

# Modernize Homeowner Sentiment Report

The Latest Findings of Customer Sentiments Regarding Home Improvement Contractors and Remodelers



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Our annual Modernize homeowner survey serves as an important benchmark of homeowner sentiment. Each year, we ask thousands of homeowners to share their home improvement project plans, budgets, emotions, and pain points. We analyze these insights and identify trends to help contractors and remodelers, like you, make better business decisions.

The past year has been challenging for us all. Even as home improvement experienced an unexpected boom, homeowner preferences changed.

Last year, we conducted our annual survey before the effects of the coronavirus pandemic were fully recognized. Today, we are able to compare answers year-over-year to find exactly how sentiment has shifted. For example, we have learned homeowners are ready to hire a professional for their project faster. Your quotes and pricing is also more important than ever.

Together, let us explore this data and discover new ways to support your business and homeowners across the United States.

**Alan Godfrey**  
Senior Vice President  
Modernize



# 2020 Modernize Homeowner Survey Insights

Each year, Modernize Home Services surveys thousands of U.S. homeowners to better understand their project preferences and pain points. This resource is designed to help professional contractors and remodelers better understand these trends and serve prospective homeowners.

Last year, we conducted our annual survey between November 2019 and April 2020—well before the disruption and loss caused by the COVID-19 pandemic was fully

realized. Over the past 14 months, our home improvement industry has needed to adapt in numerous ways. This report highlights our latest homeowner findings.

Between January and May 2021, we surveyed more than 20,000 Modernize homeowners looking to complete a solar, roofing, window, siding, or air conditioning project. We have compared these latest results to our 2020 survey and noted any dramatic shifts of how homeowner preferences have changed.

## A Look Ahead

Even as COVID-19 restrictions begin to relax, homeowners show high intent for pursuing home improvement projects. In addition to their current Modernize project, **41% of homeowners plan to make additional home improvements** in the next three months (April through June 2021).

83% of homeowners plan to spend \$10,000 or less on their upcoming project, while **11% plan to invest more than \$15,000**.

The COVID-19 pandemic has impacted each household differently. **Over the past 12 months, 21% of homeowners reported pursuing more home improvement projects** than originally anticipated. However, another 21% of homeowners delayed or were hesitant to pursue projects until now.



This is up from **38%** in January 2021.

Homeowners plan to pursue the following projects over the next three months:

**27.36%**

**Outdoor Projects**

Patio, fencing, pool, yard, driveway, etc.

**32.64%**

**Indoor Remodeling**

Kitchen, bathroom, bedroom, etc.

**10.11%**  
Other

**13.53%**

**Cosmetic Projects**

Flooring, painting, fixtures, etc.

**3.27%**

**Aging in Place Projects**

Medical alerts, walk-in tubs, stairlifts, etc.

**13.09%**

**Large Exterior Projects**

Roof replacement, windows, siding, etc.



# Homeowner Research and Planning

## Project Planning During A Pandemic

Homeowners are dedicating more time to researching their projects. **56%** of homeowners, across trades, spent **1-5 hours** conducting research before submitting a lead.



This is up from **53%** in 2020.

**20%** of homeowners spent **zero hours** researching.

While this may seem surprising, this is down significantly. Pre-pandemic, **30%** of homeowners had done **no research** ahead of submitting a lead.

**15%** of homeowners have spent more than **10 hours** researching their projects.



Roof-prospecting homeowners spent the most time researching— **22%**.



Homeowners are also ready to hire a contractor— faster. **36%** of homeowners, across trades, plan to conduct **1 to 5 more hours** of research before hiring a professional. This is down from **42%**, year over year.

**21%** of homeowners are ready **now**— and will wait **zero hours**.

## Helpful Resources


Since COVID-19, more homeowners are turning to home improvement sites like Modernize to help with their project research and planning. After Google, **36%** of homeowners listed home improvement sites (like Modernize) as **most helpful** with their project. This is up from **25%** in 2020.



## Feeling Stressed

Perhaps unsurprisingly given the challenging events this year, more homeowners are feeling stressed while planning projects.

**35%** of homeowners feel stressed ahead of their upcoming project— up from **27%** pre-pandemic.

 Roofing remains the highest trade to report feeling stressed (**42%**).



We've started inquiring about homeownership.

### Of Modernize homeowners:

**31.31%** are first-time homeowners

**18.14%** are second-time homeowners

**21.97%** own, or have lived in, multiple homes

**28.59%** are settled in their forever home

# Cost and Budgeting During COVID-19

Many homeowners have needed to press pause during this pandemic. **45%** of homeowners, across trades, said they had to previously pause or cancel a project. Pricing was a major contributor. **65%** of homeowners said they paused or cancelled a project because it was too expensive.



This is up from **46%** in 2020.



**10%** of homeowners said they paused a project this year because “the timing wasn’t right” due to the pandemic, illness, or bad weather.

Pandemic or not, homeowners are still not creating budgets.

**77%** of homeowners **have not** created a budget for their project.



Previously **79%**

Of homeowners that did create a budget ahead of their project,

**34%** said online tools and cost calculators were most helpful.

This is up from **30%** in 2020.



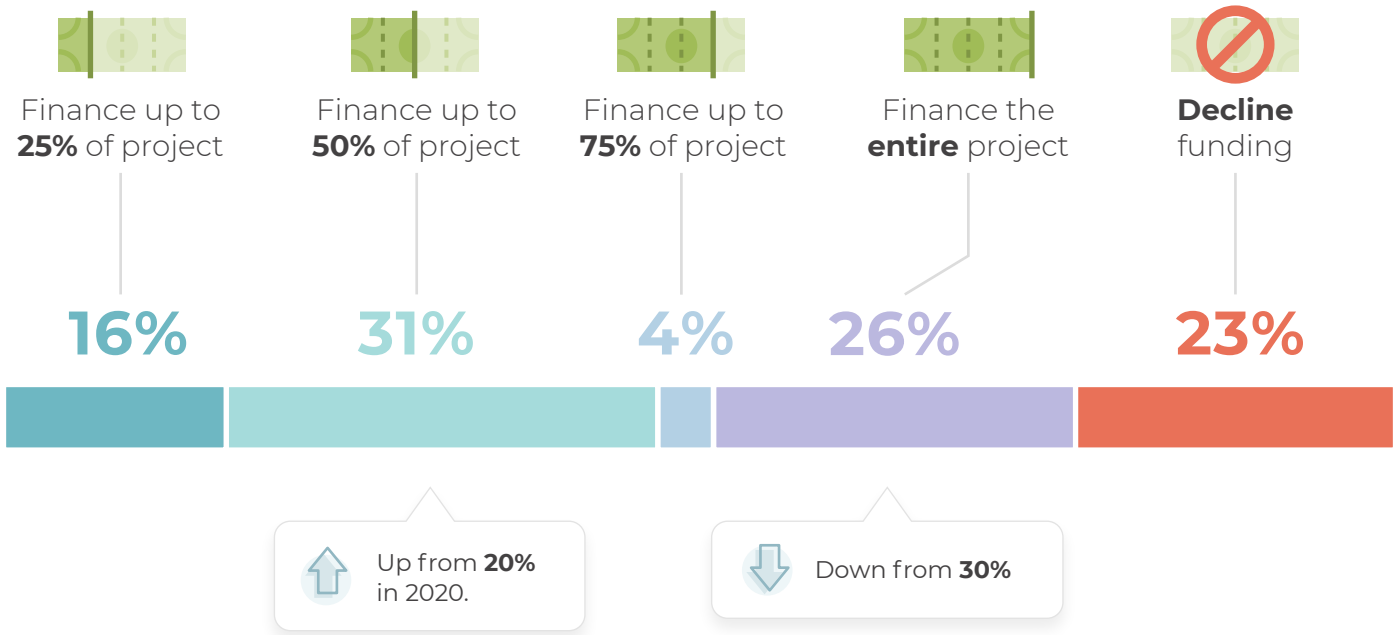
**24%** credited friends and family to helping them create a budget. This is down from **32%** in 2020.



**32%** said their budget was what they could afford. Up from **28%** in 2020.



Homeowners are still seeking financing options. Homeowners were asked how much of their upcoming project they would ideally like to finance:



### Money Motivated

**39%** of homeowners, across trades, are pursuing projects with Modernize to help save money on utility/electric bills.

**20%** are seeking projects to increase the value of their home.



# Remodeler Plans and Preferences

Modernize now pairs homeowners with professionals in 15, high-value trades. We surveyed our core trades to learn about their upcoming interior project plans.

**34%** of homeowners pursuing an exterior Modernize project, said they also plan to pursue an interior home remodeling project in 2021.



**30%** of homeowners will begin a **bathroom** remodel



**27%** of homeowners will begin a **kitchen** remodel



**18%** of homeowners will seek new **flooring**



**17%** of homeowners selected "Other"



**9%** of homeowners will renovate their **cabinets**



To find a professional remodeler for their project, most homeowners turn to:

**49%** said **friends and family**



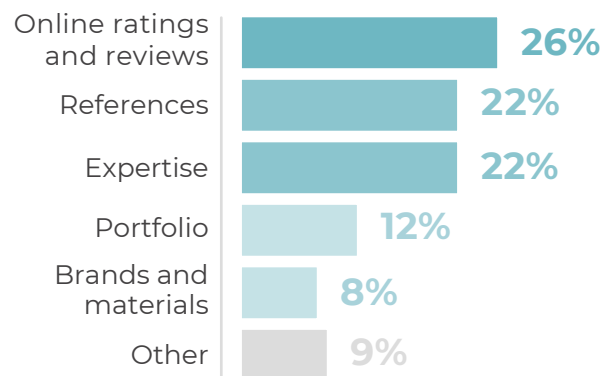
**10%** said home improvement sites, like Modernize.



**8%** said they'd partner with a remodeler they have used in the past

**71%** of homeowners plan to spend **\$5,000** or less on their interior projects, while **17%** said they plan to spend more than **\$10,000**.

