



Consumer Intentions Study

2021 Home Improvement



2021 Home Improvement Consumer Intentions Survey

METHODOLOGY

The 2021 Home Improvement Intentions survey was fielded to 1,499 Numerator OmniPanelists who made a home improvement purchase in 2020.

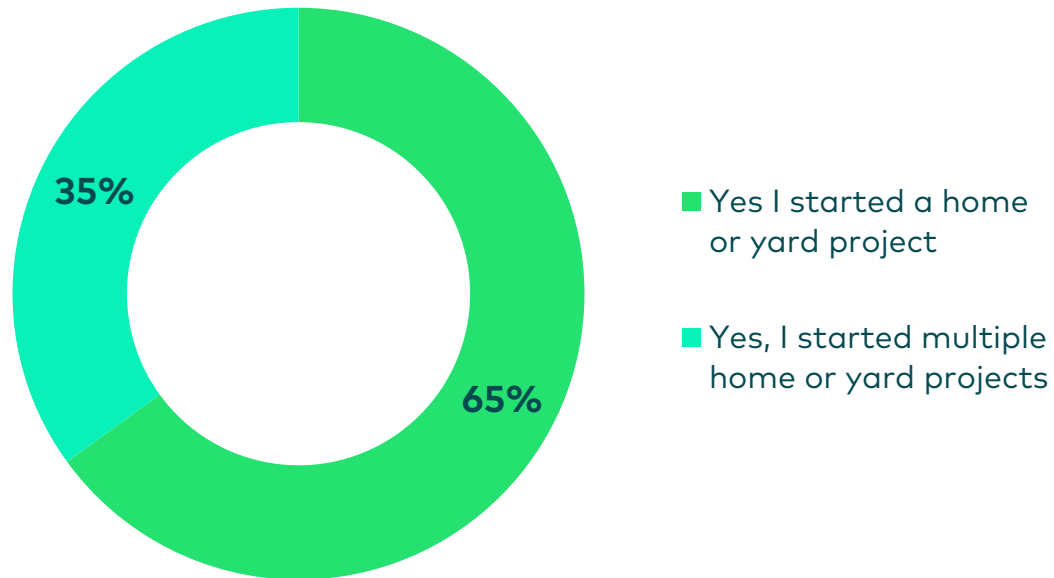
Respondents were asked if they had started a home or yard project in 2020—those who responded yes were asked for details regarding their 2020 project(s) and about their intentions for new projects in 2021.



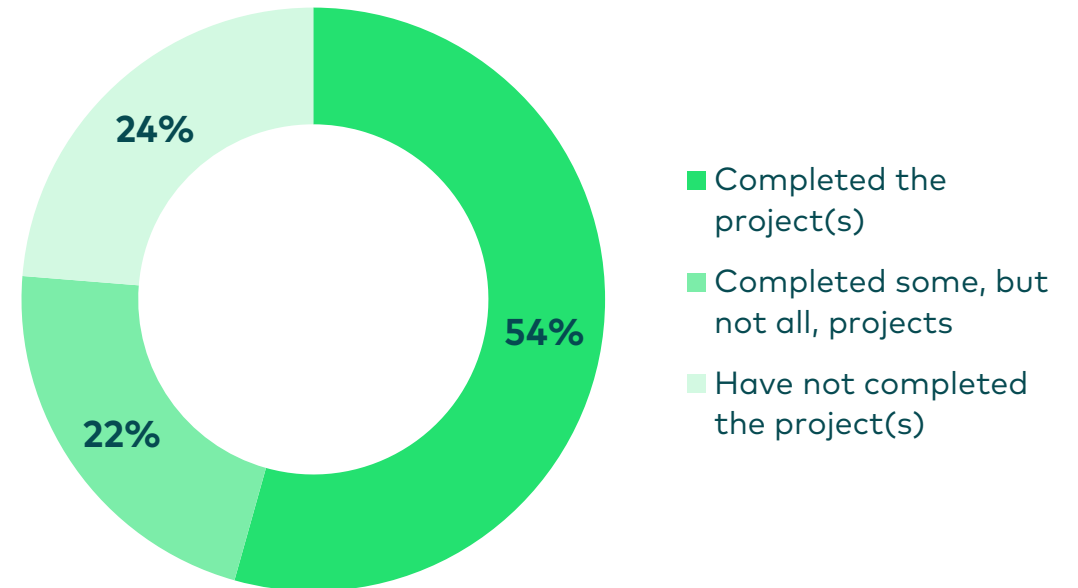
Of home improvement shoppers who started a home or yard project in 2020, approximately one-third did more than one

A little over half of people completed their project(s), but others have work remaining from last year

Did you start any home or yard projects in 2020?



