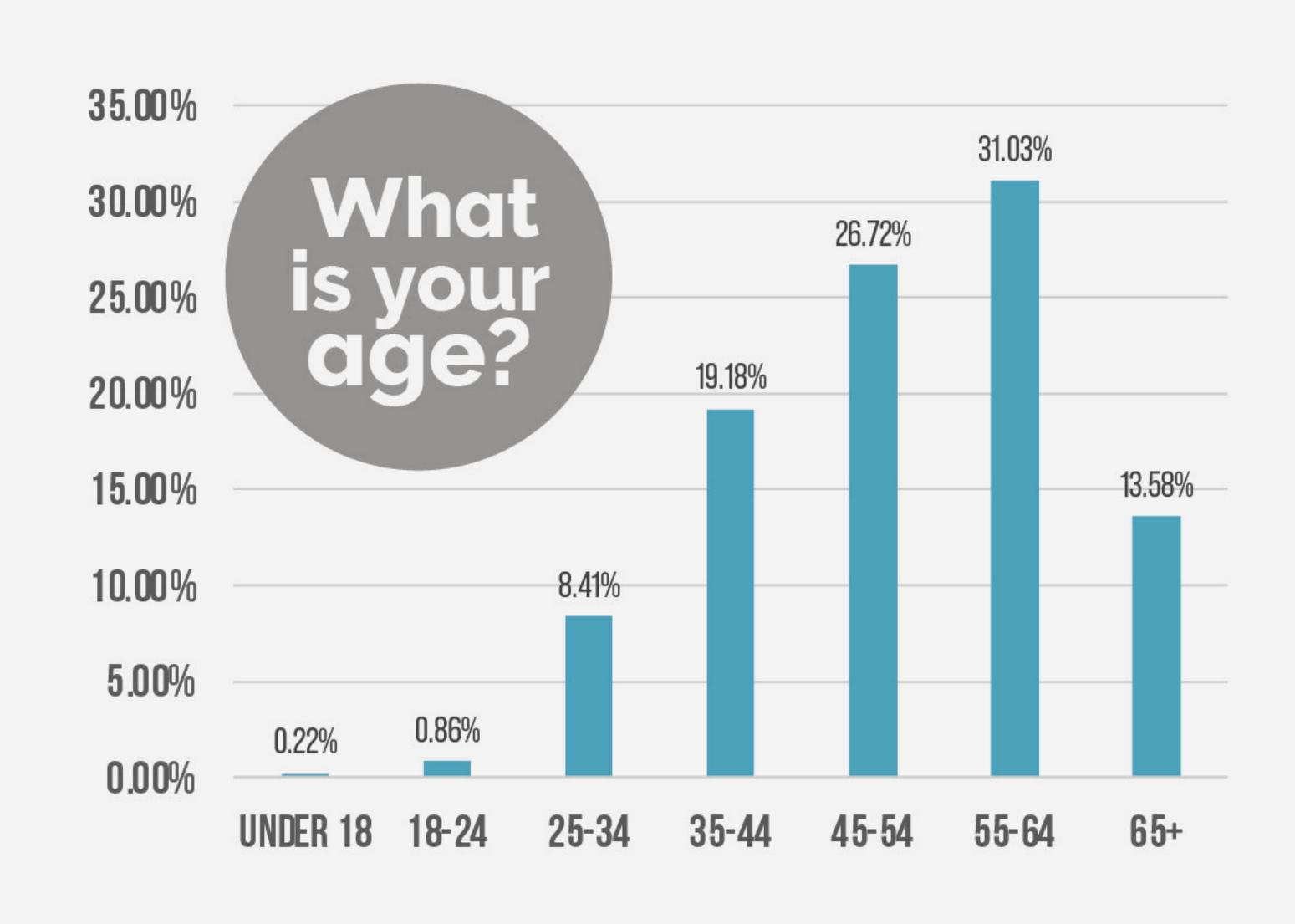
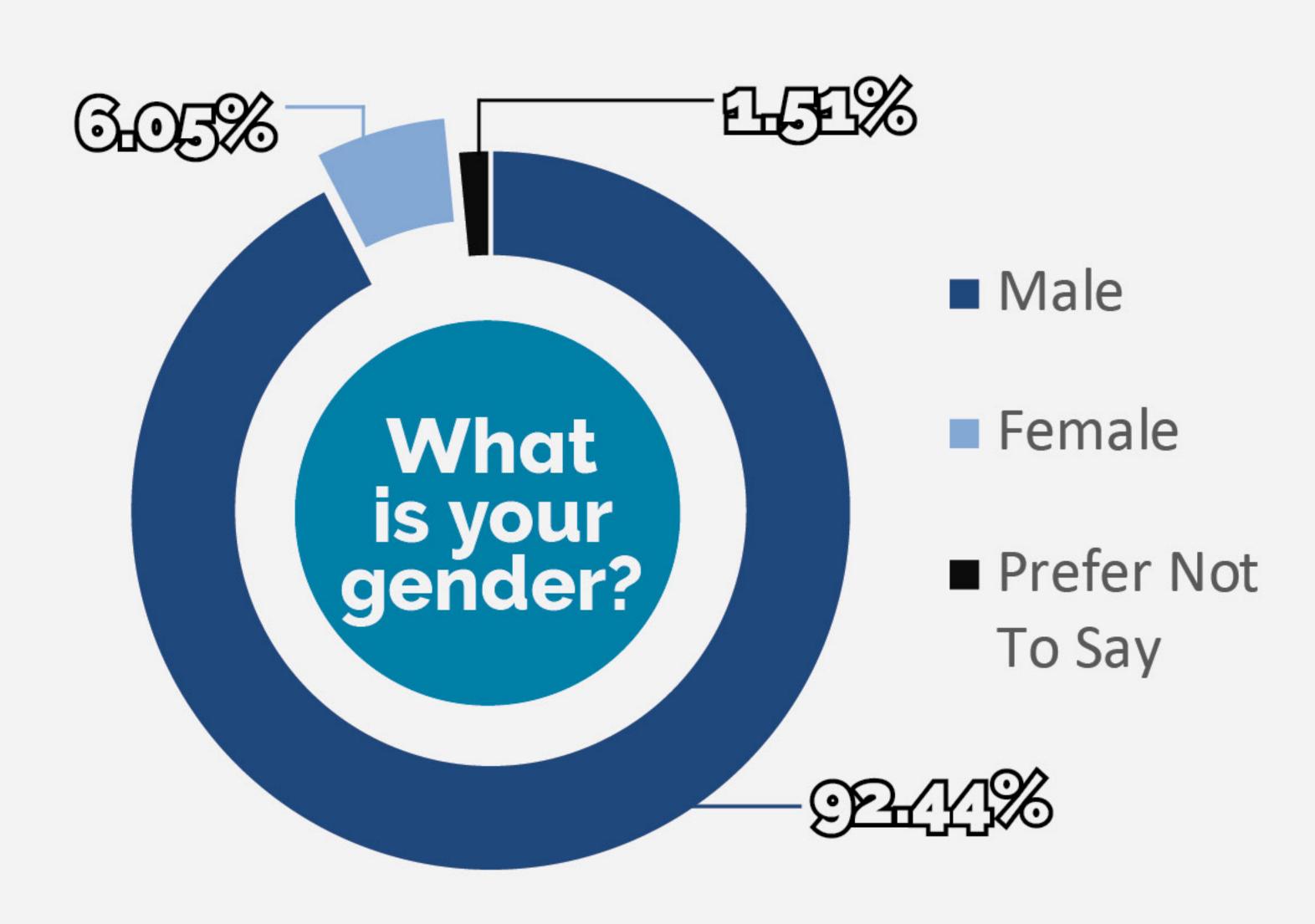
# THE STATE OF MASONRY



