

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 1

Q2145 Which of the following best describes your current primary residence?
 I/We live in...

Base: All Respondents

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2021	900	1121	532	362	328	375	424	234	164	139	167	196	298	198	189	208	228	370	779	383	489
Weighted Base	2021	976	1045	596	330	338	340	417	296	163	165*	163	189	300	167	173	177	228	360	760	416	484
A house that I/we own	1262 62%	642 66% C	620 59%	300 50%	213 65% D	220 65% D	227 67% D	301 72% Def	164 56% n	113 69% l	116 71% l	109 67% i	140 74% l	135 45%	100 60% N	104 60% N	118 67% N	162 71% Nop	228 63%	478 63%	278 67% V	278 57%
An apartment or condominium that I/we own	123 6%	62 6%	60 6%	46 8% E	11 3%	17 5%	16 5%	32 8% E	24 8%	6 3%	7 4%	10 6%	16 8%	23 8%	5 3%	10 6%	6 3%	16 7%	26 7%	38 5%	30 7%	29 6%
Another type of home that I/we own	34 2%	12 1%	22 2%	15 3% e	2 1%	5 1%	7 2%	5 1%	8 3%	* *	2 1%	1 *	2 1%	8 3%	2 1%	3 2%	7 4% l	3 1%	4 1%	14 2%	8 2%	7 2%
A house that I/we rent or lease	259 13%	100 10%	159 15% B	113 19% FGH	48 15% GH	39 11% h	29 9%	29 7%	40 14% lm	21 13%	13 8%	12 7%	13 7%	73 24% opQRI	27 16% R	26 15% R	18 10%	16 7%	28 8%	113 15% SU	38 9%	80 17% SU
An apartment or condominium that I/we rent or lease	279 14%	127 13%	152 15%	97 16% H	40 12%	50 15% h	52 15% H	40 9%	49 17% jM	15 9%	21 13%	27 17% jM	14 7%	48 16%	25 15%	28 16%	25 14%	25 11%	62 17% t	93 12%	52 12%	72 15%
Another type of home that I/we rent or lease	26 1%	14 1%	12 1%	7 1%	5 1%	4 1%	6 2%	5 1%	4 1%	2 1%	2 1%	2 1%	3 2%	3 1%	2 1%	2 1%	4 2%	1 1%	4 1%	8 1%	5 1%	9 2%
None of these	39 2%	19 2%	20 2%	17 3% g	10 3% G	4 1%	2 1%	6 1%	7 2%	5 3%	3 2%	2 1%	1 1%	10 3% pQ	5 3% pQ	1 *	-	4 2%	9 2%	17 2%	5 1%	9 2%
Sigma	2021 100%	976 100%	1045 100%	596 100%	330 100%	338 100%	340 100%	417 100%	296 100%	163 100%	165 100%	163 100%	189 100%	300 100%	167 100%	173 100%	177 100%	228 100%	360 100%	760 100%	416 100%	484 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. *small base

Q2145 Which of the following best describes your current primary residence?

I/We live in...

Base: All Respondents

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	2021	800	367	248	592	539	673	809	1094	927	715	1306	662	1359	1375	610	1076	945
Weighted Base	2021	675	337	276	719	621	742	658	1237	784	759	1262	680	1341	1418	563	946	1075
A house that I/we own	1262 62%	253 37%	199 59%	208 75%	590 82%	301 48%	476 64%	485 74%	804 65%	458 58%	489 64%	773 61%	438 64%	824 61%	1262 89%	-	732 77%	530 49%
An apartment or condominium that I/we own	123 6%	48 7%	14 4%	17 6%	43 6%	39 6%	28 4%	56 8%	83 7%	40 5%	37 5%	86 7%	29 4%	94 7%	123 9%	-	41 4%	81 8%
Another type of home that I/we own	34 2%	19 3%	4 1%	4 2%	7 1%	15 2%	15 2%	4 1%	20 2%	14 2%	9 1%	25 2%	7 1%	27 2%	34 2%	-	17 2%	17 2%
A house that I/we rent or lease	259 13%	147 22%	56 17%	17 6%	39 5%	127 20%	92 12%	39 6%	128 10%	130 17%	128 17%	131 10%	115 17%	144 11%	-	259 46%	72 8%	187 17%
An apartment or condominium that I/we rent or lease	279 14%	167 25%	54 16%	28 10%	29 4%	109 18%	109 15%	61 9%	169 14%	110 14%	79 10%	200 16%	79 12%	200 15%	-	279 50%	71 8%	208 19%
Another type of home that I/we rent or lease	26 1%	16 2%	5 1%	2 1%	2 *	11 2%	10 1%	5 1%	12 1%	14 2%	9 1%	17 1%	9 1%	17 1%	-	26 5%	8 1%	17 2%
None of these	39 2%	25 4%	5 1%	1 *	9 1%	19 3%	11 2%	9 1%	21 2%	18 2%	8 1%	32 3%	5 1%	34 3%	-	-	5 1%	34 3%
Sigma	2021 100%	675 100%	337 100%	276 100%	719 100%	621 100%	742 100%	658 100%	1237 100%	784 100%	759 100%	1262 100%	680 100%	1341 100%	1418 100%	563 100%	946 100%	1075 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
Overlap formulae used.

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Table 3

Q1 When it comes to your own home (i.e., primary residence), which of the following would you personally be confident enough to "do it yourself"? Please select all that apply.

