DOTDASH MEREDITH

Celebrated Brands, Powerful Scale & Intent Driven Audiences

OUR MISSION: Dotdash Meredith helps people make decisions, take action, & find inspiration.

175MM
TOTAL UNIQUE VISITORS

TRAVEL+LEISURE	tripsavvy	FOOD&WINE	Parents	Southern Living	BRIDES
People	People	Entertainment	MYDOMAINE	Simply RECIPES	the spruce Eats
BYRDIE	InStyle	health	REALSIMPLE	MidwestLiving	allrecipes
the spruce	Better Homes & Gardens	SHAPE	verywell	serious eats	Treehugger
Daily Paws	martha stewart	COASTAL LIVING	Investopedia	LIQUOR.COM	Lifewire

The Project Need to Know

Audience Details

GoodQues validated the quant study against 1871 DIYers (1002 Gen Pop + 869 DDM readers).

To qualify for this study people had to be at least partially responsible for both DIY projects & interior design choices in the home and have completed at least 1 of the DIY projects on DDM's pre-approved list of projects within in the past 12 months.

We ensured diverse representation of age, gender, ethnicity, HHI and region, as well as DIY competency and experience.

Phase 1: Qual Forums

Forums are often a key part of the DIY journey, so what better place to mine for qualitative DIY insights! For Phase 1 of this study, we invited 20 people to participate in a "Reddit-esque" forum all about DIY.

Phase 2: Quant Survey

In Phase 2, GoodQues executed a quant study designed to validate and prove the hypotheses from our qual research, using creative tactics such as colloquial copywriting, meme probing and gamification!

The overall story will be told through the lens of the Gen-Pop DIYer, but look out for the icons for audience call-outs!

The deck also includes home improvement content & behavioral trends. Home content was analyzed across the DDM portfolio of Home brands using Taxonomy and First Party Data for the date ranges:
Year 1: Spring/Fall 2022-2023
Year 2: Spring/Fall 2023-2024

DIYers have an emotional connection to DIY & see it as a core part of their identity!

90%

feel confident using power tools &

42%

absolutely *love* using them!

Millennials are most likely to love using power tools!

Completing DIY projects makes people feel:

#1 Accomplished 🏆

#2 Proud 🥹

#3 Happy 😁

79%

would rather never go to the movies ever again vs never be able to watch DIY content

73%

still want to see detailed DIY content even if they hire a pro!

People like DIY-ing tasks because it saves money & makes them feel good!

Reasons people decide to tackle tasks themselves:

#1 To save a bit of money: 37%

#2 I love the feeling of accomplishment & pride that comes with DIY: 28%

#3 Some jobs are easy enough to do yourself: 28%

Saving money is especially important to boomers! (46%)

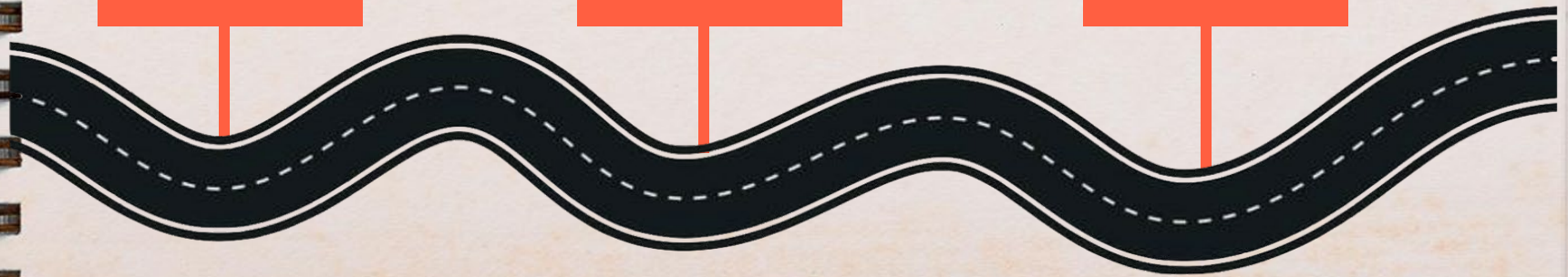# But the DIY journey itself can be pretty stressful!