Giveaway: As part of encouraging participation in this research effort, all qualified respondents received a 40% off coupon code for use on the Kodiak Boots website. Two randomly-selected winners who completed the survey were each awarded \$750 worth of footwear from Kodiak. Congratulations to Jake Aune and David Masterson on winning the prize packs.

## Demographics and Safety Highlights |





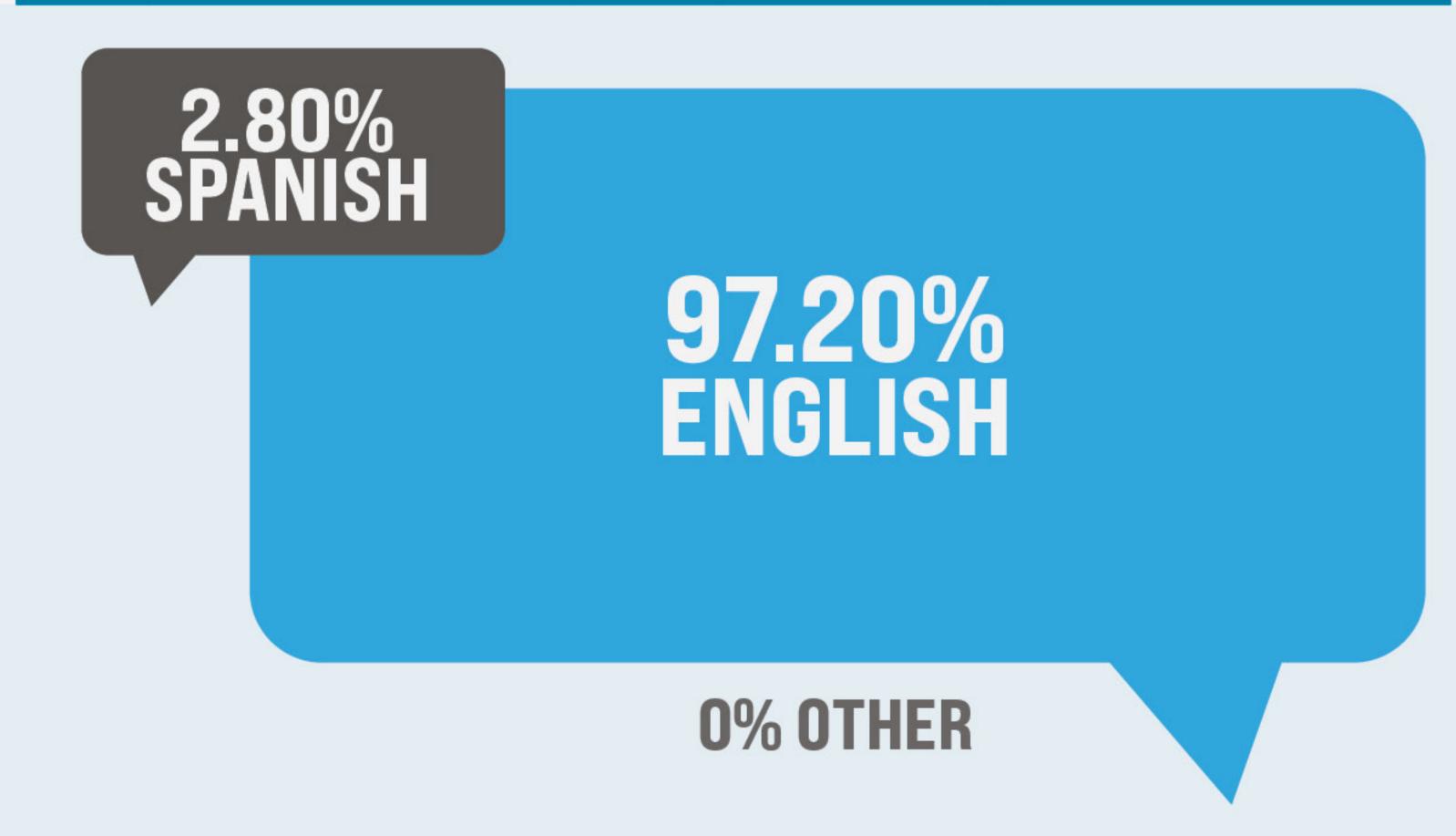
## What is your race/ethnicity?

| Hispanic/Latino<br>American | Black, African<br>American or Afro<br>Caribbean | White or<br>Caucasian | Asian American/<br>East Asian | Indian American/<br>South Asian | Middle Eastern | Indigenous<br>American / First<br>Nation/ Alaskan<br>Native | Pacific Islander | Prefer not to say | Other (please<br>specify) |
|-----------------------------|---|-----------------------|-------------------------------|---------------------------------|----------------|---|------------------|-------------------|---------------------------|
| 11.26%                      | 1.73%   | 77.71%                | 0.87%                         | 0.87%                           | 0.22%          | 0.87%   | 0.87%            | 4.76%             | 0.87%                     |

## What is your total pre-tax annual household income?

| ≥ \$125,000       | \$100,000-<br>\$124,000 | \$75,000-\$99,999               |  |
|-------------------|-------------------------|---------------------------------|--|
| 19.18%            | 14.87%                  | 14.44%                          |  |
| \$50,000-\$74,999 | not to                  | \$30,000-<br>\$49,999<br>13.79% |  |
| 17.89%            | 14.44%                  | 5.39% ≤ 30,000                  |  |

Which of the following do you prefer as your primary day-to-day language?



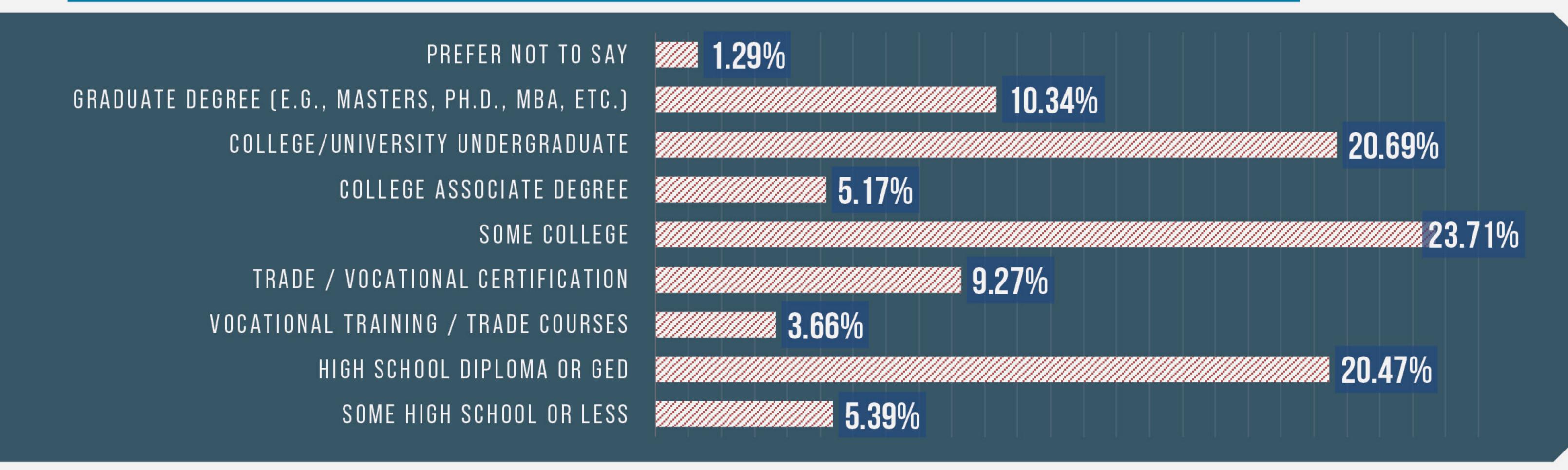
#### Editorial Note And Methodology:

