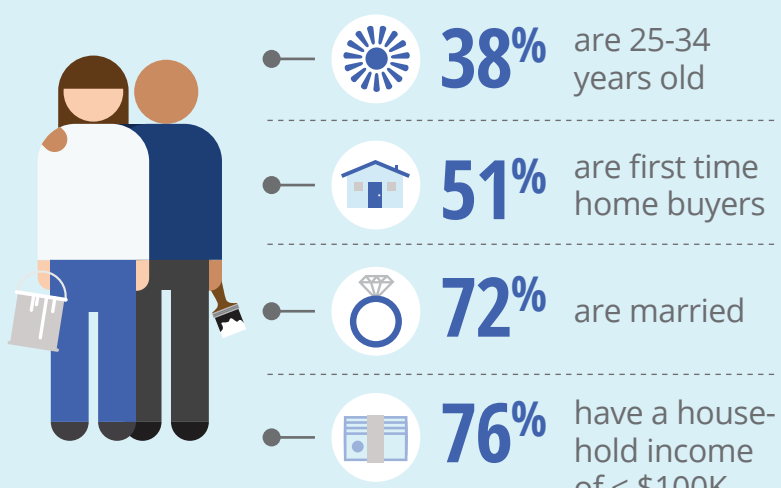


# DIY's Digital Makeover: Understanding Today's Do-It-Yourself Shopper

## WHO

Young, digitally savvy life-changers

DIY shoppers are typically younger consumers embarking on an exciting new chapter of their lives, whether marriage, kids or buying a new house



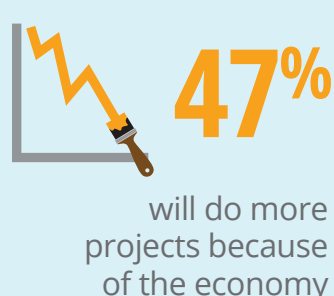
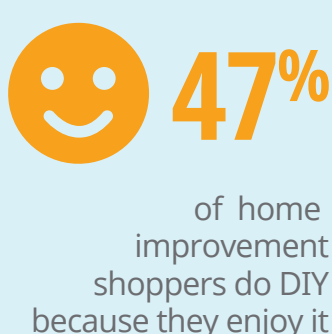
Brand lesson:

There is a huge opportunity to target an expanding group of customers

## WHY

A passion to make

Although the economy is a factor in turning people to DIY, we also see that this younger demographic has a passion to make, not just consume



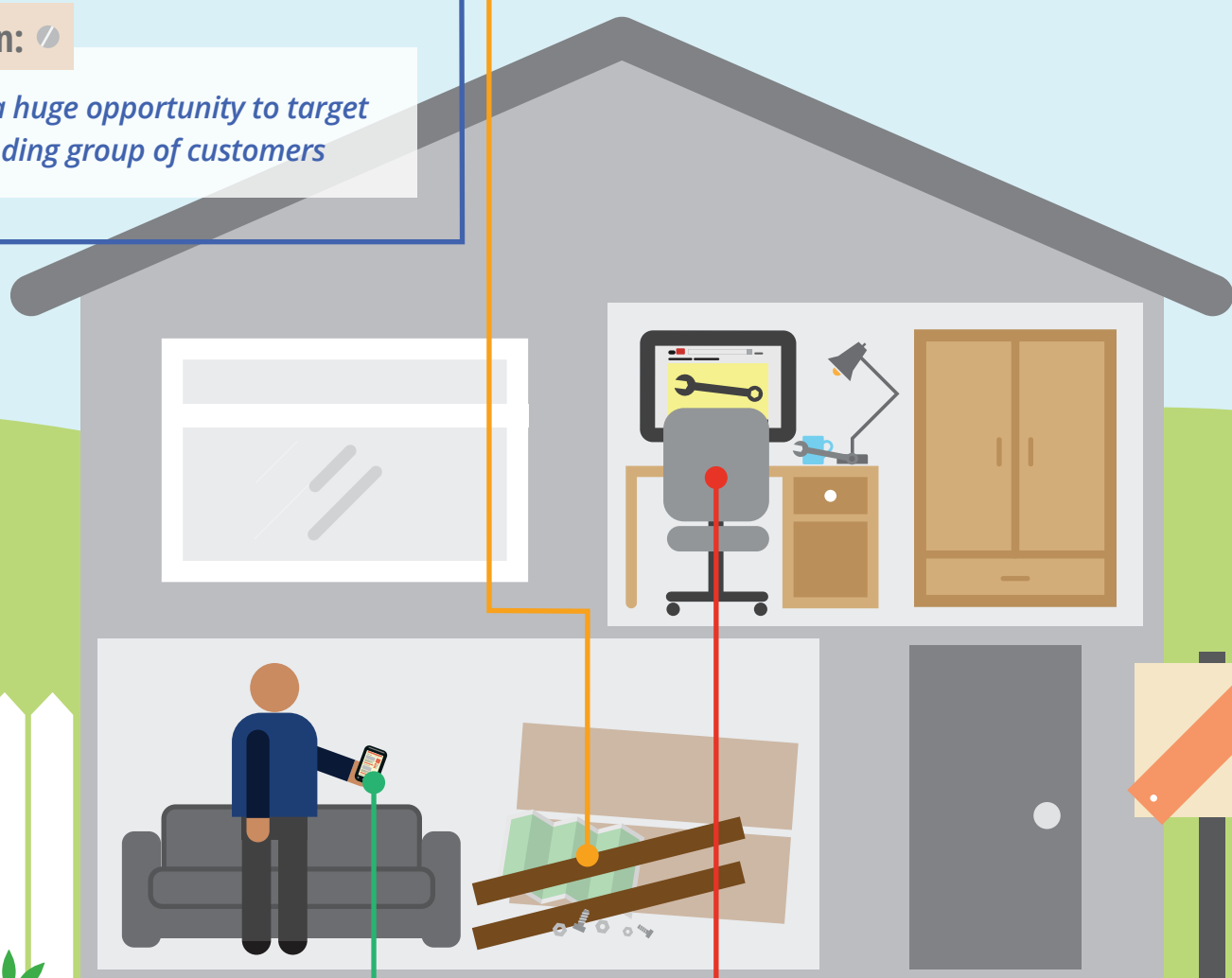
Therefore purchase decisions are influenced by