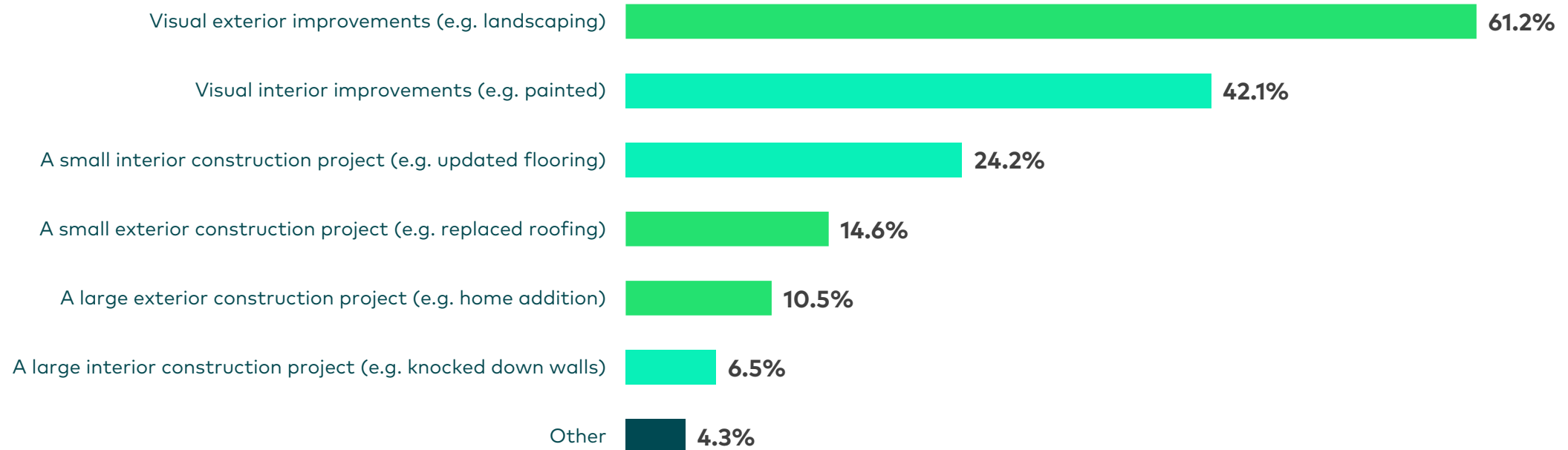
Did you complete the home or yard project(s) that you started in 2020?



Visual improvements were most popular—especially exterior improvements

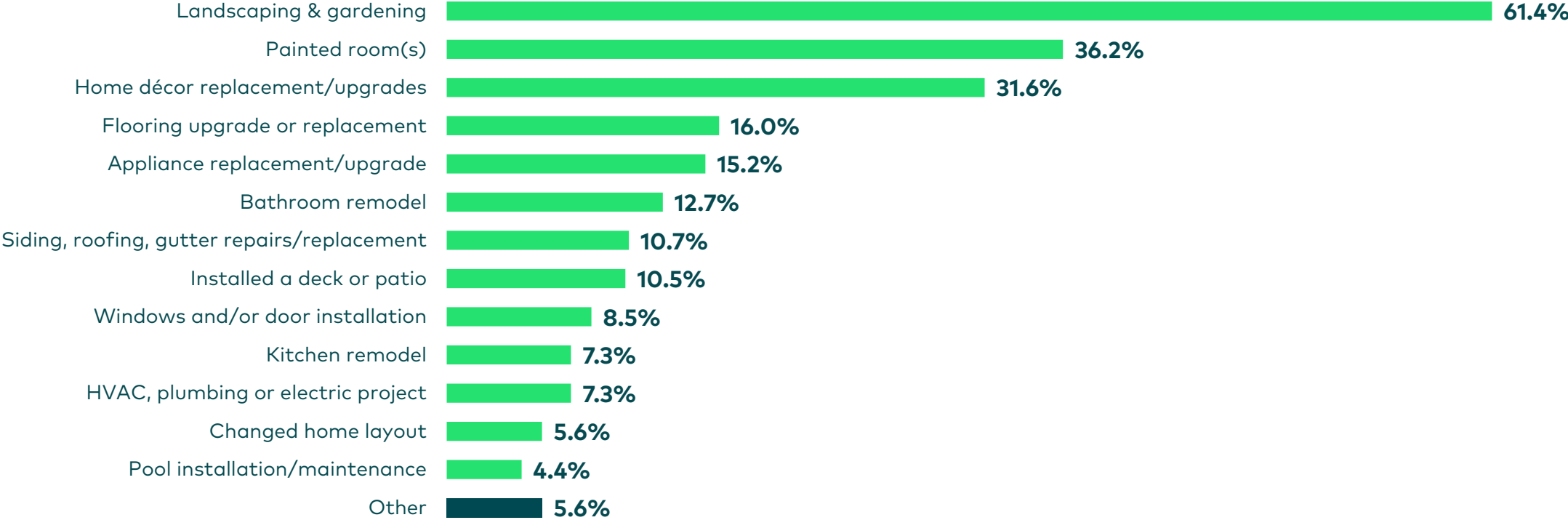
What kind of home or yard project(s) did you do in 2020?

