

Quarterly Topic HIRI Survey:

Lead Resources and the Online Contractor
4th Quarter 2019



Table of Contents

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	Page
PROJECT OBJECTIVES AND METHODOLOGY	3
RESPONDENT BREAKOUT	4
KEY TAKEAWAYS	5 - 7
LEAD RESOURCES AND THE ONLINE CONTRACTOR	8 - 18
DEMOGRAPHICS	19 - 21
APPENDIX	22 - 45

Objectives and Methodology

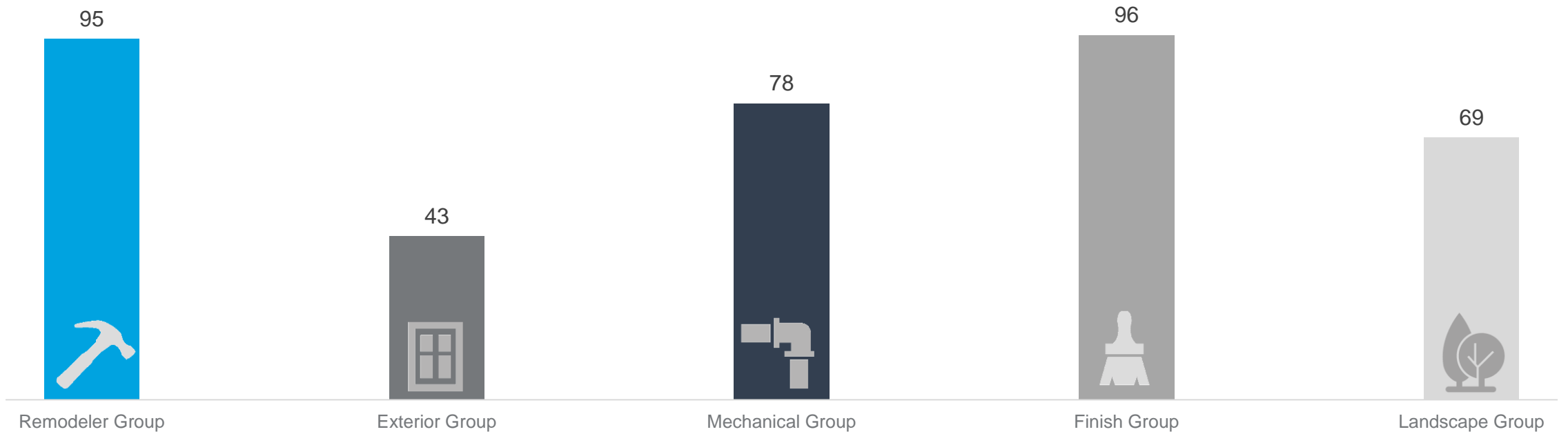
Project Objectives

- The Home Improvement Research Institute wanted to better understand data across various topics of the home improvement market on a quarterly basis.
- HIRI was interested in how contractors get new leads and interact online.

Project Methodology

- The online survey was administered from November 5th to November 25th.
- The sample for the study included 381 respondents across various construction and remodeling trades within the five industry segments.
- A majority (89%) of the sample were HomeAdvisor panelists.
- Respondents must have been at least 21 years old.
- Each respondent must have done at least 50% of their work on residential projects.
- Remodelers and general contractors had to do a majority of their work in the remodeling space (at least 51%).

Respondent Breakout

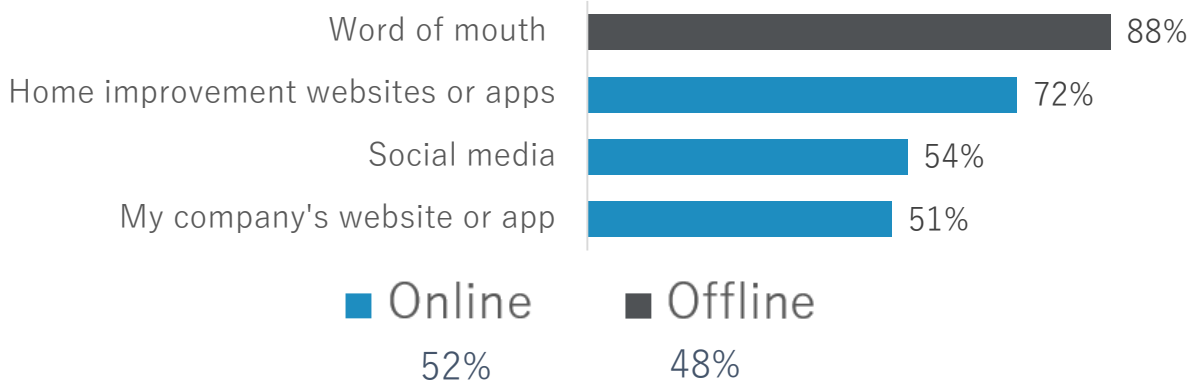


Key Takeaways

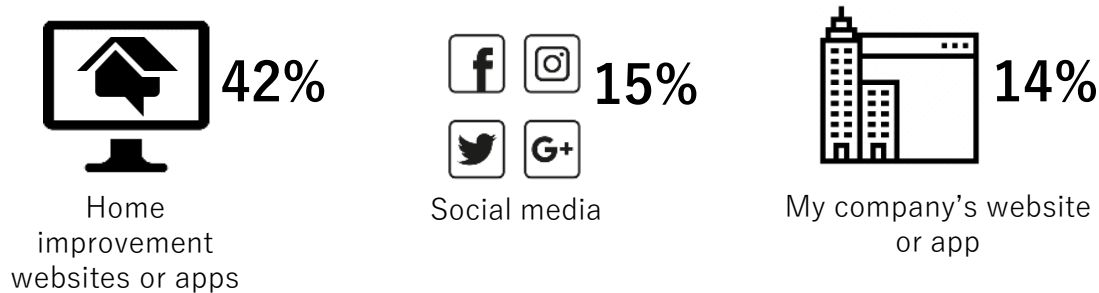


Lead Resources

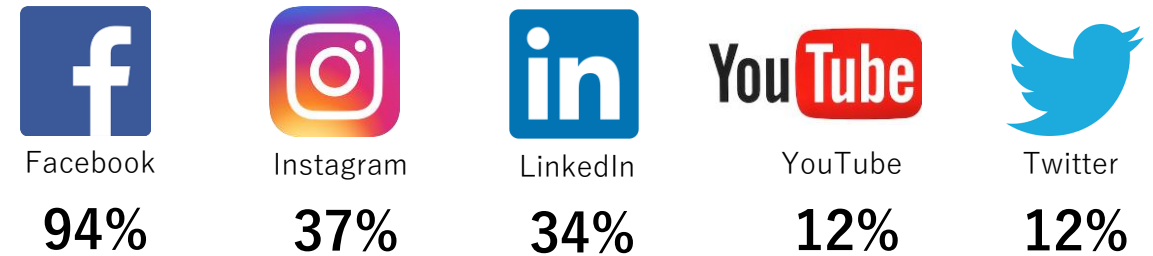
While most resources for leads are online (52%), offline word of mouth is by far the top overall resource.



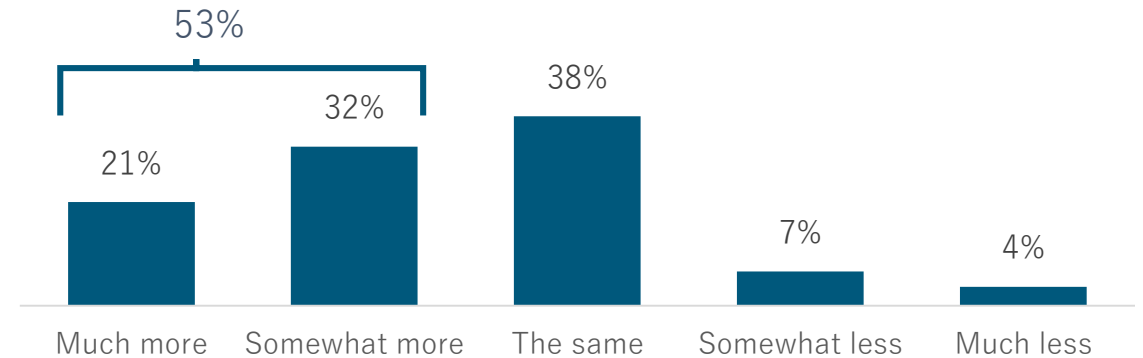
Percentage of online leads from online sources



Facebook is used by almost every company that uses social media.