70%
admit to hiring a pro out of "fear of messing up"

89%
have experienced "Mid-Project Regret Syndrome"

74%
currently have abandoned projects

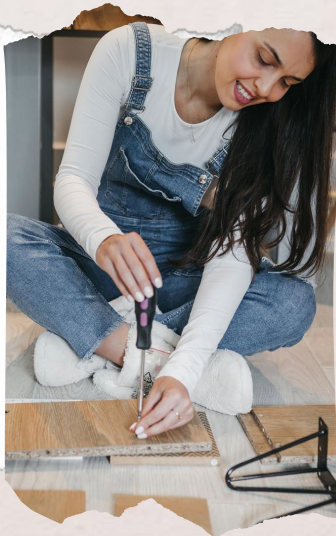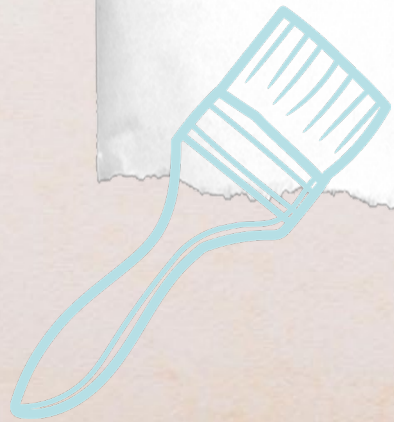# The 2 biggest things holding DIYers back, are "FOMU" & "MPRS"

FOMU =
Fear of Messing Up

Avoiding DIY out of fear that you'll get it wrong or make a costly/dangerous mistake!

MPRS =
Mid-Project Regret Syndrome

That feeling when you lose momentum in the middle of a DIY project!

Section 1

FOMU

People approach DIY with a "worst case scenario" mindset and focus a lot on "messing up"

"DIY tasks I am willing to do myself (or recruit my husband to do) would be things that are easily fixed if I mess them up with my amateur knowledge… I weigh everything DIY or non-DIY as a risk-reward. Would it be really BAD if I (or my husband) messed it up trying to DIY our way through it?"

- Lacey *(Millennial, Homeowner, OK)*

"I will do or attempt pretty much anything at least once unless the consequence of messing it up can be very expensive or dangerous"

- Nebraska *(Gen Z, Homeowner, WI)*

"I like doing DIY projects where I can be creative and those that I can afford to 'mess up'."

- Joshua *(Millennial, Renter, NY) Reads BHG & The Spruce*

70% admit to hiring a pro out of "fear of messing up"

- I don't trust myself to do it correctly 25%

- I'm afraid I'll make costly mistakes if I do it myself 23%

- I'm worried about potentially dangerous consequences (e.g. flooding) 22%

People prefer tasks they can afford to mess up!

Tasks people would enjoy doing themselves:

#1 Creating holiday decor: 76%
#2 Creating wall art: 73%
#3 Replacing a doorknob: 71%
#4 Painting: 68%
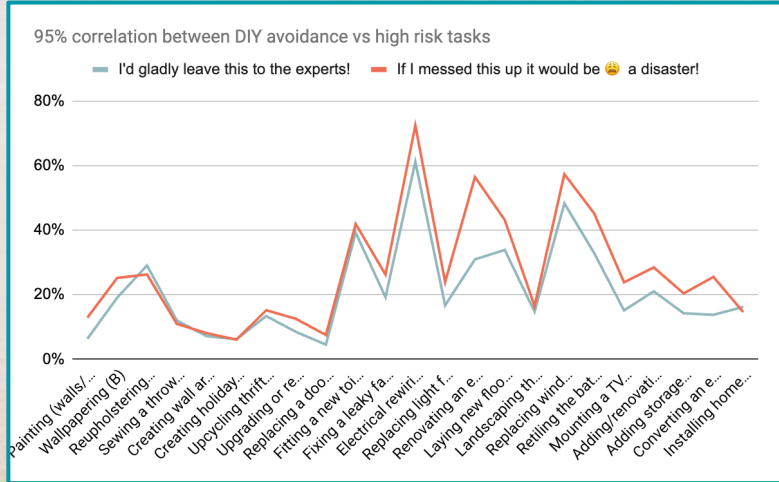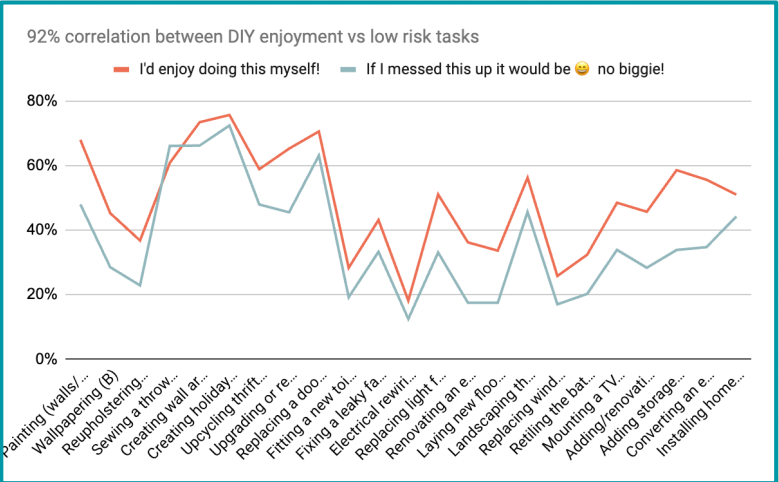#5 Upgrading furniture: 65%

