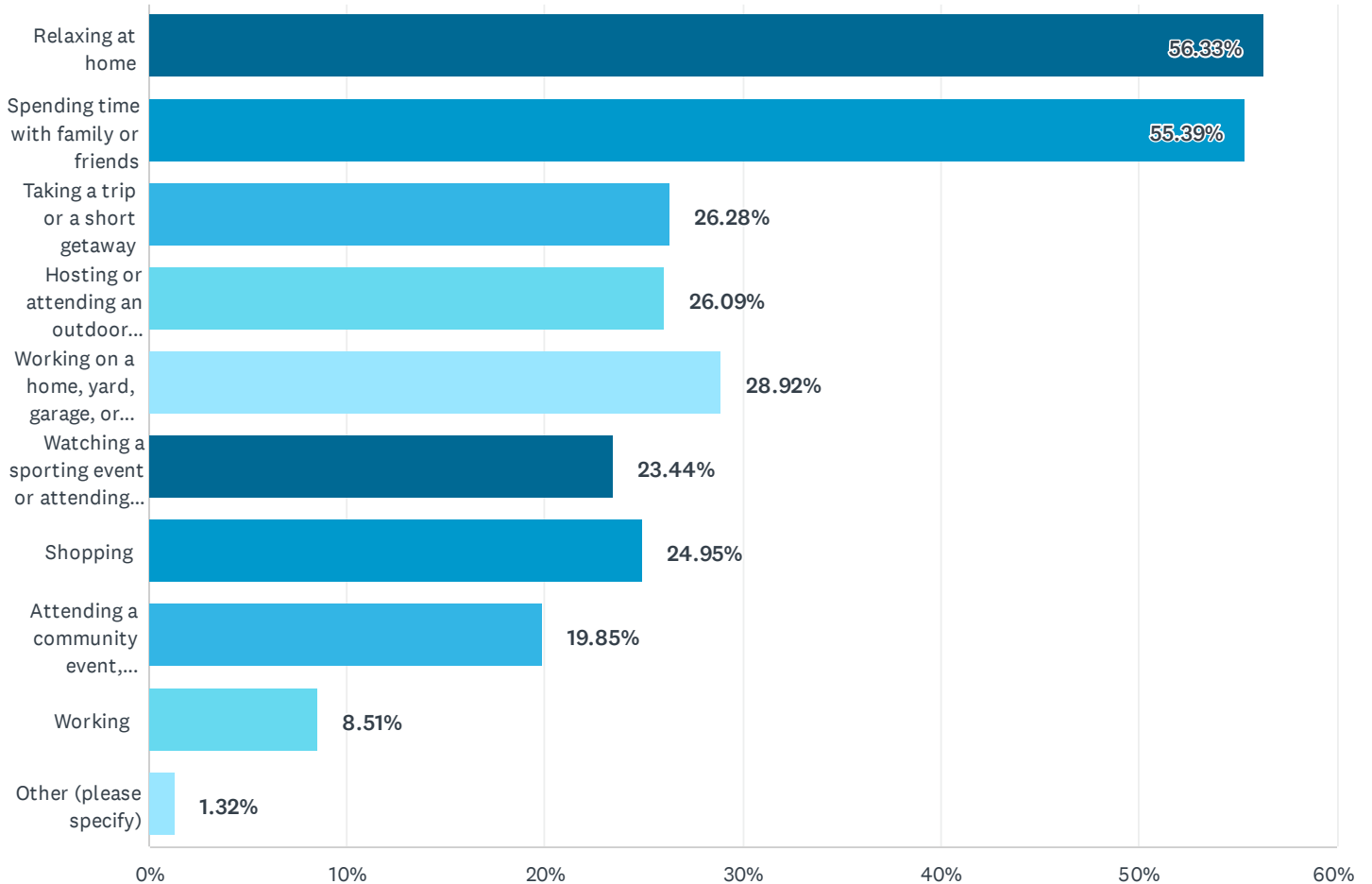


Q1 How do you plan to spend the 2026 Labor Day weekend (September 5–7)? Select all that apply.

Answered: 529 Skipped: 0

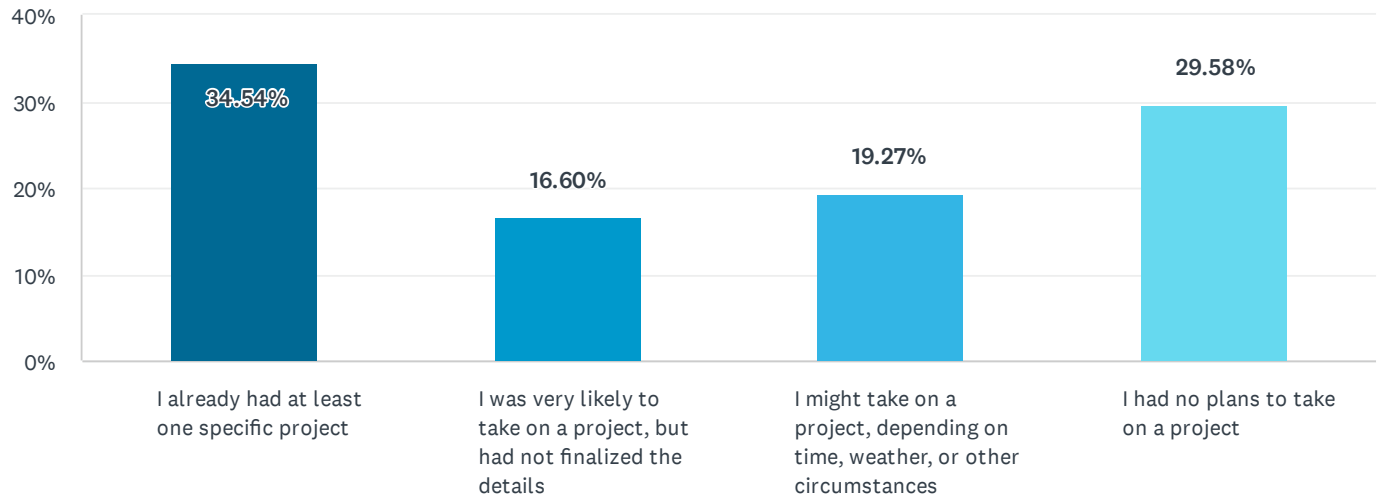


The Labor Day Home Improvement & DIY Survey 2026

ANSWER CHOICES	RESPONSES	
Relaxing at home	56.33%	298
Spending time with family or friends	55.39%	293
Taking a trip or a short getaway	26.28%	139
Hosting or attending an outdoor gathering or barbecue	26.09%	138
Working on a home, yard, garage, or other property-related project	28.92%	153
Watching a sporting event or attending a tailgate party	23.44%	124
Shopping	24.95%	132
Attending a community event, festival, or parade	19.85%	105
Working	8.51%	45
Other (please specify)	1.32%	7
Total Respondents: 529		

Q2 Before taking this survey, which of the following best described your plans for a home or property-related project over Labor Day weekend?

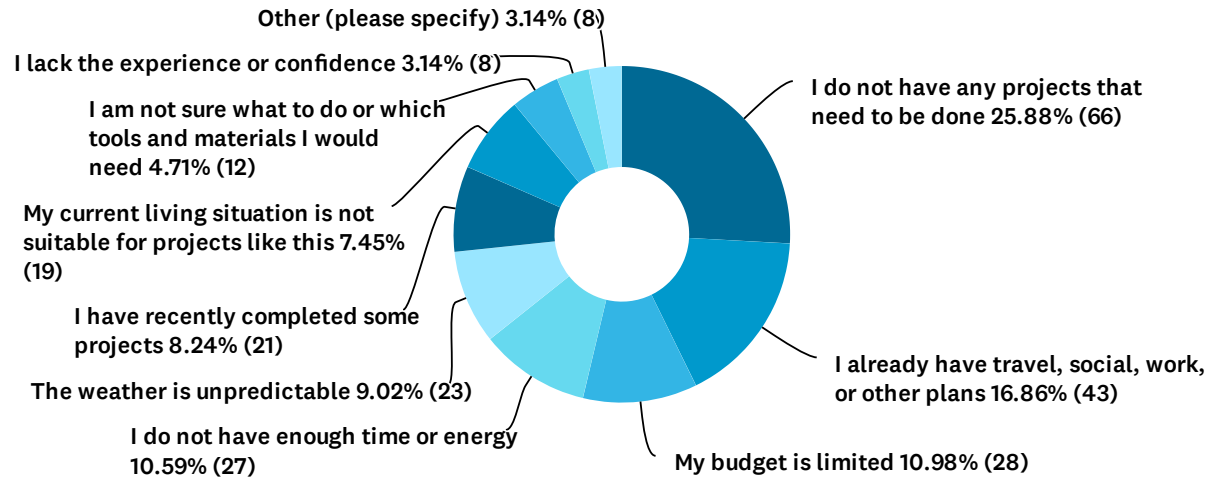
Answered: 524 Skipped: 5



ANSWER CHOICES	RESPONSES	
I already had at least one specific project	34.54%	181
I was very likely to take on a project, but had not finalized the details	16.60%	87
I might take on a project, depending on time, weather, or other circumstances	19.27%	101
I had no plans to take on a project	29.58%	155
TOTAL		524

Q3 What is the main reason you do not currently have a specific project planned for Labor Day weekend?