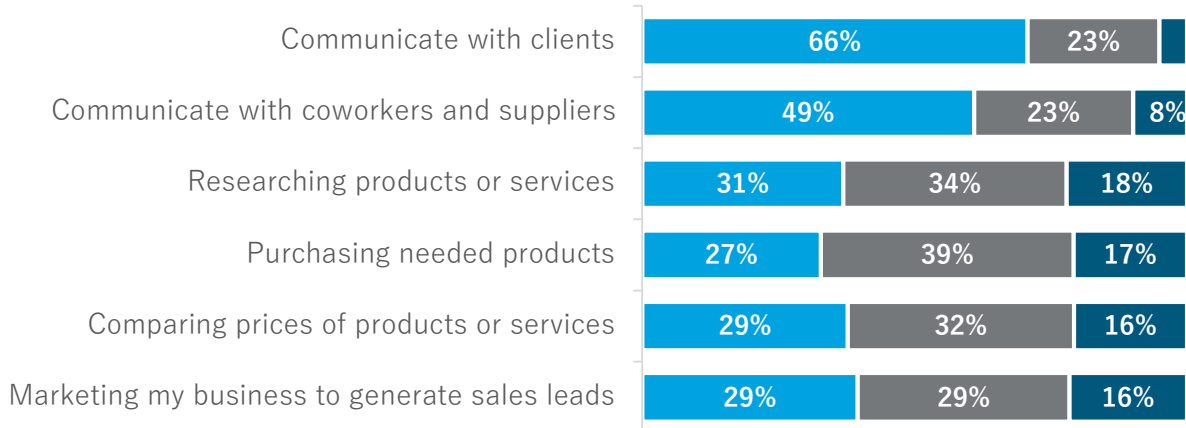
In the past year, the volume of online leads has increased for over half of pros.



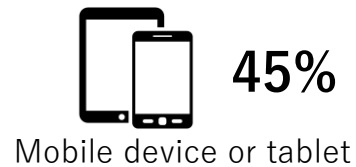
Lead Resources

Pros go online the most often to communicate.

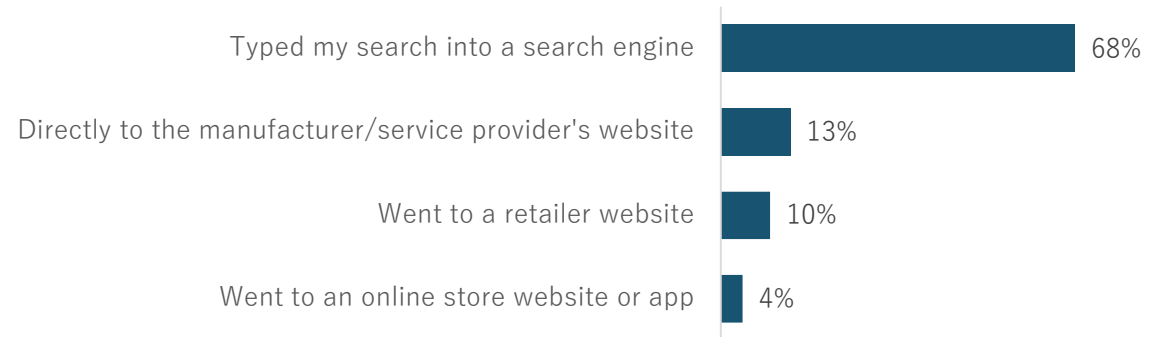
■ Daily ■ Weekly ■ Monthly



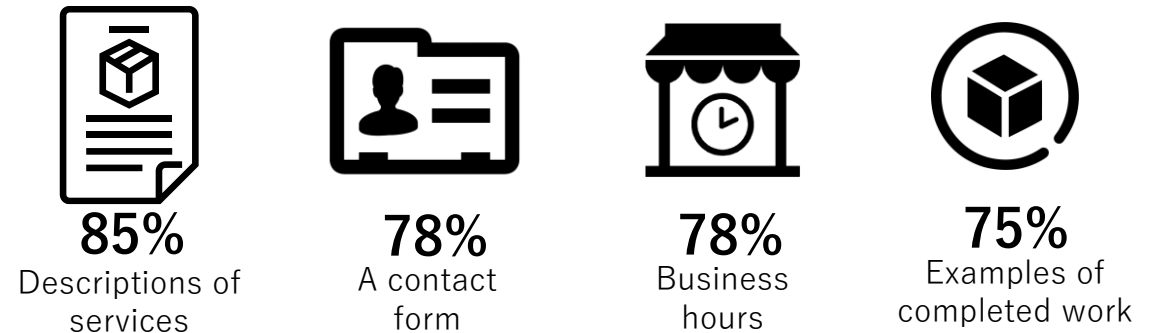
Online activity is done more often on a computer than a mobile device.



Typing into a search engine is the first step to researching products online over 2/3rds of the time.



Of the 67% of pros whose companies have a website, descriptions of services is the top feature.