People especially enjoy creative projects and things that require "minimal effort for maximum effect"

Tasks people would gladly leave to the experts:

#1 Electrical rewiring: 61%
#2 Replacing windows: 48%
#3 Fitting a new toilet: 39%
#4 Laying new flooring: 34%
#5 Re-tiling the bathroom: 33%

DIY comfort level is determined by what could go wrong

While saving money, "DIY pride", the ease of the task at hand etc. all play into the decision on whether to DIY vs hire a pro, ultimately it's driven by a "worst case scenario" mindset about what could go wrong!

92% correlation between DIY enjoyment vs low risk tasks

Legend: I'd enjoy doing this myself! / If I messed this up it would be 😊 no biggie!

95% correlation between DIY avoidance vs high risk tasks

Legend: I'd gladly leave this to the experts! / If I messed this up it would be 🤢 a disaster!

We can gauge DIYers' comfort level across various projects by looking at our "risk-o-meter"

If I messed this up it would be...

NO BIGGIE!   ANNOYING BUT FIXABLE   A DISASTER!

- Creating holiday decor: 72%
- Creating wall art: 66%
- Sewing a throw pillow: 66%
- Replacing a doorknob: 63%
- Painting: 48%
- Upcycling thrifted furniture: 48%
- Upgrading/repurposing furniture: 46%
- Landscaping the backyard: 46%

- Reupholstering furniture: 51%
- Wallpapering: 46%
- Replacing a light fixture: 43%
- Mounting a TV on the wall: 42%
- Fixing a leaky faucet: 41%

- Electrical rewiring: 72%
- Replacing windows: 57%
- Renovating an entire room: 56%
- Re-tiling the bathroom: 45%
- Laying new flooring: 43%
- Fitting a new toilet: 42%

It's not that people want to totally avoid risky projects, it's just that FOMU holds them back!

Projects people secretly wish they could do themselves:

