



Home Retail Monitor

April 6, 2022



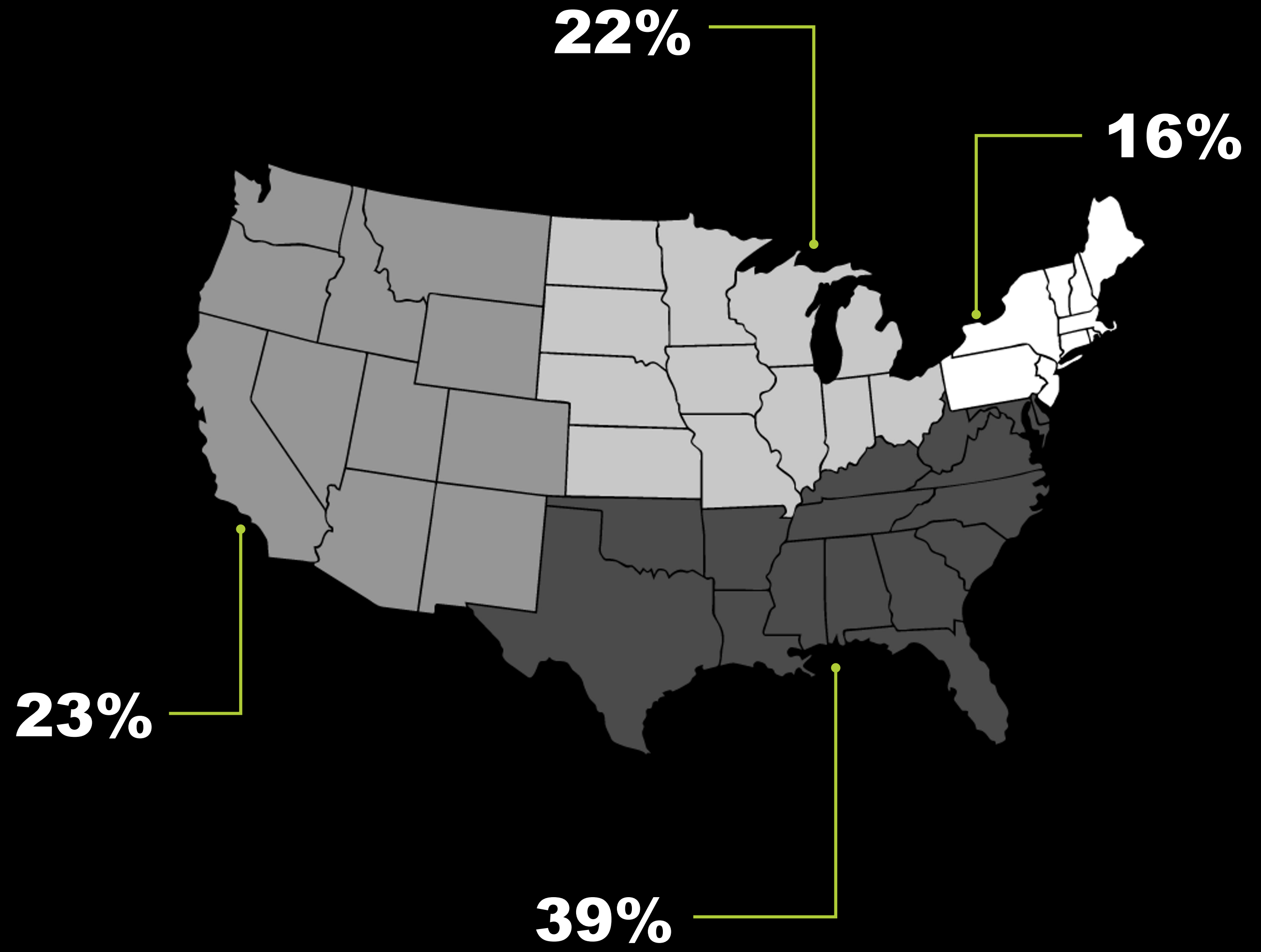
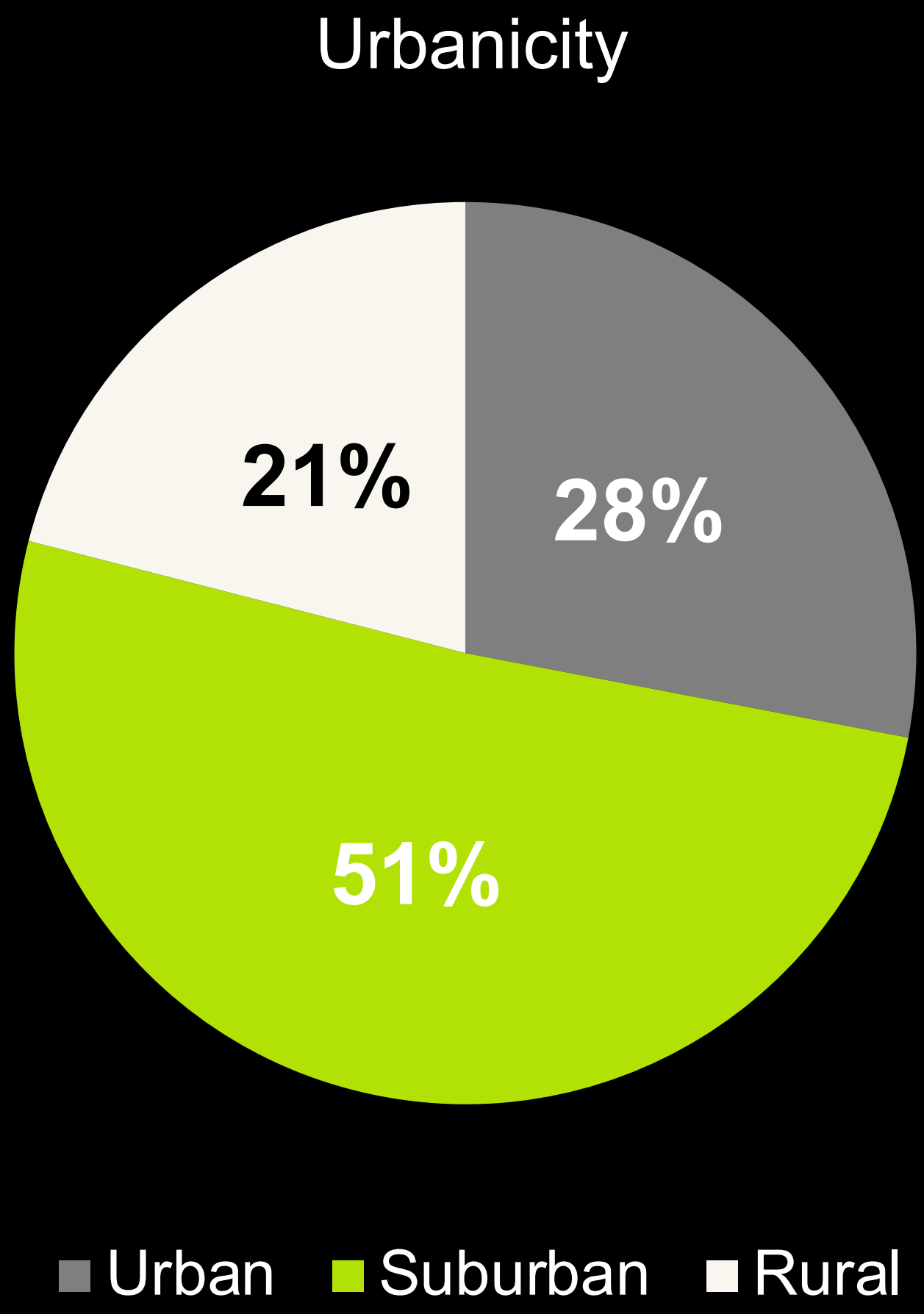
Methodology