Lead Resources and the Online Contractor

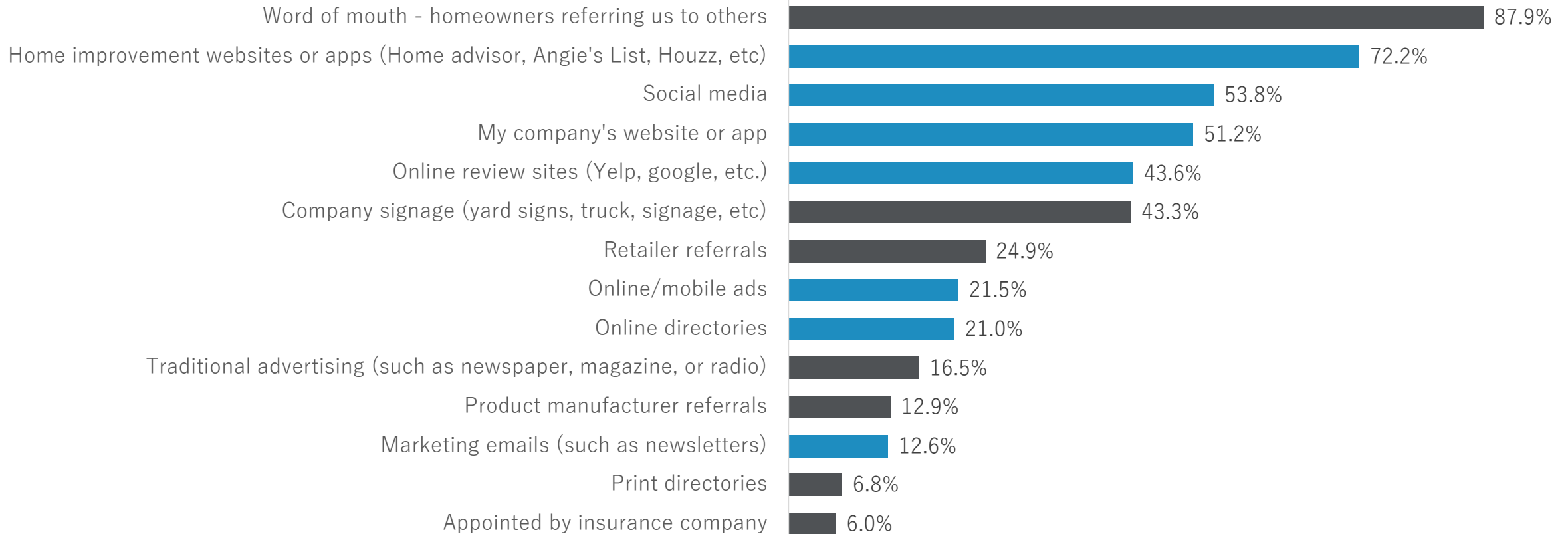


Lead Resources



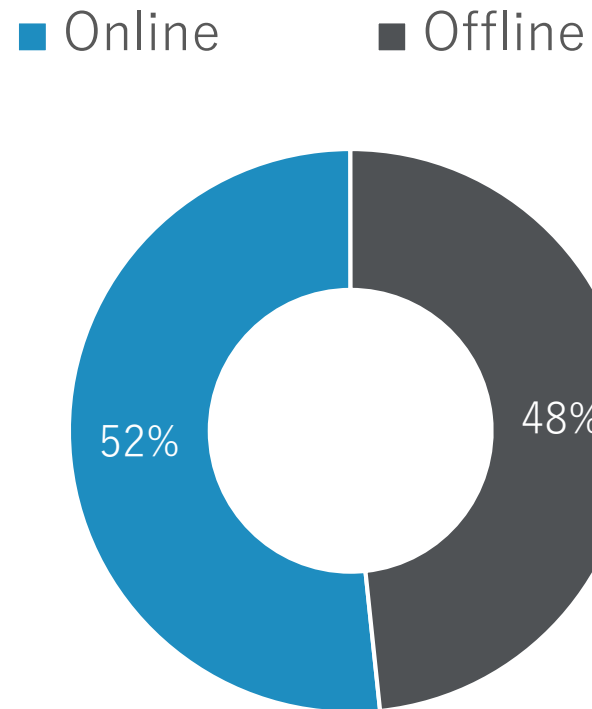
What resources do you or your company use to get homeowner clients or leads? (n=381)

■ Online ■ Offline



Percentage of Online vs. Offline Leads

? What percentage of your leads come from online vs. offline sources? (n=380)

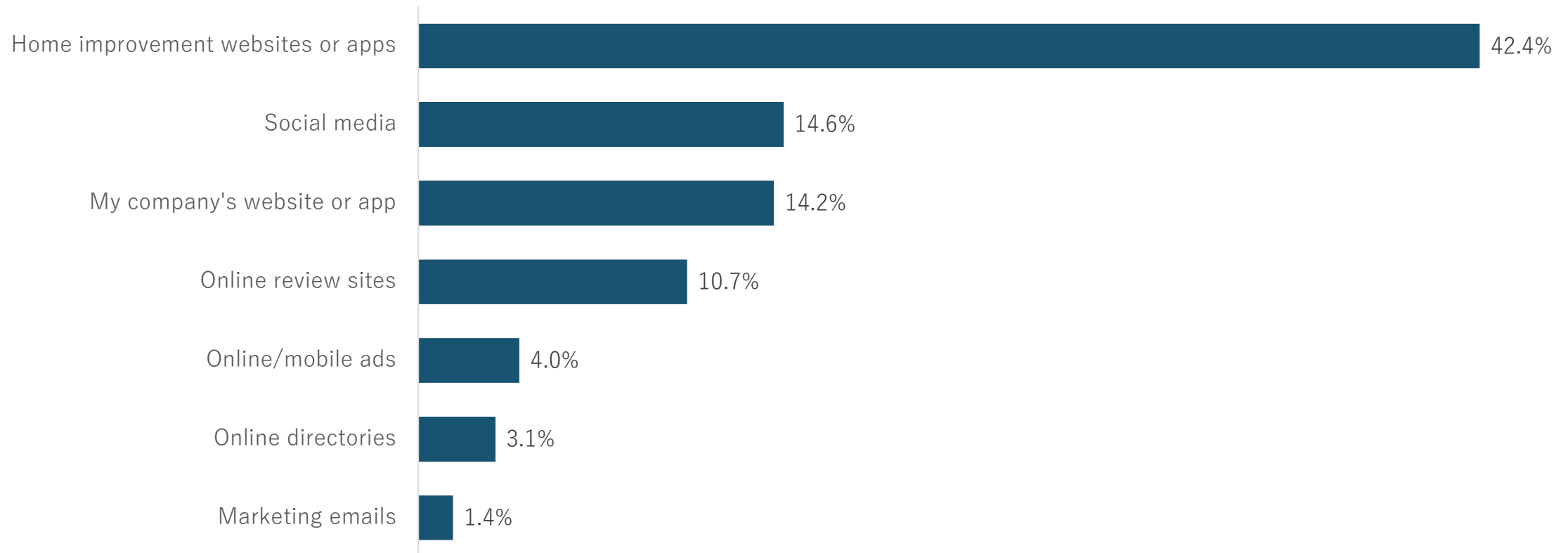


The percentage of online leads barely edges out offline leads.

Online Lead Resources



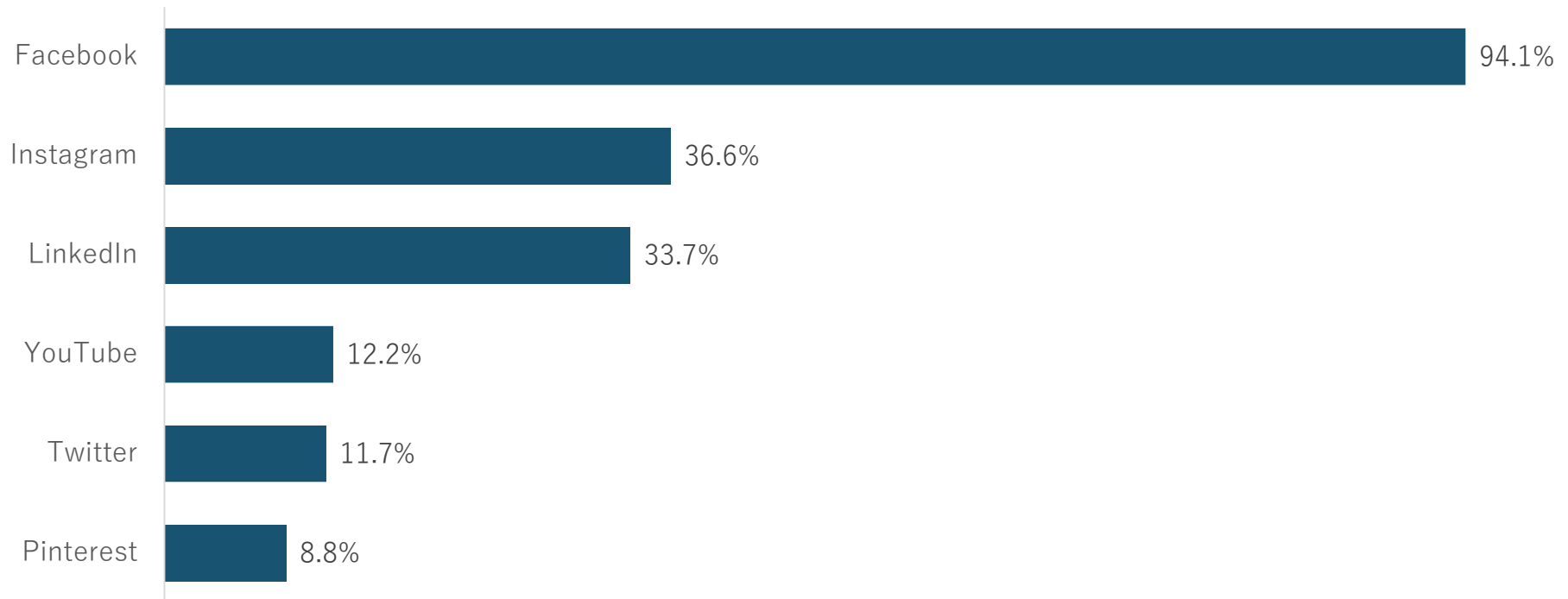
(Online source users) What percentage of your online leads come from the following online sources? (n=381)



