

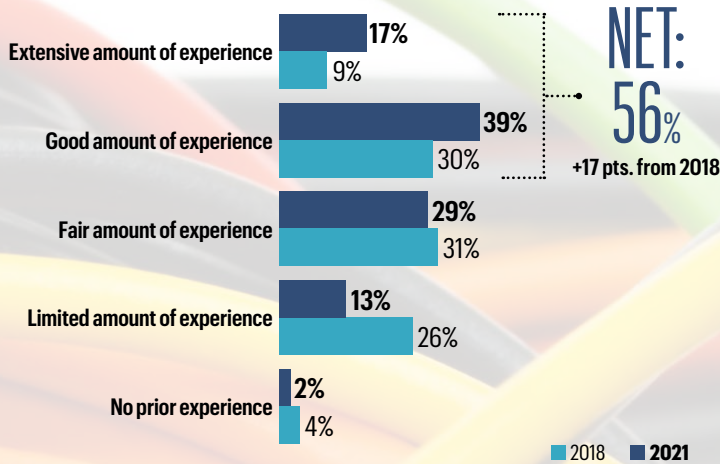
**STATS AND FACTS**

# CONSUMERS CONSIDER: DIY or Hire an Installer?

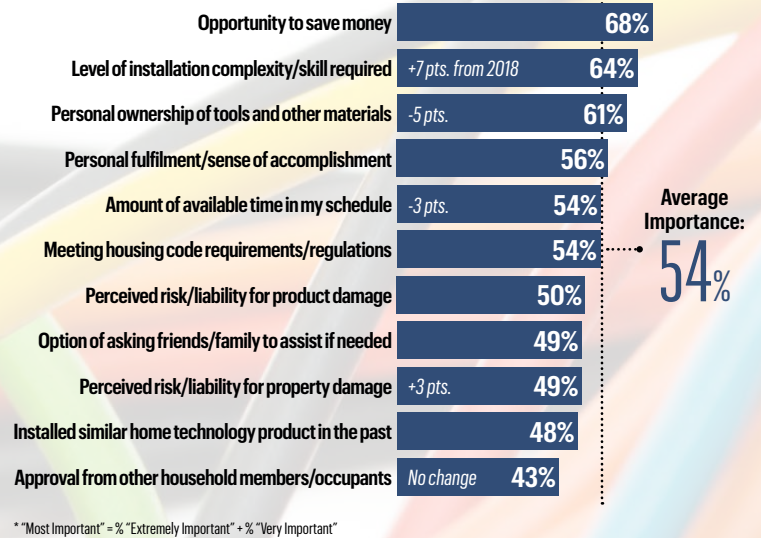
Cost appears to be a driving factor as consumers decide whether to have their latest tech installed by a professional or doing it themselves (DIY) according to CTA's *DIY and Pro Installations of Home Technology* study (August 2021). Another important consideration for consumers when deciding to hire an installer is the warranty for professional services provided. The complexity of the installation plays a role in the decision-making process as well. CTA takes a deep dive into researching what factors consumers consider when doing a home install.

Source: CTA Market Research

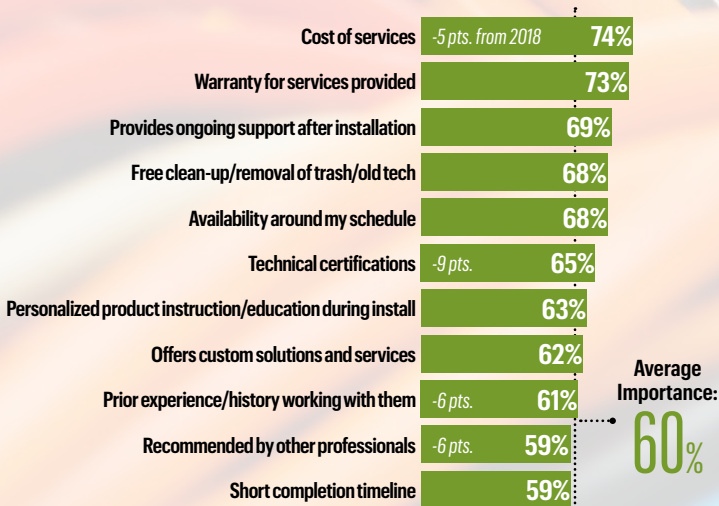
## LEVEL OF EXPERIENCE COMPLETING DIY PROJECTS



## MOST IMPORTANT\* FACTORS WHEN CHOOSING TO DIY



## MOST IMPORTANT\* FACTORS WHEN CHOOSING A PRO INSTALLER (Top categories shown)



\* "Most Important" = % "Extremely Important" + % "Very Important"

## TOP SOURCES USED WHEN FINDING A PRO INSTALLER (Multiple selections allowed)

