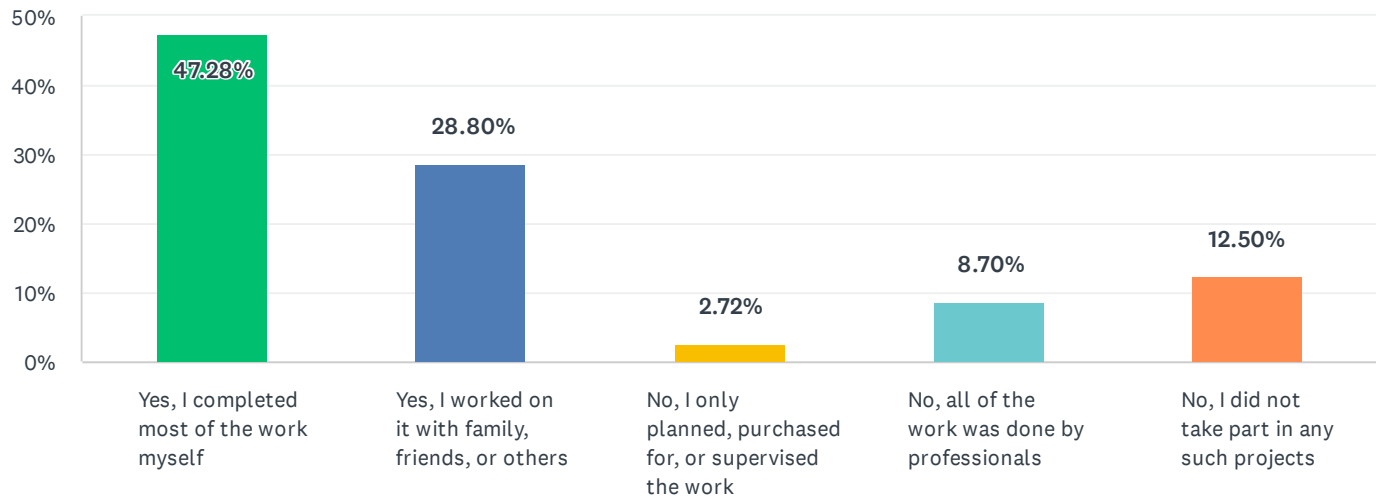


Q1 In the past 12 months, have you personally done hands-on work on at least one home, yard, garage, vehicle repair, or equipment maintenance project that required tools or equipment?

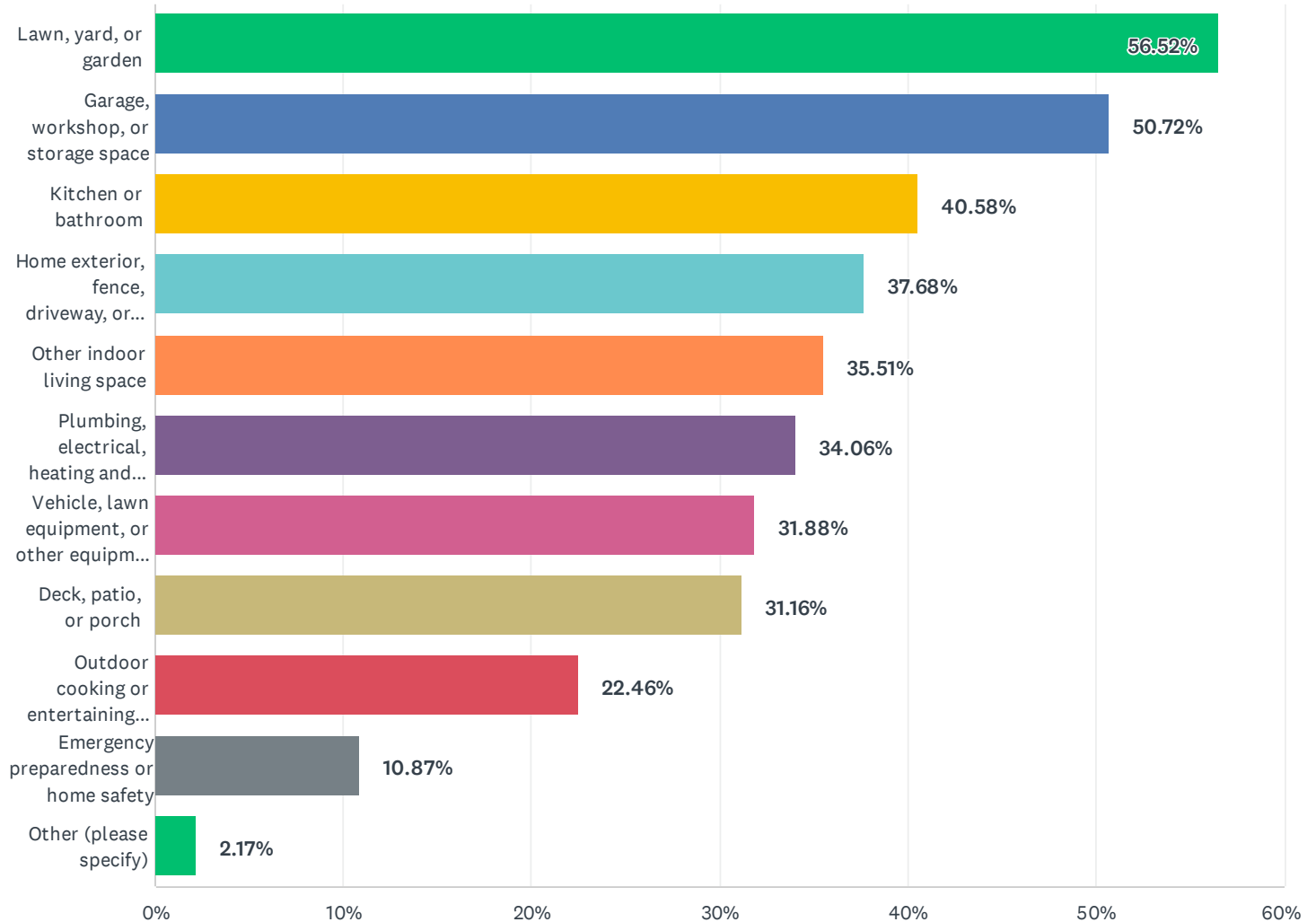
Answered: 184 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes, I completed most of the work myself	47.28%	87
Yes, I worked on it with family, friends, or others	28.80%	53
No, I only planned, purchased for, or supervised the work	2.72%	5
No, all of the work was done by professionals	8.70%	16
No, I did not take part in any such projects	12.50%	23
TOTAL		184

