



# COVID-19 U.S. CONSUMER IMPACT TRACKING STUDY – WEEK 44

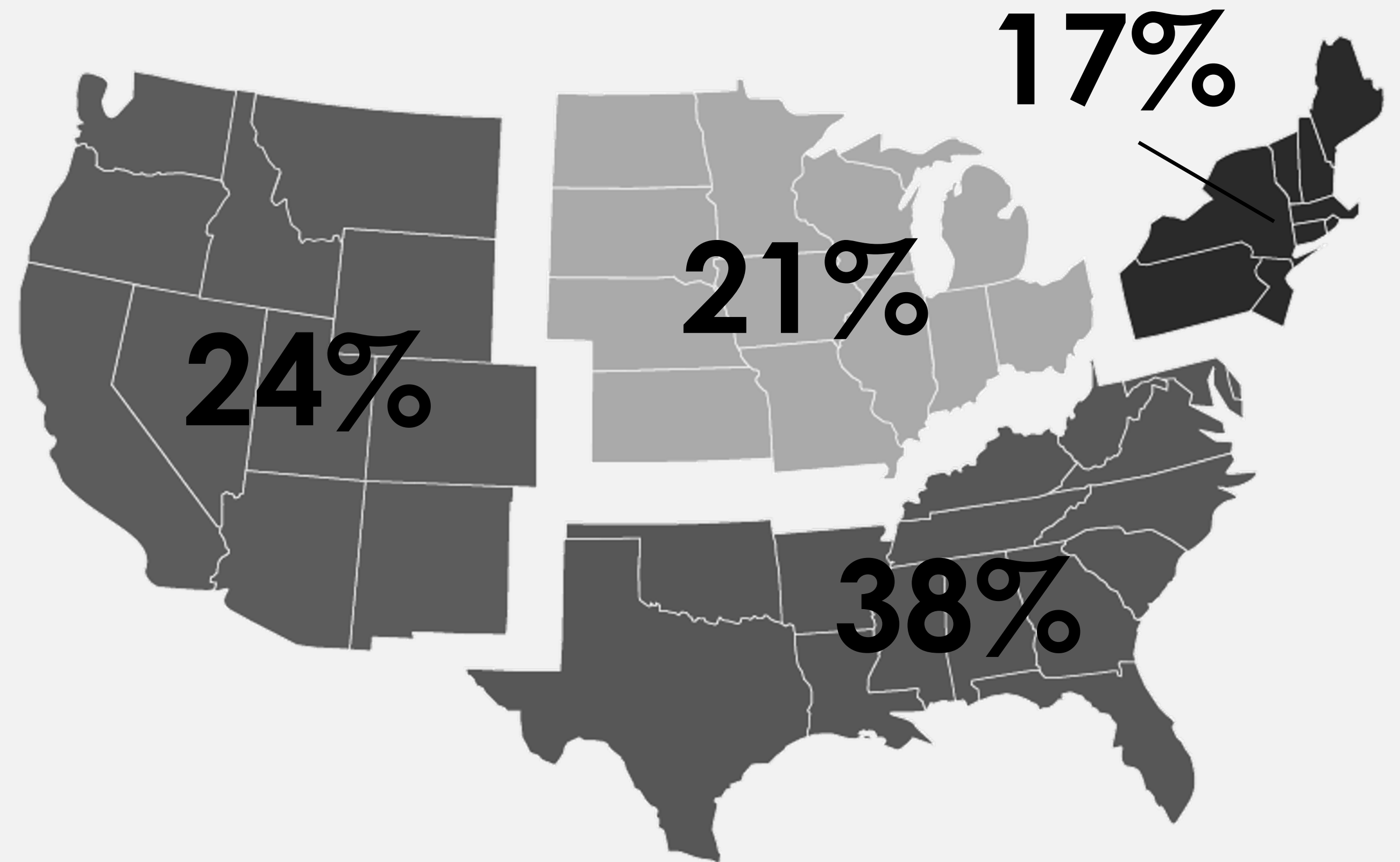
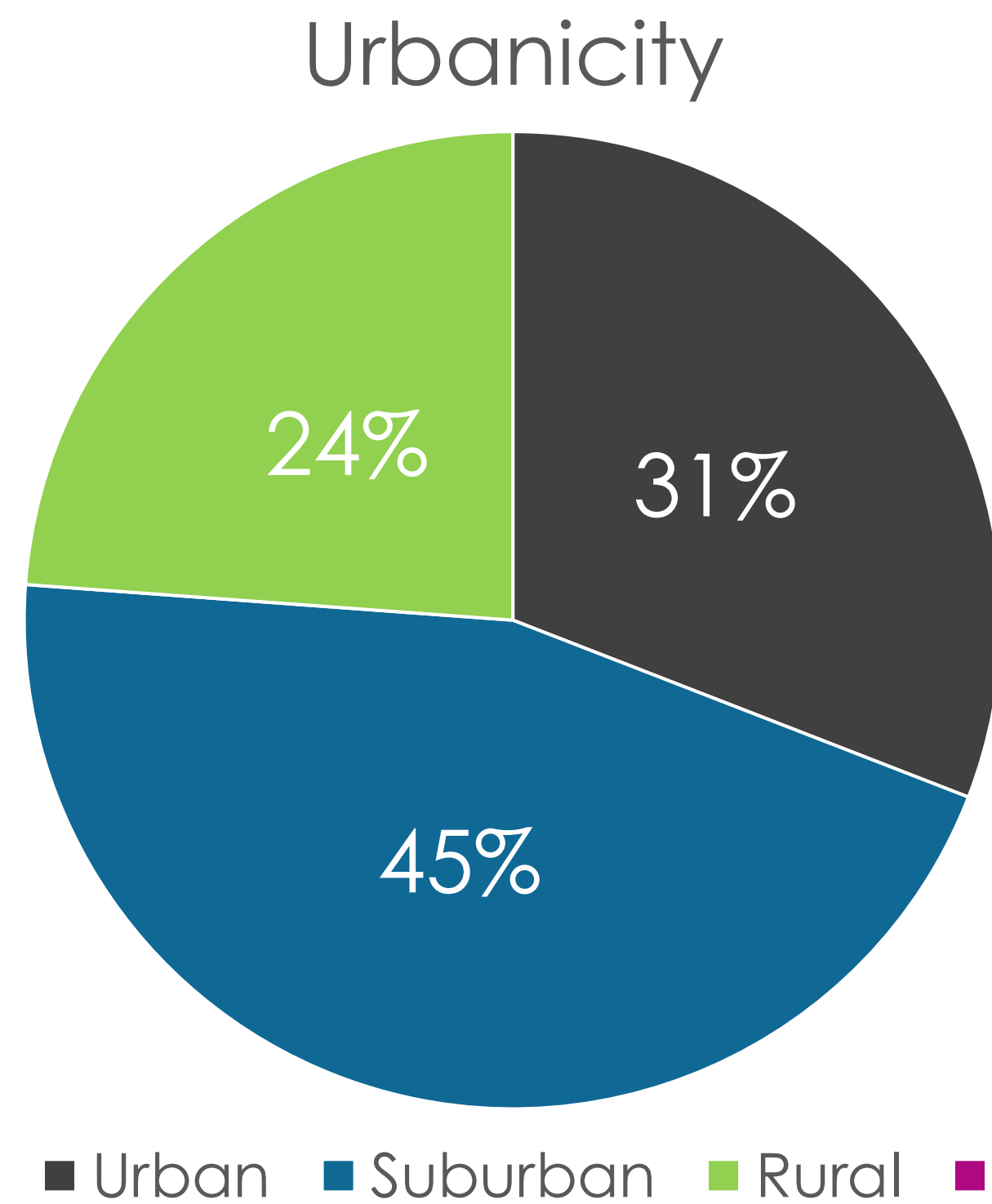
PRESENTED JANUARY 25, 2021

# Methodology

- N = 617
- MOE  $\pm$  3.95%
- Panel: General Population
- Collected: 1/21/21, 1/22/21

