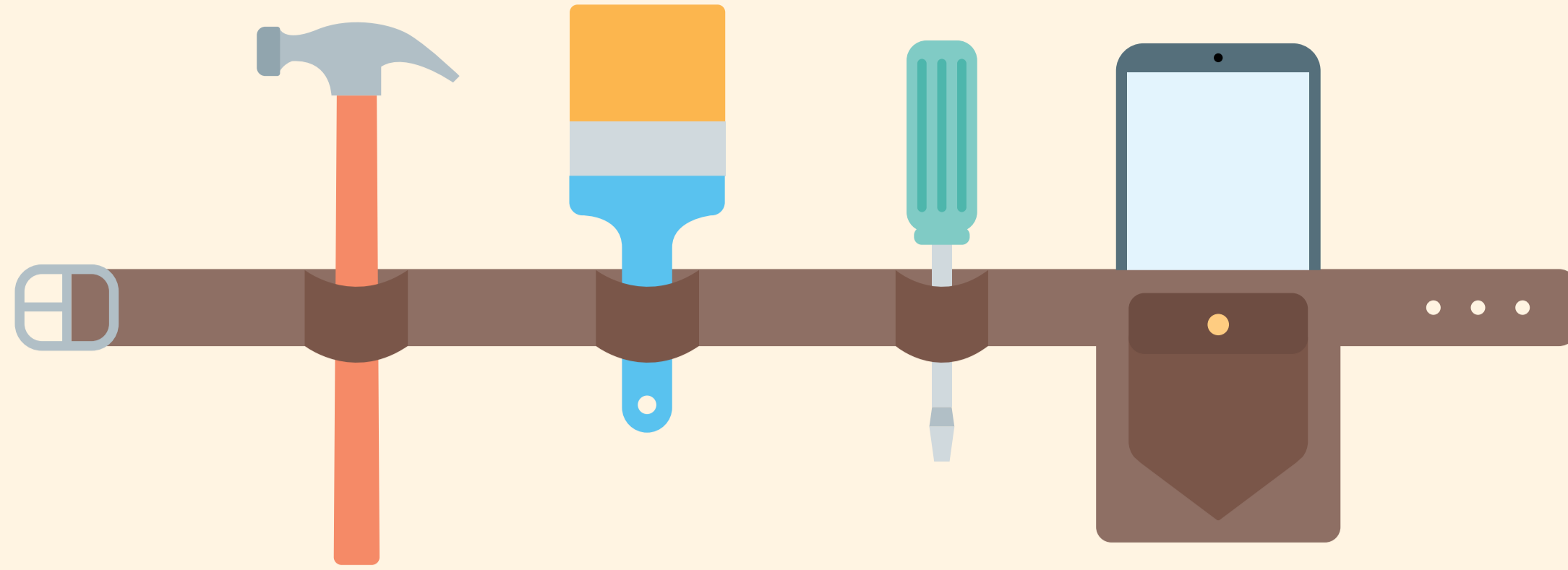


In Canada, Do-It-Yourself Becomes Do-It-Yourself-With-Your-Smartphone



The new generation of do-it-yourselfers are forgoing upgrading to new homes and instead reinventing and renovating their current homes. We gathered research on Canadians who have completed a DIY project in the past year and put together the five types of digital moments that take them from “before” to “after.”

I-BET-I-CAN-MAKE-THAT MOMENTS

Eighty-four percent of Canadians who have engaged in a DIY project in the past year say they take pride in knowing how to fix things around the house.¹

But only 7% of Canadians consider themselves at a professional skill level when it comes to DIY home projects.²

WHERE DO THEY TURN FOR INFO?

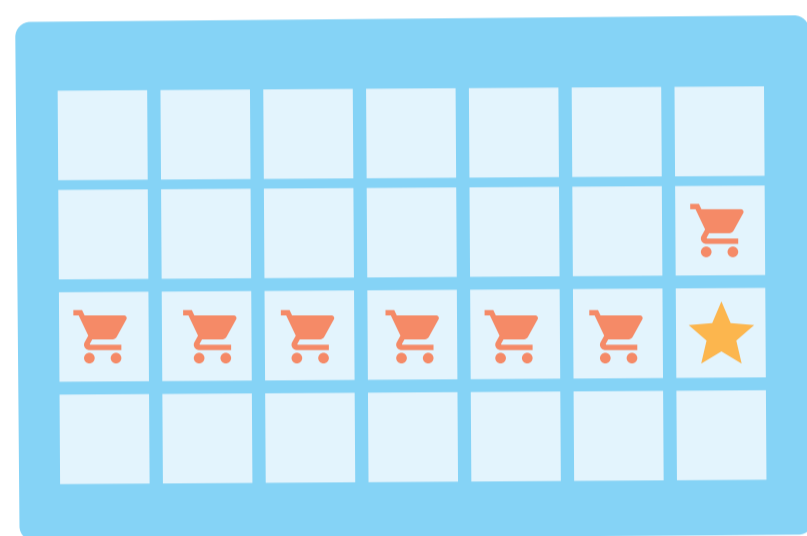
46%
of DIYers **use search as a source of information** when planning a DIY project.³