Q2 In the past 12 months, which types of projects have you personally worked on? Select all that apply.

Answered: 138 Skipped: 46

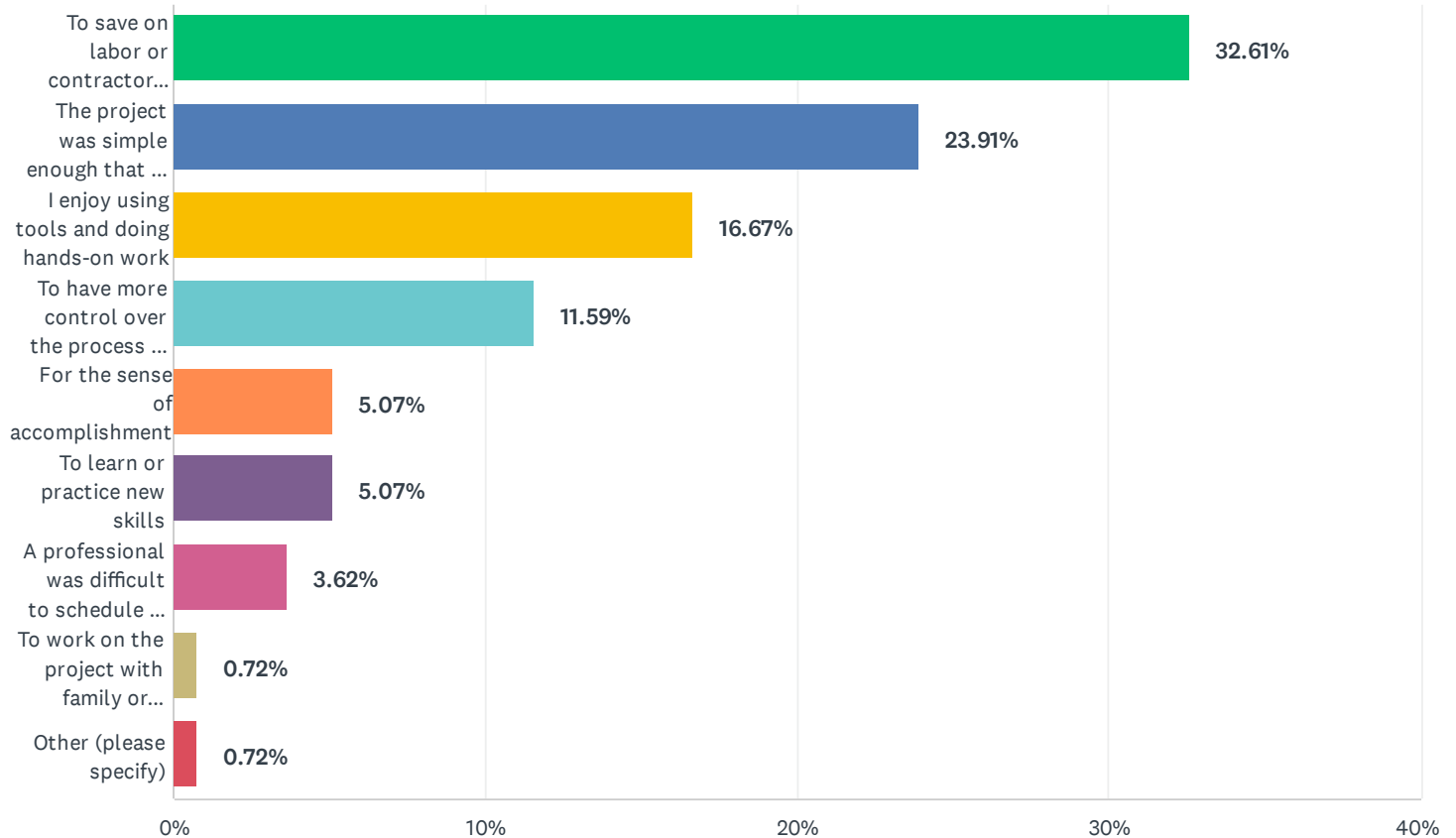


The DIY Home Improvement Insights Survey

ANSWER CHOICES	RESPONSES	
Lawn, yard, or garden	56.52%	78
Garage, workshop, or storage space	50.72%	70
Kitchen or bathroom	40.58%	56
Home exterior, fence, driveway, or walkway	37.68%	52
Other indoor living space	35.51%	49
Plumbing, electrical, heating and cooling, or other home systems	34.06%	47
Vehicle, lawn equipment, or other equipment maintenance and repair	31.88%	44
Deck, patio, or porch	31.16%	43
Outdoor cooking or entertaining area	22.46%	31
Emergency preparedness or home safety	10.87%	15
Other (please specify)	2.17%	3
Total Respondents: 138		

Q3 Thinking about the most recent project you completed yourself, what was the main reason you chose to do it yourself?