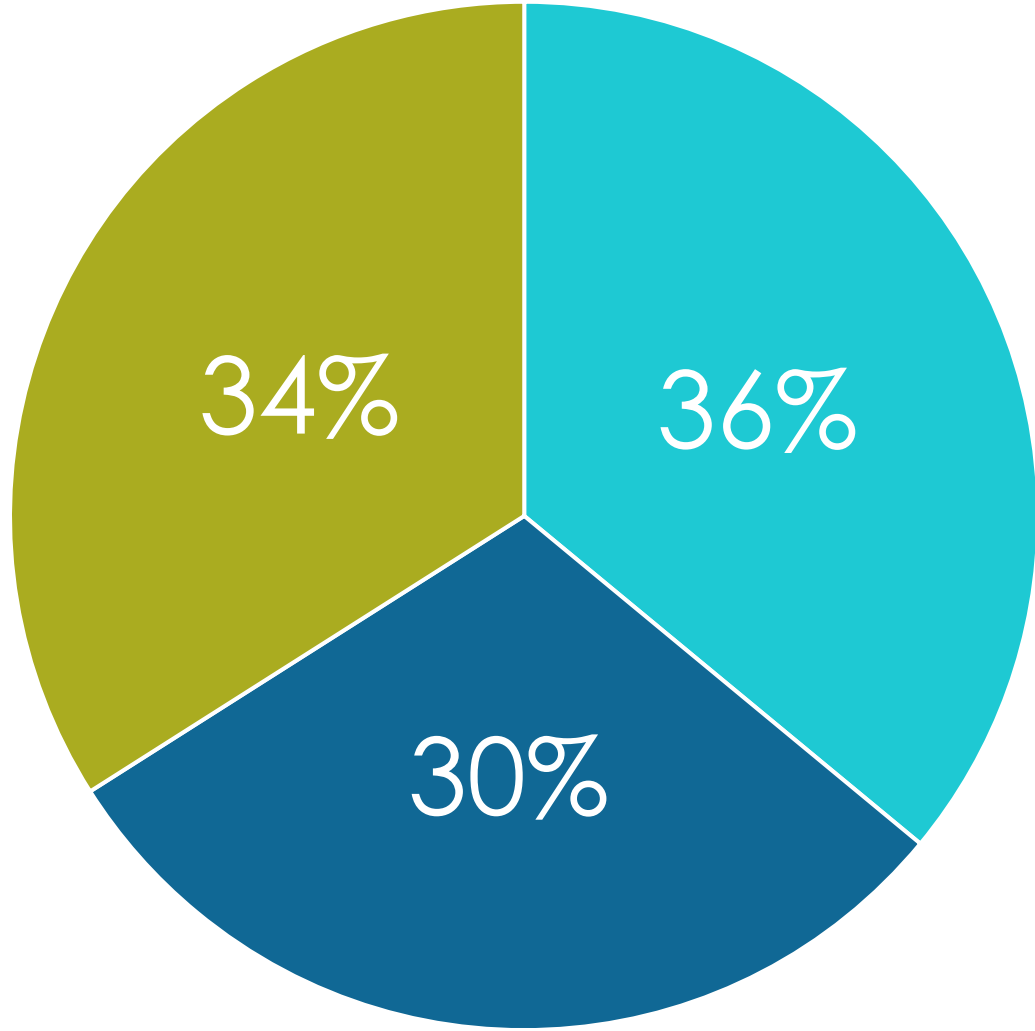


# Panel Composition



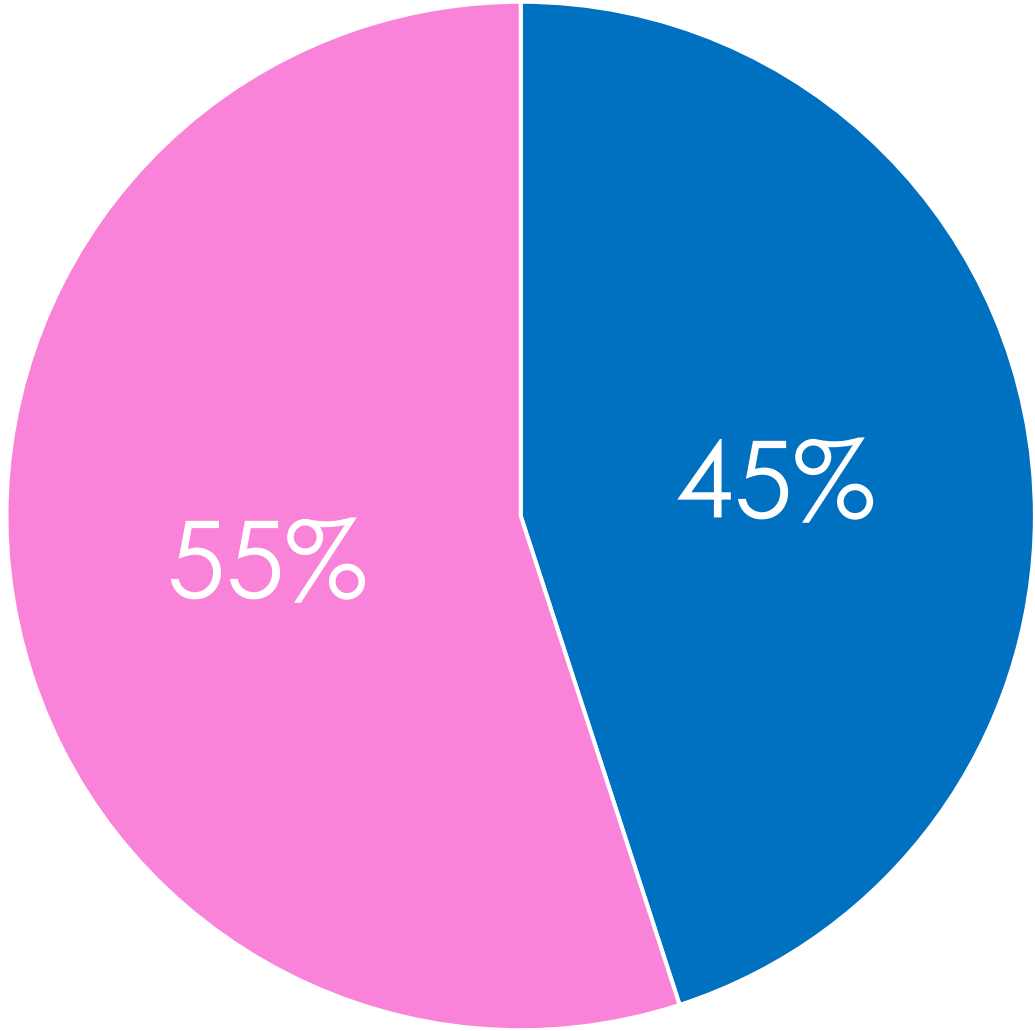


Generation



■ Millennial ■ Gen X ■ Boomer

Gender



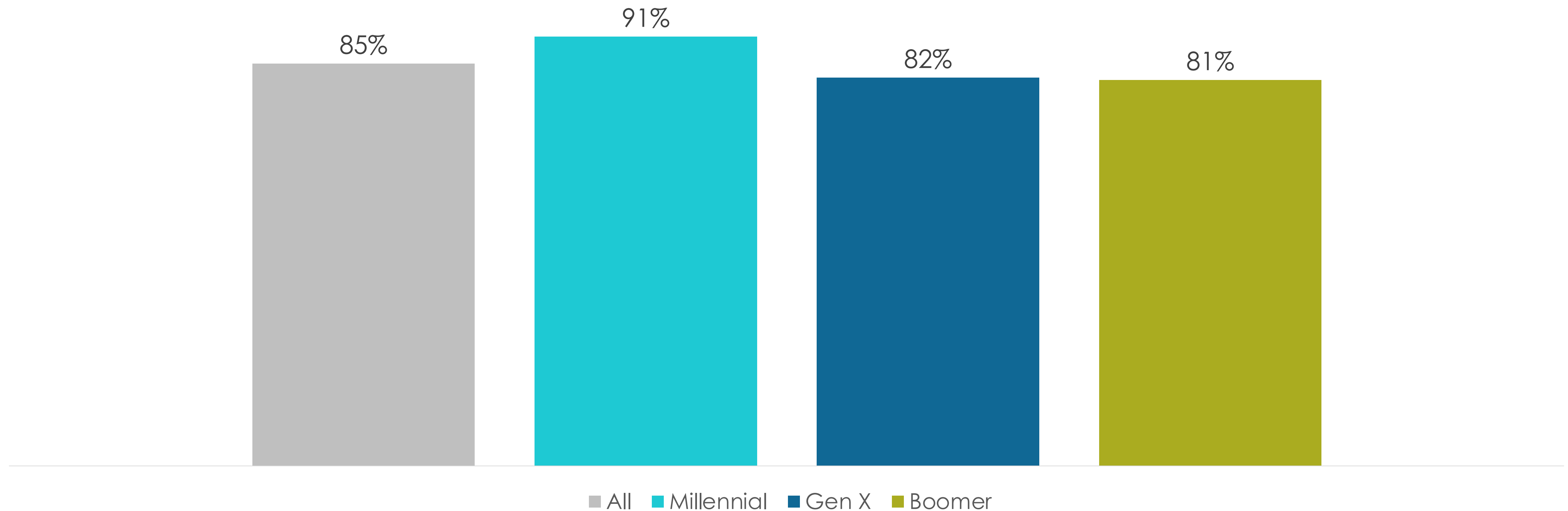
■ Male ■ Female

# Government Support



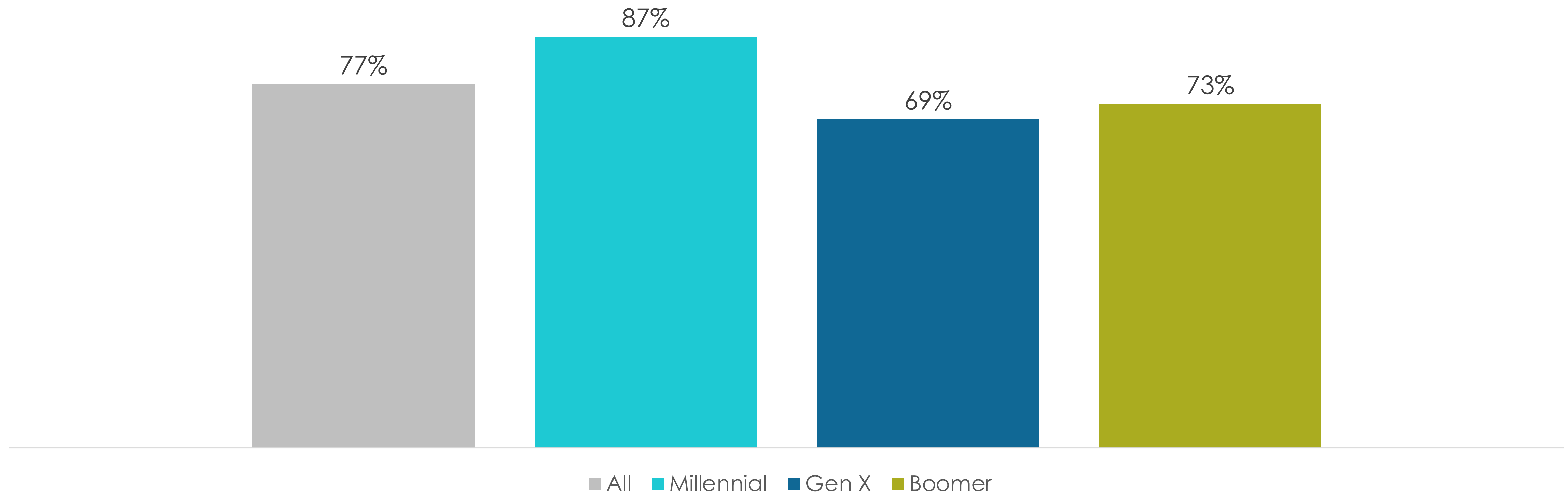
85% of respondents expect President Biden's recently introduced stimulus package to be approved.

% Who expect President Biden's stimulus package to pass



More than three-quarters of people, including 87% of Millennials, believe they'll receive an additional stimulus check as a result of the approval.

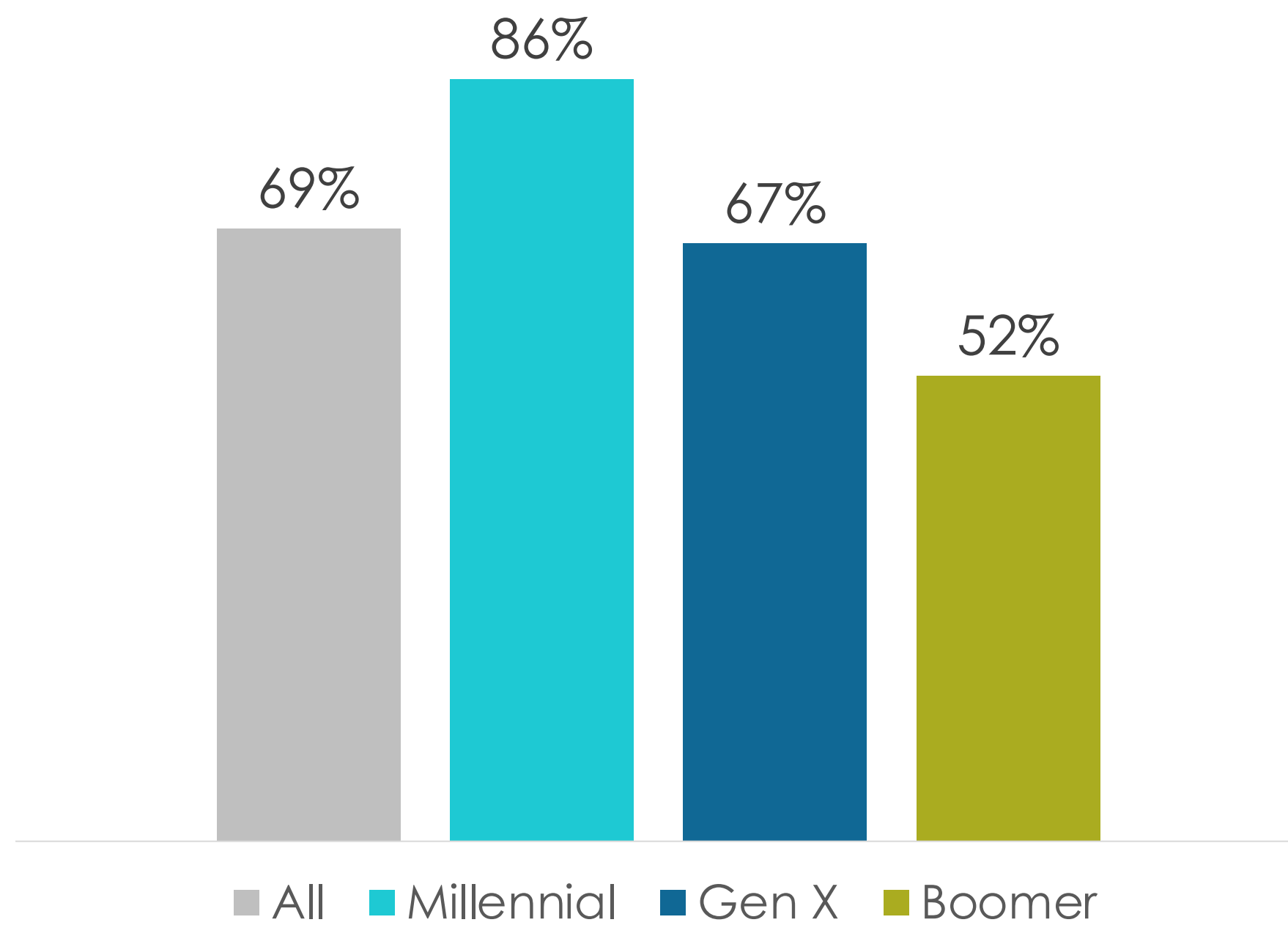
% Who think they will receive an additional stimulus check package as a result of President Biden's stimulus package



Do you think you'll get an additional stimulus check as a result of President Biden's stimulus package or a compromise bill?

More than two-thirds (69%) of respondents favor one of the more contentious elements of the stimulus package...a \$15 minimum wage.

% Who think the minimum wage should be raised to \$15



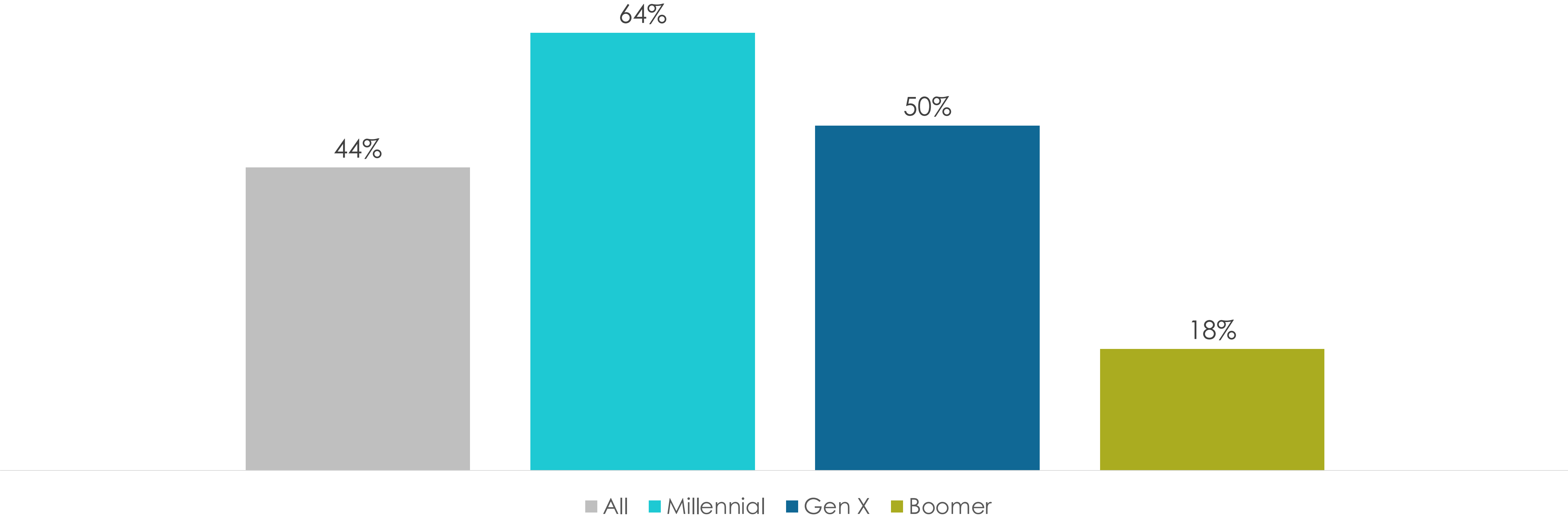
Do you think the minimum wage should be raised to \$15?





While only 26% of workers earn less than \$13/hour, 44% of respondents feel their household would benefit financially from the \$15 minimum wage.

% Who think the a \$15 minimum wage will impact their household income

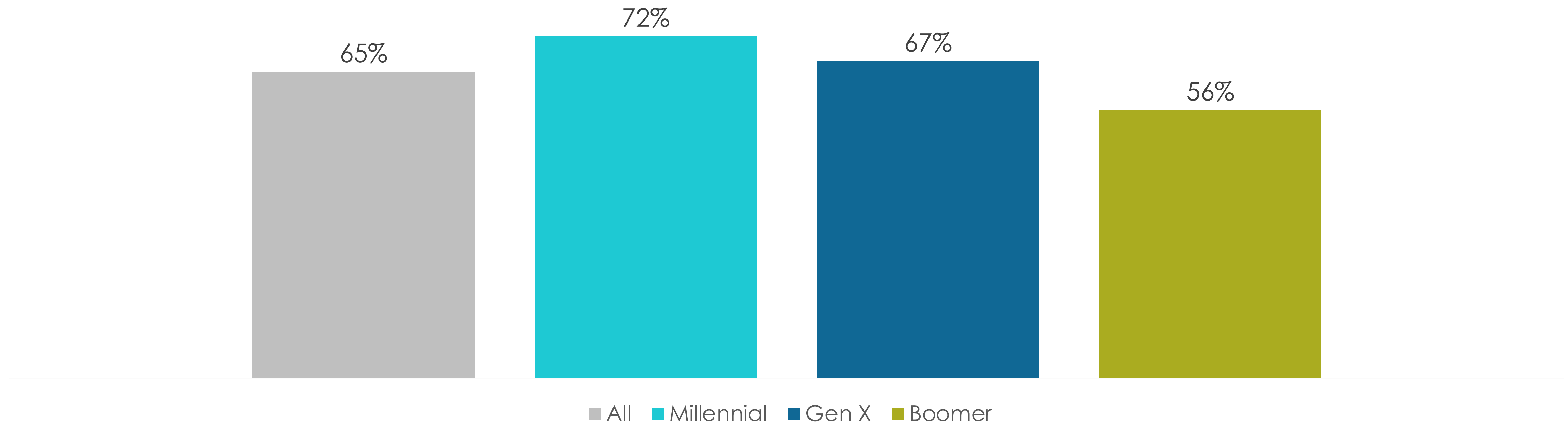


# Home Improvement



Nearly two-thirds (65%) of homeowners completed home improvement/maintenance projects in 2020.

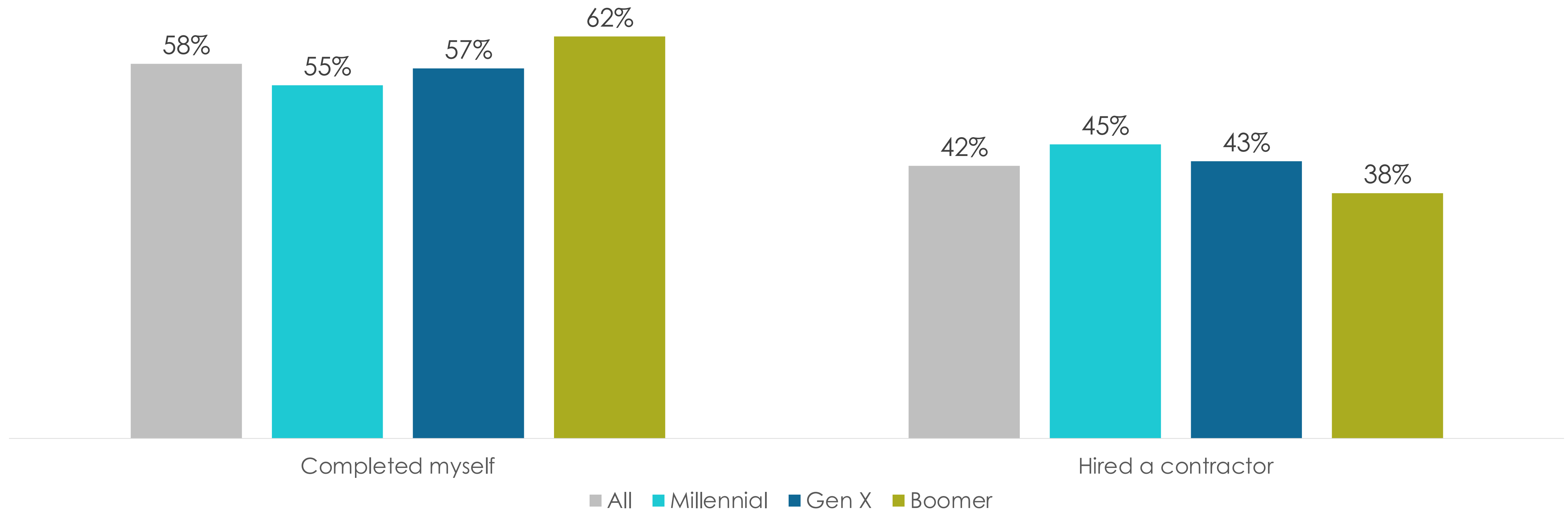
% Of homeowners who completed home improvement projects in 2020



Did you perform (or have done for you) any home maintenance or improvement projects in 2020?

Of the aggregate 2020 spending, 58% was on projects homeowners completed themselves while 42% was spent with contractors.

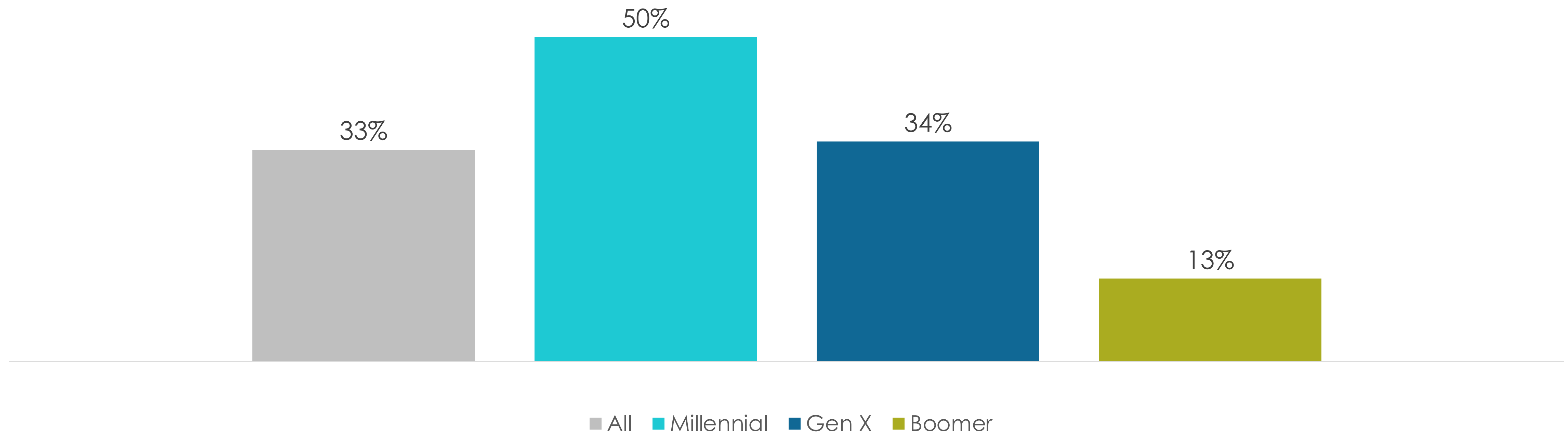
2020 Spending on projects:



Approximately what % of the home maintenance/improvement spending you did in 2020 was for projects you complete yourself vs. projects for whom you hired a contractor? Total must equal 100%.

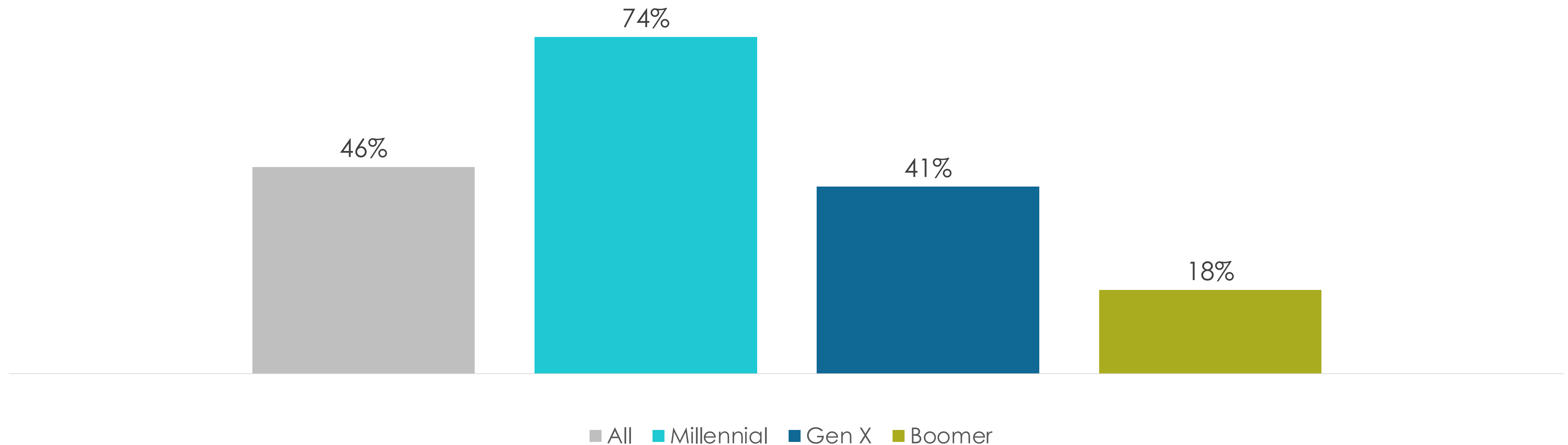
One-third of the sample, including 50% of Millennials, stated that a DIY project completed in 2020 was their first.

% Who say that 2020 was their first time attempting home improvement projects



Concern about COVID-19 drove nearly half (46%) of respondents to attempt a DIY project for which they would normally have hired a contractor.

% Who attempted a home improvement project in 2020 that they would have normally hired a professional to complete

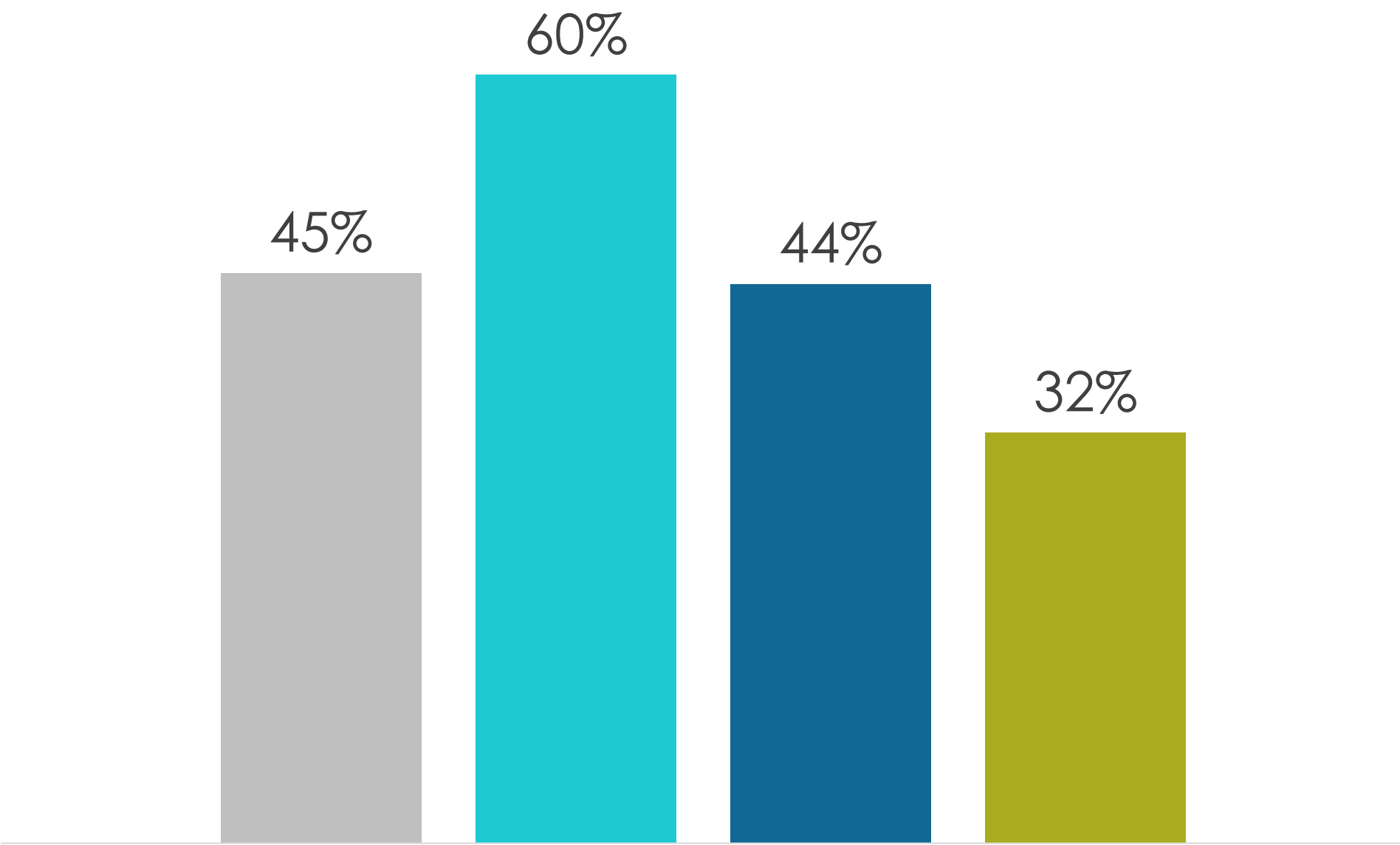


Did you attempt any home maintenance/improvement projects in 2020 for which you would normally have hired a contractor?