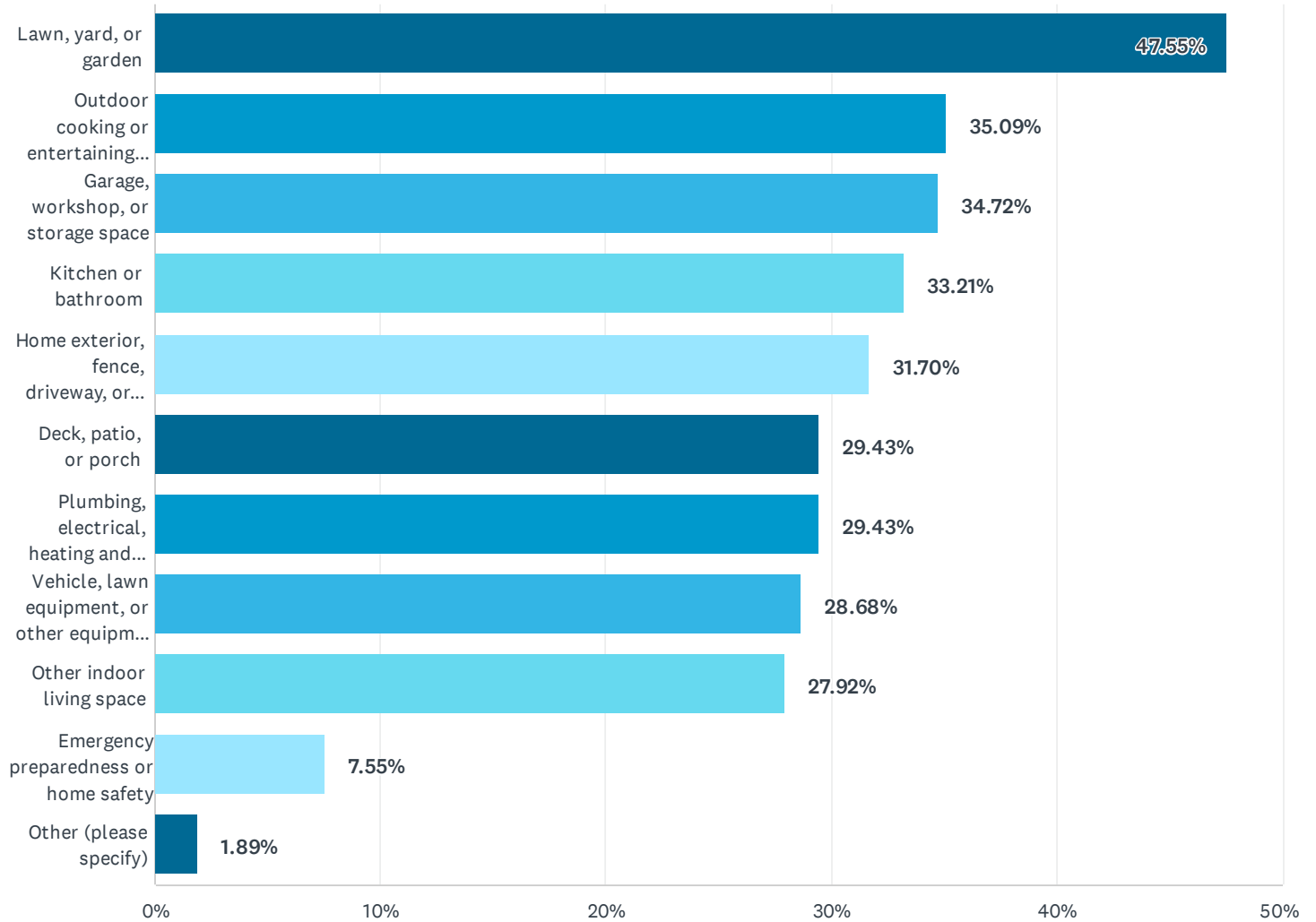
Answered: 255 Skipped: 274



ANSWER CHOICES	RESPONSES	
I do not have any projects that need to be done	25.88%	66
I already have travel, social, work, or other plans	16.86%	43
My budget is limited	10.98%	28
I do not have enough time or energy	10.59%	27
The weather is unpredictable	9.02%	23
I have recently completed some projects	8.24%	21
My current living situation is not suitable for projects like this	7.45%	19
I am not sure what to do or which tools and materials I would need	4.71%	12
I lack the experience or confidence	3.14%	8
Other (please specify)	3.14%	8
TOTAL		255

Q4 Which types of home or property-related projects are you planning to work on over Labor Day weekend? Select all that apply.

Answered: 265 Skipped: 264

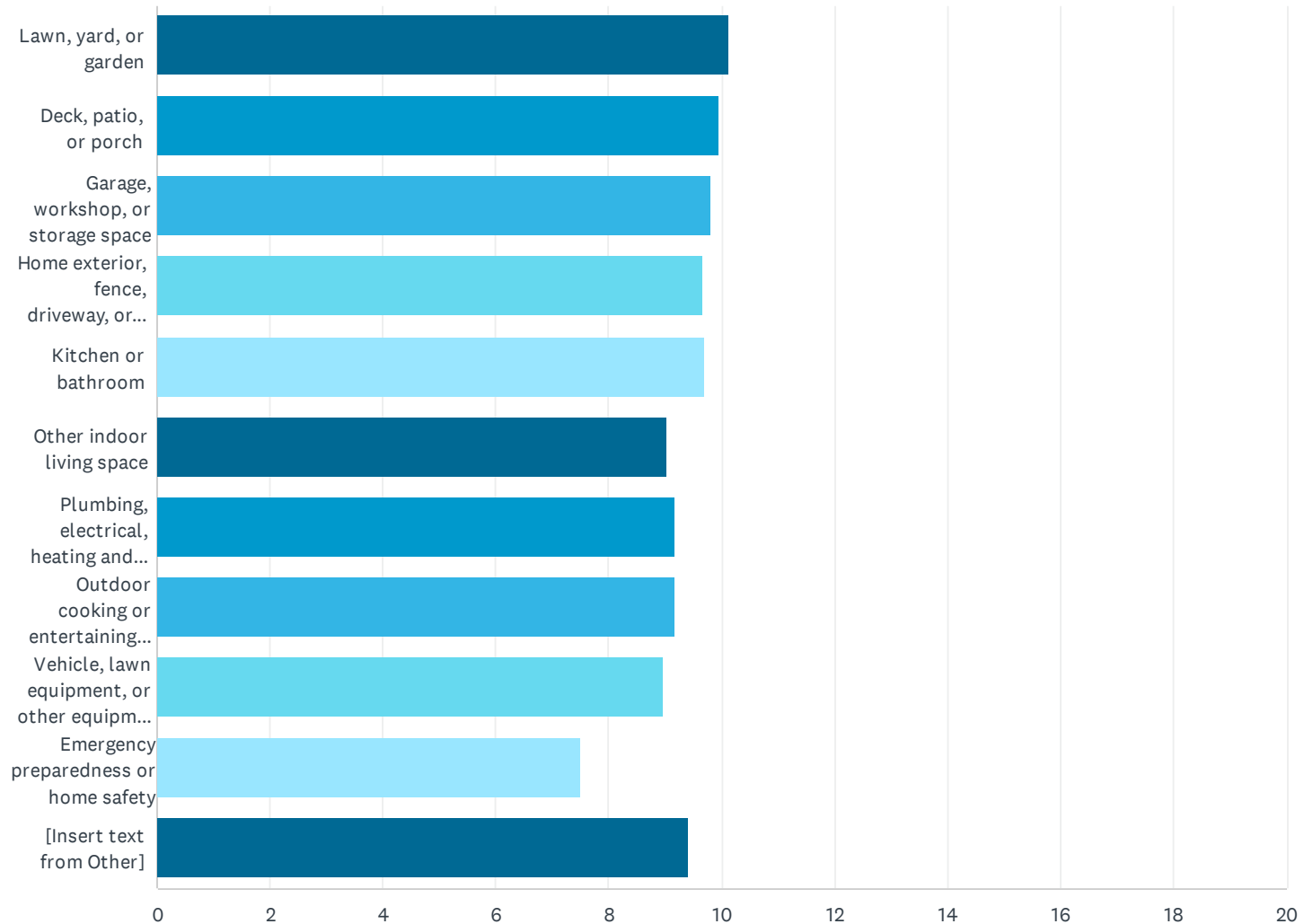


The Labor Day Home Improvement & DIY Survey 2026

ANSWER CHOICES	RESPONSES	
Lawn, yard, or garden	47.55%	126
Outdoor cooking or entertaining area	35.09%	93
Garage, workshop, or storage space	34.72%	92
Kitchen or bathroom	33.21%	88
Home exterior, fence, driveway, or walkway	31.70%	84
Deck, patio, or porch	29.43%	78
Plumbing, electrical, heating and cooling, or other home systems	29.43%	78
Vehicle, lawn equipment, or other equipment maintenance and repair	28.68%	76
Other indoor living space	27.92%	74
Emergency preparedness or home safety	7.55%	20
Other (please specify)	1.89%	5
Total Respondents: 265		

Q5 Please rank the projects you selected above in order of priority, with 1 being your top priority for Labor Day weekend.

Answered: 264 Skipped: 265

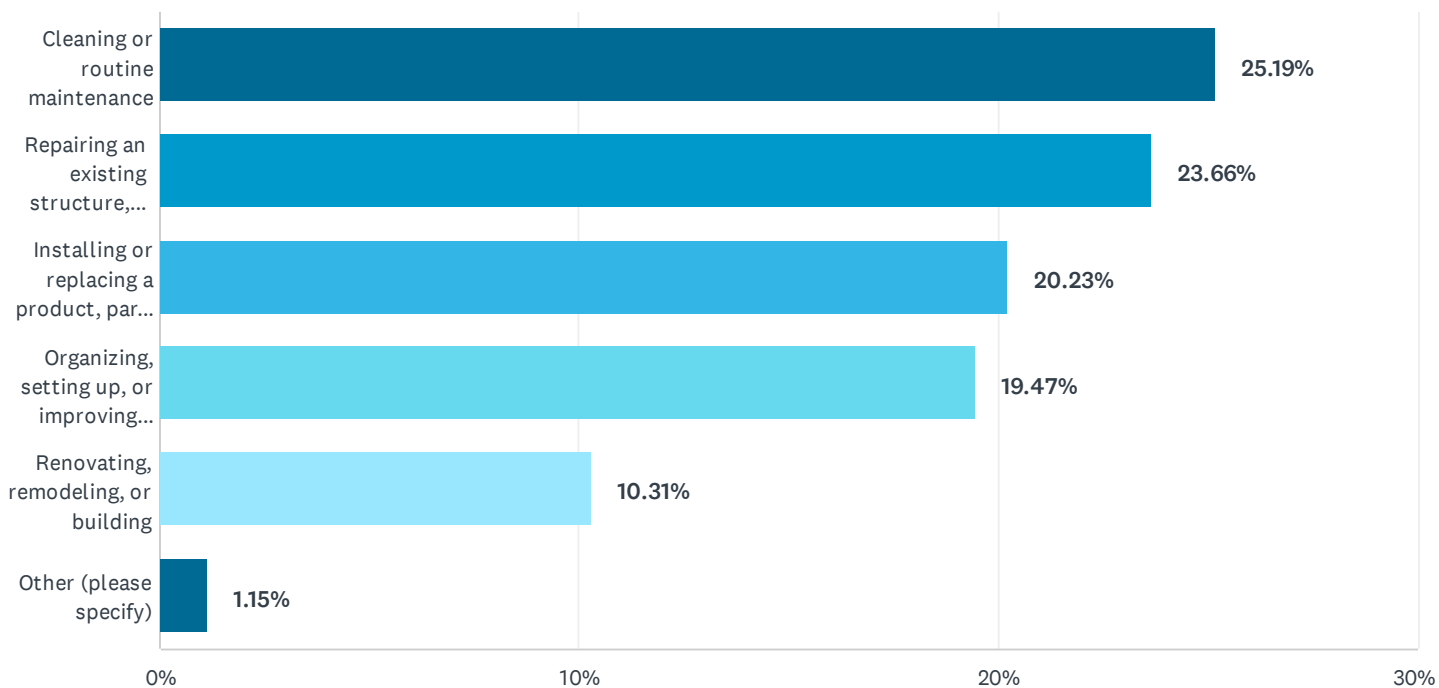


The Labor Day Home Improvement & DIY Survey 2026

	1	2	3	4	5	6	7	8	9	10	11	Total
Lawn, yard, or garden	44.00% 55	33.60% 42	16.00% 20	4.00% 5	1.60% 2	0.80% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
Deck, patio, or porch	45.45% 35	32.47% 25	5.19% 4	9.09% 7	6.49% 5	1.30% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
Garage, workshop, or storage space	34.07% 31	32.97% 30	20.88% 19	6.59% 6	2.20% 2	3.30% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
Home exterior, fence, driveway, or walkway	32.53% 27	26.51% 22	21.69% 18	15.66% 13	2.41% 2	1.20% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
Kitchen or bathroom	31.03% 27	35.63% 31	19.54% 17	4.60% 4	5.75% 5	3.45% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
Other indoor living space	24.32% 18	25.68% 19	18.92% 14	13.51% 10	5.41% 4	6.76% 5	2.70% 2	1.35% 1	0.00% 0	1.35% 1	0.00% 0	
Plumbing, electrical, heating and cooling, or other home systems	27.27% 21	19.48% 15	20.78% 16	16.88% 13	11.69% 9	0.00% 0	3.90% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	
Outdoor cooking or entertaining area	29.35% 27	18.48% 17	25.00% 23	13.04% 12	6.52% 6	2.17% 2	1.09% 1	3.26% 3	1.09% 1	0.00% 0	0.00% 0	
Vehicle, lawn equipment, or other equipment maintenance and repair	21.33% 16	21.33% 16	29.33% 22	12.00% 9	6.67% 5	2.67% 2	2.67% 2	1.33% 1	2.67% 2	0.00% 0	0.00% 0	
Emergency preparedness or home safety	15.00% 3	0.00% 0	25.00% 5	25.00% 5	5.00% 1	10.00% 2	0.00% 0	10.00% 2	5.00% 1	5.00% 1	0.00% 0	
[Insert text from Other]	80.00% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20.00% 1	0.00% 0	0.00% 0	

Q6 Which of the following best describes your primary project?

