



# media release

For immediate release: March 11, 2020

## The latest Kiwi DIY inspiration? Reality TV.

The popularity of DIY television shows is inspiring Kiwis renovating their own houses, Canstar research shows. The research into New Zealand's Most Satisfied Customers of house paint, won by PPG Paints, revealed many intriguing details about our renovating habits.

Kiwi makeover shows like *The Block* and *Grand Designs*, with their glossy representations of house renovations, have been ratings hits. Now, it seems, pops of colour and plant walls are making their way into real life.

Home makeover shows were credited by 24% of respondents for inspiring renovations, particularly among young women. The breakdown of demographics showed 42% of 18 to 29-year-olds and 33% of women referenced reality TV shows as an inspiration for their work. Only 17% of men and 8% of those aged over 70 credited television shows as an influence on their renovations.

The research also showed Kiwis have become big DIYers - with 80% doing their own painting, due to it being cheaper than hiring a professional. Surprisingly, 45% of respondents said they did their own painting because they enjoyed it, despite 8% saying it caused arguments in the household. Another 23% answered that they were better at painting than others in their household.

"We know reality TV shows are a cultural phenomenon," said Jose George, Canstar New Zealand general manager. "This shows how much they are influencing daily life, and the design choices of Kiwis. This research also shows how enthusiastic we have become about painting and decorating.

"Getting on the housing ladder in New Zealand is hard, so it's no surprise home buyers then look to save costs elsewhere - including with DIY renovations."

The major drivers of satisfaction behind paint choices were ease of application, quality of finish and value for money. They were followed by durability and range of finishes.

PPG Paints received 5 stars for ease of application and value for money, and 5 stars overall.

Tim Martin, channel business manager at PPG Paints New Zealand, said, "We're delighted to receive the Most Satisfied Customer Award for house paint from Canstar Blue.

“At PPG Paints, we pride ourselves on making the highest quality paints that Kiwis can rely on, while being easy to use and also affordable. We could not have won this award without the incredible support from our exclusive partner, Bunnings.

“We are absolutely thrilled that DIY and professional painters alike trust PPG Paints to get the best results every time, and we sincerely thank New Zealanders for choosing to bring PPG Paints into their homes.”

For further details please visit the Canstar Blue NZ site, [here](#).

**For further information, contact:**

Irene Chapple

PR Manager Canstar NZ

027 403 1533

CANSTAR provides Australia and New Zealand's only fully interactive online research service in retail and business finance. Founded in 1992, CANSTAR Pty Limited (formerly CANNEX) is Australia and New Zealand's premier researcher of retail finance information for over 250 institutions such as Banks, Building Societies, Credit Unions, Finance Companies, Brokers, Mortgage Originators, Life Companies and finance related Internet Portals. CANSTAR customers use the extensive database for competitor analysis as well as a means of disseminating their product range. CANSTAR also distributes this information to print and electronic media for publication and to Agents, Accountants, Brokers and Internet Portals for use in advising their clients.

CANSTAR researches, compares and rates a suite of banking products listed below. Results are freely available to consumers who use the star ratings as a guide to product excellence. The use of similar star ratings logos also builds consumer recognition of quality products across all categories. Please access the CANSTAR website at [www.canstar.co.nz](http://www.canstar.co.nz) if you would like to view the latest star ratings reports of interest. © CANSTAR New Zealand Limited (3225469), 2008-2013. The recipient must not reproduce or transmit to third parties the whole or any part of this work, whether attributed to CANSTAR or not, unless with prior written permission from CANSTAR, which if provided, may be provided on conditions.

To the extent that any CANSTAR data, ratings or commentary constitutes general advice, this advice has been prepared by CANSTAR New Zealand Limited (3225469) FSP 200146 and does not take into account your individual investment objectives, financial circumstances or needs. Information provided does not constitute financial, taxation or other professional advice and should not be relied upon as such. CANSTAR recommends that, before you make any financial decision, you seek professional advice from a suitably qualified adviser. A Product Disclosure Statement relating to the product should also be obtained and considered before making any decision about whether to acquire the product. CANSTAR acknowledges that past performance is not a reliable indicator of future performance.