestimated Time
5% | 5% | 9% | 5% | 8%

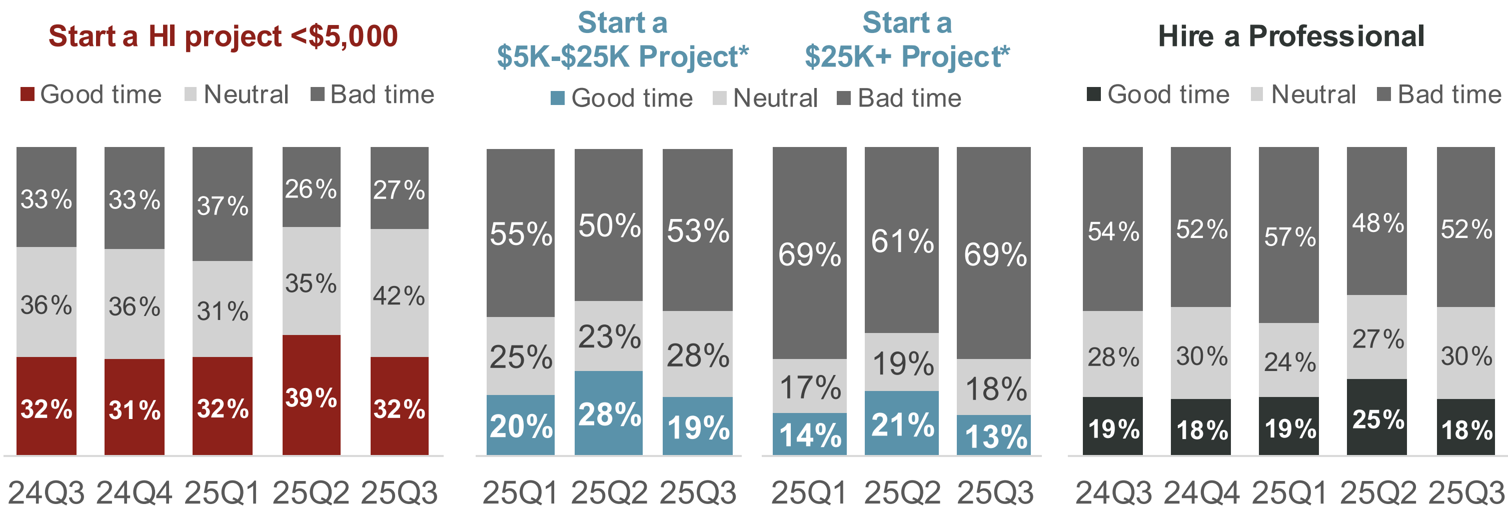
Priorities Changed
8% | 13% | 33% | 12% | 7%

Availability of Labor
15% | 7% | 11% | 6% | 6%

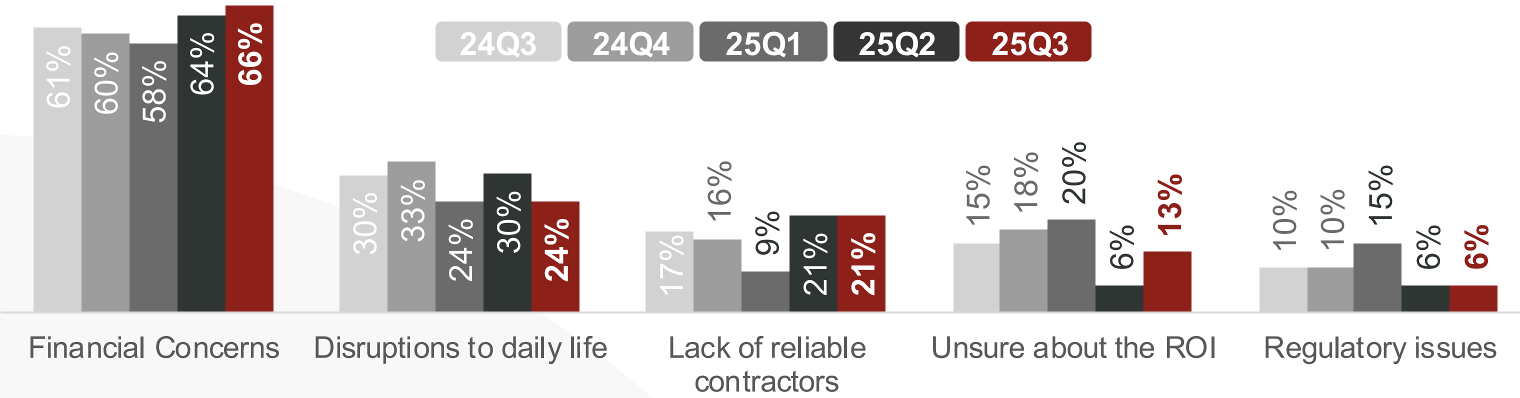
Current HI Activity Sentiment

*Question added in Q1

After a Q2 lift, project sentiment cooled across the board in Q3, especially for larger projects and hiring a professional.