any of these findings were shared during the 2022 MCAA Annual V Convention at the World of Concrete. This research was sponsored by MCAA Corporate Partner, Kodiak Boots. As part of their sponsorship, Kodiak Boots was able to ask a series of questions directly related to their line of business concerning footwear within the masonry industry. Kodiak has allowed us to share some high-level, demographic findings related to the research but has chosen to keep much of the data for internal use. As all of the questions directed toward qualified respondents focused on safety shoes and safety boots, none of those responses will be shared here.

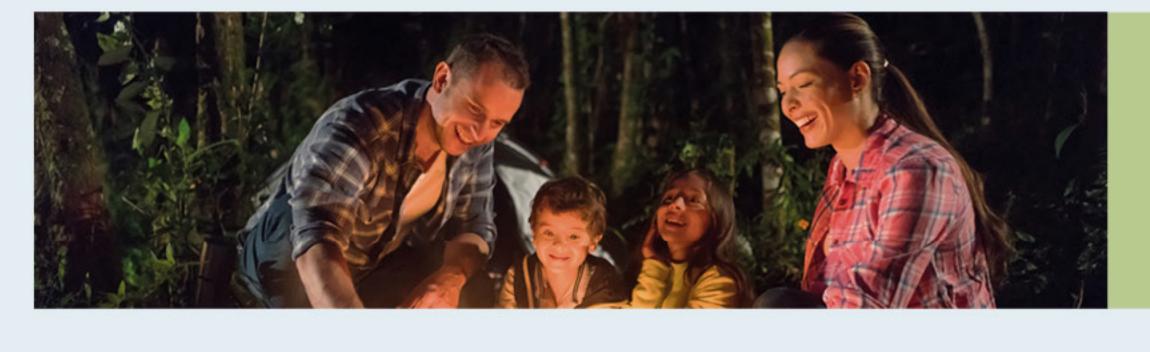
This survey was distributed across MCAA + MASONRY email and social media channels as are all MCAA research initiatives. Upon clicking the link, respondents answered a series of demographic questions that ended by determining whether or not they were a Wearer or Decision Maker with regard to footwear. From there, questions were tailored to their specific role as it came to footwear.