■ Exterior Project ■ Interior Project



Gardening and landscaping projects were by far the most popular—followed by painting rooms and home décor updates

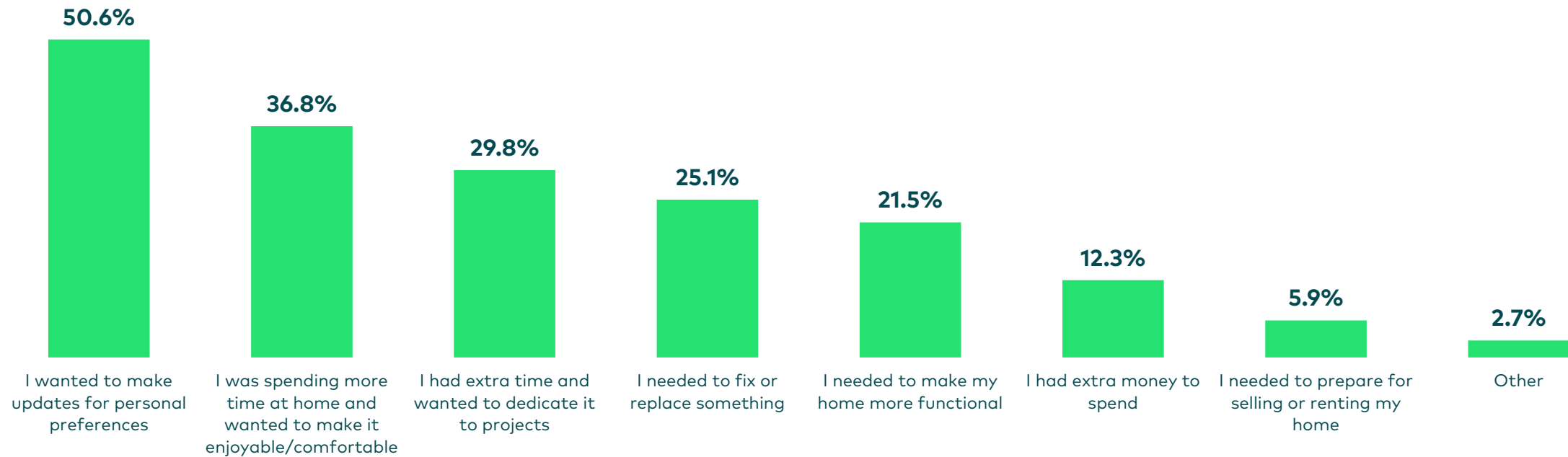
Specifically, what project(s) did you do in 2020?



The most common reason among consumers for taking on a project was simply personal preference

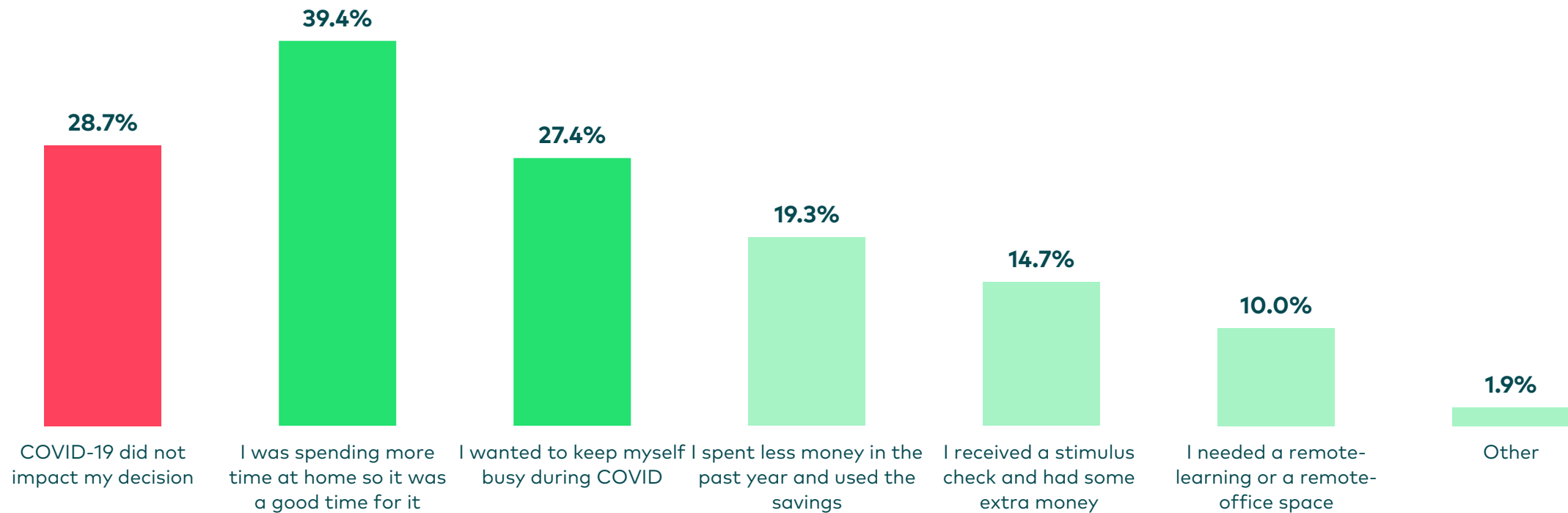
However, many also referenced more time at home, which could be tied to COVID-19

