

# 2026 Customer Survey

## Data Sheet



**How long could you afford to work if you were forced off the tools through injury or illness?**

**Polled:** 1194

Answer	Percentage	Responses
Less than a month	28.31%	338
1 - 3 Months	44.64%	533
4 - 6 Months	14.24%	170
6+ Months	12.81%	153

**What are your biggest concerns about your trade?**

**Polled:** 1194

Answer	Percentage	Responses
Increase in costs pricing customers and businesses out of work	21.11%	252
Tool theft	19.60%	234
Not enough work being available	11.73%	140
Competition for jobs	6.62%	79
Injury or illness forcing time off the tools	13.23%	158
Cost of materials	7.45%	89
Regulation / compliance / licensing requirements	5.19%	62
Mental health / stress / work-life balance	15.08%	180

**Why do you have insurance? (Multiple choice)**

**Polled:** 1194

Answer	Percentage	Responses
Peace of mind if something went wrong	77.89%	930
Required for contract / site work	30.07%	359
Required for accreditation / association	23.45%	280
Reputation (helps win work)	20.35%	243
Peace of mind for customers	37.44%	447

**How easy was it to get a quote?**

**Polled:** 1194

Answer	Percentage	Responses
Very easy	81.49%	973
Easy	15.58%	186
Somewhat easy	2.35%	28
Somewhat difficult	0.34%	4
Difficult	0.25%	3
Very difficult	0.00%	0

**How easy was it to understand the cover you were buying?****Polled:** 1194

Answer	Percentage	Responses
Very easy	64.32%	768
Easy	26.80%	320
Somewhat easy	8.21%	98
Somewhat difficult	0.67%	8
Difficult	0.00%	0
Very difficult	0.00%	0

**Would you know what to do if you needed to make a claim?****Polled:** 1194

Answer	Percentage	Responses
Yes	81.91%	978
No	18.09%	216

**Have you personally been a victim of tool theft?****Polled:** 1194

Answer	Percentage	Responses
Yes	27.89%	333
No	72.11%	861

**Do you know anyone that has been the victim of tool theft?****Polled:** 1194

Answer	Percentage	Responses
Yes	80.82%	965
No	19.18%	229

**Are you worried about tool theft?****Polled:** 1194

Answer	Percentage	Responses
Yes	82.50%	985
No	17.50%	209

**How likely are you to recommend Rhino to another tradesperson?****Polled:** 1194

Answer	Percentage	Responses
Very Likely	80.23%	958
Likely	18.01%	215
Neutral	1.42%	17
Unlikely	0.08%	1
Very Unlikely	0.25%	3