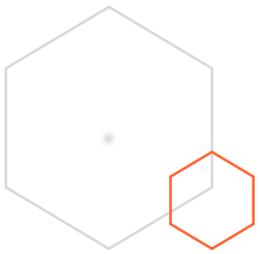




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DIY PROJECTS



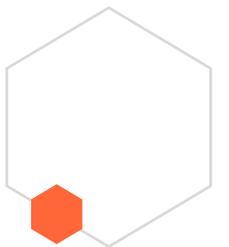
## INTRO

Europeans are massively staying at home, and although most people still work 40 hours a week, often while tutoring their kids, they might find some extra time for DIY projects at home.



For this reason we asked our large community of mobile users to tell us more about their current DIY projects. If they have any.

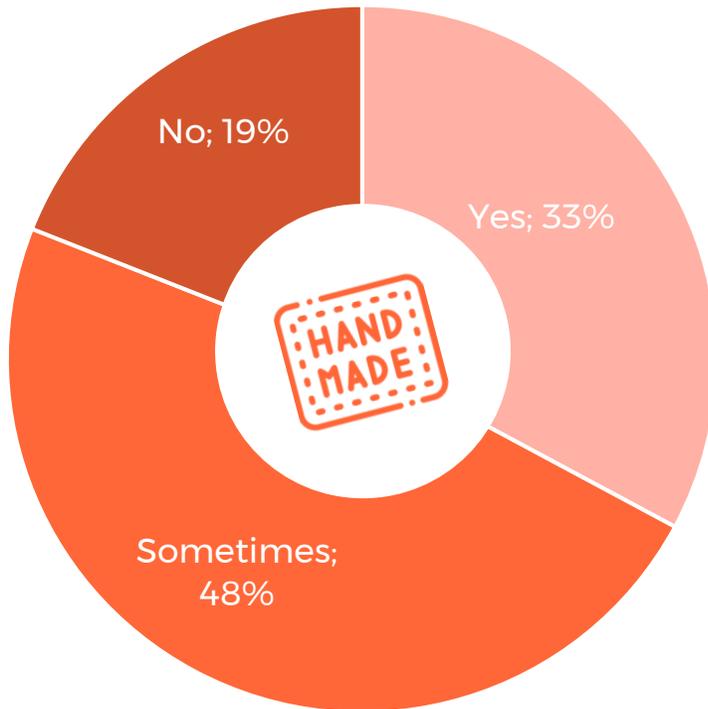
Curious to learn if and how Europeans perform DIY projects during Corona times? Read all the findings in our latest [Consumer Report](#).



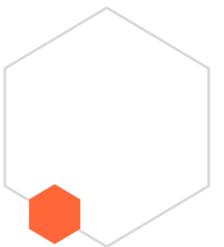
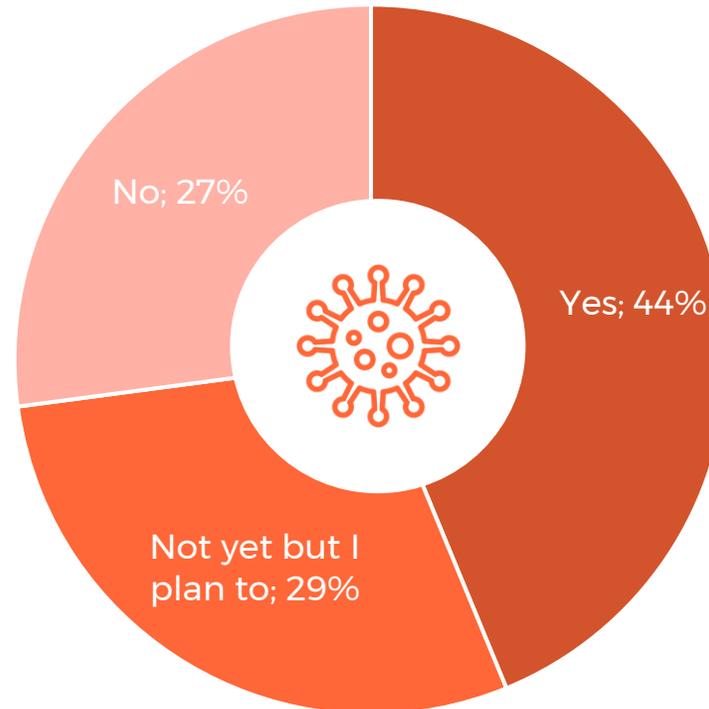
# DIY ENJOYED THROUGHOUT EUROPE

**33%** of Europeans are “fans” of DIY. The majority of consumers (**44%**) state to have taken on a DIY project during social distancing, while another considerable **29%** plan to do so.

