

Is this the death of DIY? Survey explores the younger generation's approach to 'adulting' tasks

New data explains why Generation Z prefers paying for help

17th April 2019 – According to new data released by Hometree, who surveyed 1,000 people across the UK, when it comes to DIY and housework, members of Generation Z (born 1997-present*) are least likely to 'Do it themselves.' In most cases, they resort to booking a professional to do the job across the traditionally 'adult' tasks.

- Only 15% of Gen Z would choose to 'Do it myself' versus 47% of Baby Boomers (born 1946-1964)
- The UK average is 31%.
- 21% would opt for a professional versus 12% of Baby Boomers. The UK average is 14%.

You can read the full findings [here](#).

The reasons behind why Gen Z is so averse to DIY tasks offers an interesting insight into the psyche of the generation:

- 34% blamed lack of time.
- 18% blamed lack of knowledge – they're more likely to call a professional for help.
- Of the 23% who selected 'other', nearly 50% said it was because DIY was either 'too dirty' or 'too dangerous.'

When it comes to **being 'mentally not up to it'**:

- Generation Z were more than twice as likely to give this answer compared to Baby Boomers.

Baby Boomers are reluctant to ask for help when it comes to housework. By comparison one-third of Gen Z interviewees would book a professional for minor chores because:

- 13% deem tasks 'too dirty' versus 3% of Baby Boomers
- 12% deem tasks 'too dangerous' versus 1% of Baby Boomers

Across all generations men and women differ in their reasons for not doing housework:

- 10% males versus 15% females claim they're 'mentally not up to it'
- 9% males versus 14% females blame 'procrastination'
- 6% males versus 3% females declare they've 'never been taught'

Paul Lewis, CCO of Hometree, notes that while modern lifestyles are behind many of the findings, some traditional sources of pressure persist.

"We often read stories where younger generations, such as millennials and Gen Z, are depicted as lazy or entitled. What's interesting here, is what's behind that image. Interviewees say they're too busy and overwhelmed ('mentally not feeling up to it') for housekeeping tasks, and they simply don't see them as a priority in the same way older generations do.

"Despite the stereotypes, these generations are facing considerable external pressures, possibly more than those that came before them. Longer working hours, the financial burden of reduced home ownership and the pressure of lifestyle expectations on social media mean Gen Z are less inclined than other generations to dedicate the time or headspace to home-based tasks."

NOTES

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Hometree is a customer-led provider of home, heating and boiler cover with a mission to change the culture of home cover and protection.

Consumers are demonstrably fed up with the same problems with big home cover companies who offer confusing products, complicated pricing, huge price hikes and poor service. Hometree's goal is to empower consumers with their choices when protecting their home and family while being transparent and keeping their prices fair.

Led by Founder and CEO, Simon Phelan, who featured in the 2018 Forbes 30 Under 30, Hometree has national coverage with a network of engineers, plumbers and electricians on hand 24/7 for home breakdowns and is headquartered in London.



*Generation Z surveyed respondents were aged 18 to 22.