What made you want to take on a home or yard project in 2020?



71% indicated their decision to take on a project was impacted in some way by COVID-19, primarily due to more time at home

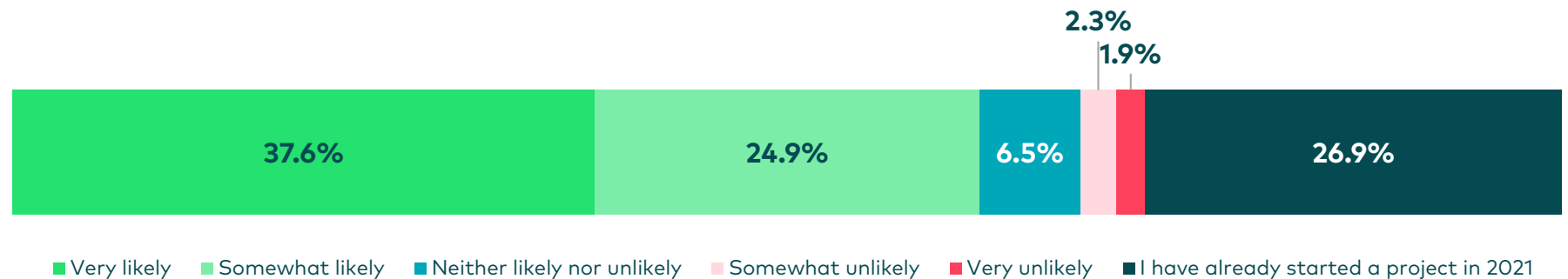
How, if at all, did COVID-19 impact your decision to take on a project in 2020?



63% think it's likely they'll start another home or yard project this year—and another 27% have already started one

42% of respondents think they'll do more projects this year than last year, while 50% think they'll do about the same amount

What is your likelihood of starting any new home or yard projects in 2021?



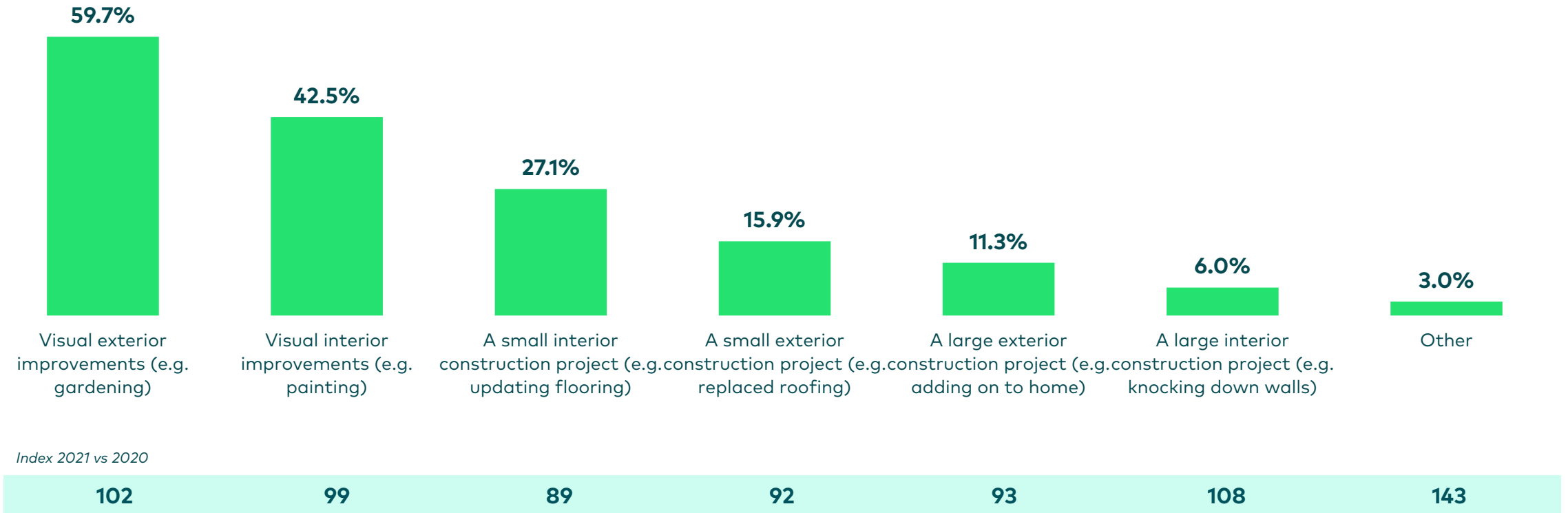
Do you think you will do more or less projects in 2021 than you did in 2020?