#1

Renovating an entire room

#2

Mounting a TV on the wall

#3

Laying new flooring

#4

Re-tiling the bathroom

Section 2
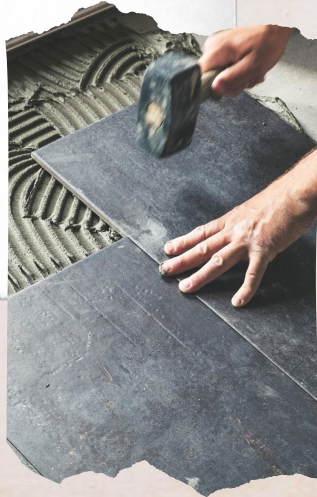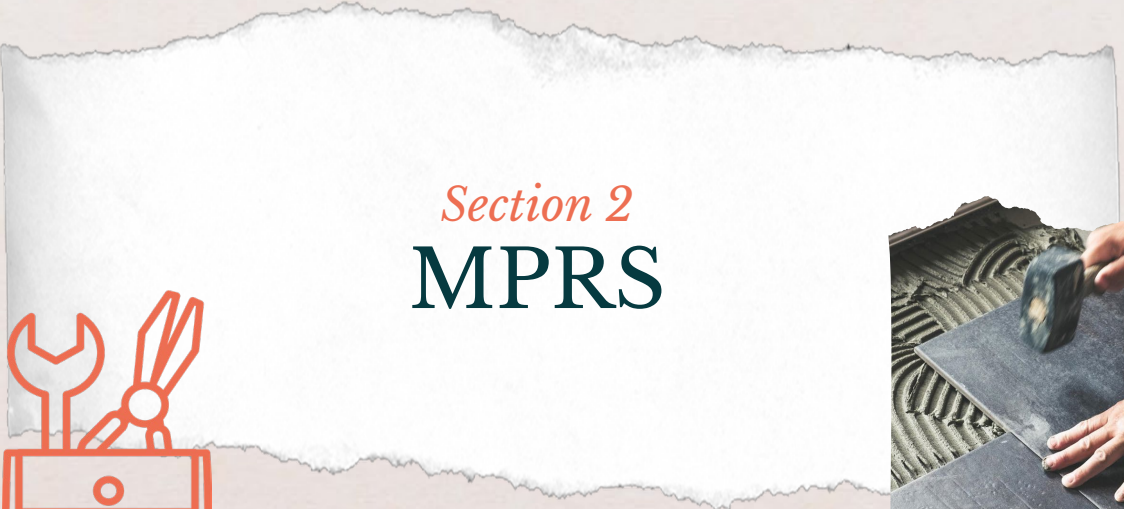
MPRS

DIYers are suffering from Mid-Project Regret Syndrome

"MID PROJECT REGRET SYNDROME"

THAT FEELING WHEN YOU LOSE MOMENTUM HALFWAY THROUGH A PROJECT

89%
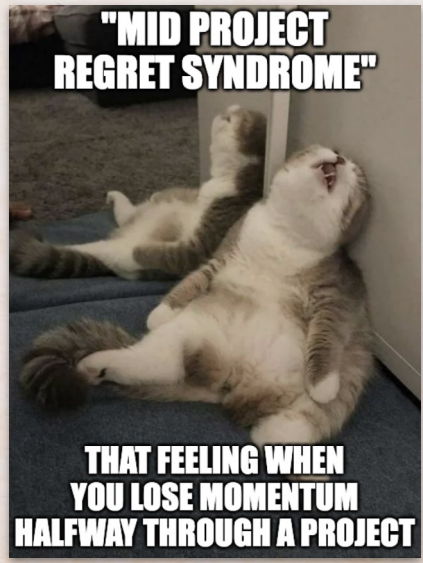
have experienced "Mid-Project Regret Syndrome"

Including **95%** of Gen Z and **94%** of millennials!

For many, MPRS is causing them to abandon their projects entirely!

74%

currently have abandoned projects

Including **88%** of Gen Z

"After I decided to paint my bathroom cabinets (it was successful by the way and I love the color), I decided to randomly start painting one of our exterior doors. They are all very red and I like more neutral tones, I just barely started, and then I ran out of time in the day and never picked it back up to finish since It's been like that over a year. Just a few brush strokes of grey on a red door. Drives me nuts now."

- Lacey *(Millennial, Homeowner, OK)*

"This is so funny! I have started multiple DIY art projects and abandoned them mid way because I ran out of material or inspiration at the moment.

- Beatrix *(Gen Z, Renter, CA)*

One of the biggest causes of MPRS is things not going to plan

Top causes of MPRS:

#1 Projects taking longer than expected

#2 Feeling exhausted

#3 Unexpected costs cropping up

"I often have to make multiple store runs due to improper planning , mess ups, and lack of knowledge/information. I think having an exhaustive list of required materials and materials i'd potentially need would be helpful. Multiple store runs definitely affects my motivation negatively but also makes me more focused to finish the job right"

- Joshua *(Millennial, Renter, NY) Reads BHG & The Spruce*

Not without major "Mid-Project Regret Syndrome."
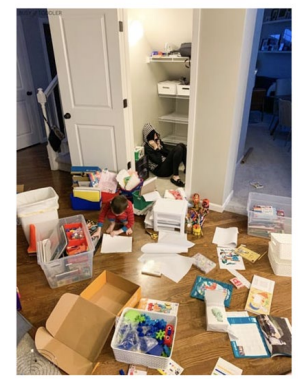
Me, having a serious case of MPRS (mid-project regret syndrome)

The shelves I originally bought didn't fit. The rug I bought didn't fit. Friends, apparently math matters and I may have slightly over estimated my "eye balling" skills.