N = 848

MOE \pm 3.37%

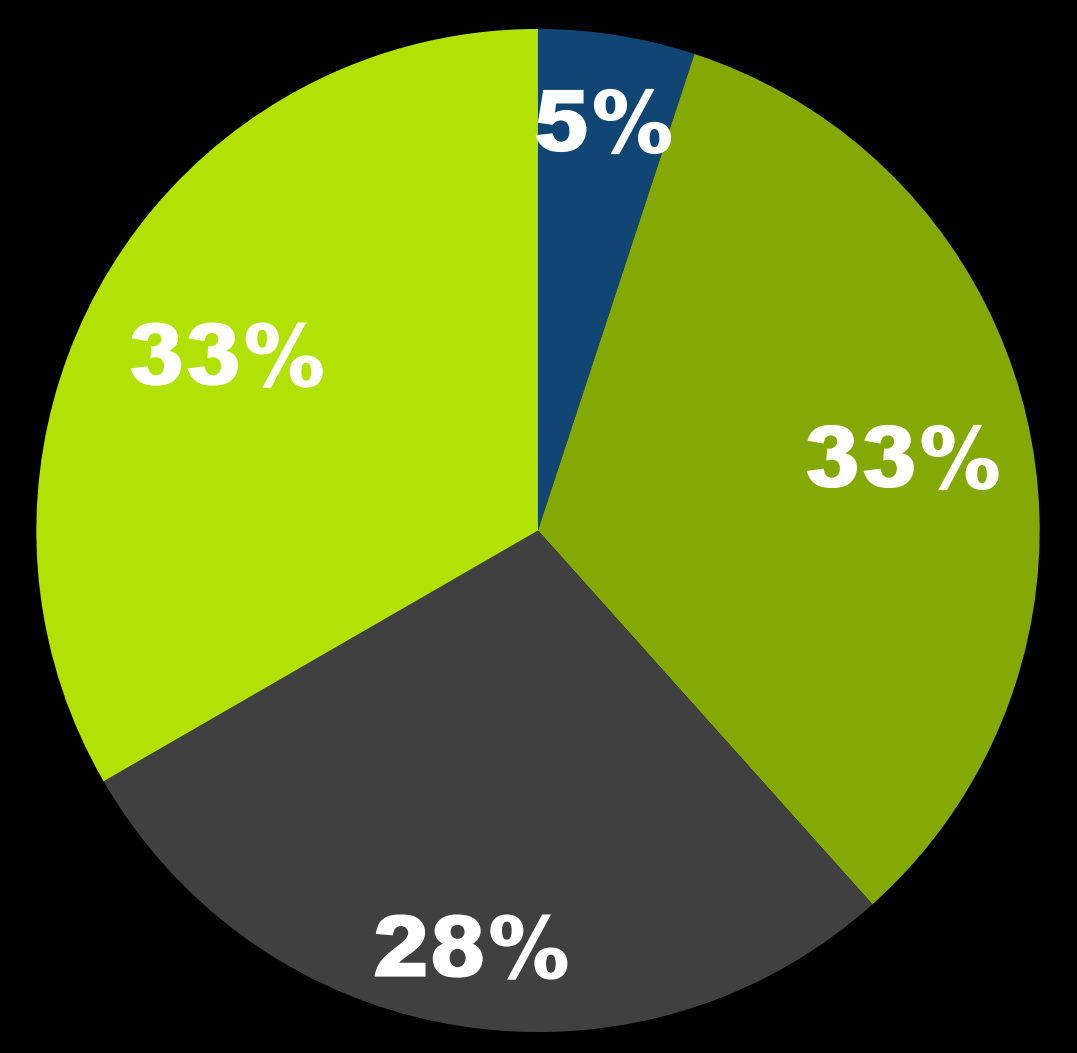
Panel: General Population

Collected: 3/25/22, 3/26/22



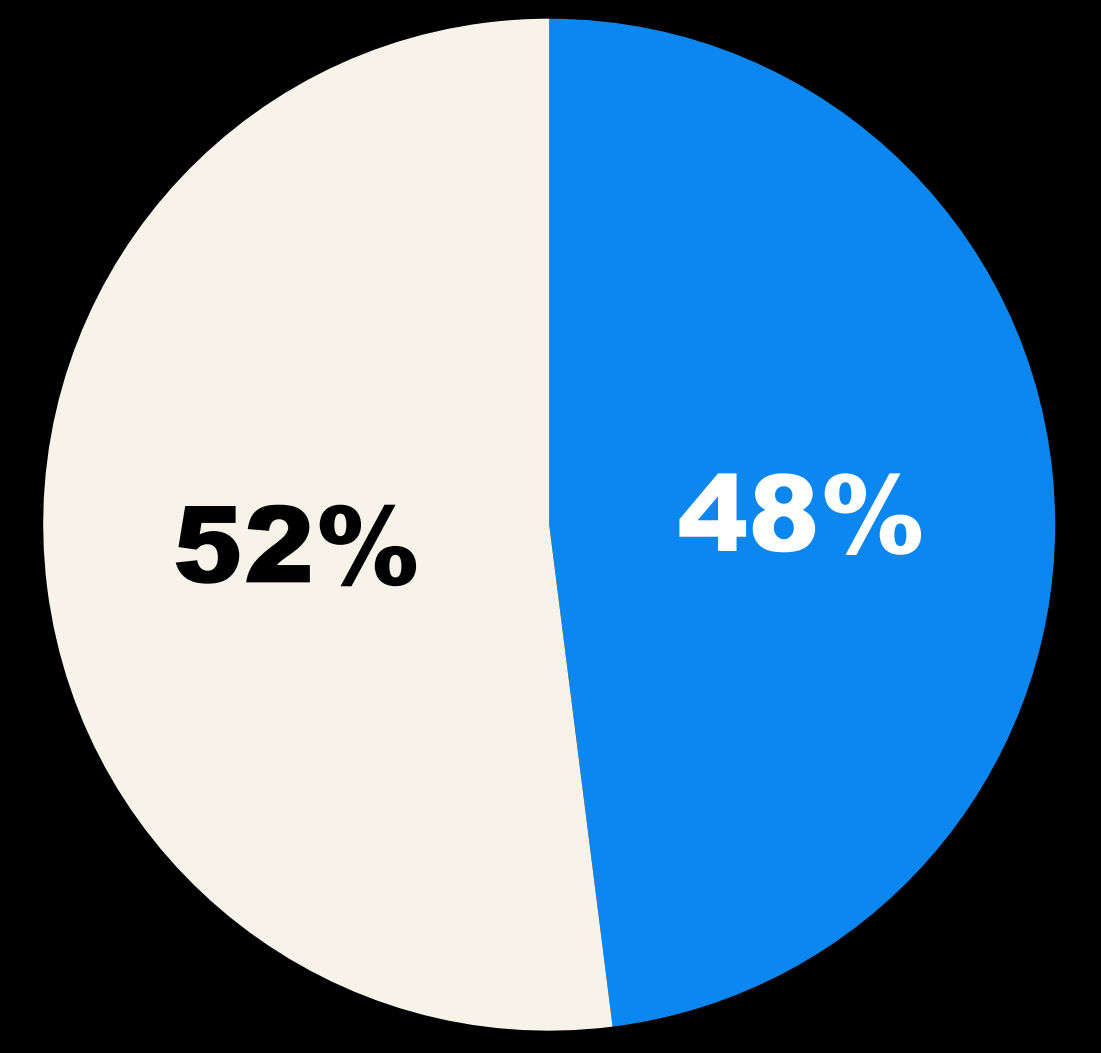


Generation



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

Gender



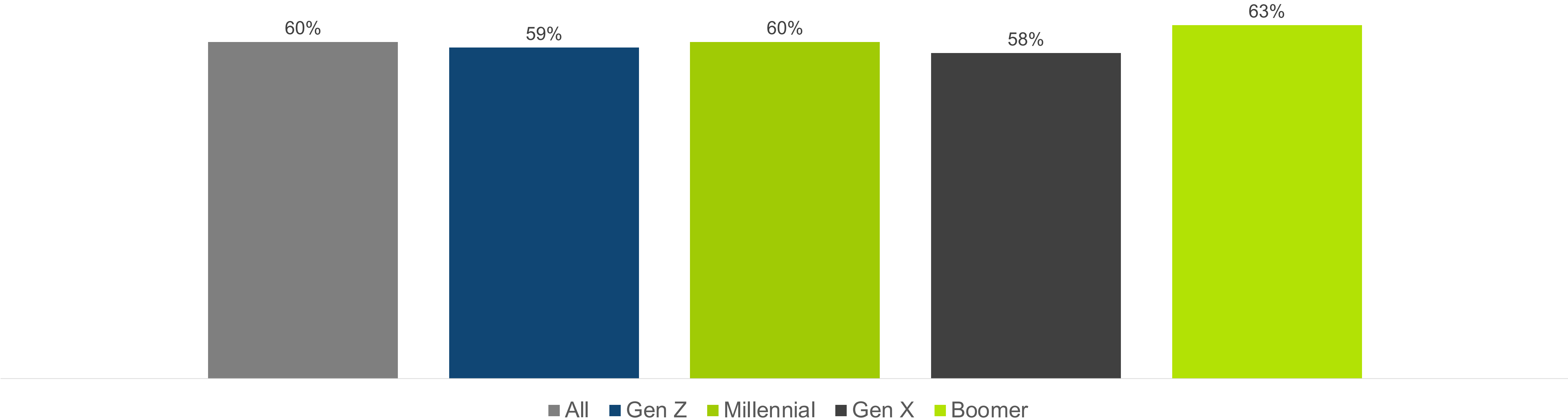
■ Male ■ Female

Home Maintenance, Repair, and Improvement

A top-down view of various home improvement supplies. At the top, a hand in a plaid shirt uses a red-handled roller to apply yellow wallpaper. Below, a yellow level, two paintbrushes (one red, one wooden), a pencil, and a red-handled utility knife are laid out. To the left are several wood-grain laminate samples. In the center is a large, multi-colored paint and wallpaper swatch chart. To the right are more wallpaper samples, a red patterned wallpaper, a white bucket with a green lid, and a pair of white work gloves.