45% also delayed one or more projects for which they need a contractor as a result of COVID concerns.

% Who delayed home improvement projects because they didn't want contractors in or around their house due to COVID-19

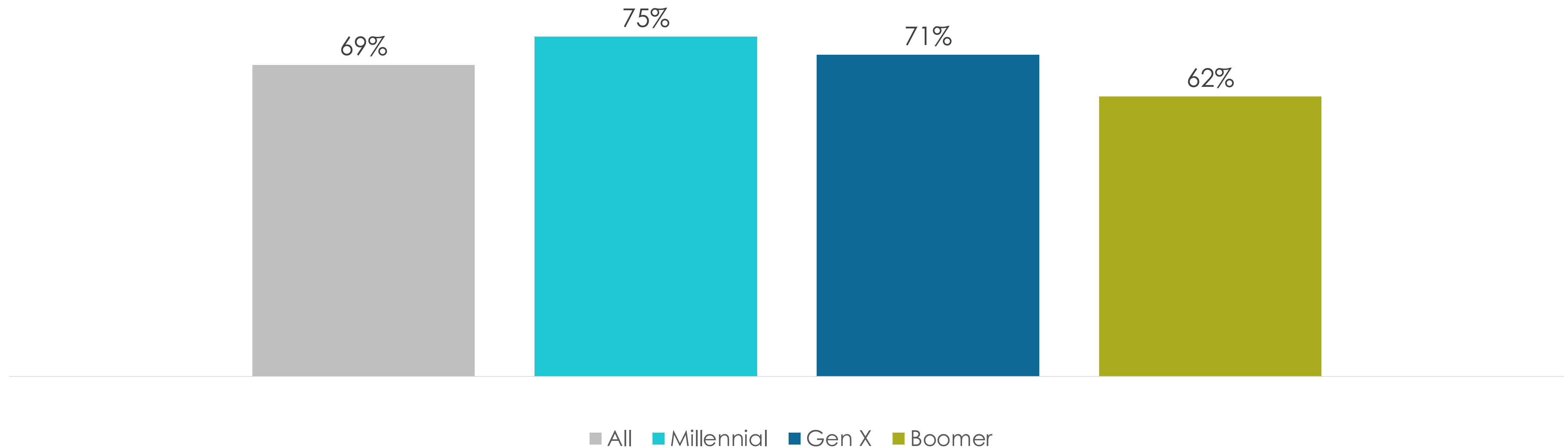


■ All ■ Millennial ■ Gen X ■ Boomer

Did you delay any home maintenance/improvement projects that you normally would have completed in 2020 because you didn't want contractors in or around your home because of COVID-19?

Slightly more (69%) homeowners anticipate completing projects in 2021 than did so in 2020 (65%).

% Who plan on completing home improvement projects in 2021

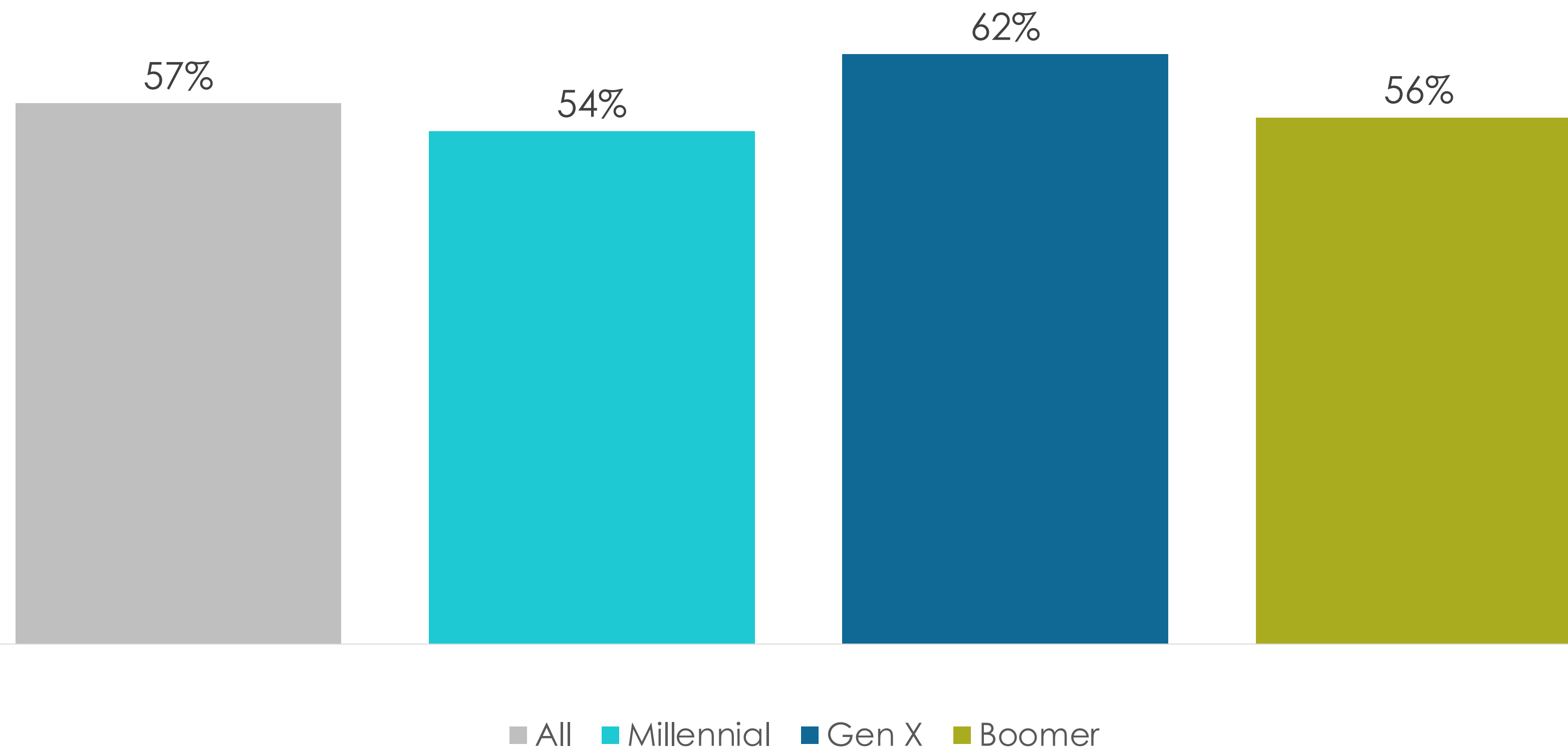


Do you plan on doing or having done for you any home maintenance or improvement projects in 2021?



Respondents expect 57% of the planned spending to be on projects they do themselves with the remaining 43% being spent on projects completed by Pros.

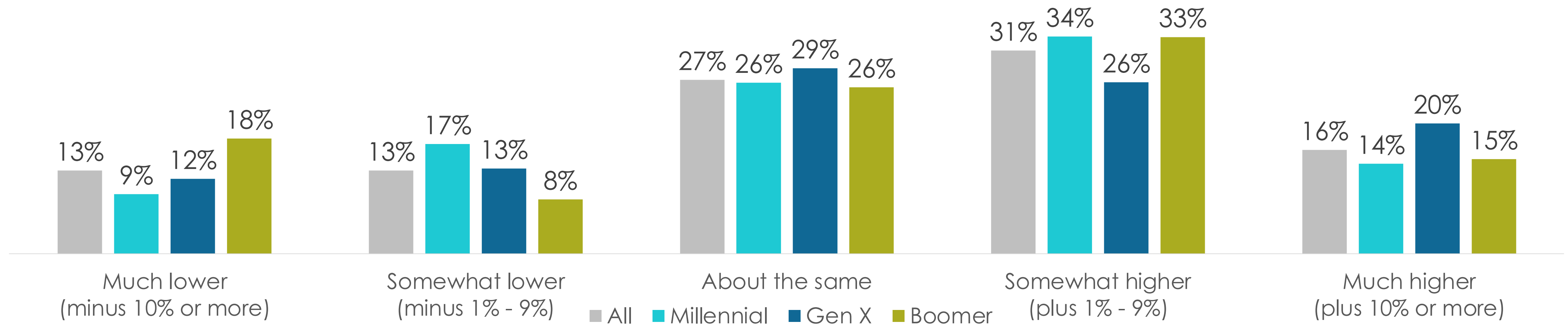
% of home improvement spending in 2021 that will be DIY



Approximately what % of the home maintenance/improvement spending you'll do in 2021 will be for projects you complete yourself vs. projects for whom you hire a contractor? Total must equal 100%.

47% of respondents expect their home improvement spending in 2021 will be higher than 2020 while only 26% anticipate it being lower.

Spending on home improvement projects in 2021 vs. 2020



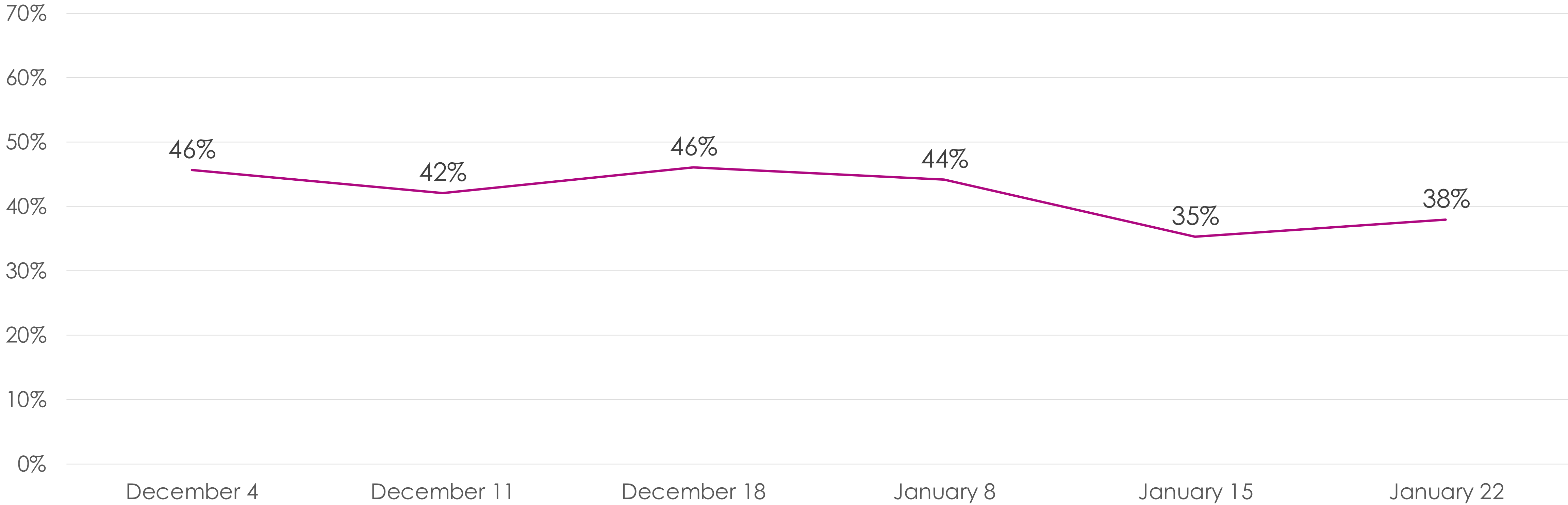
How do you think your spending on home maintenance/improvement projects in 2021 will compare to 2020?

A woman with dark hair, wearing a light blue surgical face mask and a colorful patterned scarf, is walking on a city street at dusk. She is looking to her right. In the background, a green and black bus is visible, and the street is filled with other pedestrians, some of whom are also wearing masks. The scene is dimly lit, with some blurred lights from the bus and streetlights.

# COVID-19

Consumer concern levels regarding COVID appear to be diminishing. In the past two weeks there has been a decline in the percentage of respondent's who define themselves as worried or very worried.

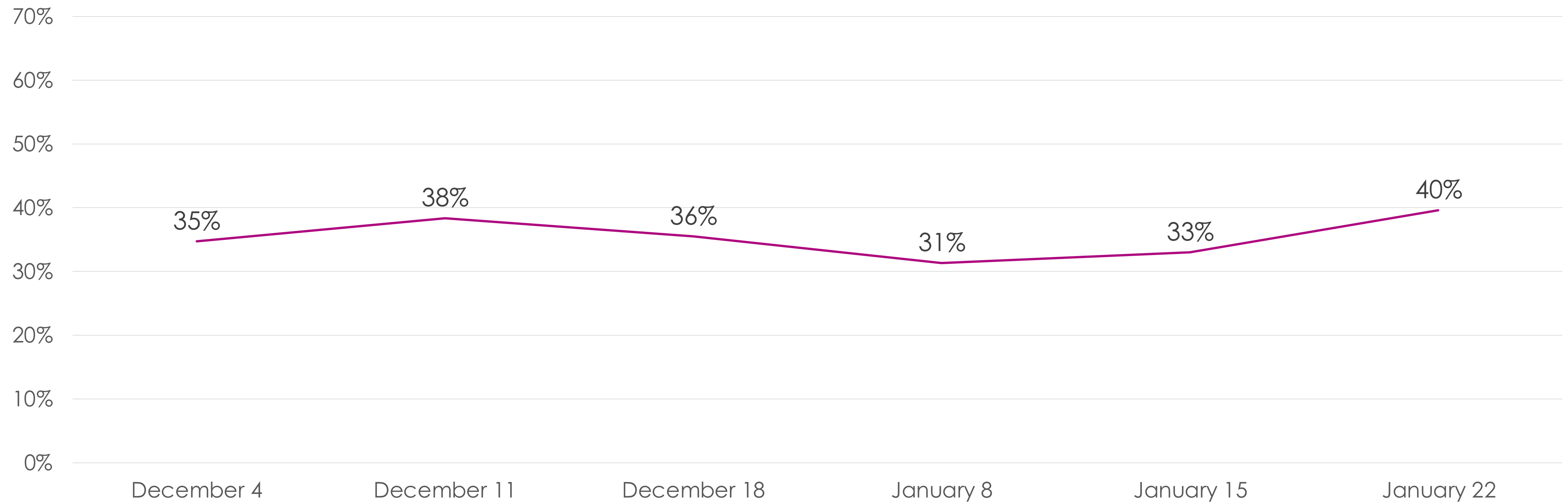
General worry



In general, how worried are you now?

Confidence that the government is keeping us up to date on the status of COVID-19 is up to 40% for the first time in months.