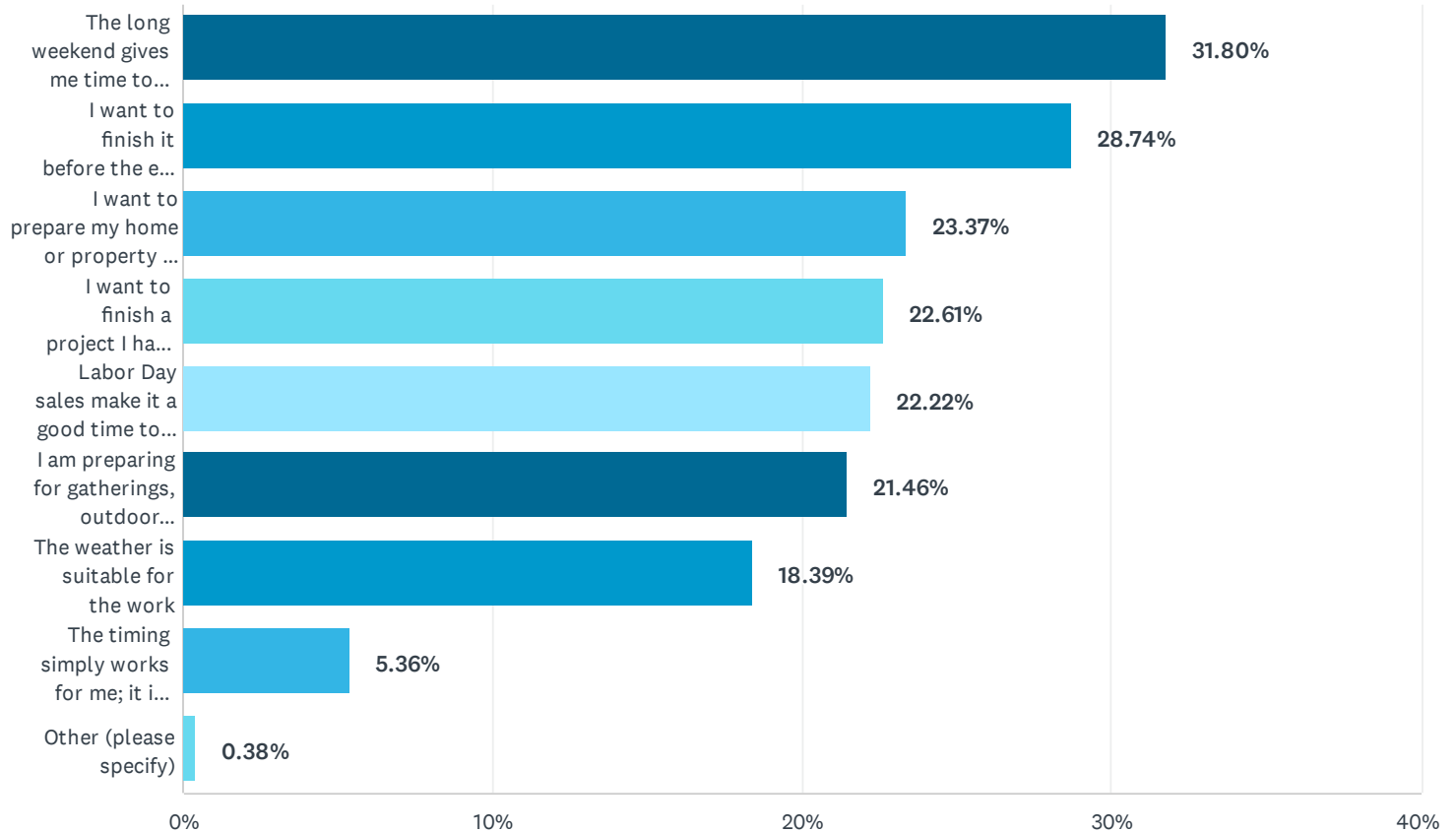
Answered: 262 Skipped: 267



ANSWER CHOICES	RESPONSES	
Cleaning or routine maintenance	25.19%	66
Repairing an existing structure, product, or piece of equipment	23.66%	62
Installing or replacing a product, part, or piece of equipment	20.23%	53
Organizing, setting up, or improving storage	19.47%	51
Renovating, remodeling, or building	10.31%	27
Other (please specify)	1.15%	3
TOTAL		262

Q7 Why are you scheduling this project for Labor Day weekend? Select up to two main reasons.

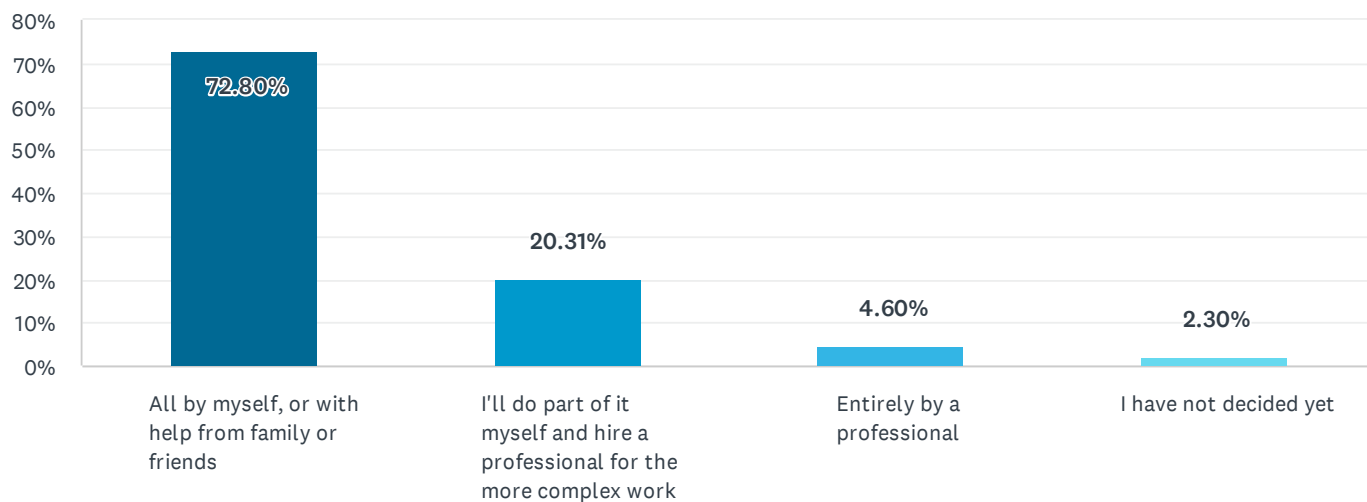
Answered: 261 Skipped: 268



ANSWER CHOICES	RESPONSES	
The long weekend gives me time to focus on the project	31.80%	83
I want to finish it before the end of summer	28.74%	75
I want to prepare my home or property for fall or winter	23.37%	61
I want to finish a project I have been putting off	22.61%	59
Labor Day sales make it a good time to buy tools or materials	22.22%	58
I am preparing for gatherings, outdoor activities, or football season	21.46%	56
The weather is suitable for the work	18.39%	48
The timing simply works for me; it is not specifically because of Labor Day	5.36%	14
Other (please specify)	0.38%	1
Total Respondents: 261		

Q8 How do you plan to complete this project?

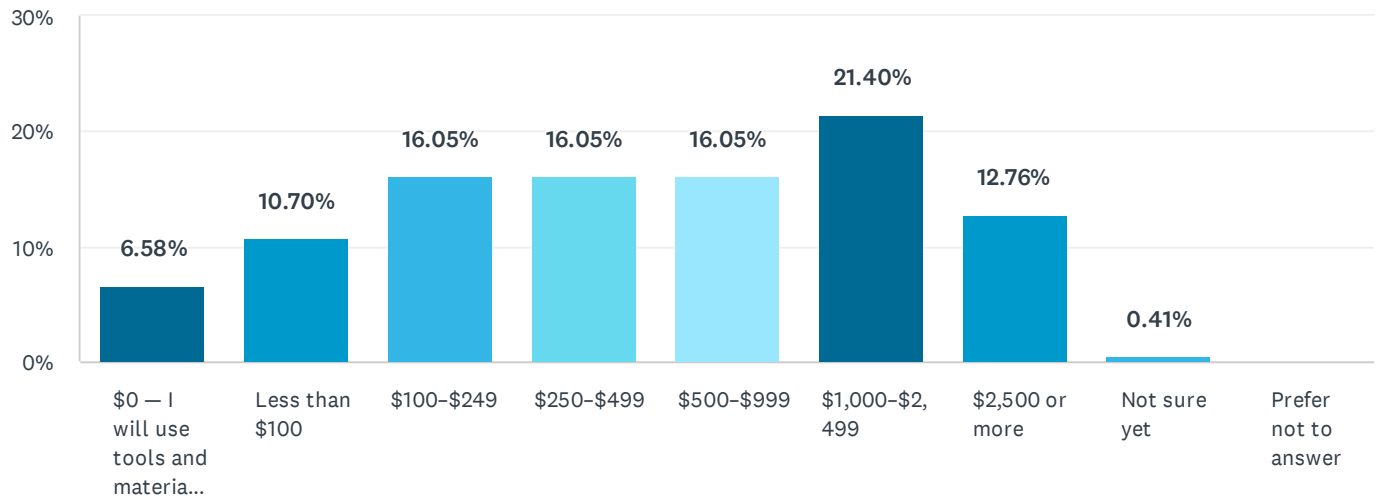
Answered: 261 Skipped: 268



ANSWER CHOICES	RESPONSES	
All by myself, or with help from family or friends	72.80%	190
I'll do part of it myself and hire a professional for the more complex work	20.31%	53
Entirely by a professional	4.60%	12
I have not decided yet	2.30%	6
TOTAL		261