Project inspo is great but it won't help with MPRS!
Above all DIYers want simple project breakdowns

Things that would help people finish their projects

#1 Breaking the project down into simple steps: 50%

#2 Advice from a DIY expert: 28%

#3 An interactive DIY checklist: 27%

Having someone **hold them accountable** is the #2 thing that would help Gen Z

1 in 3 Gen Z & millennials would like to learn **time management techniques**

Another key contributor to MPRS is negative feelings like stress, exhaustion & boredom!

Top causes of MPRS

#1 Projects taking longer than expected

#2 Feeling exhausted

#3 Unexpected costs cropping up

Feeling exhausted is #1
for Gen Z & Millennials
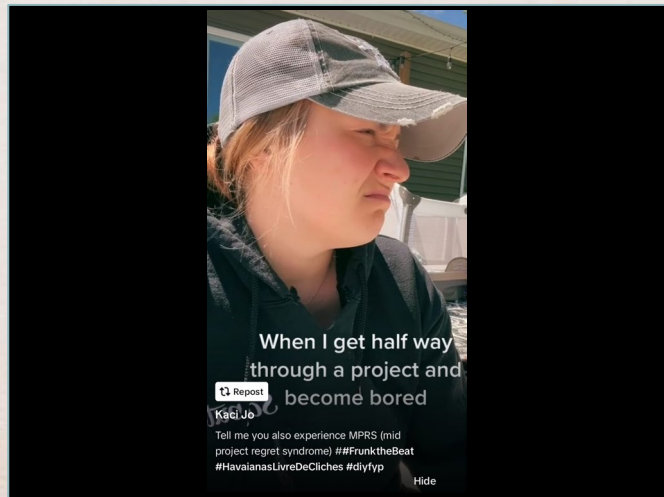
People experience the most negative emotions in the middle of the DIY journey

Planning the project

Top emotions:

👨‍🎨🎨Creative: **47%**
😆Excited: **45%**
🙂Optimistic: **45%**
💪Motivated: **45%**
🤩Inspired: **44%**

Starting the project

1 in 5 Gen Z feel overwhelmed as soon as they start the project! 😩

1 in 4 Boomers feel nervous 😢

During the project

DDM readers feel **117%** more stressed in the middle of their DIY projects vs the beginning!

Finishing the project

🏆Accomplished: **59%**
🥹Proud: **53%**
😁Happy: **53%**
😅Relieved: **46%**

Section 3

Upcoming Home Projects

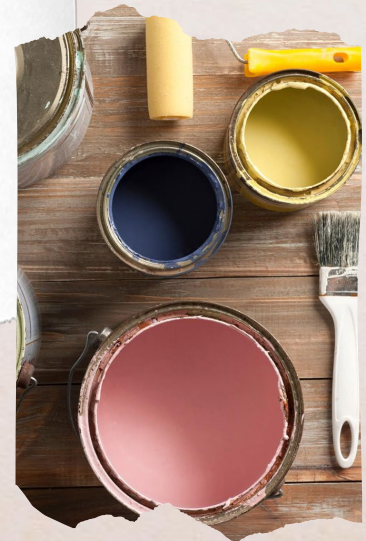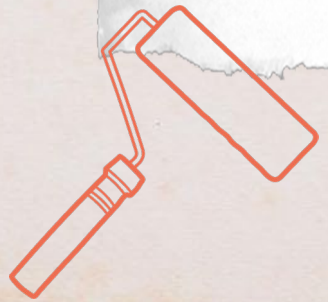# Interest in home renovation and remodeling content is up YoY

Organic traffic to *renovation and remodeling content* is up +9% YoY across DDM

Top search hits for remodeling
- Kitchens: cabinets, backsplashes, countertops, open-concept
- Bathroom: walk-in showers, wall and floor tile, vanity with storage
- Curb appeal: backyard, home siding, windows
- Flooring: hardwood
- Wall paneling: crown molding, wainscoting, shiplap
- Eco friendly: low-flow fixtures, water-efficient appliances, tankless water heaters

TWO KEY SEASONAL TRENDS EMERGE FROM HOME DESIGN CONTENT:

THE IDEA PHASE
In Q1, engagement with DDM Home content centered around home DIY inspiration & trends surges

1

2

THE ACTION PHASE
In Q3, engagement shifts to more tactical articles centered on 'How To's'

DIYers are motivated by both emotion & function when it comes to home improvement

Motivations for making changes to their home:

#1 To make my home a **wonderful** place to live: 49%

#2 To increase the **functionality** of my home: 47%

#3 To be able to take **pride** in my home: 47%

Gen Z are the *least* interested in functionality - their #1 reason for home improvement is that DIY is a creative outlet for them!