ARE YOU A FAN OF DIY?



MORE DIY DURING SOCIAL DISTANCING?

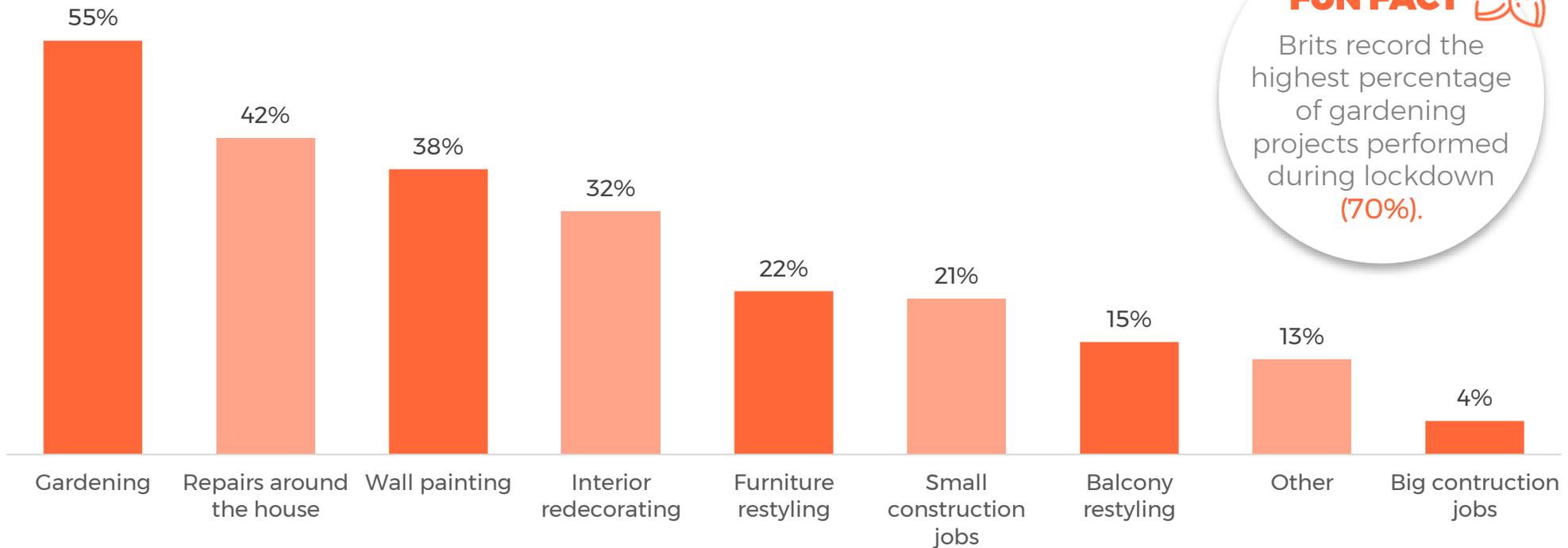




# GARDENING TOPS THE CHARTS

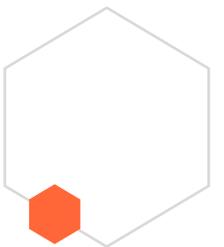
With **55%** of preferences, “Gardening” scores as the most popular activity performed during social distancing. “Repairs around the house” and “Wall painting” follow right after with respectively **42%** and **38%**.