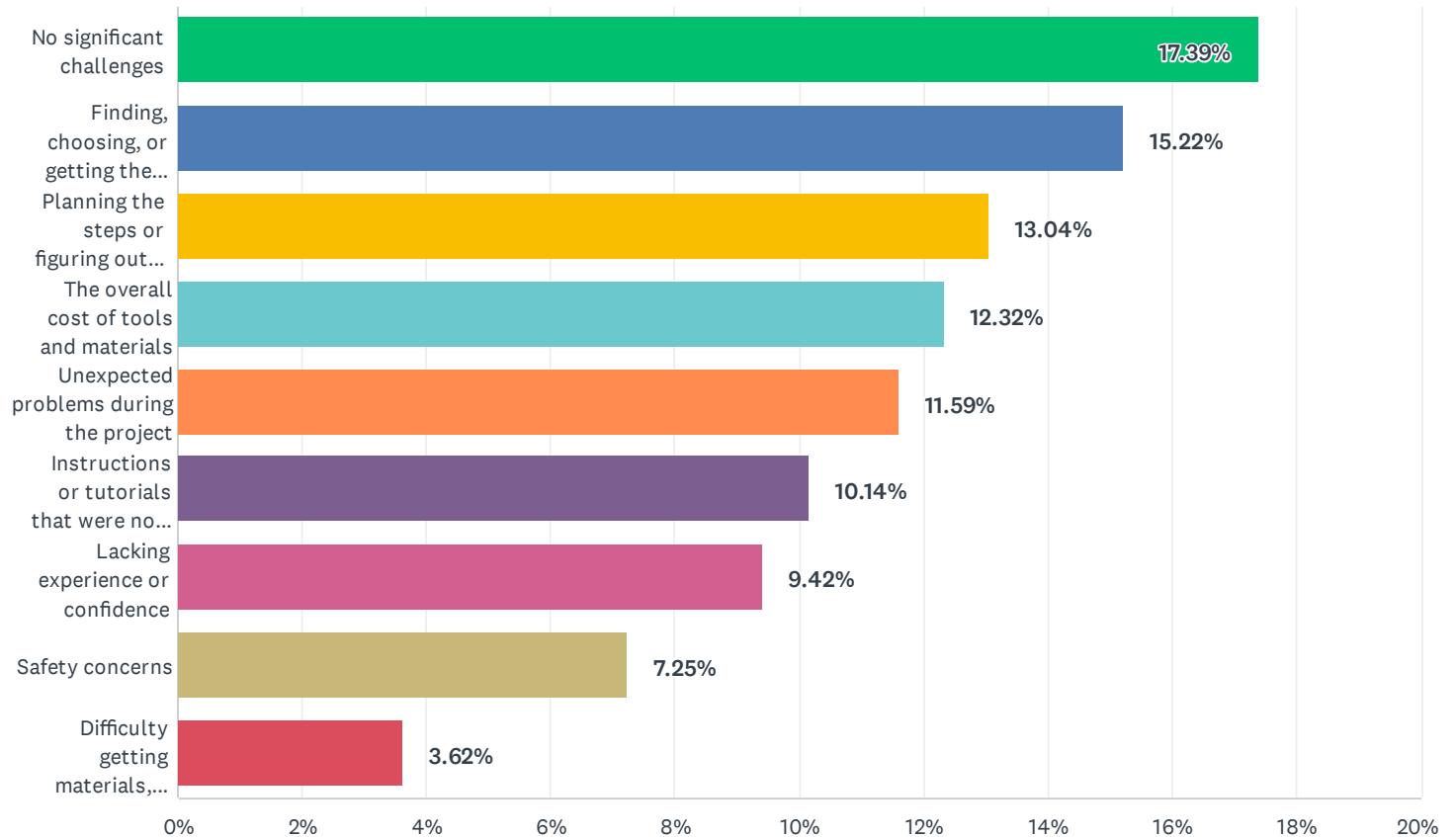
Answered: 138 Skipped: 46



ANSWER CHOICES	RESPONSES	
To save on labor or contractor costs	32.61%	45
The project was simple enough that a professional was not needed	23.91%	33
I enjoy using tools and doing hands-on work	16.67%	23
To have more control over the process and result	11.59%	16
For the sense of accomplishment	5.07%	7
To learn or practice new skills	5.07%	7
A professional was difficult to schedule or unavailable at the right time	3.62%	5
To work on the project with family or friends	0.72%	1
Other (please specify)	0.72%	1
TOTAL		138

Q4 Thinking about the most recent project you completed yourself, what was the biggest challenge?