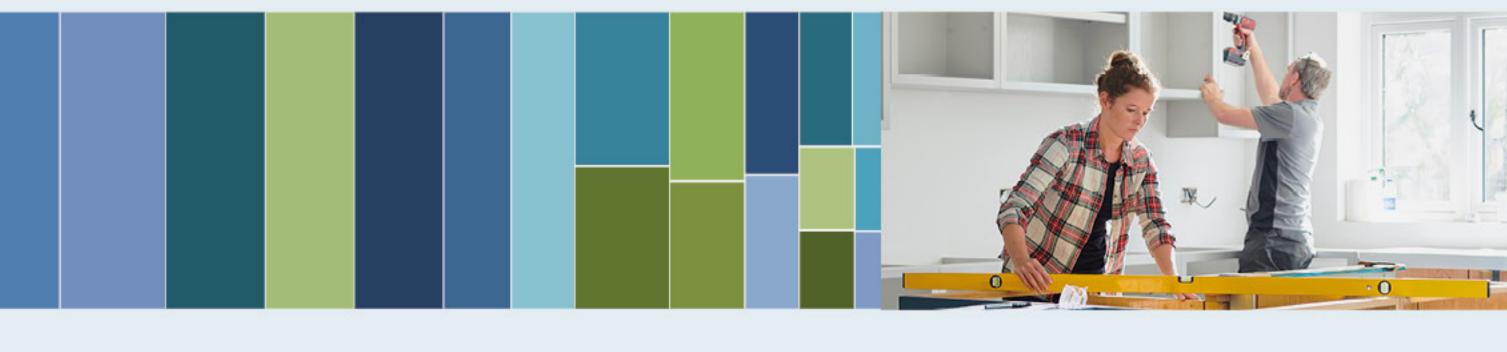
> Dan Kamys MCAA EDITORIAL DIRECTOR

## What is the highest level of education you've completed?



## Which of the following hobbies/activities do you enjoy outside of work? (select all that apply)







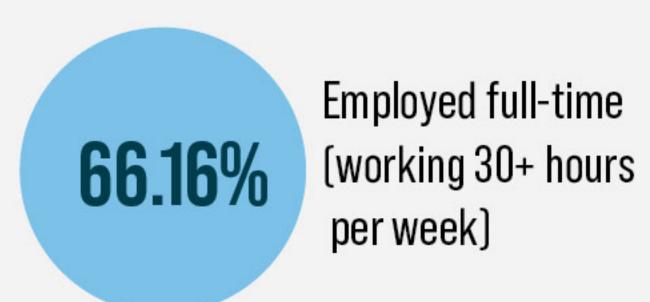


- Hiking 49.24%
- Skiing or Snowboarding 12.74%
- Camping 45.57%
- Fitness/Exercise (i.e. weight training, HIIT) 29.16%
- Running or Trail Running 10.58%
- Home landscaping/gardening 38.44%
- I do not participate in any of these activities 3.67%
- Kayaking or Rafting 18.57%
- Motorcycling 19.87%
- Hunting 38.66%
- Playing/coaching sports 14.04%
- Home remodeling/repair/DIY projects 50.32%
- Horseback riding 6.48%
- Other (please specify) 6.70%

- Skateboarding or Skating 3.89%
- Dirtbiking or Drag racing 10.37%
- Rock Climbing 6.70%
- Cycling or Biking 21.17%
- Restoration/repair (i.e. furniture, automobiles, etc.) 27.65%
- Fishing 6.48%

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Which of the following best describes your current employment status?