quality > price

Only 38% of DIY shoppers are trying to save money

Brand lesson:

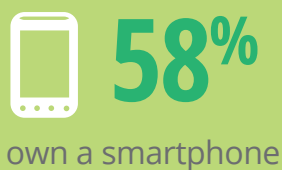
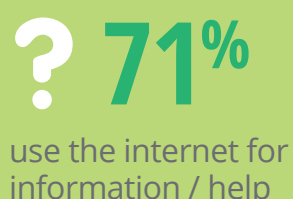
DIY shoppers are high-value customers



## WHAT

DIY Shoppers are using digital more than any other resource

Digitally savvy consumers use the internet for research, discovery and information



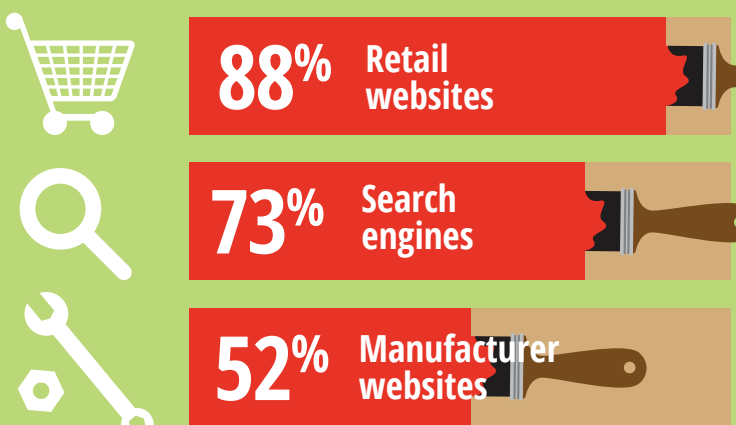
Brand lesson:

Brands must be found and be favorable online

## WHERE

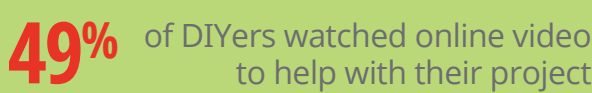
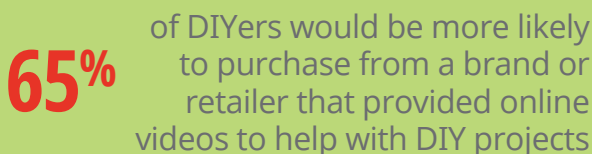
Shoppers use a variety of online sources

Search and online video play a major role in DIY shoppers' purchase journey



But one resource stands out:

online video



Brand lesson:

Direct consumers to your online resources to win the moments that matter. Use video as a branding and servicing opportunity

### SOURCES

Compete/Google Home Improvement Shopper Study, February 2013  
Google Consumer Survey on the DIY shopper, March 2013