

Press release:
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LADIES LEAD THE GARDEN TASK

Latest survey results reveal that over 90 per cent of Brits would rather complete outstanding jobs in their gardens rather than inside their homes during the mild winter, and women are heralded as 2012's official garden guardians



MacAllister MP46 petrol mower £199.98, exclusive to B&Q

It may be conventionally the coldest month of the year, however a recent survey conducted by B&Q, the nation's largest home improvement and garden centre retailer, reveals that the mild winter has seen our gardens take precedence over our homes when it comes to tackling unfinished jobs. Over 90 per cent of Brits declared they would rather get stuck into a gardening chore over a task indoors, and women have taken over from men as garden

guardians, emerging as the gender most likely to complete the family's gardening jobs.

Tasks that will improve the look of our gardens emerged as winners from B&Q's survey in which over 2,000 men and women were asked to identify their unfinished home improvement tasks for 2012, and which of these jobs they were most likely to complete or leave unattended.

- Trimming garden bushes and hedges stole the 'outstanding jobs show', taking 48 per cent of votes, with 30 per cent of women revealing they are most likely to tackle the garden trimming versus 20 per cent of men.
- Weeding was awarded the second most popular unfinished home improvement task, with over 45 per cent of votes. Surprisingly, almost 50 per cent of women would complete this job themselves, compared to just 40 per cent of men who would be willing to get their hands dirty ridding their gardens of unwanted flora.
- Mowing the lawn came in third with 41 per cent of participants' votes, and more women admitting to being responsible for mowing the family's lawn than men.
- It would also appear that men are no longer sole owners of the garden shed, with an equal proportion of men and women claiming they will be fixing its roof this year.

The nation's preoccupation with grooming their gardens supports this year's big British Staycation, as June's Jubilee kicks off a summer of outdoor celebrations which will run over the summer Olympics and close after August Bank Holiday. Milder temperatures and climate change have also had their part to play in encouraging the nation to venture outdoors this winter, with our earliest ever blooms and plants producing several yields throughout the year.*

Interestingly, it's the jobs that are perceived to require DIY knowhow, such as fixing squeaky floor boards or attending to broken tiles that are not likely to get

done. 66 per cent of participants claimed they would complete DIY tasks if they had the knowhow, yet only nine per cent have ever taken a DIY course. Alarming, 40 per cent would prefer to leave a leaking tap unattended this year despite it draining away vital household income.

For those homeowners who would like to learn how to tackle their own home improvement jobs, B&Q is offering customers a schedule of DIY classes at its 15 You Can Do It centres across the UK. Prices start from just £10 for a two to four hour seminar with a trained instructor who teaches a variety of tasks including; getting your garden ready for winter, wall and floor tiling, changing a tap and basic plumbing faults and putting up a shelf and mirror. Garden-themed classes are to be introduced from March which includes raised beds and planters, demonstrations on hanging baskets and decking.

Katherine Paterson, B&Q's Marketing Director said; "It is clear that Brits are looking to make the most of their gardens this year, enjoying our early flowering plants and vegetables. It is also evident that homeowners continue to feel daunted by even simple DIY jobs which could improve the inside of their homes. Many of these tasks can be as simple as mowing the lawn, once you know how."

- Ends -

For more information contact ZPR on tel 0207 896 3404 or email

bandq@z-pr.com

Notes to editors:

- Survey conducted on www.onepoll.com in December 2011. Total number of respondents – 2000 British adults
- *Why plants blossom twice a year – Daily Telegraph, Wednesday 4th January 2012: "Global warming could be causing plants to blossom and produce fruit more than once a year, experts claim. Warmer weather is making garden favourites such as magnolias flower in

spring and late summer and vegetables such as rhubarb produce more than one crop, scientists say....”

- Book onto a You Can Do It class now for January 2012 and you will pay just half price - the offer is available across ALL of B&Q's You Can Do It classes including kids' classes. To book customers can visit www.diy.com/youcandoitclasses or call 0845 600 5428.

About B&Q

- B&Q is the largest home improvement and garden centre retailer in the UK and Ireland with 357 stores, employing more than 33,000 people nationwide, more than a quarter of whom are over 50 years of age, with a similar number under the age of 25. For more information about B&Q please go to www.diy.com/aboutus
- B&Q is part of Kingfisher plc, Europe's leading home improvement retail group and the third largest in the world. For more information about B&Q's parent company visit www.kingfisher.com