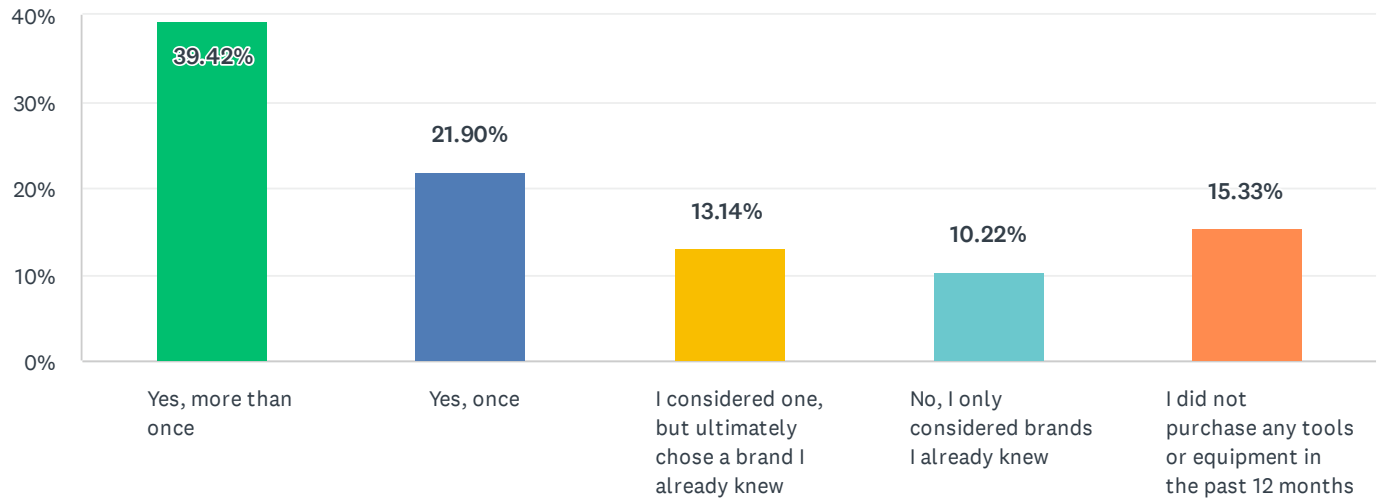
Answered: 138 Skipped: 46



ANSWER CHOICES	RESPONSES	
No significant challenges	17.39%	24
Finding, choosing, or getting the right tools and equipment	15.22%	21
Planning the steps or figuring out how long the work would take	13.04%	18
The overall cost of tools and materials	12.32%	17
Unexpected problems during the project	11.59%	16
Instructions or tutorials that were not clear enough	10.14%	14
Lacking experience or confidence	9.42%	13
Safety concerns	7.25%	10
Difficulty getting materials, accessories, or replacement parts	3.62%	5
TOTAL		138

Q5 In the past 12 months, have you purchased a tool or piece of equipment from a brand you had never personally used before?