Base: Home Owners

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
Anything (Net)	1325 93%	678 95%	647 92%	337 93%	211 93%	222 92%	240 96%	315 93%	186 95%	114 96%	116 92%	116 97%	146 93%	151 92%	97 90%	106 91%	124 95%	169 93%	239 92%	489 92%	302 96%	296 94%
Changing a lightbulb	1127 79%	577 81%	550 78%	252 70%	178 78 _d	196 81 _D	218 87 _{DE}	284 84 _D	138 70%	93 78%	106 85 _I	106 89 _{Ij}	134 85 _I	114 69%	85 79%	90 77%	111 85 _N	151 83 _N	191 74%	418 79%	266 84 _S	251 80%
Interior painting	913 64%	485 68 _C	428 61%	202 56%	149 66 _d	161 67 _D	179 71 _D	222 66 _D	110 56%	82 69%	93 74 _{IP}	92 77 _I	107 68 _I	91 55%	66 62%	68 58%	88 67 _n	115 64%	162 63%	330 62%	233 74 _{STV}	187 60%
Gardening	906 64%	457 64%	449 64%	180 50%	149 66 _D	162 67 _D	184 73 _D	232 69 _D	91 46%	84 70%	90 72 _I	91 76 _{Im}	101 64 _I	89 54%	65 60%	72 62%	93 71 _N	131 72 _{No}	151 59%	326 61%	225 71 _{ST}	204 65%
Organizing	887 63%	417 58%	470 67 _B	197 54%	147 65 _d	150 62%	180 72 _{Dfh}	213 63 _d	99 51%	72 61%	75 60%	84 70 _{IM}	87 55%	98 59%	74 69%	75 65%	96 73 _N	126 70 _M	147 57%	320 60%	211 67 _s	208 66 _s
Unclogging a drain	869 61%	488 68 _C	381 54%	189 52%	142 63 _d	154 64 _D	179 72 _{DeH}	205 61 _d	121 62 _N	77 64%	91 72 _P	92 77 _{Ij}	108 68 _R	68 41%	65 60 _N	64 55 _n	87 67 _n	97 54 _n	147 57%	321 60%	211 67 _s	191 61%
Furniture assembly	802 57%	443 62 _C	358 51%	190 53%	133 59%	134 56%	162 65 _{DfH}	182 54%	108 55%	75 63%	79 63 _p	88 74 _{IMQ}	93 60 _r	82 50%	58 54%	56 48%	74 56%	88 49%	141 55%	291 55%	201 64 _{stV}	168 53%
Wall hanging	732 52%	346 48%	385 55 _B	174 48%	130 58 _d	119 49%	132 53%	177 52%	76 39%	65 55 _I	61 49%	63 53 _I	81 51 _I	98 59%	65 61%	58 50%	68 52%	96 53%	121 47%	273 51%	176 56 _s	162 52%
Landscaping	711 50%	388 54 _C	322 46%	155 43%	128 57 _{DH}	134 55 _{DH}	144 58 _{DH}	150 44%	88 45%	77 64 _{IMO}	75 60 _{im}	75 63 _{IM}	74 47%	67 41%	51 48%	58 50%	69 53 _{nr}	76 42%	107 42%	266 50 _s	179 57 _S	159 51 _s
Mounting a TV	629 44%	403 56 _C	226 32%	184 51 _{GH}	136 60 _{FGH}	109 45 _H	97 39 _h	103 30%	113 58 _{mN}	88 74 _{IKLMO}	71 56 _P	59 50 _Q	72 46 _R	71 43 _{QR}	47 44 _{QR}	38 33 _R	38 29 _R	31 17%	101 39%	238 45%	157 49 _S	133 42%
Gutter cleaning	610 43%	376 52 _C	235 33%	108 30%	121 53 _{DH}	123 51 _D	114 46 _D	144 43 _D	61 31%	73 61%	80 64 _{IP}	74 62 _{IQ}	88 56 _{IR}	47 29%	48 45 _{NqR}	43 37%	41 31%	56 31%	101 39%	218 41%	156 49 _{St}	135 43%
Interior design	581 41%	234 33%	347 49 _B	157 43%	97 43%	98 40%	99 40%	129 38%	69 35%	49 41 _{LM}	46 37%	30 25%	40 26%	88 53%	49 45%	52 44%	69 53 _L	89 49 _M	106 41%	213 40%	136 43%	125 40%
Exterior painting	496 35%	314 44 _C	181 26%	111 31%	89 40 _{dH}	102 42 _{DH}	94 38 _h	99 29%	65 33%	55 46 _{io}	76 61 _{IjIMP}	55 46 _{IQ}	64 41 _R	46 28%	34 32 _R	26 22%	39 30 _r	35 19%	71 27%	196 37 _S	132 42 _{SV}	97 31%
Light installation	494 35%	334 47 _C	160 23%	113 31%	91 40 _{dH}	99 41 _{dH}	90 36%	100 30%	73 37 _n	63 53 _{IO}	67 50 _{IP}	57 48 _Q	74 47 _R	40 24%	29 27 _r	33 28 _R	33 25 _R	26 14%	89 35%	176 33%	115 36%	114 36%
Fan installation	410 29%	286 40 _C	124 18%	72 20%	90 40 _{DGH}	90 37 _{DgH}	71 28 _d	87 26%	48 24 _n	59 49 _{IO}	63 50 _{IP}	49 41 _{IQ}	67 43 _{IR}	24 15%	31 29 _{NqR}	27 23 _R	22 17%	20 11%	60 23%	167 31 _s	92 29%	91 29%
Drywall repair	376 27%	247 34 _C	129 18%	73 20%	75 33 _{DH}	87 36 _{DH}	70 28 _d	71 21%	40 21%	43 36 _I	61 49 _{ImP}	46 39 _{IQ}	56 36 _{IR}	32 19 _R	32 30 _{qR}	26 22 _R	24 18 _R	15 9%	66 26%	148 28 _V	98 31 _V	64 20%

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	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
Tile floor installation	241 17%	149 21% C	92 13%	56 15%	41 18%	60 25% DgH	42 17%	41 12%	29 15%	23 19%	39 31% Ijmp	28 24% Q	30 19% R	27 16% R	19 17% R	21 18% R	13 10%	11 6%	43 17%	88 17%	60 19%	49 16%
Hardwood floor installation	239 17%	147 21% C	92 13%	62 17% H	48 21% H	61 25% dGH	40 16% H	29 8%	35 18%	26 22%	41 33% IIMP	23 20%	21 14% R	26 16% R	22 20% R	20 17% R	17 13% R	7 4%	29 11%	95 18% S	65 20% S	51 16%
Appliance repair (e.g., refrigerator, dishwasher, dryer)	218 15%	152 21% C	66 9%	64 18% gh	46 20% GH	43 18% gh	27 11%	37 11%	35 18%	31 26% o	33 26% P	24 20% Q	29 19% R	29 17% QR	16 15% QR	11 9% Q	3 2%	8 5%	37 14%	83 16%	51 16%	47 15%
Other	89 6%	60 8% C	29 4%	24 7% g	18 8% G	21 9% G	7 3%	19 6%	15 8%	11 9%	19 16% LMP	5 5%	9 6% q	7 5% q	2 1%	1 1%	10 5% q	21 8% V	33 6%	24 8% v	11 4%	
None	93 7%	39 5%	55 8%	24 7%	16 7%	20 8%	11 4%	23 7%	10 5%	5 4%	9 8%	4 3%	11 7%	14 8%	11 10%	11 9%	7 5%	12 7%	20 8%	41 8%	14 4%	18 6%
Sigma	11421 805%	6342 885%	5080 724%	2584 715%	2024 894%	2125 879%	2140 854%	2547 753%	1423 726%	1150 967%	1275 1018%	1147 959%	1347 858%	1162 702%	874 813%	849 729%	994 759%	1201 663%	1913 741%	4241 800%	2803 886%	2464 785%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

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 Table 4

Q1 When it comes to your own home (i.e., primary residence), which of the following would you personally be confident enough to "do it yourself"? Please select all that apply.