60% of respondents reported planning to do general home maintenance in 2022 beyond regular activities like lawn mowing.

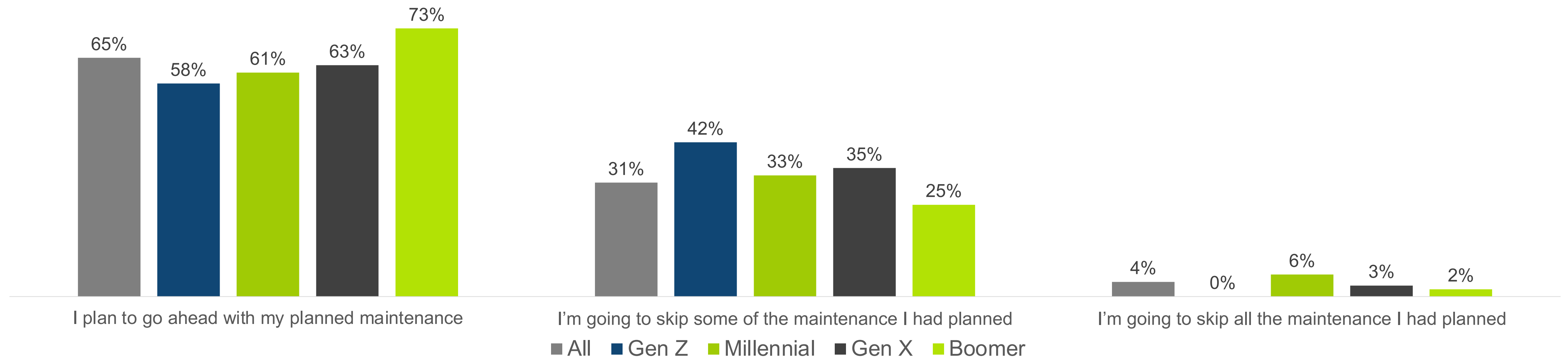
% Who say they plan on doing general maintenance in/around the home in 2022



At the beginning of the year, did you plan on doing general maintenance (other than lawn mowing, etc.) in and around your home in 2022?

As a result of inflation and world events, 31% have decided to skip a portion of the home maintenance they had planned and 4% will do none of the maintenance they were planning.

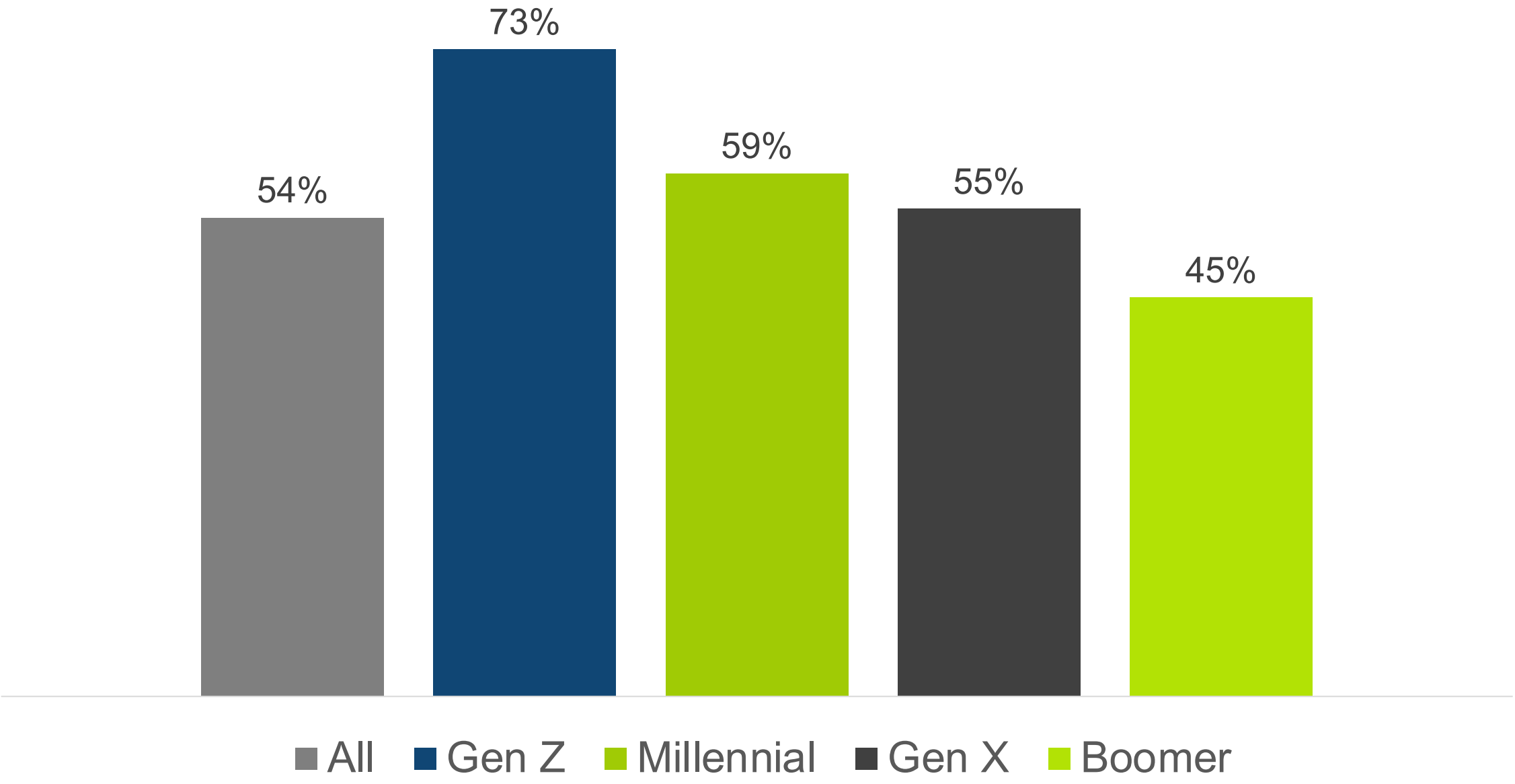
Approach to planned maintenance this year given the war and inflation



