HORIZONS
DIY & HOME

AGENDA

WELCOME TO HORIZONS,

our new insight series that explores how the prevailing **economic, political, societal, technological, environmental** and **media** trends are impacting key consumer categories.

Each report will combine insights gleaned from our Matters community with trend analysis from our trusted partner, Trajectory.

Our aim is to offer useful insights and practical guidance for advertisers to help them navigate this uncertain period and deliver effective campaigns.

This report focuses specifically on DIY and Home. It begins by assessing the impacts that changing working patterns and increased technology usage have had on the role of the home. It then explores our readers' short- and longer-term plans for their homes and their ability to carry out DIY tasks. It ends by focussing on the role of media and advertising in the home improvement category.

METHODOLOGY

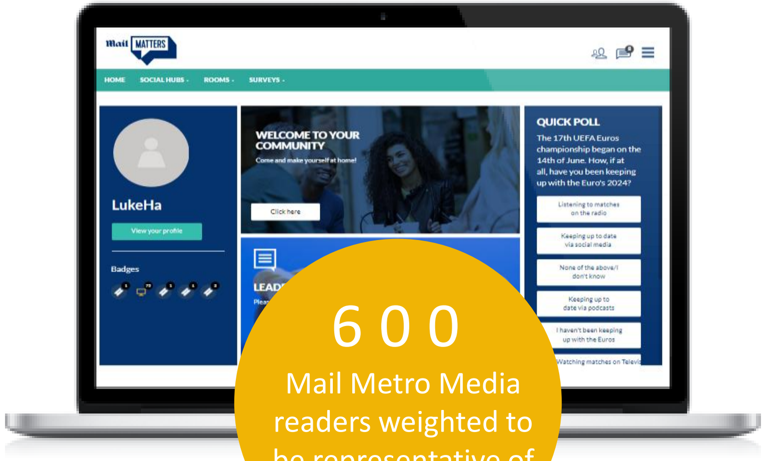
PART 1:
HORIZON SCAN

We commissioned a ‘Horizon Scan’ with Trajectory to identify the key political, economic, social, technological, environmental and consumer trends that will be impacting both consumer and business behaviour throughout 2026 and beyond. We then worked with them to identify the 12 trends most relevant to DIY and home improvement

TRAJECTORY

PART 2:
BESPOKE RESEARCH

Using our Matters reader community and Trajectory’s trend framework, this research explores; the changing role of the home, the home improvement plans of consumers, levels of confidence in undertaking DIY tasks, attitudes towards energy efficient upgrades and finally the sources of inspiration for starting a new home improvement projects.



600
Mail Metro Media readers weighted to be representative of readership

THE KEY TRENDS FRAMING THE DIY AND HOME LANDSCAPE

TRAJECTORY

P — POLITICAL

INTERNATIONAL UNCERTAINTY: Traditional geopolitical blocs are continuing to face serious challenges from Trump and European right – continued instability in the Middle East and Ukraine.

POLITICAL INSTABILITY: The promise of a return to a more certain politics with the election of Labour is looking increasingly like a parliament built on sand. Direction of policy travel, and PM, in doubt.

E — ECONOMIC

WORKING PATTERNS: The pandemic has led to greater flexibility and employees tend to expect more from employers, although signs that is reversing somewhat.

INTEREST RATES / HOUSE PRICES: Interest rate forecasts predict further cuts from the current level to potentially around 3.25% by the end of the year. This may lead to increased activity in the housing market.

S — SOCIAL

GENERATION RENT: Millennials have been labelled 'Generation Rent' because they spend a greater proportion of their lives renting, but Gen Z's and over 40's also struggling.

ATOMISATION: Time spent alone has surged, especially post-pandemic, with more, particularly young people, choosing solitude over social or public activities.

T — TECHNOLOGICAL

THE AI CITIZEN: AI integration into our daily lives is rapidly expanding. It now plays a larger role in all aspects of life including work, leisure and business. Opportunities lie in the design and inspiration stage.

THE DEMISE OF DISTANCE: The importance of distance has been in demise as technology – and telecommunications – have eroded the relevance of physical distance from human interaction.

E — ENVIRONMENTAL

CONSUMPTION GUILT: Not all consumers will care, or be able to care, enough about climate change but some will. Many want brands to make it as easy and cheap as possible.

BRITAIN GOES ELECTRIC: The next decade is one of widespread electrification on our roads, homes and infrastructure. This may impact the design of future living spaces, home tech and energy saving options.

L — LEISURE

AGE OF INCONVENIENCE: The era of cheap money – for individuals and businesses – is over. Leading to longer lead times and more expensive products and services.

TIME MILLIONAIRES: Post-pandemic work shifts have led affluent consumers to prioritise leisure and free-time. With secure incomes, and greater flexibility, their living spaces become increasingly important.

**Key Trajectory trends may be supplemented with additional trends from Trajectory or other first and third-party trends where appropriate*

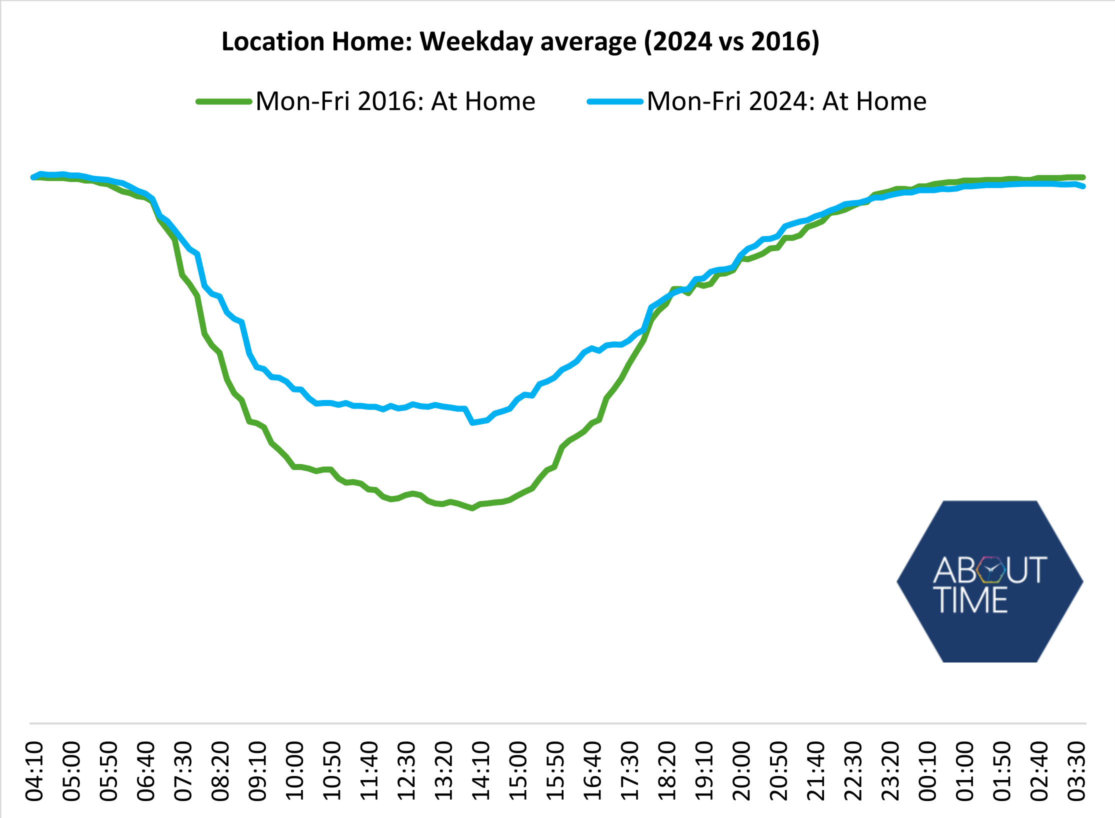
2

THE CHANGING ROLE OF THE HOME

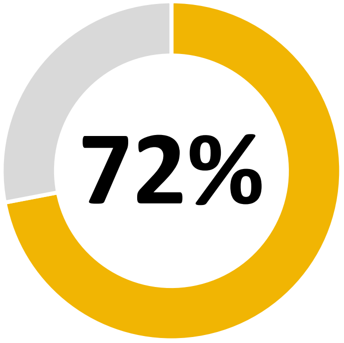
THE IMPORTANCE OF THE HOME HAS INCREASED IN RECENT YEARS

SIGNIFICANTLY MORE TIME IS BEING SPENT AT HOME AND BRITS INCREASINGLY VALUE HAVING SPACES IN THEIR HOMES THAT SERVE MULTIPLE PURPOSES

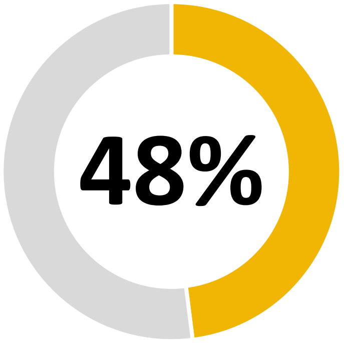
MORE TIME BEING IS SPENT AT HOME



MORE VALUE PLACED ON HOME



"My living space has become more important to me in the last few years"



"I value having spaces in my home that serve multiple purposes"
(e.g. a guest room that doubles as a home office)

Q - Please indicate your level of agreement with the following statements about spaces in your home.

HORIZONS DIY & HOME

Sources: Mail Metro Media Horizons: DIY & Home Edition – April 2025 Base: Total (N=600) | Mail Metro Media & Trajectory "About Time" 2025

Mail METRO MEDIA

FLEXIBLE WORKING AND ONSET OF KEY LIFE EVENTS DRIVING THIS CHANGE

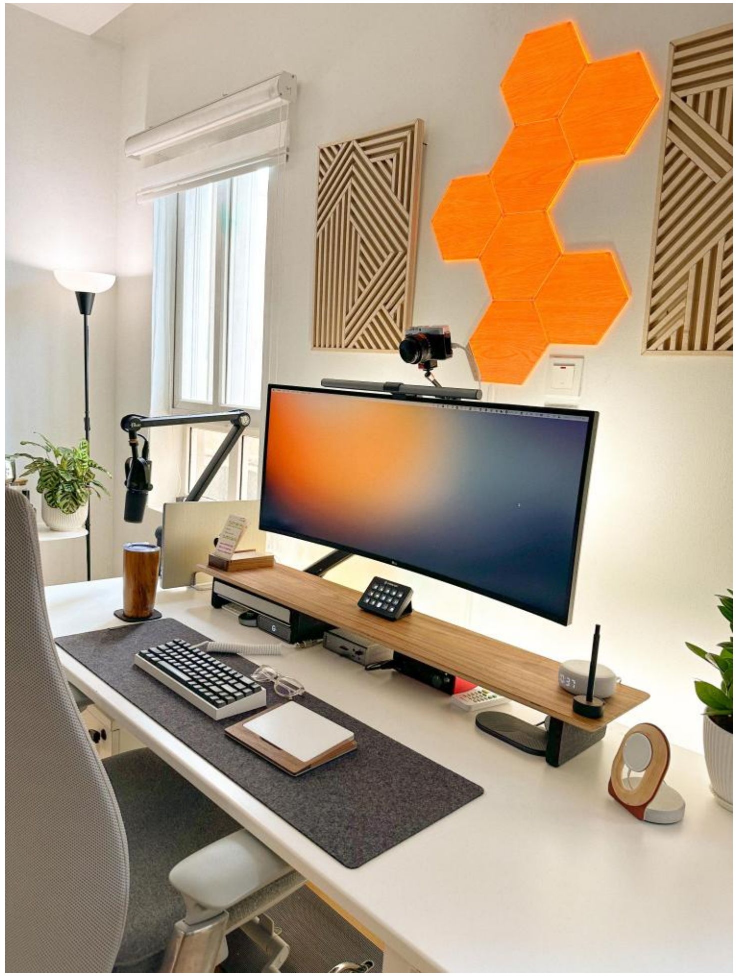
POST-PANDEMIC BEHAVIOURAL SHIFTS, PRIMARILY CAUSED BY FLEXIBLE WORKING, HAS LED TO MANY PLACING MORE IMPORTANCE ON THEIR LIVING SPACES. OTHER KEY LIFE EVENTS SUCH AS RETIREMENT, OR THE BIRTH OF A CHILD, ALSO LEAD BRITS TO RECONSIDER THEIR LIVING SPACES.

FLEXIBLE WORKING

"*We've **worked more at home** because of the pandemic; therefore **we've made our living and working space the best we can.***"

"***I'm working more from home and pay more attention to my working and living space** for style, comfort and convenience.*"

"*The importance of my living space has grown as I spend more time at home for work. **It's become essential to have a comfortable and functional environment for both productivity and relaxation.***"



KEY LIFE EVENTS

"***My mother and my mother-in-law are now living with us** - this makes flexible working and, therefore, **a home office as well as some outdoor space very important**.*"

"***I now have a child who I want to have a lovely home and my priorities have changed** whereby I would prefer a night in than a night out so it's important to have a good living space.*"

"***Retirement and mobility problems put some limits on activities**, including those within the house/garden and beyond, **so living space gets well used.***"

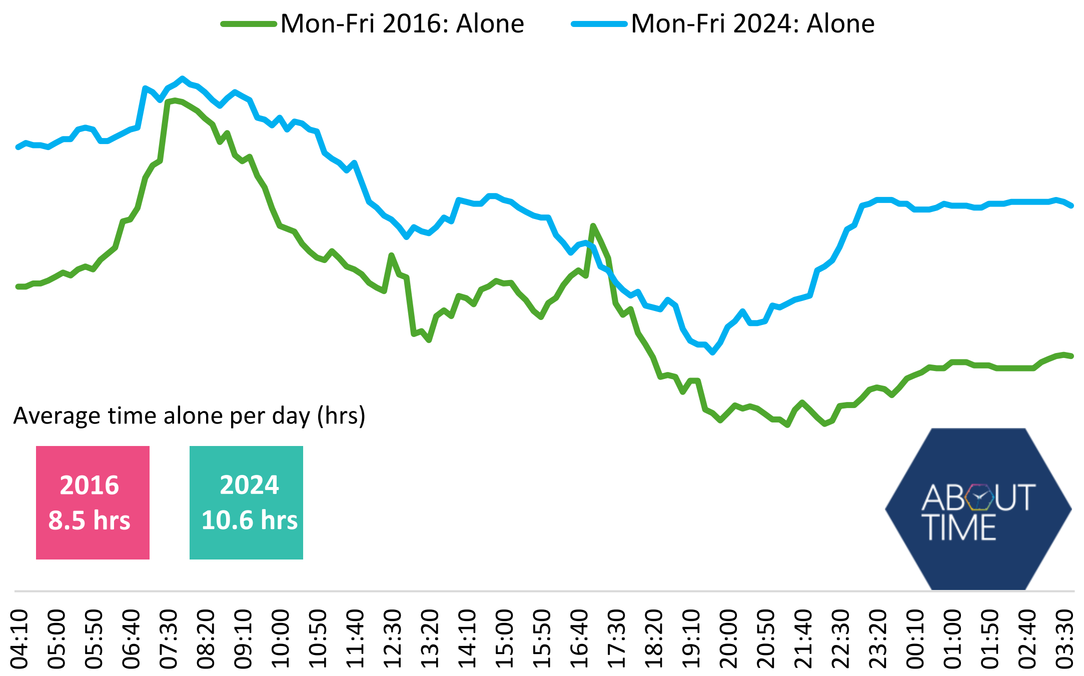
Q - You said the importance of your living space has become more important to you in the last few years. Why is this?

MORE TIME IS ALSO BEING SPENT ALONE, MORE VALUE ON PRIVATE SPACE

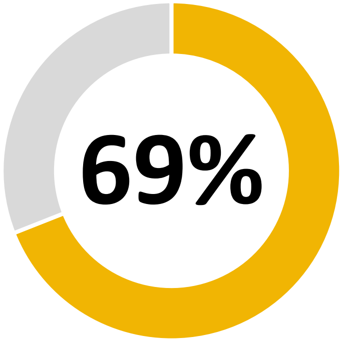
A COMBINATION OF FLEXIBLE WORKING, INCREASED MOBILE PHONE USAGE AND DECREASING TIME SPENT ON OUT-OF-HOME LEISURE HAS MEANT TIME SPENT ALONE IS UP +25% SINCE 2016. BRITS ARE ADAPTING THEIR HOMES TO ENSURE THEY HAVE PRIVATE SPACES THEY CAN RELAX IN.

MORE TIME IS BEING SPENT ALONE

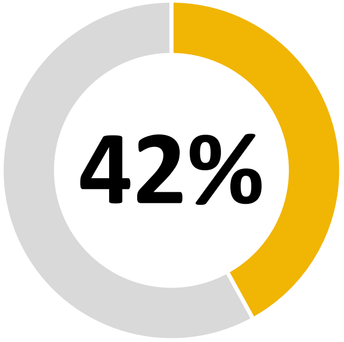
Spending Time Alone: Weekday Average (2016 vs. 2024)



MORE VALUE PLACED ON PRIVATE SPACE



"Having a private space to retreat to is important to me"
Renters: 77%



"I have created or improved a private space in my home over the last year"

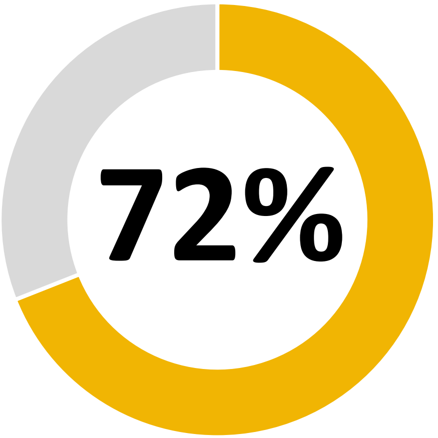
Q - Please indicate your level of agreement with the following statements about spaces in your home.