**Q9 How much do you expect to spend on the tools, equipment, materials, supplies etc on the project to be completed over Labor Day weekend?
Exclude labor fees paid to professionals.**

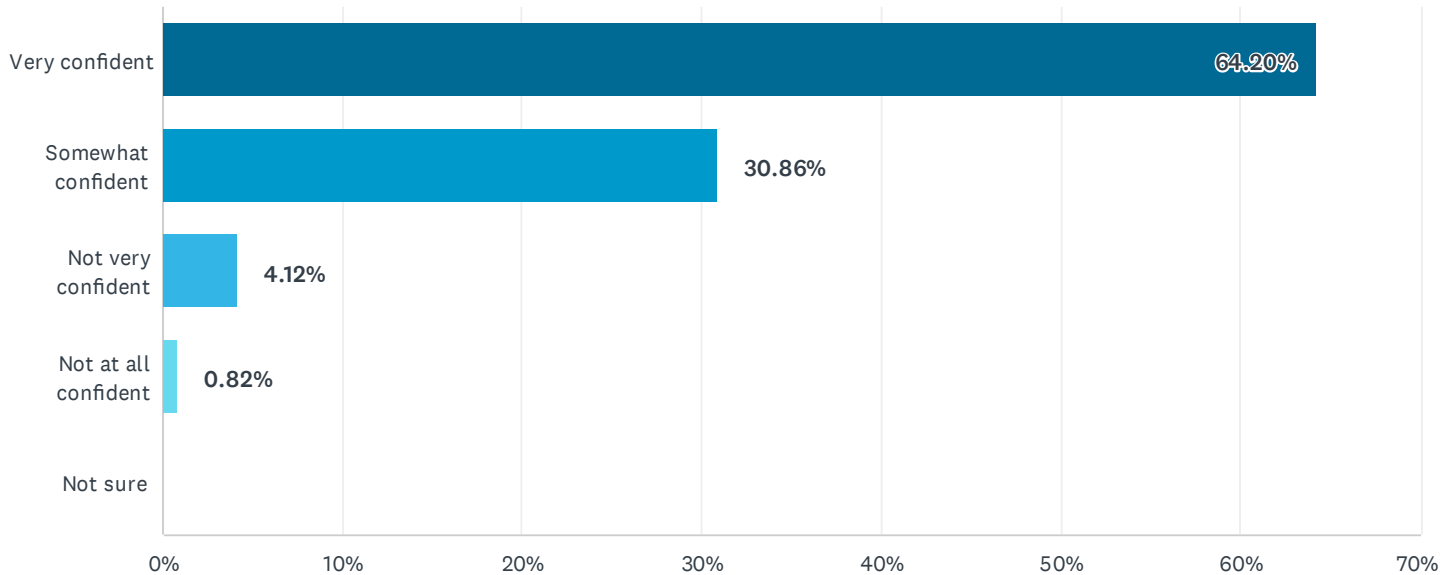
Answered: 243 Skipped: 286



ANSWER CHOICES	RESPONSES	
\$0 — I will use tools and materials I already have	6.58%	16
Less than \$100	10.70%	26
\$100–\$249	16.05%	39
\$250–\$499	16.05%	39
\$500–\$999	16.05%	39
\$1,000–\$2,499	21.40%	52
\$2,500 or more	12.76%	31
Not sure yet	0.41%	1
Prefer not to answer	0.00%	0
TOTAL		243

Q10 How confident are you that you will complete your part of the project as planned over Labor Day weekend?

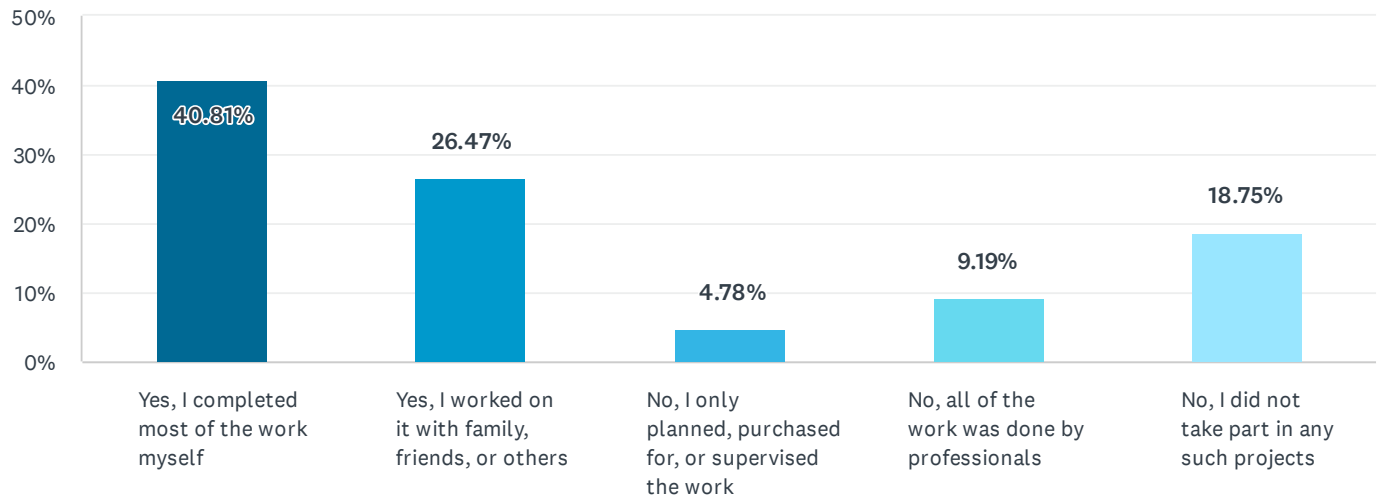
Answered: 243 Skipped: 286



ANSWER CHOICES	RESPONSES	
Very confident	64.20%	156
Somewhat confident	30.86%	75
Not very confident	4.12%	10
Not at all confident	0.82%	2
Not sure	0.00%	0
TOTAL		243

Q11 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?

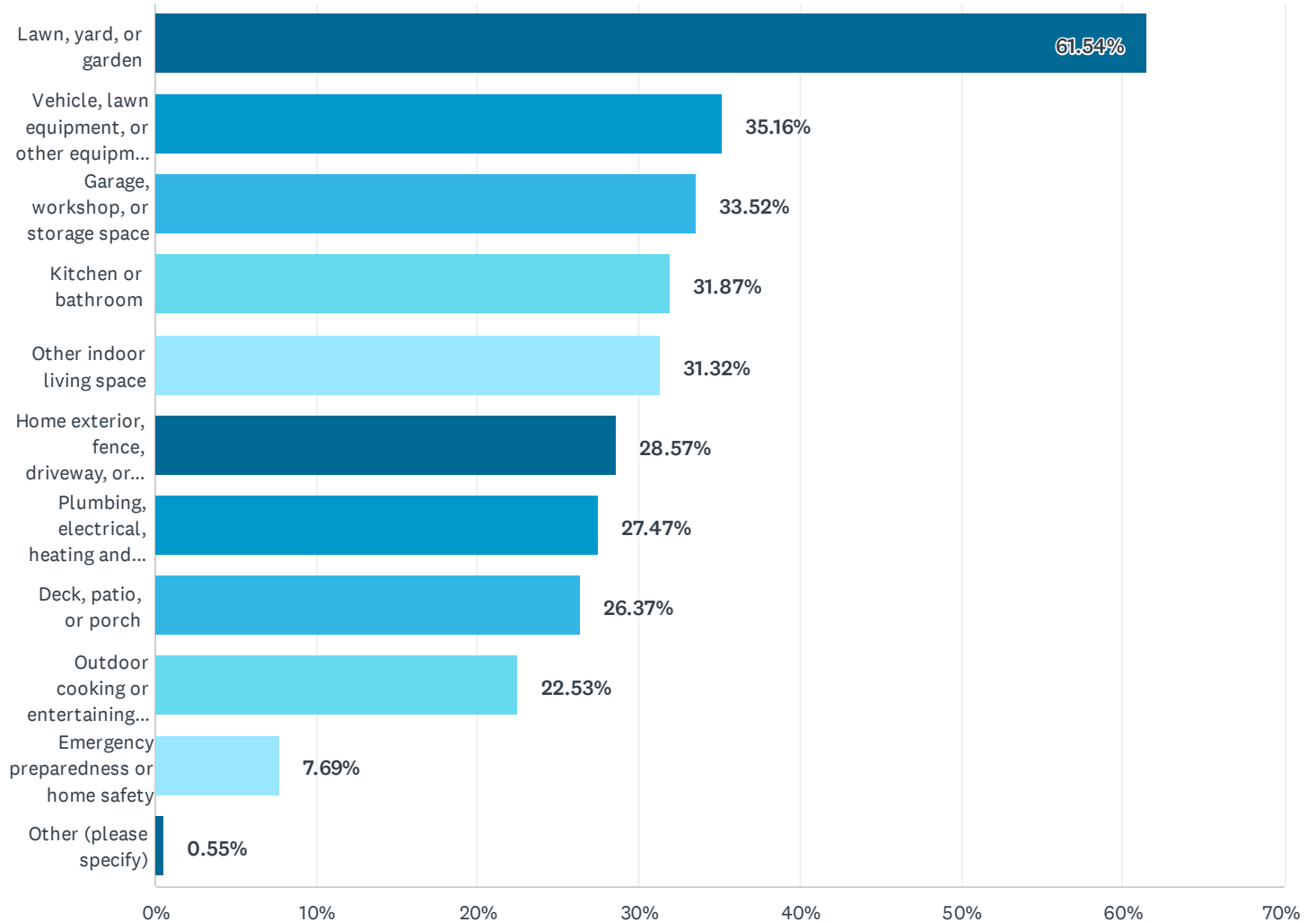
Answered: 272 Skipped: 257



ANSWER CHOICES	RESPONSES	
Yes, I completed most of the work myself	40.81%	111
Yes, I worked on it with family, friends, or others	26.47%	72
No, I only planned, purchased for, or supervised the work	4.78%	13
No, all of the work was done by professionals	9.19%	25
No, I did not take part in any such projects	18.75%	51
TOTAL		272

Q12 In the past 12 months, which types of projects have you personally worked on? Select all that apply.