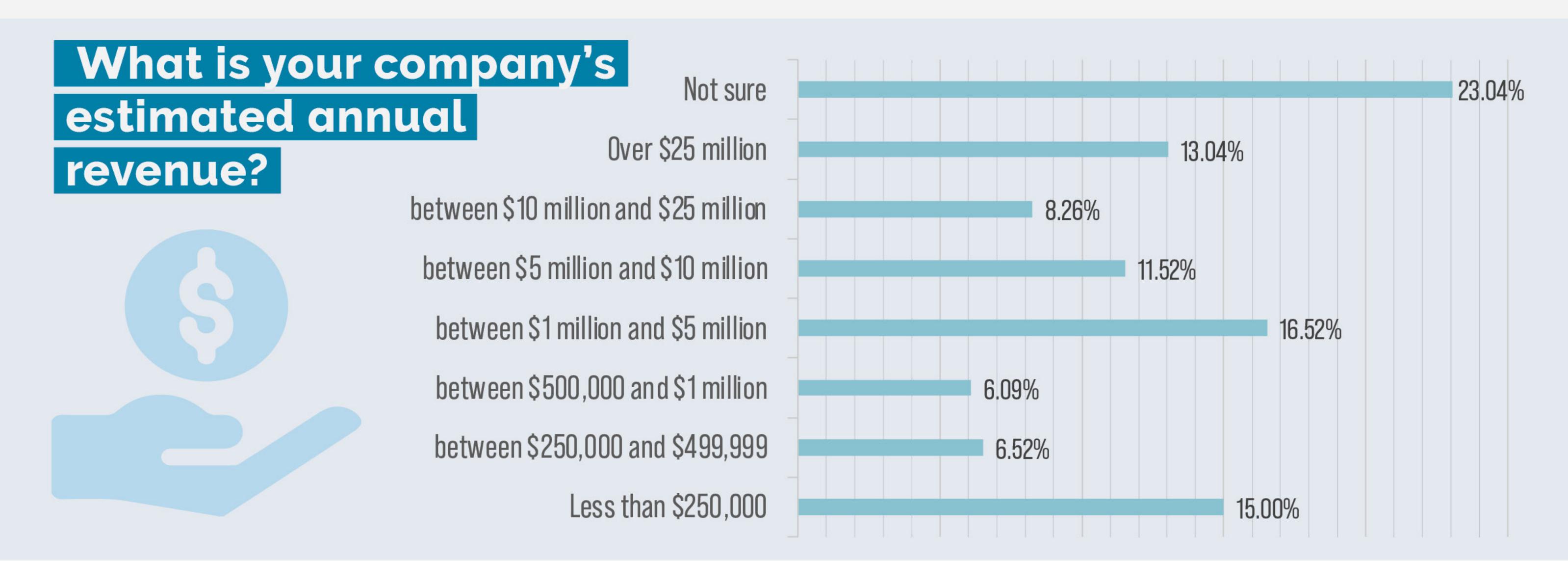
5.39%

Retired

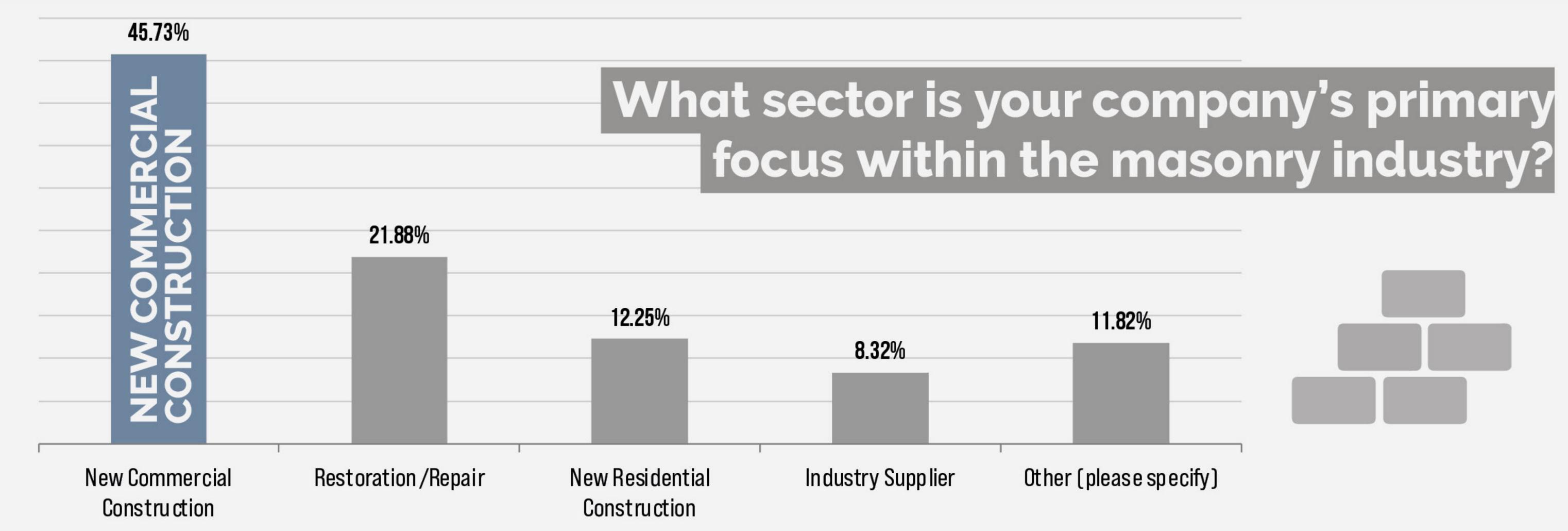
- 1.94% Employed part-time 0.65% Seasonal worker
- 0.43% Student
