

SOUTH EAST REGION HAVE WACKIEST SHEDS IN THE COUNTRY

A new YouGov poll has revealed that people in the South East¹ are more innovative than people from any other region when it comes to using their garden sheds. Rather than just storing garden equipment, 9% of people from the South East said they would convert their sheds into mini gyms, one in twelve (9%) would use theirs as a creative area for hobbies, while other popular answers included space for practicing music (4%). One in twenty would use it as a private space to escape for a while (7%) and 30% would use it as storage of non garden items.

The poll also found that despite people in the South East utilising their shed space for their hobbies or simply using it to store garden equipment, repairing the shed was not considered a priority. Excuses included not having enough time (40 %), unsure how to repair it (18 %) and simply can't be bothered (19 %).

But does this research indicate that shed maintenance is really a low priority or that it is viewed as a job too difficult for the amateur DIY enthusiast to attempt? Charles Farmer, Retail Director at Marley Waterproofing says; "It's surprising really, considering how security conscious we are as a nation and the lengths we go to protect our personal belongings. You wouldn't leave a lap top in a damp, leaky and unsecured shed, so why leave expensive garden equipment in the same conditions.

"The findings suggest that a proportion of people in the South East were unsure how to go about repairing their sheds. This kind of research helps us to develop products that fit the needs of amateur DIY-ers. Our range of waterproofing products are easy to select and even include simple step-by-step instructions to make almost any DIY roofing project simple and straight forward."

For further information about Marley Waterproofing retail range, please visit its dedicated website:

www.waterproofingdiy.com

ENDS

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Notes to Editors

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,956 adults. Fieldwork was undertaken between 7th and 9th April 2008. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+) ¹ South East and London respondents have been combined

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