## WHAT KIND OF DIY PROJECTS?



### FUN FACT

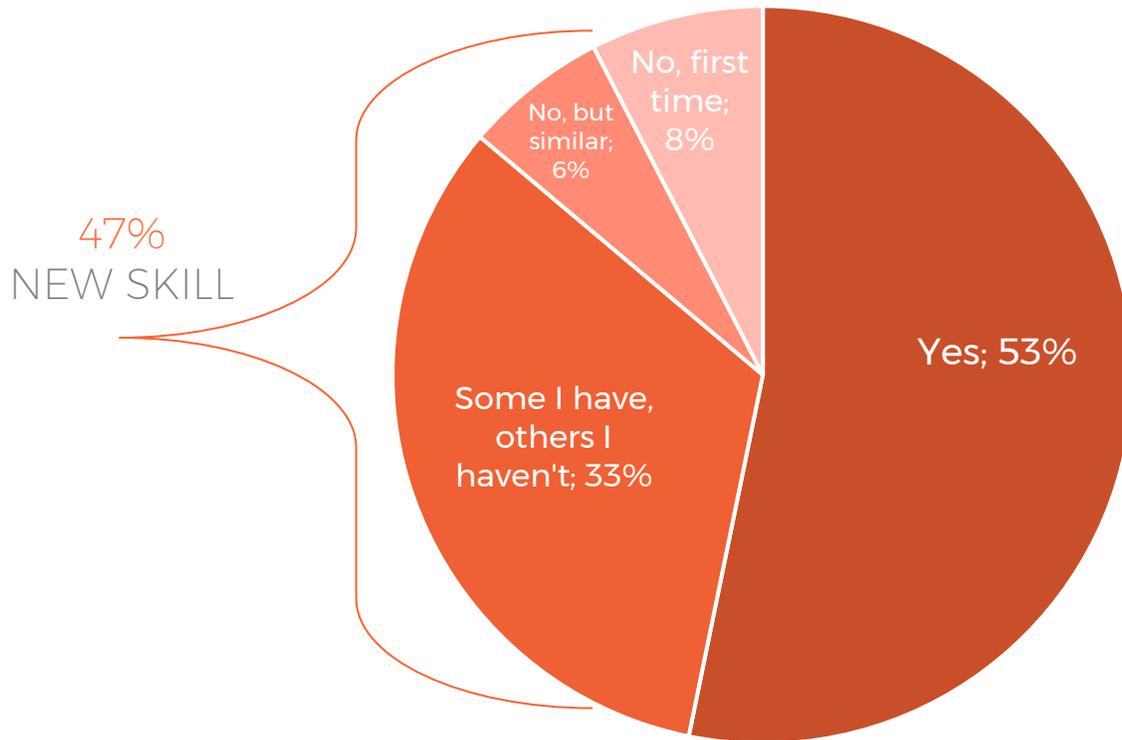
Brits record the highest percentage of gardening projects performed during lockdown (**70%**).



# FAMILIARITY WITH DIY SKILLS

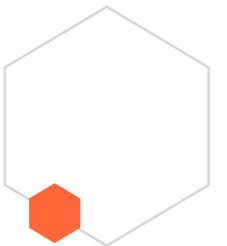
**53%** of Europeans state to have executed their specific DIY activities before. On the opposite note, **47%** say to perform DIY skills they have never done before.

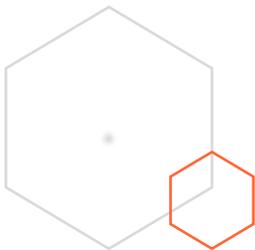
HAVE YOU DONE THESE ACTIVITIES BEFORE?



## ONLINE RESEARCH?

An average of **24%** of Europeans state to make online research (like watching tutorials) before starting a DIY project. **19%** skips this part in total. French consumers top the charts for extensive online research (**36%**), while Dutch inhabitants are the least inclined to do so (**18%**).

