

# Homeowner Index

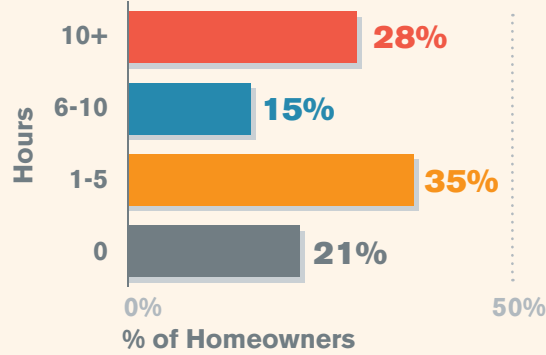
The Homeowner Index is a quarterly measurement of sentiment among U.S. homeowners across a wide variety of topics that are pertinent to helping home improvement professionals better serve the market. Thousands of homeowners who have requested quotes in solar, roofing, windows, and HVAC projects are surveyed. The index is a result of those surveys.

## PROJECT EDUCATION

### Homeowners' Primary Source of Research for Upcoming Projects

- 51%** Online Articles
  - 22%** Other Resources
  - 27%** No Research at All
- Google is the most used online resource for project research

### Hours of Research Before Homeowners Search for a Pro



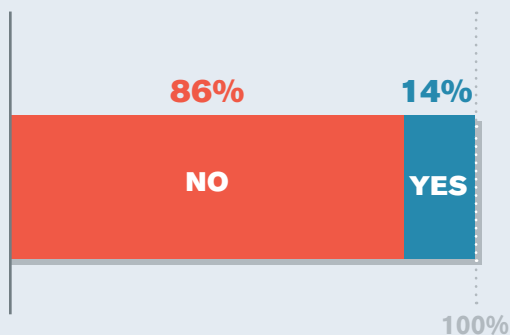
### Percent of Homeowners Who Paused Their Projects



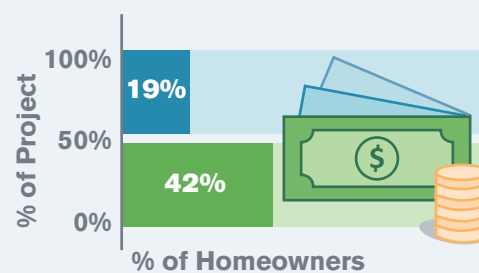
- 55%** did so because the project was too expensive
- 18%** did so because the timing wasn't right

## BUDGETING AND PAYMENT

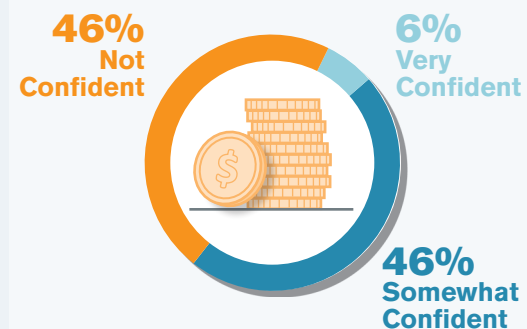
### Do Homeowners Create Budgets Before Searching for a Pro?



### What Percent of the Project Do Homeowners Want to Finance?

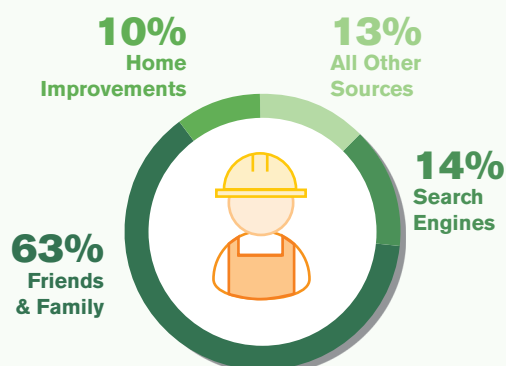


### Confidence in Budget Being Enough to Complete Project



## CONTRACTOR SELECTION

### Primary Source for Finding Contractors



### Most Important Factors in Selection



### Factors in Contractor Sales Process That Prevent Hiring