Social Media Platforms Used



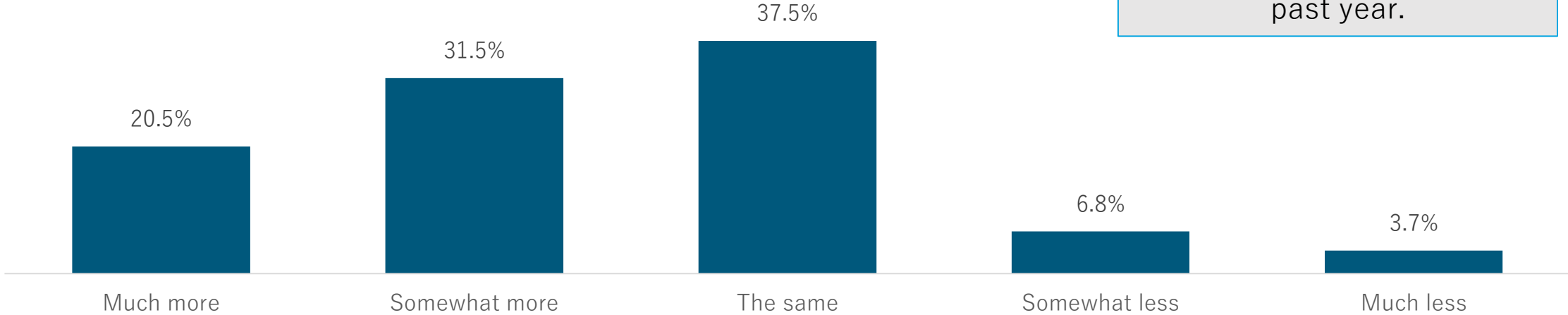
(Social media users) What social media platforms does your business engage with? (n=205)



Online Lead Volume Changes



In the past year, how has the volume of your online leads changed? (N=381)



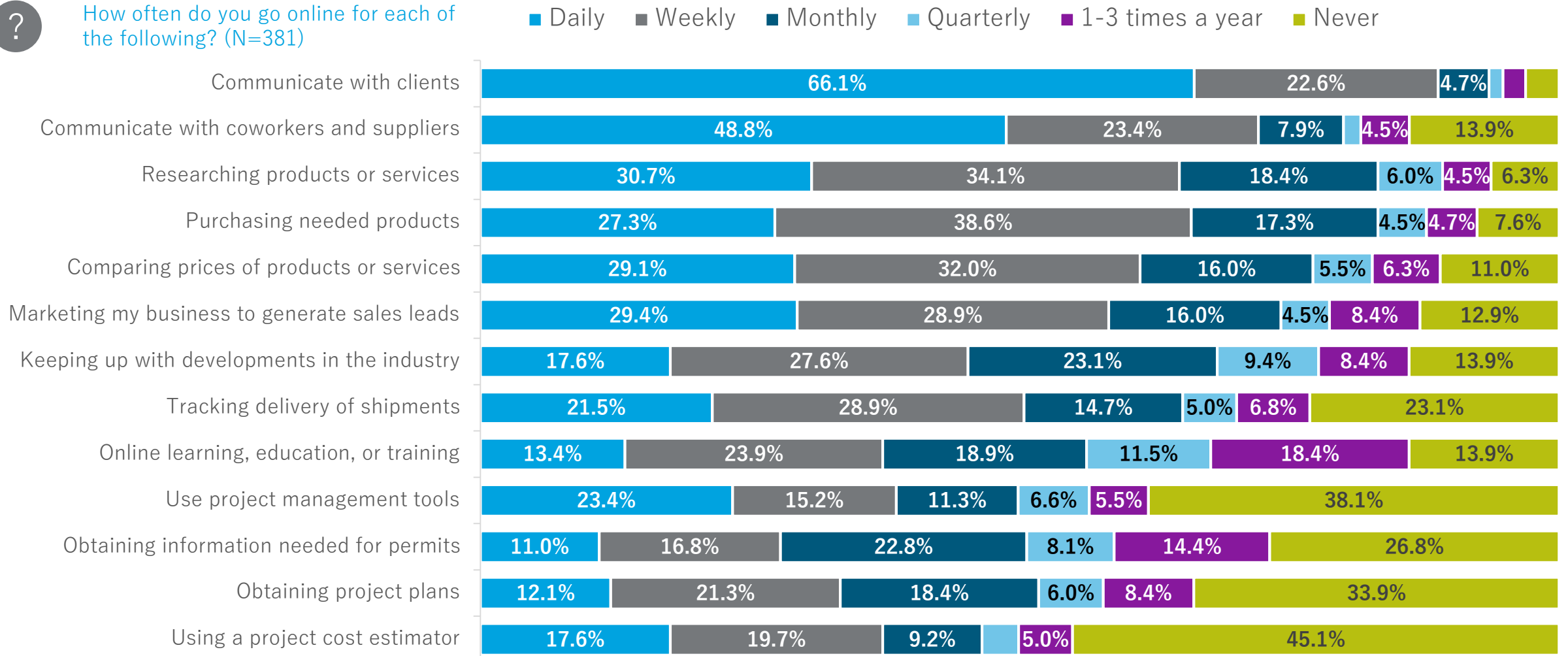
Frequency of Online Activity



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How often do you go online for each of the following? (N=381)

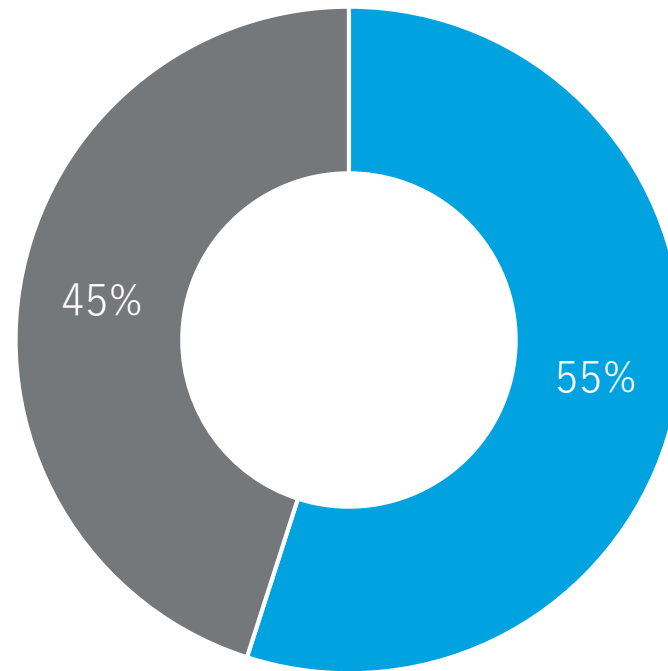


Computer vs. Mobile Device Usage

?

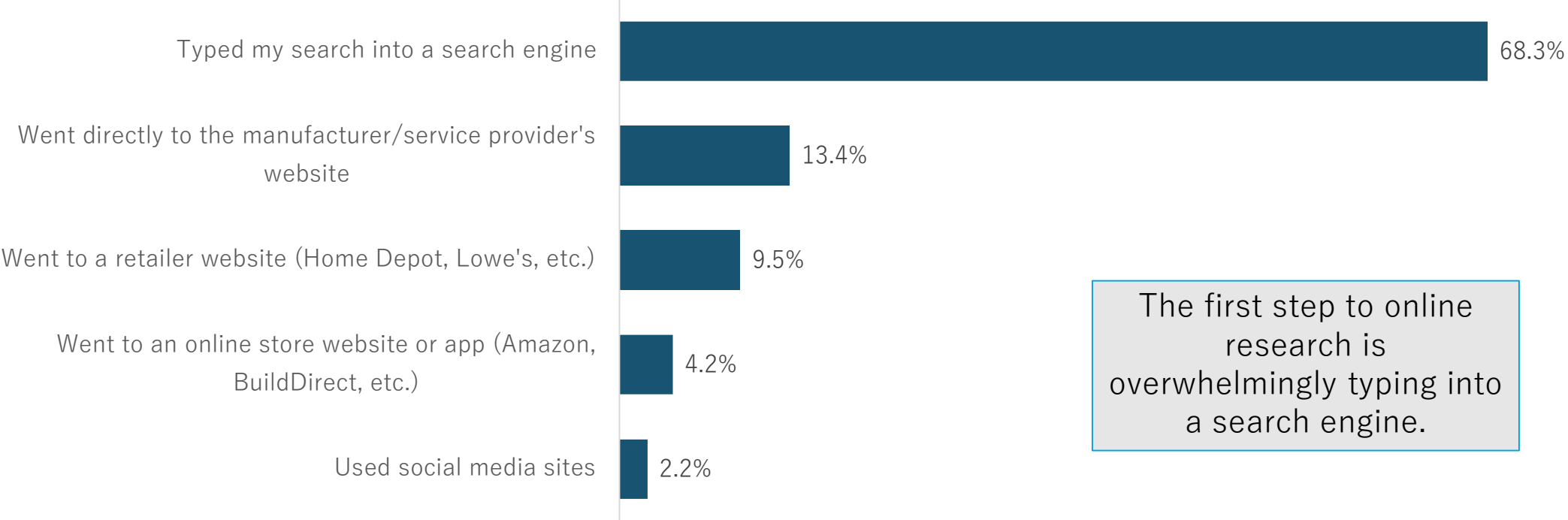
When utilizing these online tools and services, what percentage of the time do you use? (n=381)

- Desktop or laptop computer
- Mobile device or tablet



Online Product Research's Initial Step

? (Those who research online) What is the typical first step you took when researching products online? (n=357)



The first step to online research is overwhelmingly typing into a search engine.

