

**THE ECONOMIC SITUATION**  
**HAS SO FAR IMPACTED**  
**ALMOST ONE THIRD OF HOUSEHOLDS**  
**WHEN SHOPPING DIY ASSORTMENT**

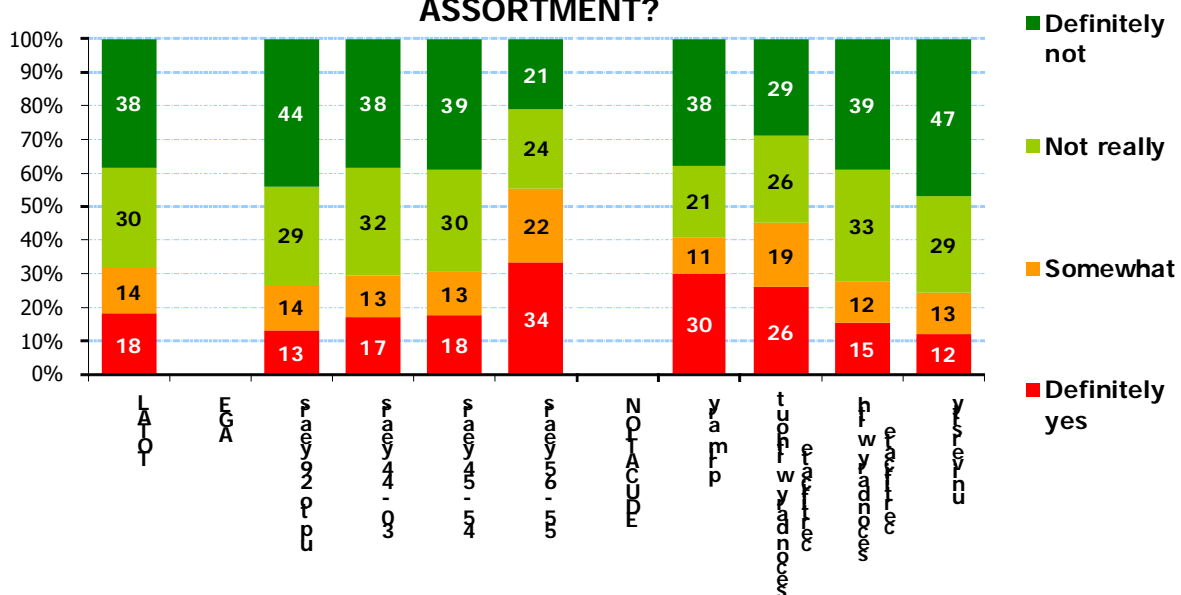
Press release by **INCOMA GfK**  
concerning results of research „DO-IT-YOURSELF 2009“

*According to research DO-IT-YOURSELF 2009 by INCOMA GfK the current economic situation has so far impacted almost one third of households when shopping household, workshop and garden assortment. However, only a relatively small number of customers impacted by the crisis are willing to compromise on quality of goods and buy cheaper alternatives; instead they deal with the current situation either by postponing their shopping to „better times“ or conducting less extensive shopping of „necessities only“.*

The impact of the current macroeconomic situation on shopping or planned shopping for household, workshop and garden has been felt by **almost one third of households who shop this assortment** – total 32 %, of which 18 % have no doubt about the crisis impact, the other 14 % acknowledge some impact. The impact of the crisis is acknowledged mostly by **older customers** (55 and over) and also among respondents who have lower education (without certificate), households with lower income, and residents of villages and smaller towns with less than 20 thousand inhabitants. The impact of the crisis is acknowledged to a lesser extent by those who live in apartments and those who own cottages (of significance here is the connection between the size of place of residence – in larger towns there are more people who live in apartments and own cottages). The least impact of the crisis is reported by customers of chains whose stores are located exclusively  
in larger towns  
(i.e. Hornbach or Globus).

The customers deal with the current situation either by  
 Regarding the particular impact of the macro-economic situation on customer behaviour when shopping goods for household, workshop and garden, customers deal with the current situation by either **postponing their DIY assortment shopping** (approximately 40 % of households who at least acknowledge some impact of the macro-economic situation) or by **conducting less extensive shopping** (again approximately 40 % of households who at least acknowledge some impact of the macro-economic situation). Only a relatively small number of customers is willing to compromise on quality of goods and purchase **cheaper alternatives** in the same store (only 17 % of households who at least acknowledge the impact of the macro-economic situation).

### DID THE CURRENT ECONOMIC SITUATION IMPACT YOUR SHOPPING OR PLANNED SHOPPING OF DIY ASSORTMENT?



The impact of the economic crisis is noticed to **varying degrees** when shopping individual assortment categories. On an absolute scale (when not taking into account the various sizes of groups shopping individual assortment categories) the impact of the economic situation is expected to hit the assortment category of **tools, equipment and hardware** the hardest, on a relative scale (when taking into account the various sizes of groups shopping individual



assortment categories) the impact of the economic situation is expected to hit the assortment category of **tiles** the hardest. On the other hand, the lowest impact is expected in the assortment category of **pet food and pet care**.

*If you are interested in further information regarding the project „DO-IT-YOURSELF 2009” please contact:*

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