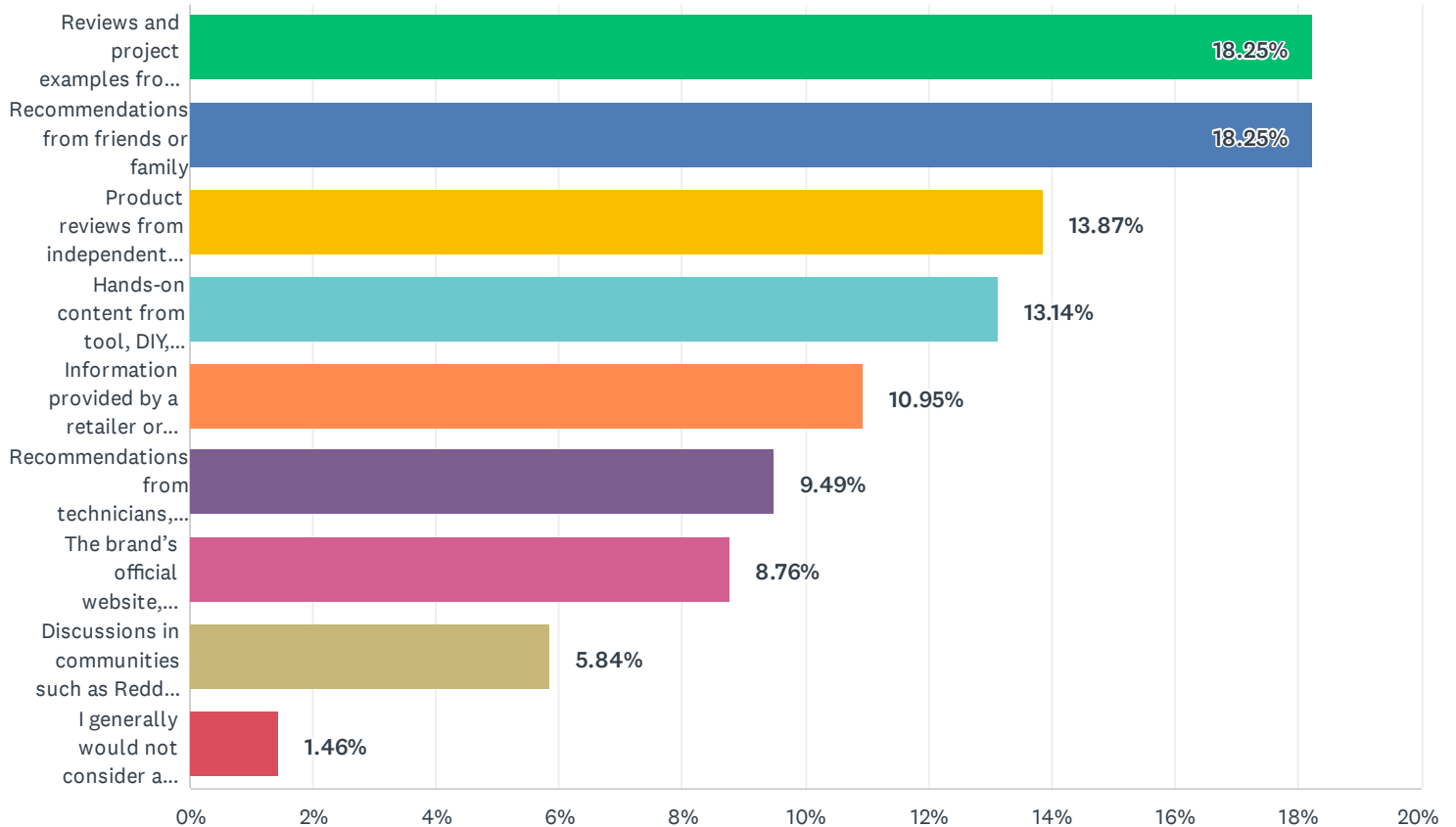
Answered: 137 Skipped: 47



ANSWER CHOICES	RESPONSES	
Yes, more than once	39.42%	54
Yes, once	21.90%	30
I considered one, but ultimately chose a brand I already knew	13.14%	18
No, I only considered brands I already knew	10.22%	14
I did not purchase any tools or equipment in the past 12 months	15.33%	21
TOTAL		137

Q6 When deciding whether to trust a tool or equipment brand you have not used before, which source of information do you rely on most?

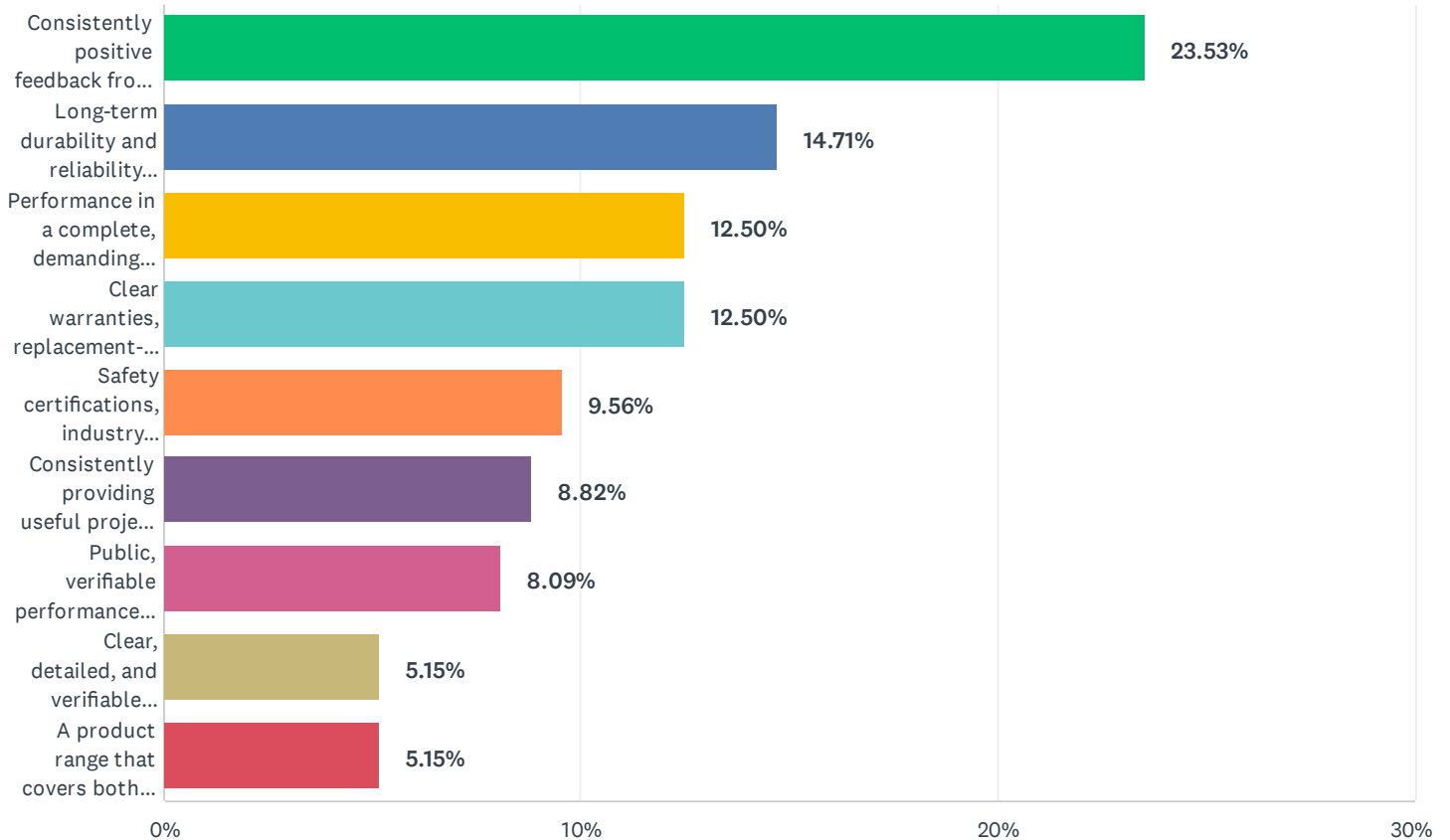
Answered: 137 Skipped: 47



ANSWER CHOICES	RESPONSES	
Reviews and project examples from customers	18.25%	25
Recommendations from friends or family	18.25%	25
Product reviews from independent media or testing organizations	13.87%	19
Hands-on content from tool, DIY, outdoor, or similar creators	13.14%	18
Information provided by a retailer or online marketplace I trust	10.95%	15
Recommendations from technicians, contractors, or industry professionals	9.49%	13
The brand's official website, product information, or demonstrations	8.76%	12
Discussions in communities such as Reddit or specialist forums	5.84%	8
I generally would not consider a brand I had not used before	1.46%	2
TOTAL		137

Q7 Which of the following would most convince you that a tool or equipment brand has genuine expertise?