The #1 role for color in the home is to create a calm environment

51% choose particular colors in order to make their home feel *relaxing & peaceful*

This is #1 for all age groups, even Gen Z!

1 in 5 say bright colors add *excitement* to their home

1 in 4 *avoid* bright colors altogether!

In terms of interior design, "millennial gray" and "sad beige aesthetic" get a lot of hate online

Millennials are now being attacked for 'millennial gray,' or the drab and dreary monochromatic color schemes in all of their homes

"millennial gray"

POV you realize you've fallen victim to the millennial gray lifestyle

Cries in millennial gray

TikTok
are you not tired of that sad beige home???

TikTok
escaping the sad beige aesthetic was the best decision I've ever made.

BUSINESS INSIDER
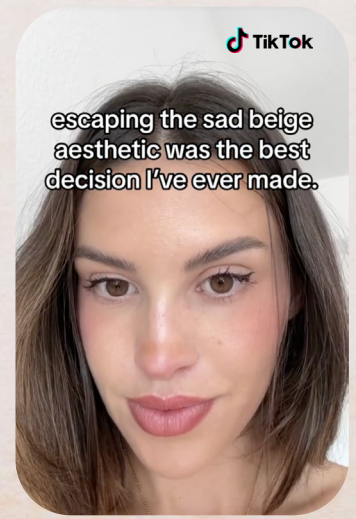
But it turns out neutrals are still on trend!

65%

would rather a neutral, minimalist home vs. a colorful maximalist home.

Although Gen Z are pretty much 50/50!
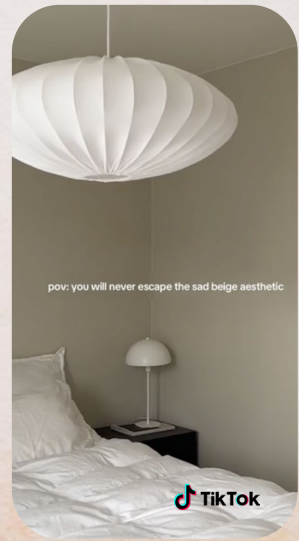
Many are even reclaiming the term "sad beige"

pov: you will never escape the sad beige aesthetic

sad beige kitchen tour

How to get that light natural wood look 🤍

Au Naturel wood finishes are also trending now, vs. the bold paint trend that was previously popular

Consumers are prioritizing functional homes, aiming to maximize space and create versatile areas as role of homes evolve

Furniture that doubles as storage

The Cloffice: closet-turned-office

Better Homes & Gardens   Subscribe

21 Home Office Storage Ideas for a More Productive Work Space

Keep supplies, papers, and electronics tidy in your home office with these smart storage solutions.

By Mary Cornetta | Published on July 13, 2023

+13% increase in traffic in the past year

DIY built-ins are gaining traction & transforming homes

Current social media trends like turning IKEA furniture into built -ins for bookcase, entertainment areas, and storage are common DIYs

+61%

YoY interest for **bookcases**

+35%

YoY interest for **household storage**

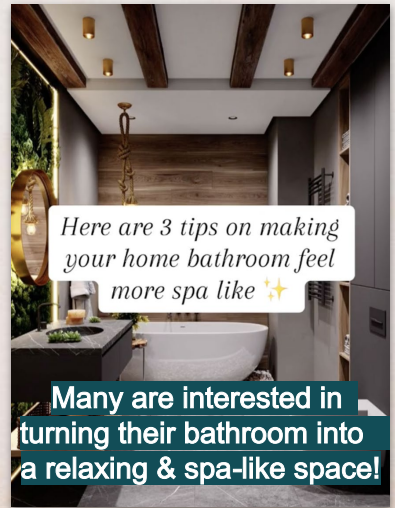DDM answers over 1.1k monthly organic search queries on the topic of *built -ins* which represents +13% YoY growth - top searches include b*ookshelves/bookcases, closets, mudrooms, desks, coffee bars, cabinets*

The #1 space DIYers are setting their sights on for upcoming projects is the bathroom

On the top of their bathroom to-do list is:

- ❑ **Painting** (36%)

- ❑ **Changing hardware/fixtures** (33%)

- ❑ **Adding decor or accents** (31%)

Here are 3 tips on making your home bathroom feel more spa like ✨

Many are interested in turning their bathroom into a relaxing & spa-like space!