2021 project intentions are similar to projects taken on in 2020

Shoppers are slightly more likely to be considering a large interior construction project this year

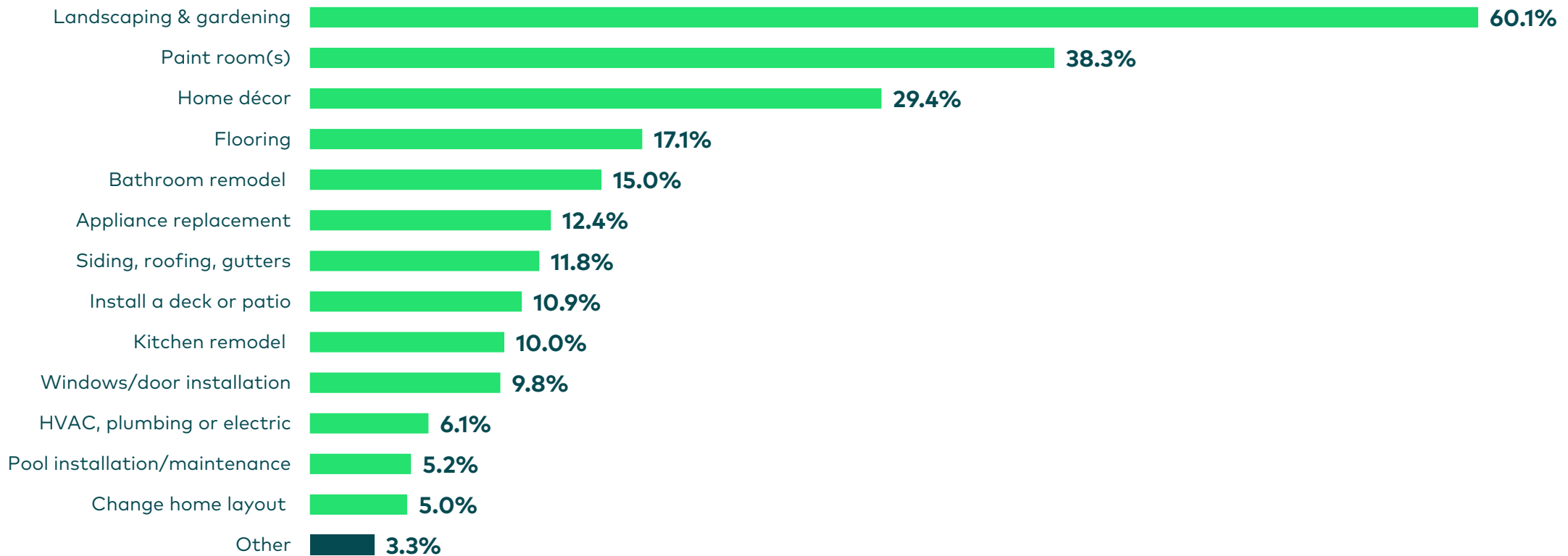
What kind of home or yard project(s) are you most likely to do in 2021?



Index 2021 vs 2020

Specifically, shoppers are slightly more likely to be doing appliance replacements/upgrades, HVAC+, or a full renovation

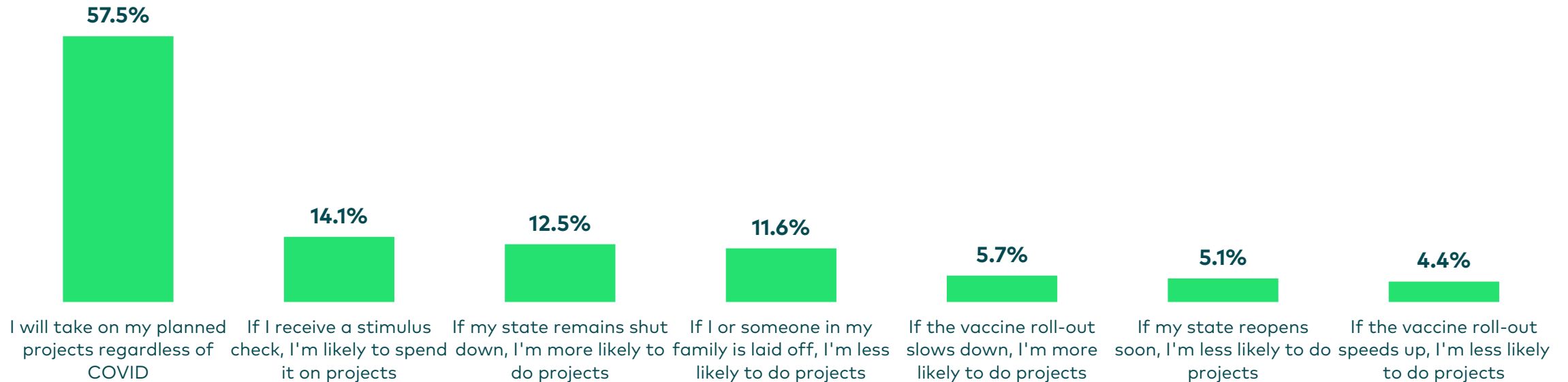
Specifically, what project(s) are you most likely to do in 2021?