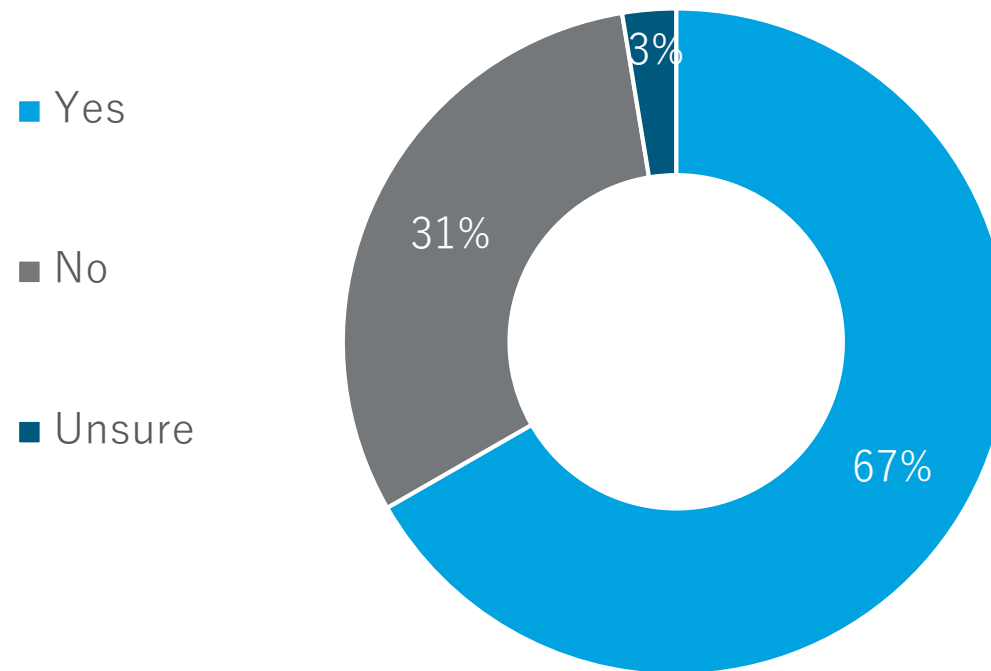
Existence of Company Website



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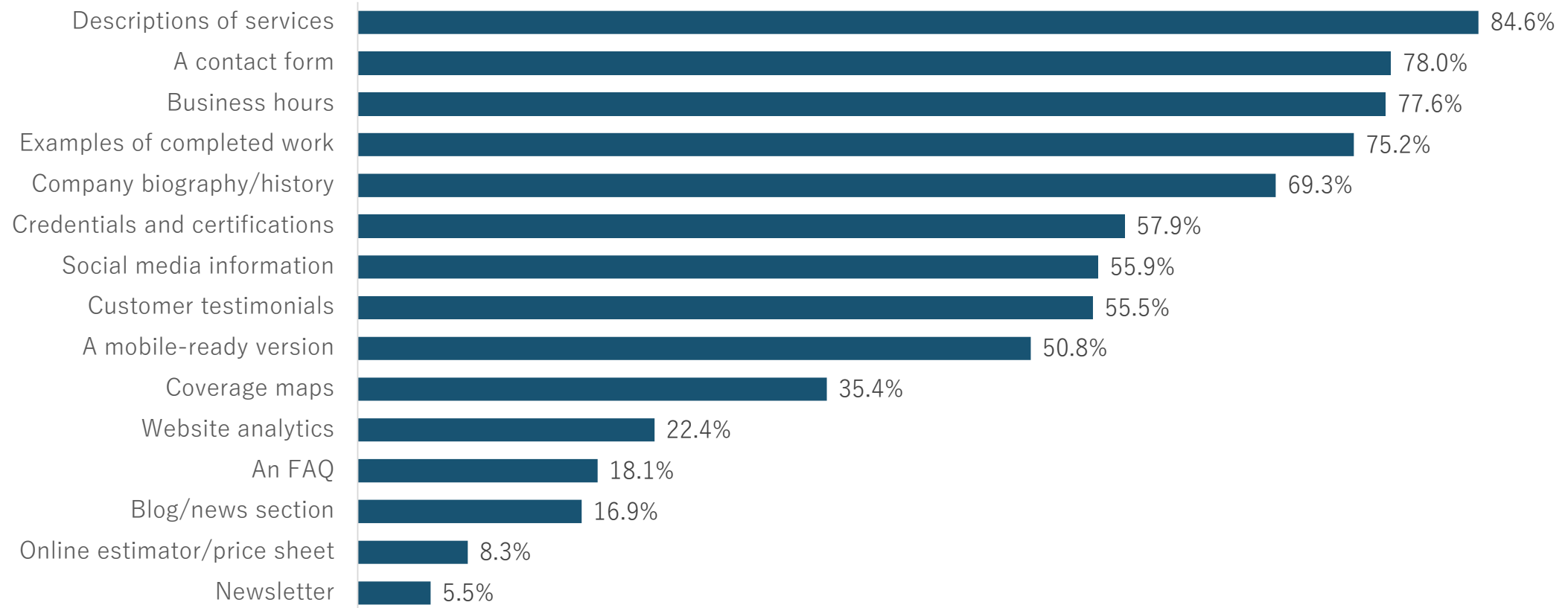
Does your company have a website?
(n=381)



Website Features



(Those with a website) What type of features does your website have?
(n=254)



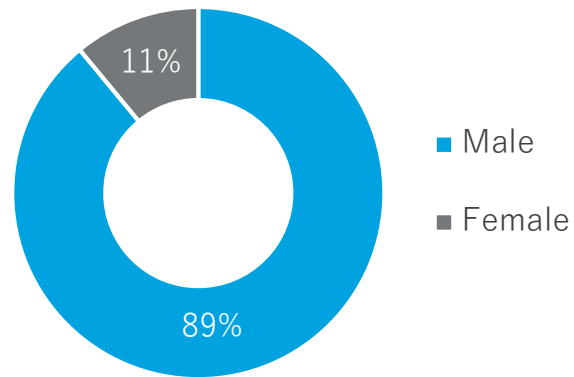
Demographics



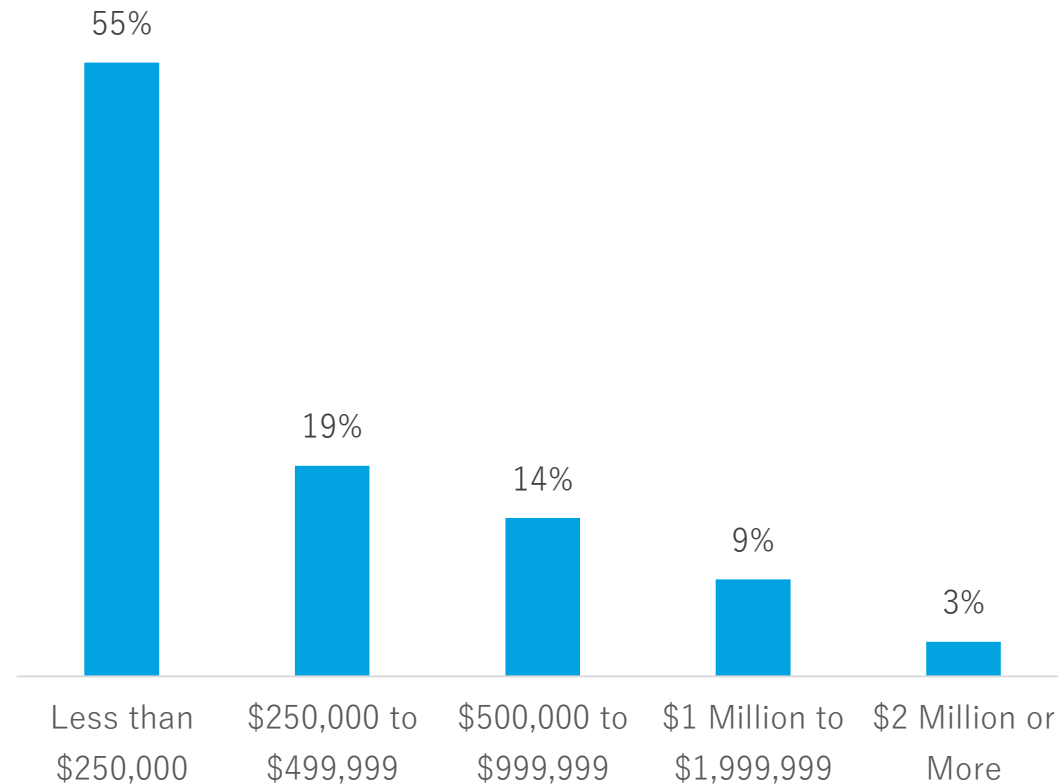
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Demographics