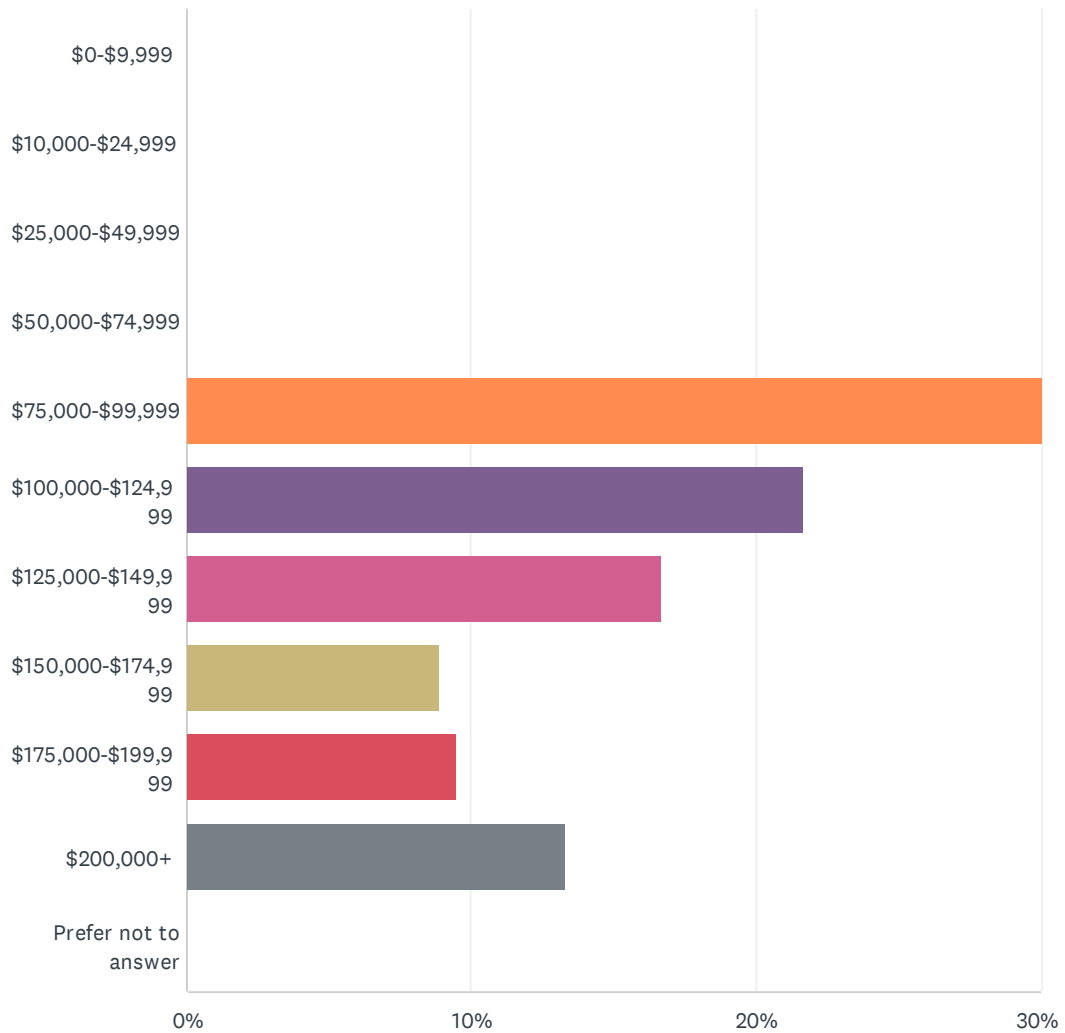
Answered: 136 Skipped: 48



ANSWER CHOICES	RESPONSES	
Consistently positive feedback from a large number of long-term users	23.53%	32
Long-term durability and reliability data	14.71%	20
Performance in a complete, demanding real-world project	12.50%	17
Clear warranties, replacement-parts availability, and after-sales support	12.50%	17
Safety certifications, industry certifications, or third-party testing	9.56%	13
Consistently providing useful project guidance and expert knowledge	8.82%	12
Public, verifiable performance testing against comparable products	8.09%	11
Clear, detailed, and verifiable technical specifications	5.15%	7
A product range that covers both everyday and advanced needs	5.15%	7
TOTAL		136