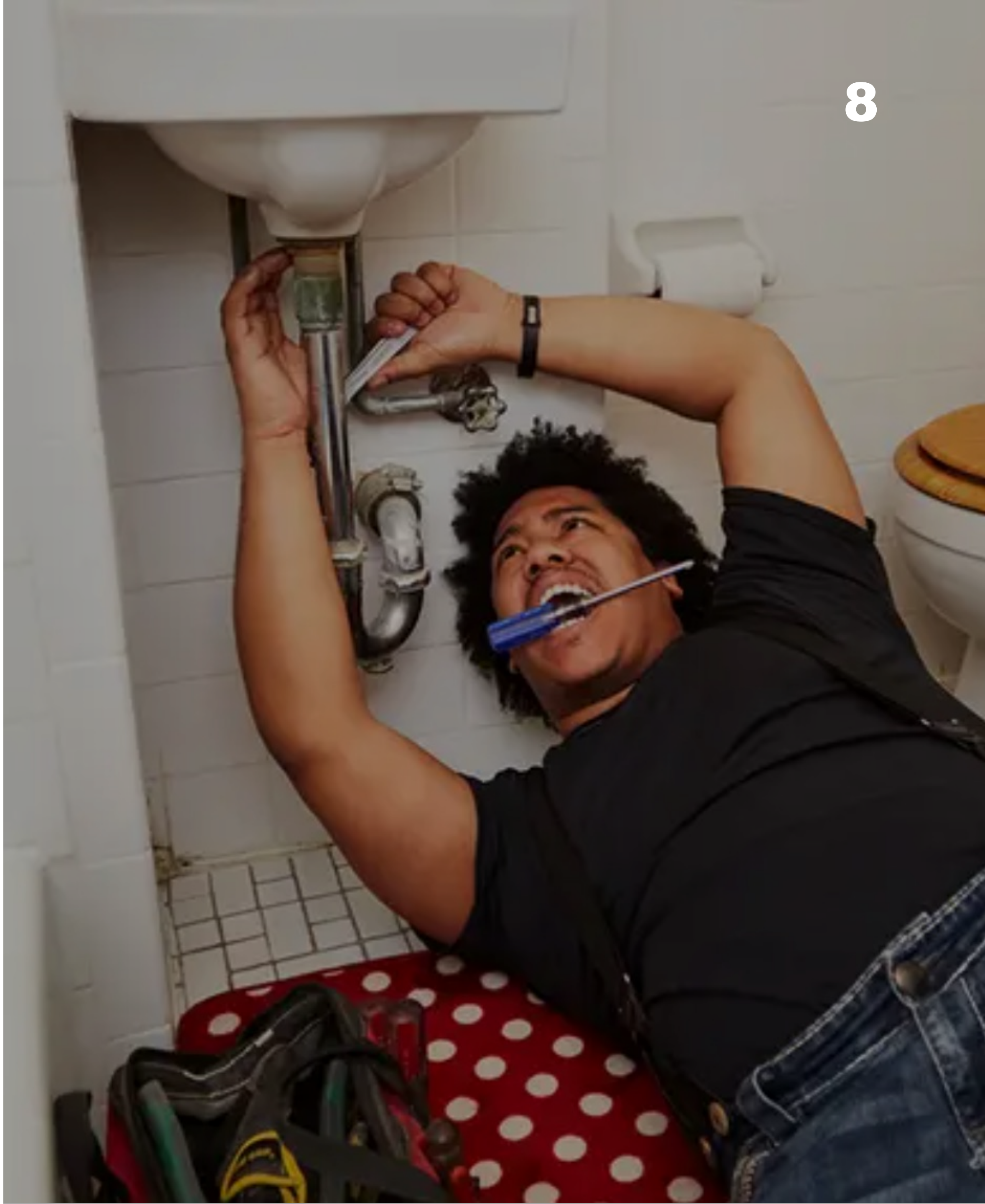
Which of the following best represents your approach to the maintenance you had planned for your home this year given the war in Ukraine and the inflation we're experiencing?

Among those proceeding with maintenance activities, 54% report they will do one or more projects themselves versus hiring a contractor.

% Who say they will attempt to do maintenance projects themselves instead of hiring a contractor

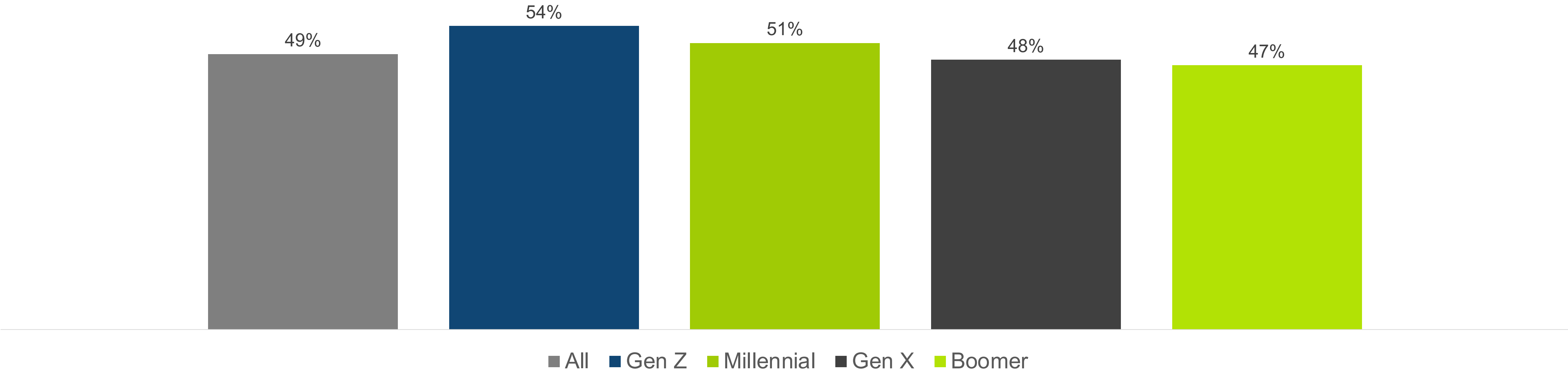


Will you be attempting to do any maintenance projects yourself for which you originally thought you'd hire a contractor?



49% of homeowners report there is some work needed around their home which they consider a repair.