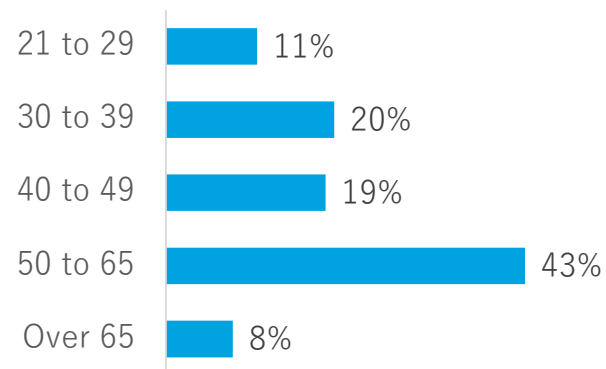
Gender



What is your company's annual revenue?

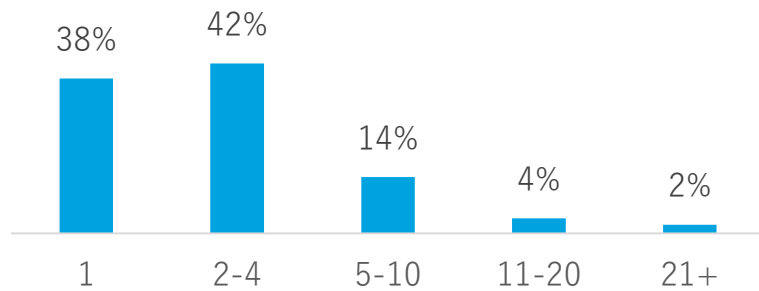


Age

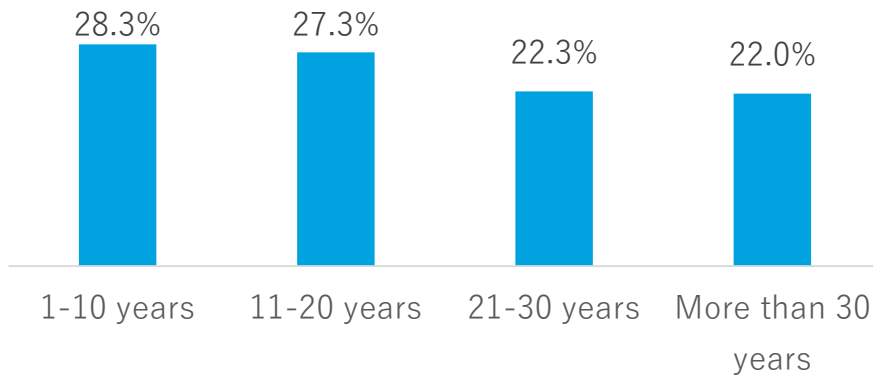


Demographics

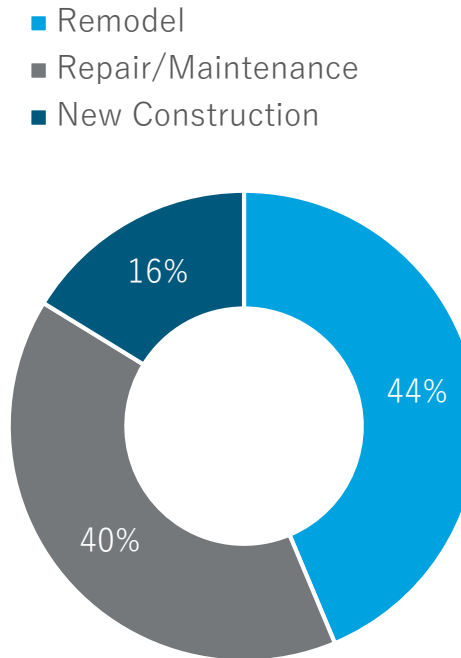
Including yourself, how many **full-time** employees does your company have on staff?



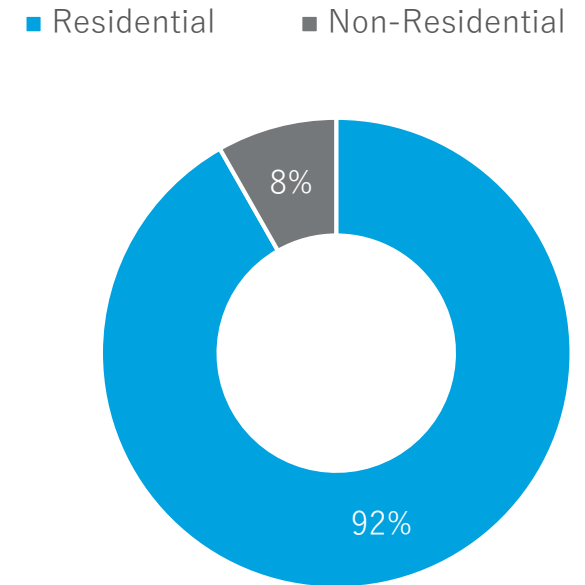
How many years have you been in your current trade?



What percent of your work is remodel/repair/new construction?



What percent of your work is residential vs. non-residential?



Appendix





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What resources do you or your company use to get homeowner clients or leads?

Online Sources	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
Home improvement websites or apps (Home advisor, Angie's List, Houzz, etc)	72.2%	72.2%	72.2%	71.6%	75.3%	63.8%	72.4%
Social media	53.8%	52.9%	56.7%	59.5%	57.4%	63.8%	35.6%
My company's website or app	51.2%	49.5%	56.7%	55.4%	48.1%	60.3%	47.1%
Online review sites (Yelp, google, etc.)	43.6%	43.3%	44.4%	43.2%	45.7%	48.3%	36.8%
Company signage (yard signs, truck, signage, etc)	43.3%	46.0%	34.4%	52.7%	38.9%	51.7%	37.9%
Online/mobile ads	21.5%	22.7%	17.8%	16.2%	24.1%	20.7%	21.8%
Online directories	21.0%	20.6%	22.2%	23.0%	20.4%	24.1%	18.4%
Marketing emails (such as newsletters)	12.6%	11.7%	15.6%	17.6%	11.1%	15.5%	9.2%
Print directories	6.8%	7.2%	5.6%	9.5%	4.9%	8.6%	6.9%
Total Online Sources	94.2%	93.8%	95.6%	91.9%	96.3%	94.8%	92.0%

! Caution, small sample size

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.



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What resources do you or your company use to get homeowner clients or leads?

Offline Sources	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
Word of mouth - homeowners referring us to others	87.9%	87.6%	88.9%	94.6%	87.0%	91.4%	81.6%
Retailer referrals	24.9%	26.1%	21.1%	25.7%	22.2%	32.8%	24.1%
Traditional advertising (such as newspaper, magazine, or radio)	16.5%	15.5%	20.0%	21.6%	12.3%	24.1%	14.9%
Product manufacturer referrals	12.9%	12.4%	14.4%	10.8%	14.8%	10.3%	12.6%
Appointed by insurance company	6.0%	6.9%	3.3%	1.4%	6.8%	8.6%	6.9%
Total Offline Sources	90.6%	90.4%	91.1%	94.6%	90.1%	93.1%	86.2%

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.