Q1 Household Income

Answered: 180 Skipped: 4

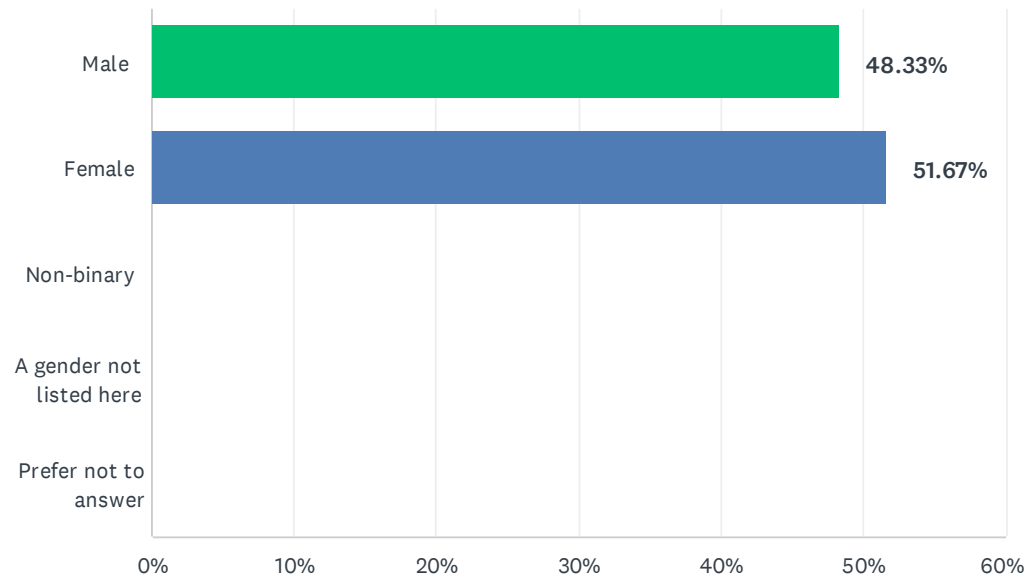


The DIY Home Improvement Insights Survey

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	0.00%	0
\$10,000-\$24,999	0.00%	0
\$25,000-\$49,999	0.00%	0
\$50,000-\$74,999	0.00%	0
\$75,000-\$99,999	30.00%	54
\$100,000-\$124,999	21.67%	39
\$125,000-\$149,999	16.67%	30
\$150,000-\$174,999	8.89%	16
\$175,000-\$199,999	9.44%	17
\$200,000+	13.33%	24
Prefer not to answer	0.00%	0
TOTAL		180

Q2 Gender

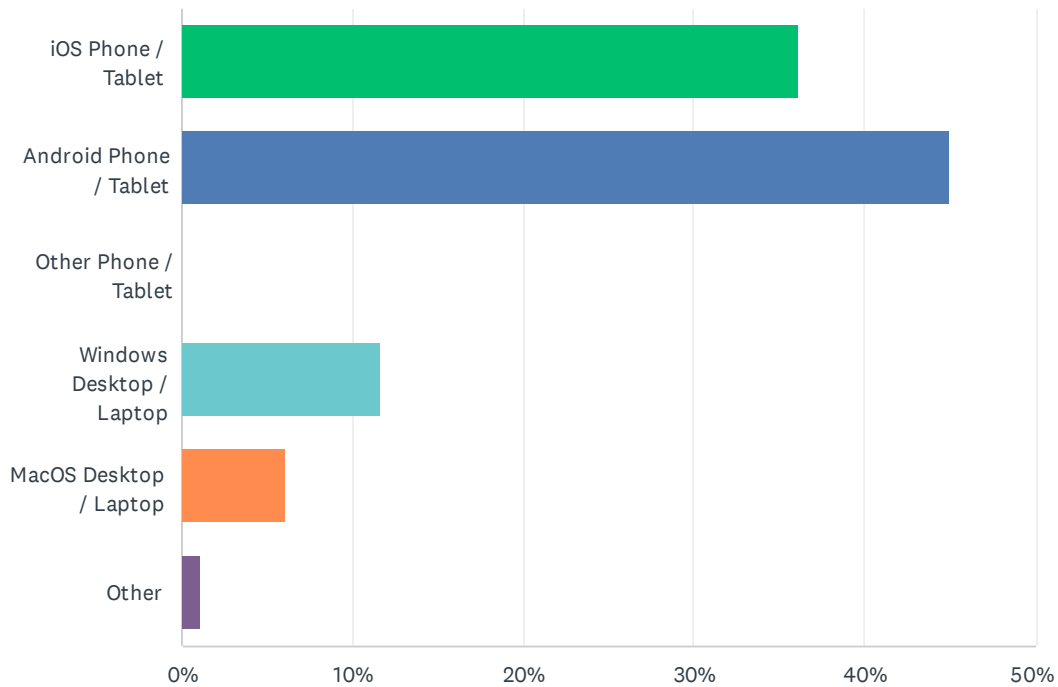
Answered: 180 Skipped: 4



ANSWER CHOICES	RESPONSES	
Male	48.33%	87
Female	51.67%	93
Non-binary	0.00%	0
A gender not listed here	0.00%	0
Prefer not to answer	0.00%	0
TOTAL		180