Base: Home Owners

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status	
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Married	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
Anything (Net)	1325 93%	290 91%	203 93%	223 97% Be	597 93%	320 90%	488 94%	517 95% F	851 94%	474 93%	518 97%	807 91%	457 97% N	868 92%	1325 93%	-	752 95% R	573 91%
Changing a lightbulb	1127 79%	233 73%	161 74%	197 86% BC	525 82% BC	254 72%	427 82% F	446 82% F	701 77%	427 83%	422 79%	705 80%	373 79%	755 80%	1127 79%	-	655 83% R	473 75%
Interior painting	913 64%	175 55%	147 68% B	159 70% B	420 66% B	211 60%	356 69% F	345 63%	594 66%	318 62%	370 69%	543 61%	323 68% n	589 62%	913 64%	-	552 70% R	361 57%
Gardening	906 64%	182 57%	135 62%	159 69% B	423 66% B	195 55%	351 68% F	360 66% F	578 64%	328 64%	367 69%	539 61%	318 67%	588 62%	906 64%	-	547 69% R	359 57%
Organizing	887 63%	179 56%	125 57%	158 69% BC	414 65% Bc	193 54%	334 64% F	360 66% F	549 61%	338 66%	329 61%	558 63%	292 62%	595 63%	887 63%	-	520 66% R	368 58%
Unclogging a drain	869 61%	177 56%	141 65% b	154 67% B	386 60%	197 55%	334 64% F	338 62%	573 58%	297 62%	332 62%	537 61%	299 63%	570 60%	869 61%	-	509 64% R	360 57%
Furniture assembly	802 57%	156 49%	120 55%	136 59% B	379 59% B	180 51%	299 58%	322 59% f	538 59% J	263 51%	317 59%	485 55%	273 58%	528 56%	802 57%	-	475 60% R	327 52%
Wall hanging	732 52%	137 43%	111 51%	128 56% B	345 54% B	161 45%	277 53% f	294 54% F	477 53%	255 50%	297 56%	434 49%	274 58% N	458 48%	732 52%	-	442 56% R	290 46%
Landscaping	711 50%	139 44%	110 51%	121 53% b	332 52% B	163 46%	284 55% fh	263 48%	484 53% J	227 44%	296 55% L	414 47%	261 55% N	450 48%	711 50%	-	442 56% R	269 43%
Mounting a TV	629 44%	128 40%	102 47%	98 43%	290 45%	153 43%	252 48% H	224 41%	457 50% J	172 34%	295 55% L	334 38%	256 54% N	372 39%	629 44%	-	370 47% r	258 41%
Gutter cleaning	610 43%	110 34%	100 46% B	104 45% B	287 45% B	144 40%	229 44%	238 44% J	411 45% J	199 39%	251 47% L	359 41%	224 47% n	386 41%	610 43%	-	389 49% R	221 35%
Interior design	581 41%	111 35%	92 42%	96 42%	274 43% b	137 39%	224 43%	220 40%	371 41%	210 41%	236 44%	345 39%	205 43%	376 40%	581 41%	-	335 42%	246 39%
Exterior painting	496 35%	104 33%	90 41% BE	86 38%	206 32% B	133 38%	172 33%	190 35% J	349 45% J	146 29%	208 39% L	288 33%	191 40% N	304 32%	496 35%	-	324 41% R	172 27%
Light installation	494 35%	88 28%	81 37% B	78 34%	237 37% B	131 37%	178 34%	185 34% J	357 39% J	137 27%	207 39% L	287 33%	188 40% N	306 32%	494 35%	-	295 37% r	198 32%
Fan installation	410 29%	69 22%	73 34% B	62 27%	196 31% B	103 29%	154 30%	153 28% J	287 32% J	123 24%	182 34% L	228 26%	166 35% N	244 26%	410 29%	-	266 34% R	144 23%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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Q1 When it comes to your own home (i.e., primary residence), which of the following would you personally be confident enough to "do it yourself"? Please select all that apply.

Base: Home Owners

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	-**	790	628
Drywall repair	376 27%	73 23%	79 36% BE	64 28%	152 24%	111 31% G	120 23%	145 27%	270 30% J	106 21%	165 31% L	211 24%	151 32% N	225 24%	376 27%	-	243 31% R	133 21%
Tile floor installation	241 17%	48 15%	48 22% be	36 16%	102 16%	72 20%	80 15%	89 16%	178 20% J	62 12%	109 20% L	132 15%	97 20% n	144 15%	241 17%	-	147 19%	94 15%
Hardwood floor installation	239 17%	40 13%	51 23% BE	41 18%	99 15%	81 23% GH	82 16%	77 14%	187 21% J	52 10%	115 21% L	124 14%	107 23% N	132 14%	239 17%	-	144 18%	95 15%
Appliance repair (e.g., refrigerator, dishwasher, dryer)	218 15%	30 9%	47 22% BE	37 16% b	95 15% b	66 19% h	78 15%	74 14%	171 19% J	47 9%	100 19% L	117 13%	86 18% n	132 14%	218 15%	-	143 18% R	75 12%
Other	89 6%	16 5%	17 8%	20 9%	35 5%	17 5%	38 7%	34 6%	76 8% J	13 3%	40 7% L	49 6%	36 8%	53 6%	89 6%	-	56 7%	33 5%
None	93 7%	29 9% D	14 7%	6 3%	43 7% d	34 10% H	32 6%	28 5%	56 6%	37 7%	17 3% K	76 9% K	16 3%	77 8% M	93 7%	-	38 5%	55 9% Q
Sigma	11421 805%	2223 697%	1842 846%	1941 848%	5241 819%	2737 772%	4302 828%	4382 805%	7665 845%	3757 735%	4657 870%	6764 766%	4138 874%	7283 771%	11421 805%	-	6891 872%	4530 721%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 5

Q10 For an urgent home maintenance issue, such as a leaky dishwasher or broken garage door, which of the following would you most likely do?

Base: Home Owners

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
Hire a professional	789 56%	404 56%	385 55%	162 45%	104 46%	133 55%	148 59%	242 72% DEFG	87 44%	58 49%	68 54%	74 62% ij	118 75% IJKL	75 46%	46 43%	65 56%	74 56% o	125 69% NOpq	170 66% TU	277 52%	151 48%	191 61% TU
DIY (do it yourself)	372 26%	275 38% C	97 14%	122 34% GH	84 37% GH	69 28% gH	52 21% h	46 13%	85 43% MN	56 47% IMO	56 44% MP	40 33% Q	39 25% R	37 23% pQR	28 26% PQR	13 11% R	12 9% r	7 4%	56 22%	157 30% sv	90 28%	70 22%
Ask someone in my household to do it *	257 18%	38 5%	219 31% B	77 21% h	38 17%	40 17%	51 20%	50 15%	24 12% jKIM	5 4% m	2 1%	6 5% M	1 *	53 32% I	33 31% J	38 33% K	45 35% L	50 27% M	32 12%	96 18% s	76 24% Sv	53 17%
Sigma	1418 100%	717 100%	702 100%	361 100%	226 100%	242 100%	251 100%	338 100%	196 100%	119 100%	125 100%	120 100%	157 100%	165 100%	107 100%	117 100%	131 100%	181 100%	258 100%	530 100%	316 100%	314 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 6

Q10 For an urgent home maintenance issue, such as a leaky dishwasher or broken garage door, which of the following would you most likely do?

Base: Home Owners

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
Hire a professional	789 56%	167 52% c	95 43%	125 55% C	398 62% BC	150 42%	273 53% F	366 67% FG	475 52%	314 61% I	262 49%	527 60% K	232 49%	557 59% M	789 56%	-	431 55%	358 57%
DIY (do it yourself)	372 26%	92 29%	73 34% DE	52 23%	147 23%	109 31% H	145 28% h	119 22%	281 31% J	91 18%	169 32% L	204 23%	148 31% N	224 24%	372 26%	-	196 25%	176 28%
Ask someone in my household to do it	257 18%	61 19%	50 23% E	52 23% E	94 15%	96 27% gH	102 20% H	60 11%	151 17%	106 21%	105 20%	152 17%	93 20%	164 17%	257 18%	-	162 21% R	95 15%
Sigma	1418 100%	319 100%	218 100%	229 100%	640 100%	355 100%	519 100%	544 100%	907 100%	511 100%	535 100%	883 100%	473 100%	945 100%	1418 100%	-	790 100%	628 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 7

Q15 How much do you agree or disagree with the following statements?
 Summary Of Strongly/Somewhat Agree