Answered: 182 Skipped: 347

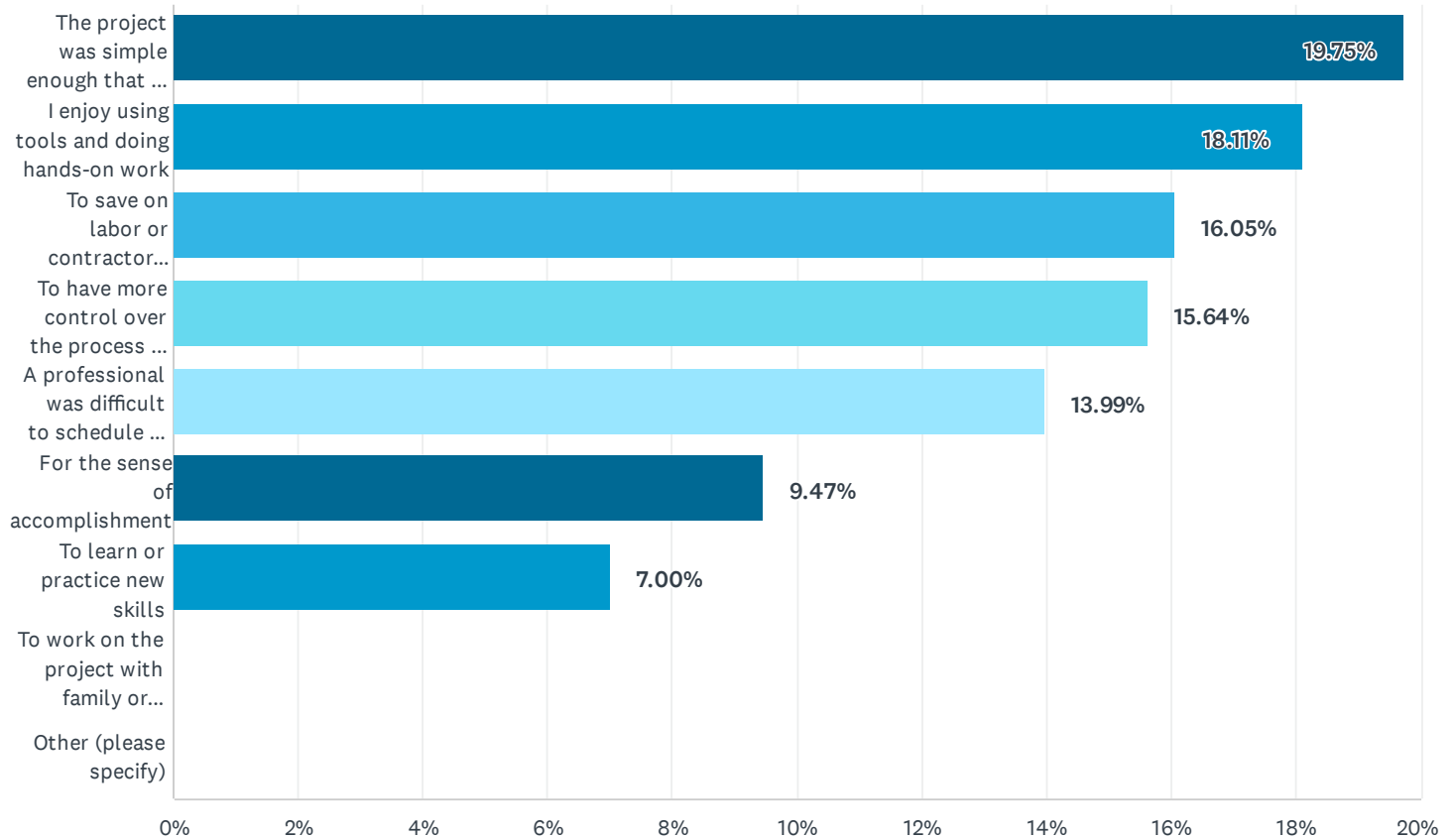


The Labor Day Home Improvement & DIY Survey 2026

ANSWER CHOICES	RESPONSES	
Lawn, yard, or garden	61.54%	112
Vehicle, lawn equipment, or other equipment maintenance and repair	35.16%	64
Garage, workshop, or storage space	33.52%	61
Kitchen or bathroom	31.87%	58
Other indoor living space	31.32%	57
Home exterior, fence, driveway, or walkway	28.57%	52
Plumbing, electrical, heating and cooling, or other home systems	27.47%	50
Deck, patio, or porch	26.37%	48
Outdoor cooking or entertaining area	22.53%	41
Emergency preparedness or home safety	7.69%	14
Other (please specify)	0.55%	1
Total Respondents: 182		

Q13 For your Labor Day project, what is the main reason you plan to do the work yourself?

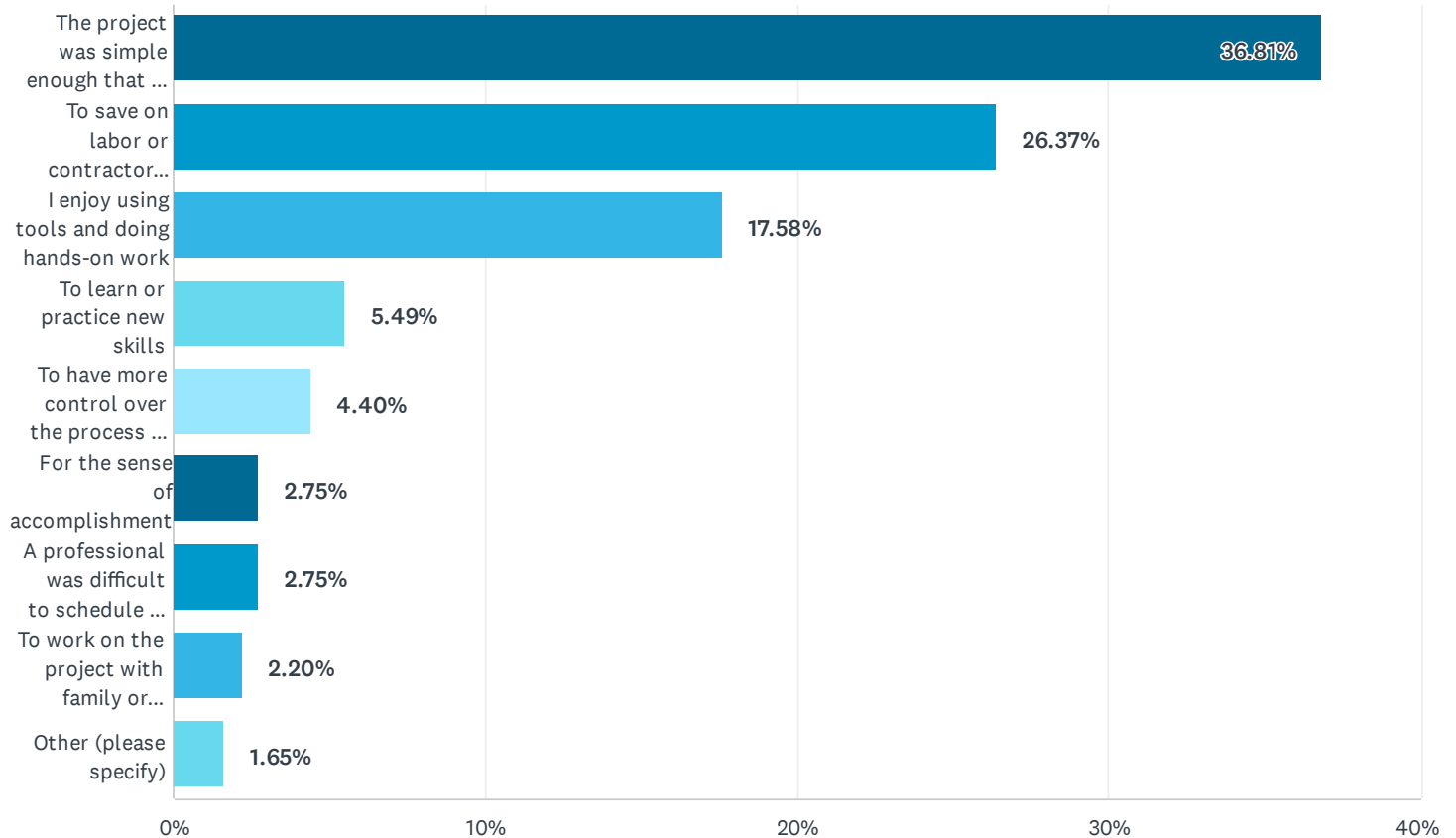
Answered: 243 Skipped: 286



ANSWER CHOICES	RESPONSES	
The project was simple enough that a professional was not needed	19.75%	48
I enjoy using tools and doing hands-on work	18.11%	44
To save on labor or contractor costs	16.05%	39
To have more control over the process and result	15.64%	38
A professional was difficult to schedule or unavailable at the right time	13.99%	34
For the sense of accomplishment	9.47%	23
To learn or practice new skills	7.00%	17
To work on the project with family or friends	0.00%	0
Other (please specify)	0.00%	0
TOTAL		243

Q14 Thinking about the most recent project you completed yourself, what was the main reason you chose to do it yourself?