Q3 Device Type

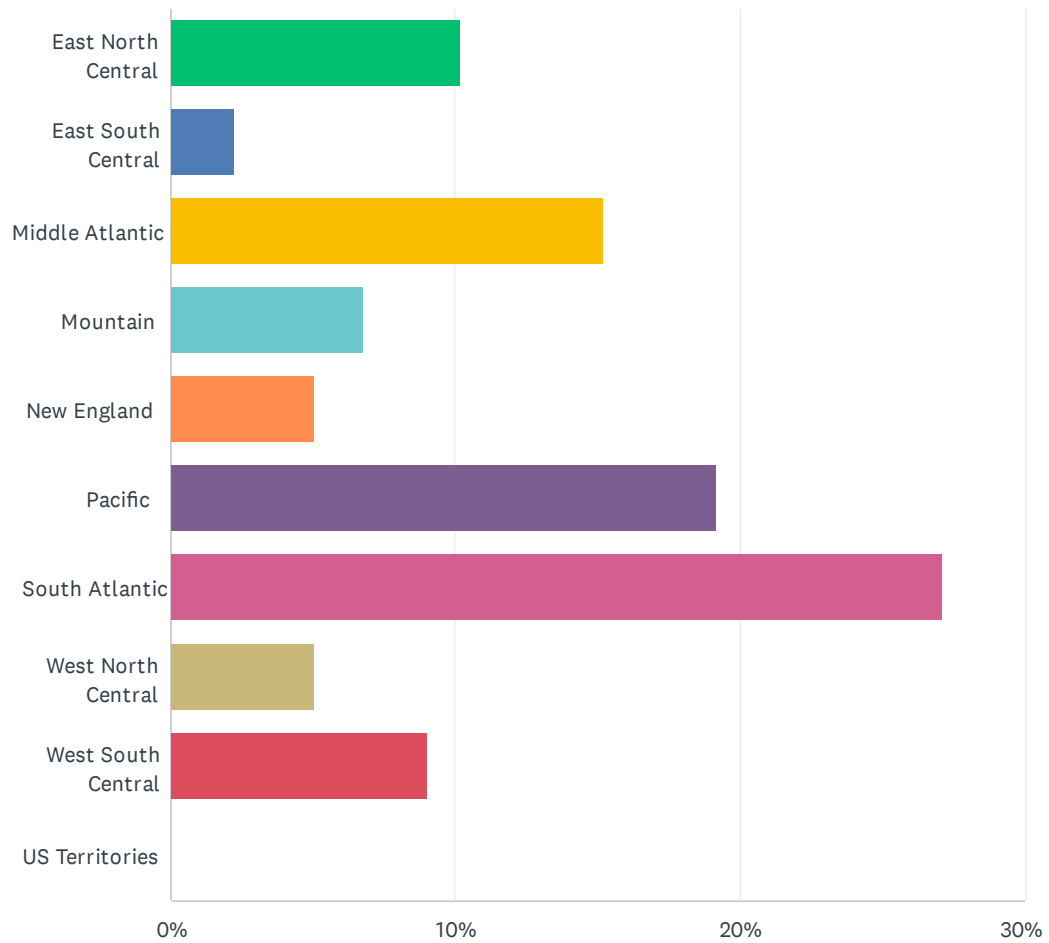
Answered: 180 Skipped: 4



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	36.11%	65
Android Phone / Tablet	45.00%	81
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	11.67%	21
MacOS Desktop / Laptop	6.11%	11
Other	1.11%	2
TOTAL		180

Q4 Major US Region

Answered: 177 Skipped: 7

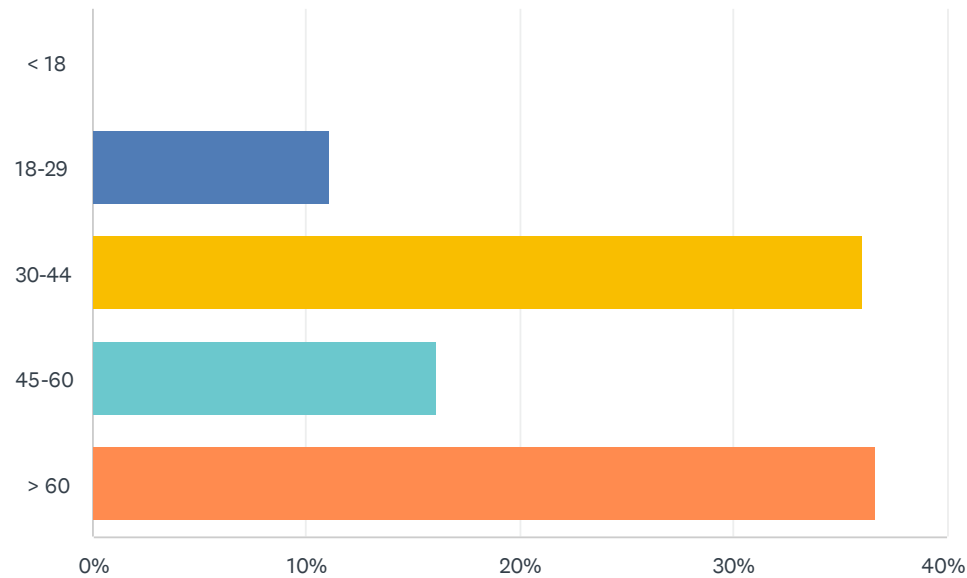


The DIY Home Improvement Insights Survey

ANSWER CHOICES	RESPONSES	
East North Central	10.17%	18
East South Central	2.26%	4
Middle Atlantic	15.25%	27
Mountain	6.78%	12
New England	5.08%	9
Pacific	19.21%	34
South Atlantic	27.12%	48
West North Central	5.08%	9
West South Central	9.04%	16
US Territories	0.00%	0
TOTAL		177

Q5 Age

Answered: 180 Skipped: 4



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	11.11%	20
30-44	36.11%	65
45-60	16.11%	29
> 60	36.67%	66
TOTAL		180