



## 1. Study Design

- 1.1 Background & Objectives
- 1.2 Setup & Methodology

## 2. Study results

- 2.1 Attitudes towards renovation projects in general
- 2.2 All renovations projects in past 12 months
- 2.3 Reasons for renovating in past 12 months
- 2.4 Attitudes towards (premium) power tools
- 2.5 Purchased (premium) power tools in the past
- 2.6 Reason for purchasing (premium) power tools
- 2.7 Path to purchase
- 2.8 Usage of mobile and online für DIY purchases
- 2.9 Reason for not purchasing online
- 2.10 Evaluation of future mobile purchase
- 2.11 Demographics

## 3. Conclusion & Outlook

## 4. Contact information