Source: About Time 2025 (Mail Metro Media) | Mail Metro Media Horizons: DIY & Home Edition – April 2025
Base: Total (N=600), Renters (N=99)

FEELINGS TOWARDS THE HOME DIFFER BY LIVING SITUATION

HOMEOWNERS ARE MORE LIKELY TO FEEL PROUD OF THEIR HOMES THAN RENTERS (76% VS 61%),
WHEREAS RENTERS ARE SIGNIFICANTLY MORE LIKELY TO FEEL EMBARRASSED BY THEIR HOME (32% VS 18%).

MOST ARE HOUSE PROUD

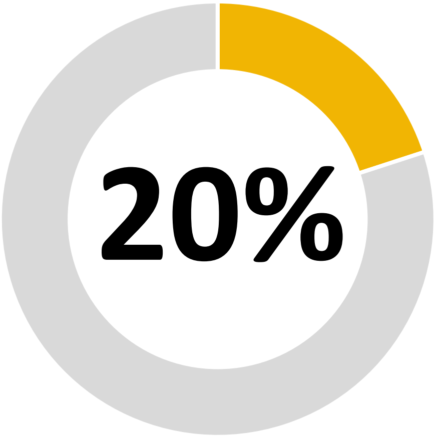


"I am proud of my home"

76% Homeowners

61% Renters ▼

SOME EXPERIENCE SHAME



"I feel embarrassed to have people around my house"

18% Homeowners

32% Renters ▲

Q - To what extent do you agree or disagree to the following statements below?

Significant at 95% confidence ▲▼

ROOM PREFERENCE ALSO CHANGES BY LIVING SITUATION

THE MOST FAVOURED ROOMS IN A HOUSE ARE THE LIVING ROOM (79%), OWN BEDROOM (72%) AND KITCHEN (48%). ONLY 1 IN 5 PUT THEIR BATHROOM IN THEIR TOP 3 ROOMS! RENTERS ARE MORE LIKELY TO SCORE THEIR OWN BEDROOM AS THEIR #1 FAVOURITE ROOM (83% VS 72%), HIGHLIGHTING THE IMPORTANCE OF PRIVATE SPACE AND MULTI-FUNCTIONAL ROOMS TO THIS AUDIENCE.

Favourite Room (Net = Top Three)

	1	2	3	4	5	6	7
ALL ADULTS	Living Room 79%	Own Bedroom 72%	Kitchen 48%	Outdoor Space 41%	Office 30%	Dining Room 26%	Bathroom 18%
HOMEOWNERS	Living Room 80%	Own Bedroom 67%	Kitchen 46%	Outdoor 41%	Office 32%	Dining Room 25%	Bathroom 15%
RENTERS	Own Bedroom 83%	Living Room 79%	Kitchen 59%	Dining Room 34%	Outdoor space 31%	Bathroom 30%	Office 28%

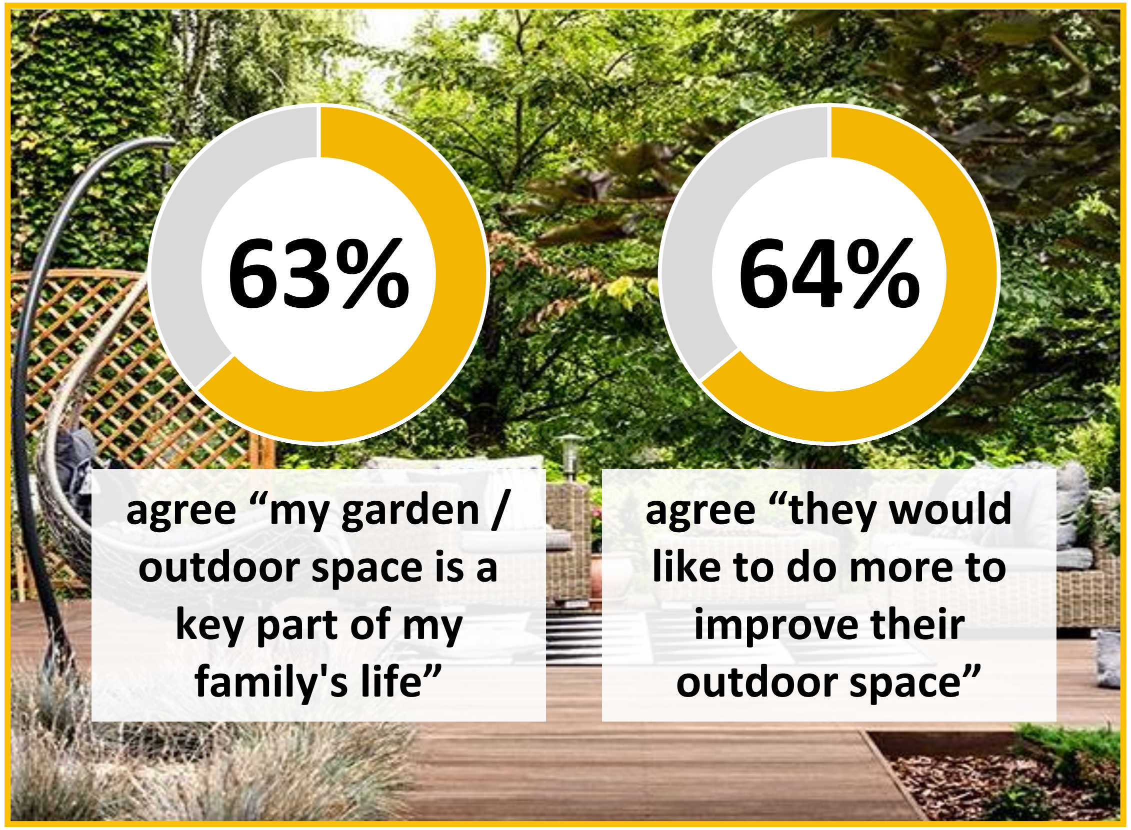
Q - Please rank the top three favourite rooms or spaces in your home from the list below.

Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025
Base: Total (N=600), Homeowners (N=457), Renters (N=99)

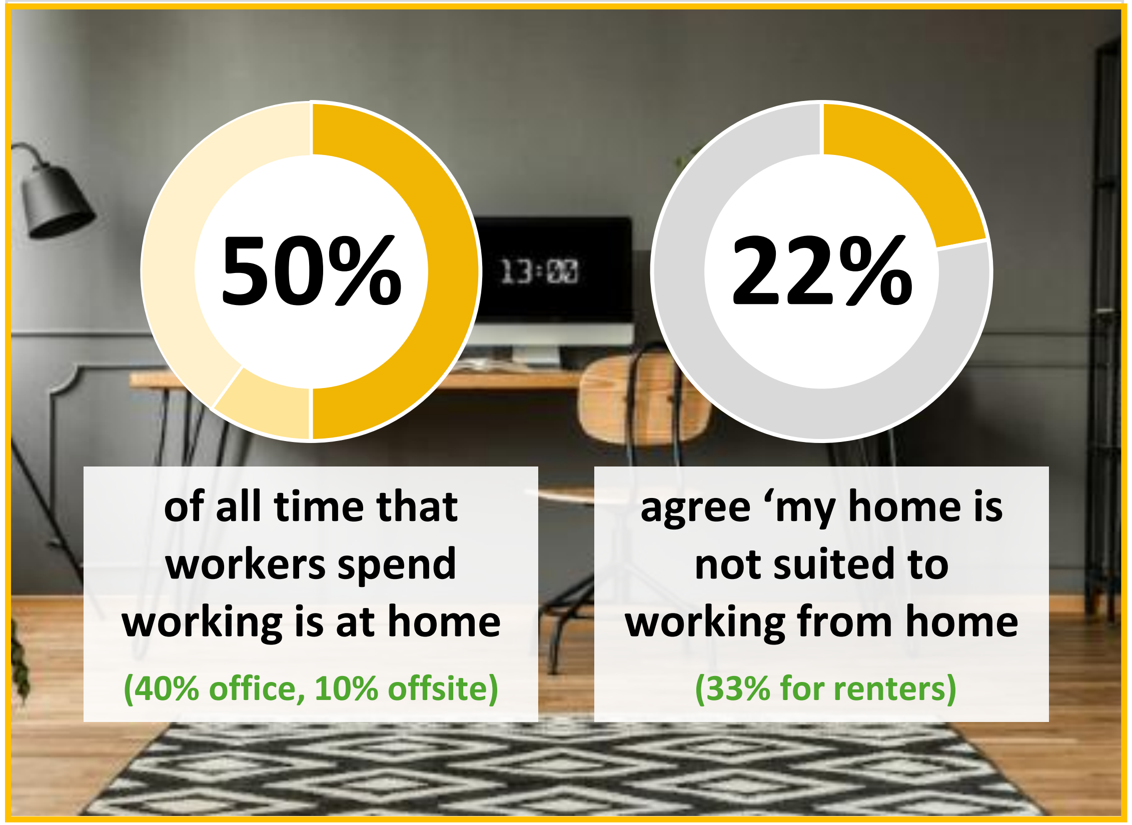
A TALE OF TWO LIVING SPACES

OUTDOOR AREAS HAVE BECOME INCREASINGLY IMPORTANT SPACES WHERE FAMILIES RELAX, ENTERTAIN AND ALSO SEEK SELF-IMPROVEMENT.
BOTH INDOOR AND OUTDOOR HOME OFFICE SPACES HAVE EXPLODED IN POPULARITY BUT 1 IN 5 OF HOME WORKERS ARE NOT HAPPY WITH THEIR SPACE!

1. RISE IN OUTDOOR LIVING



2. RISE OF THE HOME OFFICE



DID YOU KNOW?: RIGHTMOVE REPORTED A 1000% INCREASE IN PROPERTY LISTINGS MENTIONING GARDEN OFFICES OVER A DECADE!

Q - Below are some more statements relating to gardens and outdoor spaces. To what extent do you agree or disagree with the following statements?

TREND 1: MULTIFUNCTIONAL SPACES

THE STATISTICS:

73% AGREE

"My living space has become more important to me in the last few years."

48% AGREE

"I value having spaces in my home that serve multiple purposes."

Average Time Alone Per Day (hrs)

2016	2024
8.5 hrs	10.6 hrs

TREND DRIVERS:

WORKING PATTERNS:

MORE HOME WORKING HAS ENCOURAGED MORE MULTI-PURPOSE SPACES, ALTHOUGH SIGNS OF REVERSAL

ATOMISTATION:

SPENDING MORE TIME ALONE HAS INCREASED THE VALUE IN PRIVATE SPACES IN A HOME

THE EXPLANATION:

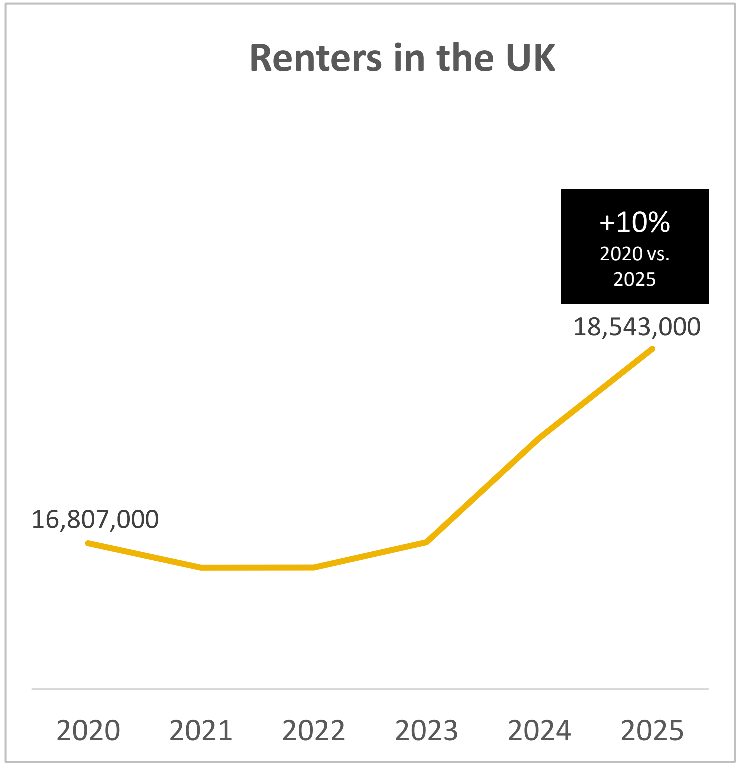
Shifting working and social behaviours post-pandemic mean consumers are spending more time in their homes, particularly on weekdays, and spending more time alone. The average daily time spent alone at home has increased by +25% since 2016. This increases the importance of the home to Brits and means that living spaces have been adapted to meet these changing needs. Consumers are now demanding that their living spaces become more flexible; supporting the privacy, productivity and increased well-being aspects they now demand from their homes.

THE IMPLICATIONS:

Advertisers need to demonstrate that their products and services can fit into the new lifestyles and living spaces of consumers; emphasising both flexibility and relaxation. Highlight how your products can help create spaces that easily shift between work, relaxation and solitude. Showcase room transformation options for both renters and home-owners and options for spaces of all sizes and budgets.

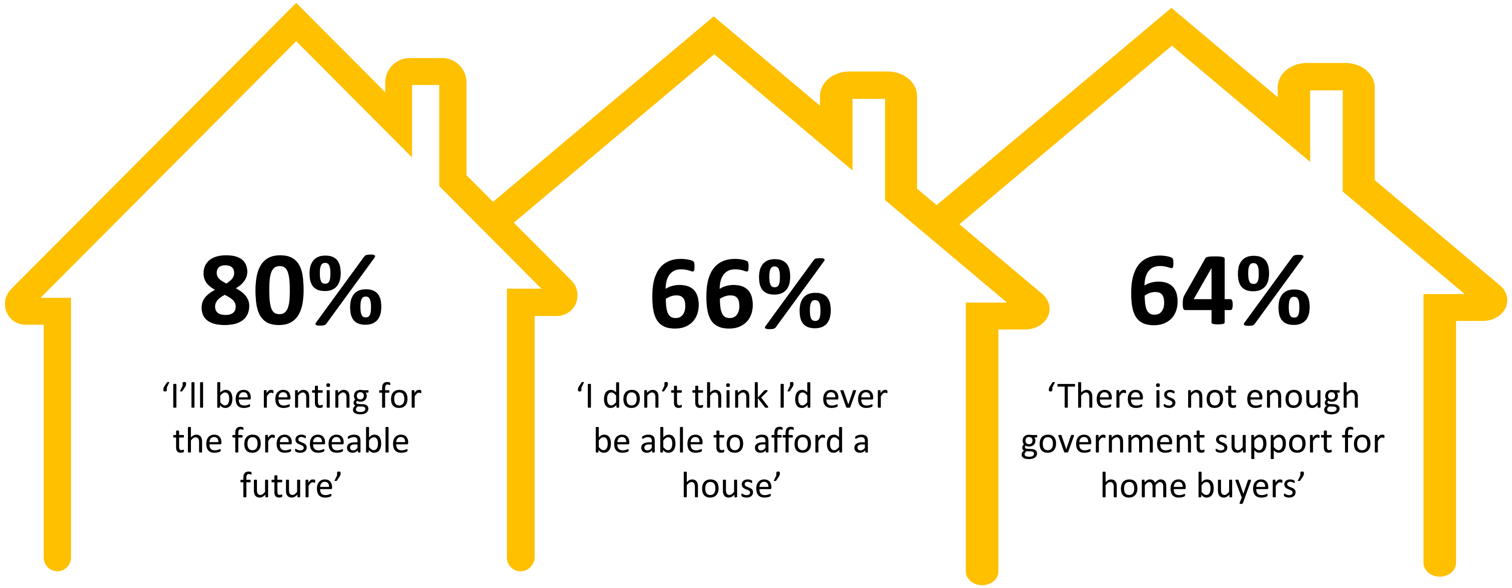
RENTING IS ON THE RISE

THE NUMBER OF RENTERS IN THE UK HAS INCREASED BY +10% SINCE 2020 AS MANY ARE FINDING IT MORE DIFFICULT TO BUY A HOME. WITH THIS IN MIND, IT IS IMPORTANT TO CONSIDER RENTERS' STRUGGLES AND HOW IT IMPACTS THEIR FEELINGS TOWARDS THEIR HOMES.



Attitudes Towards Renting

Base: Renters



Q - To what extent do you agree or disagree to the following statements below?

TREND 2: GENERATION RENT

THE STATISTICS:

Number of Renters in the UK

2020	2025	
16.8M	18.5M	+10%

32% **of renters feel embarrassed to have people around their home**
vs. 18% of homeowners

Satisfaction with Home
Net Difference: Renters vs. Total

Spacious	Functional	Layout
-16%	-12%	-9%

TREND DRIVERS:

HOUSE PRICES:
HOUSE PRICES CONTINUE TO RISE
DEEPENING HOUSING-RELATED SOCIAL INEQUALITIES.

GENERATION RENT:
HIGH HOUSE PRICES AND LOW RATES OF BUILDING MEAN
DEMAND FOR RENTAL ACCOMMODATION RISE

THE EXPLANATION:

Long-term renting is a new reality for Brits, as 80% of renters believe they will be renting for the foreseeable future. Financial strain is reshaping how renters engage with their living spaces. Renters are less satisfied with their homes and more likely to feel embarrassed about it. Yet they are just as likely to want to improve their living spaces. This emotional disconnect, paired with economic pressure, is driving a need for affordable, flexible and renter-friendly home solutions.

THE IMPLICATIONS:

DIY retailers must recognise renters not as temporary consumers, but as a core audience with unique needs.

Focus on affordable and reversible upgrades that empower renters to personalise their space without breaching tenancy rules. Highlight small-space hacks, multi-functional furniture and budget-friendly décor. Campaigns should be empathetic, showing understanding of financial pressures while inspiring pride and creativity. Brands that help renters feel more in control and proud of their homes will stand out in a market where home ownership is no longer the norm.

Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025, Mail Metro Media Horizons: Finance Edition – March 2025
Base: Total (N=600)

3

HOME IMPROVEMENT PLANS

HOME IMPROVEMENT PLANS

1 IN 2 READERS PLAN ON IMPROVING THEIR HOME IN THE NEXT YEAR, EXPECTING TO COMPLETE AN AVERAGE OF 3.3 PROJECTS.
44% PLAN TO UNDERTAKE MINOR PROJECTS AND 34% PLAN TO UNDERTAKE MORE SUBSTANTIAL PROJECTS.

