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



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



- 🗱 38%



are first time home buyers



have a household income of < \$100K





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





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



of home improvement shoppers do DIY because they enjoy it



will do more projects because of the economy

Therefore purchase decisions are influenced by

quality > price

Only 38% of DIY shoppers

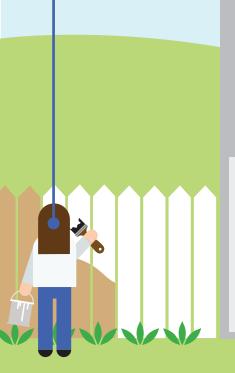


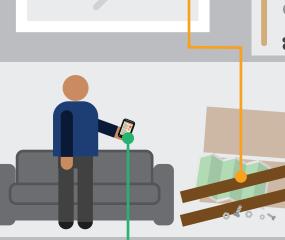
are trying to save money

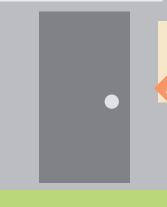
Brand lesson:

DIY shoppers are high-value customers











DIY Shoppers are using digital more than any other resource

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

use the internet for information / help

own a smartphone



own a tablet

researched a brand



Brand lesson:



Brands must be found and be favorable online





Shoppers use a variety of online sources

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



Retail websites



Search engines



Manufacturer websites



But one resource stands out:

online video

of DIYers would be more likely to purchase from a brand or retailer that provided online videos to help with DIY projects



of DIYers watched online video to help with their project



Brand lesson:

thinkinsights

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



Google