



---

# Home Retail Consumer Monitor

Presented August 31, 2021



## Methodology

N = 752

---

MOE  $\pm$  3.57%

---

Panel: General Population

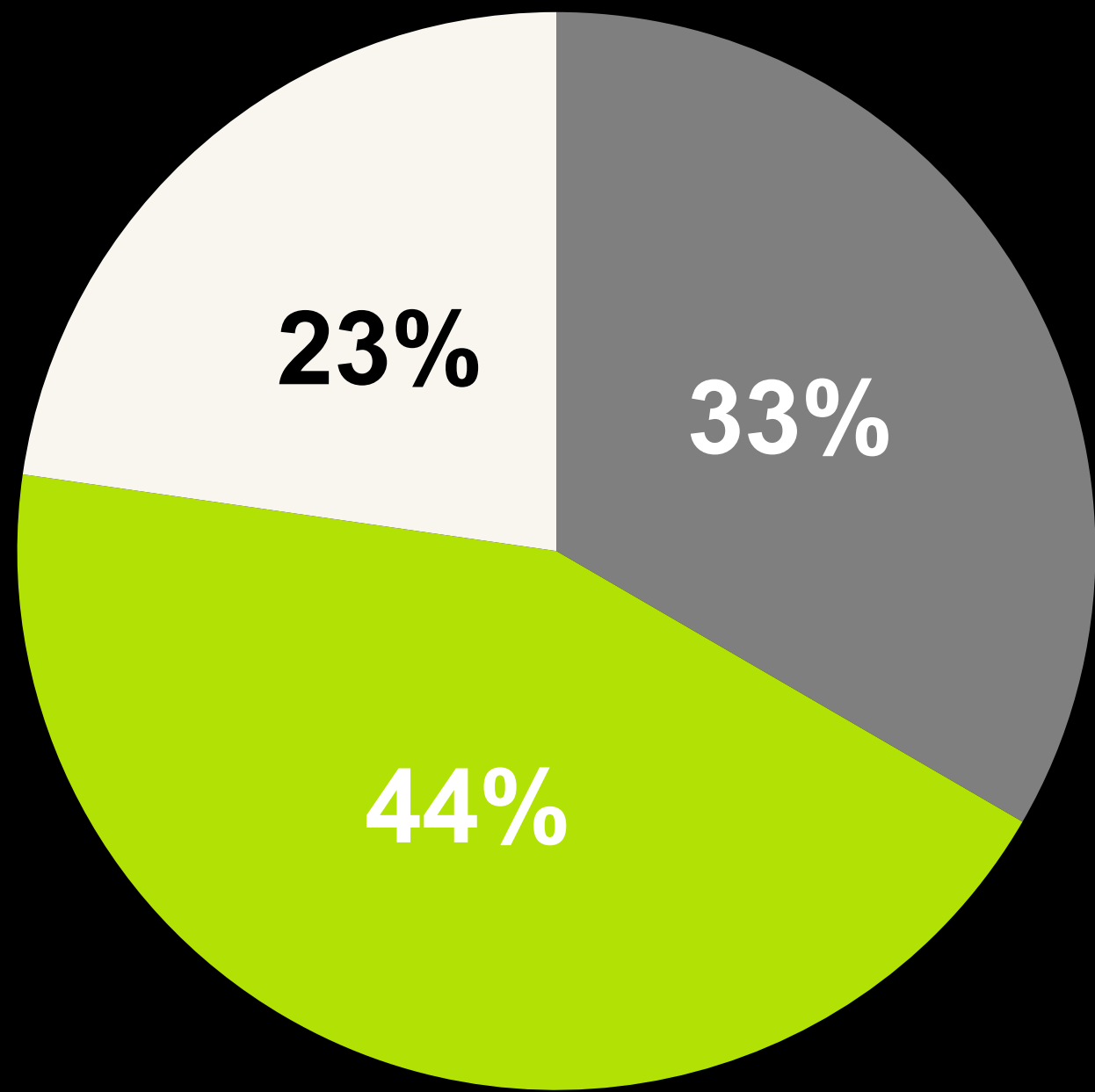
---

Collected: 8/21/21, 8/22/21

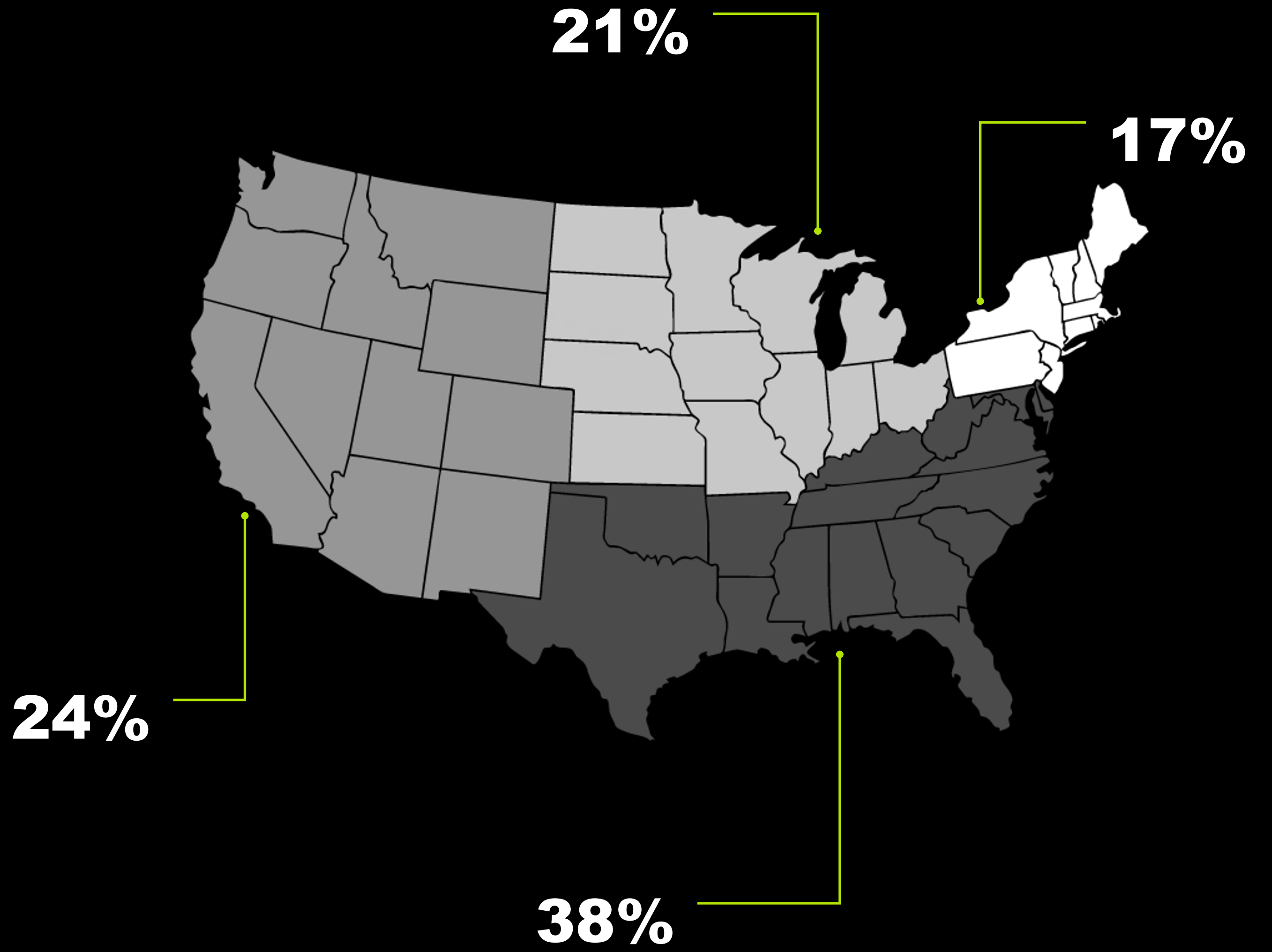


# Panel Composition

## Urbanicity

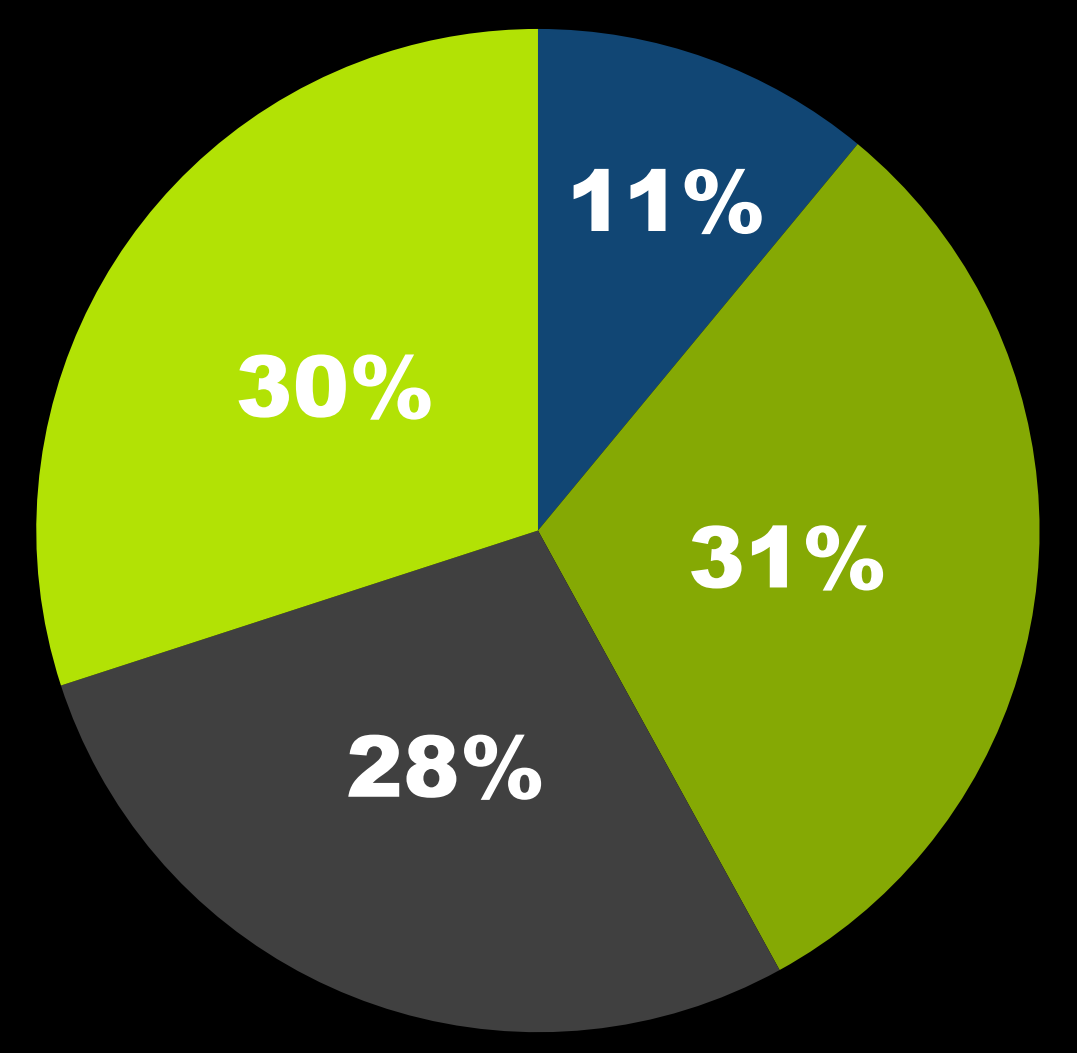


■ Urban ■ Suburban ■ Rural



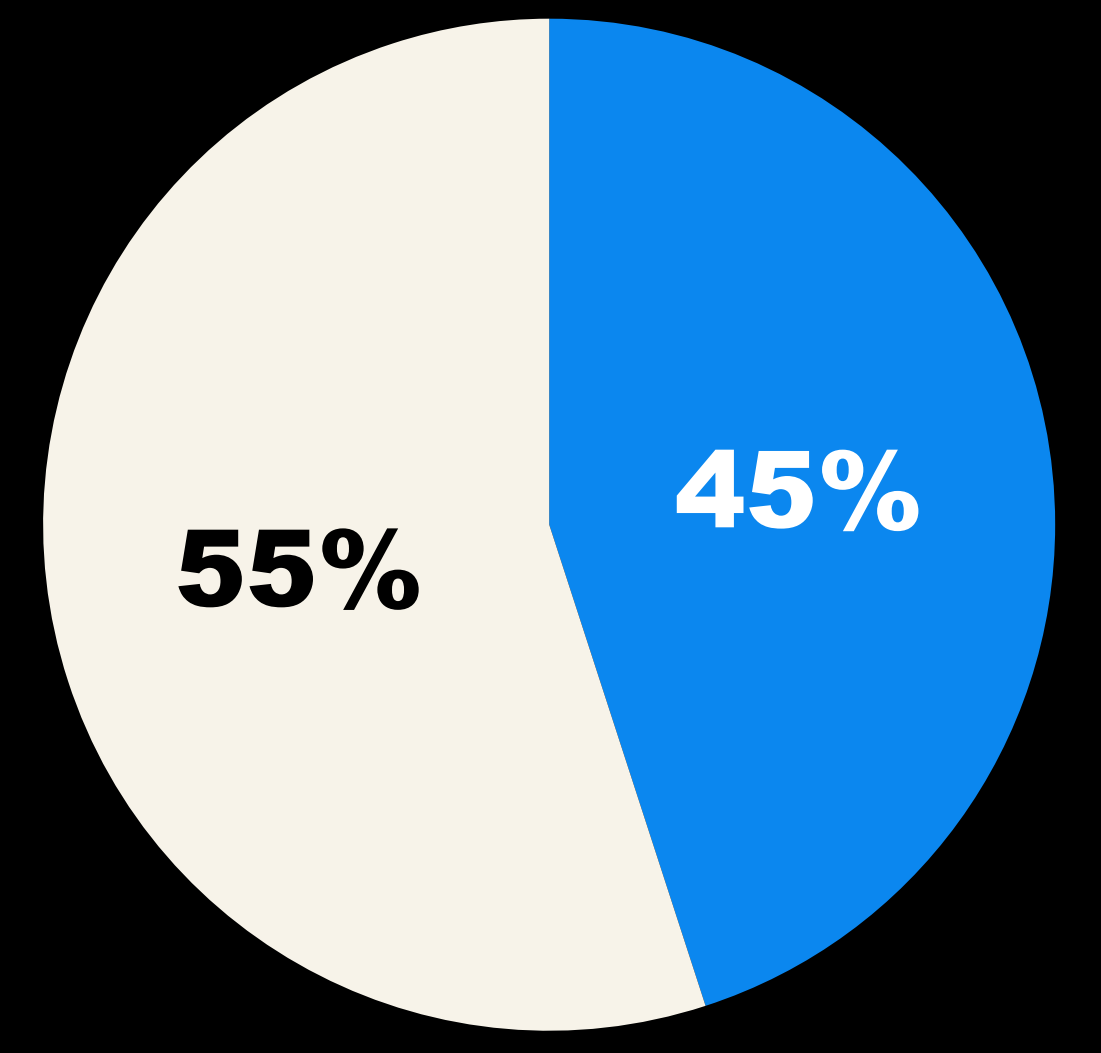


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



■ Male ■ Female

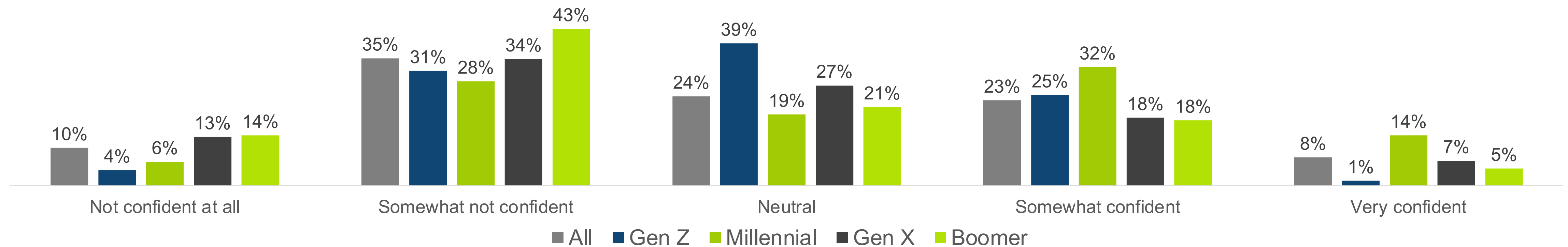


---

# The Economy and Household Income

**Confidence in the U.S. economy is languishing. 45% are less than confident while only 8% are very confident.**

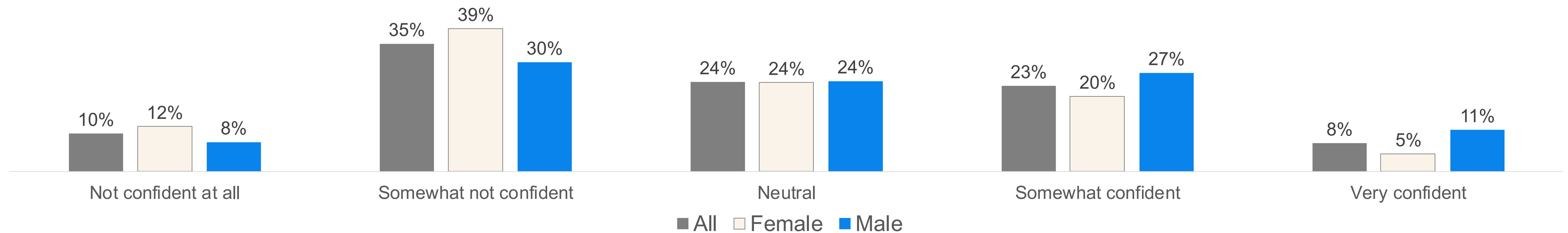
Confidence in the U.S. Economy



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

**Women are less confident than men. More than half the women (51%) lack confidence while only 38% of men share that sentiment.**