Over half of shoppers say they'll take on their planned projects regardless of COVID impacts, status or reopening timelines

14% indicate that, should they receive another stimulus check, they would spend it on home or yard projects

Which of the following describes how the COVID-19 pandemic may impact your projects in 2021?



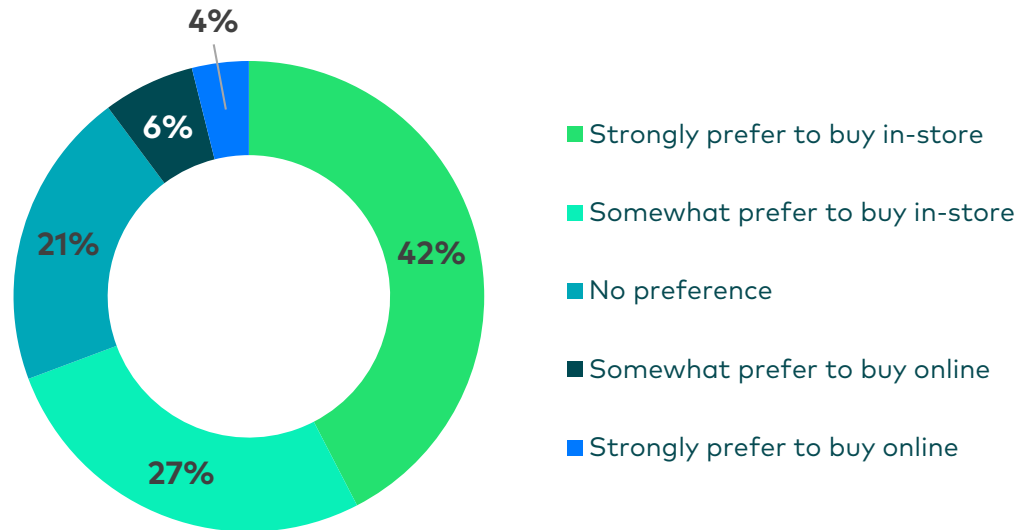


BONUS INSIGHTS
**Online Shopping
Preferences**

Despite the pandemic driving increases in online shopping, home improvement shoppers still prefer in-store (69%)

The 10% who prefer shopping online are more likely to be younger, urban and low-income (<\$40K)

Do you prefer to buy home or yard project supplies in-store or online?