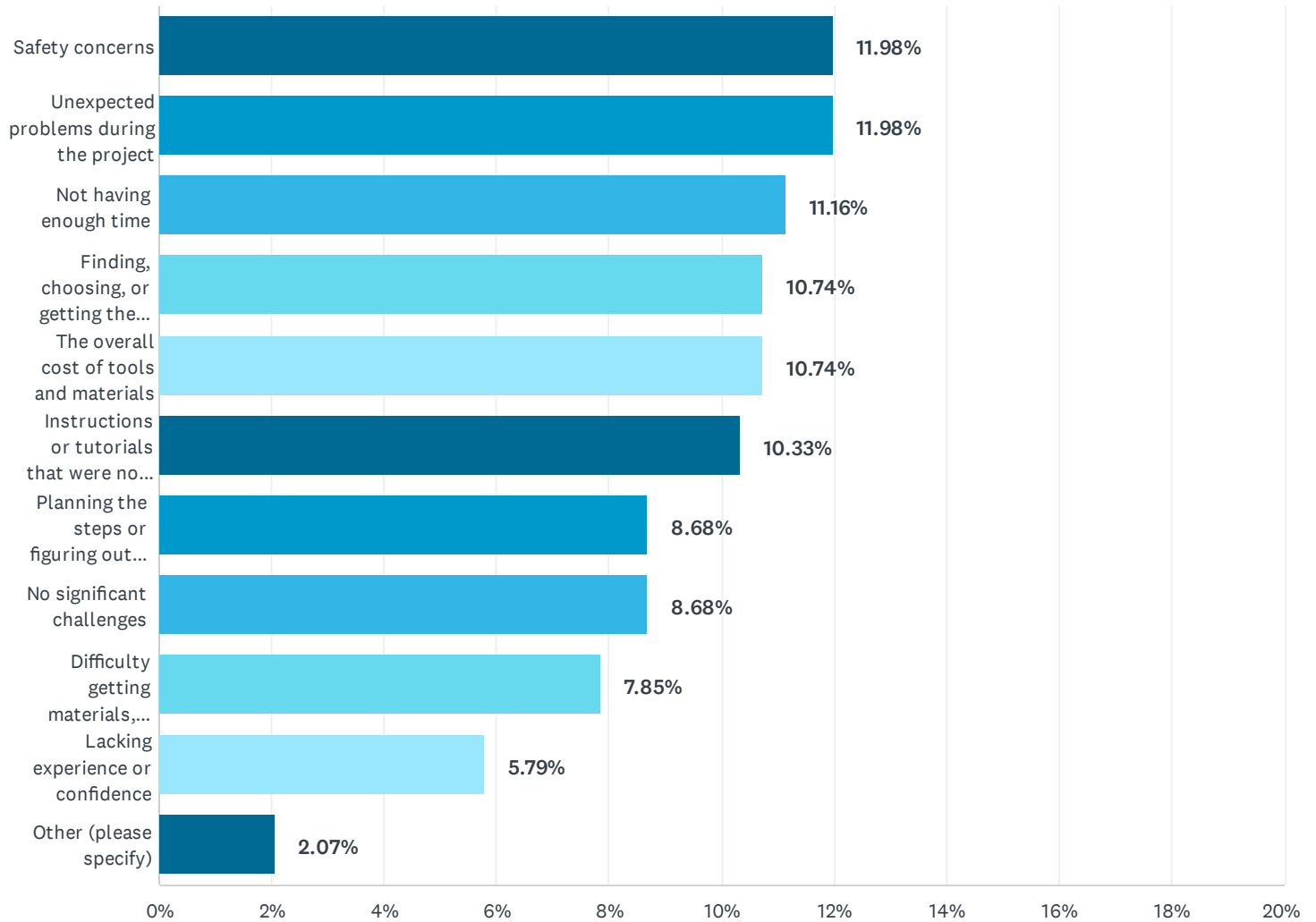
Answered: 182 Skipped: 347



ANSWER CHOICES	RESPONSES	
The project was simple enough that a professional was not needed	36.81%	67
To save on labor or contractor costs	26.37%	48
I enjoy using tools and doing hands-on work	17.58%	32
To learn or practice new skills	5.49%	10
To have more control over the process and result	4.40%	8
For the sense of accomplishment	2.75%	5
A professional was difficult to schedule or unavailable at the right time	2.75%	5
To work on the project with family or friends	2.20%	4
Other (please specify)	1.65%	3
TOTAL		182

Q15 What will be your biggest concern of this Labor Day project?

Answered: 242 Skipped: 287

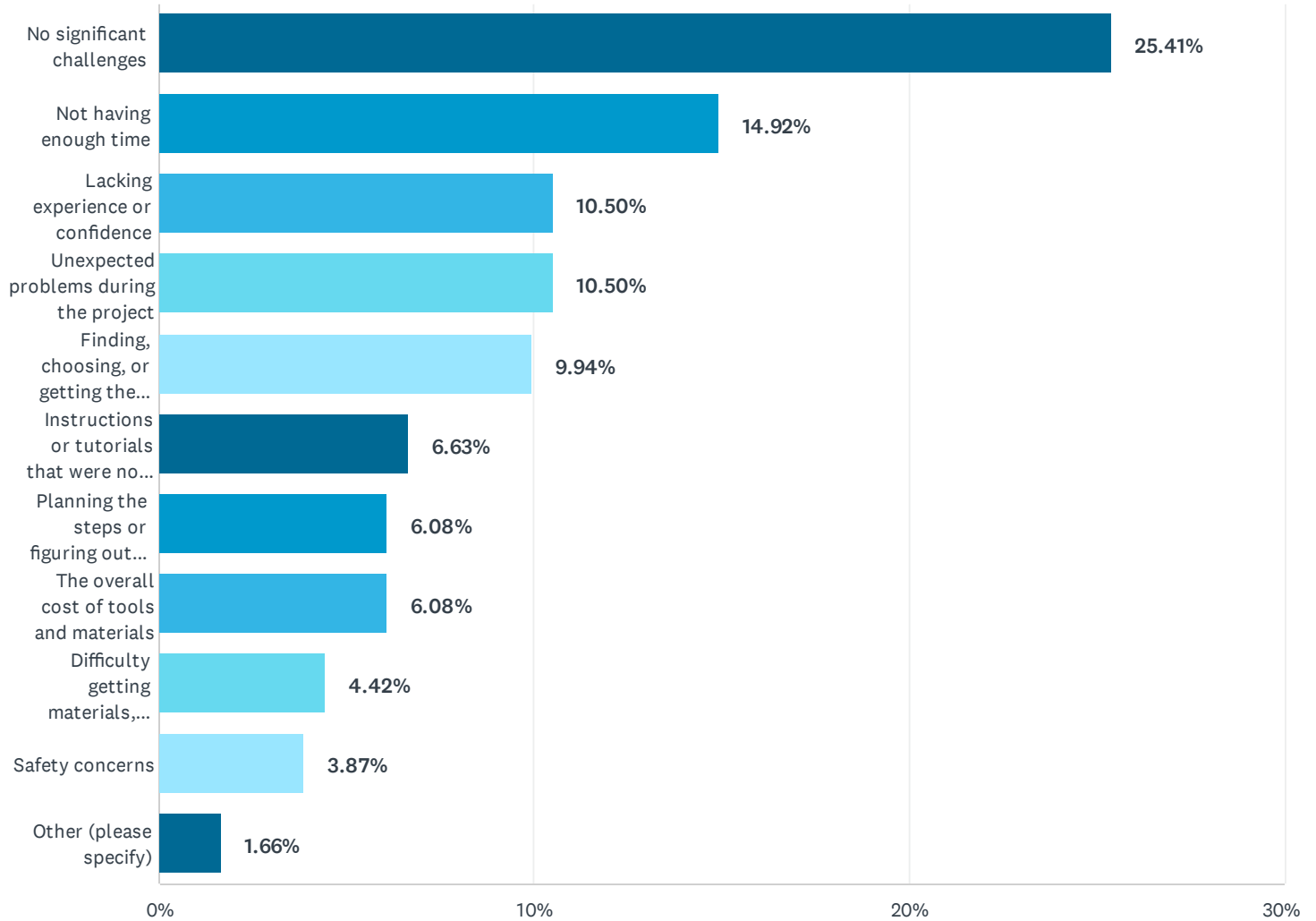


The Labor Day Home Improvement & DIY Survey 2026

ANSWER CHOICES	RESPONSES	
Safety concerns	11.98%	29
Unexpected problems during the project	11.98%	29
Not having enough time	11.16%	27
Finding, choosing, or getting the right tools and equipment	10.74%	26
The overall cost of tools and materials	10.74%	26
Instructions or tutorials that were not clear enough	10.33%	25
Planning the steps or figuring out how long the work would take	8.68%	21
No significant challenges	8.68%	21
Difficulty getting materials, accessories, or replacement parts	7.85%	19
Lacking experience or confidence	5.79%	14
Other (please specify)	2.07%	5
TOTAL		242

Q16 Thinking about the most recent project you completed yourself, what was the biggest challenge?

Answered: 181 Skipped: 348

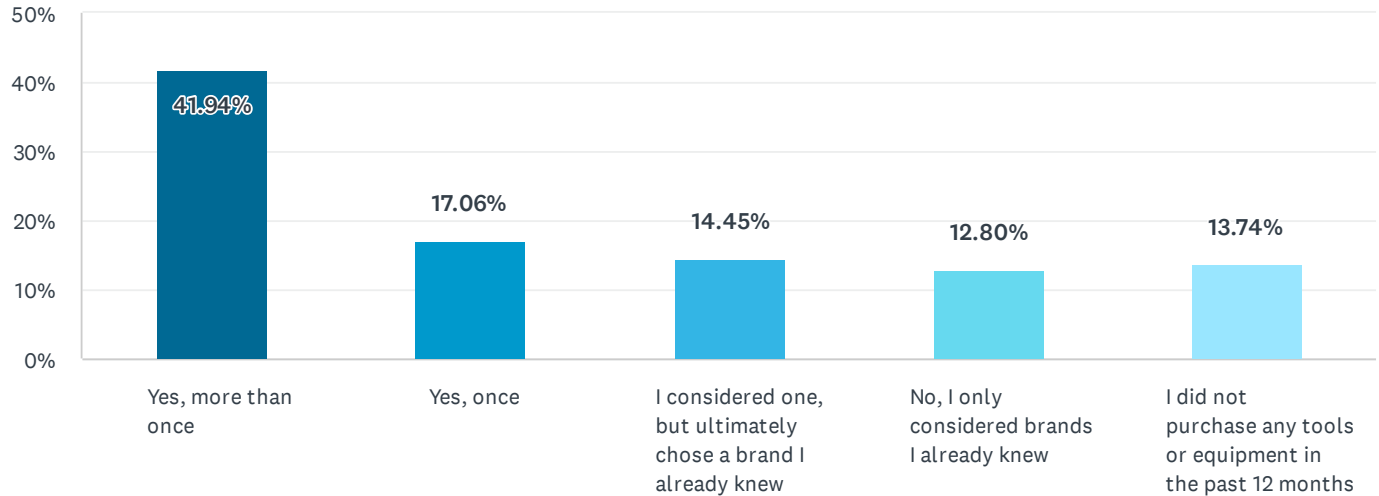


The Labor Day Home Improvement & DIY Survey 2026

ANSWER CHOICES	RESPONSES	
No significant challenges	25.41%	46
Not having enough time	14.92%	27
Lacking experience or confidence	10.50%	19
Unexpected problems during the project	10.50%	19
Finding, choosing, or getting the right tools and equipment	9.94%	18
Instructions or tutorials that were not clear enough	6.63%	12
Planning the steps or figuring out how long the work would take	6.08%	11
The overall cost of tools and materials	6.08%	11
Difficulty getting materials, accessories, or replacement parts	4.42%	8
Safety concerns	3.87%	7
Other (please specify)	1.66%	3
TOTAL		181

Q17 In the past 12 months, have you purchased a tool or piece of equipment from a brand you had never personally used before?