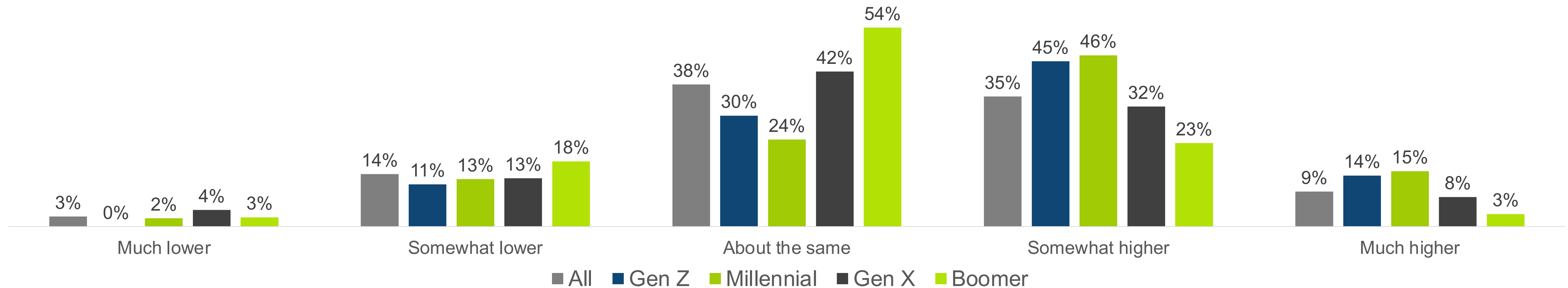
Confidence in the U.S. Economy



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

**Despite the lackluster view of the economy in general, most respondents have reason to feel good about their earnings. 44% expect their HHI in 2021 to be higher than 2020 while only 17% expect it to be lower.**

Higher/lower household income in 2021 vs. 2020

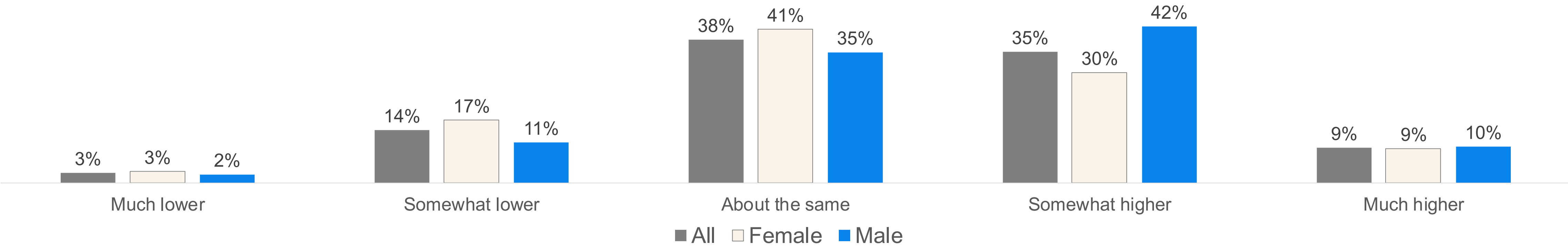


How much higher or lower do you expect your household income to be in 2021 as compared to 2020?



**Men are more confident than women. 52% of men anticipate a higher income in 2021 as opposed to women for whom the number is only 39%.**

Higher/lower 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?



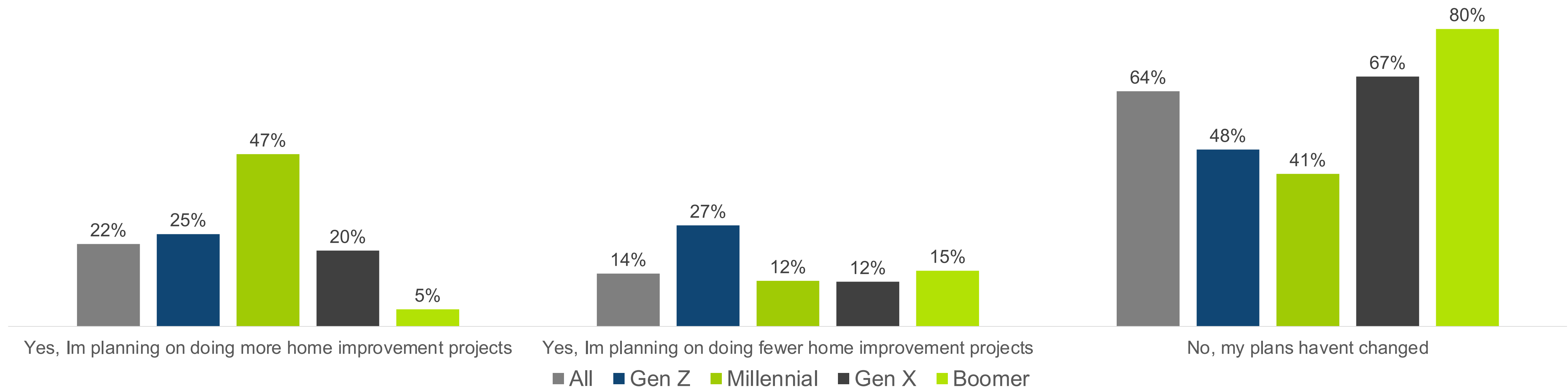
---

# COVID-19 and Home Improvement



**The increase in the prevalence of COVID-19 has people rethinking their home improvement plans for the remainder of the year. 22% are planning more improvements while 14% are planning fewer.**

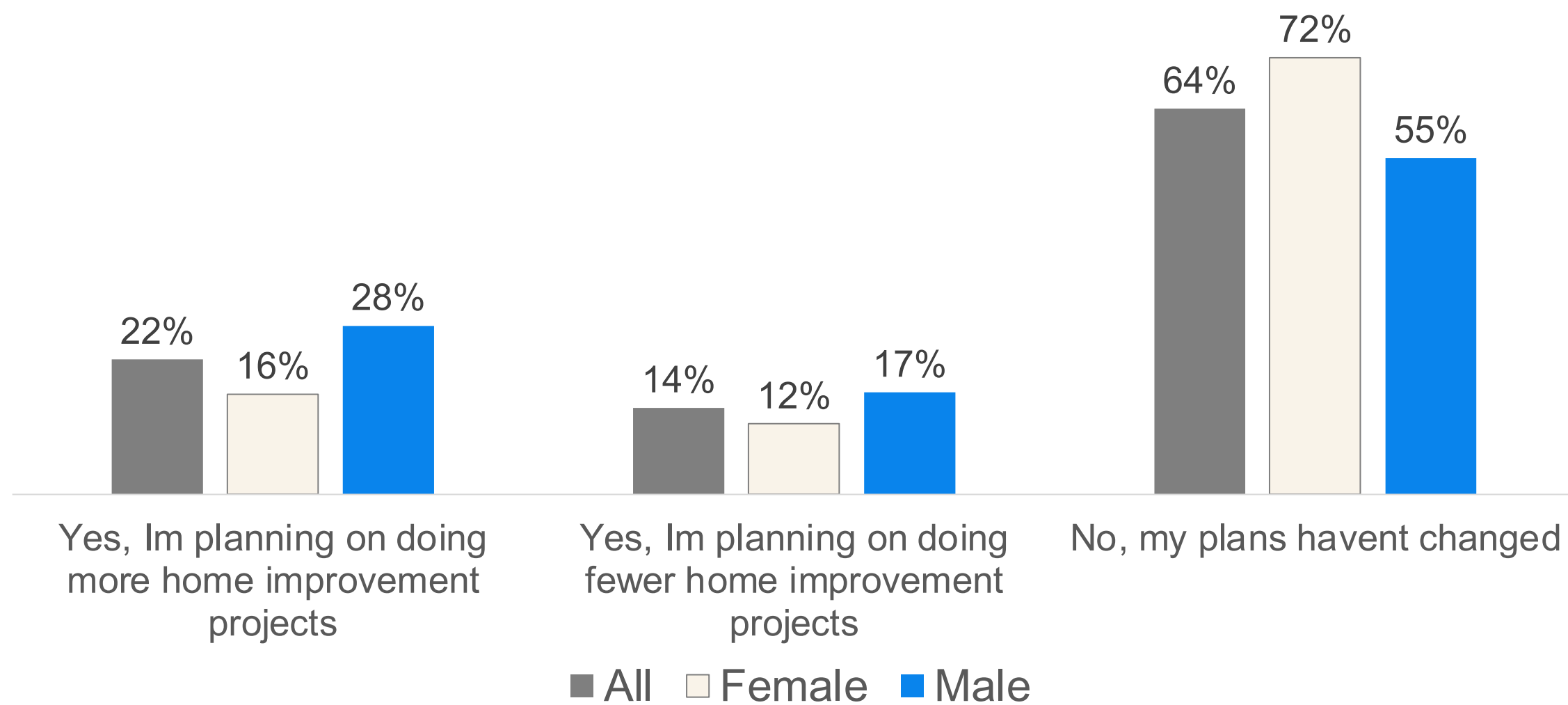
Spike in COVID cases impacting home improvement plans for the rest of 2021



**Has the recent increase in the number of COVID cases in the U.S. changed any of your home improvement plans for the remainder of 2021?**

# Women (72%) are much more likely than men (55%) to say their home improvement plans remain unchanged.

Spike in COVID cases impacting home improvement plans for the rest of 2021

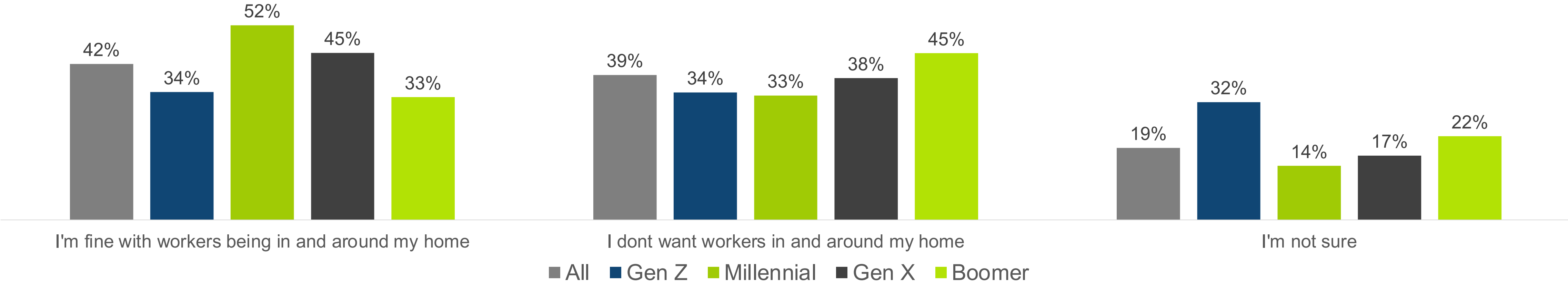


Has the recent increase in the number of COVID cases in the U.S. changed any of your home improvement plans for the remainder of 2021?



**Having workers in and around the home is a source of some concern for the majority of homeowners. 39% don't want workers in or around their home and 19% are uncertain.**

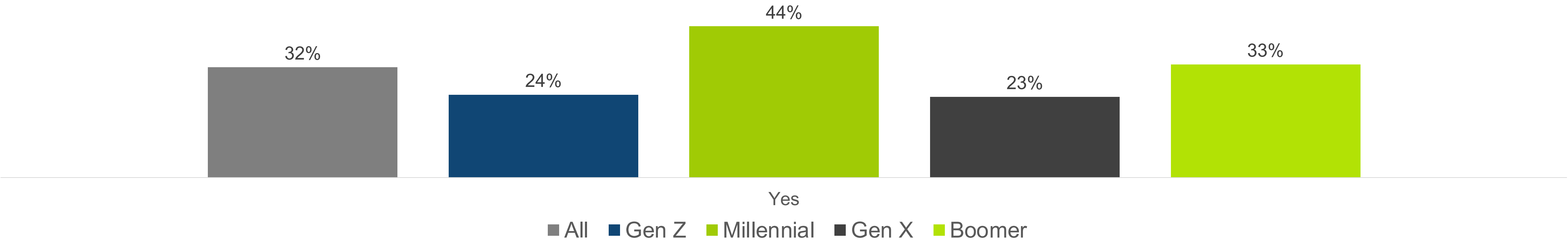
Feeling on workers in home with rising COVID numbers



How do you feel about having a worker in and around your home with the increase in COVID cases?

**Given the large number of people concerned with having workers in their home it's not surprising that 32% are putting off projects to avoid contact.**

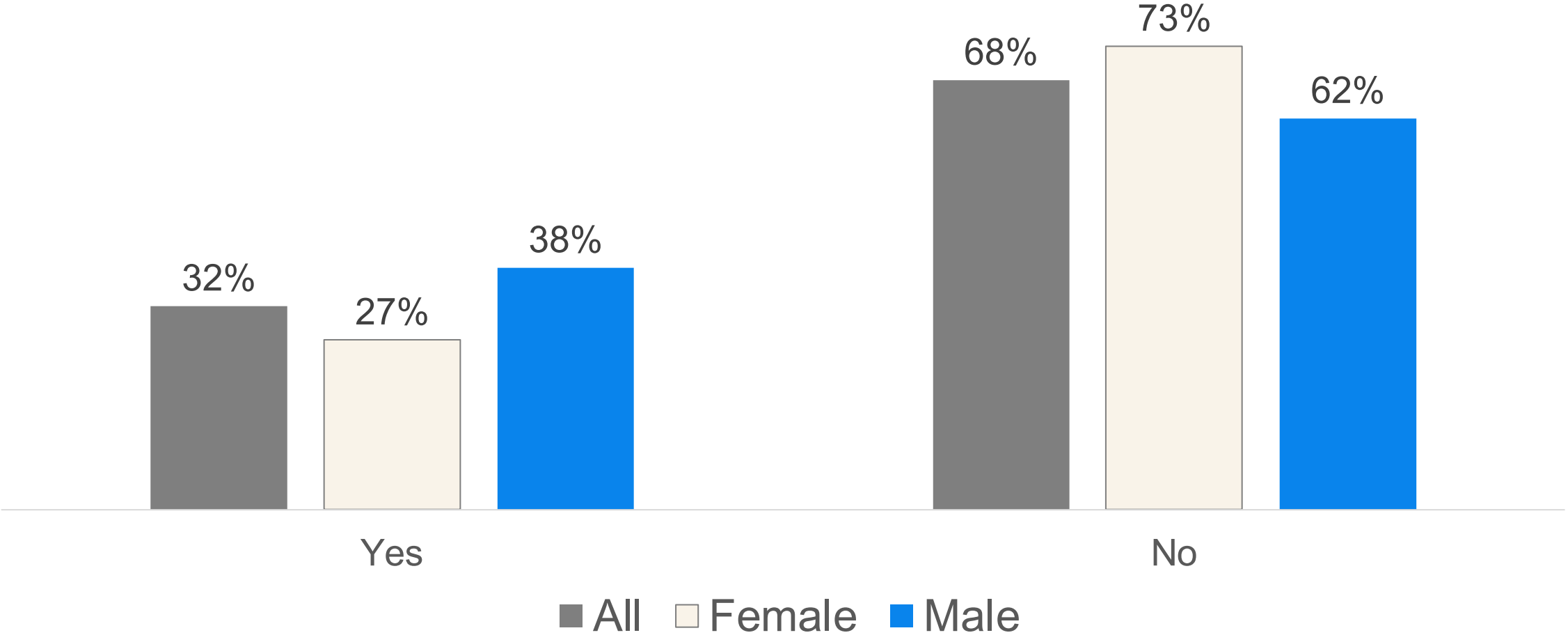
Had home improvement projects planned for this year that you have put off because you don't want workers in home



**Are there home improvement projects you had planned for this year that you'll put off to a future date because you don't want workers in your home?**

**Men (38%) are more likely than women (27%) to be deferring projects because they don't want workers in their home.**

Had home improvement projects planned for this year that you have put off because you don't want workers in home

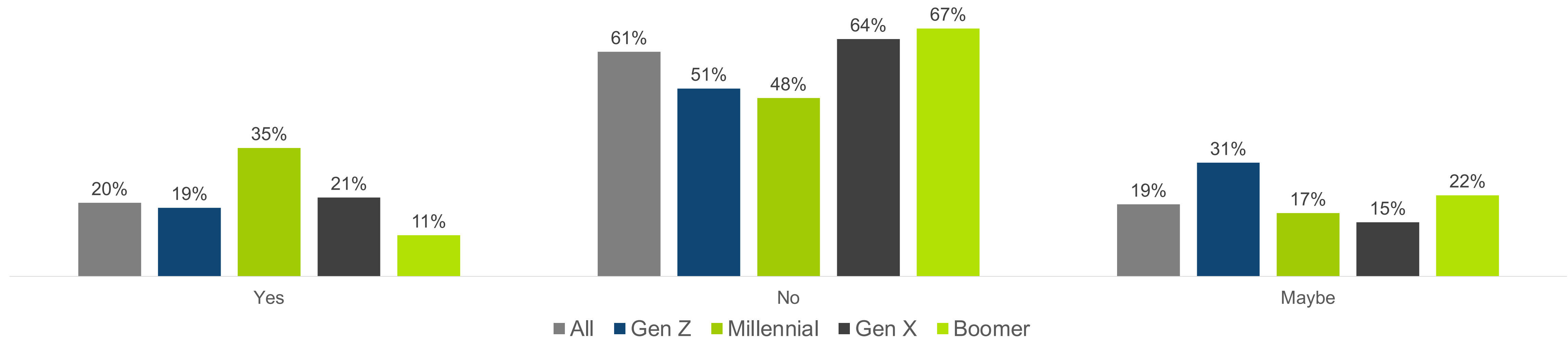


Are there home improvement projects you had planned for this year that you'll put off to a future date because you don't want workers in your home?



**1 respondent in 5 plans to tackle a home improvement project they would otherwise have hired a professional to do.**

Home improvement projects planned to hire out that you will end up doing yourself



Are there any home improvement projects you had planned to hire out that you will complete yourself instead?





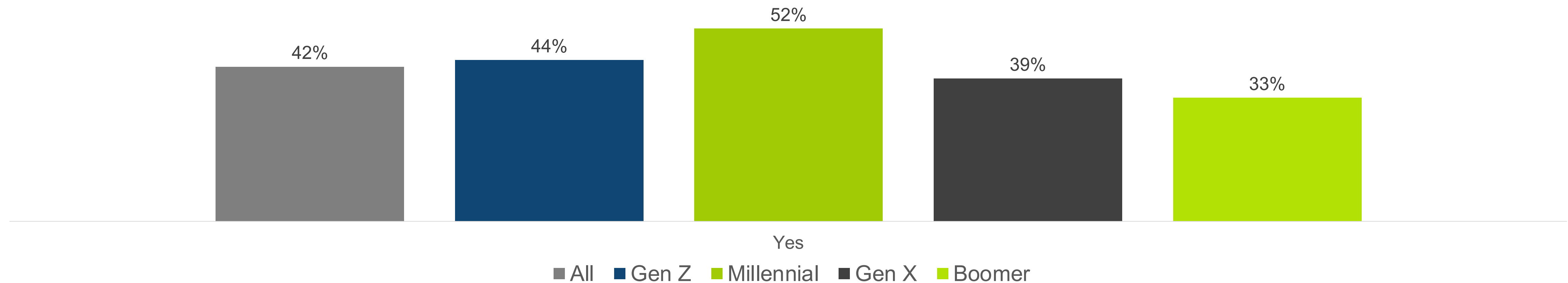
---

# COVID-19 Attitudes



**More than 4 people in 10 have canceled travel plans they had for the remainder of the year as a result of the spike in COVID-19 infections.**

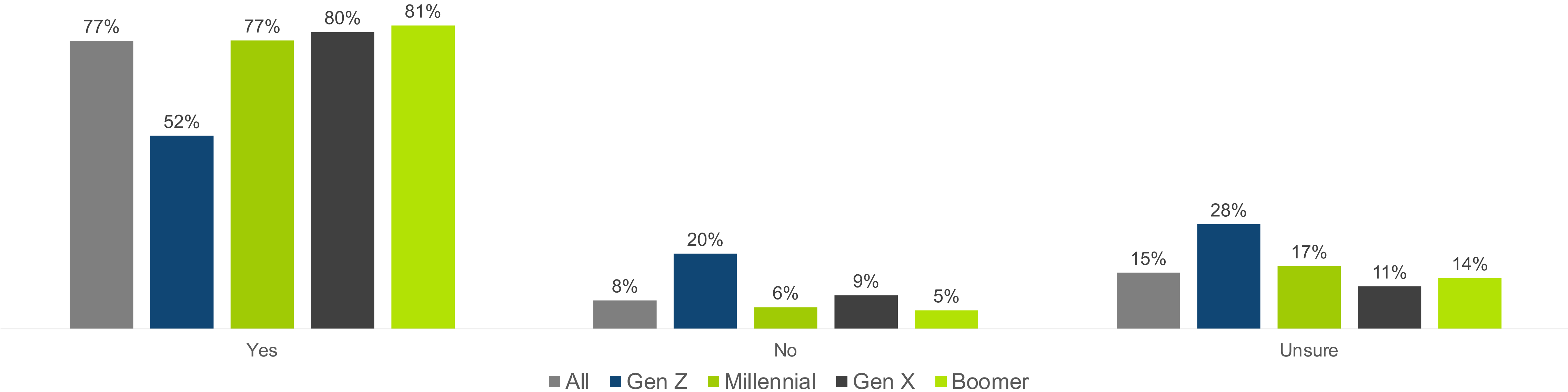
Have canceled travel plans this year due to spikes in COVID numbers



Have you canceled travel plans you had for later in the year due to the increase in COVID-19 cases?

**More than three-quarters of those who are currently vaccinated plan to get a booster shot when it is made available. Only 8% are sure they won't be getting a third shot.**

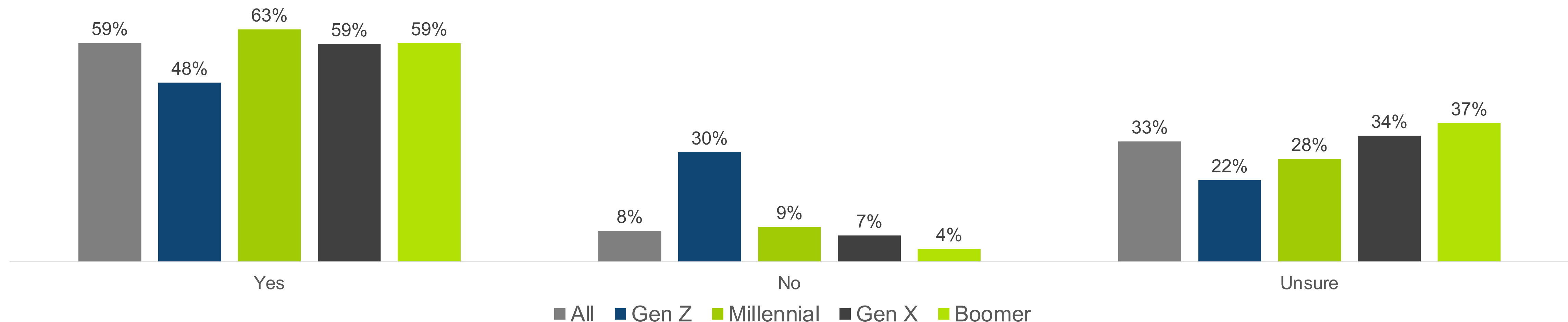
Will be getting the booster shot



The government will be offering a third shot or booster vaccine for those who received the Moderna or Pfizer vaccinations. Will you get the booster shot?

**Nearly 6 in 10 respondents feel it is appropriate for those in Western nations to get the booster despite the low vaccination rates in other parts of the world. The lower risk GenZers are the only generation where a significant portion (30%) feel it is inappropriate.**

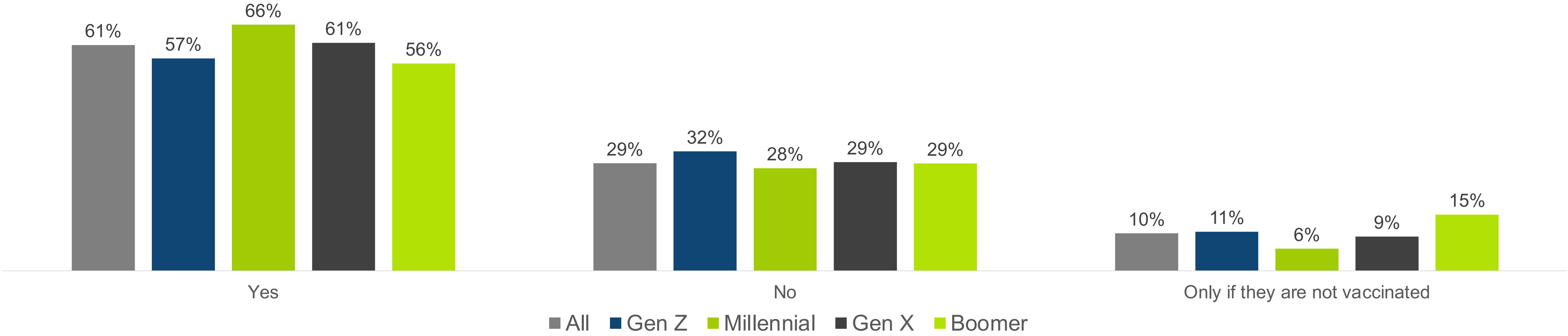
Should Western nations be getting a 3rd dose when much of the world hasn't received a 1<sup>st</sup> dose



Do you feel Americans and people in other Western nations (Europe, etc.) should be getting a 3rd dose of the vaccine when so few people in the rest of the world have even received a first dose?

**61% of respondents feel school-aged children should wear masks to school under any circumstances. Another 10% feel masks should be required only if the child is unvaccinated.**

Should school-aged children be required to wear a mask



Do you think all school-aged children should be required to wear masks in school?

---

## Summary

# The Economy and HHI

- Confidence in the U.S. economy is languishing. 45% are less than confident, while only 8% are very confident.
  - Women are less confident than men. More than half the women (51%) lack confidence, while only 38% of men share that sentiment.
- Despite the lackluster view of the economy in general, most respondents have reason to feel good about their earnings. 44% expect their HHI in 2021 to be higher than 2020, while only 17% expect it to be lower.
  - Men are more confident than women. 52% of men anticipate a higher income in 2021 as opposed to women, for whom the number is only 39%.

---

## Summary

# COVID-19 and Home Improvement

- The increase in the prevalence of COVID-19 has people rethinking their home improvement plans for the remainder of the year. 22% are planning more improvements while 14% are planning fewer.
- Women (72%) are much more likely than men (55%) to say their home improvement plans remain unchanged.
- Having workers in and around the home is a source of some concern for the majority of homeowners. 39% don't want workers in or around their home, and 19% are uncertain.
- Given the large number of people concerned with having workers in their home, it's not surprising that 32% are putting off projects to avoid contact.
  - Men (38%) are more likely than women (27%) to be deferring projects because they don't want workers in their homes.
- 1 respondent in 5 plans to tackle a home improvement project they would otherwise have hired a professional to do.

---

## Summary

# COVID-19 Attitudes

- More than 4 people in 10 have canceled travel plans they had for the remainder of the year as a result of the spike in COVID-19 infections.
- More than three-quarters of those who are currently vaccinated plan to get a booster shot when it is made available.
  - Only 8% are sure they won't be getting a third shot.
- Nearly 6 in 10 respondents feel it is appropriate for those in Western nations to get the booster despite the low vaccination rates in other parts of the world.
  - The lower risk GenZers are the only generation where a significant portion (30%) feel it is inappropriate.
- 61% of respondents feel school-aged children should wear masks to school under any circumstances.
  - Another 10% feel masks should be required only if the child is unvaccinated.