Demographics of shoppers who prefer online vs. those who prefer in-store



MALE
1.8X



LOW-INCOME
1.5X



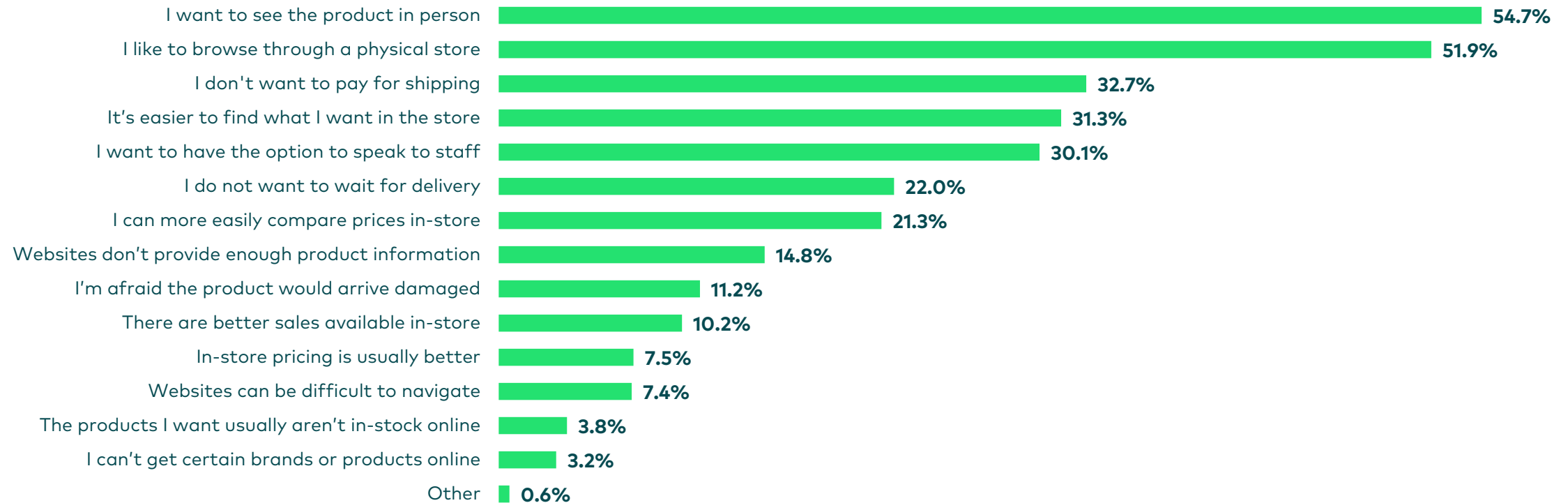
URBAN
1.6X



UNDER 44
1.5X

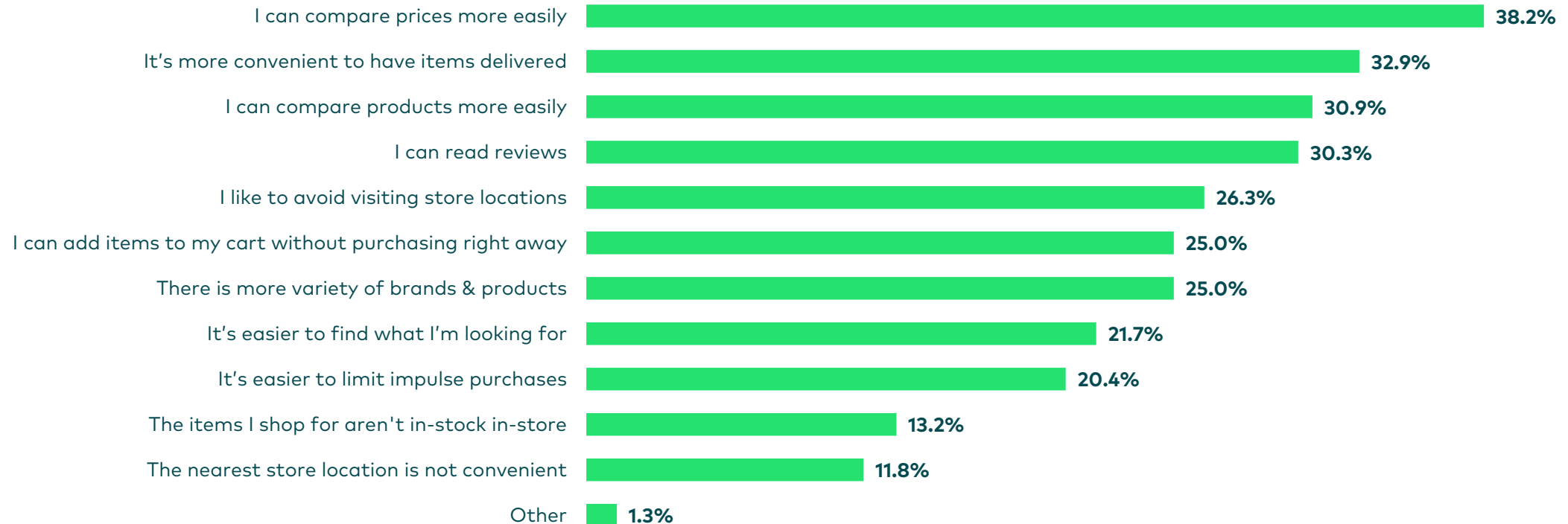
More than half say their reasons for preferring in-store are seeing products in person or browsing for what they need

Why do you prefer to buy supplies for home or yard projects in-store?