Base: Home Owners

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
I feel confident that I can handle most home maintenance issues myself	826 58%	458 64% C	368 52%	224 62% H	156 69% GH	153 63% H	142 57% H	152 45%	118 60%	90 76% IMo	87 69% m	76 64% q	87 55% R	106 64% QR	66 61% R	66 57% R	65 50% R	65 36%	135 52%	328 62% Sv	195 62% s	168 53%
I feel pressure to make my home look a certain way in order to impress friends or acquaintances	519 37%	240 34%	278 40% b	215 60% EFGH	100 44% fGH	82 34% GH	51 20%	70 21%	106 54% JKLM	46 39% LM	36 29%	22 18%	30 19%	109 66% OPQR	54 50% QR	46 39% QR	29 22%	40 22%	86 33%	218 41% s	107 34%	109 35%
I would rather go to the dentist than spend all day working on home improvement projects	437 31%	223 31%	214 30%	139 38% GH	84 37% GH	76 31% G	50 20%	88 26%	67 34%	53 44% KLMo	33 26%	28 23%	43 27%	72 43% oQR	32 30% Q	43 37% Qr	22 17%	46 25%	79 31%	175 33%	84 26%	98 31%
I have felt embarrassed by my lack of home maintenance knowledge	382 27%	202 28%	180 26%	151 42% EFGH	56 25%	64 26% g	45 18%	66 19%	76 39% KLM	33 28%	29 23%	29 24% q	36 23%	76 46% OPQR	23 22%	35 30% QR	17 13%	29 16%	68 26%	145 27%	93 30%	76 24%
I would be embarrassed to tell a friend that I hired someone for a home improvement project instead of "doing it myself"	276 19%	176 25% C	100 14%	113 31% EGH	43 19% H	57 23% GH	34 14% h	29 9%	68 35% LM	31 26% mO	32 26% m	21 18%	23 15% R	45 27% OQR	12 11% R	24 21% oQR	13 10% R	6 3%	29 11%	121 23% S	65 21% S	60 19% S

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 8

Q15 How much do you agree or disagree with the following statements?
 Summary Of Strongly/Somewhat Agree

Base: Home Owners

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
I feel confident that I can handle most home maintenance issues myself	826 58%	178 56%	134 62%	151 66% bE	353 55%	213 60%	304 58%	310 57%	574 63% J	252 49%	377 70% L	449 51%	338 71% N	488 52%	826 58%	-	475 60%	351 56%
I feel pressure to make my home look a certain way in order to impress friends or acquaintances	519 37%	112 35%	75 34%	93 41%	238 37%	127 36%	207 40%	186 34%	370 41% J	149 29%	254 48% L	264 30%	237 50% N	282 30%	519 37%	-	275 35%	244 39%
I would rather go to the dentist than spend all day working on home improvement projects	437 31%	94 29%	73 33%	68 30%	202 32%	106 30%	150 29%	180 33%	291 32%	145 28%	191 36% L	245 28%	163 34%	274 29%	437 31%	-	219 28%	218 35% Q
I have felt embarrassed by my lack of home maintenance knowledge	382 27%	100 31% e	55 25%	70 30%	157 24%	102 29%	130 25%	150 28%	267 29% J	116 23%	162 30% I	221 25%	141 30%	242 26%	382 27%	-	203 26%	179 29%
I would be embarrassed to tell a friend that I hired someone for a home improvement project instead of "doing it myself"	276 19%	68 21%	53 24% E	45 20%	104 16%	104 29% GH	86 17%	86 16%	211 23% J	65 13%	121 23% I	155 18%	112 24% N	163 17%	276 19%	-	148 19%	128 20%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 9

Q15 How much do you agree or disagree with the following statements?
 Summary Of Strongly/Somewhat Disagree

Base: Home Owners

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
I would be embarrassed to tell a friend that I hired someone for a home improvement project instead of "doing it myself"	1143 81%	541 75%	602 86% B	249 69%	184 81% D	185 77%	216 86% DF	309 91% DEFG	128 65%	88 74%	93 74%	98 82% I	134 85% Ijk	120 73%	96 89% NpJ	92 79%	118 90% NP NOPQM	175 97%	229 89% TUV	409 77%	251 79%	254 81%
I have felt embarrassed by my lack of home maintenance knowledge	1036 73%	515 72%	521 74%	210 58%	170 75% D	178 74% D	205 82% DF	273 81% D	120 61%	86 72%	96 77% I	91 76% I	121 77% I	90 54%	84 78% N	82 70% N	114 87% NPI	152 84% NP	190 74%	385 73%	223 70%	238 76%
I would rather go to the dentist than spend all day working on home improvement projects	982 69%	494 69%	488 70%	223 62%	142 63%	166 69%	201 80% DEF	250 74% DE	129 66%	66 56%	93 74% J	92 77% J	114 83% J	94 57%	76 70% nj	74 63%	109 83% NOP	136 75% Np	179 69%	355 67%	233 74%	215 69%
I feel pressure to make my home look a certain way in order to impress friends or acquaintances	899 63%	476 66% c	423 60%	146 40%	126 56% D	160 66% De	199 80% DEF	268 79% DEF	90 46%	73 61% I	89 71% I	98 82% IJ	127 81% IJ	56 34%	53 50% N	71 61% N	102 78% NOP	141 78% NOP	172 67% t	313 59%	209 66%	205 65%
I feel confident that I can handle most home maintenance issues myself	592 42%	259 36%	333 48% B	138 38%	70 31%	89 37%	109 43% E	186 55% DEFG	78 40% J	29 24%	39 31%	43 36%	70 45% Jk	59 36%	42 38% j	50 43%	65 50% NI NOPQM	116 64%	123 48% Tu	202 38%	121 38%	146 47% t

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 10

Q15 How much do you agree or disagree with the following statements?
 Summary Of Strongly/Somewhat Disagree

Base: Home Owners

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
I would be embarrassed to tell a friend that I hired someone for a home improvement project instead of "doing it myself"	1143 81%	251 79%	165 76%	183 80%	536 84% C	251 71%	433 83% F	459 84% F	696 77%	446 87% I	414 77%	728 82% k	361 76%	782 83% M	1143 81%	-	642 81%	500 80%
I have felt embarrassed by my lack of home maintenance knowledge	1036 73%	219 69%	163 75%	159 70%	483 76% b	252 71%	389 75%	395 72%	641 71%	395 77% I	374 70%	663 75% k	333 70%	703 74%	1036 73%	-	587 74%	449 71%
I would rather go to the dentist than spend all day working on home improvement projects	982 69%	226 71%	145 67%	161 70%	438 68%	248 70%	369 71%	364 67%	616 68%	366 72% I	344 64%	638 72% K	311 66%	671 71%	982 69%	-	571 72% R	411 65%
I feel pressure to make my home look a certain way in order to impress friends or acquaintances	899 63%	207 65%	143 66%	136 59%	402 63%	228 64%	313 60%	359 66%	537 59%	363 71% I	281 52%	619 70% K	236 50%	663 70% M	899 63%	-	515 65%	384 61%
I feel confident that I can handle most home maintenance issues myself	592 42%	141 44% d	83 38%	78 34%	287 45% D	142 40%	216 42%	235 43%	333 37%	259 51% I	158 30%	434 49% K	136 29%	457 48% M	592 42%	-	315 40%	277 44%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 11

**Q15_1 How much do you agree or disagree with the following statements?
 I feel confident that I can handle most home maintenance issues myself**