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What percentage of your leads come from online vs. offline sources?

	Total (n=380)	Type of Work		Region			
		Remodel (n=290)	New Construction (n=90)	Northeast (n=73)	South (n=162)	Midwest (n=58)	West (n=87)
Online sources	51.7%	52.2%	50.0%	50.3%	54.8%	48.1%	49.3%
Offline sources	48.4%	47.8%	50.0%	49.7%	45.2%	51.9%	50.7%

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.



(Online source users) What percentage of your online leads come from the following online sources?

	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
Home improvement websites or apps	42.4%	42.6%	41.8%	39.8%	45.4%	33.3%	45.3%
Social media	14.6%	13.5%	18.2%	13.4%	17.3%	19.0%	7.6%
My company's website or app	14.2%	14.1%	14.5%	14.9%	11.7%	18.7%	15.3%
Online review sites	10.7%	10.8%	10.5%	11.8%	10.6%	10.1%	10.5%
Online/mobile ads	4.0%	4.5%	2.7%	2.6%	5.0%	3.7%	3.6%
Online directories	3.1%	2.9%	3.7%	4.2%	2.2%	2.8%	3.9%
Marketing emails	1.4%	1.1%	2.1%	1.5%	1.5%	2.2%	0.5%

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.



(Social media users) What social media platforms does your business engage with?

	Total (n=205)	Type of Work		Region			
		Remodel (n=154)	New Construction (n=51)	Northeast (n=44!)	South (n=93)	Midwest (n=37!)	West (n=31!)
Facebook	94.1%	93.5%	96.1%	90.9%	94.6%	100.0%	90.3%
Instagram	36.6%	31.8%	51.0%	34.1%	38.7%	18.9%	54.8%
LinkedIn	33.7%	35.1%	29.4%	45.5%	30.1%	35.1%	25.8%
YouTube	12.2%	11.0%	15.7%	4.5%	15.1%	10.8%	16.1%
Twitter	11.7%	11.0%	13.7%	6.8%	15.1%	13.5%	6.5%
Pinterest	8.8%	9.1%	7.8%	11.4%	6.5%	10.8%	9.7%

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.



In the past year, how has the volume of your online leads changed?

	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
Much more	20.5%	21.0%	18.9%	18.9%	19.8%	13.8%	27.6%
Somewhat more	31.5%	30.6%	34.4%	35.1%	32.1%	29.3%	28.7%
The same	37.5%	36.8%	40.0%	39.2%	38.3%	48.3%	27.6%
Somewhat less	6.8%	7.6%	4.4%	4.1%	6.2%	6.9%	10.3%
Much less	3.7%	4.1%	2.2%	2.7%	3.7%	1.7%	5.7%
Mean	3.58	3.57	3.63	3.64	3.58	3.47	3.62

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Communicate with clients	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	66.1%	63.2%	75.6%	59.5%	67.9%	70.7%	65.5%
5 - Weekly	22.6%	24.4%	16.7%	32.4%	22.2%	15.5%	19.5%
4 - Monthly	4.7%	5.8%	1.1%	2.7%	3.7%	10.3%	4.6%
3 - Quarterly	1.3%	1.0%	2.2%	1.4%	0.0%	1.7%	3.4%
2 - 1-3 times a year	2.1%	2.1%	2.2%	0.0%	3.1%	1.7%	2.3%
1 - Never	3.1%	3.4%	2.2%	4.1%	3.1%	0.0%	4.6%
Mean	5.40	5.35	5.54	5.38	5.43	5.52	5.29

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Communicate with coworkers and suppliers	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	48.8%	46.0%	57.8%	39.2%	54.3%	46.6%	48.3%
5 - Weekly	23.4%	25.4%	16.7%	27.0%	22.8%	22.4%	21.8%
4 - Monthly	7.9%	7.2%	10.0%	8.1%	8.6%	5.2%	8.0%
3 - Quarterly	1.6%	1.4%	2.2%	2.7%	1.2%	1.7%	1.1%
2 - 1-3 times a year	4.5%	4.8%	3.3%	5.4%	1.9%	6.9%	6.9%
1 - Never	13.9%	15.1%	10.0%	17.6%	11.1%	17.2%	13.8%
Mean	4.69	4.61	4.93	4.39	4.93	4.48	4.62

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Researching products or services	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	30.7%	29.2%	35.6%	25.7%	38.9%	24.1%	24.1%
5 - Weekly	34.1%	35.1%	31.1%	37.8%	34.0%	37.9%	28.7%
4 - Monthly	18.4%	19.2%	15.6%	16.2%	15.4%	25.9%	20.7%
3 - Quarterly	6.0%	4.8%	10.0%	6.8%	5.6%	5.2%	6.9%
2 - 1-3 times a year	4.5%	5.2%	2.2%	4.1%	2.5%	5.2%	8.0%
1 - Never	6.3%	6.5%	5.6%	9.5%	3.7%	1.7%	11.5%
Mean	4.62	4.59	4.71	4.46	4.90	4.66	4.20

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Purchasing needed products	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	27.3%	25.8%	32.2%	28.4%	32.1%	22.4%	20.7%
5 - Weekly	38.6%	39.2%	36.7%	47.3%	38.9%	34.5%	33.3%
4 - Monthly	17.3%	18.2%	14.4%	8.1%	17.3%	24.1%	20.7%
3 - Quarterly	4.5%	3.4%	7.8%	8.1%	4.3%	1.7%	3.4%
2 - 1-3 times a year	4.7%	4.5%	5.6%	2.7%	3.1%	6.9%	8.0%
1 - Never	7.6%	8.9%	3.3%	5.4%	4.3%	10.3%	13.8%
Mean	4.56	4.52	4.72	4.74	4.80	4.33	4.14

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Comparing prices of products or services	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	29.1%	26.8%	36.7%	21.6%	37.7%	24.1%	23.0%
5 - Weekly	32.0%	34.0%	25.6%	44.6%	30.2%	24.1%	29.9%
4 - Monthly	16.0%	15.8%	16.7%	10.8%	17.3%	20.7%	14.9%
3 - Quarterly	5.5%	5.8%	4.4%	8.1%	3.1%	8.6%	5.7%
2 - 1-3 times a year	6.3%	5.8%	7.8%	2.7%	4.9%	10.3%	9.2%
1 - Never	11.0%	11.7%	8.9%	12.2%	6.8%	12.1%	17.2%
Mean	4.39	4.35	4.52	4.38	4.72	4.07	4.00

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Marketing my business to generate sales leads	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	29.4%	26.8%	37.8%	27.0%	33.3%	27.6%	25.3%
5 - Weekly	28.9%	31.6%	20.0%	25.7%	33.3%	20.7%	28.7%
4 - Monthly	16.0%	14.1%	22.2%	17.6%	12.3%	24.1%	16.1%
3 - Quarterly	4.5%	4.5%	4.4%	5.4%	3.1%	3.4%	6.9%
2 - 1-3 times a year	8.4%	8.2%	8.9%	6.8%	9.3%	12.1%	5.7%
1 - Never	12.9%	14.8%	6.7%	17.6%	8.6%	12.1%	17.2%
Mean	4.28	4.20	4.53	4.08	4.52	4.12	4.09

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Keeping up with developments in the industry	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	17.6%	14.4%	27.8%	18.9%	21.0%	19.0%	9.2%
5 - Weekly	27.6%	30.6%	17.8%	25.7%	30.9%	24.1%	25.3%
4 - Monthly	23.1%	22.7%	24.4%	25.7%	23.5%	27.6%	17.2%
3 - Quarterly	9.4%	10.0%	7.8%	5.4%	7.4%	12.1%	14.9%
2 - 1-3 times a year	8.4%	7.2%	12.2%	6.8%	8.6%	8.6%	9.2%
1 - Never	13.9%	15.1%	10.0%	17.6%	8.6%	8.6%	24.1%
Mean	3.95	3.90	4.11	3.92	4.22	4.07	3.38

