1. This holiday season, are you planning to buy any home improvement tools or equipment during Black Friday or Cyber Monday? This includes power and hand tools, yard and outdoor equipment, garage and storage, vehicle repair, and kitchen equipment.

1. This holiday season, are you planning to buy any home improvement tools or equipment during Black Friday or Cyber Monday? This includes power and hand tools, yard and outdoor equipment, garage and storage, vehicle repair, and kitchen equipment.	All
I have already decided to buy	5%
I am very likely to buy	16%
I might buy	30%
I have no plans to buy	49%
Unweighted N	804

2. How much do you expect to spend on home improvement tools or equipment during Black Friday and Cyber Monday?

2. How much do you expect to spend on home improvement tools or equipment during Black Friday and Cyber Monday?	All
Less than $100	13%
$100–$249	39%
$250–$499	25%
$500–$999	11%
$1,000–$2,499	3%
$2,500 or more	5%
Not sure	3%
Unweighted N	173

3. Is there a tool or piece of equipment in your home that you have been meaning to upgrade but have not replaced yet?

3. Is there a tool or piece of equipment in your home that you have been meaning to upgrade but have not replaced yet?	All
Yes	35%
No	49%
Not sure	16%
Unweighted N	804

4. Which type of item is it?

4. Which type of item is it?	All
Power tools (drill, saw, sander, etc.)	20%
Hand tools and tool sets	7%
Lawn and yard equipment (mower, trimmer, blower, etc.)	15%
Outdoor and patio equipment (grill, heater, furniture, etc.)	10%
Garage or storage equipment (workbench, shelving, cabinets, etc.)	6%
Vehicle maintenance and repair tools	9%
Kitchen equipment and appliances	25%
Cleaning or pressure washing equipment	4%
Other	4%
Unweighted N	281

5. How long have you been meaning to upgrade it?

5. How long have you been meaning to upgrade it?	All
Less than 6 months	31%
6 months to 1 year	35%
1 to 2 years	22%
More than 2 years	9%
Not sure	2%
Unweighted N	281

6. What is the main reason you have not upgraded it yet?

6. What is the main reason you have not upgraded it yet?	All
The price is more than I want to spend	44%
I am not sure which product is worth buying	9%
I am concerned about the quality of brands I do not know	6%
What I have still works well enough	15%
I have not had time to research it	7%
I am waiting for a sale or promotion	17%
Other	2%
Unweighted N	281

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

7. In the past 12 months, have you personally done hands-on work on at least one home, yard, garage, or vehicle project that required tools or equipment?	All
Yes, I did most of the work myself	32%
Yes, I worked on it with family, friends, or others	27%
No, I only planned, purchased for, or supervised the work	4%
No, all of the work was done by professionals	8%
No, I did not take part in any such projects	29%
Unweighted N	804

8. How much do you agree with this statement: "To get professional-level results on a home improvement project, you have to buy the most expensive tools." -- Disagree|Agree

8. How much do you agree with this statement: "To get professional-level results on a home improvement project, you have to buy the most expensive tools." -- Disagree|Agree	All
1 - Disagree	15%
2	5%
3	14%
4	15%
5	17%
6	13%
7	12%
8	4%
9	2%
10 - Agree	3%
Unweighted N	804