Base: Home Owners

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
Strongly/Somewhat Agree (Net)	826 58%	458 64% C	368 52%	224 62% H	156 69% GH	153 63% H	142 57% H	152 45%	118 60%	90 76% IMo	87 69% m	76 64% q	87 55% R	106 64% QR	66 61% R	66 57% R	65 50% R	65 36%	135 52%	328 62% Sv	195 62% s	168 53%
Strongly agree	284 20%	188 26% C	96 14%	92 25% gH	41 18%	63 26% egH	46 18% h	42 12%	62 32% jMN	24 20%	42 34% jMP	32 27% Q	28 18% R	30 18% R	17 16% r	21 18% R	14 11%	15 8%	42 16%	122 23% s	65 21%	55 17%
Somewhat agree	542 38%	270 38%	272 39%	132 36% DFGH	115 51% DFGH	89 37%	96 38%	110 32%	55 28%	66 56% IKLM	44 35%	45 37%	59 38% r	77 46% RI	49 45% R	45 39%	51 39% r	50 28%	93 36%	206 39%	130 41%	113 36%
Strongly/Somewhat Disagree (Net)	592 42%	259 36%	333 48% B	138 38%	70 31%	89 37%	109 43% E	186 55% DEFG	78 40% J	29 24%	39 31%	43 36%	70 45% Jk	59 36% R	42 39% j	50 43%	65 50% NI	116 64% NOPQM	123 48% Tu	202 38%	121 38%	146 47% t
Somewhat disagree	383 27%	184 26%	199 28%	93 26%	48 21%	57 24%	65 26% DEFG	119 35% DEFG	57 29% j	20 17%	25 20%	34 28% j	48 30% J	36 22%	28 26%	32 27%	31 24% NopQ	72 40% NopQ	74 29%	124 23%	87 28%	98 31% T
Strongly disagree	210 15%	75 10%	134 19% B	44 12%	22 10%	32 13%	44 17% E	67 20% DE	21 11%	9 7%	14 11%	10 8%	22 14%	23 14%	13 13%	19 16%	34 26% NOPL	45 25% nOM	49 19% U	78 15%	34 11%	48 15%
Sigma	1418 100%	717 100%	702 100%	361 100%	226 100%	242 100%	251 100%	338 100%	196 100%	119 100%	125 100%	120 100%	157 100%	165 100%	107 100%	117 100%	131 100%	181 100%	258 100%	530 100%	316 100%	314 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 12

**Q15_1 How much do you agree or disagree with the following statements?
 I feel confident that I can handle most home maintenance issues myself**

Base: Home Owners

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
Strongly/Somewhat Agree (Net)	826 58%	178 56%	134 62%	151 66% bE	353 55%	213 60%	304 58%	310 57%	574 63% J	252 49%	377 70% L	449 51%	338 71% N	488 52%	826 58%	-	475 60%	351 56%
Strongly agree	284 20%	63 20%	55 25% E	46 20%	111 17%	94 27% GH	93 18%	97 18%	219 24% J	65 13%	138 26% L	146 17%	119 25% N	165 17%	284 20%	-	162 21%	122 19%
Somewhat agree	542 38%	115 36%	79 36%	104 46% bc	242 38%	119 33%	211 41%	213 39%	355 39%	187 37%	239 45% L	302 34%	219 46% N	323 34%	542 38%	-	313 40%	229 36%
Strongly/Somewhat Disagree (Net)	592 42%	141 44% d	83 38%	78 34%	287 45% D	142 40%	216 42%	235 43%	333 37%	259 51% I	158 30%	434 49% K	136 29%	457 48% M	592 42%	-	315 40%	277 44%
Somewhat disagree	383 27%	91 29%	49 23%	55 24%	186 29%	84 24%	141 27%	158 29%	235 26%	148 29%	113 21%	270 31% K	102 22% N	281 30% M	383 27%	-	213 27%	170 27%
Strongly disagree	210 15%	50 16%	34 16%	24 10%	101 16%	58 16%	75 14%	76 14%	99 11%	111 22% I	45 8%	165 19% K	33 7%	176 19% M	210 15%	-	102 13%	107 17% q
Sigma	1418 100%	319 100%	218 100%	229 100%	640 100%	355 100%	519 100%	544 100%	907 100%	511 100%	535 100%	883 100%	473 100%	945 100%	1418 100%	-	790 100%	628 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 13

**Q15_2 How much do you agree or disagree with the following statements?
 I have felt embarrassed by my lack of home maintenance knowledge**

Base: Home Owners

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
Strongly/Somewhat Agree (Net)	382 27%	202 28%	180 26%	151 42% EFGH	56 25%	64 26% g	45 18%	66 19%	76 39% KLM	33 28%	29 23%	29 24% q	36 23%	76 48% OPQR	23 22%	35 30% QR	17 13%	29 16%	68 26%	145 27%	93 30%	76 24%
Strongly agree	70 5%	31 4%	39 6%	34 9% eGH	10 4% h	14 6% H	7 3%	5 1%	14 7%	4 4%	6 5%	4 3%	4 2%	21 12% QR	5 5% R	8 7% R	4 3%	1 1%	10 4%	40 8% UV	10 3%	10 3%
Somewhat agree	312 22%	171 24%	141 20%	117 32% EFGH	47 21%	49 20%	38 15%	61 18%	62 32% km	29 24%	23 18%	25 21% Q	33 21%	55 33% OQR	18 16%	27 23% Q	13 10%	28 16%	58 22%	105 20%	83 26% t	66 21%
Strongly/Somewhat Disagree (Net)	1036 73%	515 72%	521 74%	210 58% EFGH	170 75% D	178 74% D	205 82% Df	273 81% D	120 61%	86 72%	96 77% I	91 76% I	121 77% I	90 54%	84 78% N	82 70% N	114 87% NPI	152 84% NP	190 74%	385 73%	223 70%	238 76%
Somewhat disagree	458 32%	230 32%	228 32%	104 29%	88 39% d	73 30%	79 31%	114 34%	56 28%	47 40%	37 30%	36 30%	54 34%	48 29%	40 38%	36 31%	43 33%	60 33%	82 32%	168 32%	112 35%	96 31%
Strongly disagree	578 41%	285 40%	294 42%	106 29%	82 36%	105 43% D	126 50% DE	159 47% DE	65 33%	39 32%	59 47% ij	55 46% ij	67 43%	41 25%	44 41% N	46 39% N	71 54% NoP	92 51% N	109 42%	217 41%	111 35%	142 45% U
Sigma	1418 100%	717 100%	702 100%	361 100%	226 100%	242 100%	251 100%	338 100%	196 100%	119 100%	125 100%	120 100%	157 100%	165 100%	107 100%	117 100%	131 100%	181 100%	258 100%	530 100%	316 100%	314 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Q15_2 How much do you agree or disagree with the following statements?
I have felt embarrassed by my lack of home maintenance knowledge

Base: Home Owners

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
Strongly/Somewhat Agree (Net)	382 27%	100 31% e	55 25%	70 30%	157 24%	102 29%	130 25%	150 28%	267 29% J	116 23%	162 30% I	221 25%	141 30%	242 26%	382 27%	-	203 26%	179 29%
Strongly agree	70 5%	23 7% E	13 6% E	16 7% E	18 3%	29 8% Gh	17 3%	24 4%	54 6% J	16 3%	42 8% L	28 3%	39 8% N	31 3%	70 5%	-	46 6%	24 4%
Somewhat agree	312 22%	78 24%	41 19%	53 23%	139 22%	74 21%	113 22%	125 23%	212 23%	100 20%	120 22%	193 22%	102 22%	210 22%	312 22%	-	158 20%	155 25%
Strongly/Somewhat Disagree (Net)	1036 73%	219 69%	163 75%	159 70%	483 76% b	252 71%	389 75%	395 72%	641 71%	395 77% I	374 70%	663 75% k	333 70%	703 74%	1036 73%	-	587 74%	449 71%
Somewhat disagree	458 32%	107 34%	75 35%	69 30%	204 32%	108 30%	185 36%	165 30%	287 32%	170 33%	197 37% L	261 30%	178 38% N	280 30%	458 32%	-	270 34%	188 30%
Strongly disagree	578 41%	111 35%	88 40%	90 39%	279 44% B	144 41%	204 39%	230 42%	353 39%	225 44%	176 33%	402 46% K	155 33%	423 45% M	578 41%	-	317 40%	261 42%
Sigma	1418 100%	319 100%	218 100%	229 100%	640 100%	355 100%	519 100%	544 100%	907 100%	511 100%	535 100%	883 100%	473 100%	945 100%	1418 100%	-	790 100%	628 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 15

Q15_3 How much do you agree or disagree with the following statements?

