



**DRIVEN TO DIY REPORT**



# YOUNGER DIYERS SURVEYED FEEL CONFIDENT AND MOTIVATED WHEN IT COMES TO THEIR 2025 PLANNED HOME PROJECTS

Despite feeling confident, DIYers still face challenges but say working through them comes with big benefits

## A NEW GENERATION OF RENOVATORS IS ON THE RISE

Despite a backdrop of uncertainty, younger homeowners don't plan to hit pause on their planned home improvement projects. Rather than waiting or compromising, many Millennials and Gen Zers are rolling up their sleeves and literally taking matters into their own hands.

In 2025, a new wave of homeowners is choosing to renovate on their own terms. Whether motivated by a desire for creative freedom, budget restraints or the pride of hands-on accomplishment, more Millennials and Gen Zers are taking on projects themselves as a primary approach to home improvement.

To better understand these DIY enthusiasts, CRAFTSMAN® developed the Driven to DIY Report, with survey data from 1,000 homeowners between the ages of 25 and 40 who have completed recent renovations or home improvement projects. The goal: to explore how they feel about taking on home renovation projects in 2025, the challenges they encounter and what ultimately drives them from one project to the next.

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# BUILDING CONFIDENCE

One thing is clear: DIYers are entering 2025 with determination.

**83%** SAY THEY FEEL CONFIDENT  
ABOUT COMPLETING THEIR  
PLANNED PROJECTS THIS YEAR.

That sense of self-assurance is not limited to small tasks either. Many are aiming high.



## THE TOP DESIRED PROJECTS TO COMPLETE ON DIYERS' LISTS INCLUDE:

31%



BATHTUB  
AND SHOWER  
REPLACEMENTS

23%



REPLACING CARPETS

27%



INTERIOR PAINTING  
AND STAINING

23%



VARIOUS TYPES OF  
FLOORING

24%



INSTALLING  
BUILT-IN STORAGE  
OR ORGANIZATION  
SYSTEMS

23%



REPLACING  
BATHROOM CABINETS  
AND VANITIES

These are not entry-level undertakings. But they reflect an important truth about this generation of DIYers: Confidence isn't tied to previous experience. Instead, it's **driven by their vision and intention**. For many homeowners, the desire to improve their space and take ownership of the process outweighs fear or hesitation. **They believe they can figure it out and, more often than not, they do.**

Still, that confidence can sometimes lead to blind spots.

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# THE MESSY MIDDLE

As empowering as DIY can be, many renovators discover their enthusiasm doesn't always translate to readiness. A little too much confidence, while helpful in getting started, can reveal challenges within the "messy middle" of a project.



38%

SAY THEY DRASTICALLY UNDERESTIMATE HOW LONG A PROJECT WILL TAKE

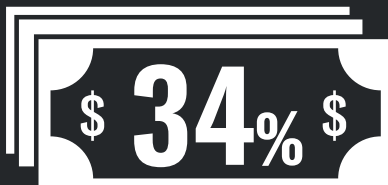


35%

FIND THEMSELVES UNEXPECTEDLY TAKING ON ADDITIONAL WORK ONCE THEY BEGIN

What starts as a simple paint job can often snowball into fixing trim, updating hardware or replacing drywall that just doesn't look quite right anymore.

These misjudgments don't just affect the project. They can ripple into daily life. **DIYers report sacrificing personal time to stay on track.** More than two-thirds say they spend less time on other hobbies (68%) and relaxing (68%).



SAY ESTIMATING COSTS IS THE HARDEST PART

**Budgeting also becomes a challenge.** Among those who struggle when it comes to planning, 34% say estimating costs is the hardest part. When trips to the store for another part or tool start stacking up, many homeowners find themselves spending more than anticipated.

Despite these challenges, DIYers are resilient.

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# GROUP EFFORT

When things get tough, **today's DIYers don't walk away.** They find support, build new skills and press forward. In fact, the data shows a strong pattern of problem-solving and collaboration among younger renovators.



**84%**

TAKE ON PROJECTS WITH HELP



**59%**

FROM PARTNERS



**27%**

FROM FRIENDS



**23%**

FROM PARENTS

These collaborations aren't just logistical. They offer emotional support, second opinions and shared victories.

And when it comes to learning home improvement skills, **the modern DIYers surveyed turn to their digital and personal networks.** YouTube remains the most popular learning tool (67%), followed by parents (45%) and friends (31%). In other words, they're not waiting for formal training. They're learning as they go, one video or conversation at a time.

This tenacity and resourcefulness lead to a strikingly high rate of follow-through: **Only 2% of projects are ever totally abandoned.** Today's DIYers are determined to finish what they start, even if it takes more time or effort than expected.

**98%**

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**ONLY 2%**

OF PROJECTS  
ARE EVER  
TOTALLY  
ABANDONED





# THE DIY PAYOFF

So, what keeps DIYers going when things get tough? And why do DIYers keep going through the “messy middle”?

The answer lies in the emotional reward. For many, it's not just about saving money. **It's about the transformation of space and self.**

**Sixty-seven percent of DIYers say that a sense of accomplishment and pride is what pushes them to finish their projects**, even when obstacles arise. Completing a renovation isn't just about aesthetics. It's a confidence-building experience.

Once finished, **78% of respondents say they feel happy and fulfilled**, a deep satisfaction that outweighs the temporary frustrations. And perhaps more importantly, that feeling becomes fuel for what comes next once a project is completed; 65% feel motivated to begin another project, and **59% are ready to tackle something bigger and more complex than before.**

**Visualization also plays a powerful role in staying motivated.** Thirty percent of DIYers say that imagining the finished space and the benefits it will bring keeps them committed through setbacks. The vision of the end result provides direction and clarity throughout the “messy middle.”

## DIY TODAY IS MORE THAN A SKILL SET – IT'S A MINDSET

The story of today's DIYer is not just about power tools, tiles and elbow grease. It's about **embracing growth, resilience and the deeply human desire to shape one's surroundings.** Confidence may sometimes lead them astray, but it also propels them forward. Missteps become learning moments. Challenges become victories.

And when the dust settles, what remains is more than just a finished space. It's the satisfaction of having done it themselves. With the right tools, a little guidance and a lot of persistence, DIYers prove that **confidence is a powerful foundation to build on.**

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**BUILD ON™**