

Most Canadian Homeowners (73%) Have Undertaken a 'Do-It-Yourself' Project

The Kitchen (38%) is the Room Canadians Most Wish to Renovate

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Most Canadian Homeowners (73%) Have Undertaken a 'Do-It-Yourself' Project

The Kitchen (38%) is the Room Canadians Most Wish to Renovate

Toronto, ON - A new Ipsos Reid poll conducted on behalf of the DIY Network shows that almost three quarters (73%) of Canadian homeowners have done a renovation project in the past.

Of those who have renovated a room themselves, almost half (45%) have renovated a bedroom themselves. Bathrooms (43%) were the second most common room for DIY projects and basements (37%) came in third place. One third (35%) of those who did a DIY project in the past renovated a kitchen while 34% did other rooms in their house. If there was one room in their home that homeowners could renovate, more (38%) Canadians chose their kitchen than any other major room in their house. Over a quarter (27%) chose their bathroom. An almost equal proportion (26%) thought their basement could use a do-over, while only one in ten (9%) of Canadians wanted to do anything with their bedroom.

Of those who have never done a DIY project, almost two thirds (64%) of Canadians lacked the confidence in themselves and said they didn't have the skills as one of the reasons for not doing it. The second most common reason given was a fear of making mistakes - or doing more damage than good - by over a third (37%) of respondents. One quarter (25%) said they didn't have the time while two in ten (19%) said they just aren't interested in DIY project. One in ten (10%) had other reasons.



Of those who have never done a DIY project in the past, two thirds (67%) said they would feel more comfortable completing the project if they had the help of an expert while one quarter (28%) said they would do it if they had an easy reference guide for how-to projects. One quarter (27%) said they feel more comfortable if they had the proper tools and an almost equal proportion (26%) said they would if they had more free time. One in ten (11%) said they would feel more comfortable doing 'how-to' projects for other reasons.

Almost half (45%) of homeowners have heard of the DIY Network in Canada. One quarter (26%) have watched the DIY network in the past. Of those who have watched the DIY network, the majority (56%) watch less than an hour a week while almost one third (30%) watch between 1-3 hours a week. One in ten (9%) spend more time in front of the tube brushing up on the renovations skills by watching between 3-5 hours weekly and 6% watch as much as 5 hours or more per week.

Four out of five (79%) homeowners who have watched the DIY network described it as 'informative' while six in ten (64%) describe it as 'entertaining'. One third (36%) say it's 'credible' and three in ten (31%) feel it's 'trustworthy'.

Renovations By The Demos...

Almost three-quarters (73%) of homeowners have undertaken a 'Do-It-Yourself' project at home.

- Residents of Saskatchewan and Manitoba were the most handy, as 85% of them done renovations themselves. The next handiest province was Alberta (77%), followed by 76% in Quebec, 71% in Ontario, 70% in Atlantic Canada and 67% in British Columbia.

- The kitchen is the room that homeowners across the provinces were most eager to renovate. Almost half (45%) of Atlantic Canadians would prefer to renovate their kitchen, compared to 40% of British Columbians, 39% of those in Saskatchewan and Manitoba and Ontario, 38% of Albertans and 34% in Quebec. Four in ten (40%) women would prefer to renovate the kitchen compared to one third (36%) of men.
- Eight in ten (80%) men have done a 'do it yourself' project compared to 67% of women. Middle aged people tend to be the most likely (78%) to do a DIY project compared to 69% of younger people 18-34 years of age and 71% of those over the age of 55.
- Of those who have renovate a room themselves, British Columbians (51%) were most likely to renovate their bathroom, followed by 47% of Saskatchewan and Manitobans and 47% of Atlantic Canadians. Albertans were most likely to renovate their basement (48%) while residents of Ontario were most likely to fix-up their bedroom (45%) as were those from Quebec (44%).
- Women (46%) have renovated a bedroom while men (45%) said they've renovated a bathroom and their basement. Half (50%) of middle aged people between 35-54 years renovated their bathrooms while younger homeowners between 18-34 years (46%) and those over 55 years (46%) were more likely to renovate their bedroom.
- Atlantic Canadians felt the least confidence in their skills to renovate a room by themselves as almost eight in ten (79%) said they've never renovated on their own because they didn't have the skills. This was followed by 77% of residents from Saskatchewan and Manitoba, 68% from Ontario, 61% from Quebec, 56% from British Columbia and 45% from Alberta. Almost two thirds (65%) of men and 63% of men gave the same reason for not doing renovations on their own: lacking the right skills. Four in ten (40%) men and 35% of women said they were afraid of making mistakes and causing more damage than good to their home.



- Of those who have not done a DIY project in the past, almost three quarters (74%) of Atlantic Canadians have said that they would feel more comfortable completing a project with the help of an expert. This was followed by 73% of homeowners from Ontario, 72% from Saskatchewan and Manitoba, 68% from British Columbia and 58% from Quebec and Alberta. Seven in ten (71%) men said they would feel more comfortable doing renovations with the help of an expert compared to 65% of women.
- One third (34%) of men said if they had the proper tools they would feel more comfortable compared to 23% of women. Three in ten (31%) men said if they had an easy reference guide for how-to projects that would also increase their comfort level, as would 26% of women.

These are some of the findings of an Ipsos Reid poll conducted between July 21 to 26, 2010, on behalf of DIY Network. For this survey, a sample of 1,010 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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