I feel pressure to make my home look a certain way in order to impress friends or acquaintances

Base: Home Owners

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
Strongly/Somewhat Agree (Net)	519 37%	240 34%	278 40% b	215 60% EFGH	100 44% fGH	82 34% GH	51 20%	70 21%	106 54% JKLM	46 39% LM	36 29%	22 18%	30 19%	109 66% OPQR	54 50% QR	46 39% QR	29 22%	40 22%	86 33%	218 41% s	107 34%	109 35%
Strongly agree	137 10%	43 6%	94 13% B	80 22% EFGH	24 10% GH	22 9% GH	4 2%	7 2%	28 14% JLM	6 5% L	8 6% Lm	-	2 1%	52 31% OPQRI	18 17% QRJ	14 12% QR	4 3% I	5 3%	18 7% SU	74 14% SU	16 5%	30 10% u
Somewhat agree	382 27%	197 27%	185 26%	136 37% FGH	77 34% fGH	60 25%	47 19%	63 19%	78 40% KLM	41 34% LM	28 23%	22 18%	28 18%	57 35% QR	36 34% QR	32 27%	25 19%	35 19%	68 26%	144 27%	91 29%	79 25%
Strongly/Somewhat Disagree (Net)	899 63%	476 66% c	423 60%	146 40%	126 56% D	160 66% De	199 80% DEF	268 79% DEF	90 46%	73 61% I	89 71% I	98 82% IJ	127 81% IJ	56 34%	53 50% N	71 61% N	102 78% NOP	141 78% NOP	172 67% t	313 59%	209 66%	205 65%
Somewhat disagree	431 30%	259 36% C	172 25%	74 21%	77 34% D	74 31% D	86 35% D	120 35% D	50 26% n	50 42% IO	47 37% p	51 42% IQ	62 39% I	24 15%	26 25%	28 24%	27 27% N	36 32% N	58 30%	77 26%	140 34% t	107 34% t
Strongly disagree	468 33%	217 30%	251 36% b	72 20%	49 22%	85 35% DE	113 45% DEf	149 44% DEf	40 20%	22 19%	43 34% IJ	47 39% IJ	66 42% IJ	32 19%	27 25%	43 37% N	66 50% NOp	83 46% NO	95 37%	172 33%	103 32%	98 31%
Sigma	1418 100%	717 100%	702 100%	361 100%	226 100%	242 100%	251 100%	338 100%	196 100%	119 100%	125 100%	120 100%	157 100%	165 100%	107 100%	117 100%	131 100%	181 100%	258 100%	530 100%	316 100%	314 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

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 Table 16

Q15_3 How much do you agree or disagree with the following statements?

I feel pressure to make my home look a certain way in order to impress friends or acquaintances

Base: Home Owners

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
Strongly/Somewhat Agree (Net)	519 37%	112 35%	75 34%	93 41%	238 37%	127 36%	207 40%	186 34%	370 41%	149 29%	254 48%	264 30%	237 50%	282 30%	519 37%	-	275 35%	244 39%
Strongly agree	137 10%	36 11%	17 8%	15 7%	69 11%	38 11%	55 11%	43 8%	117 13%	20 4%	79 15%	58 7%	74 16%	63 7%	137 10%	-	67 9%	70 11%
Somewhat agree	382 27%	76 24%	58 27%	78 34%	169 26%	88 25%	151 29%	142 26%	253 28%	128 25%	175 33%	206 23%	163 34%	219 23%	382 27%	-	207 26%	174 28%
Strongly/Somewhat Disagree (Net)	899 63%	207 65%	143 66%	136 59%	402 63%	228 64%	313 60%	359 66%	537 59%	363 71%	281 52%	619 70%	236 50%	663 70%	899 63%	-	515 65%	384 61%
Somewhat disagree	431 30%	99 31%	62 29%	59 26%	211 33%	90 25%	156 30%	185 34%	282 31%	149 29%	152 28%	279 32%	133 28%	298 32%	431 30%	-	248 31%	183 29%
Strongly disagree	468 33%	108 34%	81 37%	77 34%	191 30%	138 39%	157 30%	174 32%	255 28%	213 42%	129 24%	340 38%	103 22%	365 39%	468 33%	-	267 34%	201 32%
Sigma	1418 100%	319 100%	218 100%	229 100%	640 100%	355 100%	519 100%	544 100%	907 100%	511 100%	535 100%	883 100%	473 100%	945 100%	1418 100%	-	790 100%	628 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

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 Table 17

Q15_4 How much do you agree or disagree with the following statements?

I would be embarrassed to tell a friend that I hired someone for a home improvement project instead of "doing it myself"

Base: Home Owners

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
Strongly/Somewhat Agree (Net)	276 19%	176 25% C	100 14%	113 31% EGH	43 19% H	57 23% GH	34 14% h	29 9%	68 35% LM	31 26% mO	32 26% m	21 18%	23 15% R	45 27% OQR	12 11% R	24 21% oQR	13 10% R	6 3%	29 11%	121 23% S	65 21% S	60 19% S
Strongly agree	81 6%	48 7%	33 5%	36 10% eGH	11 5% H	21 9% GH	8 3%	4 1%	18 9% M	6 5%	17 13% jLMP	4 4%	3 2%	19 11% pQR	5 4% r	5 4% r	4 3%	1 1%	4 2%	50 9% SV	18 6% S	9 3%
Somewhat agree	194 14%	128 18% C	67 10%	76 21% eGH	32 14% H	35 15% H	26 10%	25 7%	50 26% KIM	25 21% O	16 13% O	17 14%	20 13% R	26 16% oqR	7 7%	19 17% oQR	9 7%	5 3%	25 10%	71 13% S	47 15% S	51 16% s
Strongly/Somewhat Disagree (Net)	1143 81%	541 75% C	602 86% B	249 69% eGH	184 81% D	185 77% H	216 86% DF	309 91% DEFg	128 65% g	88 74%	93 74%	98 82% I	134 85% Ijk	120 73%	96 89% NpJ	92 79%	118 90% NP	175 97% NOPQM	229 89% TUV	409 77%	251 79%	254 81%
Somewhat disagree	334 24%	199 28% C	135 19%	87 24% eGH	64 28% h	51 21%	63 25%	69 20%	50 25%	38 32%	30 24%	40 34% Q	41 26% R	38 23%	26 24%	21 18%	22 17% NP	28 16% NOPQM	67 26% TUV	109 21% S	85 27% S	73 23% s
Strongly disagree	808 57%	342 48% C	466 66% B	161 45% eGH	119 53% H	135 56% D	153 61% D	240 71% DEFG	79 40%	50 42%	63 51%	58 49%	93 59% IJ	83 50%	70 65% nJ	71 61% NP	95 73% NpL	147 81% NOPM	161 63% u	300 57% S	166 53% S	181 58% s
Sigma	1418 100%	717 100%	702 100%	361 100%	226 100%	242 100%	251 100%	338 100%	196 100%	119 100%	125 100%	120 100%	157 100%	165 100%	107 100%	117 100%	131 100%	181 100%	258 100%	530 100%	316 100%	314 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

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 Table 18

Q15_4 How much do you agree or disagree with the following statements?

I would be embarrassed to tell a friend that I hired someone for a home improvement project instead of "doing it myself"

Base: Home Owners

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
Strongly/Somewhat Agree (Net)	276 19%	68 21%	53 24%	45 20%	104 16%	104 29% GH	86 17%	86 16%	211 23% J	65 13%	121 23% I	155 18%	112 24% N	163 17%	276 19%	-	148 19%	128 20%
Strongly agree	81 6%	30 9% DE	18 8% DE	3 1%	25 4%	48 14% GH	14 3%	19 4%	72 8% J	10 2%	45 8% L	36 4%	41 9% N	40 4%	81 6%	-	44 6%	38 6%
Somewhat agree	194 14%	38 12%	35 16%	42 18% be	79 12%	55 16%	73 14%	66 12%	139 15% j	55 11%	76 14%	118 13%	71 15%	123 13%	194 14%	-	104 13%	91 14%
Strongly/Somewhat Disagree (Net)	1143 81%	251 79%	165 76%	183 80%	536 84% C	251 71%	433 83% F	459 84% F	696 77%	446 87% I	414 77% I	728 82% k	361 76%	782 83% M	1143 81%	-	642 81%	500 80%
Somewhat disagree	334 24%	89 28%	47 21%	53 23%	145 23% C	75 21%	138 26%	121 22%	228 25%	106 21%	138 26% I	197 22% k	122 26%	212 22%	334 24%	-	195 25%	139 22%
Strongly disagree	808 57%	162 51%	118 54%	131 57%	391 61% B	176 50%	295 57%	337 62% F	468 52%	340 67% I	277 52% I	532 60% K	239 50%	570 60% M	808 57%	-	447 57%	362 58%
Sigma	1418 100%	319 100%	218 100%	229 100%	640 100%	355 100%	519 100%	544 100%	907 100%	511 100%	535 100%	883 100%	473 100%	945 100%	1418 100%	-	790 100%	628 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 19

Q15_5 How much do you agree or disagree with the following statements?
I would rather go to the dentist than spend all day working on home improvement projects

Base: Home Owners

	Gender			Age					Male Age					Female Age					Region			
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
Strongly/Somewhat Agree (Net)	437 31%	223 31%	214 30%	139 38% GH	84 37% GH	76 31% G	50 20%	88 26%	67 34%	53 44% KLMo	33 26%	28 23%	43 27%	72 43% oQR	32 30% Q	43 37% Qr	22 17%	46 25%	79 31%	175 33%	84 26%	98 31%
Strongly agree	141 10%	67 9%	74 11%	48 13% G	23 10%	22 9%	16 6%	31 9%	17 8%	13 11%	8 7%	7 6%	22 14% IR	31 19% QRl	11 10%	14 12% r	9 7%	9 5%	31 12% U	68 13% Uv	17 5%	25 8%
Somewhat agree	296 21%	156 22%	140 20%	91 25% GH	61 27% GH	53 22% G	34 13%	57 17%	51 26% M	40 33% kLMo	24 19%	21 18%	20 13%	40 24% Q	21 20% q	29 25% Q	13 10%	37 20% Q	48 19%	107 20%	67 21%	74 23%
Strongly/Somewhat Disagree (Net)	982 69%	494 69%	488 70%	223 62%	142 63%	166 69%	201 80% DEF	250 74% DE	129 66%	66 56%	93 74% J	92 77% J	114 73% J	94 57%	76 70% nj	74 63%	109 83% NOP	136 75% Np	179 69%	355 67%	233 74%	215 69%
Somewhat disagree	410 29%	206 29%	204 29%	94 26%	57 25%	58 24%	76 30%	124 37% DEF	51 26%	34 29%	28 22%	34 28%	60 38% iK	43 26%	23 21%	31 26%	43 33% o	64 36% O	80 31%	148 28%	86 27%	96 31%
Strongly disagree	571 40%	288 40%	284 40%	128 36%	85 37%	108 45% d	124 50% DEH	126 37%	78 40% j	32 27%	65 52% JMp	58 48% Jm	55 35%	51 31%	53 49% NJ	43 37%	66 51% Npr	71 39%	98 38%	207 39%	147 46% v	120 38%
Sigma	1418 100%	717 100%	702 100%	361 100%	226 100%	242 100%	251 100%	338 100%	196 100%	119 100%	125 100%	120 100%	157 100%	165 100%	107 100%	117 100%	131 100%	181 100%	258 100%	530 100%	316 100%	314 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 20 - 22, 2019
 Puls
 Weighted To The U.S. General Adult Population - Propensity

23 Aug 2019
 Table 20

Q15_5 How much do you agree or disagree with the following statements?

I would rather go to the dentist than spend all day working on home improvement projects

Base: Home Owners

	Household Income				Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
Strongly/Somewhat Agree (Net)	437 31%	94 29%	73 33%	68 30%	202 32%	106 30%	150 29%	180 33%	291 32%	145 28%	191 36%	245 28%	163 34%	274 29%	437 31%	-	219 28%	218 35%
Strongly agree	141 10%	36 11%	17 8%	18 8%	70 11%	31 9%	48 9%	62 11%	91 10%	50 10%	57 11%	84 10%	48 10%	92 10%	141 10%	-	74 9%	67 11%
Somewhat agree	296 21%	58 18%	55 25%	50 22%	132 21%	75 21%	103 20%	118 22%	201 22%	95 19%	135 25%	161 18%	114 24%	182 19%	296 21%	-	145 18%	151 24%
Strongly/Somewhat Disagree (Net)	982 69%	226 71%	145 67%	161 70%	438 68%	248 70%	369 71%	364 67%	616 68%	366 72%	344 64%	638 72%	311 66%	671 71%	982 69%	-	571 72%	411 65%
Somewhat disagree	410 29%	103 32%	52 24%	55 24%	198 31%	100 28%	140 27%	170 31%	243 27%	167 33%	135 25%	276 31%	127 27%	283 30%	410 29%	-	235 30%	176 28%
Strongly disagree	571 40%	122 38%	93 43%	107 47%	241 38%	149 42%	229 44%	194 36%	373 41%	199 39%	209 39%	362 41%	184 39%	388 41%	571 40%	-	337 43%	235 37%
Sigma	1418 100%	319 100%	218 100%	229 100%	640 100%	355 100%	519 100%	544 100%	907 100%	511 100%	535 100%	883 100%	473 100%	945 100%	1418 100%	-	790 100%	628 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

Fielding Period: August 20 - 22, 2019
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 Table 21

Q20 For home improvements in your own home, which of the following are among the main reasons you might want to "do it yourself" instead of hire someone? Please select all that apply.

