

Gift Ideas

Once a Guy Thing, Tools Are Now A Girl Thing, Too

(NAPSA)—Within the next decade, single women will own, maintain and remodel their homes more than at any other time, according to trends in the U.S. census studies and industry reports.

In fact, a survey just released by the National Association of Realtors found women are buying homes at nearly double the rate of men—22 percent vs. 12 percent. Single women were second only to married couples in the numbers of homes they purchased.

It's a phenomenon not lost on home improvement pioneer Bob Vila.

"The vast majority of female do-it-yourselfers that I've met in recent years are involved in hanging draperies, painting and wallpapering, and refinishing furniture," Vila said. "But many women also are fixing toilets, stopping leaky faucets and more."

A recent Roper Starch survey commissioned by Sears confirms many of Vila's observations. It found that three out of four women own their own tools and 58 percent said they have undertaken home repairs and improvements because they enjoy it. They're most comfortable using a screwdriver (87 percent), a hammer (84 percent) and a wrench (66 percent), but don't mind using a power drill (49 percent) and a power sander (34 percent). Craftsman tools are ergonomically designed, expanding the boundaries with constant innovation and higher standards of quality and performance. Craftsman tools help people of all experience levels work easier, faster and with excellent results.



Diamonds may last forever, but only Craftsman guarantees its hand tools that long.

Angie Wassil, who has spent nearly 18 years working in the Sears home-improvement area, has seen more women shopping for tools and other project necessities than ever before. And it's not limited to younger women. At age 73, Wassil's mother recently repaired her mailbox with a cordless drill.

"What once was considered a 'guy thing,' now really is a 'girl thing,' too," noted Wassil. "These days, women are selecting their own tools, and doing some of their own home and car repairs."

Women are gaining confidence and getting more ambitious with each home-repair project that they tackle. Jewelry and perfume will always be welcome, but why not consider giving women something they'll need to maintain and improve their home investment?

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