

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.

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I have already decided to buy	8%
I am very likely to buy	24%
I might buy	37%
I have no plans to buy	31%
N	1002

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

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Less than \$100	5%
\$100–\$249	34%
\$250–\$499	31%
\$500–\$999	16%
\$1,000–\$2,499	5%
\$2,500 or more	4%
Not sure	5%
N	322

3. Which of the following areas of your home are you planning to upgrade, or buy equipment for, in the coming year? Select all that apply.

3. Which of the following areas of your home are you planning to upgrade, or buy equipment for, in the coming year? Select all that apply.	All
Garage or workshop	31%
Kitchen	34%
Backyard and garden	41%
Patio or outdoor living area	29%
Vehicle and driveway	12%
Storage spaces	24%
Home exterior, fence, or walkway	25%
Basement or utility area	17%
None of the above	15%
N	1002

4. Two cordless drill kits have the same key specifications and the same warranty. One is from a well-known brand at \$199. One is from a brand you are not familiar with at \$159. Which would you buy?

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The well-known brand at \$199	45%
The unfamiliar brand at \$159	26%
Not sure	29%
N	1002

5. Now the unfamiliar brand is priced at \$119, with the same specifications and the same warranty. Which would you buy?

5. Now the unfamiliar brand is priced at \$119, with the same specifications and the same warranty. Which would you buy?	All
The well-known brand at \$199	25%
The unfamiliar brand at \$119	46%
Not sure	30%
N	741

6. Now the unfamiliar brand is priced at \$79, with the same specifications and the same warranty. Which would you buy?

6. Now the unfamiliar brand is priced at \$79, with the same specifications and the same warranty. Which would you buy?	All
The well-known brand at \$199	30%
The unfamiliar brand at \$79	63%
Not sure	7%
N	444

7. The unfamiliar brand at \$79 has a 4.6-star rating from more than 2,000 verified reviews. Which would you buy?

7. The unfamiliar brand at \$79 has a 4.6-star rating from more than 2,000 verified reviews. Which would you buy?	All
The well-known brand at \$199	13%
The unfamiliar brand at \$79	67%
Not sure	20%
N	723