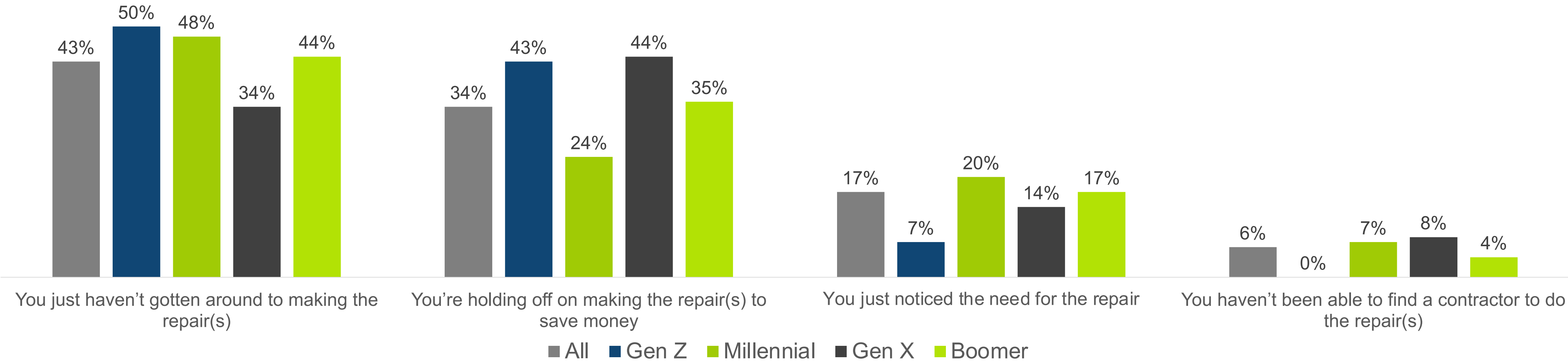
% Who say their home currently needs work done that would be considered a repair



Does your home currently need any work done on it that you would consider a repair?

The most common reason for not having made the repair is that they haven't gotten around to it (43%); however, 33% are delaying repairs to save money.

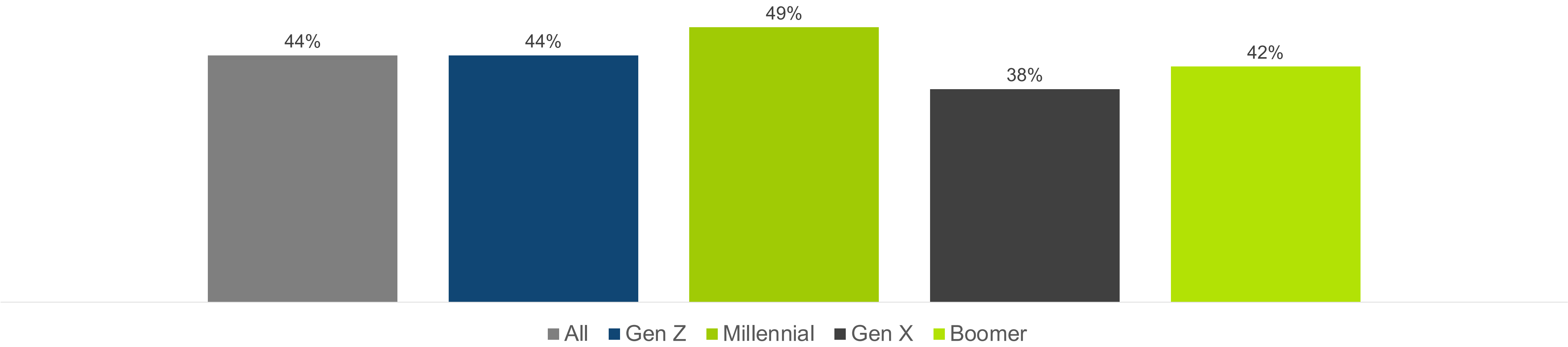
Reason for not completing home repair



Which of the following best describes why you haven't completed the home repair?

For future unplanned repairs for which they would normally hire a pro, 44% of respondents say they are likely to attempt a repair themselves to save money.

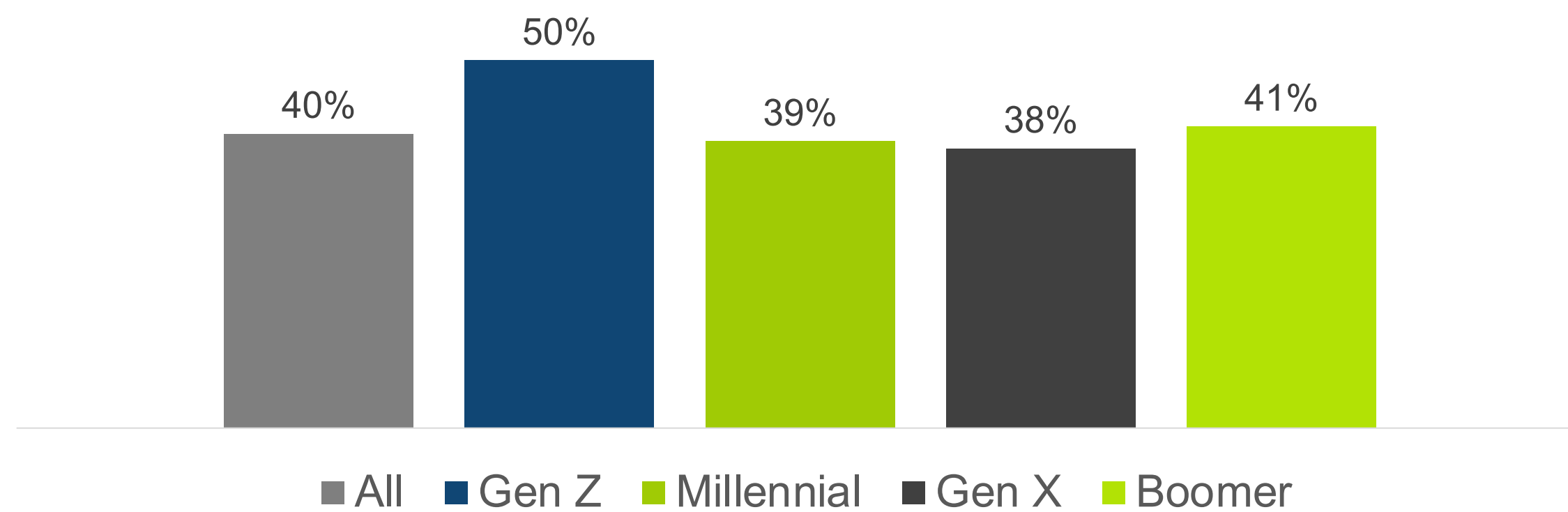
% Who say it is likely they would complete home repair themselves instead of hiring contractor to save money



If your home were to need a repair later this year that you'd normally hire a contractor for, how likely are you to try to do it yourself in order to save money?

40% of homeowners had a home improvement project planned for 2022 as we entered the year.

% Who had home improvement projects planned at the beginning of the year

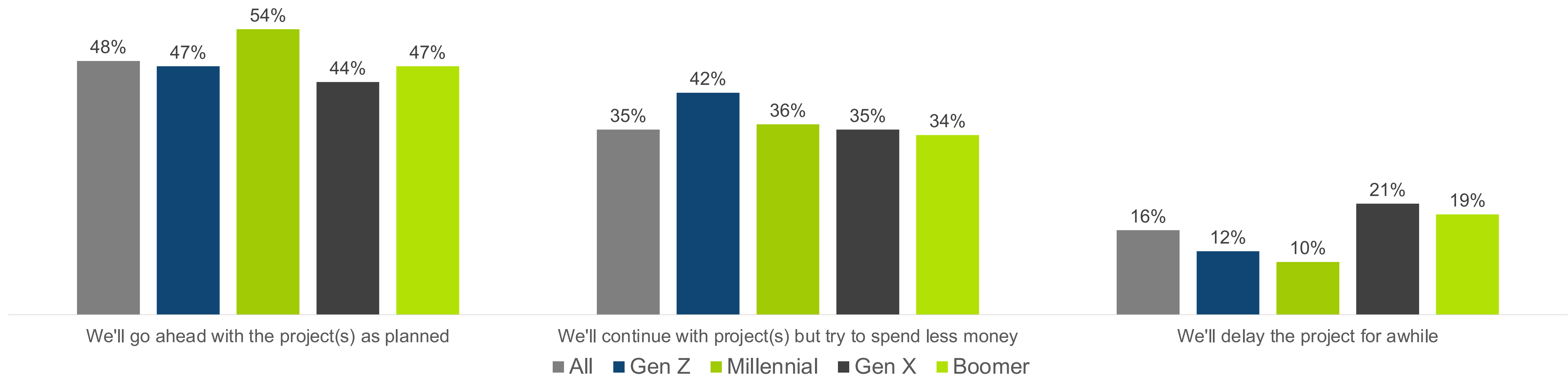


Did you have any home improvement projects planned at the beginning of the year?



