

Halifax press release

Men are desperate to dodge their DIY duties this Easter

Tuesday 18th March 2008

- Nearly a third (32%) of men feel pressured by their partners to do DIY
- Over a third of men (37%) dislike DIY but feel a sense of duty to do it
- Almost half of women (49%) believe DIY skills are desirable in a prospective partner

Research has shown that, contrary to popular belief, men are not natural DIYers. In a survey of over 1,500 homeowners conducted for Halifax Home Insurance, over a third of men admitted they don't really like DIY and only do it out of a sense of duty. A further third of males (32%) said they feel under pressure by their partners or other family members to be able to DIY.

With almost a third of women (31%) expecting their men to be competent DIYers, and nearly half (49%) rating DIY skills as highly desirable in a potential partner, many men are feeling under pressure to demonstrate their DIY skills (or lack of) this Easter weekend. Conversely, only (2%) of men said they expect their partners to be able to undertake DIY tasks, suggesting double standards among co-habiting couples.

The research suggests that, in a bid to impress their partners, many men may be planning to attempt ambitious and potentially dangerous home improvement projects this Easter involving building, gas or electrical works. Figures showed that over a quarter of men have attempted electrical wiring at home, while almost a quarter of men surveyed (24%) have attempted to fit an entire new kitchen.

Halifax warns that people who undertake large home improvement jobs themselves, without the proper qualifications or experience, risk invalidating their home insurance policies if things go wrong.

Senior Claims Manager Martyn Foulds explains: "TV home makeover shows make it all appear so simple, and it's easy to forget that these are highly skilled professionals. In reality, trying to tackle certain areas you are not qualified for such as electrics or plumbing could invalidate your home insurance policy, leaving you liable for any subsequent damage. We'd recommend using a reputable tradesman rather than going it alone."

Halifax, the UK's third largest home insurer, also recommends homeowners check their home insurance policy details before embarking on a DIY project, and consider taking out accidental damage cover for added protection.

Accidental breakage to some parts of the home eg. sinks, baths, ceramic hobs and fixed glass in doors is included in most buildings insurance policies, but householders may need additional accidental damage cover to protect against common DIY disasters such as drilling through water pipes, spilling paint on carpets or putting feet through ceilings.

Further research findings showed that older people are more confident at attempting the bigger DIY jobs, with 47% of over 55s happy to tile a bathroom compared to only 30% of 25-34 year olds. Londoners are least likely to attempt DIY, with over a quarter (26%) saying they'd rather call in a professional compared to only 16% of people living in the Midlands.

More advice and tips on home maintenance can be found on the Halifax Home Insurance Virtual Home at www.halifax.co.uk/insurance/virtualhome.

DIY jobs attempted split by region (includes males and females surveyed)

	East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorks.
Painting	83%	82%	88%	85%	88%	82%	90%	91%	89%	85%	92%
Putting up shelves	74%	66%	73%	80%	72%	77%	67%	80%	74%	72%	79%
Stripping walls/door	63%	52%	69%	80%	65%	71%	64%	59%	65%	58%	71%
Tiling	44%	29%	44%	49%	37%	12%	35%	39%	46%	42%	34%
Fitted Kitchen	27%	14%	20%	26%	20%	12%	14%	18%	27%	27%	25%
Updated electrics	20%	20%	20%	17%	25%	12%	18%	22%	20%	21%	13%
Fitted Bathroom	18%	11%	16%	23%	18%	6%	10%	15%	20%	20%	17%
None of these	8%	10%	8%	9%	6%	12%	5%	7%	7%	13%	5%

Source: Halifax Home Insurance 2008

Ends

For all enquiries, please contact Melanie Matthews, PR Manager: 0113 395 9801 or 07908 448310 or email melaniematthews@halifax.co.uk

Notes to editors

Halifax Home Insurance

- Halifax is now the third largest home insurer in the UK
- Further details of Halifax Home Insurance products can be found online at www.halifax.co.uk/insurance, by calling 0800 169 8785 or by visiting their local branch.

New customers receive a discount when buying Halifax Home Insurance online.