- 0.65% Unemployed
- 1.29% Prefer not to answer

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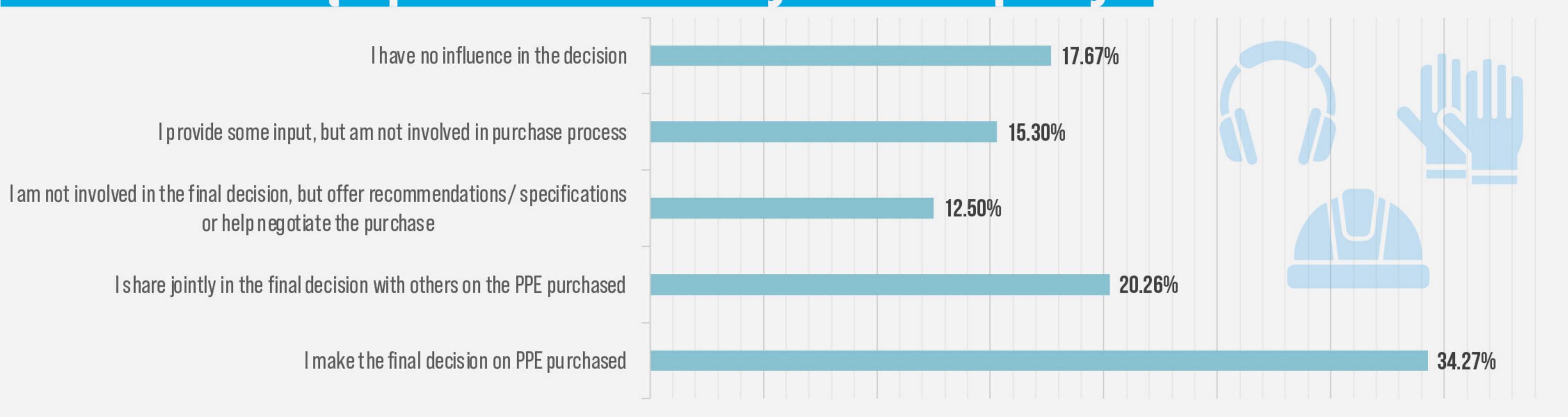
1.29% Other (please specify)



