



# COVID-19 U.S. CONSUMER IMPACT TRACKING STUDY – WEEK 45

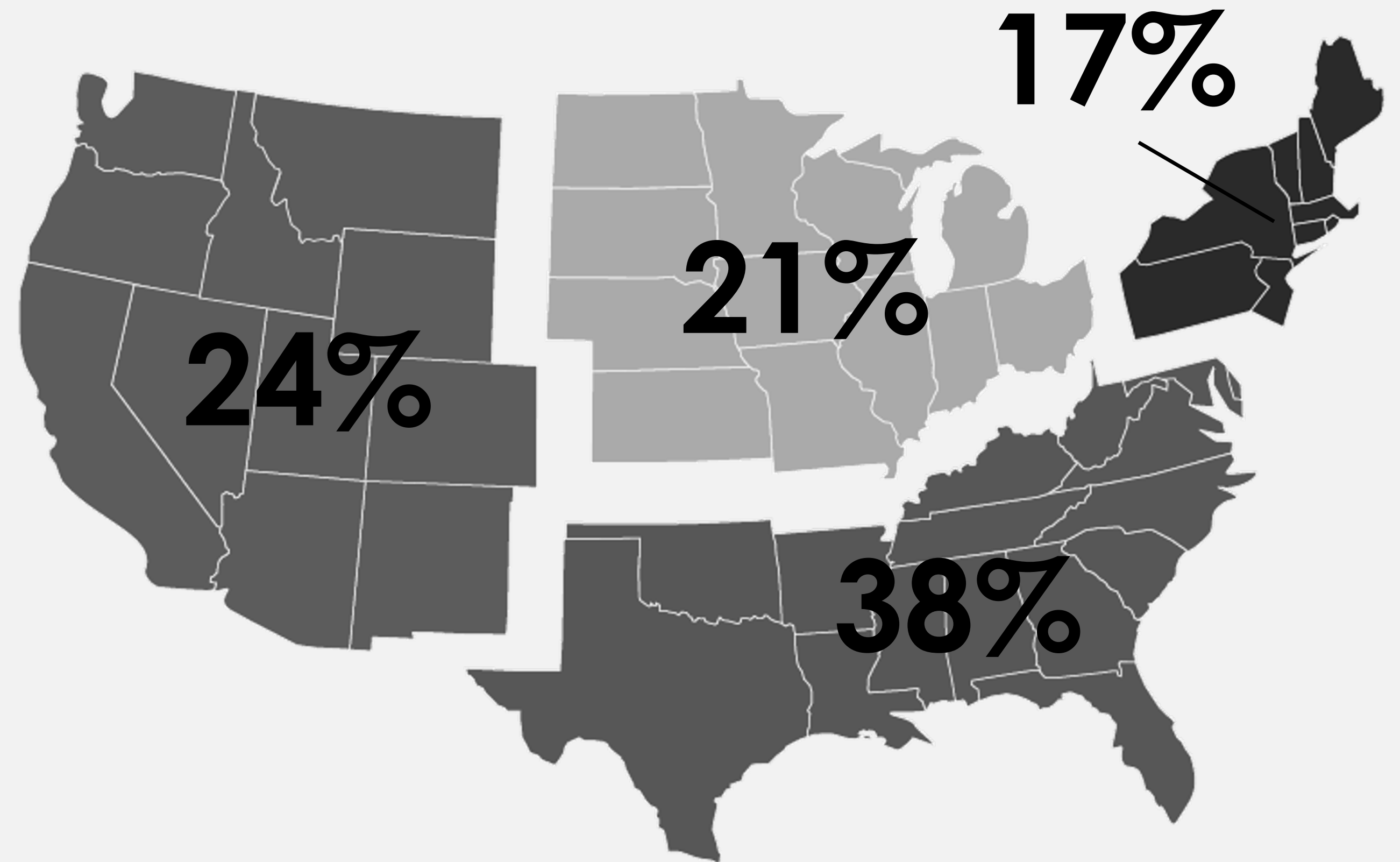
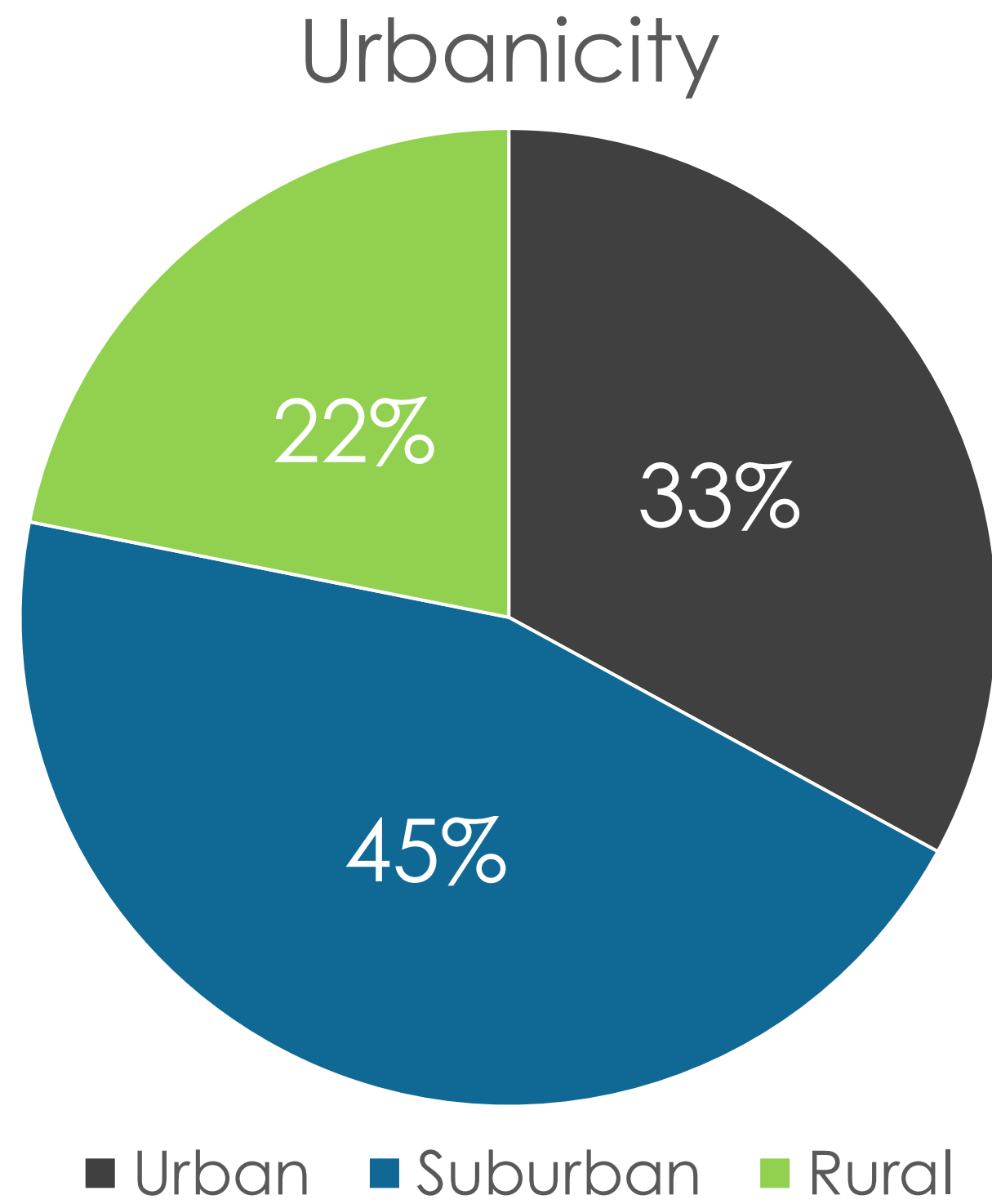
PRESENTED FEBRUARY 1, 2021

