

# Do-It-Yourself Enthusiasts

## Statistics at a Glance

Total Recruitment Pool	1 Million Registered Users
Stable Panel Size	10,000
Avg. Response Rate	34%
Avg. Freq. of Use	43 days

## Employment Status

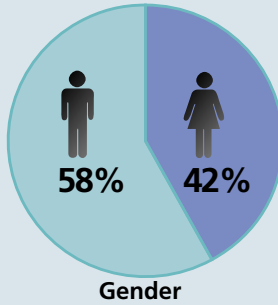
Employed by someone else working outside your home	55%
Employed by someone else working from home	2%
Self-employed working outside your home	11%
Self-employed working from home	9%
Homemaker	23%

## Household Income

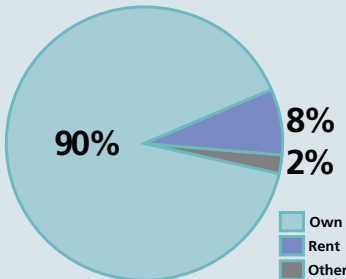
< \$20k	4%
\$20k - \$49,999	24%
\$50k - \$74,999	28%
\$75k - \$99,999	22%
\$100k - \$149,999	15%
\$150k - \$199,999	6%
\$200k +	1%
Avg. HHI (\$)	76,900

## Age

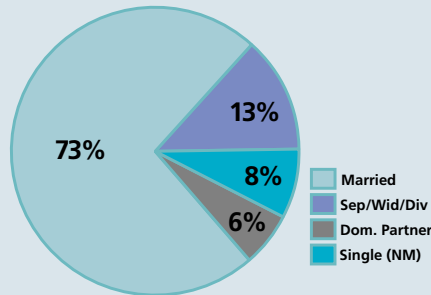
15-24	2%
25-34	8%
35-44	23%
45-54	32%
55-64	25%
65-74	9%
75+	1%



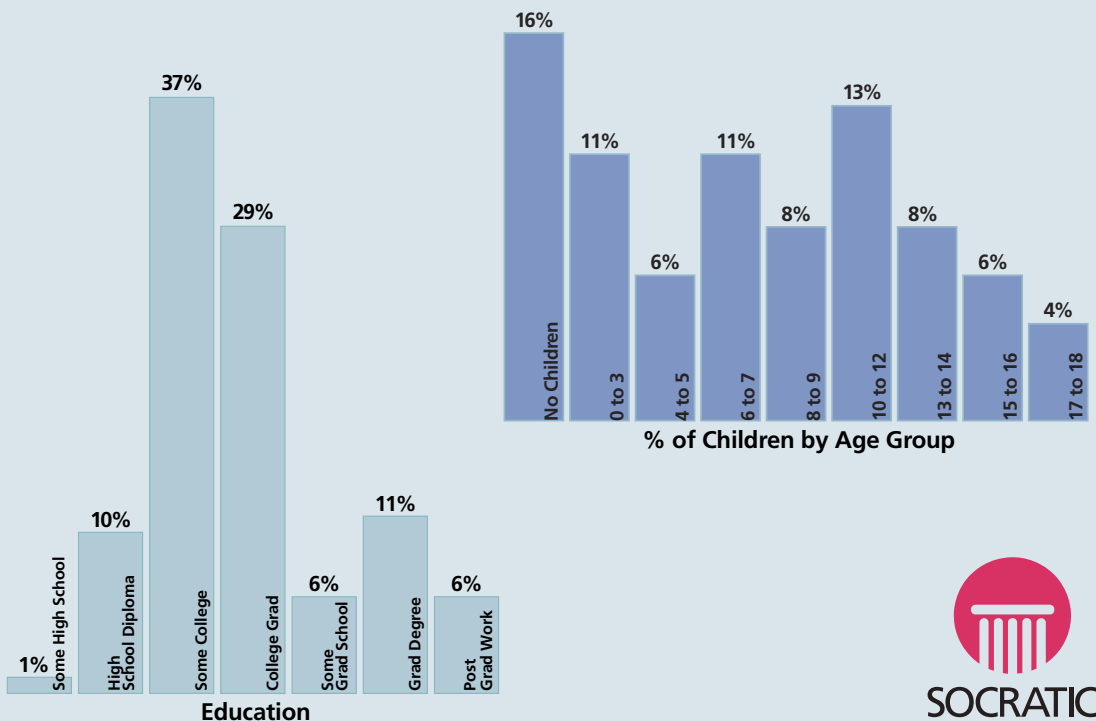
Gender



Home Ownership



Marital Status



## Market Notes

- Homeowners spend an annual \$204 billion on professional home improvements, and more than \$59 billion on do-it-yourself improvements.
- Three out of four households in the U.S. (an estimated 82 million households) participated in one or more indoor and outdoor, lawn and garden activity. Consumers spent an average of \$449 on their lawns and gardens.
- Consumers spent a total of \$36.8 billion on their lawns and gardens in 2004.
- Homeowners complete 7.6 million additions and alterations a year, including decks and porches.
- Households that spent more than the national average on their lawns and gardens in 2004 include:
  - Households 35 years of age and older
  - Households who have attended or graduated from college
  - Married households
  - Households who are employed full-time
  - Households with annual incomes of \$50,000 and over
  - Two to four person households
  - Households with no children at home

More information on next page

## Do-It-Yourself Enthusiasts (continued)

