

Wednesday March 13, 2024

DIY improvements remain a popular activity this Easter

More than a third of Australians are set to pick up the tools and undertake DIY projects over the Easter break, tipped to spend \$6.3 billion on home improvements and renovations.

Research by the Australian Retailers Association (ARA), in conjunction with Roy Morgan reveals the average spend on an Easter DIY project this year will be \$852 per person (down 0.5% from last year).

The 18-34 age demographic are set to spend more than other age group (\$2.7 billion).

ARA CEO Paul Zahra said the Easter long weekend is the perfect time to Australians to get their hands dirty and partake in some creative home therapy.

“Despite cost-of-living pressures, DIYs around the house remain particularly popular over Easter, whether it’s an ambitious decoration, a fresh coat of paint or even a gardening blitz,” he said.

“It’s the final break many people will have before winter sets in, and people who aren’t travelling traditionally use this time to upgrade the home and tackle jobs they’ve been putting off for months.

“Whilst less spend than last year, avid decorators, gardeners and home enthusiasts are tipped to spend \$6.3 billion nationwide.

“About 10% of those undertaking a project will spend more than \$2,000 on significant projects, however, with an average spend of \$852 – we’re typically looking at modest projects that can be knocked over during the long weekend.

“With 7.8 million Australians taking on DIY projects this Easter, it will be a busy time for hardware stores and homewares’ retailers,” he said.

Highlights of the research include:

- More than 34 per cent of women will undertake a DIY project.
- Western Australia has claimed the mantle of the DIY state, with 44 per cent of people planning a project, followed by South Australia (40%) and Queensland (38%).
- Around two-thirds of the DIY spending – \$4.5 billion – is set to be in the capital cities and while \$1.8 billion will be spent in country areas of Australia.
- Most of the DIY spending over the Easter break – around \$4.5 billion – is projected to be within the three largest states of New South Wales, Victoria or Queensland.

The ARA-Roy Morgan Snap SMS survey was conducted with an Australian-wide cross-section of 2,350 Australians aged 18+ on Friday February 23 - Wednesday February 28, 2024.

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About the Australian Retailers Association (ARA)

The Australian Retailers Association (ARA) is the oldest, largest and most diverse national retail body, representing a \$420 billion sector that employs 1.3 million Australians and is the largest private sector employer in the country. As Australia's peak retail body, representing more than 120,000 retail shop fronts and online stores, the ARA informs, advocates, educates, protects and unifies our independent, national and international retail community. To learn more about ARA's exclusive member benefits and more, visit retail.org.au.

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