# Methodology

- N = 617
- MOE  $\pm$  3.95%
- Panel: General Population
- Collected: 1/28/21, 1/29/21

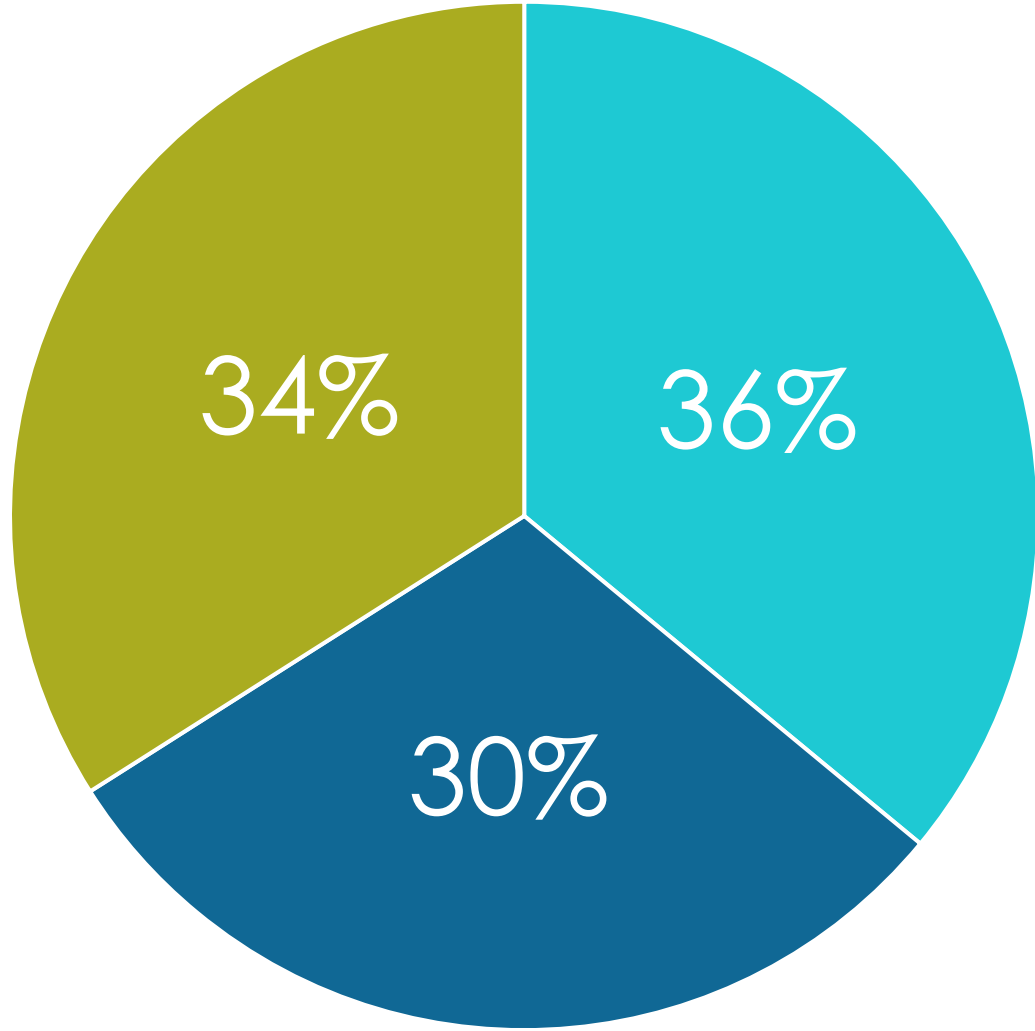


# Panel Composition



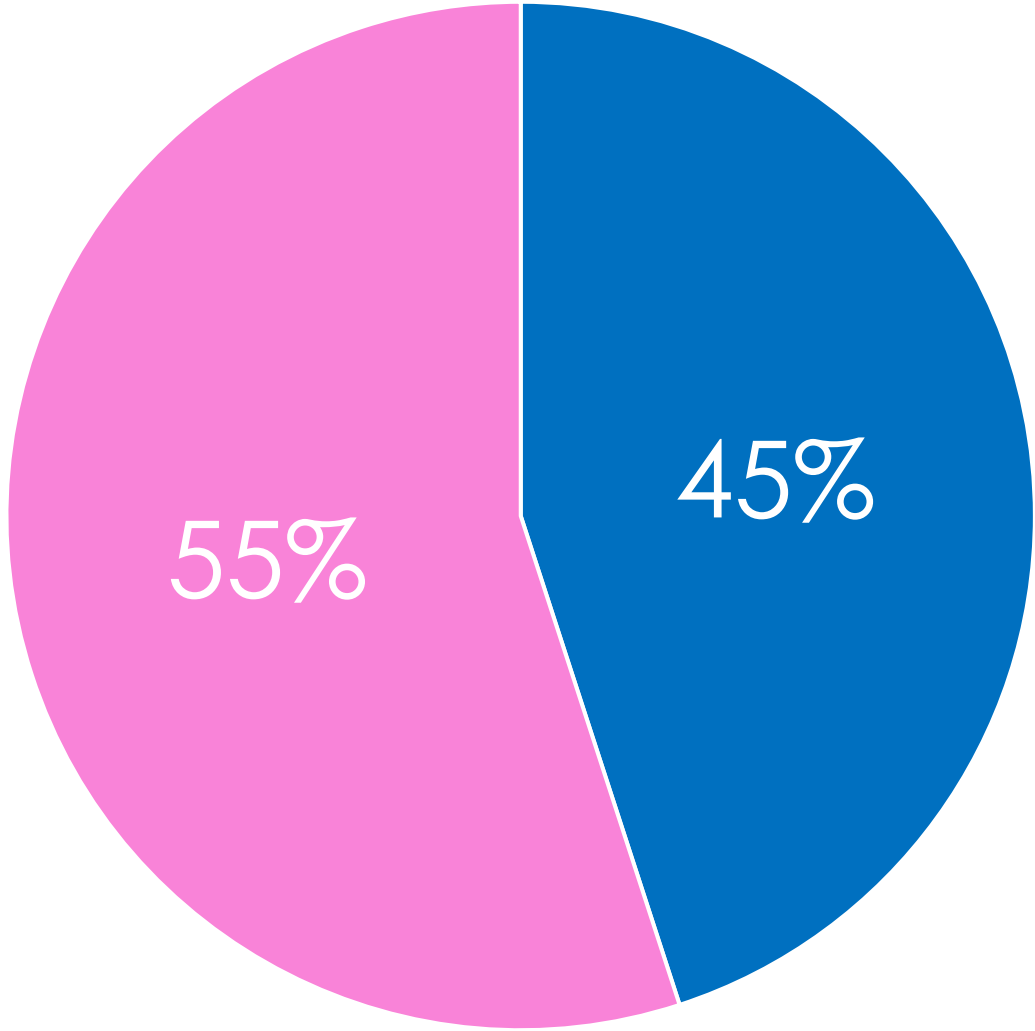


Generation



■ Millennial ■ Gen X ■ Boomer

Gender



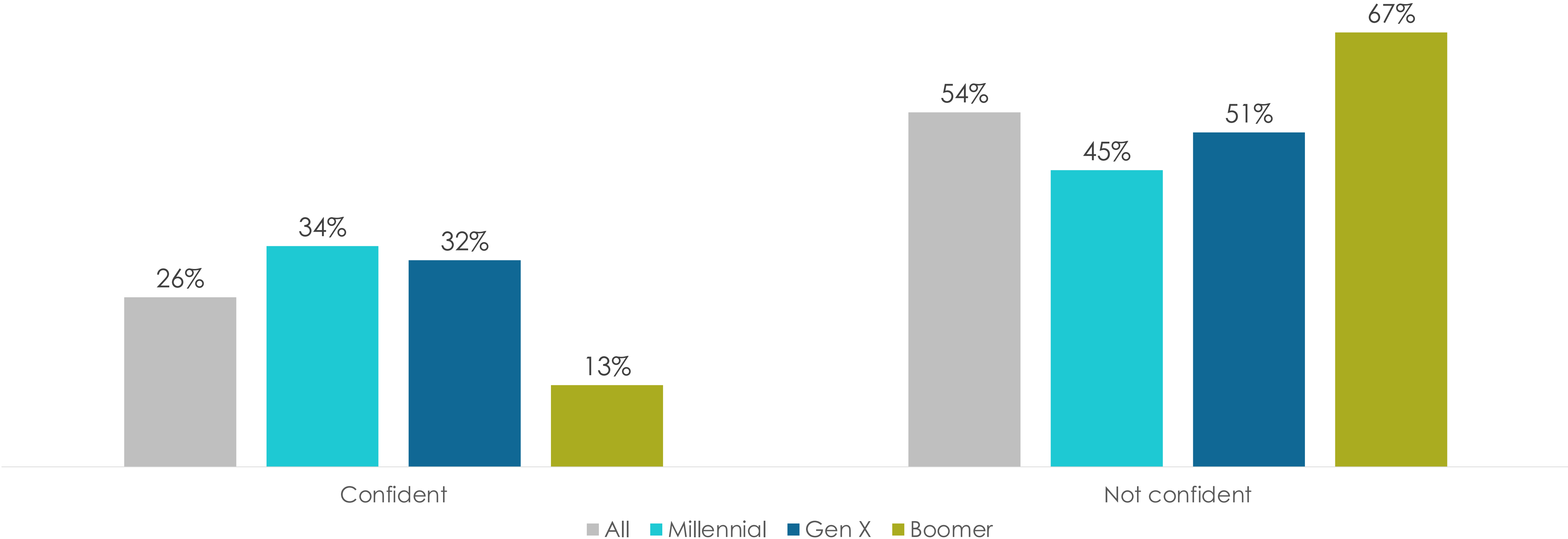
■ Male ■ Female

# The Economy and Home

A conceptual image featuring a small, light-colored paper house model in the center. The house has a gabled roof, a rectangular doorway, and a window with four small square panes. It is surrounded by numerous stacks of coins and some banknotes, primarily in shades of gold and brown. The