4x increase in traffic in the past year

the spruce

HOME DESIGN & DECORATING › ROOM DESIGN › BATHROOM DESIGN

25 DIY Bathroom Vanity Ideas Perfect for Storage

By **STACY FISHER** · Updated on 07/24/23

At Charlotte's House

These DIY bathroom vanity ideas will inspire you to transform your bathroom. The vanity is the focal point of any bathroom and with some changes, you can change the whole look and feel of the room. These bathroom vanities also create more storage in your bathroom, with either ...nets or open shelving to keep things tidy.

...find some easy bathroom vanity makeover projects ...me more involved projects that show you how to ...vanity from scratch. There's something here for ...one, whether you're a beginner or an expert.

How to Paint a Bathroom Vanity

+72% YoY increase in interest in bathroom vanities across DDM

DDM answers 14k organic monthly searches for *bathroom* with a +16% growth YoY

Dotdash meredith

Adding decor & accents is a top priority for family room & living room projects!

Trending decor DIY projects

#2 Family/Living room (38%)

On the top of their living room to-do list is:

- ❏ **Adding decor or accents** (43%)

- ❏ **Upgrading furniture** (40%)

- ❏ **Painting** (37%)

DIY wood frames for wall mounted TVs

REAL SIMPLE   SUBSCRIBE

7 Smart Strategies for Creating a Stylish Gallery Wall

Art can help a space tell your story. Here are some ideas for buying it and arranging it in your living room.

By Real Simple Editors and Stephanie Sisco   Updated on June 24, 2024

PHOTO: GETTY

Gallery walls are Pinterest gold, and it makes sense. They look beautiful, and show off a homeowner's unique point of view. But they can also be daunting. If you've ever left a framed print in limbo leaning against the wall in your living room for months...or years, you're not alone. Frankly, starting is the hardest part!

Adding decor & accents is also a top priority for primary bedroom projects

#3 Main Bedroom (37%)

On the top of their bedroom to-do list is:

❏ **Adding decor or accents** (42%)

❏ **Painting** (37%)

❏ **Upgrading furniture** (31%)

DDM answers **10k** organic monthly searches for *bedroom* with a **+35%** growth year over year

Top searches include *small bedroom ideas*

Common trends for bedroom DIYs:
❏ Painting & applying wallpaper
❏ Making headboards
❏ Ambient lighting
❏ Curtains
❏ Replacing bedding

Over 1 in 3 DIYers are planning a backyard project

#4 Backyard/garden (35%)

On the top of their backyard/garden to-do list is:

❏ **Adding decor or accents** (37%)

❏ **Adding new elements to the space (e.g. a seating area)** (36%)

Organic traffic to *outdoor furniture content* is up **+38% YoY** driven by a motivation to make the patio or porch *feel like a natural extension of the home's interior*

- Outdoor kitchens - built-in grill, wine refrigerators, counter space, dining sets
- Comfortable seating - Adirondack chairs, plush couches, benches, rugs
- Shade and shelter - umbrellas, patio enclosures/covers, curtains

Search queries reveal consumers are looking for tips and advice on *how to keep outdoor living spaces clean and healthy*

- Furniture covers
- Bug screens
- Machine washable rugs / cushion covers

The backyard/garden is the #1 space DDM readers are setting their sights!

BHG RS the spruce SL

Consumers are looking to make kitchens work harder for their home

#5 Kitchen (34%)

On the top of their kitchen to-do list is:

❏ **Painting** (34%)

❏ **Changing hardware/fixtures** (33%)

+56%

YoY increase in interest for kitchen content across DDM

Some are turning to the past for inspiration with vintage looks coming back into style including *bench* or *banquette* seating (+18% YoY)

Basements and garages add more living space and storage space to homes

+70%
YoY interest for basements

+26%
YoY interest for garages

Common trends for DIY:
❑ Replacing and insulating garage doors
❑ Converting garages into living areas
❑ Finishing basements
❑ Adding a bathroom to basement