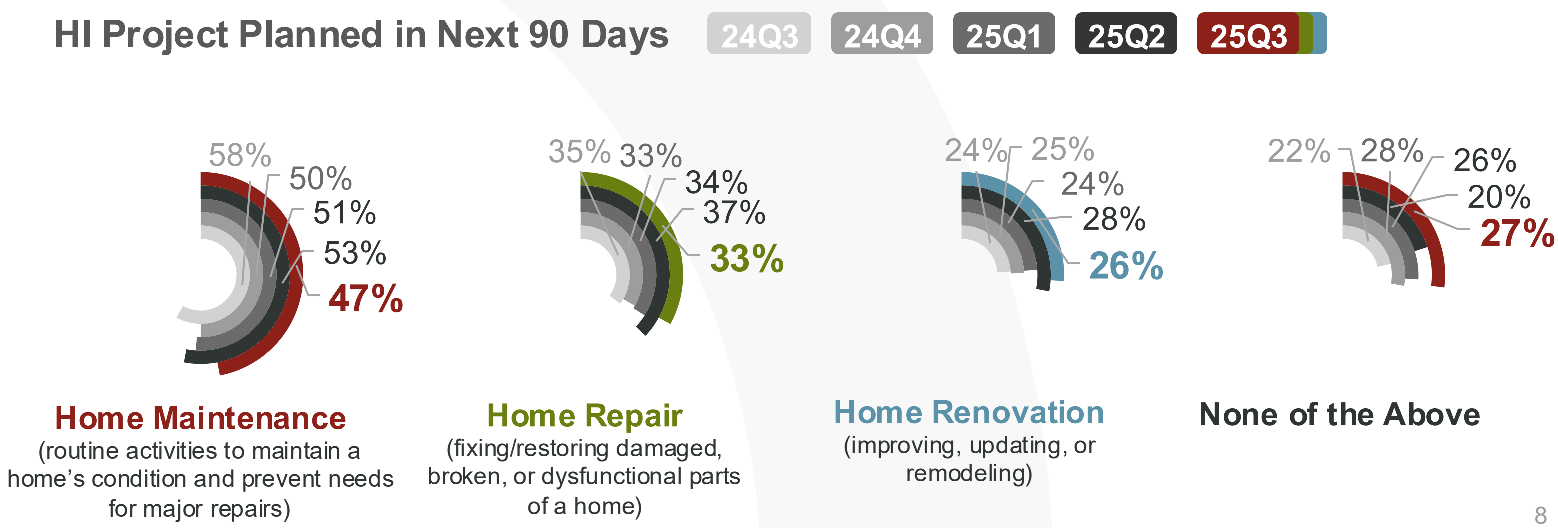


Barriers to HI Project in Next Year



While three in four homeowners plan projects next 90 days, each type of planned activity cooled modestly from the Q2 highs.

HI Project Planned in Next 90 Days



Objectives & Methodology

Research Objectives

1. Gain Insight into Homeowners' Attitudes and Motivations Driving Home Improvement Initiatives.
2. Investigate Recent Home Improvement Activities Conducted Within the Last 90 Days.
3. Analyze Evolving Channel Behaviors Over Time in Home Improvement Purchases.
4. Delve into Product Research Patterns and Influential Factors Shaping Project and Product Purchasing Decisions.
5. Understand Why Homeowners Did Not Undertake Home Improvement Activities in the Last 90 Days.
6. Anticipate Future Home Improvement Activity by Understanding Homeowners' Project Intentions.

Project Methodology

- Online survey administered September 2025
- The sample for the study included 1,060 respondents
- Sample is weighted to ensure national homeowner representation*
- ▲- indicates statistically significant change from the prior quarter.

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Improved Market Strategy With Customized Research

Customer Behaviors & Attitudes

- Learn where customers shop, when and why to identify marketing and sales opportunities through the path to purchase
- Profile customers for effective targeting
- Quantify product usage to define market opportunity
- Prioritize selection criteria to know what you must deliver

Brand Health & Performance

- Monitor brand performance to measure marketing success
- Capture brand perceptions to define market position
- Understand brand equity to improve category growth success
- Define brand usage to determine share opportunity

Product Development & Pricing

- Explore product uses and needs to establish viable concepts
- Validate concepts to increase adoption at launch
- Define price & feature combinations to win at point of sale
- Determine preferred messaging and packaging to attract buyers

Market Sizing & Structure

- Define total product sales volume to know market potential
- Define brand share to determine acquisition opportunity
- Define product distribution structure to inform channel strategy
- Define share by customer type to develop marketing and sales strategy

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