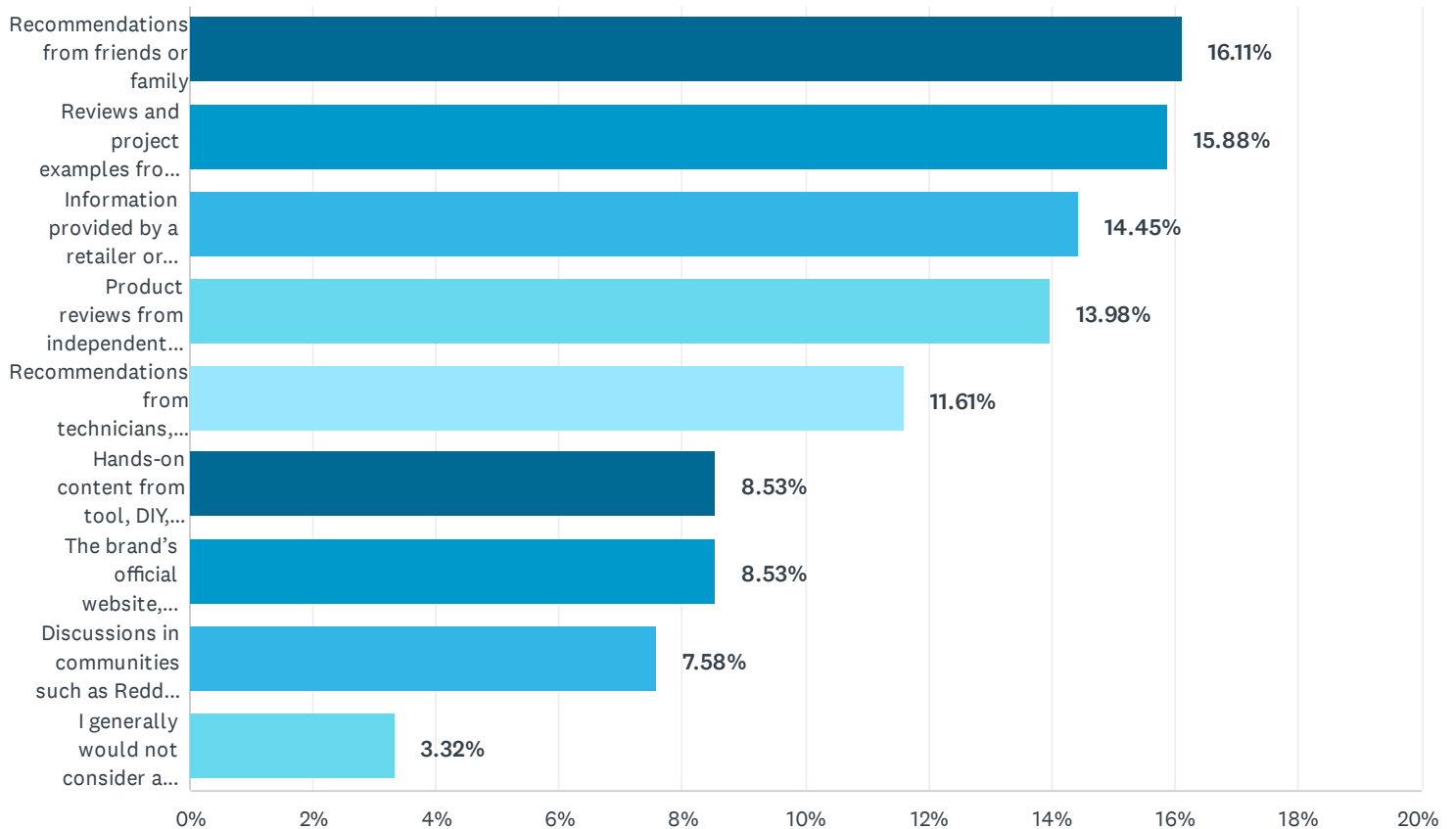
Answered: 422 Skipped: 107



ANSWER CHOICES	RESPONSES	
Yes, more than once	41.94%	177
Yes, once	17.06%	72
I considered one, but ultimately chose a brand I already knew	14.45%	61
No, I only considered brands I already knew	12.80%	54
I did not purchase any tools or equipment in the past 12 months	13.74%	58
TOTAL		422

Q18 When deciding whether to trust a tool or equipment brand you have not used before, which source of information do you rely on most?

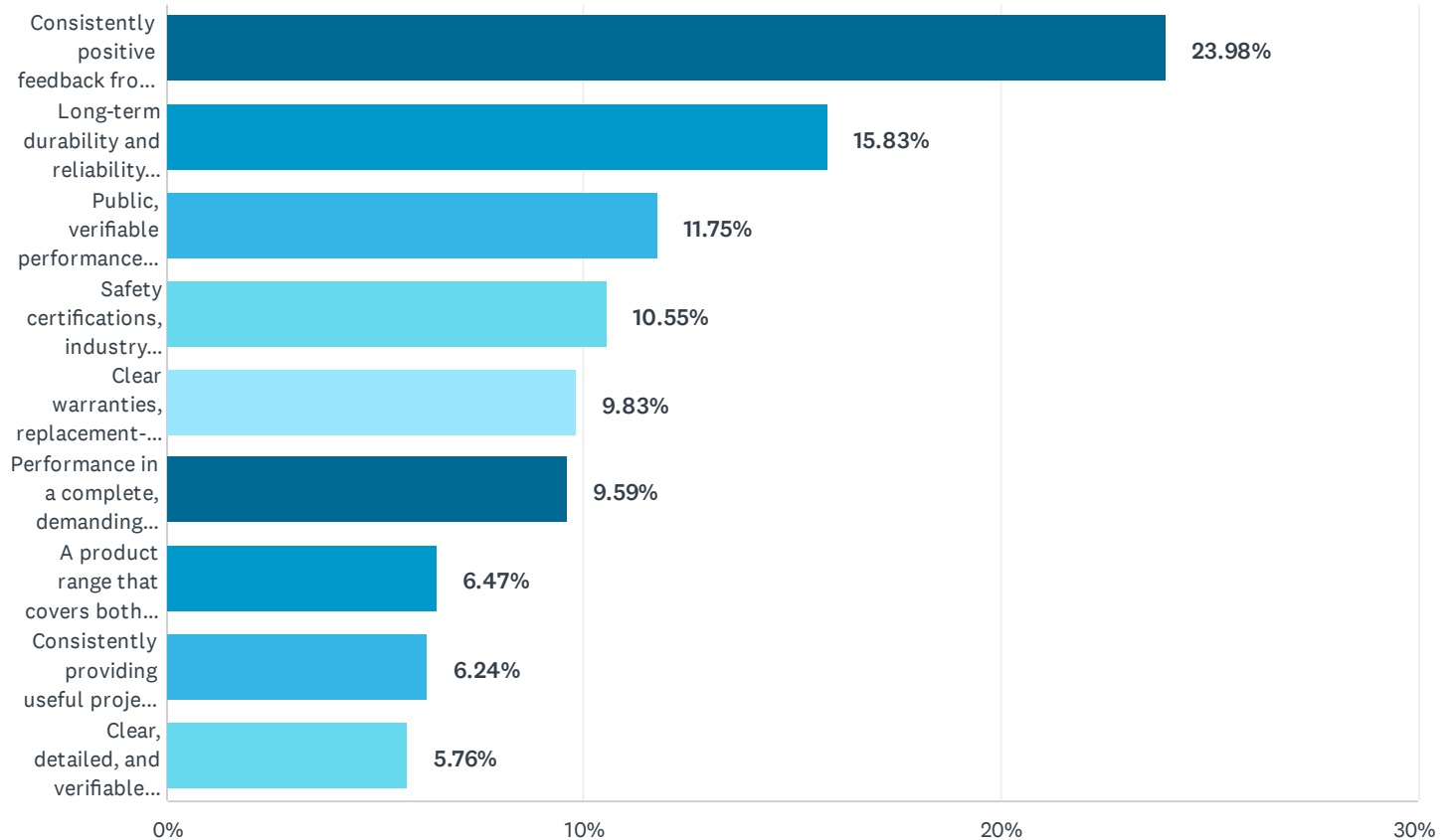
Answered: 422 Skipped: 107



ANSWER CHOICES	RESPONSES	
Recommendations from friends or family	16.11%	68
Reviews and project examples from customers	15.88%	67
Information provided by a retailer or online marketplace I trust	14.45%	61
Product reviews from independent media or testing organizations	13.98%	59
Recommendations from technicians, contractors, or industry professionals	11.61%	49
Hands-on content from tool, DIY, outdoor, or similar creators	8.53%	36
The brand's official website, product information, or demonstrations	8.53%	36
Discussions in communities such as Reddit or specialist forums	7.58%	32
I generally would not consider a brand I had not used before	3.32%	14
TOTAL		422

Q19 Which of the following would most convince you that a tool or equipment brand has genuine expertise?

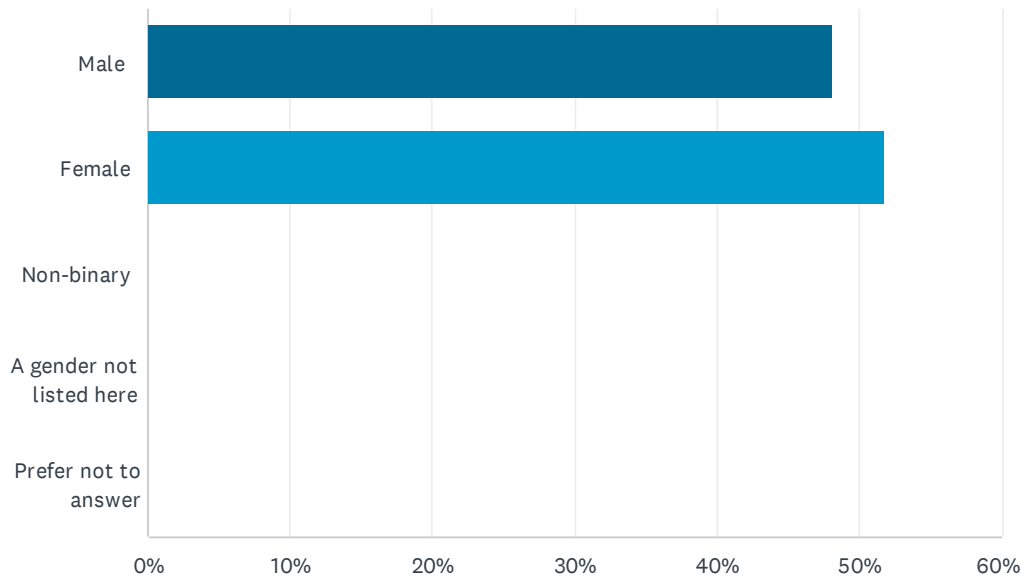
Answered: 417 Skipped: 112



ANSWER CHOICES	RESPONSES	
Consistently positive feedback from a large number of long-term users	23.98%	100
Long-term durability and reliability data	15.83%	66
Public, verifiable performance testing against comparable products	11.75%	49
Safety certifications, industry certifications, or third-party testing	10.55%	44
Clear warranties, replacement-parts availability, and after-sales support	9.83%	41
Performance in a complete, demanding real-world project	9.59%	40
A product range that covers both everyday and advanced needs	6.47%	27
Consistently providing useful project guidance and expert knowledge	6.24%	26
Clear, detailed, and verifiable technical specifications	5.76%	24
TOTAL		417

