

DIY Banner 1

1. If there was one room in your home you could renovate from among the following list, which would it be?

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1010 | 474 | 536 | 149 | 418 | 443 | 80 | 333 | 464 | 133 |
| Weighted | 1011 | 490 | 521 | 282 | 402 | 327 | 93* | 405 | 329 | 183 |
| Kitchen | 386 38% | 175 36% | 211 40% | 111 39% | 148 37% | 127 39% | 31 33% | 161 40% | 137 42% | 57 31% |
| Bathroom | 269 27% | 141 29% | 128 25% | 67 24% | 117 29% | 84 26% | 27 28% | 99 24% | 87 27% | 56 30% |
| Basement | 261 26% | 133 27% | 127 24% | 83 29% | 100 25% | 78 24% | 19 20% | 102 25% | 80 24% | 60 33% |
| Bedroom | 96 9% | 41 8% | 55 11% | 21 7% | 37 9% | 38 12% | 17 18% | 44 11% | 25 8% | 10 5% |
| | | | | | | | HI | | | |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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2. Have you ever done a do-it-yourself project?

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | 1010 | 474 | 536 | 149 | 418 | 443 | 80 | 333 | 464 | 133 |
| Weighted | 1011 | 490 | 521 | 282 | 402 | 327 | 93* | 405 | 329 | 183 |
| Yes | 741 | 393 | 348 | 195 | 312 | 234 | 63 | 300 | 249 | 129 |
| | 73% | 80% | 67% | 69% | 78% | 71% | 68% | 74% | 76% | 71% |
| No | 270 | 97 | 173 | 86 | 90 | 93 | 30 | 106 | 81 | 53 |
| | 27% | 20% | 33% | 31% | 22% | 29% | 32% | 26% | 24% | 29% |

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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3. And what did you renovate?

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|------------|------------|-----------|------------|------------|-----------|------------|------------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Have done a do-it yourself project | 747 | 384 | 363 | 103 | 322 | 322 | 55 | 243 | 359 | 90 |
| Weighted | 741 | 393 | 348 | 195* | 312 | 234 | 63* | 300 | 249 | 129* |
| Bedroom | 331 45% | 171 43% | 160 46% | 89 46% | 135 43% | 107 46% | 30 48% | 131 44% | 110 44% | 60 46% |
| Bathroom | 317 43% | 177 45% | 140 40% | 59 30% | 157 50% | 101 43% | 27 43% | 128 43% | 121 49% | 41 32% |
| Basement | 272 37% | 175 45% | 97 28% | 60 31% | 107 34% | 105 45% | 21 33% | 114 38% | 92 37% | 45 35% |
| Kitchen | 263 35% | 131 33% | 132 38% | 56 29% | 120 38% | 87 37% | 19 30% | 106 35% | 97 39% | 41 32% |
| Other | 249 34% | 146 37% | 104 30% | 69 35% | 106 34% | 75 32% | 22 35% | 114 38% | 71 29% | 43 33% |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

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4. Which of the following explains why you haven't you done a do-it-yourself project?

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|--|------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Haven't done a do-it-yourself project | 263 | 90 | 173 | 46 | 96 | 121 | 25 | 90 | 105 | 43 |
| Weighted | 270 | 97* | 173 | 86* | 90* | 93 | 30** | 106* | 81* | 53* |
| I don't have the skills | 172 64% | 63 65% | 109 63% | 52 60% | 55 60% | 66 70% | 18 60% | 65 61% | 48 59% | 41 77% |
| I'm afraid of making mistakes (or doing more damage than good) | 100 37% | 39 40% | 61 35% | 43 49% | 28 31% | 29 31% | 14 47% | 38 36% | 32 39% | 17 32% |
| I don't have time | 68 25% | 25 26% | 42 25% | 32 37% | 22 24% | 14 15% | 6 21% | 20 19% | 24 30% | 17 31% |
| I don't have any interest | 51 19% | 21 22% | 30 17% | 21 24% | 13 15% | 17 18% | 4 13% | 14 13% | 22 27% | 11 21% |
| Other | 27 10% | 8 8% | 19 11% | 10 11% | 13 15% | 3 4% | 0 - | 11 11% | 9 11% | 7 13% |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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5. Which of the following would help you get more comfortable with completing a do-it-yourself project?

| | Total | GENDER | | AGE | | | EDUCATION | | | |
|---|------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | Male | Female | 18-34 | 35-54 | 55+ | <HS | HS | Post Sec | Univ Grad |
| | | A | B | C | D | E | F | G | H | I |
| Base: Haven't done a do-it-yourself project | 263 | 90 | 173 | 46 | 96 | 121 | 25 | 90 | 105 | 43 |
| Weighted | 270 | 97* | 173 | 86* | 90* | 93 | 30** | 106* | 81* | 53* |
| The help of an expert | 182 67% | 69 71% | 113 65% | 58 67% | 58 64% | 66 71% | 17 55% | 66 62% | 62 77% | 38 71% |
| An easy reference guide for how-to projects | 75 28% | 30 31% | 45 26% | 43 50% | 18 20% | 14 15% | 7 23% | 24 23% | 29 36% | 15 29% |
| The proper tools | 73 27% | 33 34% | 40 23% | 36 41% | 23 25% | 15 16% | 2 6% | 22 21% | 34 42% | 15 29% |
| More free time | 69 26% | 22 23% | 47 27% | 31 36% | 26 29% | 12 13% | 5 16% | 18 17% | 31 39% | 15 28% |
| Other | 31 11% | 12 12% | 19 11% | 8 9% | 13 14% | 10 11% | 4 13% | 15 15% | 7 9% | 5 9% |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing