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# Home Retail Consumer Monitor

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## Methodology

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N = 631

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MOE  $\pm$  3.9%

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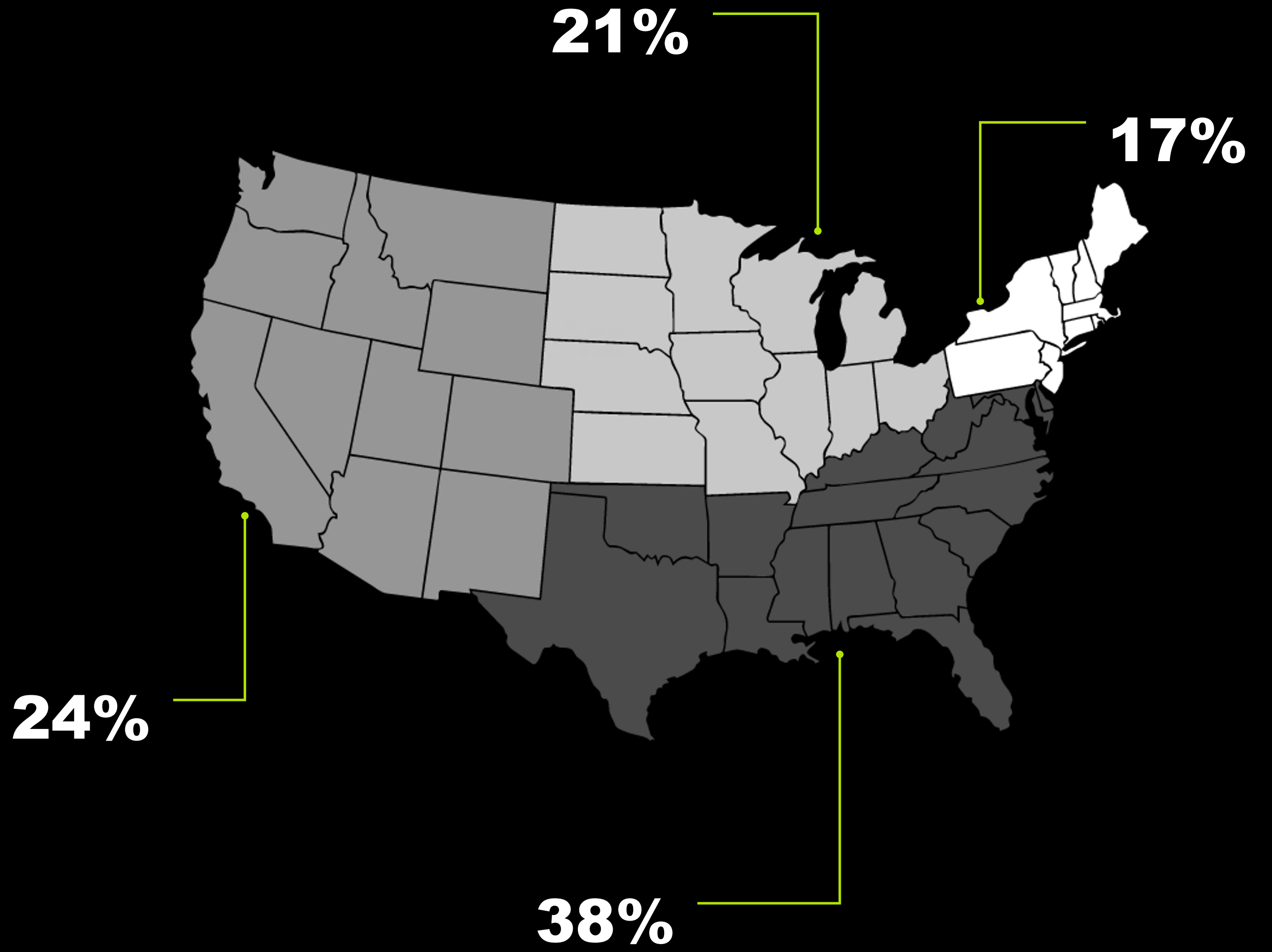
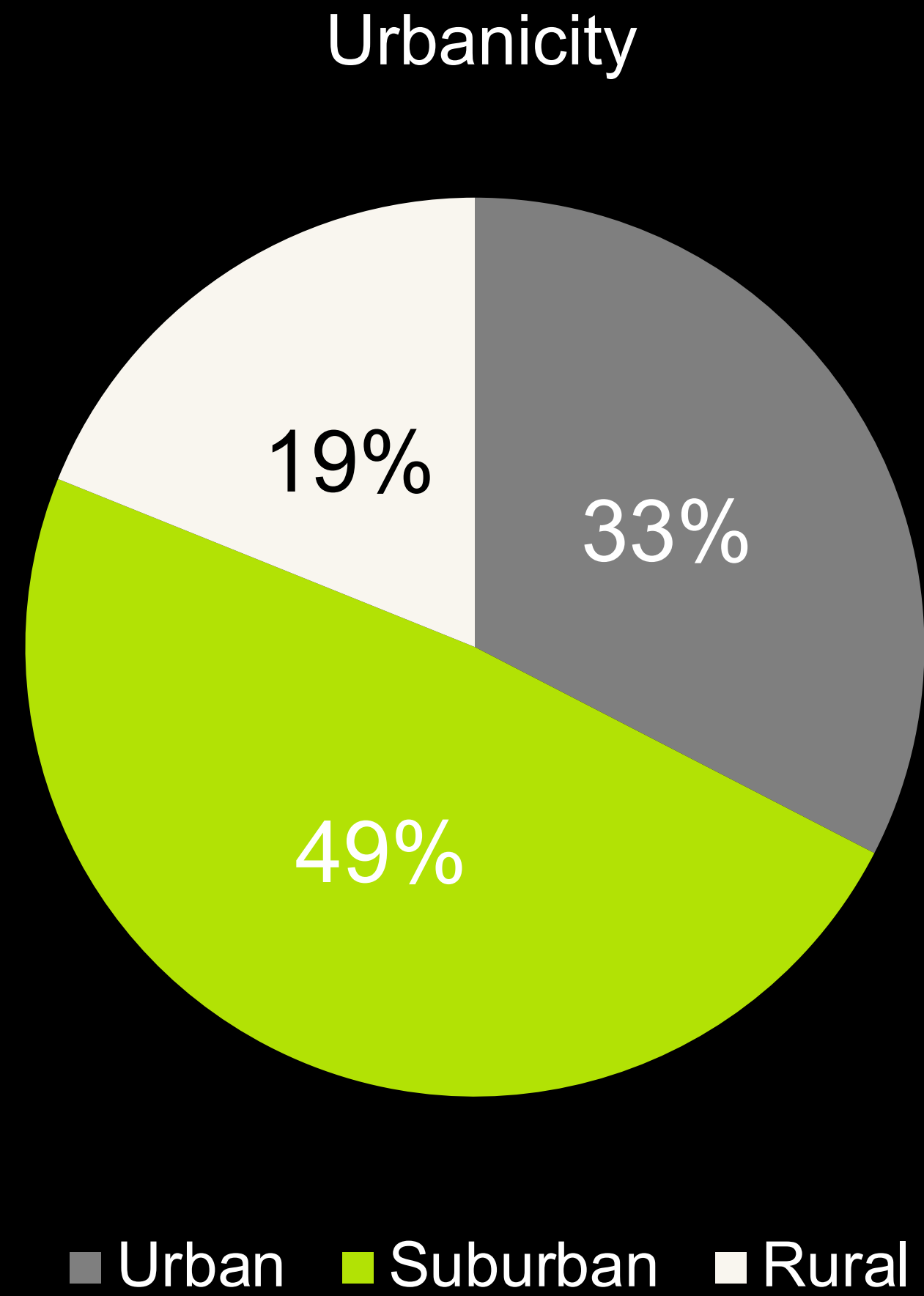
Panel: General Population

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Collected: 4/23/21, 4/24/21

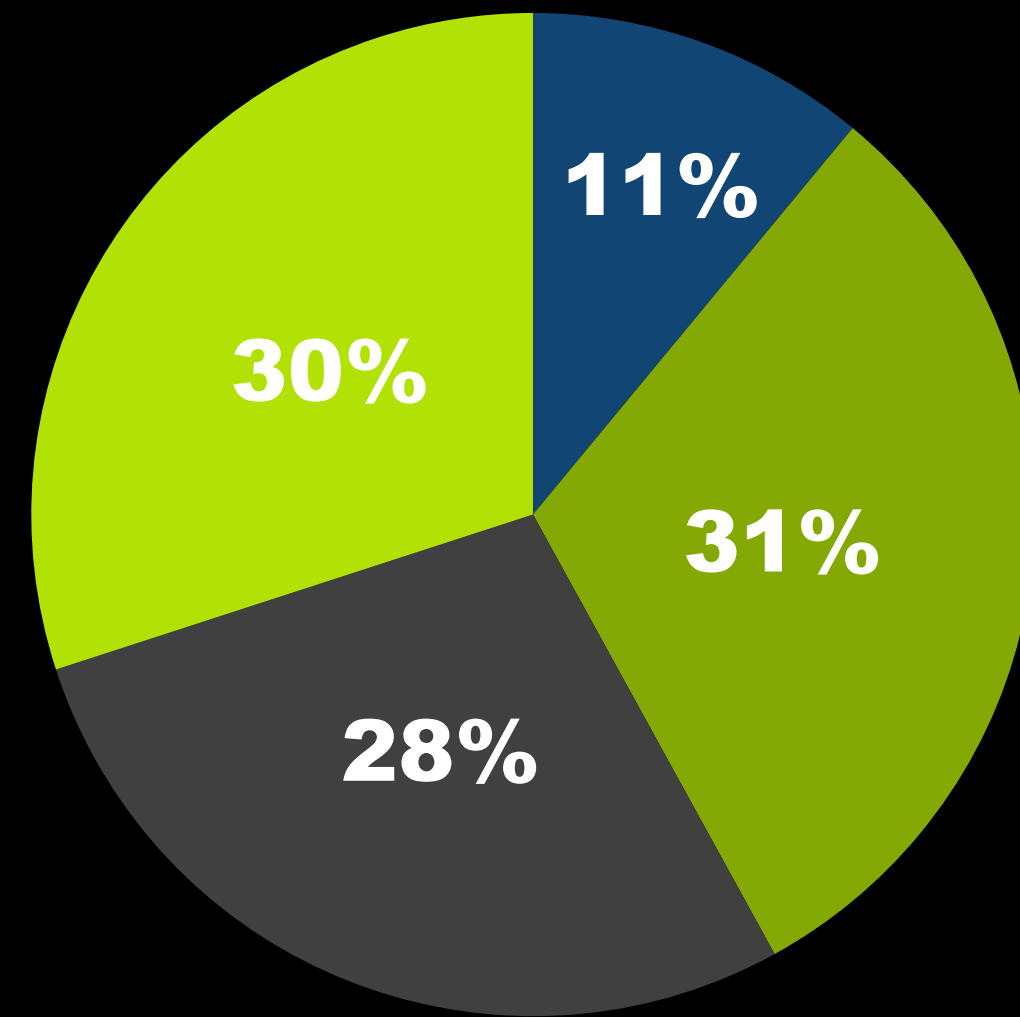


Panel Composition



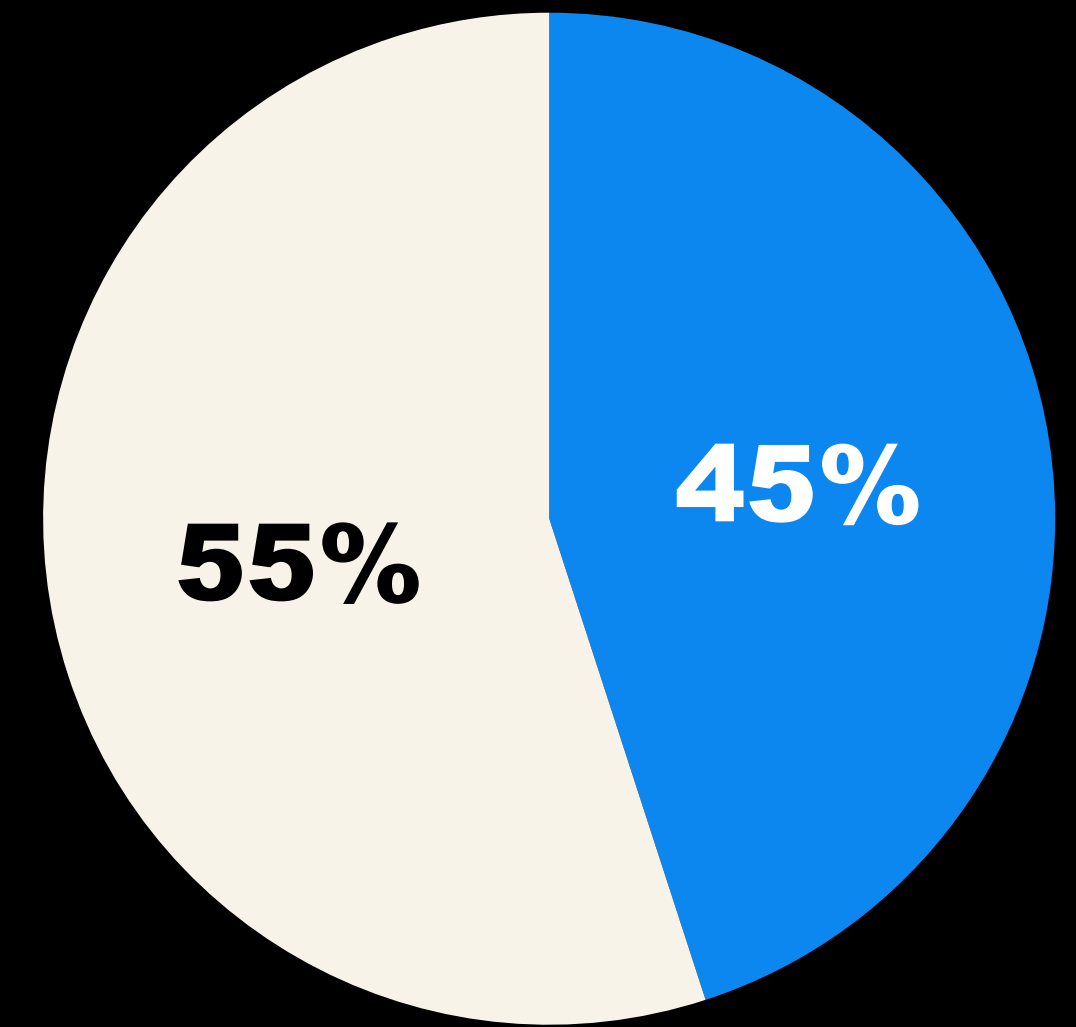


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



■ Male ■ Female



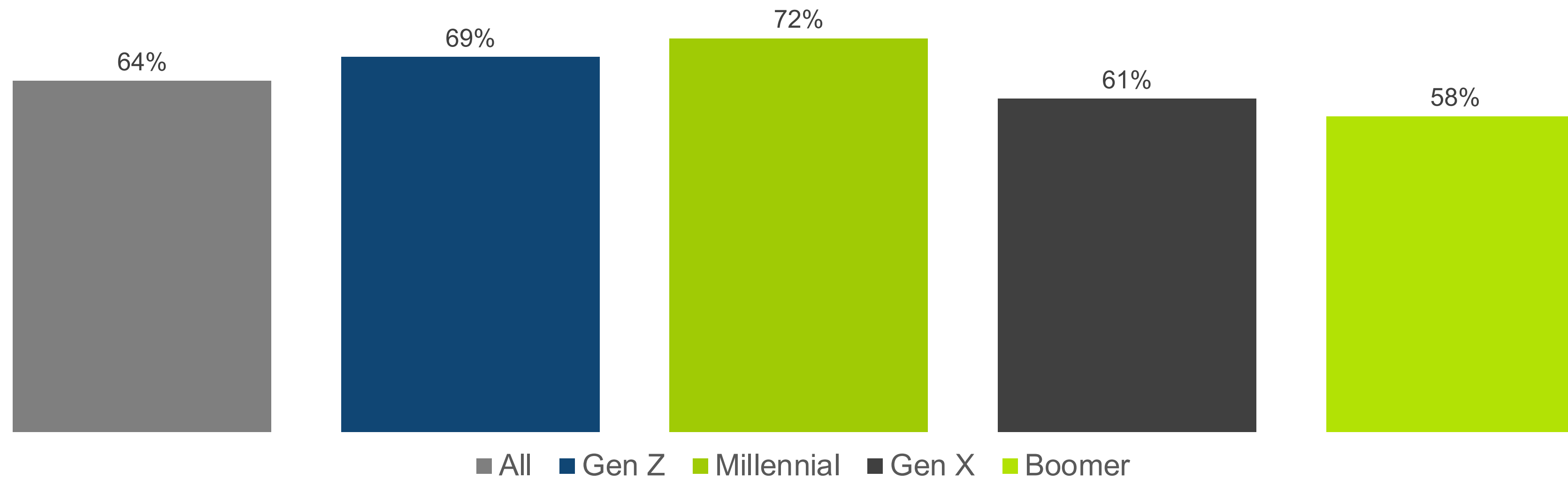
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# Travel



**Nearly two-thirds of respondents (64%) have had to cancel travel plans as a result of COVID-19.**

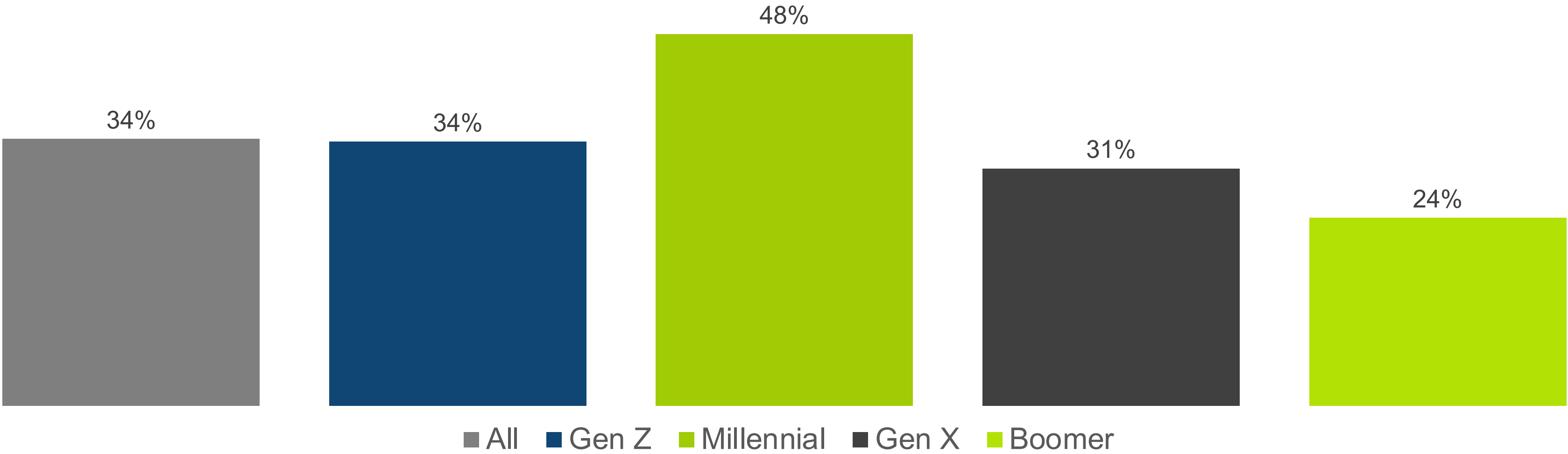
% Who have canceled travel in the past year due to COVID-19



Have you canceled personal travel in the past year due to COVID-19?

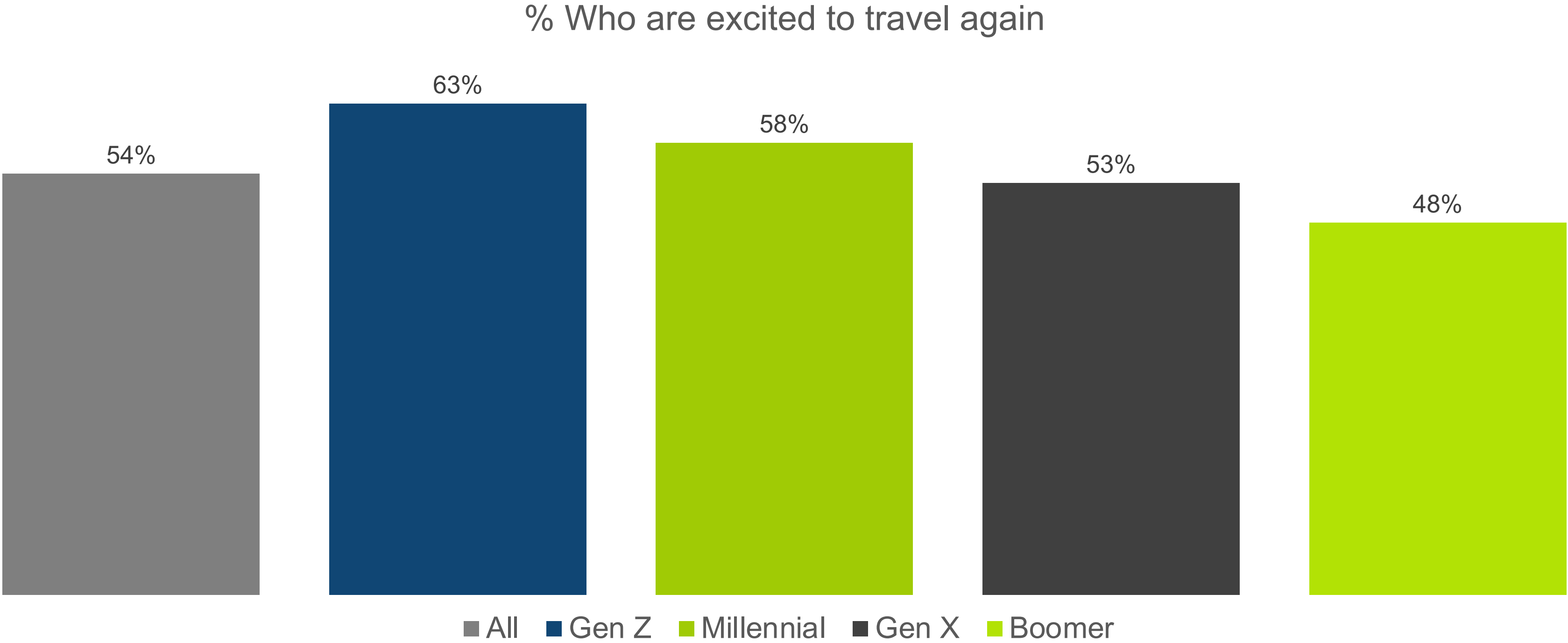
**More than one-third of the sample (34%) has some form of savings or travel credit at their disposal.**

% Who have money or credit saved to travel when it's safer



Do you have money or credits with an airline, hotel, cruise line etc. that you've saved to use for traveling when it's safer?

**More than half (54%) are excited about the prospects of traveling again. Younger people (GenZ 63% and Millennials 58%) are the most enthusiastic.**

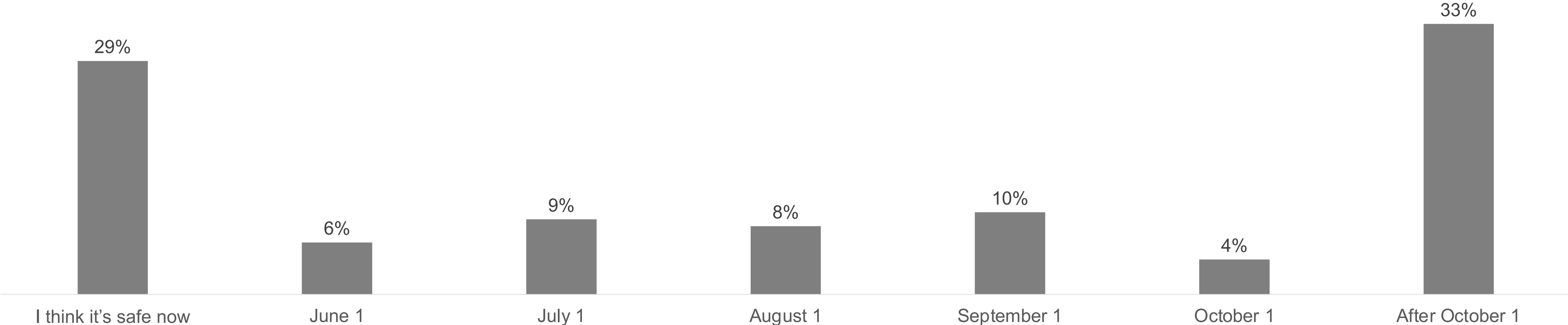


How excited are you for the opportunity to travel again?



**Opinions on when it will be safe to travel are bifurcated. 29% believe it is safe now while one-third don't believe it will be safe until after October 1st.**

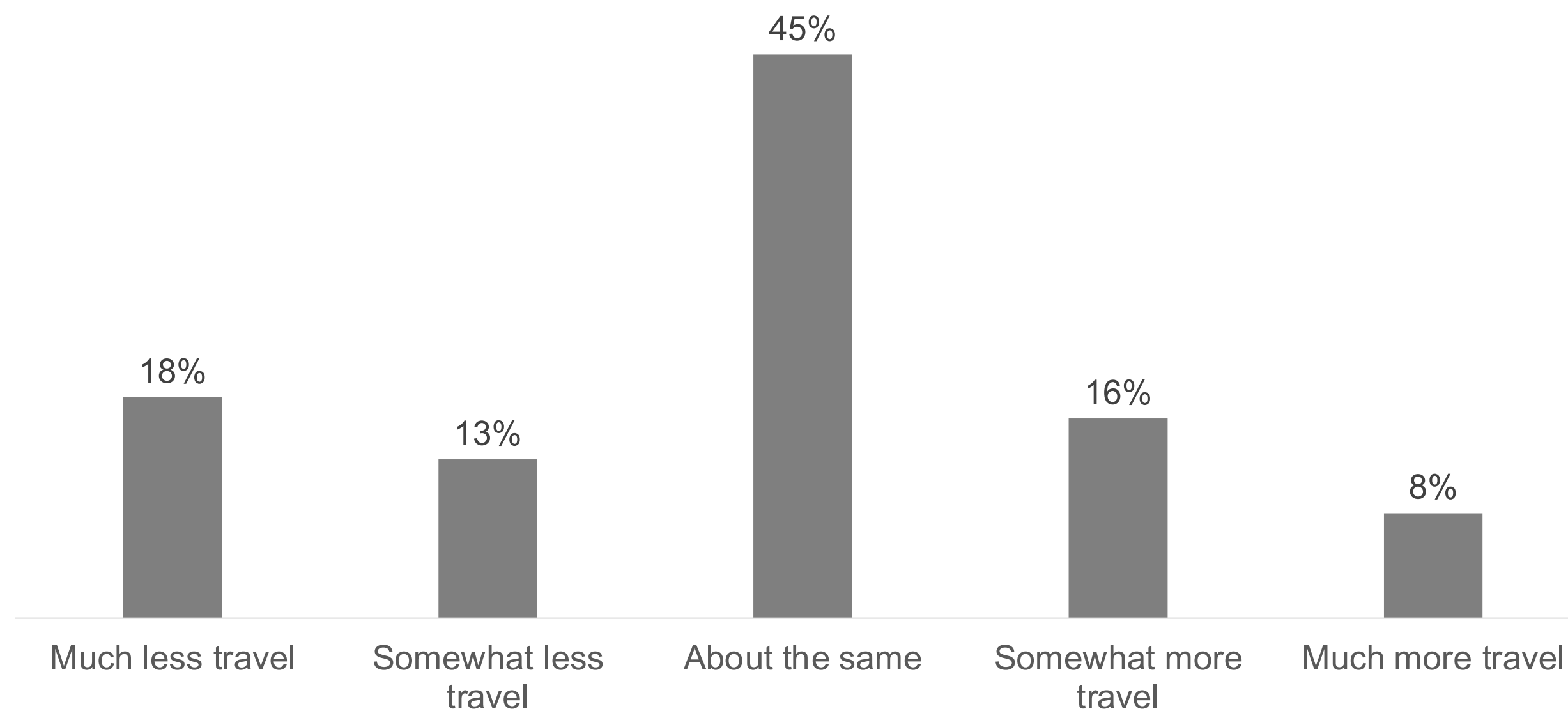
When it will be safe to travel again



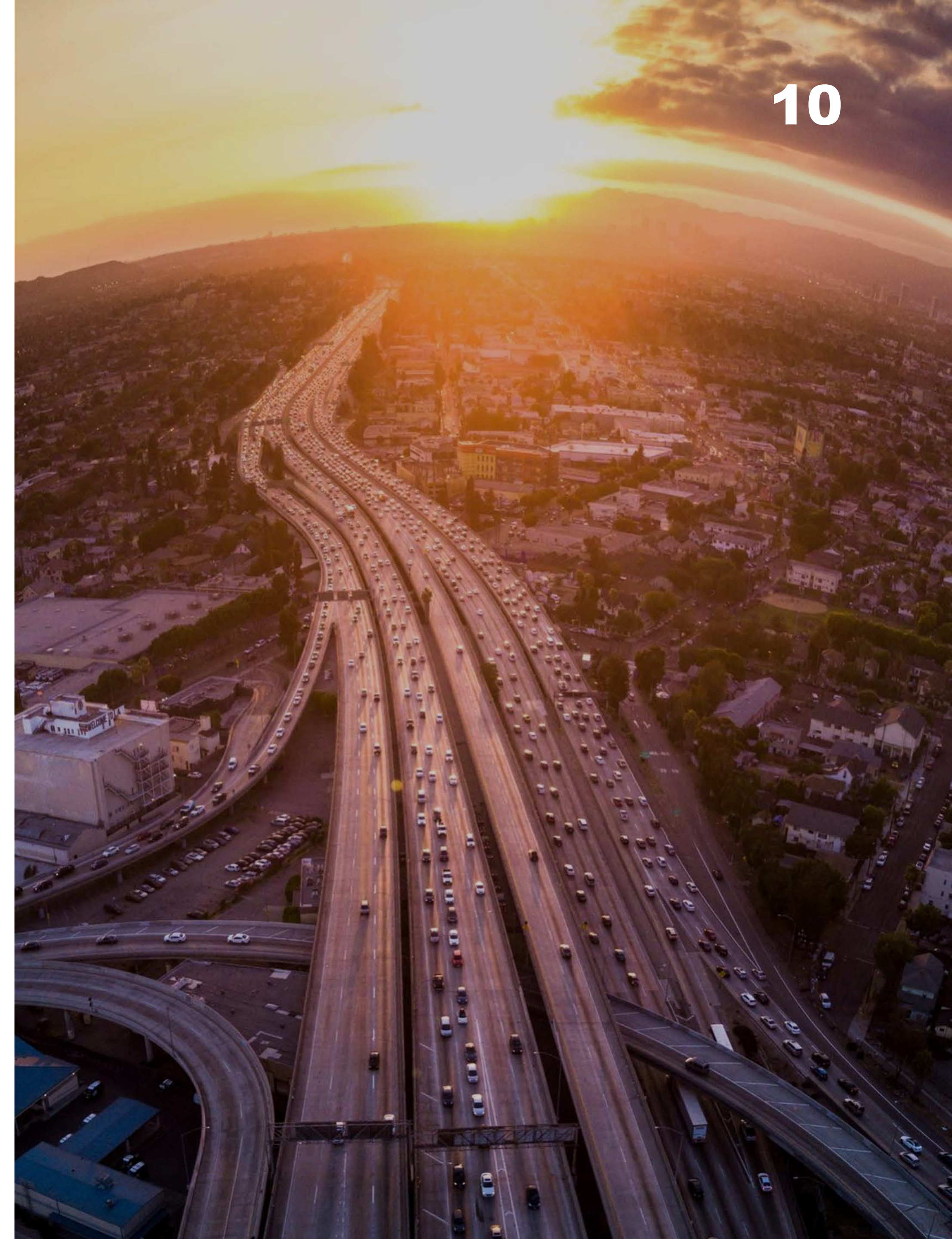
When do you think it will be safe for you to do personal travel?

**It does not appear that travel in the 2<sup>nd</sup> half of 2021 will rebound to pre-pandemic levels. 31% of respondents think they'll travel less in the 2<sup>nd</sup> half of 2021 than they did in 2019 while 24% will travel more.**

Personal travel in the second half of 2021 vs. second half of 2019

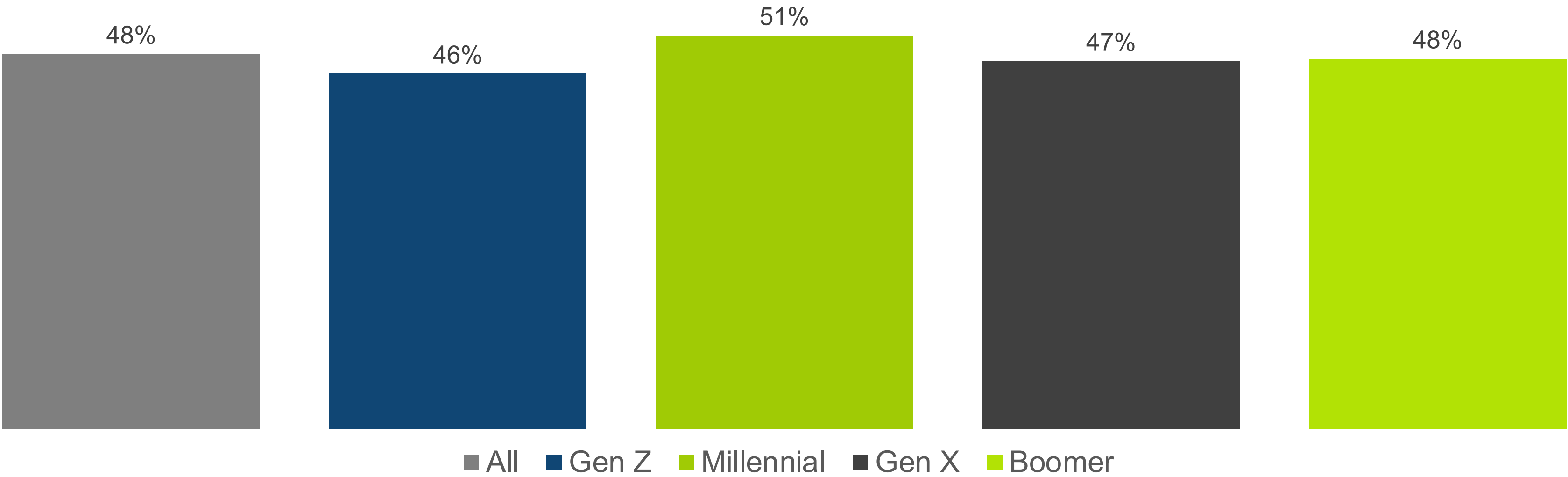


**How will your personal travel in the second half of 2021 compare to the travel you did in the second half of 2019 before COVID?**



**Less than half of the sample (48%) believe that travelers should be required to be vaccinated.**

% Who think travelers should be required to provide proof of vaccination



Do you think travelers should be required to prove they have received the COVID-19 vaccination?



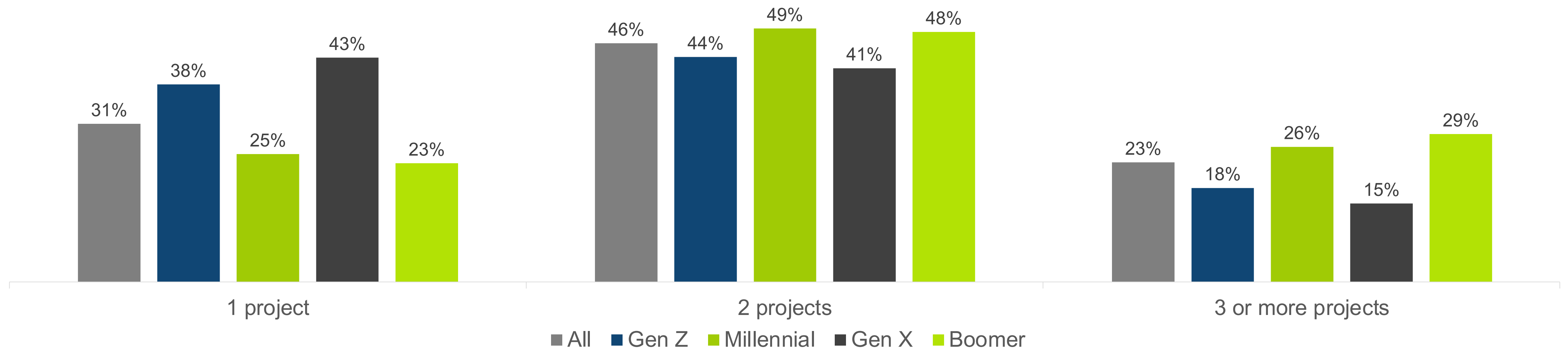
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# Home Improvement



**Among those planning home projects for the remainder of the year, 69% have two or more projects in mind.**

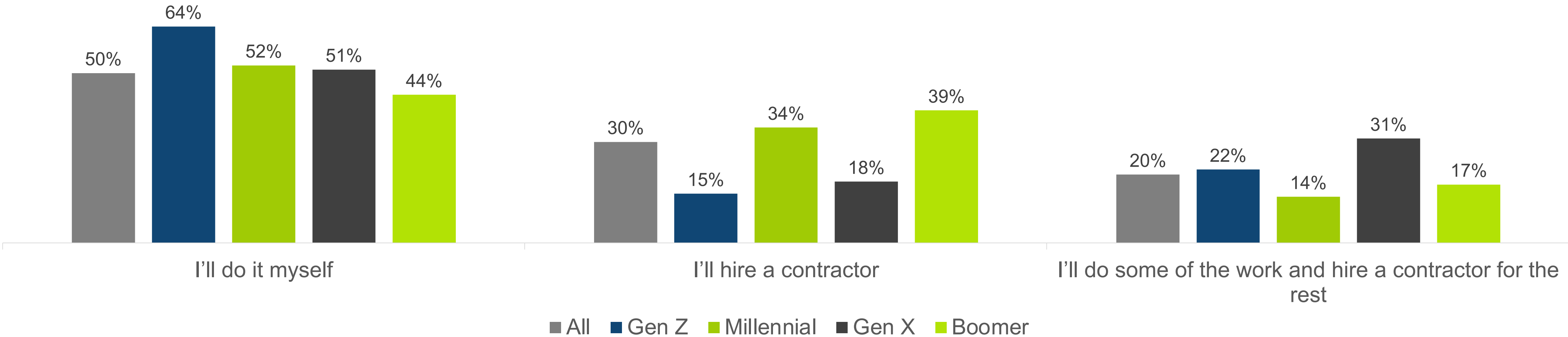
Number of home projects planned for the remainder of the year



How many home repair, maintenance or improvement projects do you have planned for the remainder of the year?

**70% of respondents will do at least a portion of the work themselves while 50% will engage a contractor.**

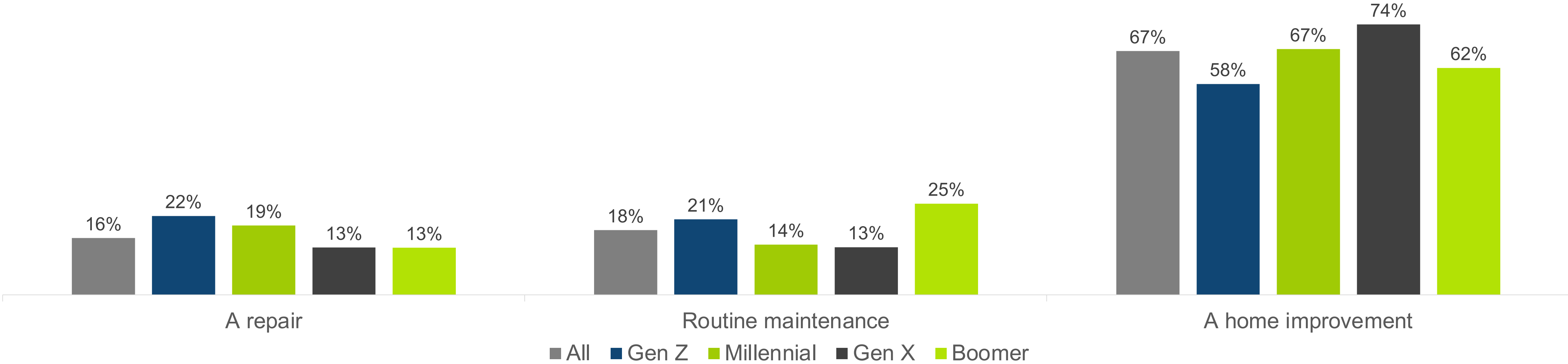
Who will be doing work on their biggest home improvement project



For your biggest home project, who will be doing the work?

**Of the projects planned, two-thirds are true home improvements while the remainder are repairs (16%) or routine maintenance (18%).**

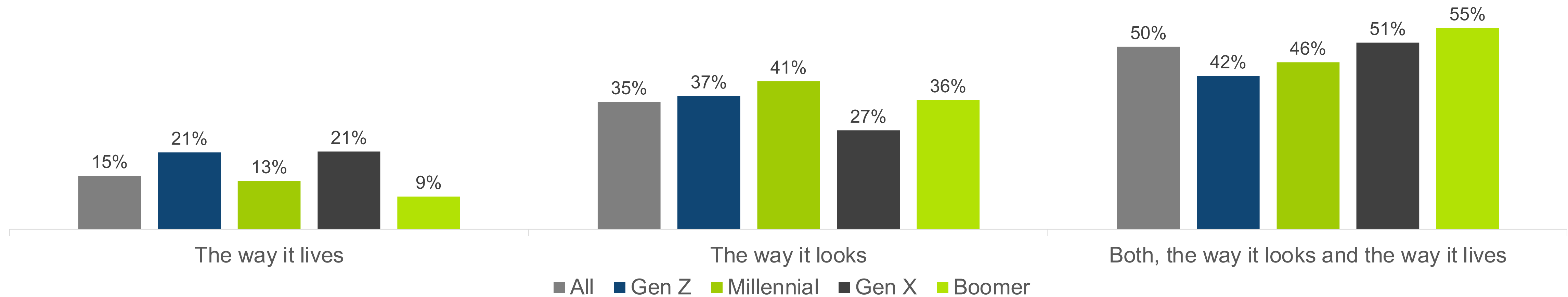
Categorization of the largest home project planned for the remainder of the year



How would you categorize the largest home project you'll do for the remainder of the year?

**Among the true home improvements, half (50%) will address both how the home looks and how it lives. 35% are simply aesthetic improvements.**

Home improvement designed to: upgrade home look or the way the home lives

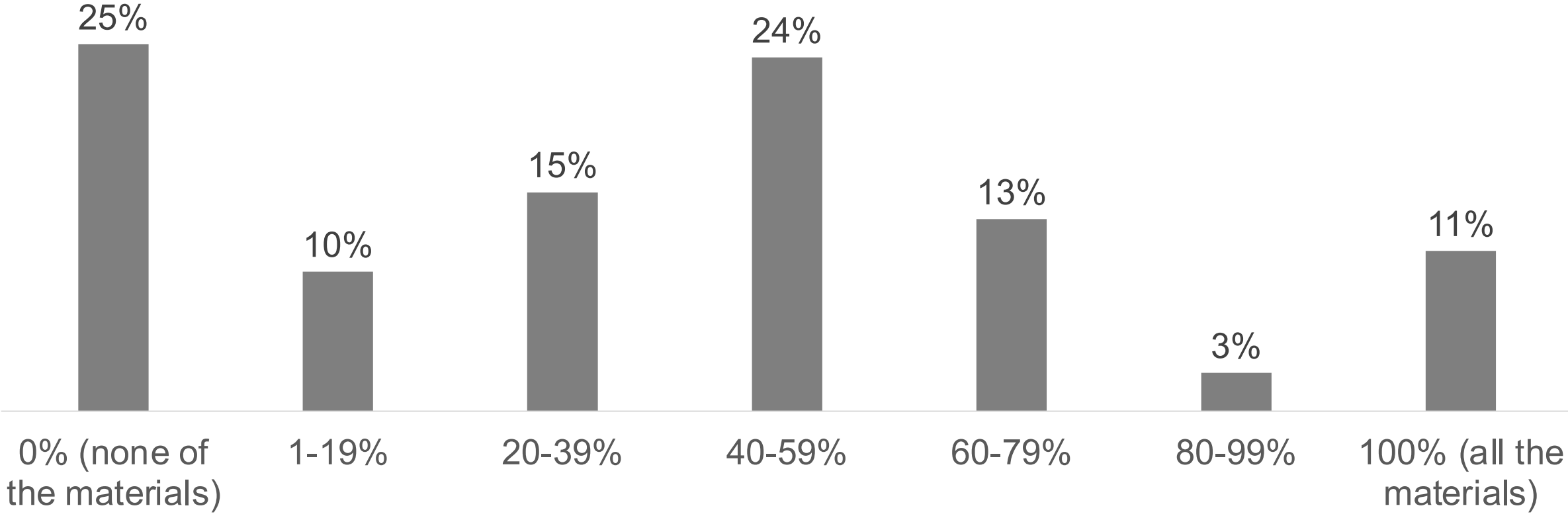


Is your home improvement designed to upgrade the way your house looks or the way it lives?



**75% of respondents have purchased a portion of the materials they'll need for their largest project. However, only 14% have purchased 80% or more of their requirements.**

% Of materials needed for project already purchased

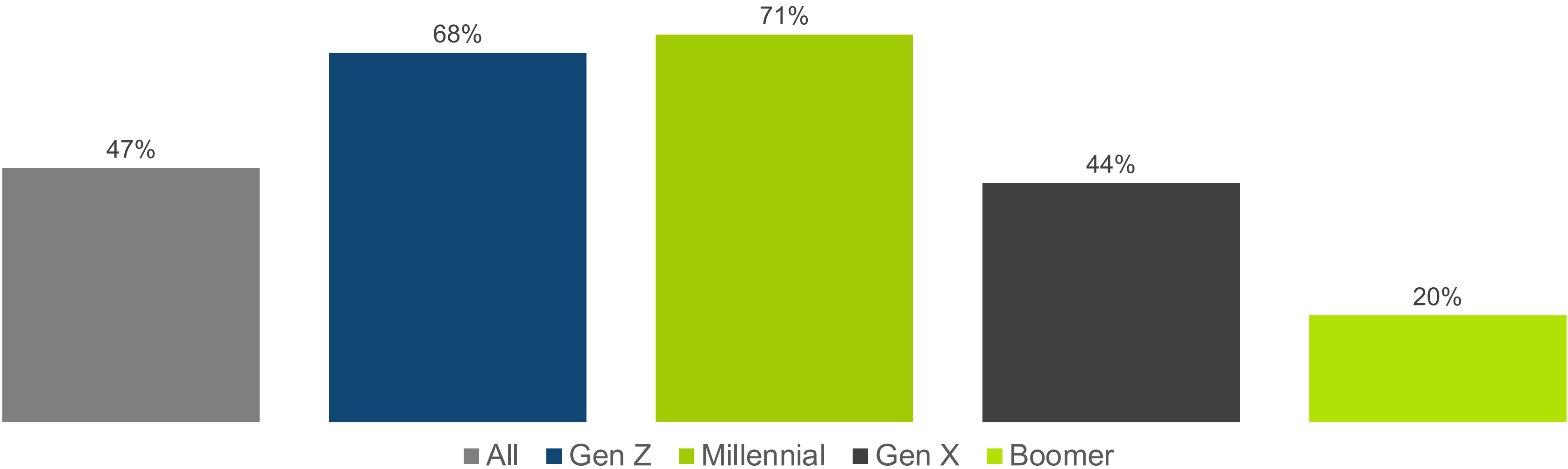


**What % of the materials you'll need to complete your project have you already purchased?**



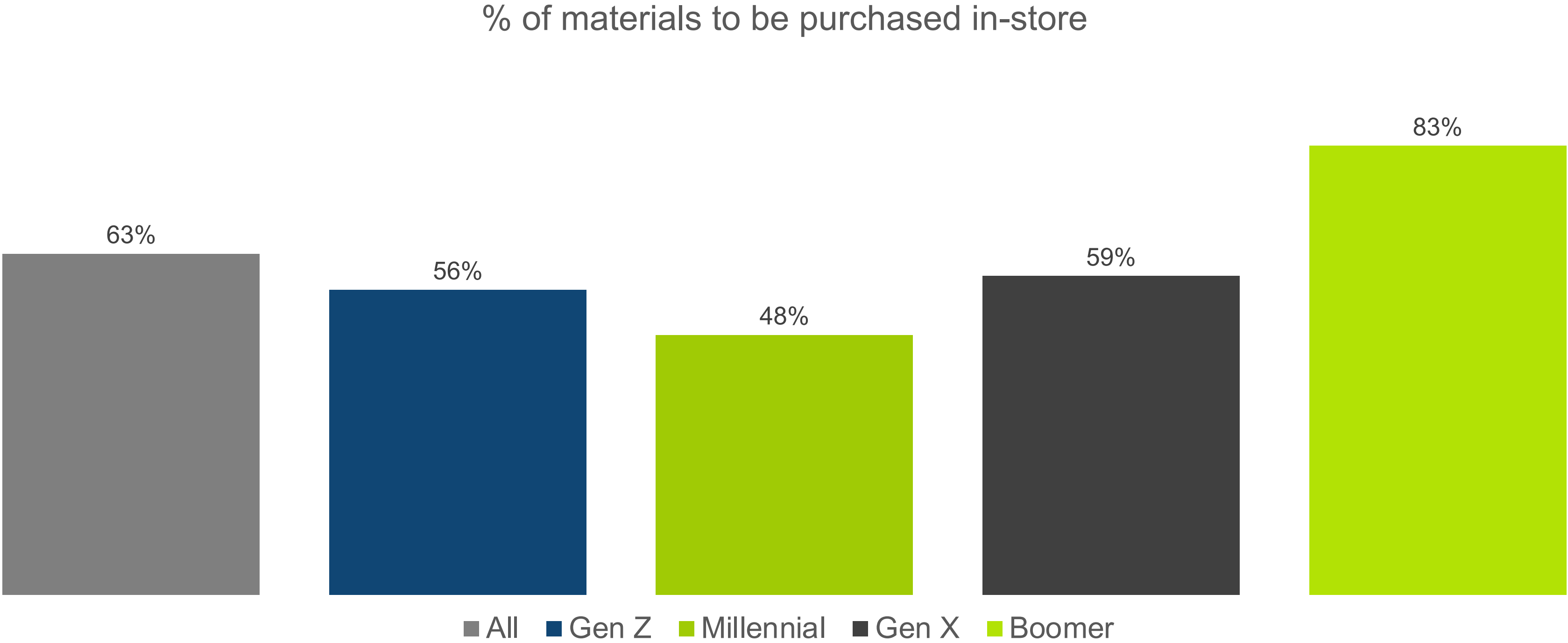
**Nearly half (47%) of those tackling a large project will require a tool purchase. Younger DIYers (Gen Z 68%, Millennials 71%) are much more likely to need tools than their older counterparts.**

% Who will have to purchase tools to complete largest home project



Will you have to purchase any tools to complete your largest home project?

**DIYers plan to make nearly two-thirds (63%) of their tool and material purchases in-store as opposed to online.**

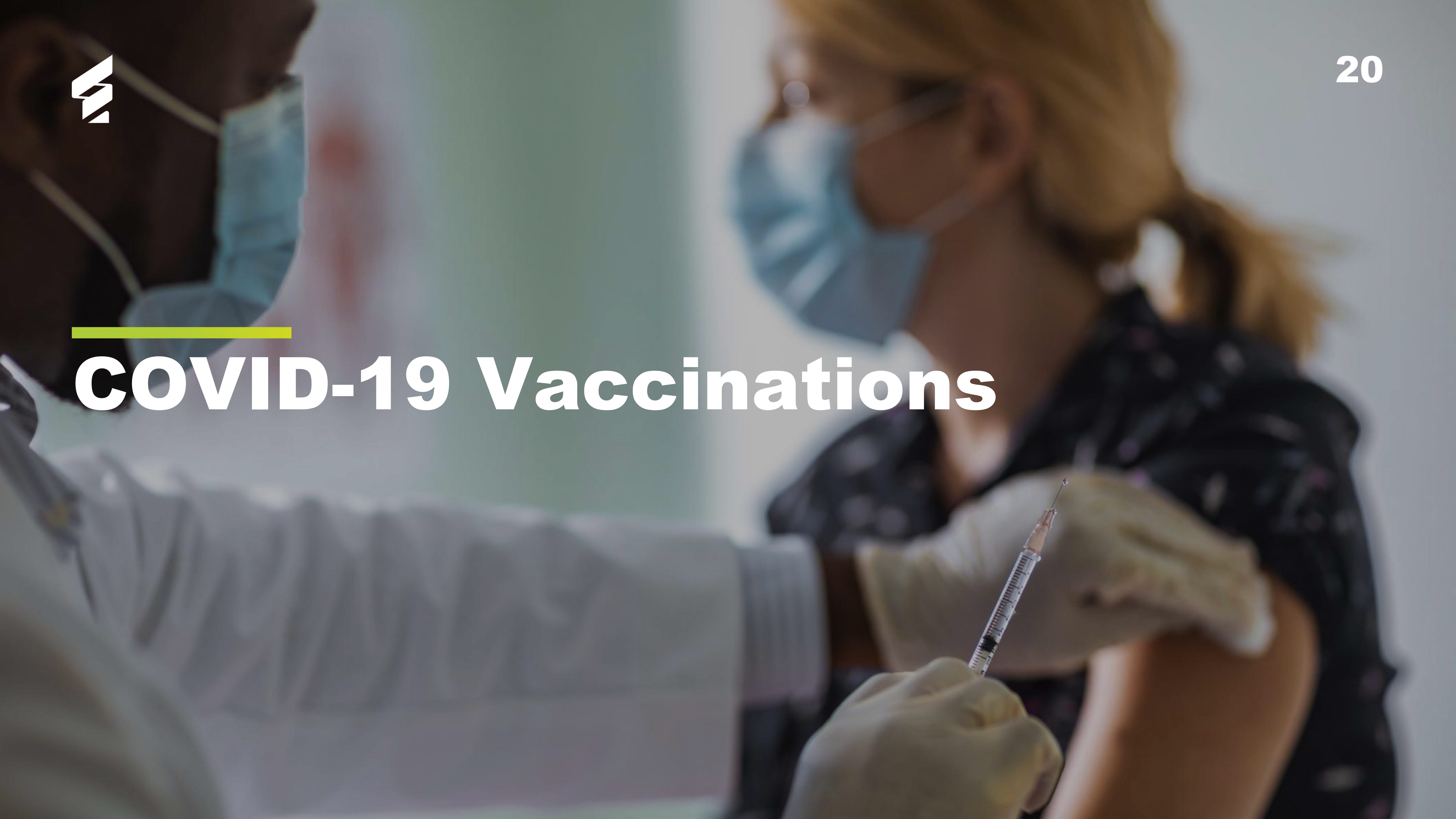


Of the items you have left to purchase to complete your largest home project approximately what % will be purchased online and what % will be purchased in a store? Your total must equal 100%.



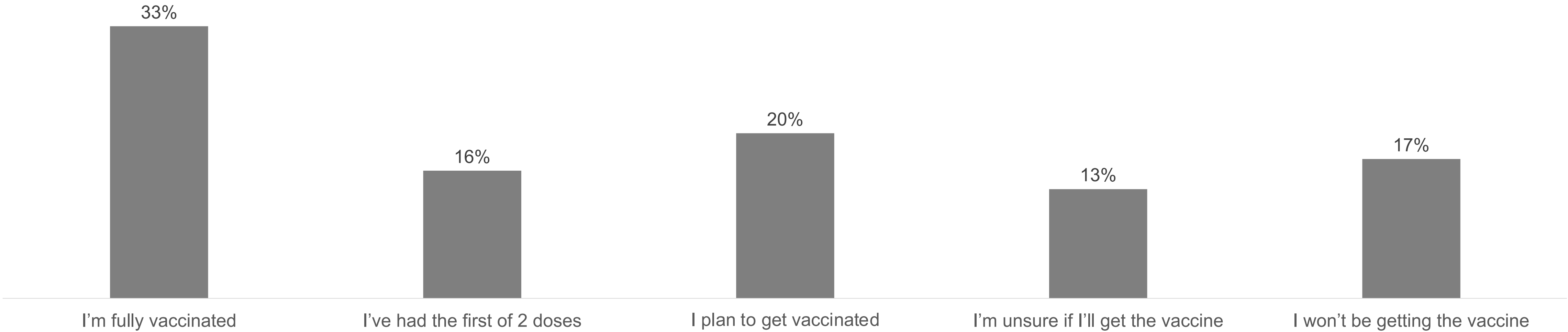
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# COVID-19 Vaccinations



**49% of respondents are at least partially vaccinated against COVID-19; however, 17% remain adamant that they won't get the vaccine.**

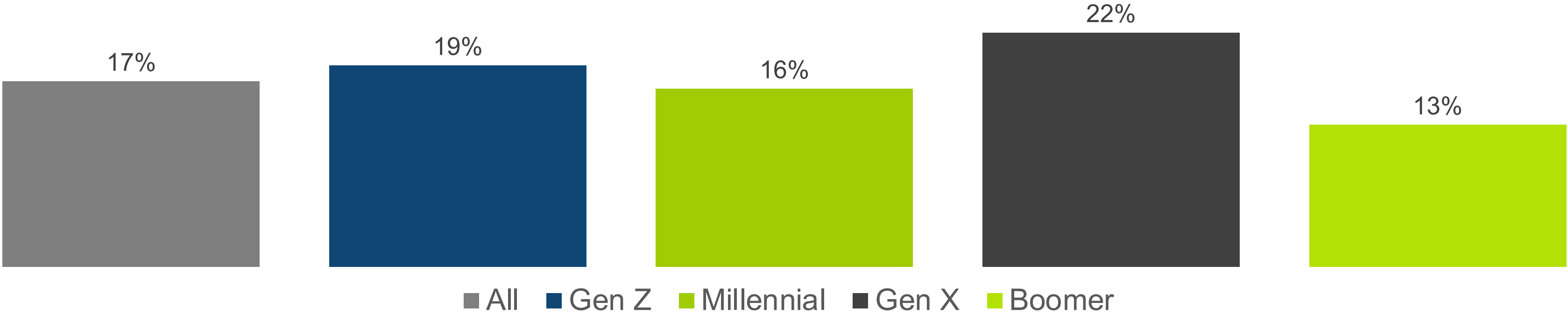
Position on COVID-19 Vaccine



What is your current position on the COVID-19 vaccination?

**At 13% the high-risk Boomers are least likely to be opposed to getting vaccinated.**

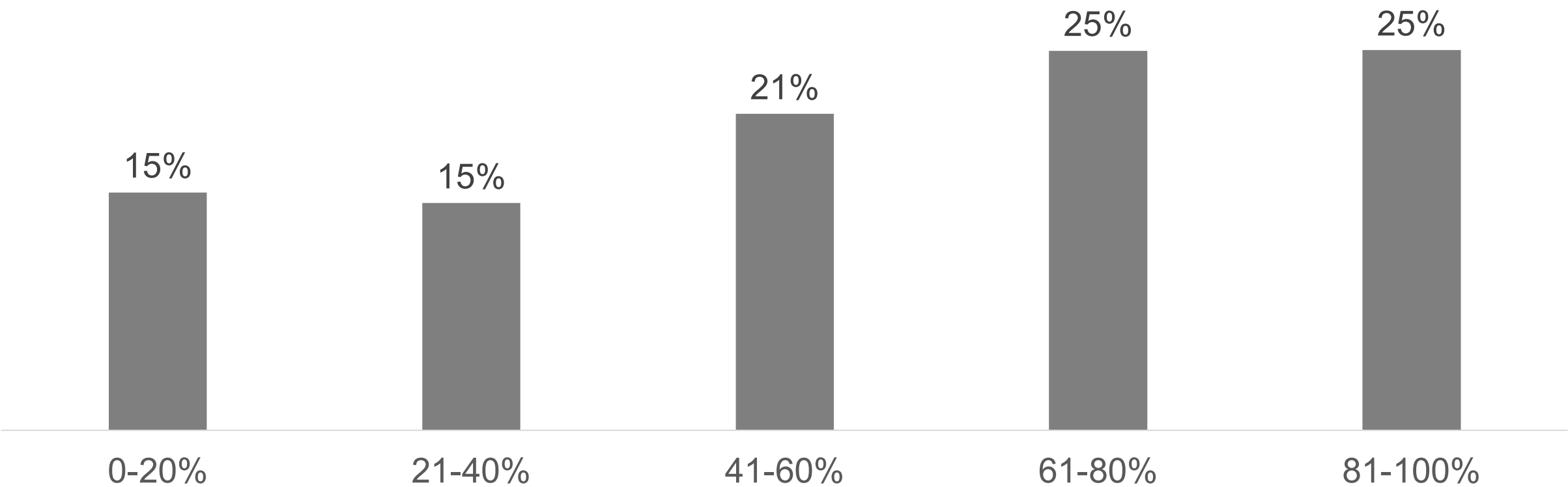
% Who won't be getting the COVID-19 Vaccine



What is your current position on the COVID-19 vaccination?