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Tracking delivery of shipments	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	21.5%	19.2%	28.9%	14.9%	26.5%	24.1%	16.1%
5 - Weekly	28.9%	28.2%	31.1%	35.1%	29.0%	19.0%	29.9%
4 - Monthly	14.7%	15.1%	13.3%	9.5%	14.8%	19.0%	16.1%
3 - Quarterly	5.0%	5.5%	3.3%	5.4%	3.7%	5.2%	6.9%
2 - 1-3 times a year	6.8%	6.9%	6.7%	8.1%	5.6%	6.9%	8.0%
1 - Never	23.1%	25.1%	16.7%	27.0%	20.4%	25.9%	23.0%
Mean	3.84	3.72	4.22	3.62	4.06	3.71	3.70

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Online learning, education, or training	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	13.4%	13.1%	14.4%	9.5%	16.7%	13.8%	10.3%
5 - Weekly	23.9%	23.7%	24.4%	28.4%	24.7%	13.8%	25.3%
4 - Monthly	18.9%	18.2%	21.1%	20.3%	18.5%	27.6%	12.6%
3 - Quarterly	11.5%	11.7%	11.1%	16.2%	9.9%	17.2%	6.9%
2 - 1-3 times a year	18.4%	18.6%	17.8%	12.2%	17.3%	17.2%	26.4%
1 - Never	13.9%	14.8%	11.1%	13.5%	13.0%	10.3%	18.4%
Mean	3.61	3.57	3.73	3.66	3.75	3.59	3.31

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Use project management tools	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	23.4%	21.0%	31.1%	20.3%	26.5%	24.1%	19.5%
5 - Weekly	15.2%	14.8%	16.7%	9.5%	19.8%	5.2%	18.4%
4 - Monthly	11.3%	12.4%	7.8%	10.8%	12.3%	8.6%	11.5%
3 - Quarterly	6.6%	7.6%	3.3%	13.5%	5.6%	8.6%	1.1%
2 - 1-3 times a year	5.5%	5.2%	6.7%	5.4%	3.7%	10.3%	5.7%
1 - Never	38.1%	39.2%	34.4%	40.5%	32.1%	43.1%	43.7%
Mean	3.30	3.21	3.59	3.04	3.64	2.95	3.14

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Obtaining information needed for permits	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	11.0%	10.3%	13.3%	6.8%	16.0%	10.3%	5.7%
5 - Weekly	16.8%	16.2%	18.9%	17.6%	20.4%	12.1%	12.6%
4 - Monthly	22.8%	24.4%	17.8%	24.3%	20.4%	19.0%	28.7%
3 - Quarterly	8.1%	8.6%	6.7%	9.5%	6.8%	8.6%	9.2%
2 - 1-3 times a year	14.4%	14.8%	13.3%	10.8%	14.8%	12.1%	18.4%
1 - Never	26.8%	25.8%	30.0%	31.1%	21.6%	37.9%	25.3%
Mean	3.22	3.21	3.22	3.07	3.51	2.86	3.02

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Obtaining project plans	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	12.1%	10.0%	18.9%	6.8%	17.9%	10.3%	6.9%
5 - Weekly	21.3%	21.3%	21.1%	25.7%	19.8%	19.0%	21.8%
4 - Monthly	18.4%	17.2%	22.2%	17.6%	16.7%	17.2%	23.0%
3 - Quarterly	6.0%	6.5%	4.4%	5.4%	4.9%	6.9%	8.0%
2 - 1-3 times a year	8.4%	8.2%	8.9%	10.8%	8.0%	3.4%	10.3%
1 - Never	33.9%	36.8%	24.4%	33.8%	32.7%	43.1%	29.9%
Mean	3.21	3.08	3.63	3.11	3.36	2.97	3.17

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

? How often do you go online for each of the following?

Using a project cost estimator	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
6 - Daily	17.6%	16.2%	22.2%	13.5%	21.0%	20.7%	12.6%
5 - Weekly	19.7%	21.0%	15.6%	17.6%	25.3%	5.2%	20.7%
4 - Monthly	9.2%	8.6%	11.1%	9.5%	10.5%	8.6%	6.9%
3 - Quarterly	3.4%	4.5%	0.0%	2.7%	1.9%	3.4%	6.9%
2 - 1-3 times a year	5.0%	4.1%	7.8%	5.4%	1.9%	12.1%	5.7%
1 - Never	45.1%	45.7%	43.3%	51.4%	39.5%	50.0%	47.1%
Mean	3.06	3.03	3.14	2.77	3.43	2.69	2.86

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.



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When utilizing these online tools and services, what percentage of the time do you use:

	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
Desktop or laptop computer	55.0%	54.4%	56.8%	55.1%	51.8%	60.1%	57.3%
Mobile device or tablet	45.1%	45.6%	43.2%	44.9%	48.2%	39.9%	42.7%

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.



(Those who research) What is the typical first step you took when researching products online?

	Total (n=357)	Type of Work		Region			
		Remodel (n=272)	New Construction (n=85)	Northeast (n=67)	South (n=156)	Midwest (n=57)	West (n=77)
Typed my search into a search engine	68.3%	69.9%	63.5%	65.7%	69.2%	70.2%	67.5%
Went directly to the manufacturer/service provider's website	13.4%	13.6%	12.9%	13.4%	12.2%	15.8%	14.3%
Went to a retailer website (Home Depot, Lowe's, etc.)	9.5%	8.8%	11.8%	13.4%	10.3%	1.8%	10.4%
Went to an online store website or app (Amazon, BuildDirect, etc.)	4.2%	3.7%	5.9%	3.0%	3.8%	3.5%	6.5%
Used social media sites	2.2%	1.5%	4.7%	1.5%	2.6%	3.5%	1.3%

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.



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Does your company have a website?

	Total (n=381)	Type of Work		Region			
		Remodel (n=291)	New Construction (n=90)	Northeast (n=74)	South (n=162)	Midwest (n=58)	West (n=87)
Yes	66.7%	66.7%	66.7%	64.9%	68.5%	67.2%	64.4%
No	30.7%	30.6%	31.1%	32.4%	29.0%	27.6%	34.5%
Unsure	2.6%	2.7%	2.2%	2.7%	2.5%	5.2%	1.1%

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.



(Those who have a website) What type of features does your website have?

	Total (n=254)	Type of Work		Region			
		Remodel (n=194)	New Construction (n=60)	Northeast (n=48!)	South (n=111)	Midwest (n=39!)	West (n=56)
Descriptions of services	84.6%	85.6%	81.7%	83.3%	84.7%	87.2%	83.9%
A contact form	78.0%	77.8%	78.3%	79.2%	78.4%	76.9%	76.8%
Business hours	77.6%	77.3%	78.3%	75.0%	75.7%	84.6%	78.6%
Examples of completed work	75.2%	75.8%	73.3%	81.2%	76.6%	71.8%	69.6%
Company biography/history	69.3%	69.1%	70.0%	79.2%	65.8%	71.8%	66.1%
Credentials and certifications	57.9%	57.2%	60.0%	66.7%	57.7%	53.8%	53.6%
Social media information	55.9%	53.6%	63.3%	62.5%	55.9%	59.0%	48.2%
Customer testimonials	55.5%	57.2%	50.0%	58.3%	57.7%	59.0%	46.4%
A mobile-ready version	50.8%	52.6%	45.0%	41.7%	53.2%	56.4%	50.0%
Coverage maps	35.4%	30.9%	50.0%	39.6%	33.3%	43.6%	30.4%
Website analytics	22.4%	22.7%	21.7%	25.0%	20.7%	25.6%	21.4%
An FAQ	18.1%	19.6%	13.3%	22.9%	18.0%	20.5%	12.5%
Blog/news section	16.9%	17.0%	16.7%	16.7%	17.1%	15.4%	17.9%
Online estimator/price sheet	8.3%	7.2%	11.7%	6.2%	9.9%	10.3%	5.4%
Newsletter	5.5%	4.6%	8.3%	6.2%	4.5%	12.8%	1.8%

! Caution, small sample size

Under the "Type of Work" heading, to be classified as "New Construction," respondent must have stated 25% or more under "New Construction" in Q6.

^This study utilized HomeAdvisor's panel members.

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