Less than half (48%) will proceed with the projects as planned. 35% will proceed but try to spend less and 16% will delay the project for awhile.

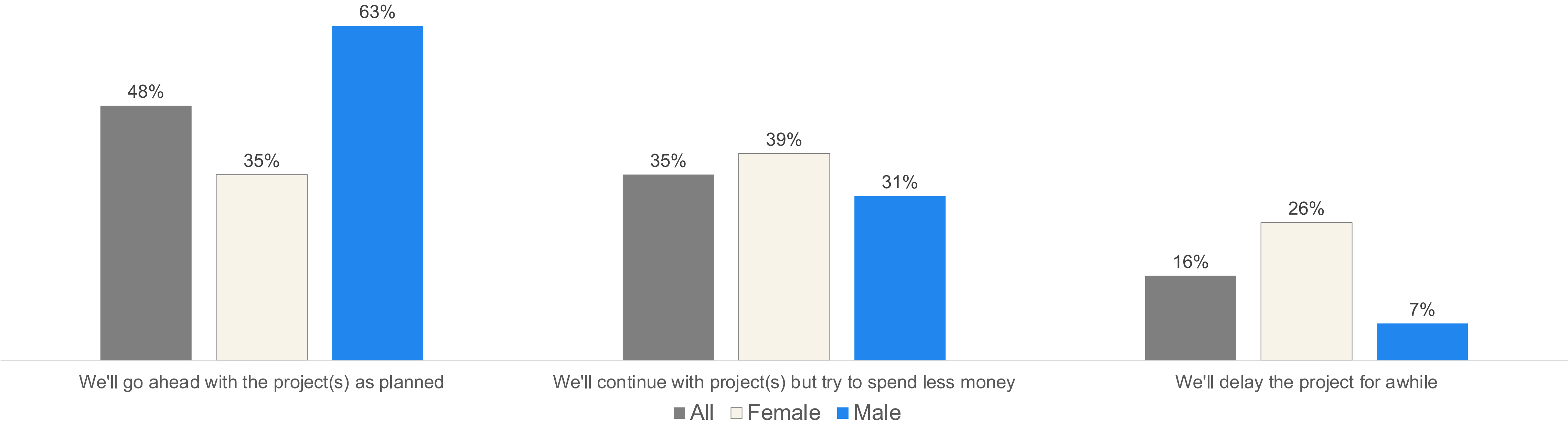
Current plans for planned home improvement projects



Which of the following best represents your plans for those home improvement projects now?

A common theme in our studies is that women tend to be more conservative than men. That's demonstrated here with 63% of men saying they will proceed as planned while only 35% of women will do so.

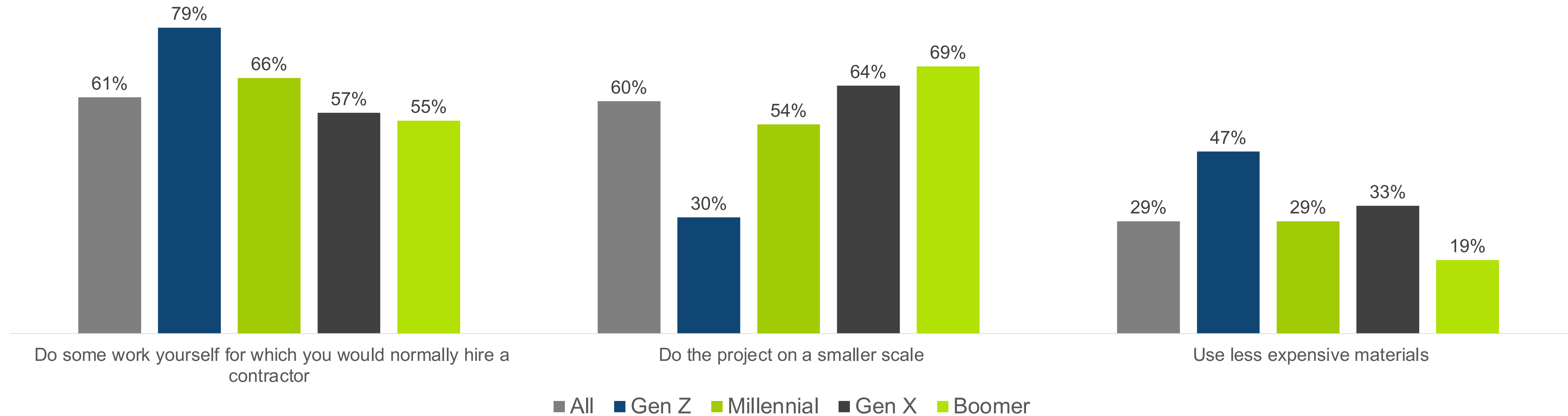
Current plans for planned home improvement projects



Which of the following best represents your plans for those home improvement projects now?

The two most popular savings strategies people will employ are doing some of the work themselves (61%) and reducing the project's scope (60%).

Methods to save money on planned home improvement project(s)



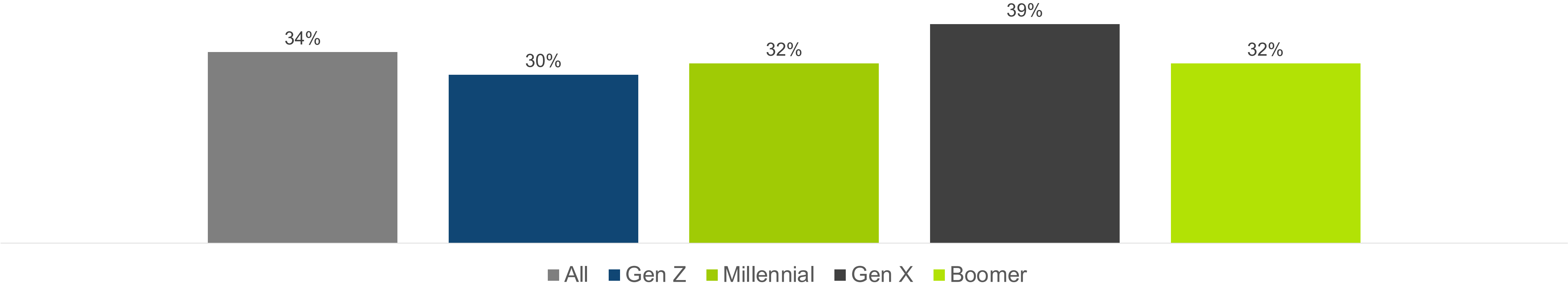
Which of the following will you do to save money on your home improvement project(s)? Select all that apply.

COVID-19



Only 34% of respondents report being concerned or very concerned about the BA.2 COVID variant.