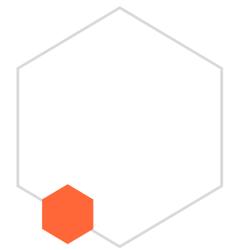
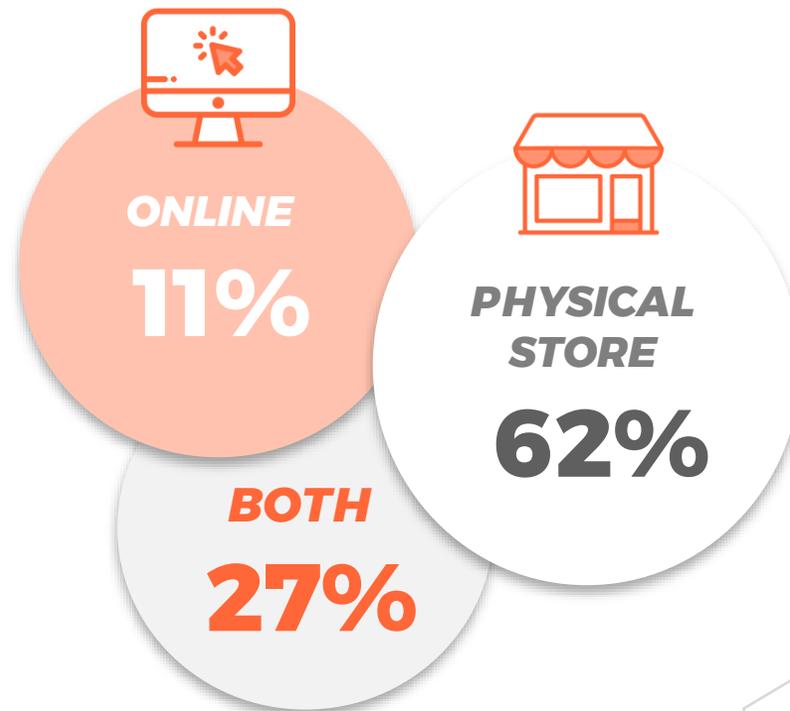
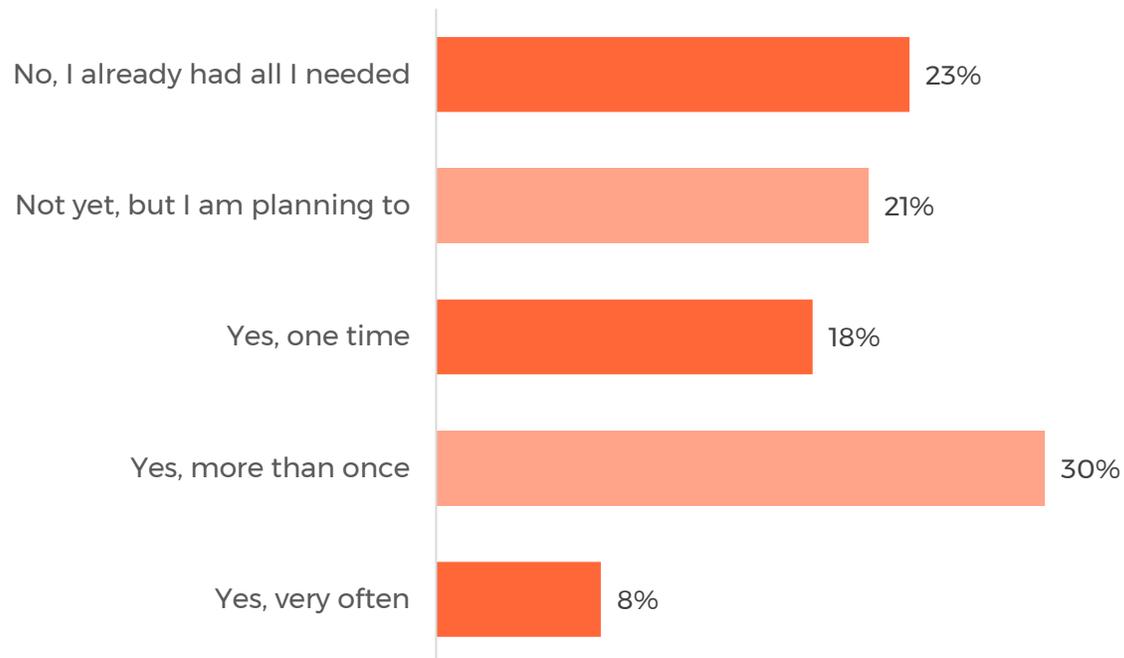




# BRICK-AND-MORTAR STILL THE MOST POPULAR

30% of Europeans say they have shopped at DIY stores (online or offline) more than once during the lockdown, while 21% who still hasn't, is planning to. With 62% of preferences, physical stores are the most popular choice for DIY products and tools.