background is a blurred, warm-toned image of a larger house, suggesting a real estate or financial context. The overall lighting is soft and warm, creating a sense of stability and investment.

The general view of the economy isn't very good as a majority of respondents (54%) are bottom two box on a 5-pt. confidence scale.

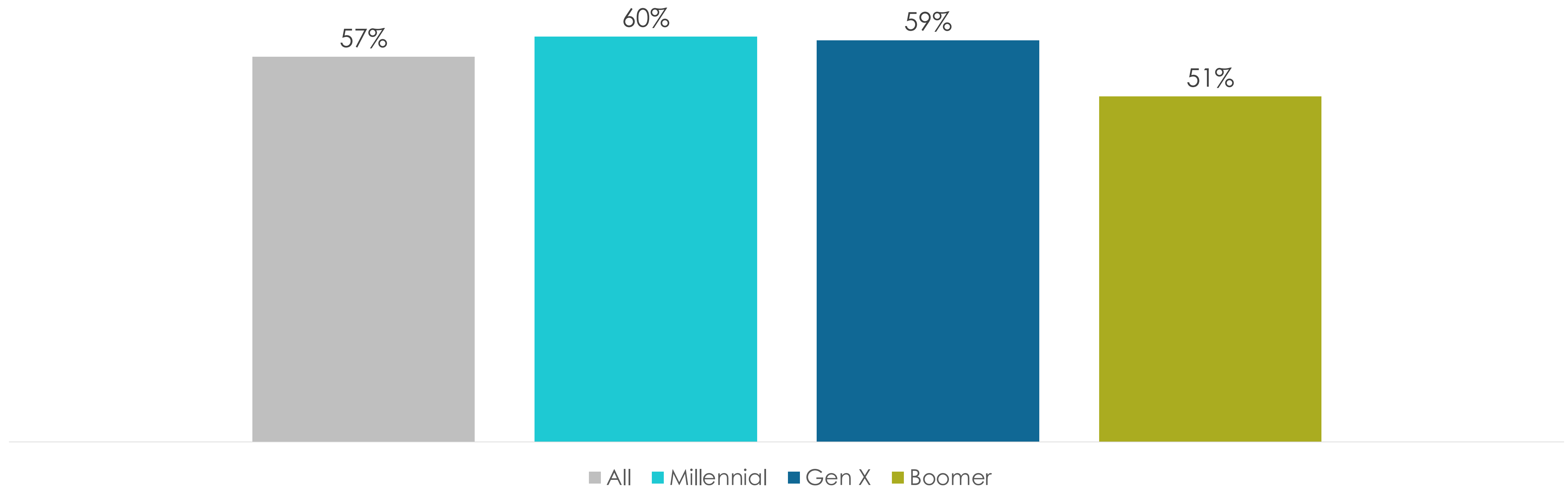
Confidence in the U.S. Economy Right Now



How confident are you in the U.S. economy now?

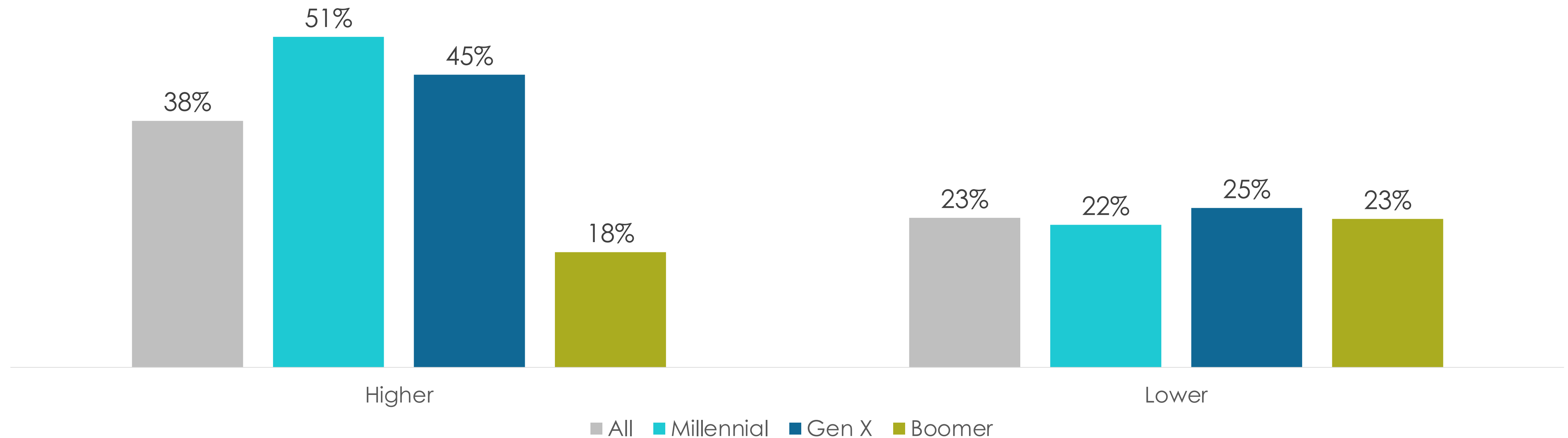
Among the majority of people who have a higher-than-normal worry level, more than half (57%) are concerned about their financial position.

% Who Are Worried About Their Financial Position



Despite these concerns, more people (38%) anticipate their household income will increase in the coming year than feel it will decline (23%).

Household Income in 2021 vs. 2020

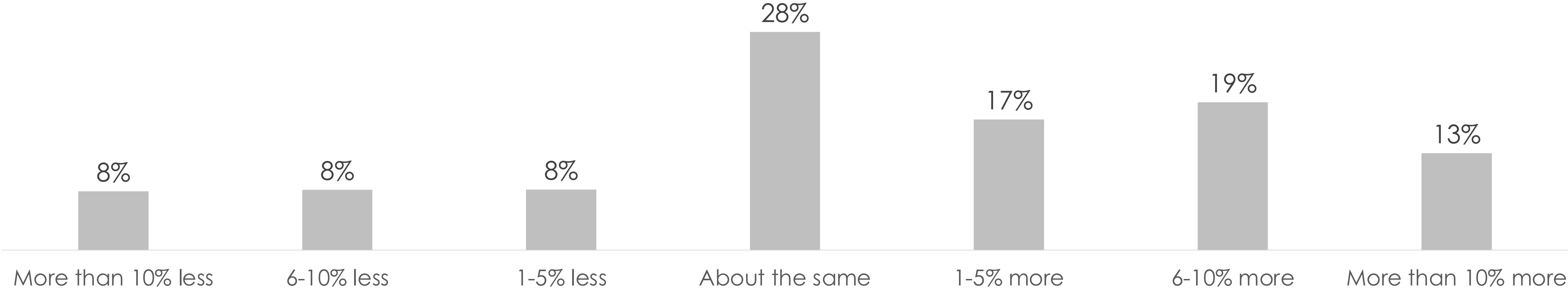


How much higher or lower do you expect your household income to be in 2021 as compared to 2020?



Homeowners are also high on the value of their property. Nearly half (49%) think the value of their home has appreciated in the past year while less than a quarter (24%) feel they have lost value.

Home Value This Year Compared to a Year Ago

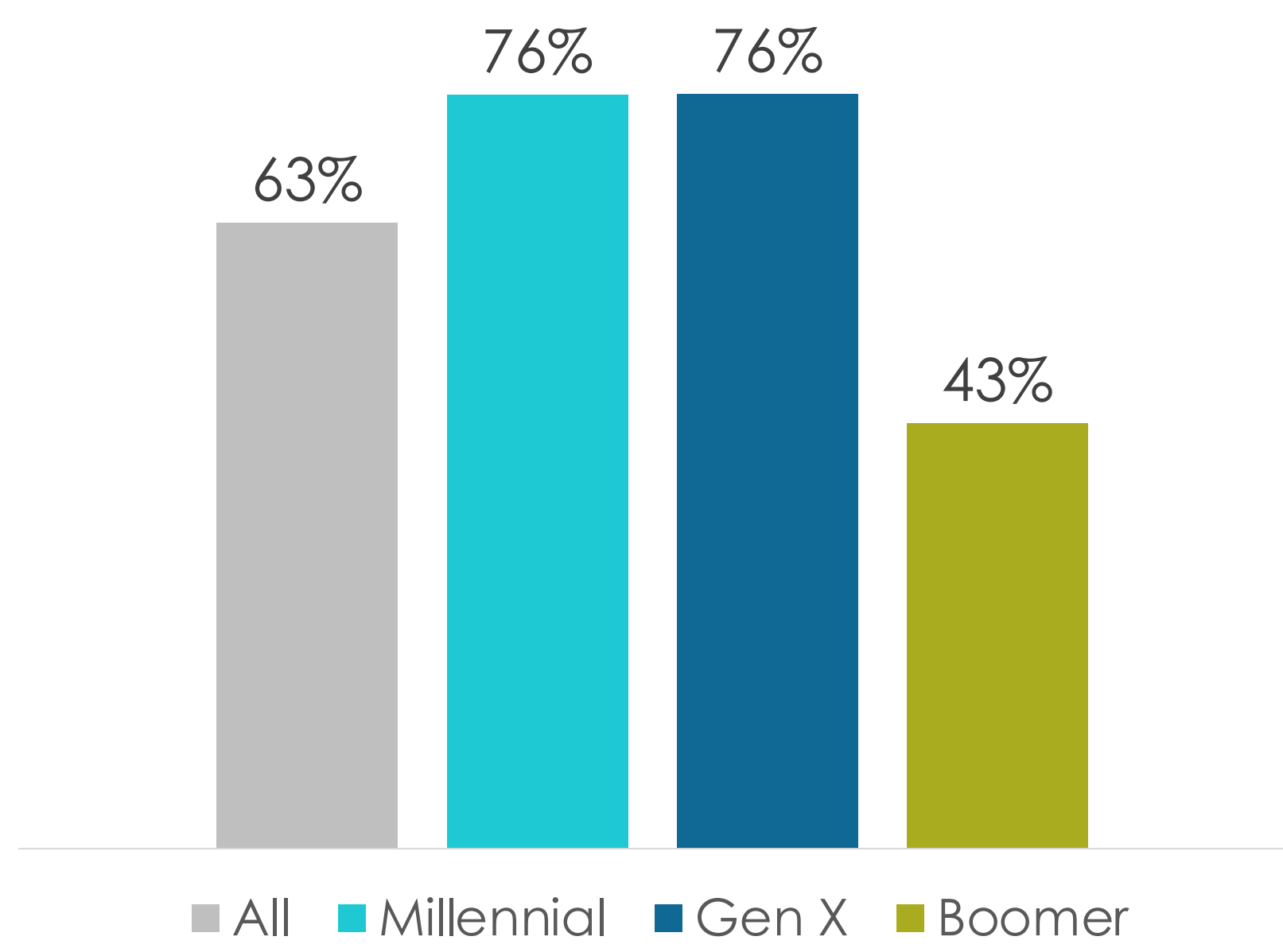


If you were to sell your home today, how much more or less do you think it would sell for than it would have a year ago?



The appreciating home values are likely influencing people's inclination to invest further in their property. 63% are planning to do so.

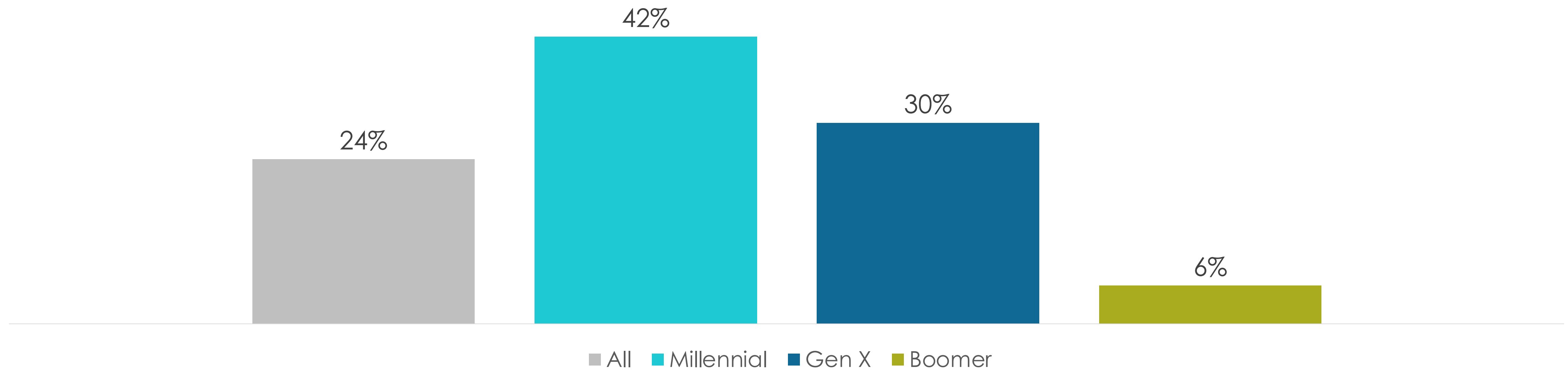
Likely to Make an Investments in the Home in the Next Year



In the next year, how likely are you to make investments (improvements) in your home?

Nearly 1 in 4 respondents (24%) is considering the purchase of a new home in the coming year.

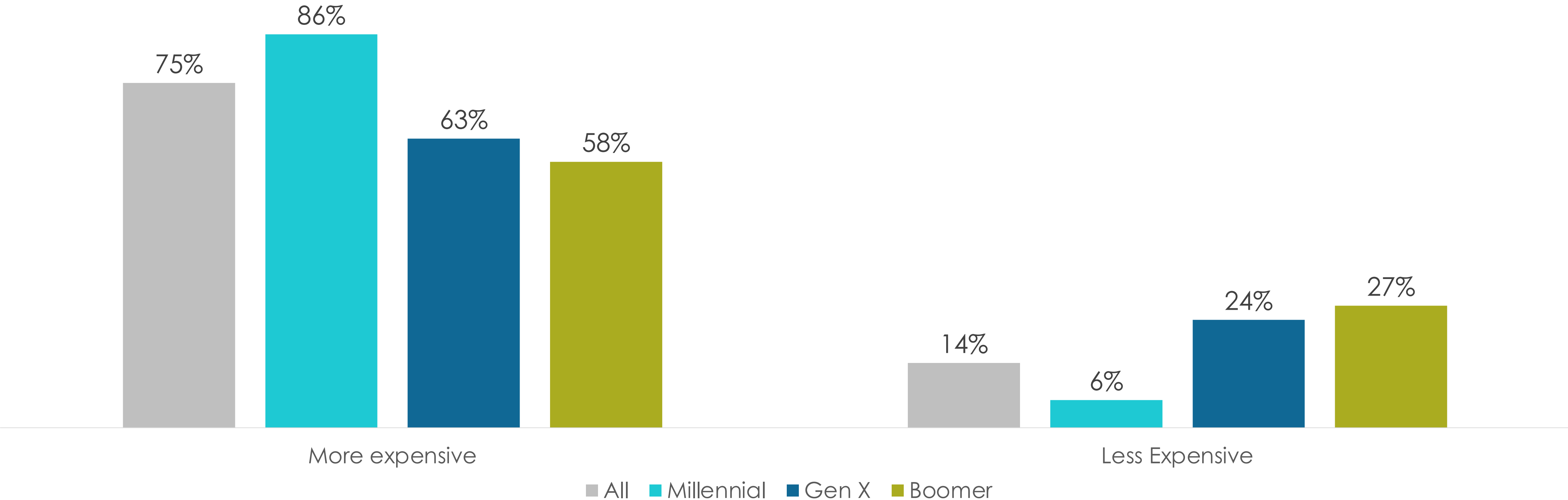
### Considering the Purchase of a New Home in the Next Year



In the next year, how likely are you to buy a new home?

Of those considering a purchase, three-quarters are planning to trade up while only 14% will downsize.

Cost of Home Planned to Purchase vs. Current Home



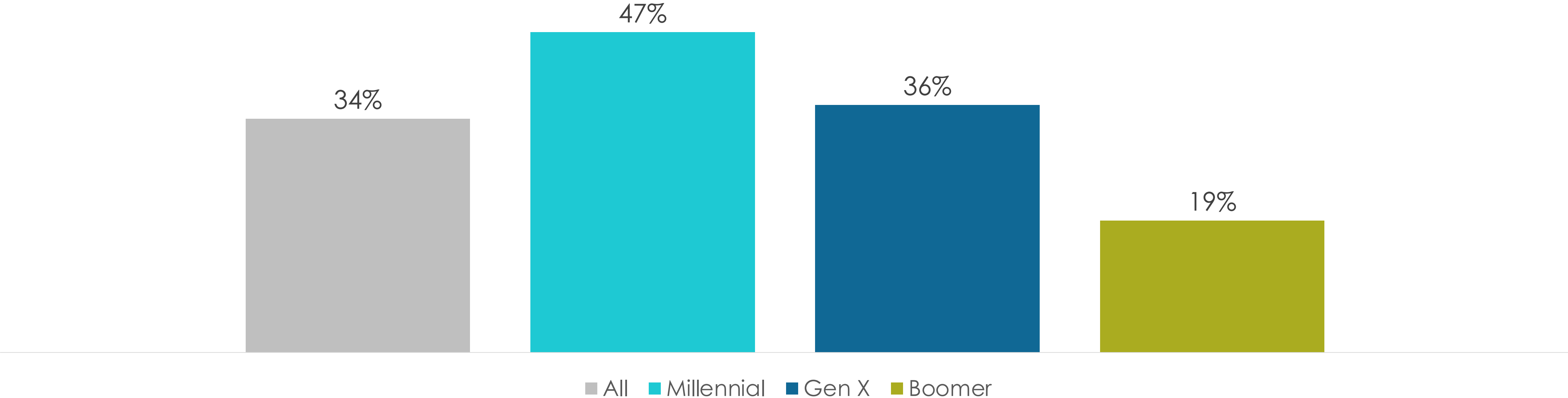
Thinking about the home you plan to purchase, how much more or less expensive will it be than your current home?



# Home Improvement & Contractors

2020 fostered a lot of first time DIY activity and it has not always gone well. More than a third (34%) of respondents who tackled home improvement projects ran into a problem for which a contractor was required to complete or repair the job.

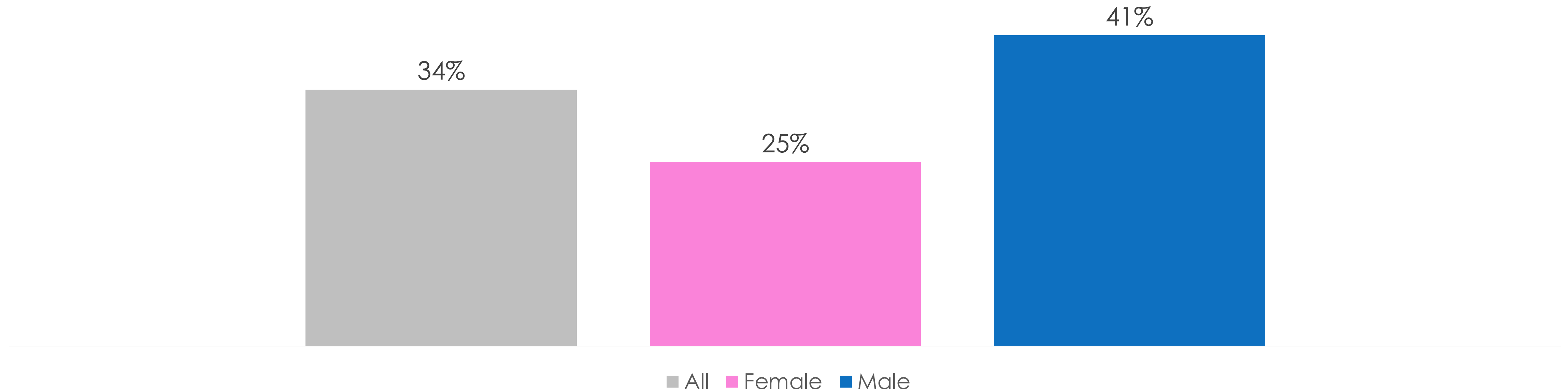
% Who Had a Problem With a Project That Required Calling a Contractor



Do or did you have a problem with a project you attempted to do yourself that requires that you call a contractor to complete or repair?

Somewhat surprisingly, men (41%) are much more likely than women (25%) to admit the need to fallback on a contractor.

% Who Had a Problem With a Project That Required Calling a Contractor

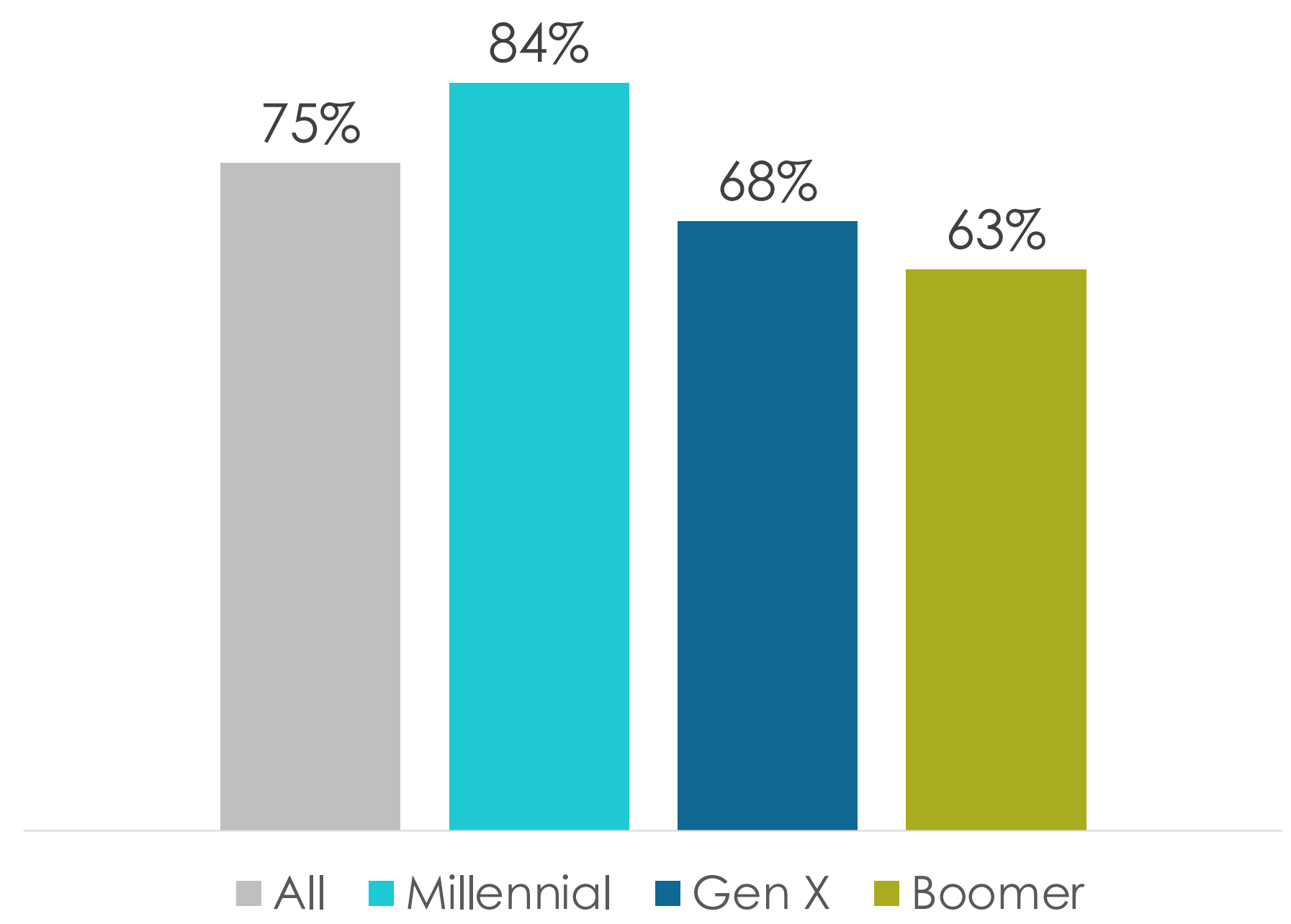


Do or did you have a problem with a project you attempted to do yourself that requires that you call a contractor to complete or repair?



Three-quarters of those who've encountered a problem have already had a contractor in to address it.

% Who Have Had a Contractor Come Out to Correct the Problem

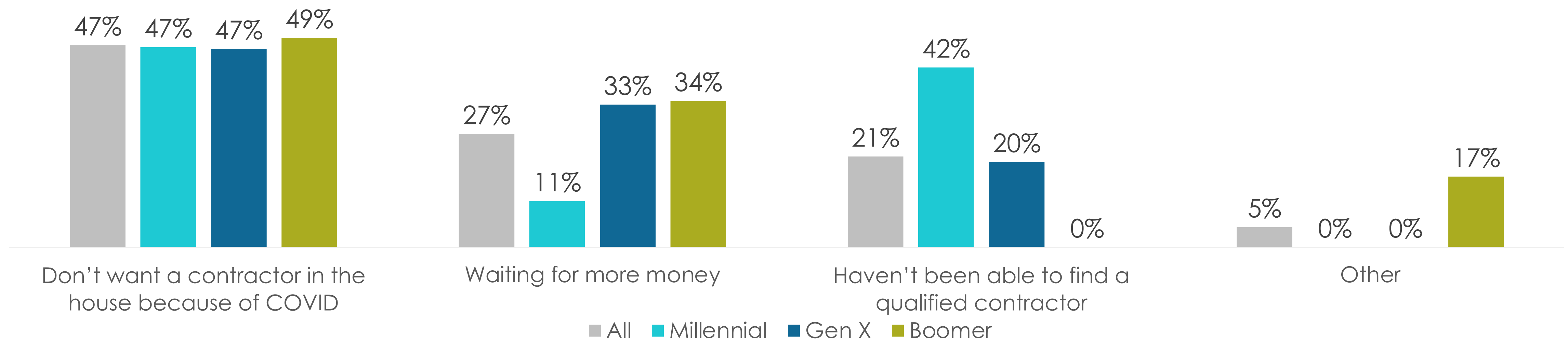


Have you had the contractor in your home to correct the problem?



Among those who have not addressed the problem, nearly half (47%) are delaying having the work done by a contractor because of COVID concerns.

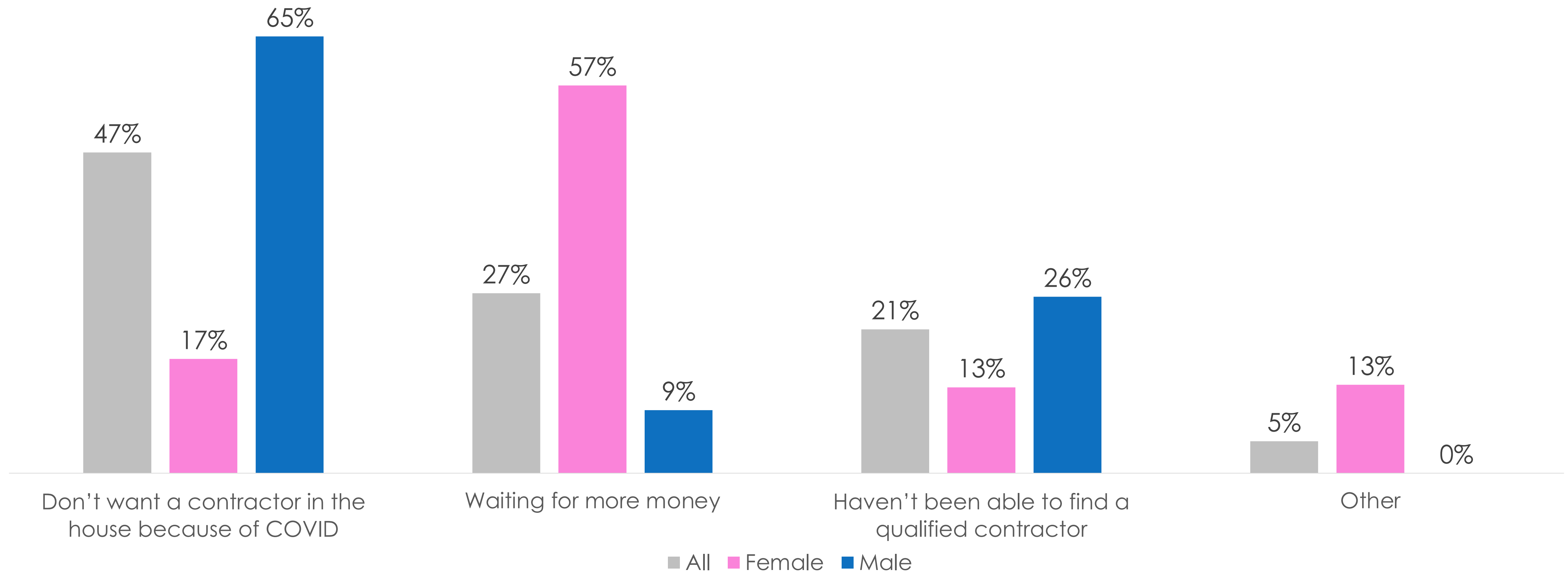
### Main Reason for Not Having a Contractor Fix the Problem



Which of the following best describes why you haven't had a contractor in to fix your problem?  
Select one.

Men (65%) are much more likely to be delaying the hiring of a contractor because of COVID than women (17%).

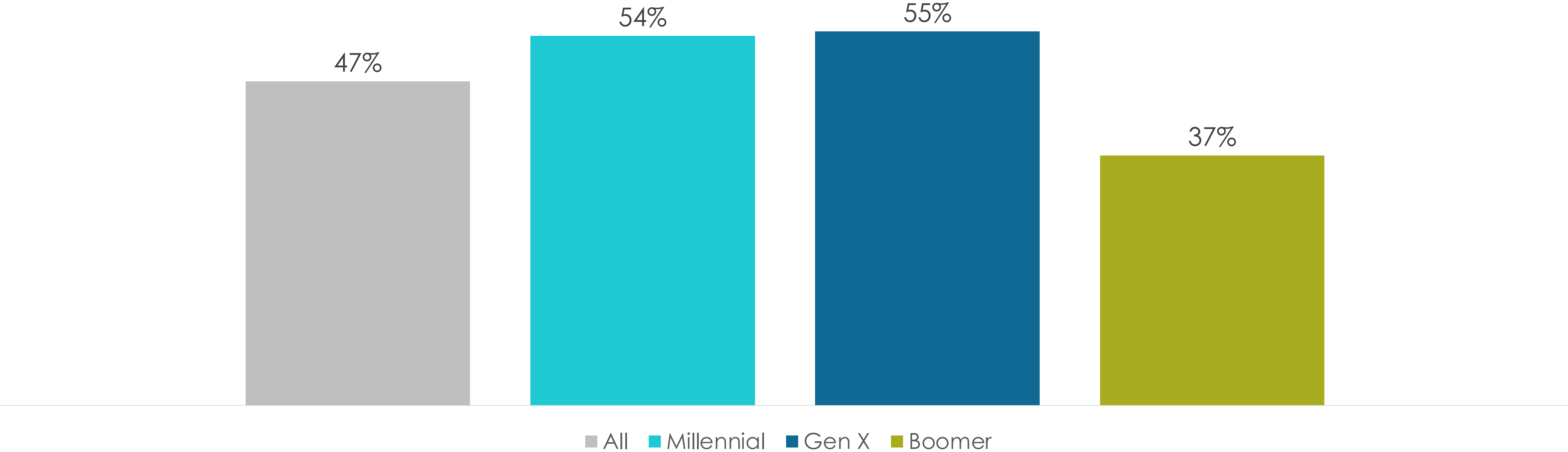
Main Reason for Not Having a Contractor Fix the Problem



Which of the following best describes why you haven't had a contractor in to fix your problem?  
Select one.

Nearly half (47%) of the homeowners in the sample have projects planned for 2021 that will require a contractor.

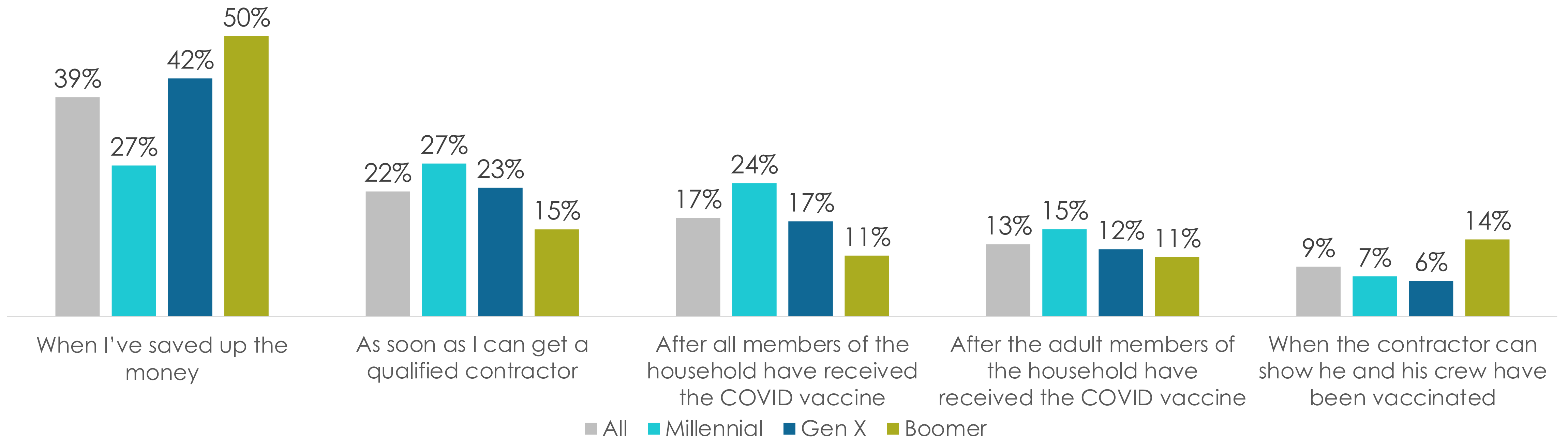
% Who Have Home Improvement Projects Planned For 2021 That Will Require a Contractor



Do you have home improvement projects planned for 2021 that will require that you hire a contractor?