22.20% Self-employed

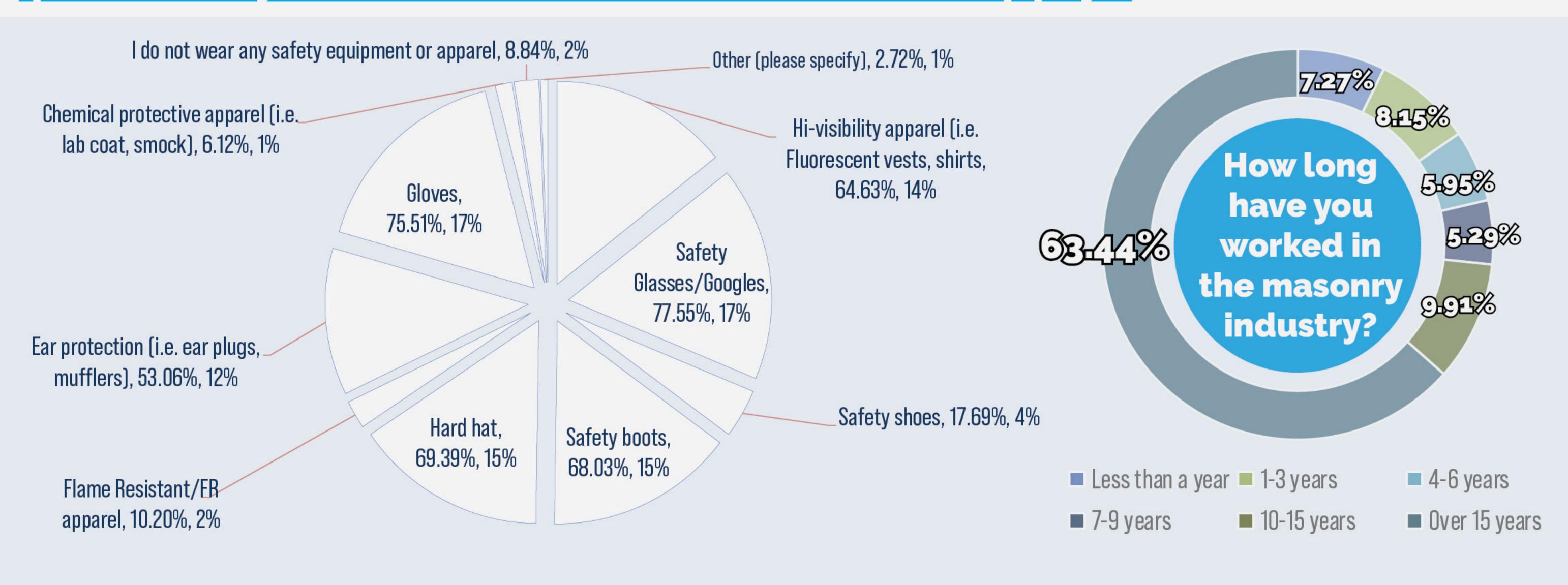


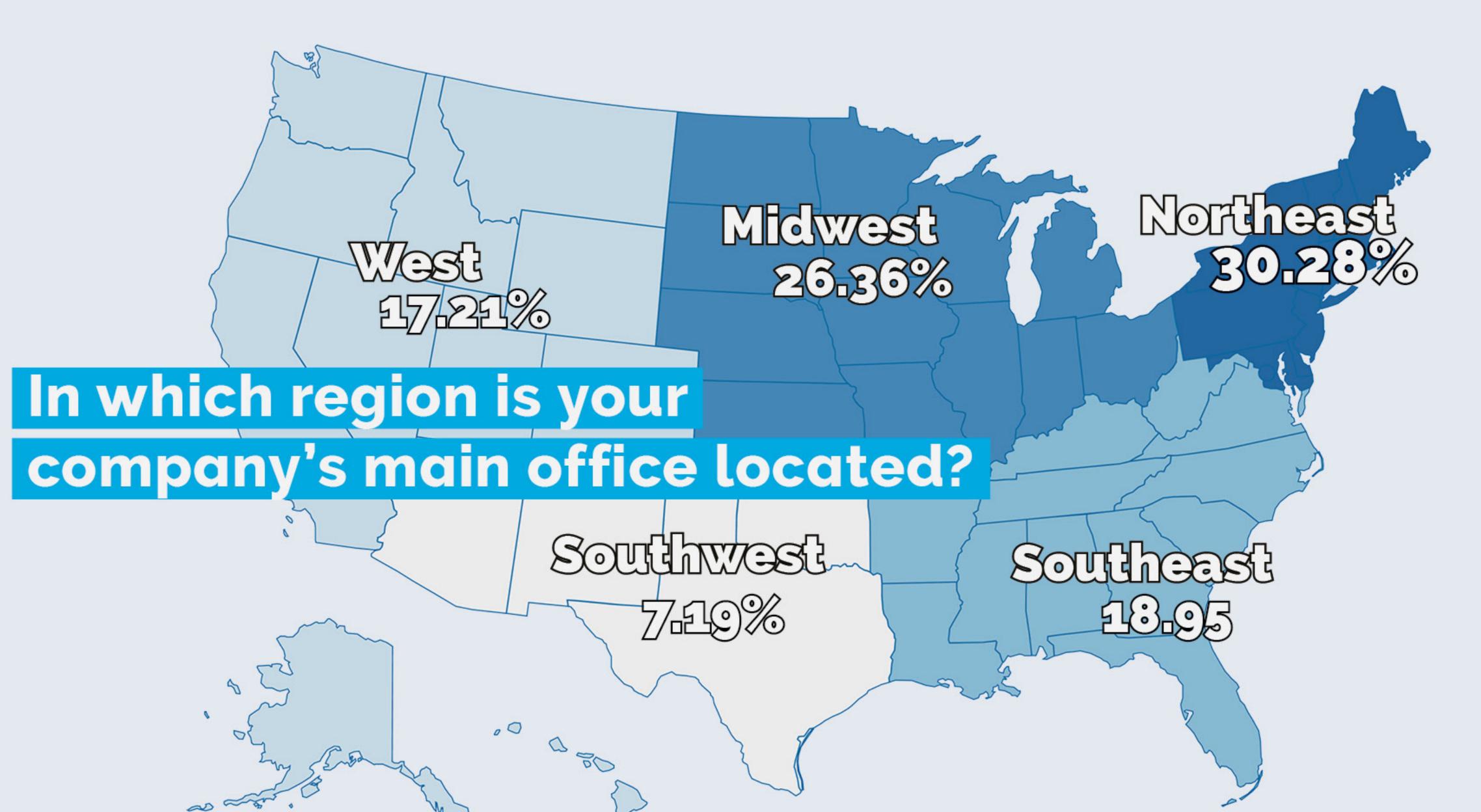
## What role, if any, do you play in the purchase of Personal Protective Equipment (PPE) at your company?