Home Improvement Plans By Project Type

ANY

49%

HOMEOWNERS: 50%
RENTERS: 46%

3.3
AVERAGE NUMBER OF HOME PROJECTS PLANNED

MINOR

44%

HOMEOWNERS: 46%
RENTERS: 38%

I.E. PAINTING / WALLPAPERING OR MINOR ROOM ALTERATIONS

MAJOR

34%

HOMEOWNERS: 37%
RENTERS: 32%

I.E. MORE SIGNIFICANT ROOM REFURBISHMENT OR MAJOR GARDEN UPGRADE

Q - When, if at all, do you plan on undertaking home improvement projects?

Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025
Base: Total (N=600), DIY Doers (N=129), DIY Dabblers (N=279), DIY Detractors (N=160)

WHAT PROJECTS DO OUR READERS HAVE PLANNED?

PAINTING AND DECORATING IS THE MOST POPULAR HOME IMPROVEMENT PROJECT PLANNED, WITH 6 IN 10 PLANNING TO UNDERTAKE THIS TASK. JUST UNDER HALF PLAN A MORE THOROUGH ROOM REFURBISHMENT (49%) OR OTHER MINOR INTERIOR ALTERATIONS (49%). 47% WILL BE UNDERTAKING MINOR PROJECTS TO IMPROVE THEIR GARDENS.

Home Improvement Plans in the Next 12 Months
(Base: Those who plan to undertake a project)

PAINTING / DECORATING

HOMEOWNERS: 62%
RENTERS: 59%

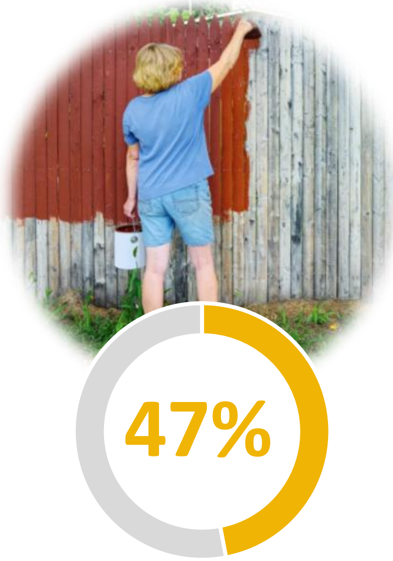
ROOM REFURBISHMENT

HOMEOWNERS: 47%
RENTERS: 50%

OTHER MINOR INTERIOR ALTERATIONS

HOMEOWNERS: 50%
RENTERS: 42%

MINOR GARDEN ALTERATIONS



HOMEOWNERS: 48%
RENTERS: 36%

MAJOR GARDEN ALTERATIONS

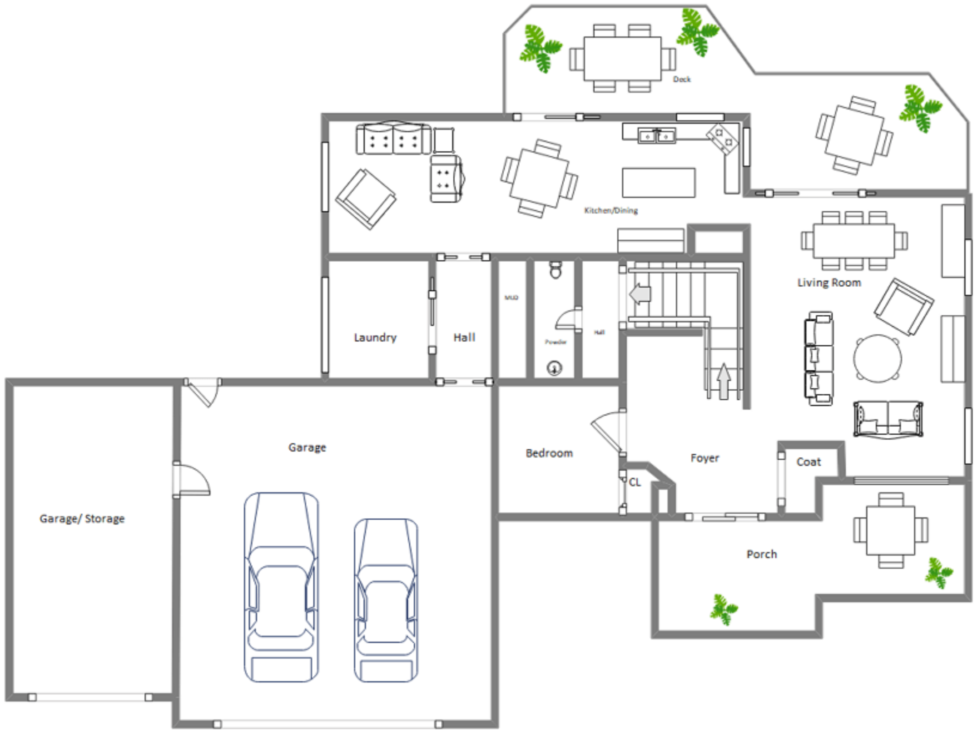
HOMEOWNERS: 19%
RENTERS: 5%

Q - Which, if any, of the following DIY / home improvement projects do you plan on undertaking in the next 12 months?

Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025
Base: Undertaking DIY / Home Improvement in the Next 12 Months, Total (N=278), DIY Doers (N=76), DIY Dabblers (N=135), DIY Detractors (N=64)

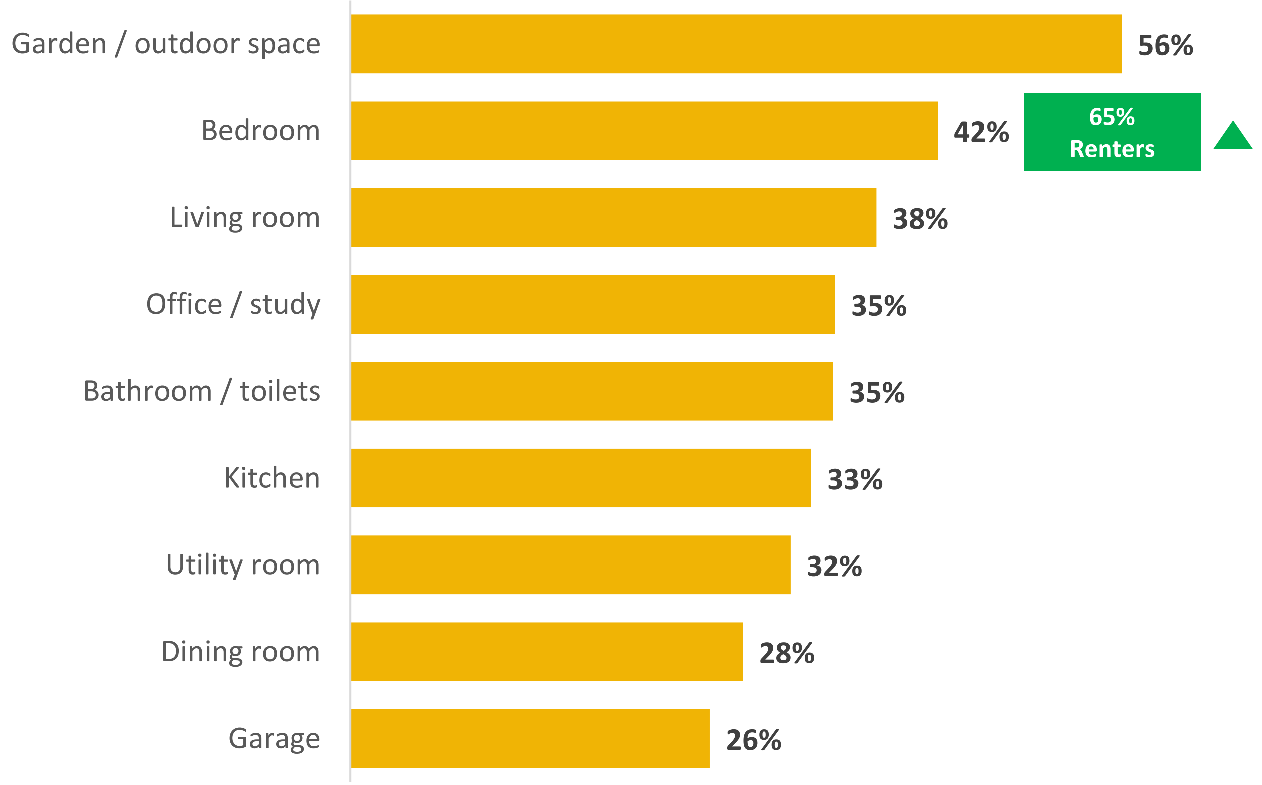
WHICH ROOMS ARE MOST IN NEED OF AN UPGRADE?

THE GARDEN IS THE MOST POPULAR LIVING SPACE TO UPDATE, WITH 6 IN 10 OF THOSE PLANNING TO UPDATE IT. THIS IS FOLLOWED BY A BEDROOM (42%), LIVING ROOM (38%) AND OFFICE / STUDY ROOMS (35%). RENTERS ARE SIGNIFICANTLY MORE LIKELY TO UPGRADE THIEIR BEDROOM (65% VS 42%).



Rooms In Home – Plan To Upgrade

Next 12 Months



Significant at 95% confidence

Q - When, if at all, do you plan to upgrade the following rooms in your house…?

TREND 3: RISING IMPORTANCE OF OUTDOOR LIVING

THE STATISTICS:

63% AGREE — "My garden / outdoor space is a key part of my family's life"

64% AGREE — "They would like to do more to improve their outdoor space"

Top uses of garden / outdoor space

86%	56%	52%	47%	20%
Relaxing / Leisure Time	Entertaining Guests	Outdoor Dining	Family Activities	Exercising / Hobbies

TREND DRIVERS:

WORKING PATTERNS:
MORE HOME WORKING HAS ENCOURAGED MORE MULTI-PURPOSE SPACES

ATOMISTATION:
SPENDING MORE TIME ALONE HAS INCREASED THE VALUE IN PRIVATE SPACES IN A HOME

THE EXPLANATION:

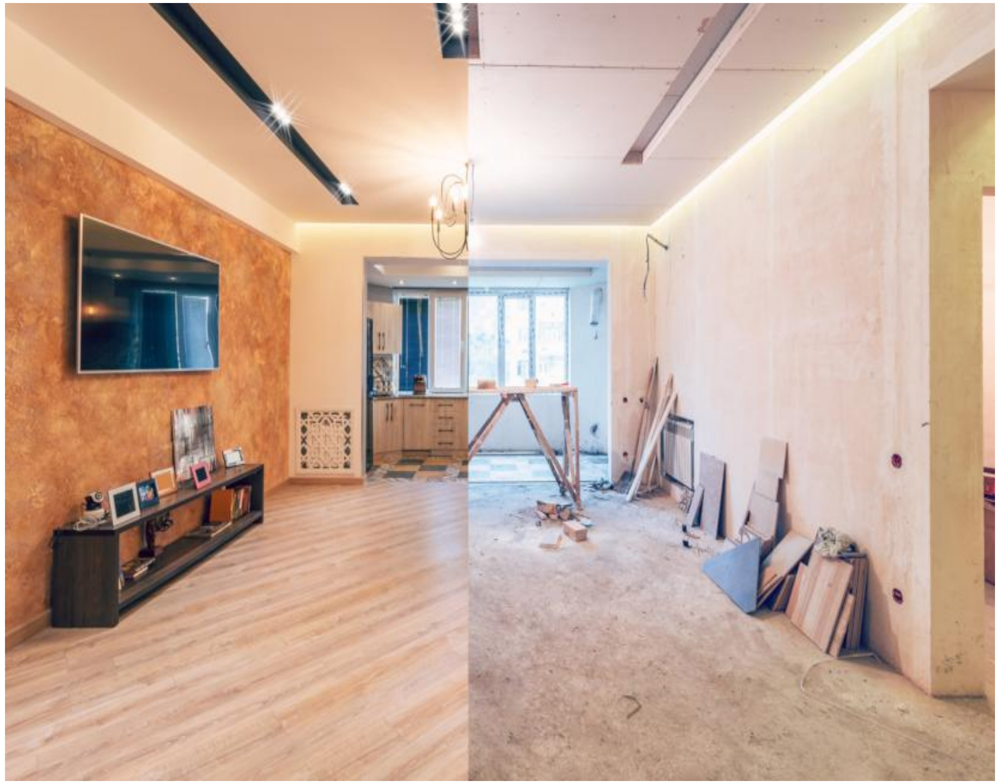
With consumers now spending more time at home, and more money on home leisure, the modern outdoor space has an increasing number of functions. The garden is not only a place for relaxing, entertaining and playing, it is also a space to exercise, to cultivate creativity and a sanctuary in which to connect with nature and escape from technology. However, outdoor spaces only rank at #4 in our readers' favourite living spaces and 64% would like to do more to improve them.

THE IMPLICATIONS:

Showcase how your products and services can help families make the most of their outdoor living spaces, whatever their circumstances. Focus on the theme of connection; not just to family and friends but also to nature and to hobbies. Think flexible outdoor rooms, weather-proof spaces and how outdoor space can be utilised for self-improvement.

MAIN MOTIVATIONS FOR HOME IMPROVEMENTS

OUR READERS' MAIN REASONS FOR IMPROVING THEIR HOMES ARE GENERAL WEAR AND TEAR (63%). THIS IS FOLLOWED BY A SIMPLE DESIRE TO UPGRADE (37%), IMPROVING ENERGY EFFICIENCY (24%) AND CHANGES IN HOUSEHOLD NEEDS (23%)



Reason For Home Improvement Project

63%
Damage from wear and tear

37%
A desire to upgrade rooms

24%
Energy efficiency to cut down on bills

23%
Changes in household heeds

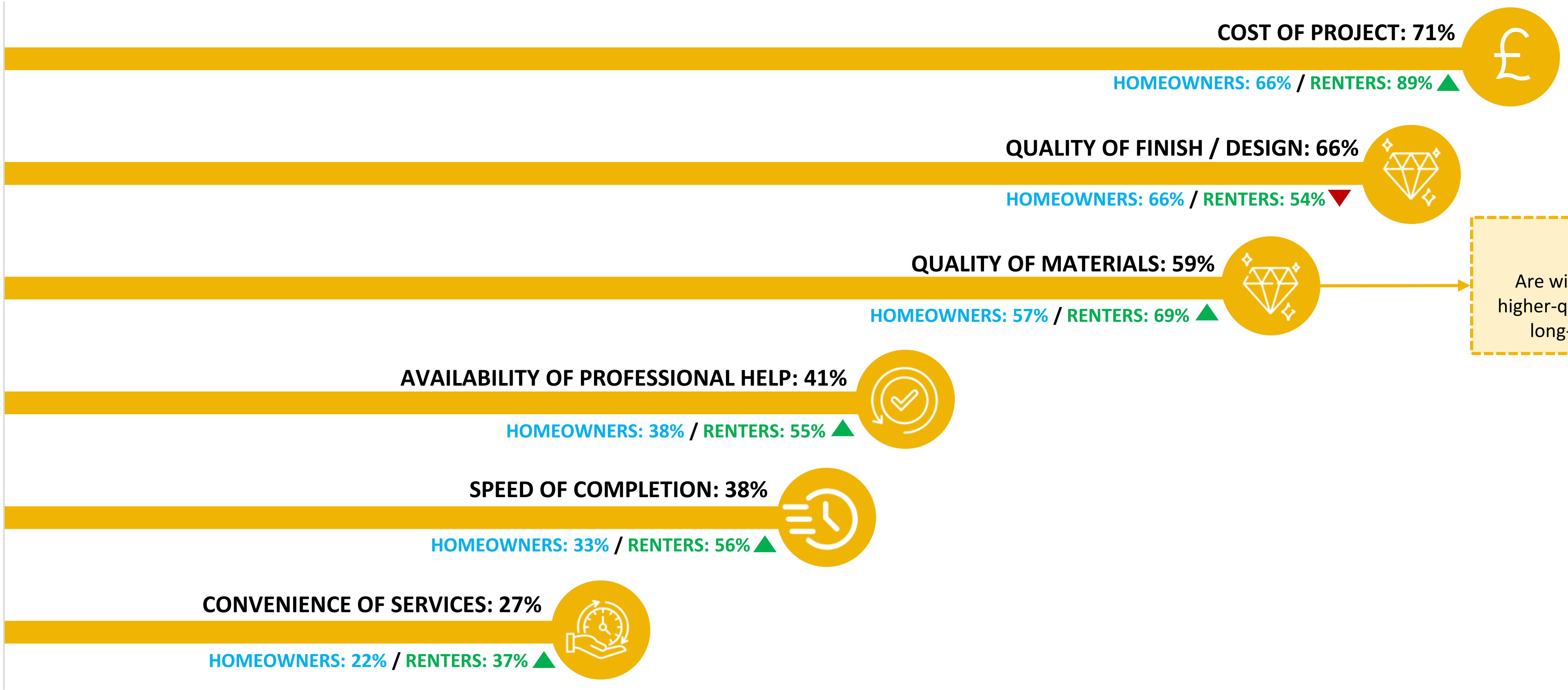
Q - When, if at all, do you plan on undertaking home improvement projects?
Q - What, if anything, is influencing the DIY / home improvement project you plan on undertaking in the next 12 months?

MOST IMPORTANT FACTORS WHEN UNDERTAKING PROJECT

COST OF PROJECT (71%) IS THE MOST IMPORTANT FACTOR WHEN UNDERTAKING A DIY PROJECT (71%) FOLLOWED BY THE QUALITY OF THE FINISH (66%). CONVENIENCE IS ALSO KEY, WITH 41% SAYING THE AVAILIBILITY OF PROFESSIONAL HELP AND 38% CLAIMING THE SPEED OF COMPLETION ARE IMPORTANT. CONVENIENCE IS SIGNIFICANTLY MORE IMPORTANT FOR RENTERS.