For those contractor-related projects that will not occur immediately, 39% of homeowners need to accumulate the necessary funding, 22% need access to a qualified contractor and 39% have requirements related to COVID vaccination.

Best Description of When You'll Hire a Contractor to Complete the Project



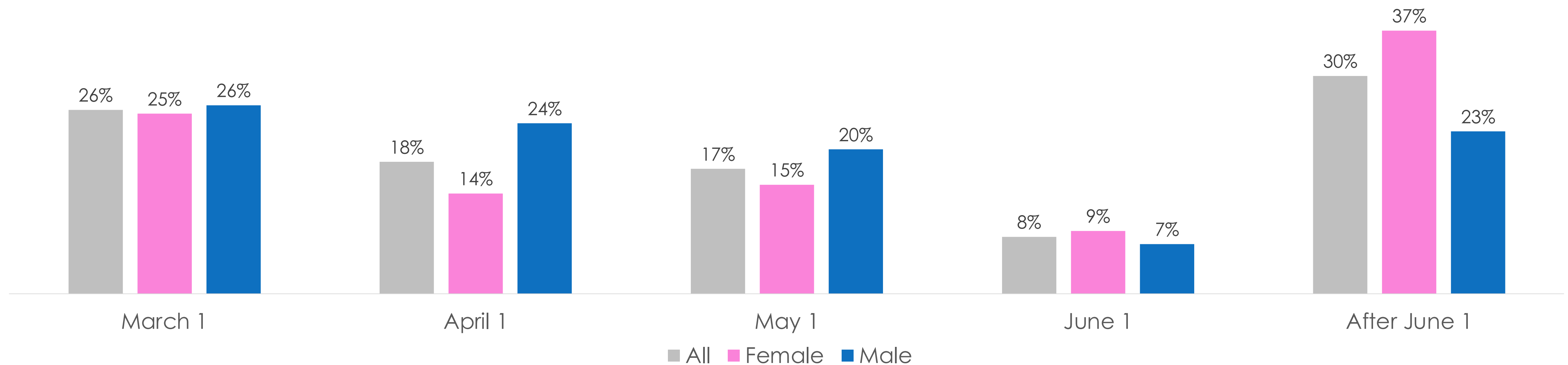
Which of the following **best** describes when you'll hire a contractor to complete the work you need done? Select one.

# COVID-19 Vaccinations



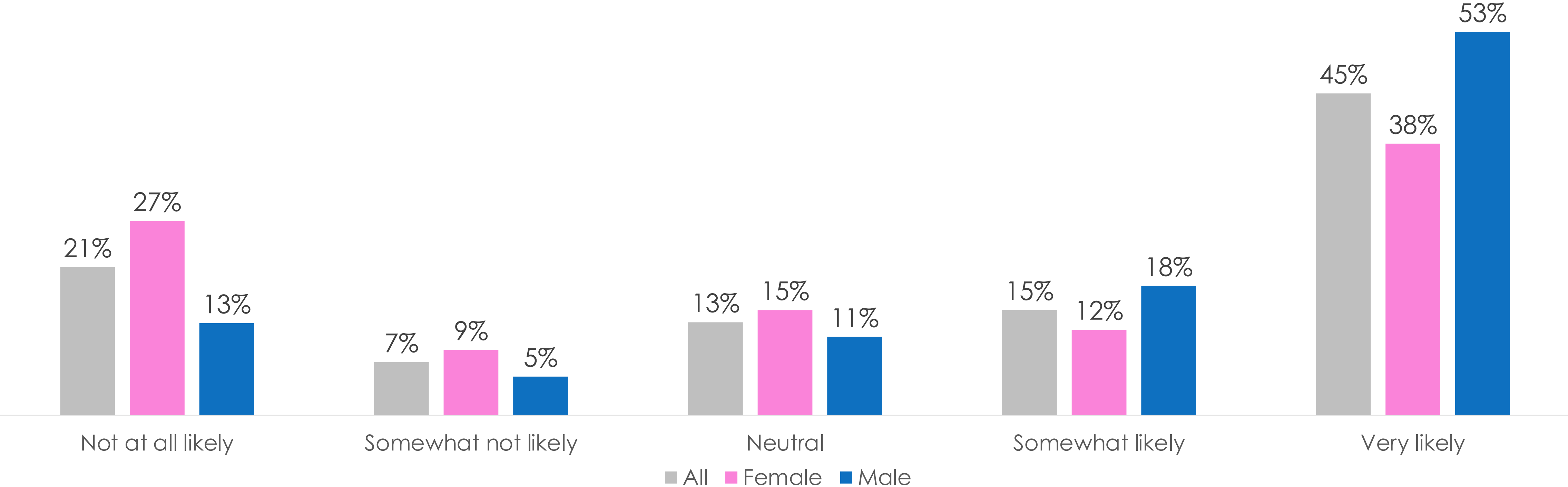
While it is unlikely that the COVID-19 vaccine will be available to 36% of the adult population by March 1<sup>st</sup>, most people have a fairly realistic view of when the vaccine will be available to them.

Expected Date for Vaccine to be Available



Top two box likelihood to get the vaccine continues to languish around the 60% mark. 1 person in 5 is not at all likely to get the vaccine.

Likelihood of Getting the COVID Vaccine



# Summary

## The Economy and Home

- The general view of the economy isn't very good as a majority of respondents (54%) are bottom two box on a 5-pt. confidence scale.
- Among the majority of people who have a higher-than-normal worry level, more than half (57%) are concerned about their financial position.
  - Despite these concerns, more people (38%) anticipate their household income will increase in the coming year than feel it will decline (23%).
- Homeowners are also high on the value of their property. Nearly half (49%) think the value of their home has appreciated in the past year, while less than a quarter (24%) feel they have lost value.
- The appreciating home values are likely influencing people's inclination to invest further in their property. 63% are planning to do so.
- Nearly 1 in 4 respondents is considering the purchase of a new home in the coming year.
  - Of those considering a purchase, three-quarters are planning to trade up while only 14% will downsize.



# Summary - Continued

## Home Improvement & Contractors

- 2020 fostered a lot of first time DIY activity, and it has not always gone well. More than a third (34%) of respondents who tackled home improvement projects ran into a problem for which a contractor was required to complete or repair the job.
  - Somewhat surprisingly, men (41%) are much more likely than women (25%) to admit the need to fall back on a contractor.
- Three-quarters of those who've encountered a problem have already had a contractor in to address it.
- Among those who have not addressed the problem, nearly half (47%) are delaying having the work done by a contractor because of COVID concerns.
  - Men (65%) are much more likely to be delaying the hiring of a contractor because of COVID than women (17%).
- Nearly half (47%) of the homeowners in the sample have projects planned for 2021 that will require a contractor.
- For those contractor-related projects that will not occur immediately, 39% of homeowners need to accumulate the necessary funding, 22% need access to a qualified contractor and 39% have requirements related to COVID vaccination.

# Summary - Continued

## COVID-19 Vaccinations

- While it is unlikely that the COVID-19 vaccine will be available to 36% of the adult population by March 1<sup>st</sup>, most people have a fairly realistic view of when the vaccine will be available to them.
- Top two box likelihood to get the vaccine continues to languish around the 60% mark. 1 person in 5 is not at all likely to get the vaccine.