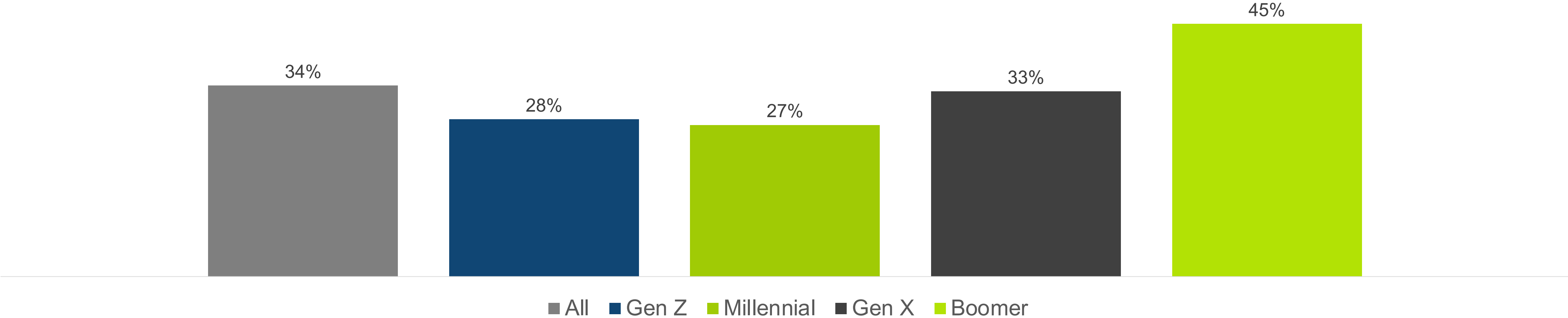
% Who are concerned about the new BA.2 variant of COVID



How concerned are you about the new BA.2 variant of COVID which has made its way to the U.S.?

Among those who are not particularly concerned about the variant, a number of factors are influencing their attitude. 34% report their vaccination status as a factor.

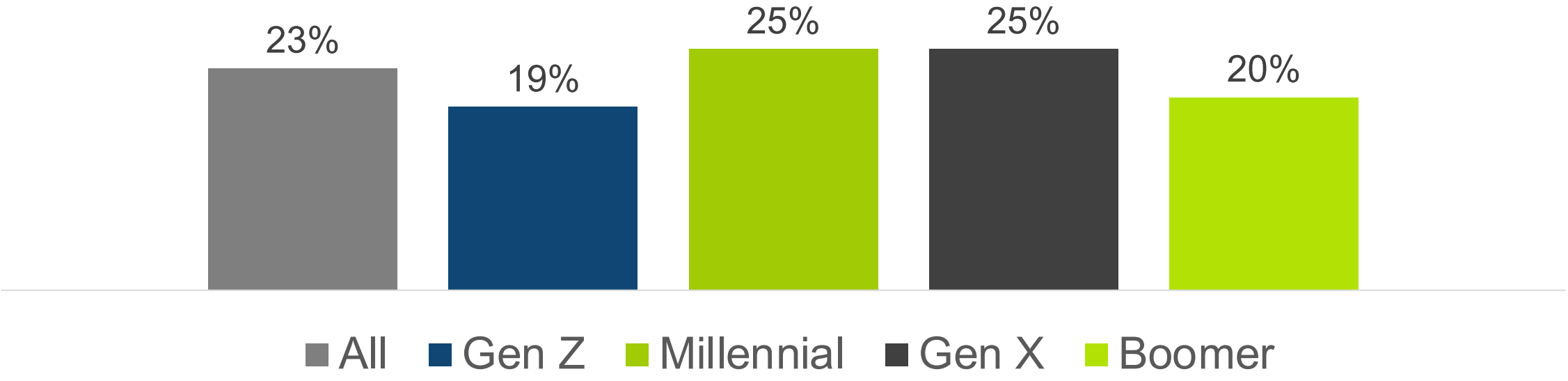
% Who say being fully vaccinated influences their lack of concern for the BA.2 variant



How much do the following contribute to your lack of concern about the BA.2 variant?

23% report that they don't see much risk in the variant as a significant influence on their lack of concern.

% Who say they don't think the variant is much of a risk influences their lack of concern for the BA.2 variant

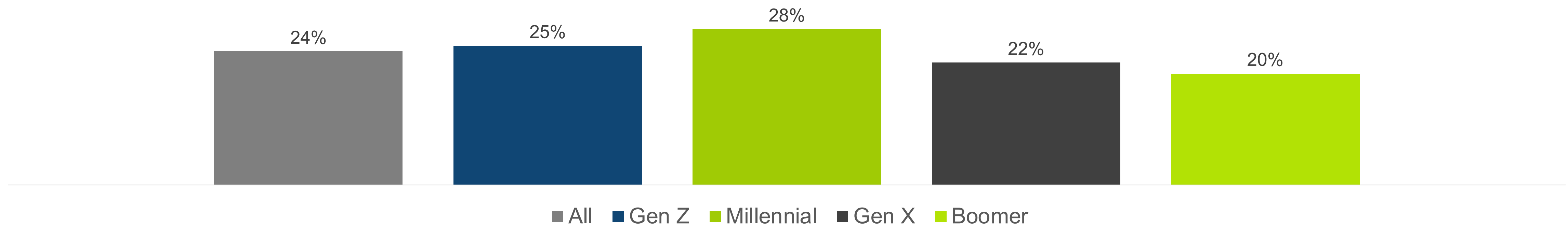


How much do the following contribute to your lack of concern about the BA.2 variant?



For nearly 1 in 4 (24%), the immunity they've achieved via a prior infection is an influence on their opinion.

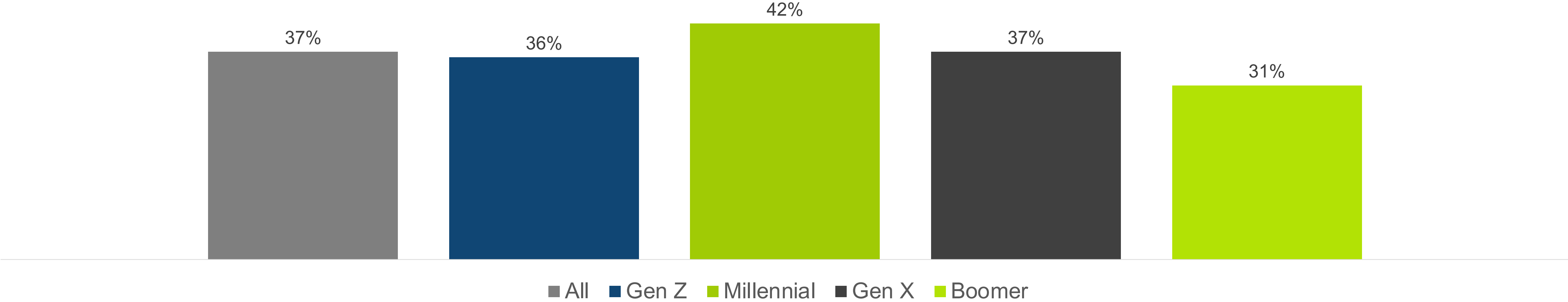
% Who say immunity from previously having COVID influences their lack of concern for the BA.2 variant



How much do the following contribute to your lack of concern about the BA.2 variant?

37% of respondents anticipate BA.2 will cause cases to spike.