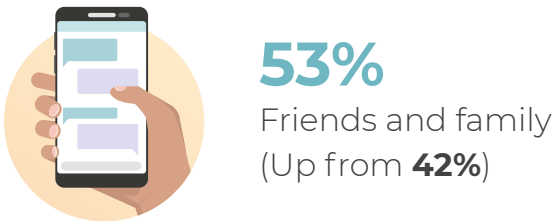
After price, the most important factors to selecting a professional remodeler are:






# Contractor Selection and Preferences

To find contractors for their upcoming project, most homeowners will turn to:

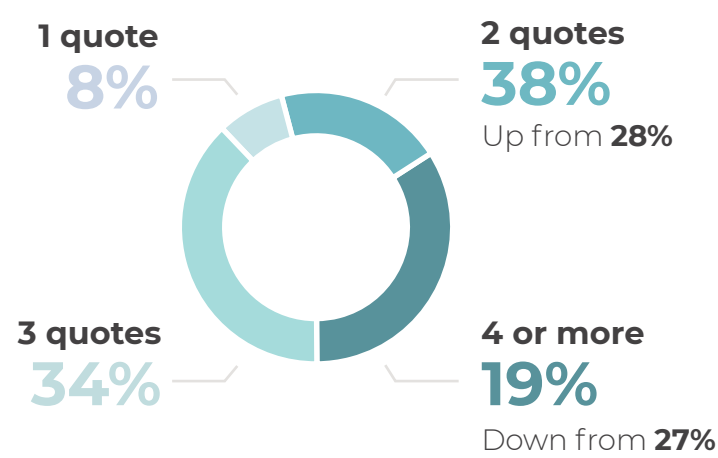


 **14%** Search engines, like Google.

 **8%** Home improvement sites, like Modernize.

 **6%** Social media

Homeowners shared they will compare **less quotes** ahead of their upcoming project.



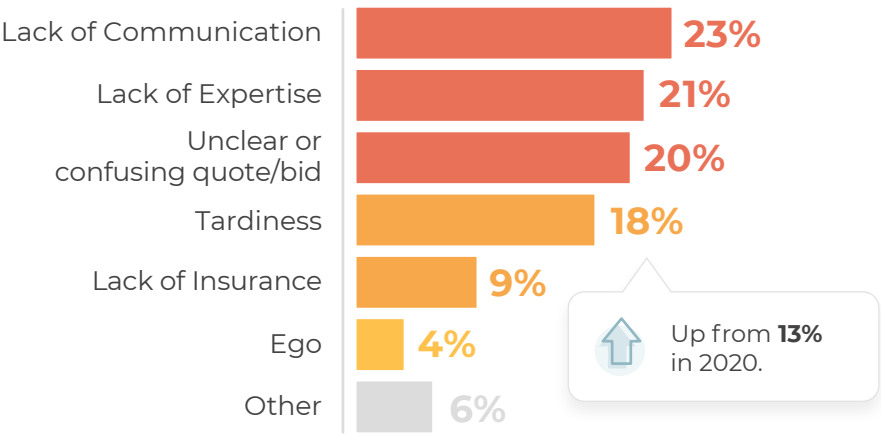
Across trades, **37%** said price is “**very important.**”  
This is up from **30%** in 2020.

## After price, how to impress homeowners:



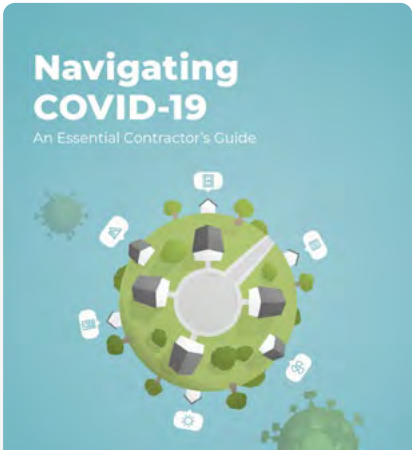
 Up from **26%** in 2020.

When asked, “What attribute of a contractor’s sales process would make you **least likely** to hire him/her?” Homeowners shared:



# Discover more free resources for contractors and remodelers from Modernize.

 Explore our data-filled eBooks:



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Home Improvement Trends and Projections

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# About Modernize

For more than 15 years, Modernize has been a leader in the home improvement and services industry, connecting homeowners with contractors and other home services professionals.

Modernize operates in more than 15 high-value, high-consideration home segments, including new and replacement windows, solar installation, roofing, heating and air conditioning, siding, bathrooms and kitchens, new and replacement gutters, home security, and others. The business brings a network of more than 1,000 contractors and professionals across all segments, offering broad geographical coverage and choice for homeowners.

Modernize is owned and operated by QuinStreet, Inc. (Nasdaq: QNST), a leader in providing performance marketplace technologies and services to the FinTech, financial services and home services industries. QuinStreet is a pioneer in delivering online marketplace solutions to match searchers with brands in digital media. The company is committed to providing consumers with the information and tools they need to research, find and select the products and brands that meet their needs. Modernize is a member of QuinStreet's expert research and publishing division.

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