Q1 Gender

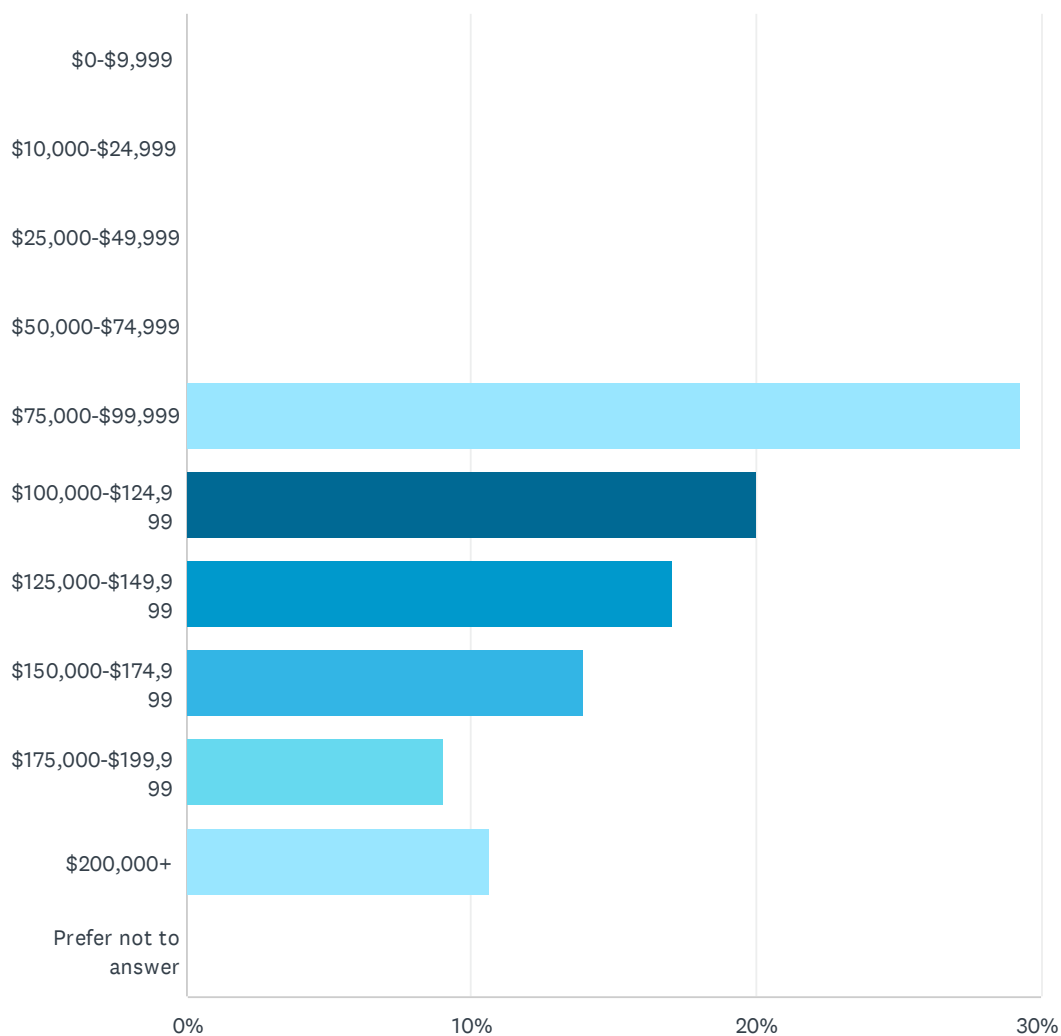
Answered: 509 Skipped: 20



ANSWER CHOICES	RESPONSES	
Male	48.13%	245
Female	51.87%	264
Non-binary	0.00%	0
A gender not listed here	0.00%	0
Prefer not to answer	0.00%	0
TOTAL		509

Q2 Household Income

Answered: 509 Skipped: 20

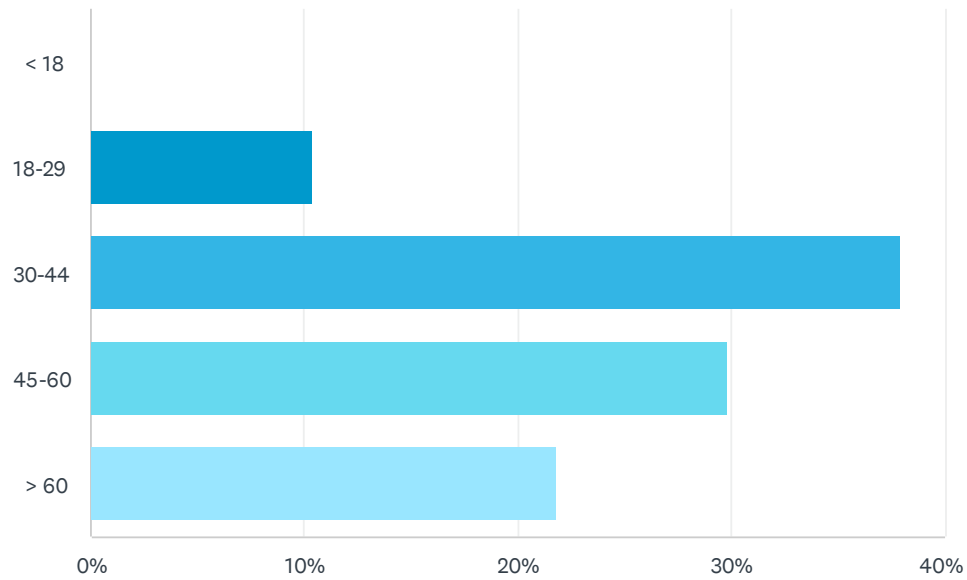


The Labor Day Home Improvement & DIY Survey 2026

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	29.27%	149
\$100,000-\$124,999	20.04%	102
\$125,000-\$149,999	17.09%	87
\$150,000-\$174,999	13.95%	71
\$175,000-\$199,999	9.04%	46
\$200,000+	10.61%	54
Prefer not to answer	0.00%	0
TOTAL		509

Q3 Age

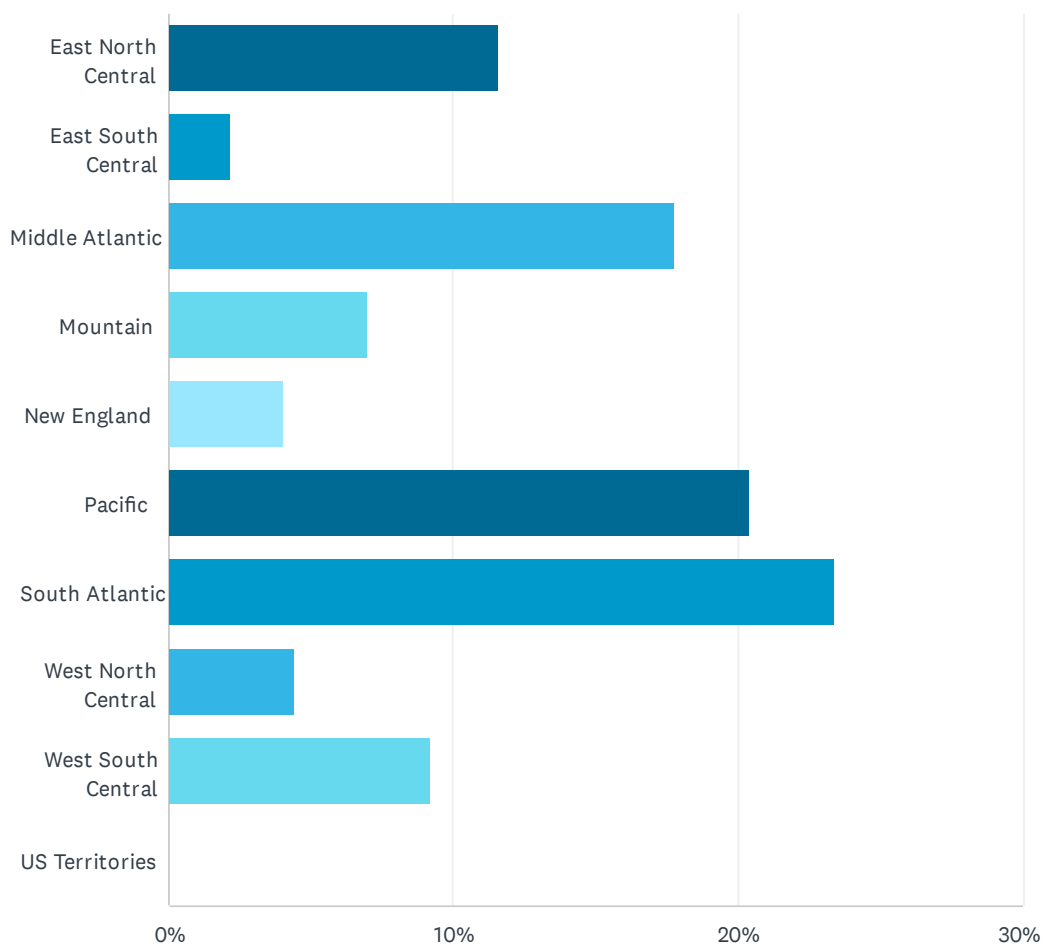
Answered: 509 Skipped: 20



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	10.41%	53
30-44	37.92%	193
45-60	29.86%	152
> 60	21.81%	111
TOTAL		509

Q4 Major US Region

Answered: 500 Skipped: 29

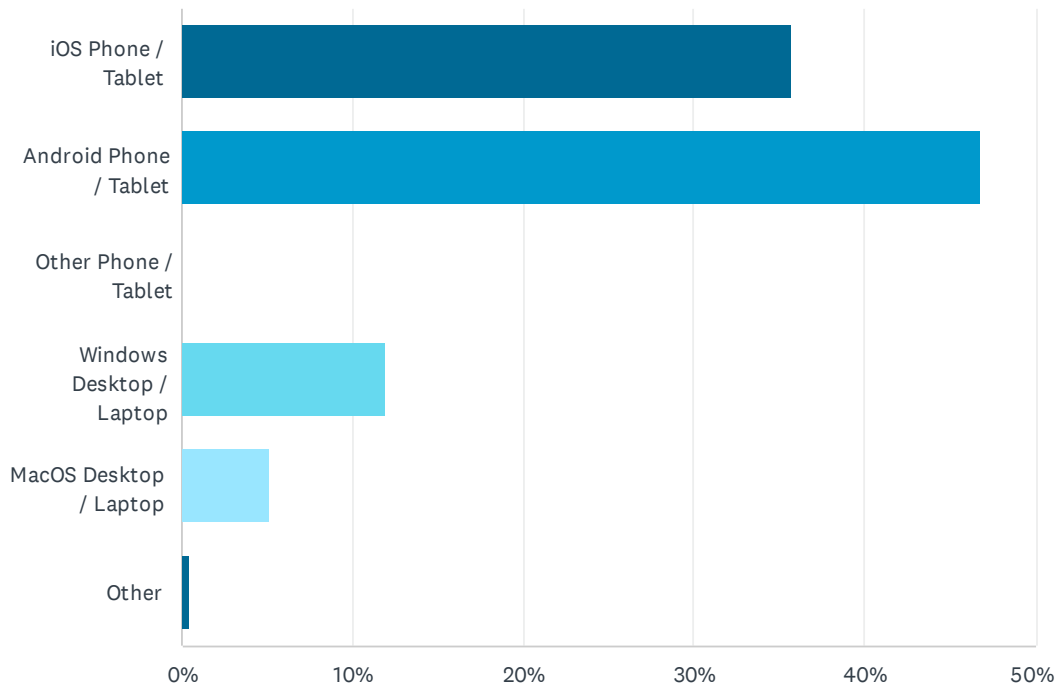


The Labor Day Home Improvement & DIY Survey 2026

ANSWER CHOICES	RESPONSES	
East North Central	11.60%	58
East South Central	2.20%	11
Middle Atlantic	17.80%	89
Mountain	7.00%	35
New England	4.00%	20
Pacific	20.40%	102
South Atlantic	23.40%	117
West North Central	4.40%	22
West South Central	9.20%	46
US Territories	0.00%	0
TOTAL		500

Q5 Device Type

Answered: 509 Skipped: 20



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	35.76%	182
Android Phone / Tablet	46.76%	238
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	11.98%	61
MacOS Desktop / Laptop	5.11%	26
Other	0.39%	2
TOTAL		509