



Justin Pierce, Nick Handlon, Nour Coudsi, Okenna Okpareke

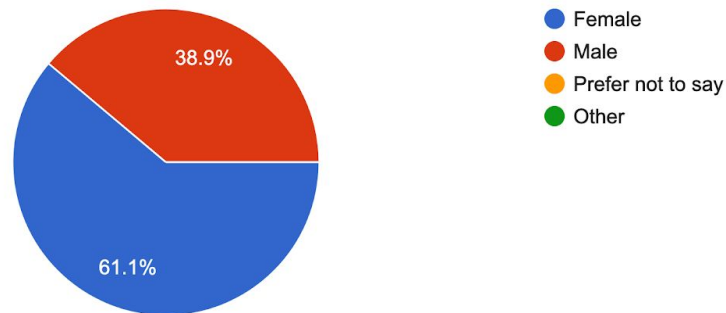
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## Data Summary from Survey Results

- More female than male | 61% female, 39% male

What is your gender?

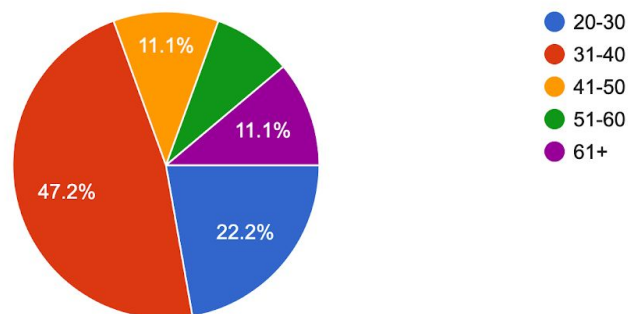
36 responses



- Our largest demographic of age is 20-40
- Missing 30% of the market if we go with 20-40.

What is your age?

36 responses





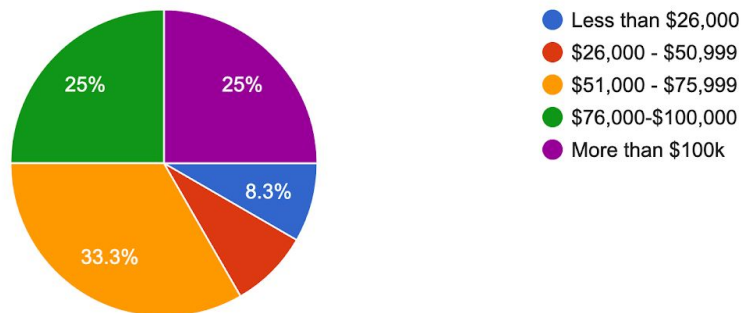
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- 83% of users between 51K -100K. *Middle class?*

What is your estimated annual income?

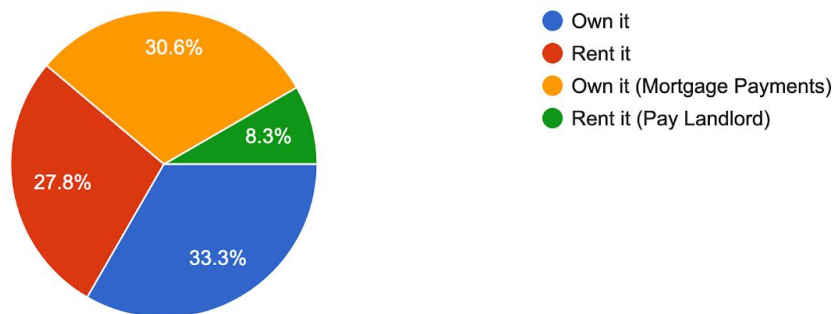
36 responses



- 64% own their house.

The house you are currently living in, Do you:

36 responses

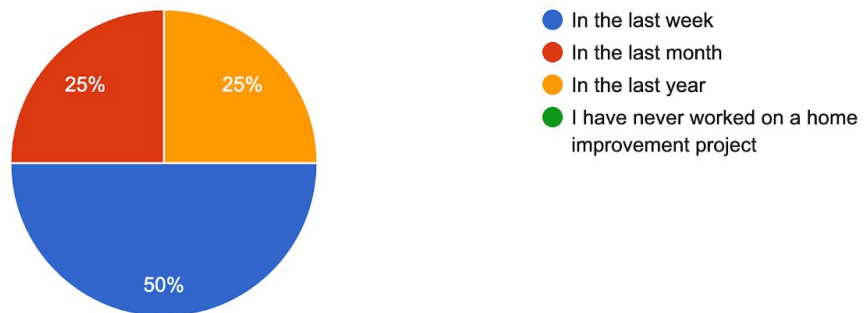




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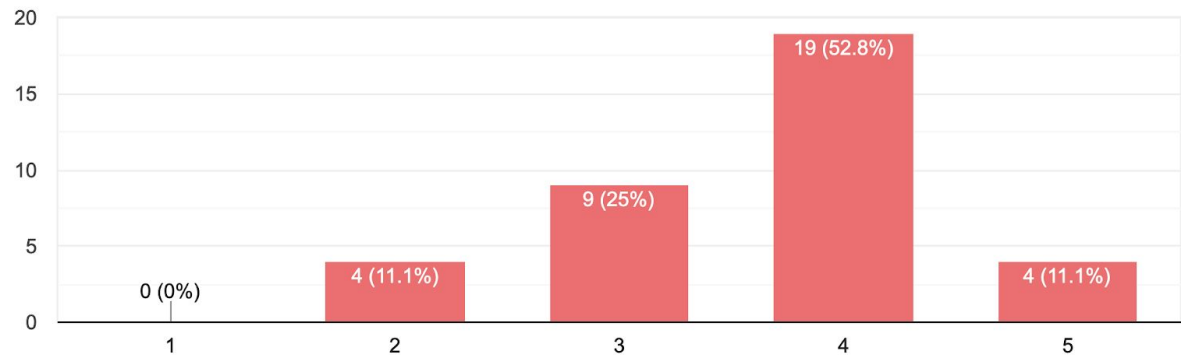
- 50% have worked on a project in the last week.

I have worked on a home improvement project  
36 responses



- 100% have done a project in the last year.
- 75% in the last month.
- 25% say they work on a home project yearly.
- 89% of people say they are on average or above average “Tech savvy”

How Tech Savvy would you say you are on a scale of 1-5?  
36 responses





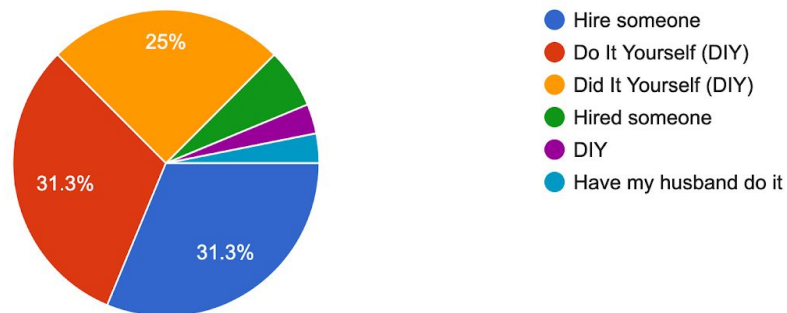
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- When working on a home project:

When working on a home improvement project, you are more likely to:

32 responses



- 37% say they would hire someone.
- 63% DIY
- What other questions should we be asking?
  - Remove the other. Since people were retyping the same options they have.
  - Include more short answers.
- What questions could have we asked better?
  - What caused the frustration or pain-point in your last project?
  - Include more 'competitors' questions.
    - What don't you like in Handy?
    - What do you like in Fiber?