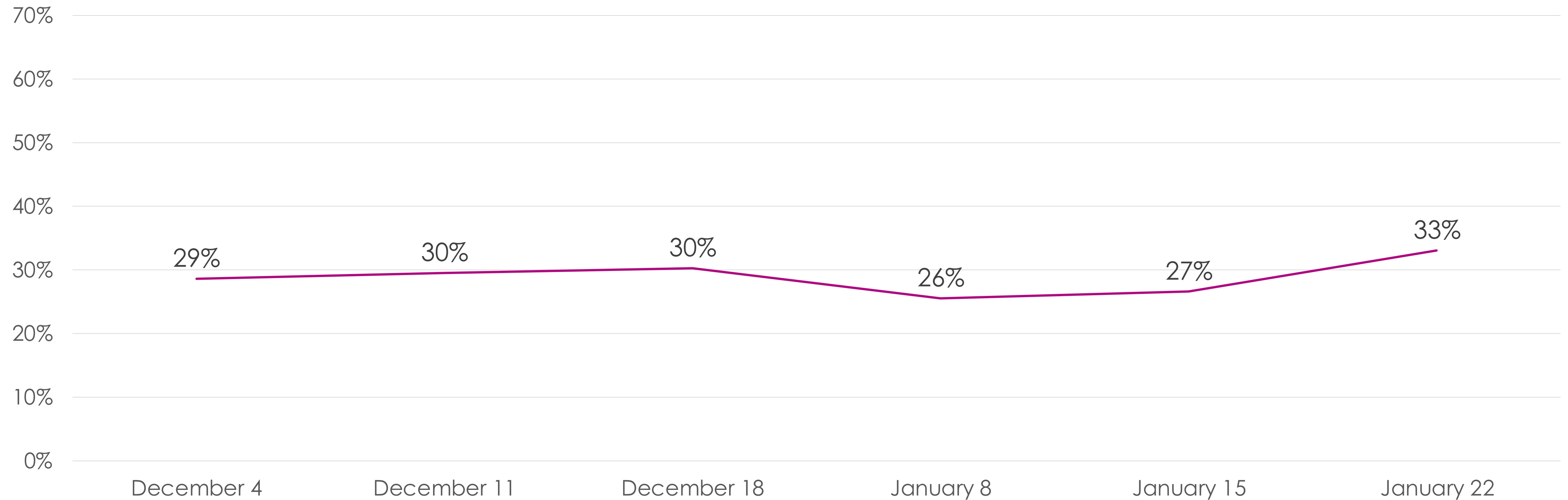
% Who are confident that the government is keeping us up to date on the status of COVID-19 in the U.S.



How confident are you that the government is keeping us up to date on the status of Coronavirus in the U.S.?

At 33%, confidence that the government is prepared to handle the COVID outbreak is also higher than we have seen in some time.

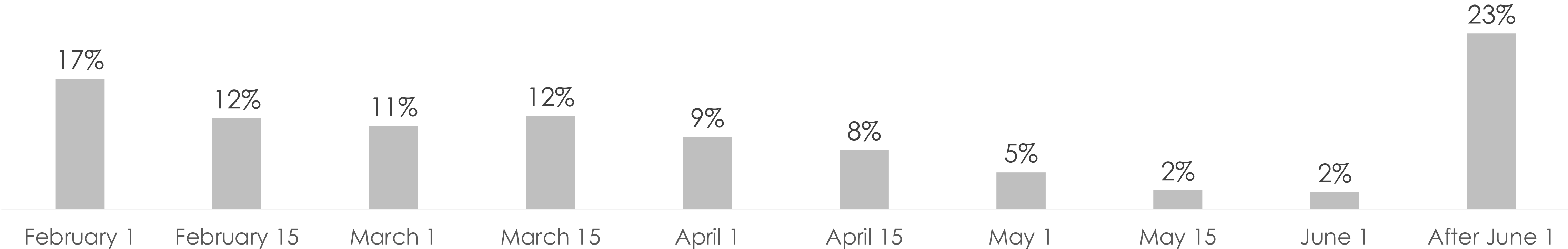
% Who are confident that the government is adequately prepared to handle a COVID-19 outbreak in the U.S.



How confident are you that the government is adequately prepared to handle a Coronavirus outbreak in the U.S.?

Respondents' expectations for when the vaccine will be available to them remains fairly realistic.

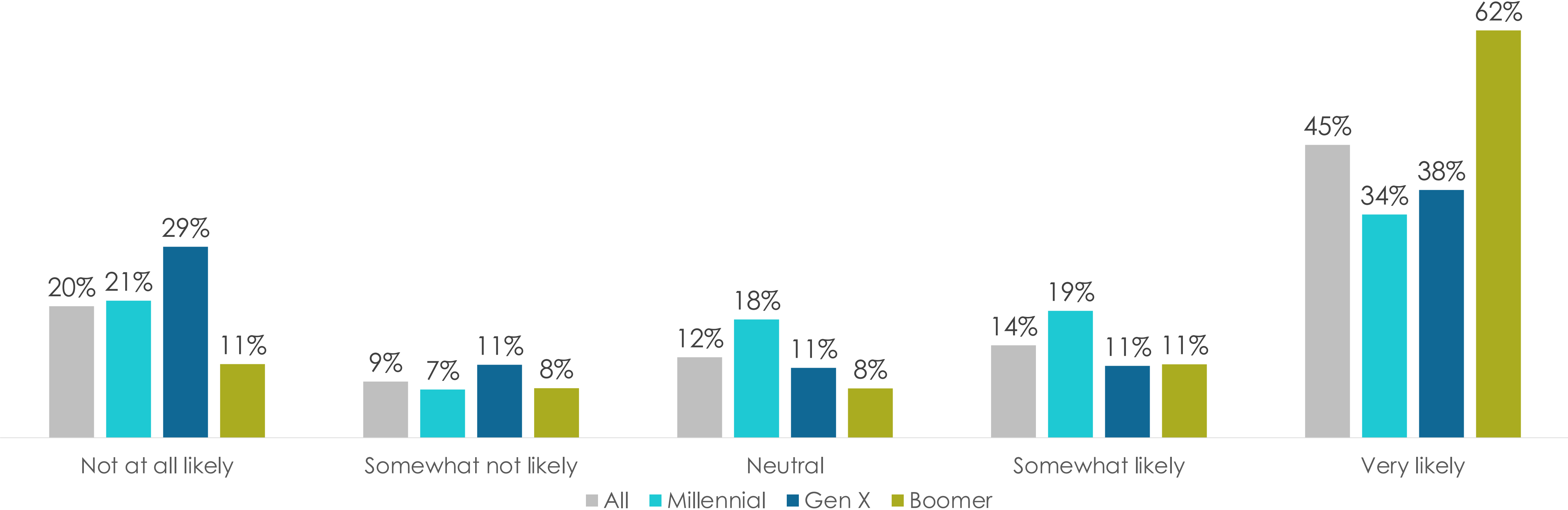
Expected Date for Vaccine to be Available



How soon do you think a vaccine could be available for you if you choose to get vaccinated?

There has also been a significant uptick in the percentage of respondents somewhat or very likely to get the vaccine, which is now nearly 60%.

Likelihood of Getting the COVID Vaccine





# Summary

## Government Support

- 85% of respondents expect President Biden's recently introduced stimulus package to be approved.
- More than three-quarters of people, including 87% of Millennials, believe they'll receive an additional stimulus check as a result of the plan's approval.
- More than two-thirds (69%) of respondents favor one of the more contentious elements of the stimulus package...a \$15 minimum wage.
- While only 26% of workers earn less than \$13/hour, 44% of respondents feel their household would benefit financially from the \$15 minimum wage.

## Home improvement

- Nearly two-thirds (65%) of homeowners completed home improvement/maintenance projects in 2020.
- Of the aggregate 2020 spending, 58% was on projects homeowners completed themselves, while 42% was spent with contractors.

## Summary - Continued

- A third of the sample, including 50% of Millennials, stated that a DIY project completed in 2020 was their first.
  - Concern about COVID-19 drove nearly half (46%) of respondents to attempt a DIY project for which they would normally have hired a contractor.
- 45% also delayed one or more projects for which they need a contractor as a result of COVID concerns.
- Slightly more (69%) homeowners anticipate completing projects in 2021 than did so in 2020 (65%).
- Respondents expect 57% of the planned spending to be on projects they do themselves, with the remaining 43% being spent on projects completed by Pros.
- 47% of respondents expect their home improvement spend in 2021 will be higher than 2020, while only 26% anticipate it being lower.

### COVID-19

- Consumer concern levels regarding COVID appear to be diminishing. In the past two weeks, there has been a decline in the percentage of respondents who define themselves as worried or very worried.
- Confidence that the government is keeping us up to date on the status of COVID-19 is up to 40% for the first time in months.

## Summary - Continued

- At 33%, confidence that the government is prepared to handle the COVID outbreak is also higher than we have seen in some time.
- Respondents' expectations for when the vaccine will be available to them remains fairly realistic.
- There has also been a significant uptick in the percentage of respondents somewhat or very likely to get the vaccine, which is now nearly 60%.