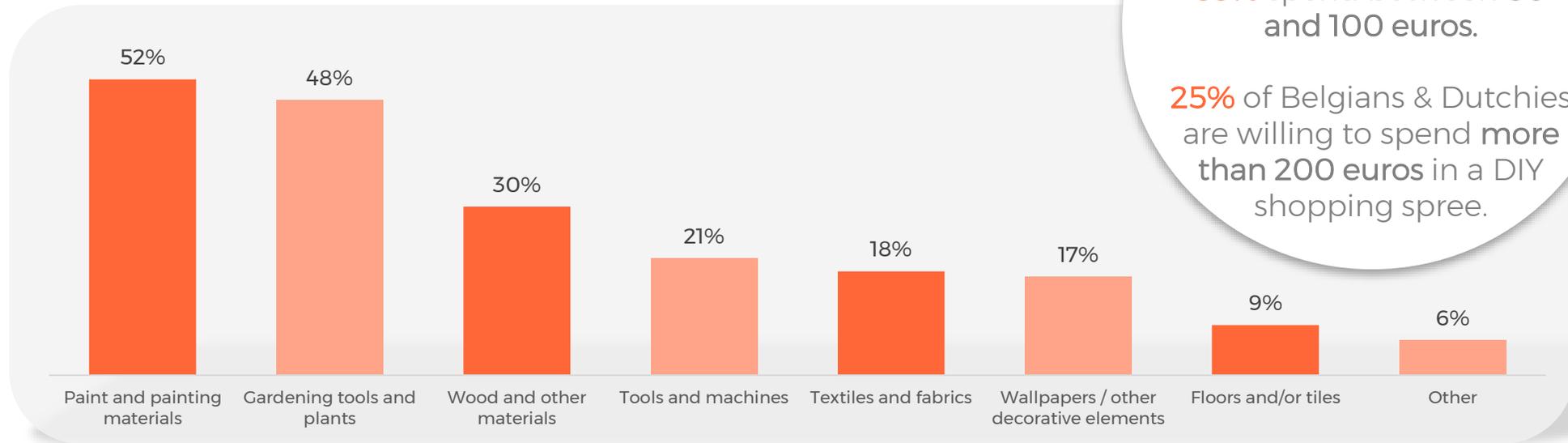
DID YOU SHOP AT DIY STORES DURING THE LOCKDOWN?



# WHICH MATERIALS?

Paint and Painting materials (61%) are the most bought items for DIY projects during social distancing, followed by Gardening tools and Plants (48%). Wood and other constructing materials come in third, with 30%.

## MOST BOUGHT DIY MATERIALS



**LET'S TALK MONEY** 

33% of Europeans spend up to €50 in store. Another 33% spend between 50 and 100 euros.

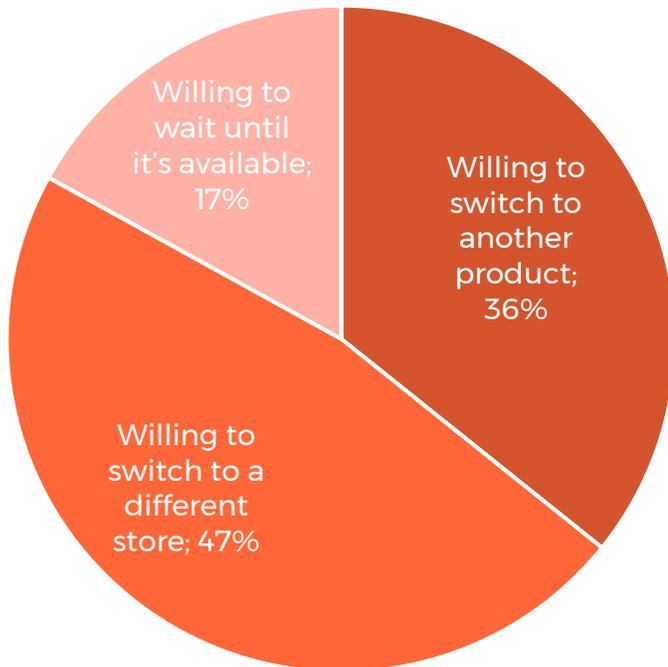
25% of Belgians & Dutchies are willing to spend more than 200 euros in a DIY shopping spree.