Important Factors When Undertaking DIY / Home Improvement Projects

Net = Top Three Ranking



66%
Are willing to invest in higher-quality material for long-term benefits

Significant at 95% confidence

Q - Rank the following factors in order of importance when undertaking DIY or home improvement projects done by yourself or a professional (1 = Most Important, 6 = Least Important)

THE ROLE OF CONVENIENCE IN DIY PROJECTS

7 IN 10 WOULD FIND RETAILER CONVENIENCE OFFERINGS USEFUL WITH RAPID HOME DELIVERY SERVICES (39%), IN-STORE PICK UP OPTIONS (34%) AND ONLINE PROJECT PLANNING TOOLS (29%) THE MOST APPEALING.
JUST OVER 1 IN 5 (22%) ARE INTERESTED IN APPS THAT CONNECT CUSTOMERS TO LOCAL TRADESPEOPLE.

Appeal of DIY Retailer convenience offerings

39%
Rapid home delivery of materials

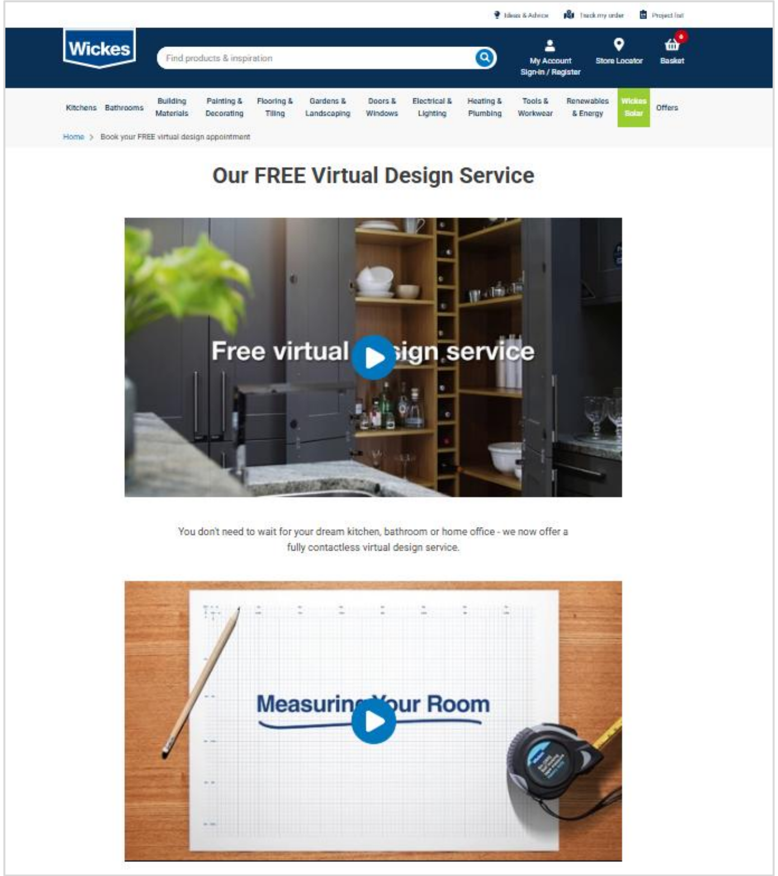
34%
In-store pickup options for online orders

29%
Online project planning tools or calculators

22%
Apps that connect customers to local tradespeople

19%
Flexible payment options (e.g. buy now, pay later)

15%
Virtual consultations with experts



Q - Which of the following convenient services would you find most helpful from DIY or home improvement retailers?

TREND 4: CONVENIENCE BECOMING KING

THE STATISTICS:

7 in 10 are interested in finding out more about retailer convenience offerings

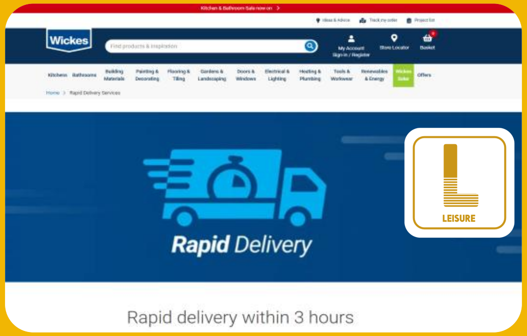
39% are interested in rapid home delivery services, 34% are interested in in-store pick up options and 29% interested in online project planning tools

1 in 4 State **lack of affordable professionals** as a key barrier to completing DIY projects, with 22% interested in apps connecting them to tradespeople

TREND DRIVERS:

DEMISE OF DISTANCE:
TECHNOLOGY HAS HAVE ERODED THE RELEVANCE OF PHYSICAL DISTANCE FROM HUMAN INTERACTION.

AGE OF INCONVENIENCE:
HOME IMPROVEMENT PRODUCTS AND SERVICES HAVE BECOME MORE EXPENSIVE AND WAITS CAN BE LONG



THE EXPLANATION:

Rising costs and limited availability of both products and suitable tradespeople can be barriers that prevent DIY dreams from becoming realities. This is especially true for renters and consumers with low confidence in their DIY abilities. However, many retailers and new businesses are recognising this issue and responding by enhancing their convenience offerings. Over 3 million homeowners used Checkatrade last year!

THE IMPLICATIONS:

Showcase the breadth of your convivence offerings and use real-life case studies to help allay cost or trust fears. Demonstrate where you are innovating or collaborating with established services to help consumers achieve their DIY dreams. Use data and geo-targeting to help reach consumers who are either able to / or more likely to be in need of your products and services.

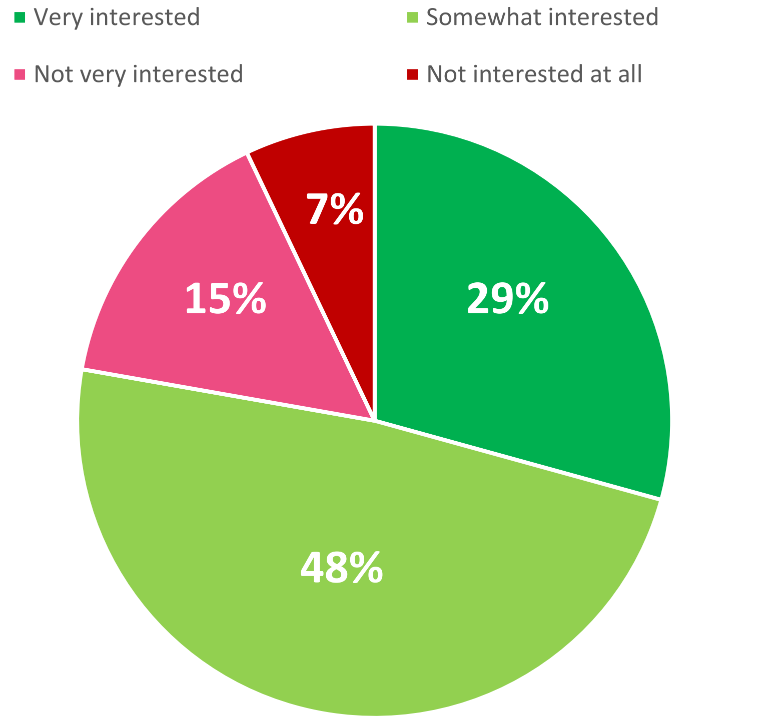
Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025
Base: Total (N=600)

ENERGY EFFICIENT UPGRADES

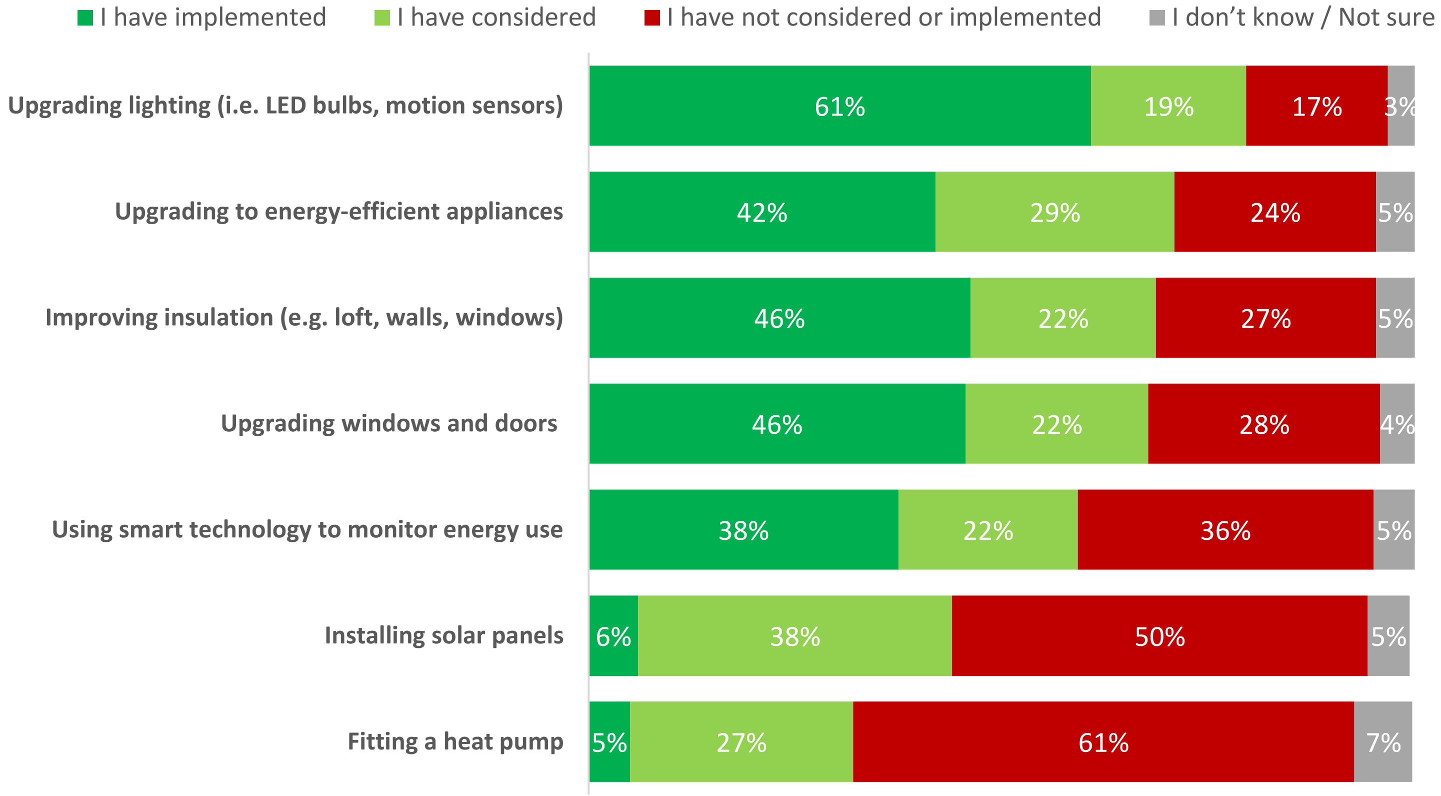
INTEREST IN ENERGY EFFICIENT UPGRADES

THE MAJORITY ARE INTERESTED IN ENERGY EFFICIENT HOMES (77%) AND WHILST MOST HAVE MADE MORE BASIC ENERGY EFFICIENT UPGRADES SUCH AS UPGRADING LIGHTING (61%), INSULATION (46%) AND APPLIANCES (42%), THERE IS SCOPE FOR MORE SUBSTANTIAL ENERGY EFFICIENT UPGRADES INCLUDING SMART TECHNOLOGY TO MONITOR ENERGY USE (22% INTERESTED) AND HEAT PUMPS (27% INTERESTED).

Interest in energy efficiency in homes



Energy Efficient Upgrades - Consideration / Implemented



Q: How interested are you in making your home more energy-efficient?
Q - Which, if any, of the following are barriers to making energy-efficient upgrades in your home?

BARRIERS TO ENERGY EFFICIENT UPGRADES

THE MAIN BARRIERS ARE THE HIGH UPFRONT COSTS (64%) AND THE UNCERTAINTY ABOUT LONG-TERM SAVINGS (44%). OTHER BARRIERS ARE ASSOCIATED TO THE LIMITED GOVERNMENT GRANTS (33%) AND LACK OF INFORMATION (32%). JUST OVER 1 IN 4 (26%) CLAIM THEY HAVE DIFFICULTY FINDING RELIABLE CONTRACTORS OR SUPPLIERS.

Barriers to Energy Efficient Upgrades

HIGH UPFRONT COSTS	64%
UNCERTAINTY ABOUT LONG-TERM SAVINGS	44%
LIMITED AVAILABILITY OF GOVERNMENT GRANTS OR INCENTIVES	33%
LACK OF KNOWLEDGE OR INFORMATION	32%
DIFFICULTY FINDING RELIABLE CONTRACTORS OR SUPPLIERS	26%

"*I'd be more encouraged* ***if I saw clear, upfront savings like how much I'd cut from my energy bills over time.***"

"*I'd be more encouraged to make my home energy efficient* ***if I clearly understood the cost savings over time and had easy access to trustworthy advice.***"

"*Knowing the cost savings, environmental benefits, and* ***availability of incentives or rebates would encourage me to make my home more energy-efficient****.*"

"***Finding trustworthy, reliable, reputable and honest tradesmen.*** *This area is packed full of cowboys.*"

Q - Which, if any, of the following are barriers to making energy-efficient upgrades in your home?

TREND 5: CLARITY FUELS ENERGY EFFICIENCY

THE STATISTICS:

64% claim that **high upfront costs** is the #1 barrier to making energy efficient upgrades

44% claim that **uncertainty about long-term savings** is the #2 barrier to making energy efficient upgrades

1 in 4 state making their home more **energy efficiency to cut down on bills** as a reason to undertake a home improvement project

TREND DRIVERS:

CONSUMPTION GUILT:
CONSUMERS CARE BUT NEED HELP ON AFFORDABILITY AND ACCESSIBILITY

BRITAIN GOES ELECTRIC:
SPREAD OF ELECTRIFICATION IN ROAD, HOMES AND INFRASTRUCTURE INFLUENCING FUTURE LIVING SPACES

THE EXPLANATION:

77% of Brits are open to energy-efficient upgrades but remain cautious due to high upfront costs (64%), lack of clarity on long-term savings (44%) and a lack of accessible information (32%). While many have implemented affordable changes, fewer have adopted larger investments such as solar panels or heat pumps. 1 in 2 find the research process overwhelming and want to see the short- and long-term benefits laid out more clearly.

THE IMPLICATIONS:

Advertisers should focus on making the benefits feel more accessible and tangible. Highlight forecasted savings, using relatable comparisons to land the message. Promote available grants with geo-targeted messaging. Showcase where they can find trustworthy advice and contractor networks. Position upgrades as smart investments that reduce bills and improve comfort, all while helping the planet. This makes the decision feel both responsible and rewarding.

TREND 6: SMARTER, SMART HOMES

THE STATISTICS:

57% of our readers **have smart technology home devices** with the top devices being smart speakers (36%), smart thermostats (19%) and smart light switches (13%)*

25% of our readers think smart home technology (e.g. automated lighting, security) will have a key role in shaping their living spaces in the next 5 years

58% of UK adults agree that 'they find it hard to know which smart home devices could be of use to me' **

TREND DRIVERS:

TECHNOLOGICAL ADVANCEMENTS:
INTEGRATION OF AI AND WIRELESS TECHNOLOGIES IS MAKING SMART HOME SYSTEMS EASIER TO USE

BRITAIN GOES ELECTRIC:
SPREAD OF ELECTRIFICATION IN ROAD, HOMES AND INFRASTRUCTURE INFLUENCING FUTURE LIVING SPACES

THE EXPLANATION:

The increased take-up of smart technology in the UK is being driven by multiple factors. The desire to simplify daily life, improved affordability of the products, technological advancements (such as AI integrations), desire for energy efficiency / cost savings and home security concerns. However, barriers still exist with 58% claiming they find it hard to know which smart home devices could be of most use to them.

THE IMPLICATIONS:

Brands in the smart home technology space need to demonstrate to consumers that their 'smart' investments both help save consumers money and add genuine value to their daily life. Showcase how your smart products free up time for consumers to do more of what they enjoy and use fun examples of how they are making the most of the money they are saving.

