



Einhell Do-It-Yourself Study 2023

Interview with Dr. Marc Calmbach, head of the study

“Doing it yourself is a matter of honor”



Dr. Marc Calmbach

For the Einhell Do-It-Yourself Study, more than 2,000 consumers were questioned about their attitudes to gardening and DIY. This study was conducted by the SINUS Institute, Heidelberg/Berlin. Its leader, Dr. Marc Calmbach, explains in an interview what findings the analysis yielded.

Dr. Calmbach, what is the Einhell Do-It-Yourself Study 2023 all about?

Essentially, it's about DIY affinity in Germany today. In other words, what do people feel about doing things themselves in the home and garden? What motivates them to do so, what puts them off? With that context in mind, we naturally also asked how people here would rate their DIY skills, and what tools they used.

Why did Einhell commission this study?

There aren't many studies covering DIY in Germany. Einhell wanted to play its part in filling this gap with a scientific study. Of course, Einhell would also like to use the insights for its own product development, sales and marketing. That's why, for instance, we also asked what tools are actually used for DIY activities these days, what people look out for when buying tools and what sources they get their information from.

What else do you look at in your research work?

Our work covers a broad spectrum, anything from wristwatches to future scenarios. We conduct ad hoc market research as much as multi-year social research studies, and offer focused regional studies as much as comparative multi-country studies. Let me give two examples: We investigate and describe target groups so that local authorities can market their towns, but we also carry out analyses of how people in different parts of the world feel about freedom and democracy. There is a wide spectrum when it comes to the type of publication, too, from compact expert assessments through video reports all the way to doorstopper publications. I'm thinking here, for instance, of our 600-page book "How do young people tick 2022?" – this project is part of a series of studies that appears every four years and gets a lot of media attention.

What findings for the future can ultimately be taken from the study?

There is a high degree of affinity with do-it-yourself in Germany. Two examples show how we come to this conclusion: The majority of people in the country say that they enjoy spending time doing DIY and gardening. And an even greater proportion (70 %) agree with the statement "Doing it yourself is a matter of honor". High-quality electric tools also have an important role to play. The market potential is enormous. Many of those surveyed are somewhat cautious when it comes to buying cordless tools, but the younger target groups especially are happy using batteries and willing to spend money on them.

What method did you use for the Einhell Do-It-Yourself Study 2023? What is the exact procedure, and how conclusive are the results?

An online survey which had been carefully designed on the basis of a qualitative psychological pilot study was conducted among the German-speaking population aged 18 or over. The random sample of 2,170 interviewees in total is representative of the population, which means that the results can be extrapolated and generalized.

The topic of gardening and DIY covers a very wide area, of course. What were the criteria used to select the participants in the Einhell Do-It-Yourself Study 2023?

Well over half the population regularly takes on DIY and garden jobs. We shouldn't exclude anyone from our study, then, which is why we decided on a sample that was representative of the population. The interviewees were recruited using one of the major online panels in Germany.

The study will certainly have delivered a large number of opinions and findings. What at heart are the substantive results from the study?

- > Regardless of demographic features, more than half of Germans are interested in DIY and gardening. The majority are also always on the lookout for new projects in the home and garden.
- > Although they enjoy DIY, on average they rate their own DIY skills as moderate. Personal ability in gardening is rated somewhat better than DIY skills.
- > When it comes to buying tools for DIY and gardening, particular attention is paid to the three aspects of long product life, user friendliness and handling and, with cordless tools, the battery life. Aesthetic aspects and prestige, on the other hand, are well down in terms of importance when buying tools.

You have already mentioned the accelerating move to cordless technology. What effect will mobile technologies have on life in the garden and on DIY in the future?

The switch to cordless tools is well underway and, in our opinion, will accelerate still further. That's because the younger interviewees already own more battery-operated devices than conventional ones. The decisive factors are user friendliness along with the sense of freedom, that unlimited freedom of movement, that cordless tools give. The main reason given for not changing to cordless technology is that the existing tools still work.

What do you think is unique about the study?

To our knowledge, the area of DIY motivation and barriers has never been researched in such quantitative detail as we have done with this study. The spectrum of the motives we recorded extends from self-affirmation through physical fitness to anti-perfectionism and a desire to break free from the constraints of everyday life.

What particularly surprised you about the results of the study?