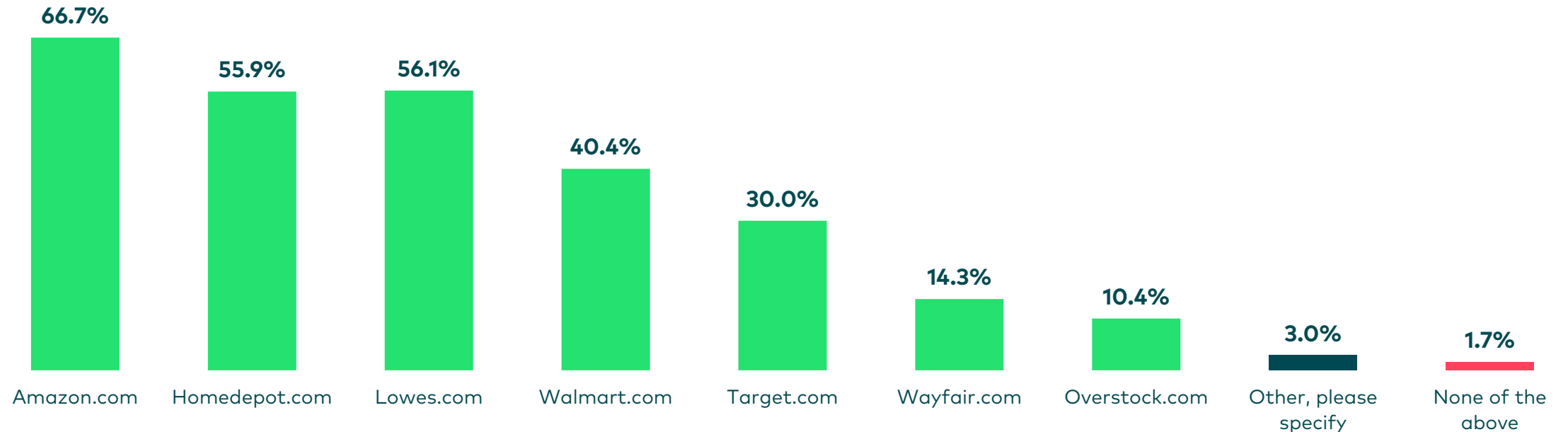
Those who prefer online shopping primarily cite the ability to compare prices & products and to read reviews as their reason

Why do you prefer to buy supplies for home or yard projects online?



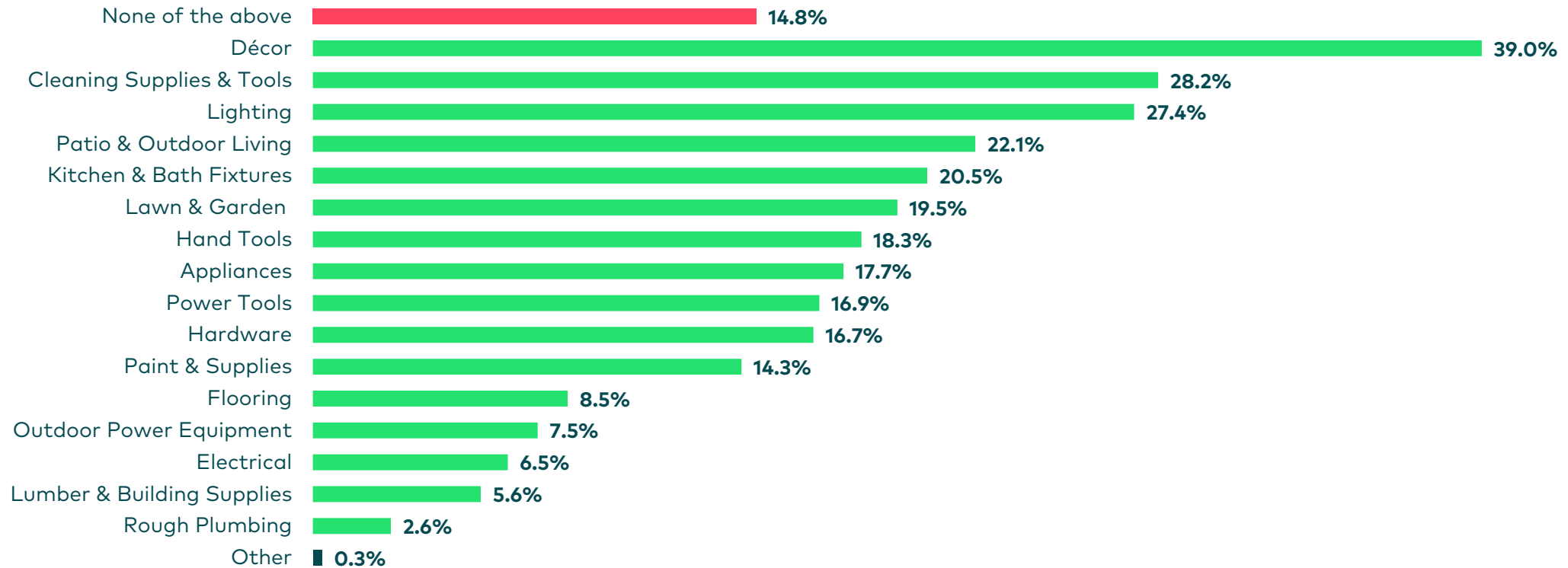
Amazon is the top choice of websites for purchasing home or yard supplies online

From which websites are you most likely to purchase project supplies in the future?



Shoppers are most likely to be willing to purchase home décor items online, followed by cleaning tools and lighting

Which of these products, if any, would you be likely to shop for online in the future?





Want to learn more?

hello@numerator.com