**Only half the respondents feel it's likely that 60% or more of their family and friends will get vaccinated.**

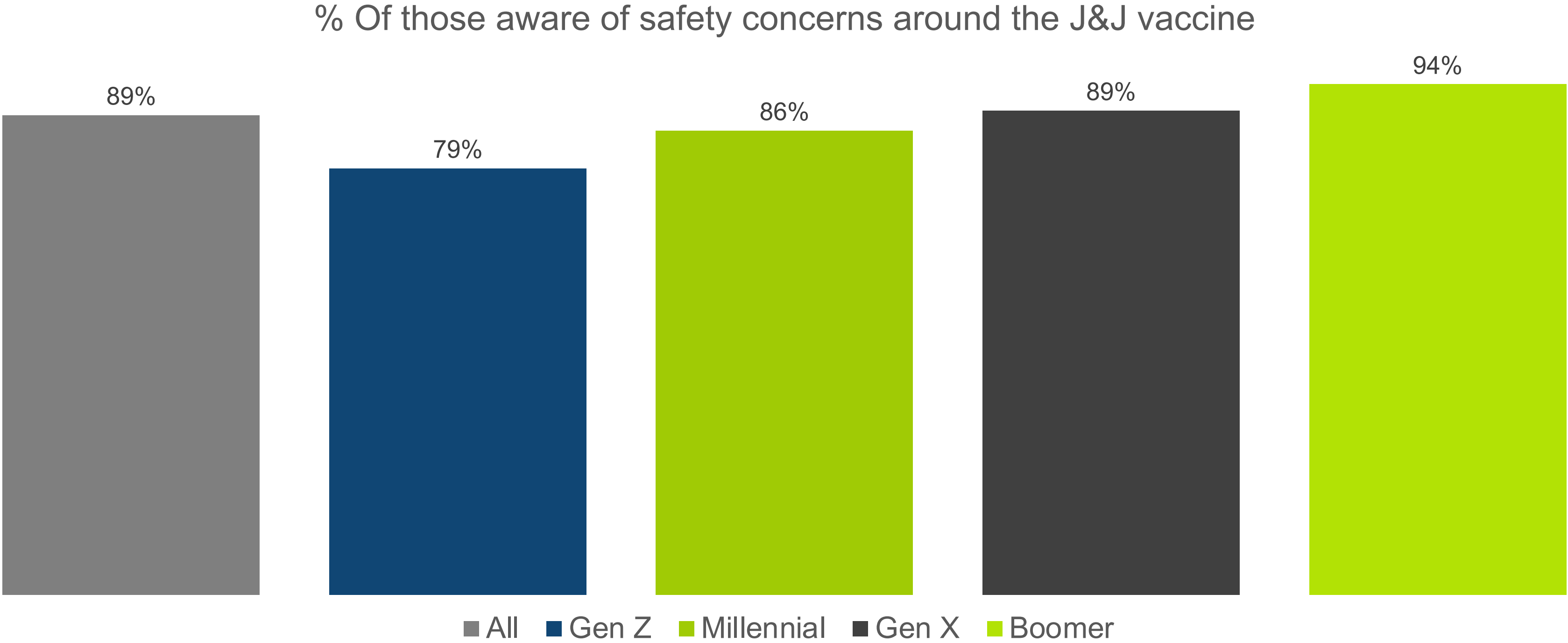
% Of family and friends who will get the vaccine



What % of your family and friends do you think will get the vaccine?



**Awareness of the safety concerns surrounding the J&J vaccine is extremely high (89%).**

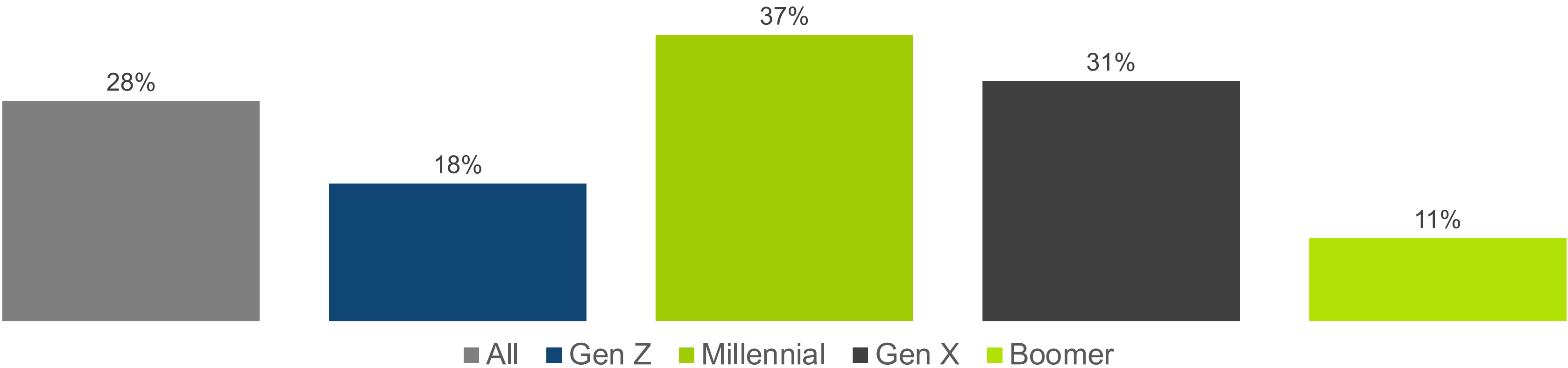


Are you aware of the recent concerns about the safety of the Johnson & Johnson vaccine?



**As a result of the concerns, only 28% of those planning on getting vaccinated are willing to take the J&J version if it is the first vaccine available to them.**

% Of those who are willing to get the J&J vaccine when it becomes available again



Once the Johnson & Johnson vaccine is made available again in the U.S., will you be willing to get the Johnson & Johnson vaccine, or will you wait for one of the other vaccines to be available?

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## Summary

# Travel

- Nearly two-thirds of respondents (64%) have had to cancel travel plans as a result of COVID-19.
- More than one-third (34%) have some form of savings or travel credit at their disposal.
- More than half of the sample (54%) are excited about the prospects of traveling again.
  - Younger people (GenZ 63% and Millennials 58%) are the most enthusiastic.
- Opinions on when it will be safe to travel are bifurcated. 29% believe it is safe now, while one-third don't believe it will be safe until after October 1<sup>st</sup>.
- It does not appear that travel in the 2<sup>nd</sup> half of 2021 will rebound to pre-pandemic levels.
  - 31% of respondents think they'll travel less in the 2<sup>nd</sup> half of 2021 than they did in 2019, while 24% will travel more.
- Less than half of the sample (48%) believe that travelers should be required to be vaccinated.

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## Summary

# Home Improvement

- Among those planning home projects for the remainder of the year, 69% have two or more projects in mind.
- 70% of respondents will do at least a portion of the work themselves, while 50% will engage a contractor.
- Of the projects planned, two-thirds are true home improvements, while the remainder are repairs (16%) or routine maintenance (18%).
- Among the true home improvements, half (50%) will address both how the home looks and how it lives, while 35% are simply aesthetic improvements.
- 75% of respondents have purchased a portion of the materials they'll need for their largest project.
  - Only 14% have purchased 80% or more of their requirements.
- Nearly half (47%) of those tackling a project will require a tool purchase.
  - Younger DIYers (Gen Z 68%, Millennials 71%) are much more likely to need tools than their older counterparts.
- DIYers plan to make nearly two-thirds (63%) of their tool and material purchases in-store as opposed to online.

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## Summary

# COVID-19 Vaccinations

- 49% of respondents are at least partially vaccinated against COVID-19; however, 17% remain adamant that they won't get the vaccine.
- At 13%, the high-risk Boomers are least likely to be opposed to getting vaccinated.
- Only half of the respondents feel it's likely that 60% or more of their family and friends will get vaccinated.
- Awareness of the safety concerns surrounding the J&J vaccine is extremely high (89%).
  - As a result of the concerns, only 28% of those planning on getting vaccinated are willing to take the J&J version if it is the first vaccine available to them.