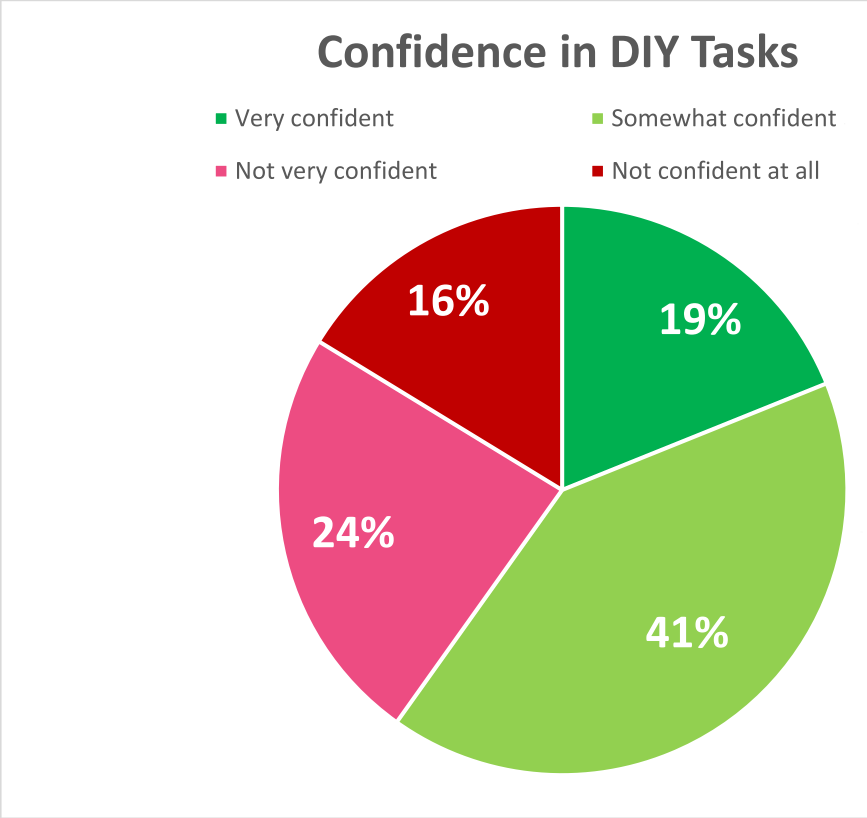
Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025 Base: Total (N=600)
**Source: TGI December 2025 (Base: MMM Readers) | **Source: Mintel 'Future of Technology in the Home' 2025.*

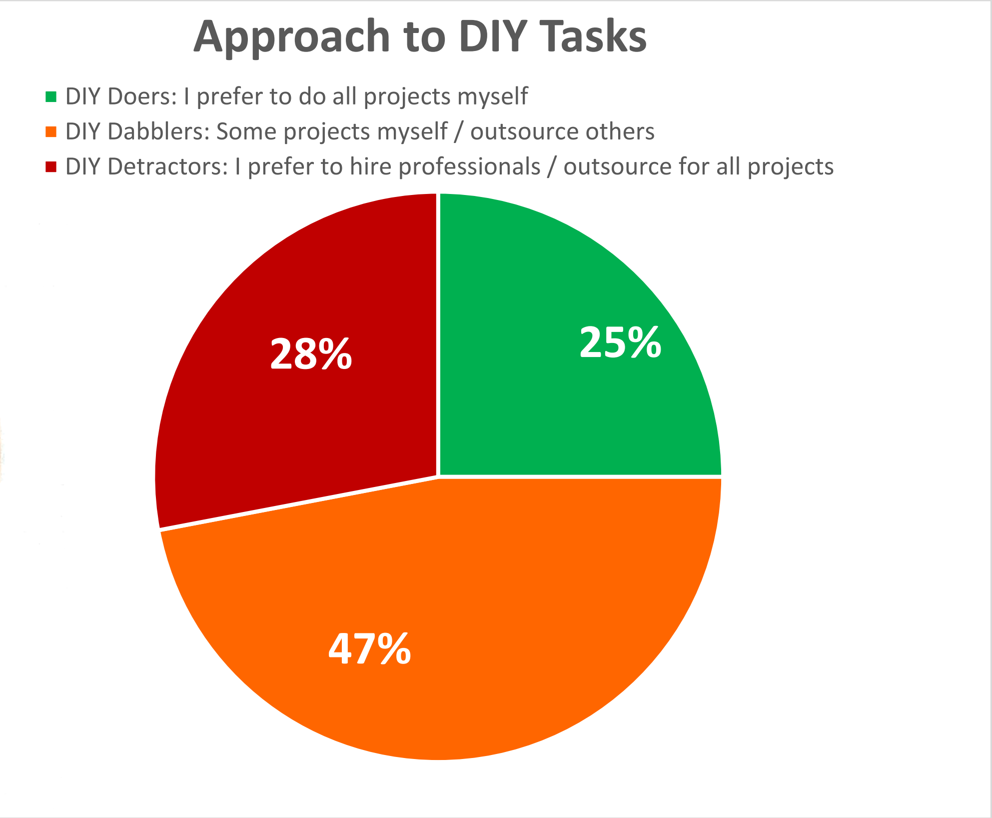
4

HOME IMPROVEMENT SKILLS

LEVELS OF CONFIDENCE IN / APPROACH TO DIY TASKS

6 IN 10 PROFESS SOME LEVEL CONFIDENCE IN THEIR DIY SKILLS, WHEREAS 4 IN 10 ARE NOT CONFIDENT.
WHEN IT COMES TO APPROACHING DIY TASKS; 1 IN 4 PREFER TO DO IT ALL THEMSELVES, JUST UNDER HALF LIKE TO DABBLE (47%) AND A FURTHER 28% PREFER TO HIRE PROFESSIONALS FOR ALL PROJECTS!

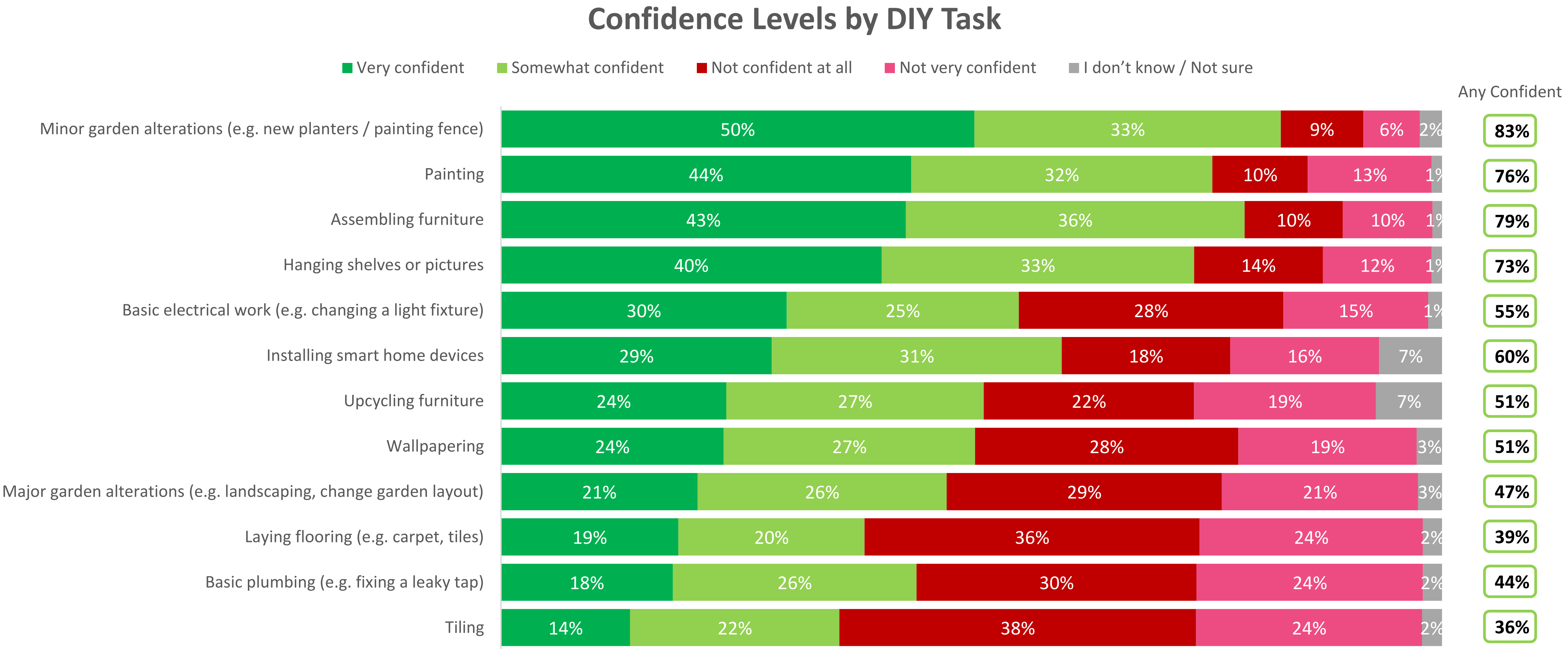




Q - How would you describe your overall confidence in undertaking DIY/home improvement tasks?

LEVELS OF CONFIDENCE BY HOME IMPROVEMENT TASK

THE DIY TASKS THAT BRITS HAVE THE HIGHEST LEVEL OF CONFIDENCE ARE MINOR GARDEN ALTERATIONS (83%), PAINTING (76%), ASSEMBLING FURNITURE (79%) AND HANGING SHELVES OR PICTURES (73%). READERS ARE LESS CONFIDENT IN TILING (36%), LAYING FLOORING (39%) AND BASIC PLUMBING (44%).



Q - How confident do you feel in completing the following DIY / home improvement tasks yourself?

BARRIERS TO COMPLETING DIY TASKS

THE OVERWHELMING COMPLEXITY OF THE TASK (47%), LACK OF CONFIDENCE (43%) AND FEAR OF MAKING ERRORS (42%) ARE THE TOP THREE BARRIERS TO COMPLETING DIY PROJECTS. FEAR OF MAKING ERRORS IS THE #1 BARRIER FOR DOERS (32%), COMPLEXITY OF THE TASK FOR DABBLERS (59%) AND LACK OF CONFIDENCE FOR DETRACTORS (64%).

Top Barriers to Completing DIY Projects

47%
COMPLEXITY OF THE TASK
DOERS: 28%
DABBLERS: 59%
DETRACTORS: 48%

43%
LACK OF CONFIDENCE IN SKILLS
DOERS: 25%
DABBLERS: 44%
DETRACTORS: 64%

42%
FEAR OF MAKING ERRORS
DOERS: 32%
DABBLERS: 46%
DETRACTORS: 50%

31%
LACK OF TOOLS OR EQUIPMENT
DOERS: 21%
DABBLERS: 36%
DETRACTORS: 33%

30%
LACK OF CONFIDENCE USING TOOLS
DOERS: 28%
DABBLERS: 59%
DETRACTORS: 48%

28%
LACK OF TIME TO COMPLETE TASK
DOERS: 29%
DABBLERS: 32%
DETRACTORS: 19%

27%
HEALTH AND SAFETY CONCERNS
DOERS: 32%
DABBLERS: 46%
DETRACTORS: 50%

27%
LACK OF AFFORDABLE PROFFESSIONALS
DOERS: 19%
DABBLERS: 28%
DETRACTORS: 33%

Q - Which, if any, of the following would you say are barriers to completing DIY projects?

Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025
Base: Total (N=600), DIY Doers (N=129), DIY Dabblers (N=279), DIY Detractors (N=160)

HOW DO OUR DIY AUDIENCE PREFER TO LEARN?

VIDEO-BASED TUTORIALS (48%) ARE THE MOST POPULAR WAY TO LEARN NEW DIY SKILLS FOR ALL GROUPS, FOLLOWED BY ADVICE FROM FAMILY AND FRIENDS (30%). WRITTEN HOW-TO GUIDES ARE MORE IMPORTANT TO DIY DABBLERS (33%), WHILE ADVICE FROM FRIENDS / FAMILY IS PREFERRED AMONG DIY DOERS (34% VS 30%).

VIDEO TUTORIALS	ADVICE FROM FRIENDS / FAMILY	SUPPORT FROM DIY / HOME RETAILERS	IN-PERSON WORKSHOPS	WRITTEN HOW-TO GUIDES
48%	30%	27%	26%	26%

PREFERENCE OF LEARNING BY HOME IMPROVEMENT APPROACH

DIY DOERS

“I have my son who is a builder, so if I have a problem, I just ring him. Luckily, he helps a lot.”

Advice from friends / family 34%

DIY DABBLERS

“If they are more guides or information on how to use the tools.”

Written how-to guides 33%

DIY DETRACTORS

“More DIY videos online to walk you through how to do DIY and building furniture.”

Video tutorials 30%

Q - How would you prefer to learn new DIY or home improvement skills? | Q - What resources or support would help you feel more confident in tackling DIY / home improvement tasks?

TREND 7: CONFIDENCE GAP HOLDING BACK DIY PROJECTS

THE STATISTICS:

40% — **Have little to no confidence undertaking DIY tasks**

43% — **Plan on upcycling and repurposing items to save costs**

Barriers to Completing a DIY Projects

TREND DRIVERS:

CONSUMER CONFIDENCE:

MANY ARE STILL RECOVERING FROM THE COST-OF-LIVING CRISIS MEANING BUDGETS ARE TIGHT.

AGE OF INCONVENIENCE:

HOME IMPROVEMENT PRODUCTS AND SERVICES HAVE BECOME MORE EXPENSIVE AND WAITS CAN BE LONG

THE EXPLANATION:

A significant confidence gap is shaping the DIY landscape. While many consumers enjoy tackling some home improvement projects, a large proportion lack the confidence or skills to take on more complex tasks. The top barriers are complexity of tasks (47%), lack of confidence (43%) and the fear of making mistakes (42%), highlighting a strong need for support and reassurance, especially with 43% planning on upcycling and repurposing more items in the future.

THE IMPLICATIONS:

Advertisers should focus on empowering consumers by offering accessible, confidence-boosting resources. Promoting video tutorials, step-by-step guides and even in-store workshops. This can help demystify DIY tasks to make them feel more achievable. Focus on the joy that task completion brings. Products should also be positioned as easy to use and supported by clear instructions or expert advice. Encouraging more upcycling or joint DIY project collaborations with friends or family members is likely to also appeal.

5

HOME IMPROVEMENT INSPIRATION & ADVERTISING

SOCIAL IS A KEY SOURCE OF INSPIRATION IN EARLY PROJECT STAGES

WHEN STARTING THE FIRST STAGE OF A HOME IMPROVEMENT PROJECT, MANY WILL RELY ON SOCIAL MEDIA (53%) AND RETAILER WEBSITES (40%) FOR INSPIRATION. RETAIL SPACES ARE STILL KEY FOR JUST OVER A THIRD. 1 IN 5 USE NEWSBRANDS AT THIS STAGE.

First Stage of Project - Source of Information

53%
Social Media

YOUTUBE: 41%
INSTAGRAM: 14%
TIKTOK: 12%
PINTEREST: 10%

40%
Retailer Website

36%
Internet (excl. social media)

35%
Retailer Store

19%
Newsbrands

15%
TV

Q - Imagine you are at the first stage of a DIY or home improvement project, which, if any, of the following sources would you go to for research?

NEWSBRANDS ARE TRUSTED AND AID THE PURCHASING JOURNEY

NEWSBRANDS (40%) ARE THE JOINT #1 TRUSTED SOURCE FOR DIY AND HOME IMPROVEMENT ADVERTISING.
THEY ARE ALSO WITHIN THE TOP TWO MEDIA SOURCES TO HELP CONSUMERS WITH PURCHASING DECISIONS SUCH AS PROVIDING INSPIRATION ON WHAT TO BUY / DO (35%) AND KEEPING THEM UP TO DATE ON PROMOTIONS / OFFERS (31%).

TRUSTED SOURCE FOR DIY AND HOME IMPROVEMENT ADVERTISING

1	40%	Newsbrands
2	40%	TV
3	25%	Internet (excl. social media)
4	20%	Social media

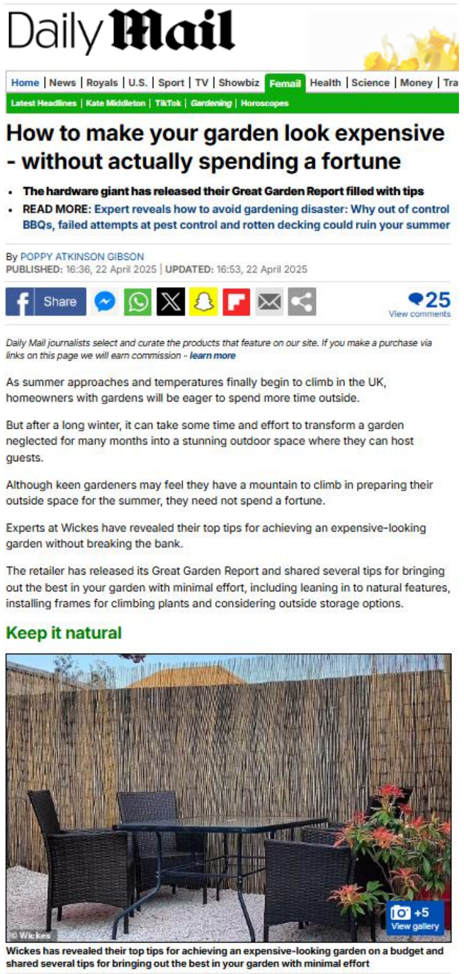
NEWSBRANDS AID THE DIY AND HOME IMPROVEMENT PURCHASING DECISIONS

‘Provides me with inspiration on what to buy / do’

INTERNET EXCL. SOCIAL MEDIA	NEWS BRANDS	TV	SOCIAL MEDIA
36%	35%	31%	27%

‘Keeps me up to date on promotions / offers

TV	NEWS BRANDS	INTERNET EXCL. SOCIAL MEDIA	SOCIAL MEDIA
34%	31%	29%	23%


Daily Mail

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How to make your garden look expensive - without actually spending a fortune

- **The hardware giant has released their Great Garden Report filled with tips**
- **READ MORE: Expert reveals how to avoid gardening disaster: Why out of control BBQs, failed attempts at pest control and rotten decking could ruin your summer**

By POPPY ATKINSON GIBSON
PUBLISHED: 16:36, 22 April 2025 | UPDATED: 16:53, 22 April 2025

Share 25 View comments

Daily Mail journalists select and curate the products that feature on our site. If you make a purchase via links on this page we will earn commission - learn more

As summer approaches and temperatures finally begin to climb in the UK, homeowners with gardens will be eager to spend more time outside.

But after a long winter, it can take some time and effort to transform a garden neglected for many months into a stunning outdoor space where they can host guests.

Although keen gardeners may feel they have a mountain to climb in preparing their outside space for the summer, they need not spend a fortune.

Experts at Wickes have revealed their top tips for achieving an expensive-looking garden without breaking the bank.

The retailer has released its Great Garden Report and shared several tips for bringing out the best in your garden with minimal effort, including leaning in to natural features, installing frames for climbing plants and considering outside storage options.

Keep it natural

© Wickes +5 View gallery

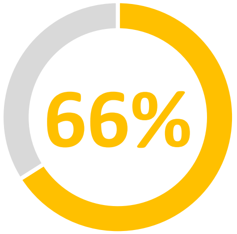
Wickes has revealed their top tips for achieving an expensive-looking garden on a budget and shared several tips for bringing out the best in your garden with minimal effort

Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025
Base: Total (N=600)

AR AND AI TECHNOLOGY SET TO BECOME MORE IMPORTANT

40% OF OUR READERS EXPECT TO RELY MORE ON TECHNOLOGY FOR DIY PROJECTS IN THE FUTURE WITH 1 IN 10 ALREADY USING AI TOOLS FOR INSPIRATION. GOOGLE SEARCHES FOR 'AI ROOM DESIGN' HAVE INCREASED OVER THE LAST 12 MONTHS.

INCREASED USAGE OF AR / AI TOOLS



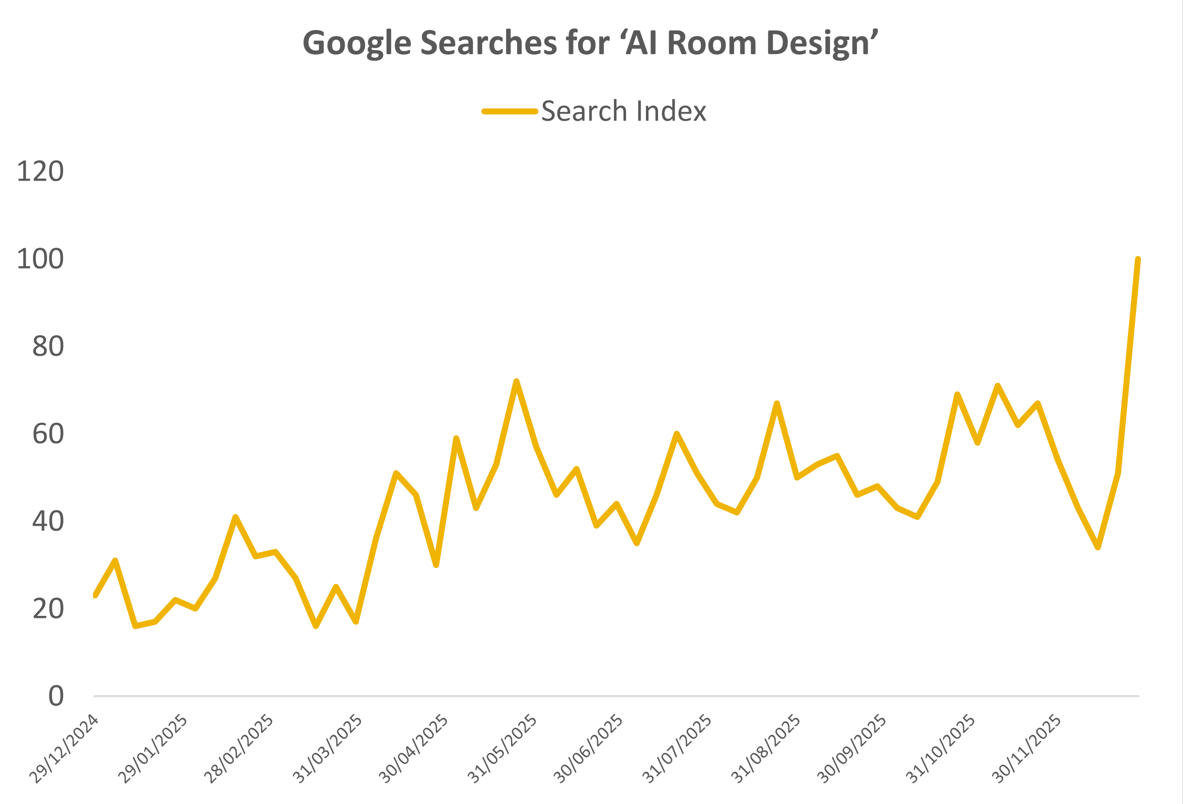
of UK adults updating their kitchens have used a room visualisation tool*

of our readers expect to rely more on technology for DIY projects in the future

14%
of Brits would find it useful to have an AI tool that gives DIY guidance*

10%
of Brits have relied on AI tools for furniture inspiration

INCREASED INTEREST IN AI ROOM DESIGN

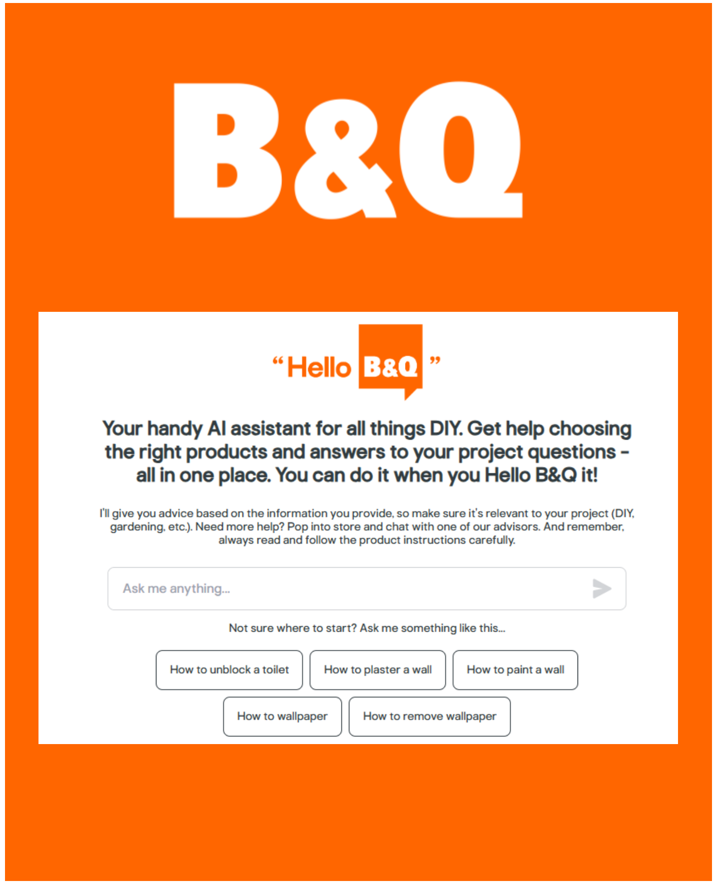


Q - Please indicate your level of agreement with the following statements about the future of DIY and home improvement projects.
Q - Which of the following convenient services would you find most helpful from DIY or home improvement retailers?

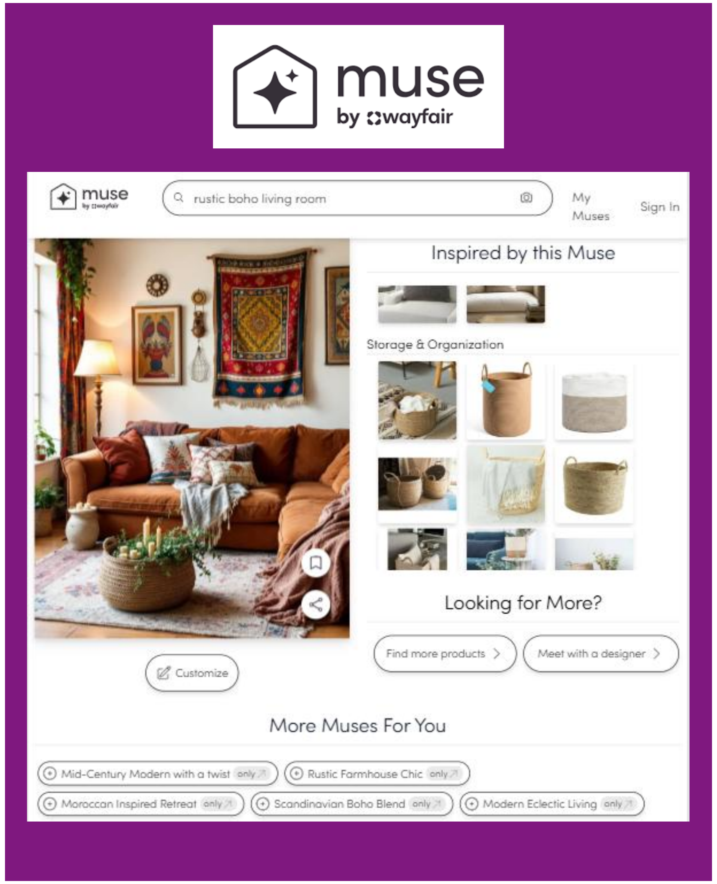
*Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025 | Google Trends, September 2024-2025 | *Mintel: DIY Retailing 2025*
Base: Total (N=600)

CASE STUDIES OF SUCCESSFUL IMPLEMENTATIONS OF AI

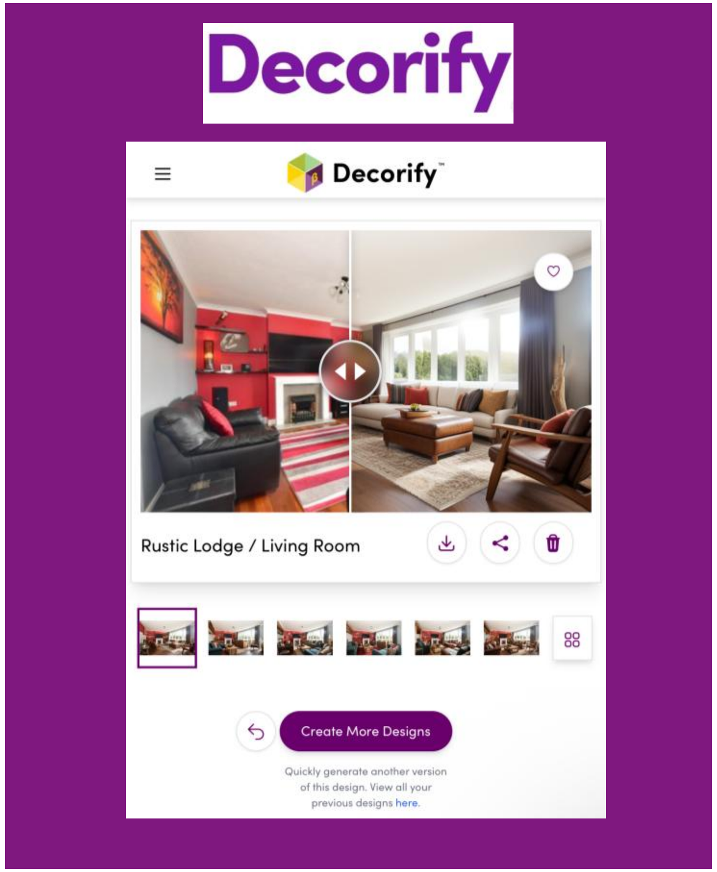
B&Q AND WAYFAIR HAVE SHOWN SUCCESSFUL WAYS OF USING AI TO HELP ADVISE ON DIY TASKS AND INTERIOR DESIGN.
B&Q HAVE AN AI CHATBOT THAT PROVIDES GUIDANCE AND PRODUCT RECOMMENDATIONS FOR DIY TASKS.
WAYFAIR LINKS STYLE PROMPTS TO ITEMS (MUSE) AND CAN HELP VISUALISE ROOMS TO SELECTED THEMES (DECORIFY).



B&Q DIY AI Assistant
Provides guidance and products for DIY tasks.



Muse by Wayfair
Matches style prompts to Wayfair items.



Decorify by Wayfair
Upload an image of a space, pick a theme and see the room re-designed in seconds.

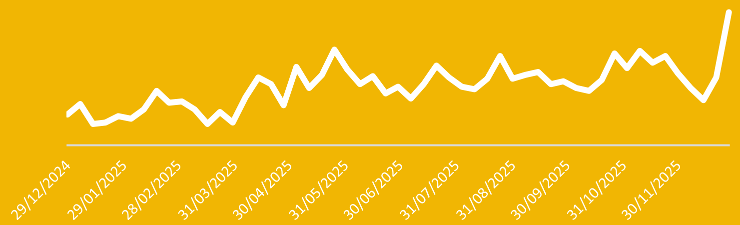
TREND 8: THE AI GUIDE AND DESIGNER

THE STATISTICS:

40% expect to rely more on technology for future DIY projects

14% of Brits would find it useful to have an AI tool that gives DIY guidance

Google Searches for 'AI Room Design'
2025



TREND DRIVERS:

AI CITIZEN:
GROWING INTEREST IN USING AI TOOLS FOR GUIDANCE AND INSPIRATION

CONSUMER CONFIDENCE:
AI ENCOURAGES SELF-EDUCATION WHICH IS MORE AFFORDABLE THAN HIRING PROFESSIONALS

THE EXPLANATION:

Consumers are seeking out AI and digital tools to simplify DIY and home improvement tasks. With 40% expecting to rely more on technology and a surge in "AI room design" searches, this reflects a shift toward self-guided and cost-effective solutions. AI offers personalised advice, visualisation and can boost confidence. Retailers must recognise this behavioural shift toward convenience and affordability in the home improvement journey.

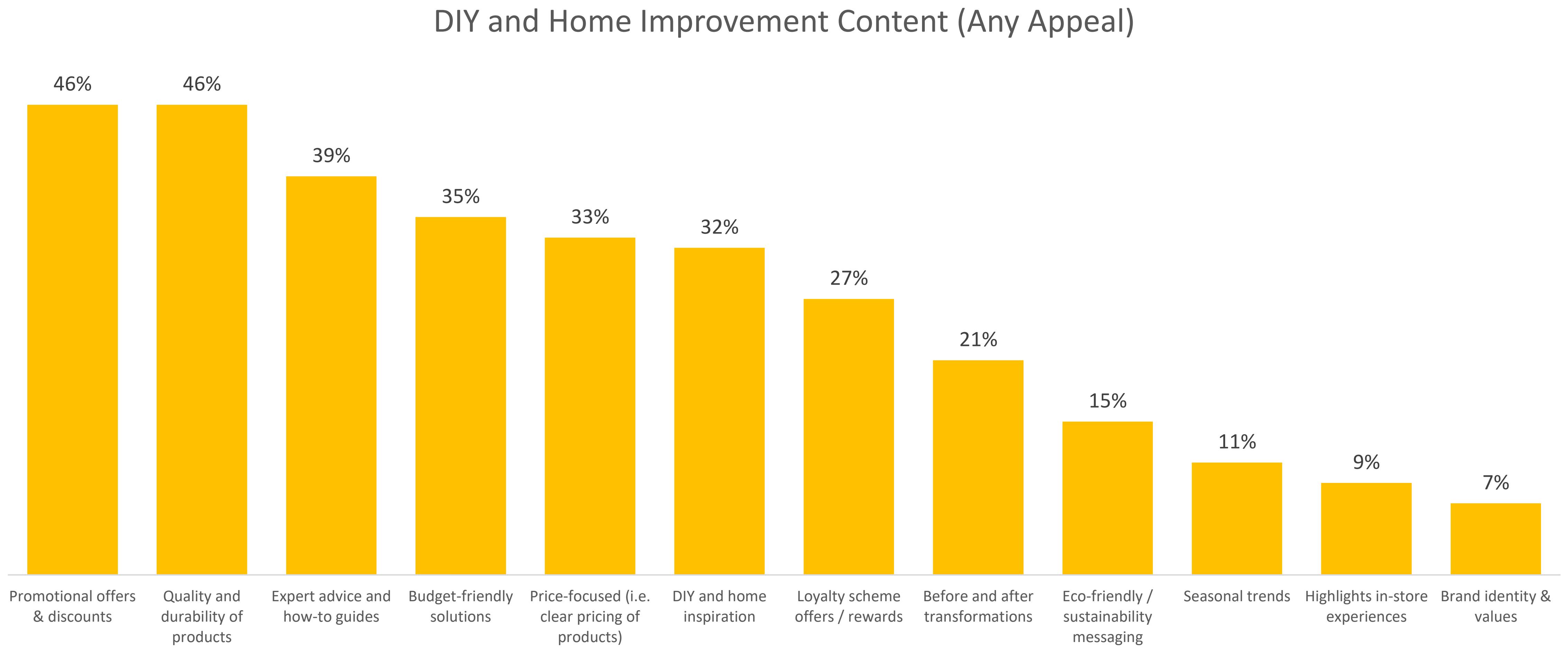
THE IMPLICATIONS:

Advertisers should position their brands as DIY enablers, offering tools and services that simplify decision-making and execution. Promote AI-powered assistants that offer visualisations and step-by-step guides linked directly to products. Encourage easy sharing capabilities and shoppable visualisation options to narrow the gap between inspiration and purchasing.

HOME IMPROVEMENT CONTENT

WHAT DIY CONTENT ARE CONSUMERS MOST INTERESTED IN?

INTERESTINGLY, CONSUMERS ARE JUST AS INTERESTED IN RETAILERS DEMONSTRATING THE QUALITY AND DURABILITY OF THEIR PRODUCTS (46%) AS THEY ARE THEIR OFFERS AND DISCOUNTS (46%). EXPERT ADVICE / 'HOW-TO' GUIDES (39%), BUDGET-FRIENDLY SOLUTIONS (35%), PRICE FOCUSED MESSAGING (33%) AND GENERAL DIY AND HOME INSPIRATION (32%) MAKE UP THE NEXT MOST POPULAR CONTENT.



Q - Which, if any, of these themes / messages would be of most interest to you when it comes to DIY and home improvement advertising?

CONTENT OF INTEREST BY HOME IMPROVEMENT APPROACH

ALL GROUPS WANT MESSAGING TO INCLUDE OFFERS, HIGHLIGHT QUALITY PRODUCTS AND OFFERING ADVICE.
RENTERS ARE MORE LIKELY TO DEMAND BUDGET FRIENDLY SOLUTIONS (45% vs 35%).
DIY DABBLERS ARE SIGNIFICANTLY MORE LIKELY TO BE INTERESTED IN QUALITY MESSAGING (58% vs 46%) AND EXPERT ADVICE (48% vs 39%).

Themes of Interest in Advertising by Home Improvement Approach

	TOTAL	RENTERS	DIY DOERS	DIY DABBLERS	DIY DETRACTORS
1	Promotional offers & discounts 46%	Budget friendly solutions 45%	DIY and home inspiration 36%	Quality and durability of products 58%	Promotional offers & discounts 41%
2	Quality and durability of products 46%	Promotional offers & discounts 41%	Promotional offers & discounts 35%	Promotional offers & discounts 57%	Quality and durability of products 40%
3	Expert advice and how-to guides 39%	Quality and durability of products 37%	Quality and durability of products 35%	Expert advice and how-to guides 48%	Expert advice and how-to guides 36%
4	Budget-friendly solutions 35%	DIY and home inspiration 30%	Expert advice and how-to guides 31%	Budget friendly solutions 43%	DIY and home inspiration 31%
5	Price-focused (clear pricing of products) 33%	Loyalty scheme offers / rewards 28%	Budget friendly solutions 30%	Price-focused (clear pricing of products) 40%	Price-focused (clear pricing of products) 30%

QUALITY PRODUCTS
PRICE AND SAVINGS
INSPIRATION
SOLUTIONS
ADVICE

Q - Which, if any, of these themes / messages would be of most interest to you when it comes to DIY and home improvement advertising?

Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025
Base: Total (N=600), DIY Doers (N=129), DIY Dabblers (N=279), DIY Detractors (N=160)

6

DIY & HOME AND MAIL METRO MEDIA

SERIOUSLY VALUABLE DIY & HOME IMPROVEMENT AUDIENCES

MAIL METRO MEDIA READERS ACCOUNT FOR 79P IN EVERY £1 SPENT ON HOME IMPROVEMENT AND GARDENING PROJECTS AND SPENT A COMBINED TOTAL OF £20BN ON THEIR HOMES AND GARDENS LAST YEAR. WE REACH 4 IN 5 HOME IMPROVERS AND DIY-ERS EVERY MONTH.

79p in every £1
spent on home improvement and gardening is accounted for by our readers

£918
Average spend per year on home improvement and gardening

25m
Homeowners reached every month (72% reach)

17m
Readers are always looking for new ideas to improve their home

12m
Renters reached every month (72% reach)

4 in 5
DIY-ers reached every month (reaching 77% / 20.7m every month)

OUR POPULAR DIY AND HOME CONTENT

OUR DIGITAL DIY AND HOME CONTENT GENERATE 1M MILLION ARTICLE VIEWS EVERY MONTH.

We've had...

12.0m

VIEWS ACROSS

351

ARTICLES FEATURING DIY AND HOME RELATED CONTENT IN THE LAST YEAR

Top DIY and Home Articles in the Last Year


Daily Mail MORE STORIES

We're cleaning experts - here's our easy method for decluttering every room in your house (and why you shouldn't buy storage)

By GINA KALSI - FEMAIL REPORTER
15:04 26 Jan 2025, updated 15:22 26 Jan 2025

Share or comment on this article:

98 shares

150 comments

- Ingrid Jansen and Lesley Spellman from the UK have revealed their top tips
- READ MORE: What happened when a pro declutterer tackled my messy house

After starting January with the best intentions, many people may be struggling to keep resolution of maintaining a clutter-free home in 2025.

Needless to say, living at the same address over decades can cause you to get overly comfortable and start hoarding objects you don't need.

#	Article Title	Views
1	20 things that decluttering experts say you can get rid of straight away	215,777
2	Gardeners hail 'amazing' patio cleaner that makes weed removal 'really easy' - and you can get it at a DOUBLE discount	206,719
3	Sorry, but open shelves are OVER... and now interior designers reveal the other six trends they're secretly ditching that will make your home look outdated	196,144
4	Inside Amanda Holden's £7m Surrey home: Star shows off mansion's renovations to transform it into her own 'Beverly Hills Hotel' one year after moving in	179,718
5	Awkward moment couple renovating their dream home in prime Solihull location realise they've made enormous £10,000 mistake	160,290
6	We're cleaning experts - here's our easy method for decluttering every room in your house (and why you shouldn't buy storage)	133,656
7	Inside Ronan Keating and wife Storm's £5M eco-friendly mansion complete with swimming pool and tennis court that they spent five years renovating - before leaving 'dream home' to move to Australia	133,171
8	Save BIG on this extendable cordless trimmer with a double discount - users say makes 'short work' of demanding gardening jobs	123,377
9	Inside Michael Owen's daughter Gemma's luxurious cottage as she reveals stunning renovations	120,471
10	I'm an interior designer and these are the six things that make YOUR home look cheap	108,273

Top Digital Themes

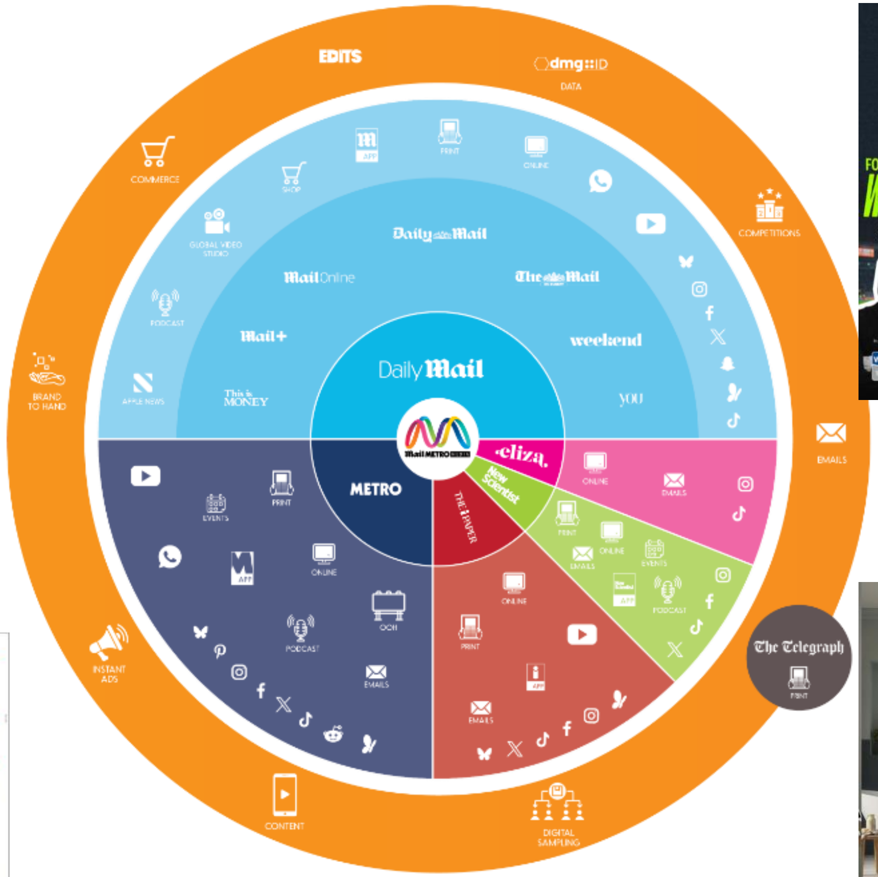
- EXPERT ADVICE
- CELEBRITY HOMES
- BARGAIN BUYS

SERIOUSLY POWERFUL CROSS-PLATFORM PORTFOLIO

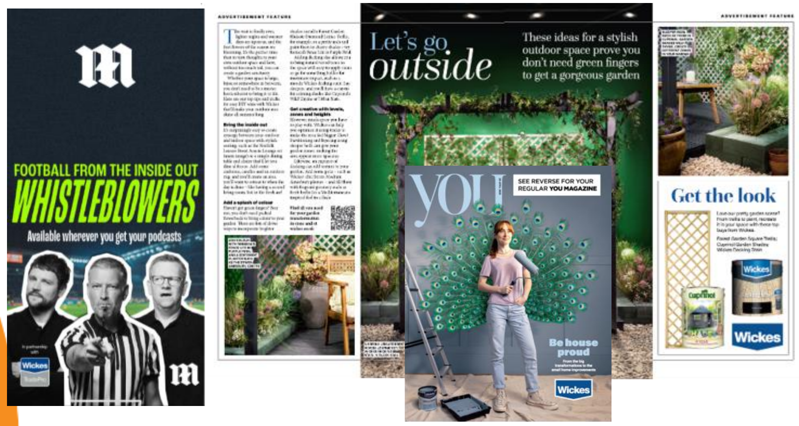
PRINT, DIGITAL, SOCIAL, AUDIO AND VIDEO, EXPERIENTIAL AND EVEN OUTDOOR. YOU NAME IT AND WE HAVE A SOLUTION FOR YOU, AND DON'T FORGET OUR SERIOUSLY POPULAR COMMERCE OFFERING!

Octopus Energy educating about energy efficient upgrades and the first partner to join our Impact Fund

Mail Metro Media Impact Fund
We have a £100,000 fund to support advertisers promoting sustainable change

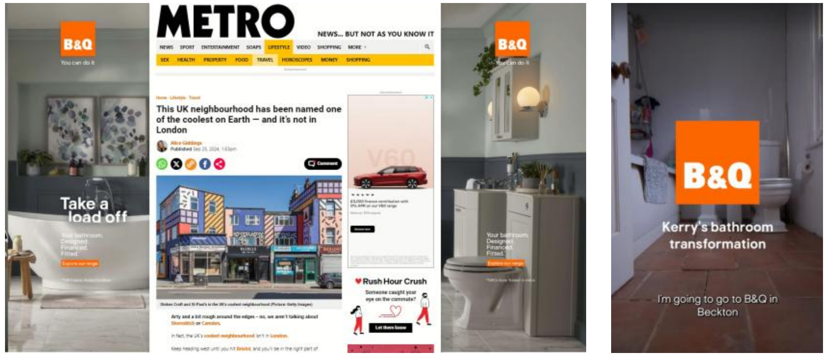


Brand building with Wickes through high impact formats and a podcast sponsorship



IKEA SCANDI-lous take over of Metro Newspaper's Property section

B&Q showcasing transformations through dynamic and social-first formats



DRIVING RESULTS FOR DIY & HOME RETAILERS ACROSS THE FUNNEL

OUR DIY & HOME PARTNERSHIPS HAVE HISTORY OF DELIVERING FOR OUR PARTNERS WITH AN AVERAGE INCREASE IN CONSIDERATION OF +95% AND AN AVERAGE ACTION SCORE OF 60%

DISCOVERY

#2

#2 HIGHEST MEDIA SOURCE FOR "**NOTICING DIY AND HOME ADVERTISING"** (TV #1)

CONSIDERATION

+95%

AVERAGE INCREASE IN **PURCHASE INTENT** FROM OUR DIY AND HOME PARTNERSHIPS

ACTION

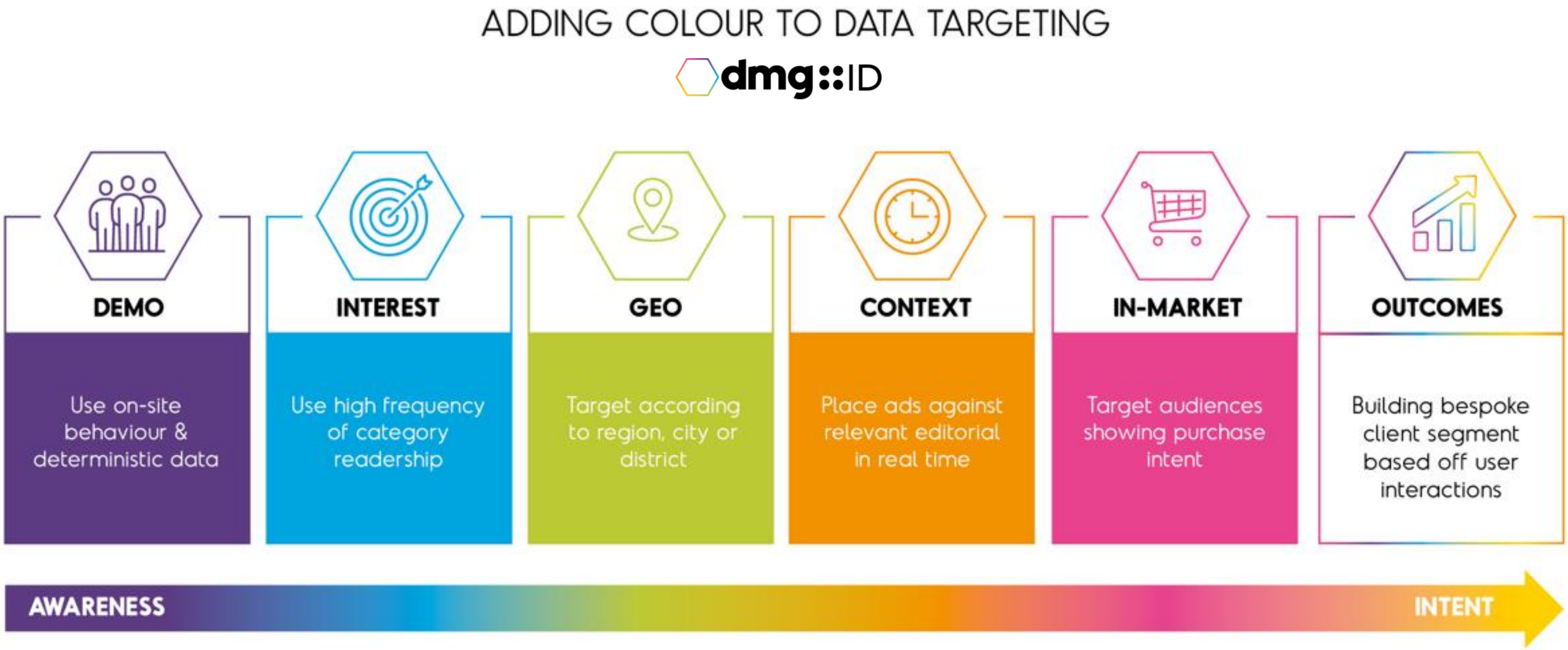
60%

AVERAGE **CALL TO ACTION** SCORE FROM OUR DIY AND HOME PARTNERSHIPS

DOING MORE WITH OUR DATA OFFERING

OUR PILLARS OF TARGETTING:

HARNESS OUR CONNECTIONS TO POWER RESULTS BASED ON HOME IMPROVEMENT ADVERTISING OUTCOMES



NEW DATA PRODUCTS

200BN DATA POINTS FROM DMG::ID FUELLING OUR DATA PRODUCTS

EXCLUSIVE+

Best for:

- Bespoke audience
- Driving awareness, consideration & outcomes

Includes:

- Bespoke data strategy
- Data led optimisations
- Data PCA & learnings

AUDIENCE TAKEOVER

Best for:

- Broad category audience
- Driving awareness, consideration for a relevant audience

Includes:

- Takeover experience using premium formats above the fold served to a specific audience

Relevant Audiences:

- Home Improvement, Property and Baby & Children

RE-TARGET

Best for:

- Connecting to users who are thinking about your brand
- Driving outcomes

Includes:

- Users who have recently had a positive engagement with your brand across commercial, editorial & commerce

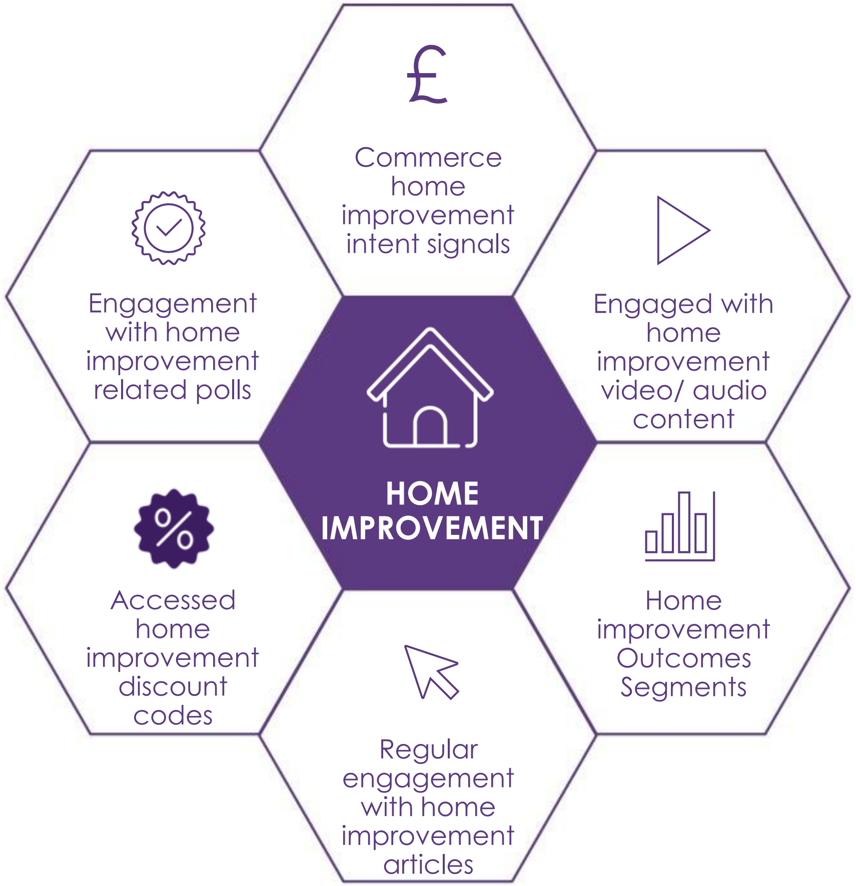
AUDIENCE TAKEOVER: HOME IMPROVEMENT

dmg::ID

Take control of the home improvement category audience across our platforms. Our Home Improvement Audience Takeover targets home improvers using a curation of data points from editorial, advertising, commerce and video which align to the home & garden category and brands.

THE DETAILS:

Please contact your sales rep for the latest deals on Audience Takeovers.



WHY MMM?:

HOME IMPROVEMENT ARTICLES IN 2025:

270+

HOME IMPROVEMENT ARTICLE VIEWS:

8.2M MILLION

HOME IMPROVEMENT SPEND:

77P IN £1

THEMES THAT MATTER

IMPORTANT FACTORS: COST OF PROJECT, QUALITY & DESIGN, QUALITY OF MATERIALS

Source: Lotus 2026, TGI Dec 2025, Mail Metro Media Horizons: DIY & Home Edition 2026

HOME IMPROVEMENT DATA STRATEGY

Targeting people who intend to renovate, improve or decorate in the next 12 months or have done in the last 6 months.

EMPLOYED HOMEOWNERS

3 in 5 home renovators are employed and **3 in 5** are affluent. Mail Metro Media reaches **69%** of employed individuals. Mail Metro Media reaches **71%** of homeowners

DIY, HOME & FASHION

Home renovators/improvers are **1 in 2** of our readers are confident about their DIY skills. **3 in 10** plan to buy new furniture in their home renovations in the next 6 months. **+54%** more likely to be interested in home & garden. **+42%** more likely to be interested in finance.