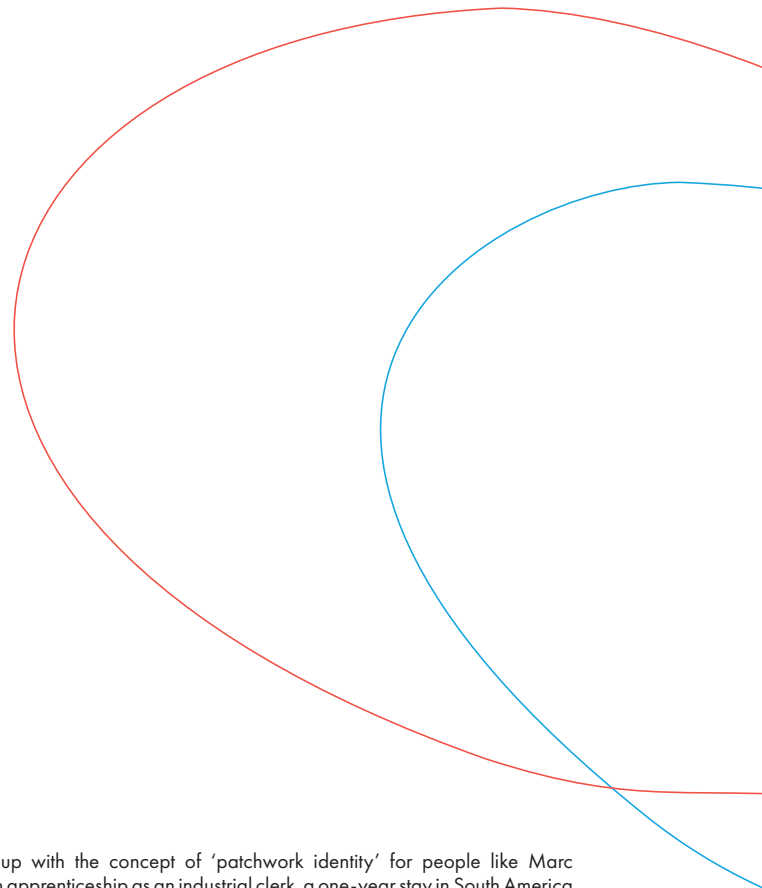
What we found surprising was that there is so much in favor of doing-it-yourself in the home and garden, and that actually there are hardly any major barriers to it. The main thing putting people off is lack of time. We also asked what people would do if they wanted to improve their own DIY skills. For most of them there were only two routes: video tutorials (especially the younger generation) and asking friends and acquaintances. We found it surprising that only a very few would seek expert advice from professionals. Essentially, you get better at DIY by doing DIY.

What study results showed the most differences between the views of the participants?

The opinions of the population on the subject of DIY are relatively homogeneous. The motives for doing it yourself have little to do with the sex, age or education of the respondents. For women, the opportunity to spend time by themselves and the possibility of doing something creative and artistic are more important than for men. Men are more comfortable with technology and more likely to use electric or motorized tools.

What role does the fact that women are at least as motivated as men when it comes to reaching for the drill or hedge trimmer play?

There continue to be certain gender differences in attitudes to DIY. Men, for instance, are often more experienced than women, particularly with DIY jobs, and accordingly more self-confident. This is less true for gardening, where there is usually very little difference between men and women in terms of experience and self-confidence. While the old gender role clichés may still be having some lingering effect, emancipation has progressed to the state that “Can she do it? Yes she can!” is universally accepted.



Dr. Marc Calmbach



Sociology has come up with the concept of ‘patchwork identity’ for people like Marc Calmbach. Taking in an apprenticeship as an industrial clerk, a one-year stay in South America including youth social work, a job as a forklift driver, a return to school to gain his university entrance qualification, a stint with the music channel Viva2, hundreds of gigs worldwide as a musician and DJ, a degree in economics and a doctorate in cultural sociology, he (finally) found his way to the SINUS Institute in 2008, where he has been leading the Research & Consulting department alongside Dr. Silke Borgstedt since 2010. He has been managing director since 2021. He established the SINUS youth research department, built up the Berlin office and co-conceived the SINUS Academy.

His main areas of work are youth, religion, (political) education, and migration. He is a sought-after keynote speaker on youth topics, and has authored numerous specialist books and articles with renowned publishers.

Along with Bodo Flag, Marc Calmbach is a publisher of the “Sinus Studies” series of books at Springer VS, a leading publisher of classic and digital teaching and specialist media exploring society in the German-speaking world.