Red Zone Ready: CRAFTSMAN Reveals DIYers' Winning Playbook to Tackle Home Improvement Projects This Season

- *More than half of DIYers surveyed name the powered cordless screwdriver as the franchise player in their tool lineup*
- *Almost one-third of respondents said spouses were their first overall pick for a project partner*
- *Rock music emerges as the top draft pick for getting in the zone, closely followed by hip hop and rap*

TOWSON, Md., April 10, 2025 /PRNewswire/ -- Just as football teams get ready for this year's draft, DIYers have their own playbook when it comes to kicking off their plans for home improvement season. CRAFTSMAN®, a Stanley Black & Decker brand, today released the results of a new national survey of DIYers and "first-round draft picks" for tackling home improvement projects.

"Our survey reveals how DIYers approach their projects – from drafting the right teammates to selecting their essential tool lineup and even choosing the perfect soundtrack to get in the zone. Successful home improvement, like football, is a team sport where having the right roster of players and equipment makes all the difference," said Chelsey Whitehead, VP, Brand Marketing, CRAFTSMAN. "As DIYers plan their next adventure, CRAFTSMAN is there with a winning combination of tools and solutions to accomplish their DIY vision."

First Overall Pick: The Partner Selection
When it comes to drafting their home improvement dream team, DIYers have clear preferences for who they want in their project team. Survey respondents revealed their top picks for who they'd most want by their side when tackling projects.

On the board:

- First Pick: Spouse (30%) - Like a franchise quarterback, spouses lead the depth chart
- Second Pick: Best Friend (23%) - The reliable veteran free agent
- Late Round Picks: Parents (11%) and Neighbors (7%) - Solid depth players

Power Tool Combine Results
Just like a well-rounded football team needs different specialists to succeed, these essential tools are the players that serious DIYers are eyeing to add to their lineup. Each brings its unique strengths to the workbench, ready to execute their specific plays with precision and power when called upon.

Top performers in the tools combine:

- Powered Cordless Screwdriver (64%) - The versatile first-round pick, like a dual-threat quarterback who can adapt to any situation - whether driving screws with precision or tackling quick assembly jobs, this MVP delivers clutch performance when you need it most.
- Circular Saw (42%) - The power rusher of the tool world, pushing through materials like a bruising running back breaking through the defensive line - with raw cutting force and the ability to slice through lumber, plywood, and other materials, it's the power rusher you want for those tough yardage projects.
- Hammer Drill (41%) - The hard-hitting defensive tackle of DIY equipment brings the impact when you need to punch through concrete, brick, or masonry, this hard-hitting specialist combines rotary motion and hammering action to dominate tough surfaces.

Stadium Soundtrack
Much like football players getting pumped up in the tunnel before kickoff, DIYers have their own pre-project rituals. Rock music emerges as the top draft pick for getting in the zone, followed by hip-hop/rap and country creating the perfect game-day atmosphere.

Game day music selection:

- Rock (22%) - The classic stadium anthem choice
- Hip-hop/Rap (17%) - The modern pre-game hype music
- Country (16%) - The tailgate favorite

To learn more about CRAFTSMAN and its full lineup, visit www.craftsman.com.

About the Survey
Stanley Black & Decker commissioned Atomik Research to conduct an online survey of 1,006 adults throughout the United States. The makeup of the sample is representative of the U.S. population based on national census data regarding demographic variables such as gender, age, race, ethnicity and U.S. region. The survey fielding took place between February 28 and March 4, 2025.

About CRAFTSMAN
CRAFTSMAN is the most trusted and recommended brand in Tools and Outdoor* for today's DIYers. With solutions for the home, yard and garage, CRAFTSMAN is committed to empowering DIYers at every stage of their journey. Crafted with the same innovation and expertise homeowners have come to expect and love, CRAFTSMAN is here to help DIYers BUILD ON™. For more information, visit www.craftsman.com or follow CRAFTSMAN on Facebook and Instagram.

About Stanley Black & Decker
Founded in 1843 and headquartered in the USA, Stanley Black & Decker (NYSE: SWK) is a worldwide leader in Tools and Outdoor, operating manufacturing facilities globally. The Company's approximately 48,500 employees produce innovative end-user inspired power tools, hand tools, storage, digital jobsite solutions, outdoor and lifestyle products, and engineered fasteners to support the world's builders, tradespeople and DIYers. The Company's world class portfolio of trusted brands includes DEWALT®, CRAFTSMAN®, STANLEY®, BLACK+DECKER®, and Cub Cadet®. To learn more visit: www.stanleyblackanddecker.com or follow Stanley Black & Decker on Facebook, Instagram, LinkedIn and X.

**Rated among 25 leading competitive brands, based on online national survey of 261 DIY tool and residential outdoor power equipment owners ages 18+, conducted in 10/2024.*

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