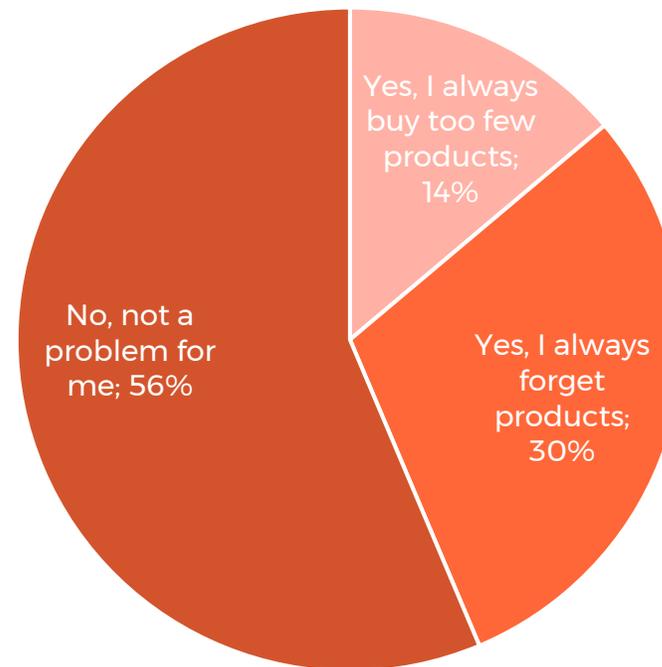
# DIY SHOPPING HABITS

47% of Europeans visit a different store if the product they are looking for is not available, whereas 36% is ready to switch to a different product. About 30% of shoppers state they often have to return to the store to buy additional products to finish their DIY project.

PRODUCT NOT AVAILABLE?



RETURN TO STORE?



## FUN FACT



Dutch consumers hardly have to go back to the store to get additional products (75%). On the opposite note, most Spanish shoppers do have to return to get more materials (55%).





# HOW PRICING PLAYS A ROLE IN DIY

When it comes to DIY products, most Europeans (47%) are slightly influenced by promotions, whereas a considerable 27% chooses their products according to the best price. Price also plays a significant role in the choice of starting a DIY project, as 44% of shoppers do it to save money over calling a professional. Only 10% seems to prefer DIY to avoid the risks of COVID-19.

## INFLUENCED BY PROMOTIONS?



“Strongly, I choose according to the best price”	27%
“Slightly, I know what I want but try to save money”	47%
“Mildly, I’m flexible on where & what I want to buy”	20%
“Not at all, I want specific brands and products”	6%

## WHY DO IT YOURSELF?



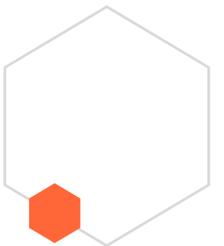
“It’s cheaper than calling a professional”	44%
“I have a passion for DIY”	37%
“Always wanted to, now have the time”	27%
“I was bored, and I needed a project”	26%
“It’s safer to do myself because of COVID”	10%

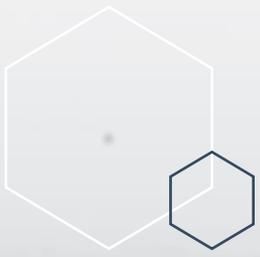
\*MULTIPLE ANSWERS POSSIBLE



# MOST POPULAR DIY STORE CHAINS

Netherlands	Belgium	UK	Spain	Germany	Italy	France
						
						
						





## CROWDSOURCING SOLUTIONS FOR FIELD MARKETING

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The findings presented in this report are based on the results of an investigative task submitted to the Roamler Crowd during the month of April 2020. The purpose was to determine the crowd's practices when it comes to doing (extra) DIY projects during social distancing in Corona times. The findings take into account data collected from **2.560** respondents, located in Italy, France, Spain, the UK, Belgium, the Netherlands and Germany.

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Would you like to receive more information?

Contact us at [press@roamler.com](mailto:press@roamler.com)

[www.roamler.com](http://www.roamler.com)