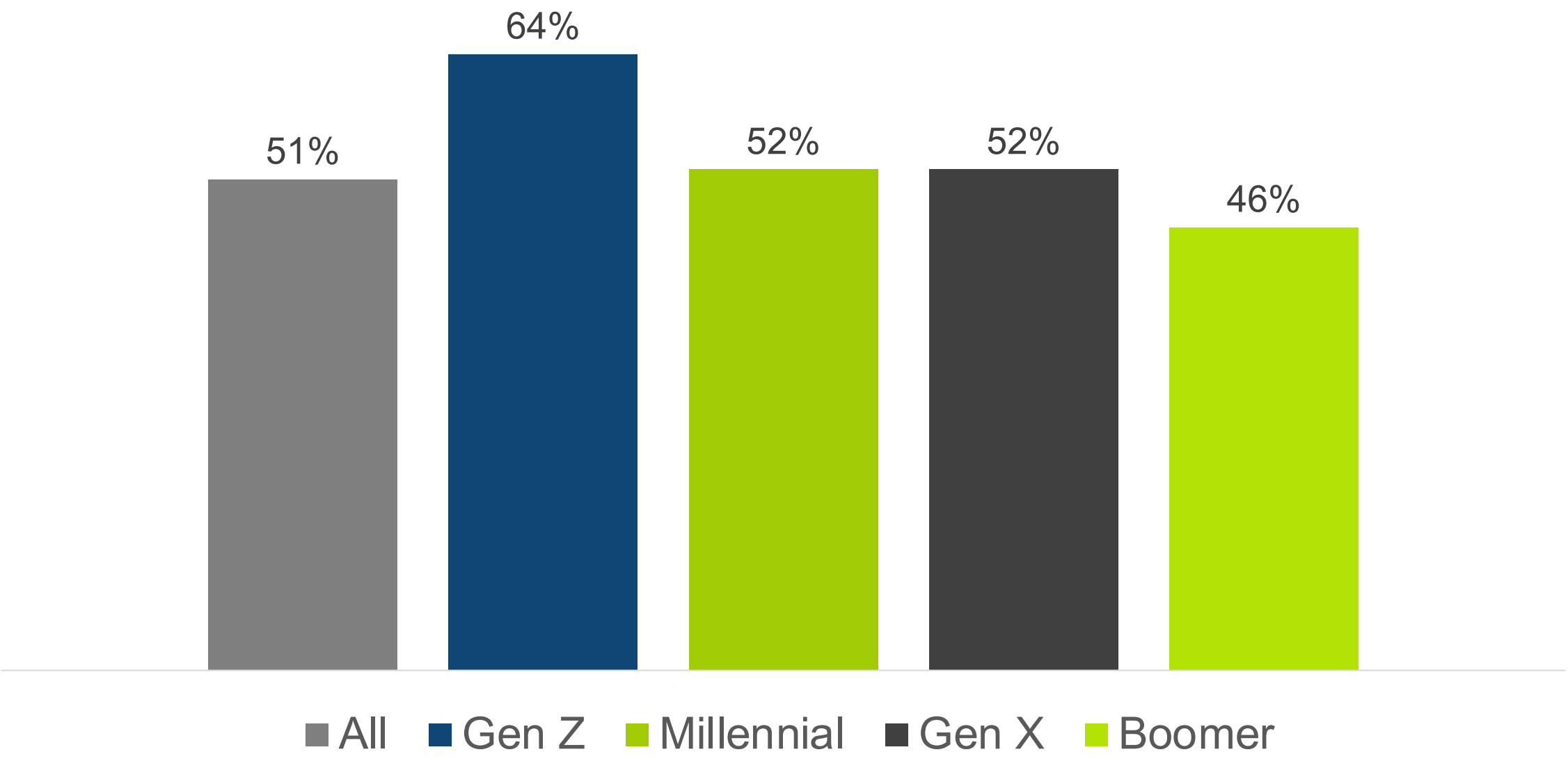
% Who say it is likely the new BA.2 variant will cause cases to rise to high levels again



How likely do you think it is that the new variant will cause cases to rise to the high levels we saw in December and January?

More than half of the sample (51%) believe that cases could rise to a level where they would like to see their community shut down.

% Who agree there's a level that cases could rise that would make them like to see their community shut down

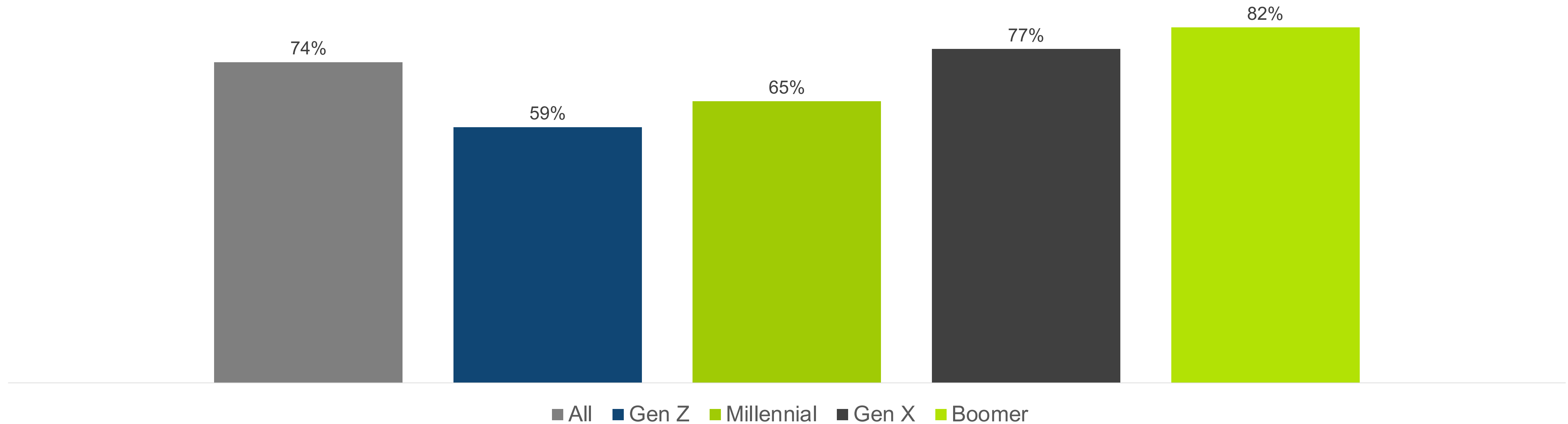


Is there a level to which cases could rise that would make you like to see your community shut down again?



Nearly three-quarters of respondents (74%) don't believe that COVID will ever completely disappear.

% Who say they **do not** think the risk of COVID will ever go away



Do you think the risk of COVID will ever go away?

Summary

Home Maintenance, Repair and Improvement

- 60% of respondents reported planning to do general home maintenance in 2022 beyond regular activities like lawn mowing.
- As a result of inflation and world events, 31% have decided to skip a portion of the home maintenance they had planned and 4% will do none of the maintenance they were planning.
- Among those proceeding with maintenance activities 54% report they will do one or more projects for which they had planned to hire a contractor themselves.
- 49% of homeowners report there is some work needed around their home which they consider a repair.
- The most common reason for not having made the repair is that they haven't gotten around to it (43%); however, 33% are delaying repairs to save money.
- For future unplanned repairs for which they would normally hire a pro, 44% of respondents say they are likely to attempt a repair themselves.

Summary

Home Maintenance, Repair and Improvement – cont.

- 40% of homeowners had a home improvement project planned for 2022 as we entered the year.
- Less than half (48%) will proceed with the projects as planned. 35% will proceed but try to spend less and 16% will delay the project for awhile.
 - A common theme in our studies is that women tend to be more conservative than men. That's demonstrated here with 63% of men saying they will proceed as planned while only 35% of women will do so.
- The two most popular savings strategies people will employ are doing some of the work themselves (61%) and reducing the project's scope (60%).

Summary

COVID-19

- Only 34% of respondents report being concerned or very concerned about the BA.2 COVID variant.
- Among those who are not particularly concerned about the variant a number of factors are influencing their attitude. 34% report their vaccination status as a factor.
 - 23% report that they don't see much risk in the variant as a significant influence on their lack of concern.
 - For nearly 1 in 4 (24%) the immunity they've achieved via a prior infection is an influence on their opinion.
- 37% of respondents anticipate BA.2 will cause cases to spike.
- More than half of the sample (51%) believe that cases could rise to a level where they would like to see their community shut down.
- Nearly three-quarters of respondents (74%) don't believe that COVID will ever completely disappear.