Home improvement related **searches on mobile** grew **+44%** from 2014 to 2015.⁴

LET'S-GET-STARTED MOMENTS

Spring—and DIY season—has sprung! One in four DIYers plan to start their DIY projects when the weather gets nice.³ As the days get sunnier and the mercury rises, consumers get moving on freshening up their homes with a new coat of paint or start looking for fun ways to reinvent their living spaces.



WHEN DO THEY START SHOPPING?

38%

of Canadian DIYers start shopping for materials and tools **the week prior to starting a project**, including the day before or same day they plan to start.³

THIS-IS-JUST-WHAT-I-NEED MOMENTS

Instead of scanning available options at the nearest retailer, DIYers hit the web to figure out what materials will work best for their projects, what prices make the most sense, and who they should buy their materials from.

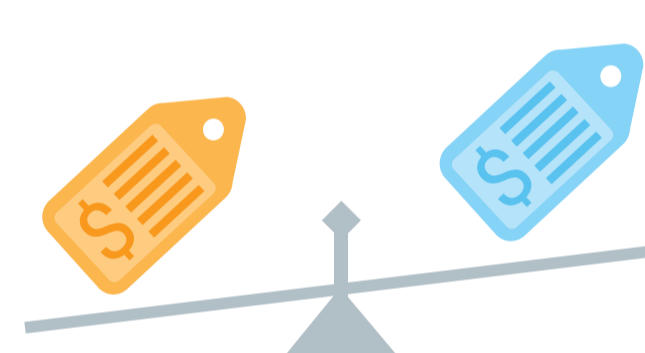
HOW DO THEY SHOP?



41%
of DIYers **use search as a source of information** when shopping for materials and tools.³



61%
of Canadians say **low prices is the top purchase influencer** when shopping for DIY supplies at retailers.¹



45%
of DIYers **compare prices online** when purchasing supplies or tools for a DIY project.⁵

AM-I-DOING-THIS-RIGHT MOMENTS

Even after the materials are acquired and the instructions are ready to go, DIYers continue to use the web as their trusty assistant. Videos help DIYers in their “wait, am I doing this right?” moments throughout the process, and YouTube is their top destination.⁸

WHERE DO THEY TURN FOR HELP AS THEY GO?

62%
of DIYers **watch instructional videos** before or during their project.⁶

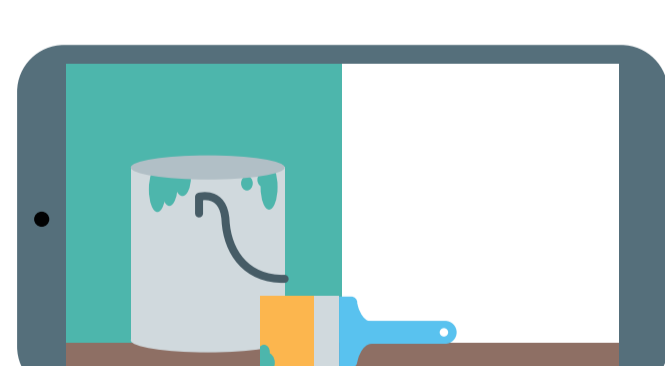
1 in 4
DIYers use their smartphones to **follow along a video tutorial** during a DIY project.⁷



WE-DID-IT MOMENTS

As Canadians take a step back to admire what they've built, they immediately start dreaming of the next project to tackle. And, of course, they take a pic to share of the transformation from “before” to “after.”

WHAT'S NEXT?



31%
of DIYers **take and post pictures** of their projects with their smartphones during a DIY project.⁷



70%
of Canadians who have engaged in a DIY project in the past year agree that successful completion of one DIY project **makes them eager to take on more projects**.¹

WHAT YOUR BRAND CAN DO

Be There

Canadians use their smartphones to make decisions on project ideas, materials, and prices. As people turn to their smartphones to search every detail, make sure to align your brand with these moments of intent so your brand is not just seen, but chosen.

Be Useful

Canadians take pride in their DIY projects, but most could use some help as they learn new skills. Find ways to be useful in people's moments of need, like offering helpful video tutorials or keeping your online inventory up-to-date. Your brand can be the tool DIYers turn to for current and future projects.

Be Quick

When the glue is drying and a DIYer needs a quick answer, they don't have a minute to waste. Prioritise your mobile content so consumers can find the most important information quickly and without friction.

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