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## Which of the following types of PPE do you personally use for work? (select all that apply)





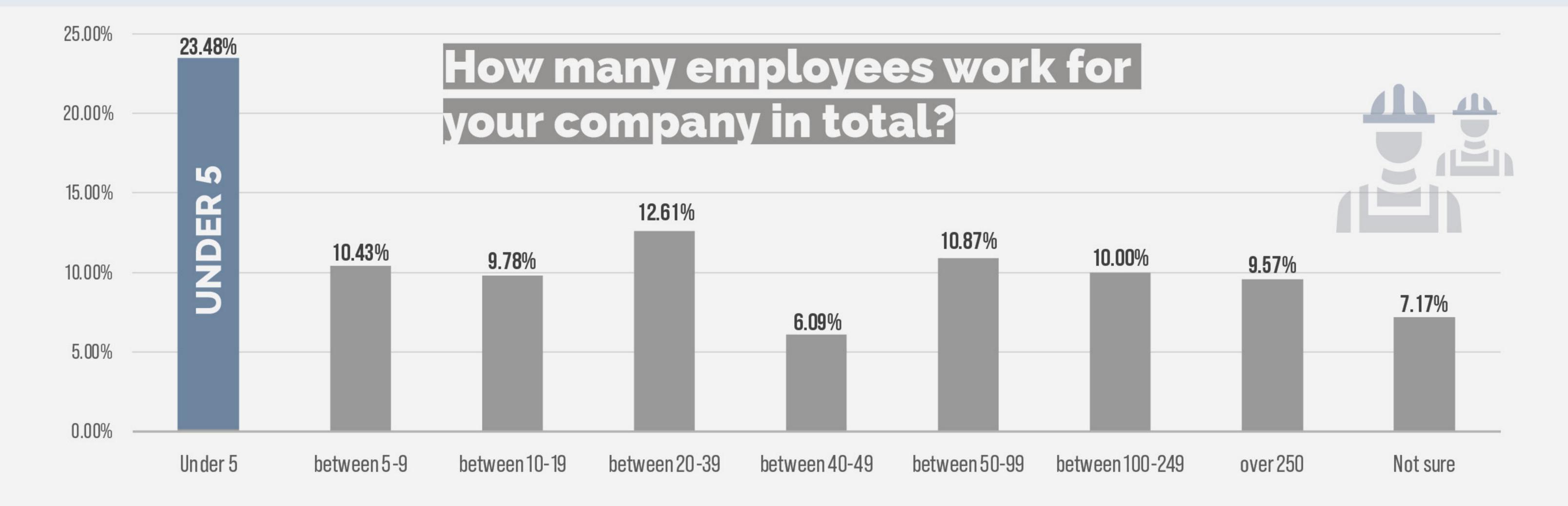
West: CO, WY, MT, ID, WA, OR, UT, NV, CA, AK, HI

Midwest: OH, IN, MI, IL, MO, WI, MN, IA, KS, NE, SD, ND

Northeast: ME, MA, RI, CT, NH, VT, NY, PA, NJ, DE, MD, DC

Southeast: WV, VA, KY, TN, NC, SC, GA, AL, MS, AR, LA, FL

Southwest: TX, OK, NM, AZ



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