Base: Home Owners

	Gender		Age					Male Age					Female Age					Region				
	Total	Male	Female	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	18-34	35-44	45-54	55-64	65+	North-east	South	Mid-west	West
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1375	633	742	305	236	226	266	342	147	114	99	112	161	158	122	127	154	181	252	522	277	324
Weighted Base	1418	717	702	361	226	242	251	338	196*	119*	125*	120*	157	165*	107*	117*	131	181	258	530	316	314
Would Want To DIY Home Improvements (Net)	1298 91%	673 94% C	625 89%	344 95% H	217 96% H	226 93% H	236 94% H	275 81%	189 96% M	115 97% M	120 96% M	116 97% M	134 85%	155 94% R	102 95% R	106 91% R	121 92% R	141 78%	236 91%	486 92%	302 95% V	274 87%
Save money	1104 78%	573 80%	531 76%	272 75%	194 86% DH	191 79%	205 82% H	242 72%	146 74%	101 85%	101 81%	103 86% I	123 78% R	126 76% r	94 87% nR	90 77% r	102 78% R	119 66%	189 73%	426 80% sV	264 83% SV	225 72%
Sense of satisfaction	822 58%	430 60%	392 56%	201 56%	136 60%	135 56%	150 60%	200 59%	106 54%	74 62%	78 62% p	75 62%	98 62%	95 58%	62 58%	57 49%	75 57%	102 56%	147 57%	300 57%	212 67% STV	164 52%
Learn something new	697 49%	344 48%	354 50%	210 58% fGH	131 58% fGH	115 48% H	115 46% h	125 37%	108 55% IM	71 60% LM	60 48% m	50 42%	54 34%	103 62% PqR	60 56% R	55 47%	64 49%	71 39%	112 43%	276 52% s	151 48%	158 50%
Share the before/after photos on social media	148 10%	67 9%	81 12%	64 18% fGH	36 16% GH	25 11% H	15 6% H	7 2%	32 16% kM	15 13% M	8 6%	9 8% m	3 2%	33 20% QR	21 20% QR	18 15% QRk	6 5%	3 2%	19 7%	67 13% s	37 12%	26 8%
Impress friends	124 9%	63 9%	61 9%	66 18% FGH	27 12% FGH	11 5%	5 2%	15 4%	37 19% KLM	15 12% kLM	6 5%	2 2%	3 2%	29 17% PQR	12 11% Q	5 4%	3 2%	12 7% m	17 7%	51 10%	23 7%	33 11%
Other reason	53 4%	33 5%	20 3%	10 3%	12 6%	7 3%	12 5%	12 3%	7 4%	8 7%	6 5%	7 6%	4 3%	3 2%	4 4%	1 1%	4 3%	7 4%	13 5%	15 3%	7 2%	18 6% tu
N/A - I would not want to DIY home improvements	121 9%	44 6%	76 11% B	17 5%	9 4%	16 7%	14 6% DEFG	64 19%	8 4%	4 3%	5 4%	4 3%	23 15% IJKL	10 6%	5 5%	10 9%	10 8% NOPQ	41 22% NOPQ	22 9%	44 8%	14 5%	40 13% U
Sigma	3069 216%	1554 217%	1515 216%	842 233%	547 242%	501 207%	516 206%	664 196%	443 226%	288 242%	264 211%	251 210%	308 196%	399 241%	259 241%	236 203%	265 202%	356 196%	519 201%	1178 222%	708 224%	664 212%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. *small base

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 Table 22

Q20 For home improvements in your own home, which of the following are among the main reasons you might want to "do it yourself" instead of hire someone? Please select all that apply.

Base: Home Owners

	Household Income					Education			Employed		Children in HH		Parent of Child Under 18		Home Ownership		Marital Status	
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	HS or Less	Some College	College Grad+	Yes	No	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Base	1375	382	255	203	524	299	436	640	788	587	483	892	450	925	1375	-	868	507
Weighted Base	1418	319	218	229	640	355	519	544	907	511	535	883	473	945	1418	**	790	628
Would Want To DIY Home Improvements (Net)	1298 91%	295 93%	200 92%	218 95% E	571 89%	326 92%	485 93% h	486 89%	864 95% J	434 85%	521 97%	777 88%	460 97%	838 89%	1298 91%	-	737 93% R	561 89%
Save money	1104 78%	249 78%	174 80%	184 80%	486 76%	271 76%	419 81%	415 76%	735 81% J	369 72%	434 81%	670 76%	386 82% n	718 76%	1104 78%	-	648 82% R	456 73%
Sense of satisfaction	822 58%	173 54%	128 59%	129 56%	380 59%	190 53%	314 60%	319 59%	543 60%	279 55%	312 58%	510 58%	283 60%	539 57%	822 58%	-	466 59%	356 57%
Learn something new	697 49%	163 51%	96 44%	114 50%	321 50%	183 52%	271 52% h	244 45%	473 52% J	224 44%	299 56% L	399 45%	269 57% N	428 45%	697 49%	-	386 49%	311 50%
Share the before/after photos on social media	148 10%	33 10%	25 11%	23 10%	66 10%	51 14% H	53 10%	45 8%	122 13% J	26 5%	72 13% L	76 9%	77 16% N	71 8%	148 10%	-	74 9%	74 12%
Impress friends	124 9%	30 9%	28 13% E	19 8%	47 7%	34 10%	55 11% H	35 6%	105 12% J	19 4%	72 13% L	52 6%	65 14% N	59 6%	124 9%	-	63 8%	62 10%
Other reason	53 4%	12 4%	9 4%	8 3%	23 4%	10 3%	16 3%	26 5%	35 4%	18 4%	21 4%	32 4%	17 4%	36 4%	53 4%	-	27 3%	26 4%
N/A - I would not want to DIY home improvements	121 9%	24 7%	17 8%	11 5%	69 11% D	28 8%	34 7%	58 11% g	43 5%	78 15% I	15 3%	106 12% K	14 3%	107 11% M	121 9%	-	53 7%	67 11% Q
Sigma	3069 216%	683 214%	478 220%	488 213%	1392 217%	766 216%	1161 224%	1142 210%	2056 227%	1013 198%	1225 229%	1844 209%	1111 235%	1958 207%	3069 216%	-	1717 217%	1352 215%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R
 Overlap formulae used. ** very small base (under 30) ineligible for sig testing

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1	1	Q2145 Which of the following best describes your current primary residence? I/We live in...
2	2	Q2145 Which of the following best describes your current primary residence? I/We live in...
3	3	Q1 When it comes to your own home (i.e., primary residence), which of the following would you personally be confident enough to "do it yourself"? Please select all that apply.
5	4	Q1 When it comes to your own home (i.e., primary residence), which of the following would you personally be confident enough to "do it yourself"? Please select all that apply.
7	5	Q10 For an urgent home maintenance issue, such as a leaky dishwasher or broken garage door, which of the following would you most likely do?
8	6	Q10 For an urgent home maintenance issue, such as a leaky dishwasher or broken garage door, which of the following would you most likely do?
9	7	Q15 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Agree
10	8	Q15 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Agree
11	9	Q15 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Disagree
12	10	Q15 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Disagree
13	11	Q15_1 How much do you agree or disagree with the following statements? I feel confident that I can handle most home maintenance issues myself
14	12	Q15_1 How much do you agree or disagree with the following statements? I feel confident that I can handle most home maintenance issues myself
15	13	Q15_2 How much do you agree or disagree with the following statements? I have felt embarrassed by my lack of home maintenance knowledge
16	14	Q15_2 How much do you agree or disagree with the following statements? I have felt embarrassed by my lack of home maintenance knowledge
17	15	Q15_3 How much do you agree or disagree with the following statements? I feel pressure to make my home look a certain way in order to impress friends or acquaintances
18	16	Q15_3 How much do you agree or disagree with the following statements? I feel pressure to make my home look a certain way in order to impress friends or acquaintances
19	17	Q15_4 How much do you agree or disagree with the following statements? I would be embarrassed to tell a friend that I hired someone for a home improvement project instead of "doing it myself"
20	18	Q15_4 How much do you agree or disagree with the following statements? I would be embarrassed to tell a friend that I hired someone for a home improvement project instead of "doing it myself"
21	19	Q15_5 How much do you agree or disagree with the following statements? I would rather go to the dentist than spend all day working on home improvement projects
22	20	Q15_5 How much do you agree or disagree with the following statements? I would rather go to the dentist than spend all day working on home improvement projects
23	21	Q20 For home improvements in your own home, which of the following are among the main reasons you might want to "do it yourself" instead of hire someone? Please select all that apply.
24	22	Q20 For home improvements in your own home, which of the following are among the main reasons you might want to "do it yourself" instead of hire someone? Please select all that apply.