POSTCODE AFFINITIES

With dmg::ID tools we can target postcodes based on **[insert brand]**'s existing customer base.

We can target postcodes that are more likely to be **affluent.**

USER ENGAGEMENTS

Previous campaigns show home & garden advertising performs **+360%** higher on **department store** content. MailOnline has written **415** articles and generated over **15.4M** article views about home décor, home improvements and gardening in the last year.

HOME & GARDEN

Mail Metro Media readers account for **78p to every £1** spent on home decorating & improving. This audience is **+23%** more likely to look for new ideas to improve their home. We reach **4 in 5** people who expect to make major home improvements in the next 12 months.

OUTCOMES

High value users who have engaged with **[Insert Brand]** editorial/commercial content, engaged with direct/ programmatic **[Insert Brand]** advertising or visited **[Insert Brand]** discount codes.

Source: TGI Jan 2025, dmg::ID Profilers 2025, dmg::ID Trends 2025, PAMCo H2 2024, MMM The Big Squeeze DIY & Home Edition 2022, Google Analytics 2025

APPENDIX

WORD ASSOCIATION BY ROOM

Word Association to Rooms In Own Home

#1 FAVOURITE ROOM — **LIVING ROOM**

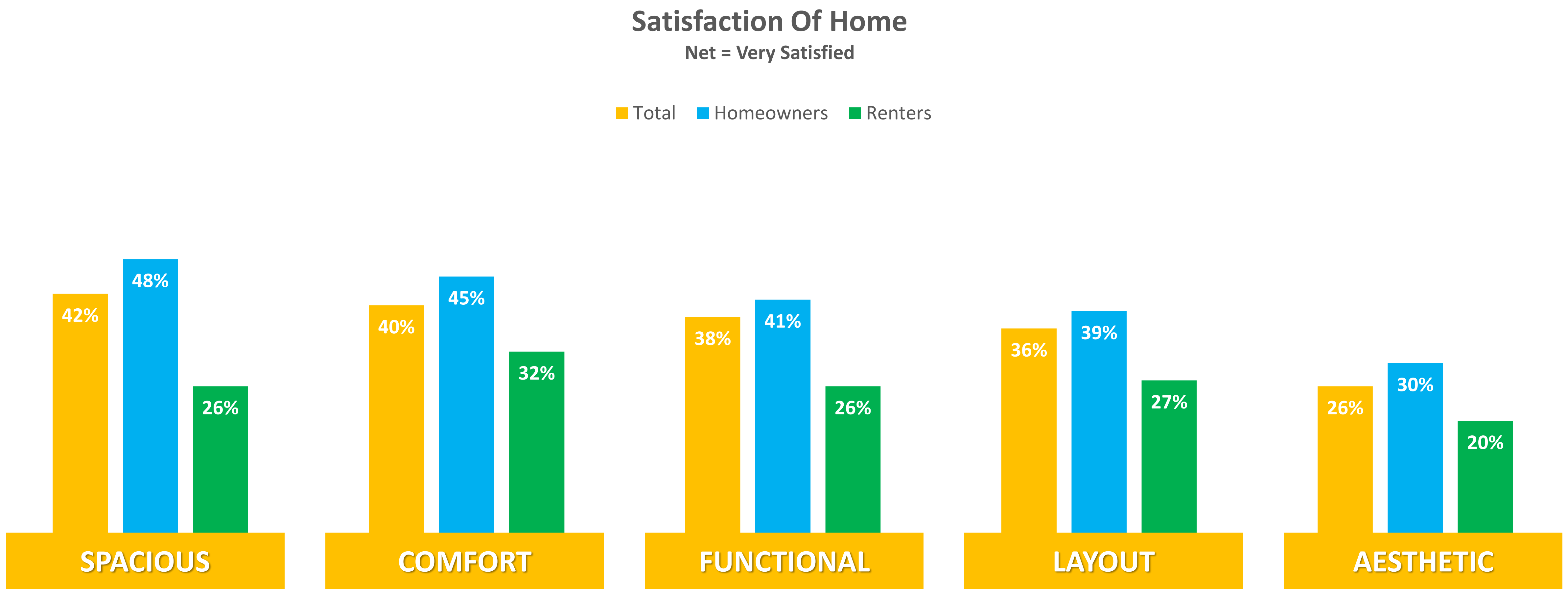
#2 FAVOURITE ROOM — **OWN BEDROOM**

#3 FAVOURITE ROOM — **KITCHEN**

Q - What words, if any, would you use to describe your [ROOM NAME]?

SATISFACTION WITH FEATURES OF HOME BY OWNERSHIP TYPE

HOMEOWNERS ARE MORE LIKELY TO FEEL SATISFIED THAT THEIR HOME IS SPACIOUS, COMFORTABLE AND AESTHETIC.
RENTERS ARE SIGNIFICANTLY LESS LIKELY TO BE SATISFIED WITH THE SPACE AND FUNCTIONALITY OF THEIR RENTED PROPERTY.

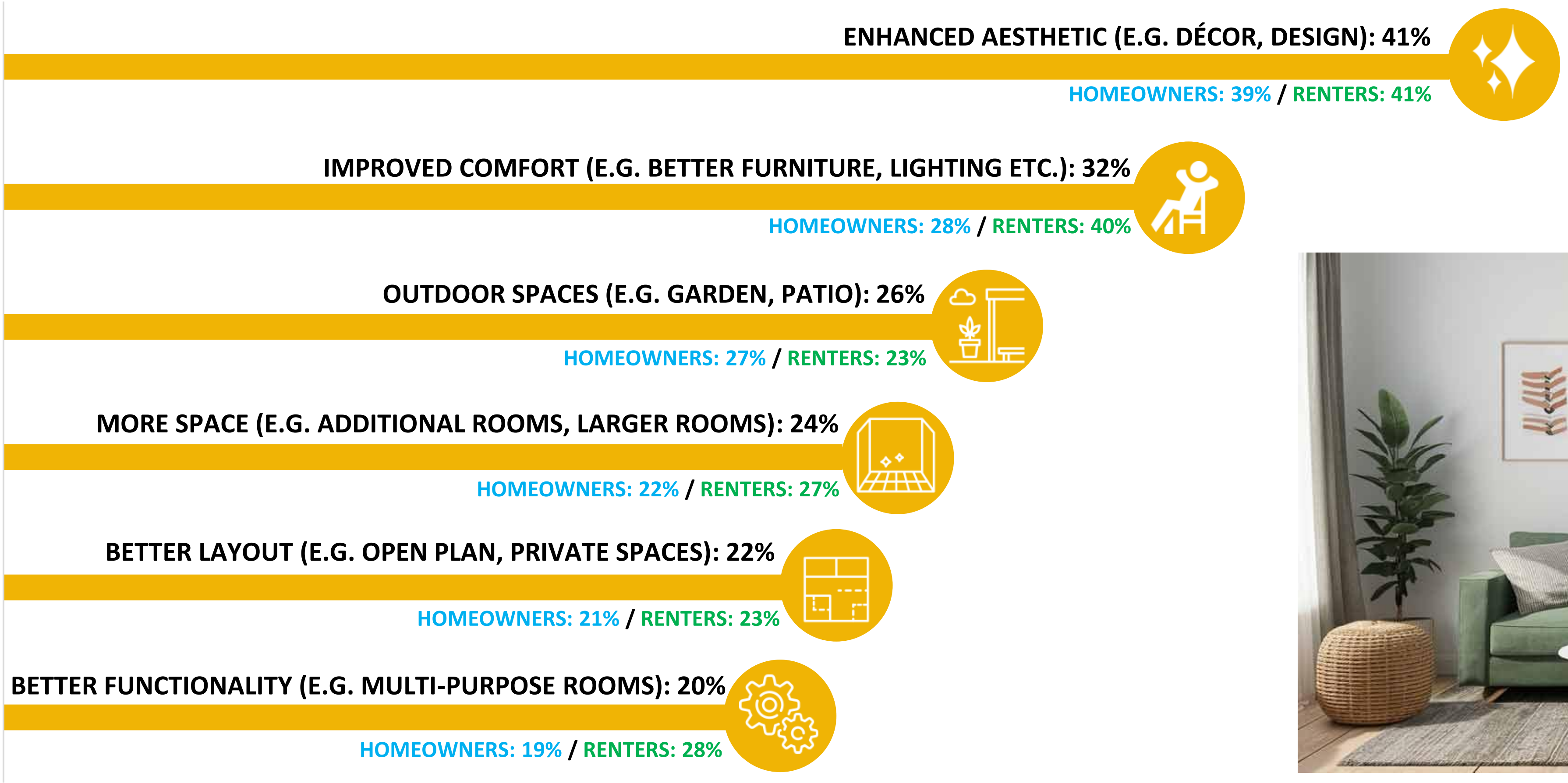


Q - On a scale of 1-5, where is 5 very satisfied and 1 is not at all satisfied. How satisfied are you that your home…

ASPECTS OF HOME READERS WANT TO IMPROVE TO MEET THEIR NEEDS

ENHANCING THE AESTHETIC (41%) IS THE #1 ASPECT THAT READERS WOULD LIKE TO IMPROVE IN THEIR HOME, FOLLOWED BY IMPROVED COMFORT (32%) AND OUTDOOR SPACES (26%). RENTERS ARE MORE LIKELY TO HAVE A DESIRE TO IMPROVE THE COMFORT AND FUNCTIONALITY OF THEIR HOMES.

Aspects Of Home To Improve



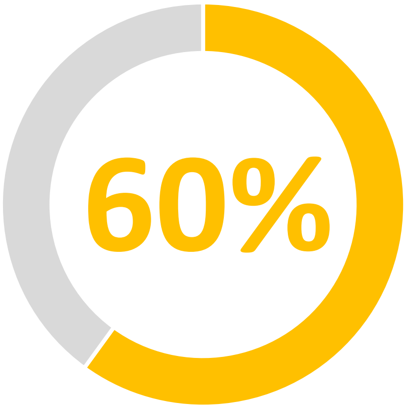
Q - Thinking about your home in general. What aspects, if any, would you most like to improve to better suit your needs?

COST IS THE MAIN BARRIER TO ENERGY EFFICIENT UPGRADES

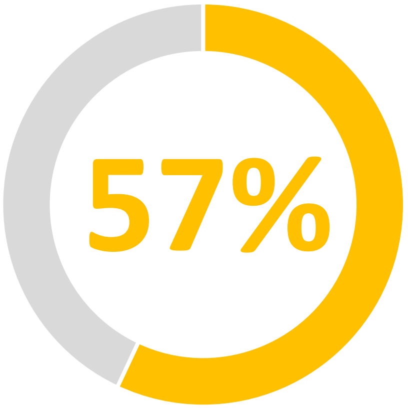
THERE ARE HIGH UPFRONT COSTS TO MAJOR ENERGY EFFICIENT UPGRADES. READERS WOULD LIKE TO UNDERSTAND THE LONG-TERM SAVINGS, THE BENEFITS AND HAVE MORE INFORMATION ABOUT GOVERNMENT GRANTS BEFORE IMPLEMENTING AN UPGRADE.

Cost Associated Barriers to Energy Efficient Upgrades

Net = Any Agree



‘I find it difficult to justify the upfront costs of energy-efficient upgrades’



‘Government grants or incentives would encourage me to make energy-efficient upgrades’

What Messaging Would Encourage Consumers?

“I’d be more encouraged if I saw clear, upfront savings like how much I’d cut from my energy bills over time.”

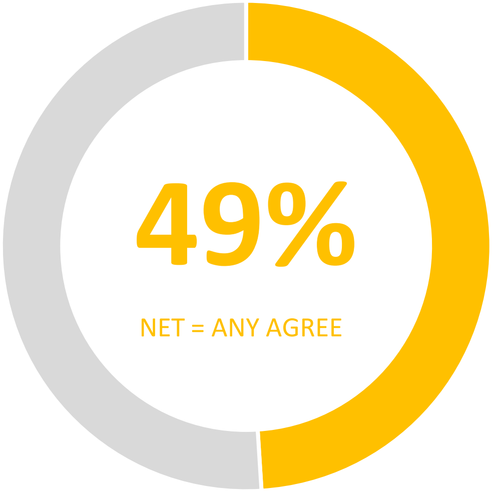
“The cost of implementing these measures to show if there are any short-term benefits.”

“Lower energy bills, access to affordable and easy-to-install solutions, and the environmental benefits would encourage me to make my home more energy-efficient.”

Q - Please indicate your level of agreement with the following statements about energy-efficient upgrades.

MANY FIND THE ENERGY RESEARCH PROCESS OVERWHELMING

MANY WOULD LIKE CLEAR INFORMATION ON LONG-TERM COST SAVINGS, GOVERNMENT GRANTS, INCENTIVES AND AVAILABILITY, ALONG WITH TRUSTWORTHY ADVICE TO HELP THEM THROUGH THE PROCESS.



'I find the process of researching and implementing energy-efficient upgrades overwhelming'

What Messaging Would Encourage Consumers?

CLEAR MESSAGING OF THE SAVINGS AND IMPLEMENTATION

"I'd be more encouraged to make my home energy efficient if I clearly understood the cost savings over time and had easy access to trustworthy advice."

"Knowing the cost savings, environmental benefits, and availability of incentives or rebates would encourage me to make my home more energy-efficient."

"More reliable information on effectiveness of modifications, an accurate assessment of cost and minimal upheaval."

ACCESSIBILITY TO RELIABLE SERVICES

"Finding trustworthy, reliable, reputable and honest tradesmen. This area is packed full of cowboys."

Q - Please indicate your level of agreement with the following statements about energy-efficient upgrades.

Source: Mail Metro Media Horizons: DIY & Home Edition – April 2025
Base: Total (N=600)

THEMES OF INTEREST IN ADVERTISING – LIVING SITUATION

MANY WANT MESSAGING TO INCLUDE OFFERS, HIGHLIGHT QUALITY PRODUCTS AND OFFERING ADVICE.
THIS DIFFERS BY LIVING SITUATION. HOMEOWNERS WANT TO SEE QUALITY PRODUCTS, WHEREAS RENTERS WANT TO SEE BUDGET FRIENDLY SOLUTIONS.

Themes of Interest in Advertising by Living Situation

	TOTAL	HOMEOWNERS	RENTERS
1	Promotional offers & discounts 46%	Quality and durability of products 48%	Budget friendly solutions 45%
2	Quality and durability of products 46%	Promotional offers & discounts 46%	Promotional offers & discounts 41%
3	Expert advice and how-to guides 39%	Expert advice and how-to guides 45%	Quality and durability of products 37%
4	Budget-friendly solutions 35%	Price-focused (clear pricing of products) 35%	DIY and home inspiration 30%
5	Price-focused (clear pricing of products) 33%	DIY and home inspiration 32%	Loyalty scheme offers / rewards 28%

QUALITY PRODUCTS

PRICE AND SAVINGS

INSPIRATION

SOLUTIONS

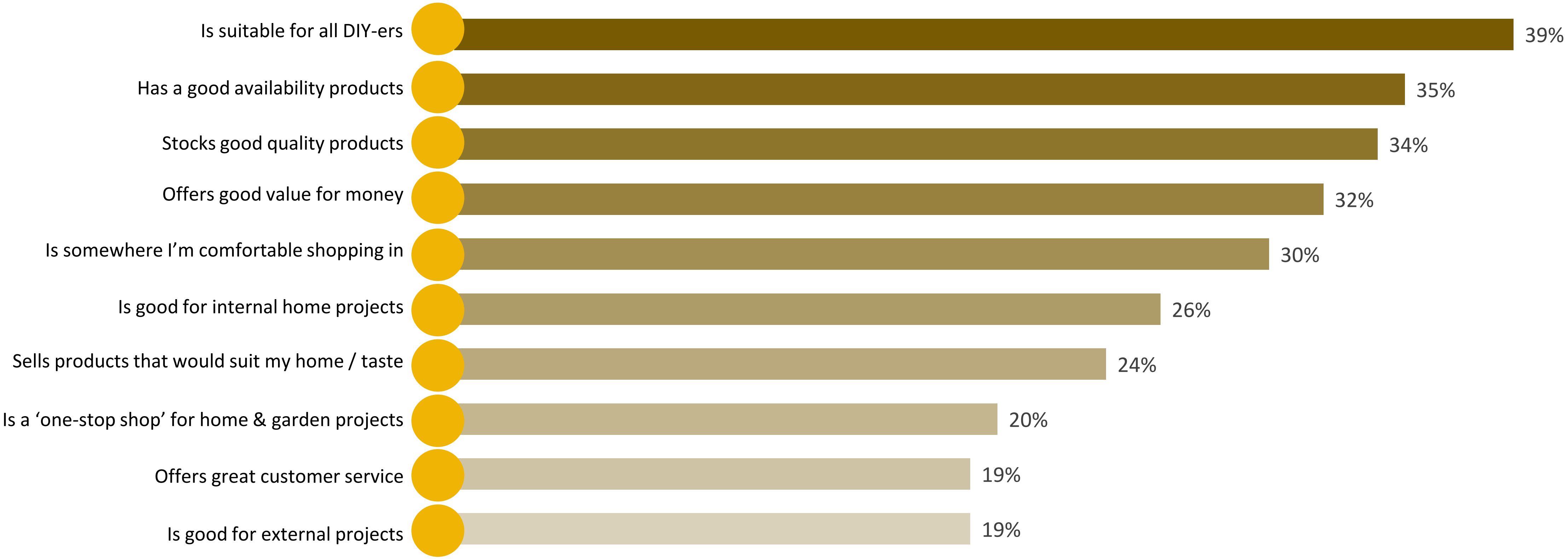
ADVICE

Q - Which, if any, of these themes / messages would be of most interest to you when it comes to DIY and home improvement advertising?

DIY AND HOME RETAILER PERCEPTIONS

PLEASE SPEAK TO THE TEAM FOR INDIVIDUAL RETAILER SCORES

DIY and Home Retailer Perceptions – Average Score



Q - Thinking about DIY and home improvement retailers, which of the following statements apply to [BRAND]? | NET = Any Agree