



# J.D. POWER

Home Improvement COVID19 Pulse Study

April 2-3, 2020

@Home Global Business Intelligence

### Pulse Survey Methodology

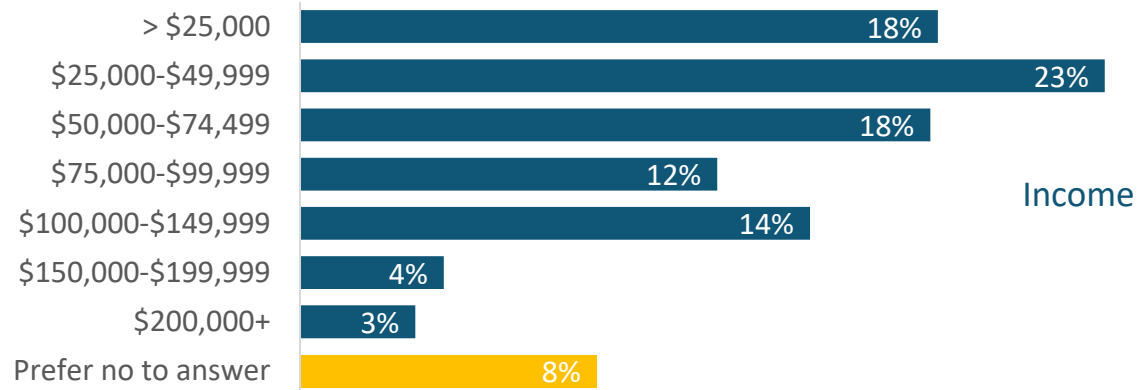
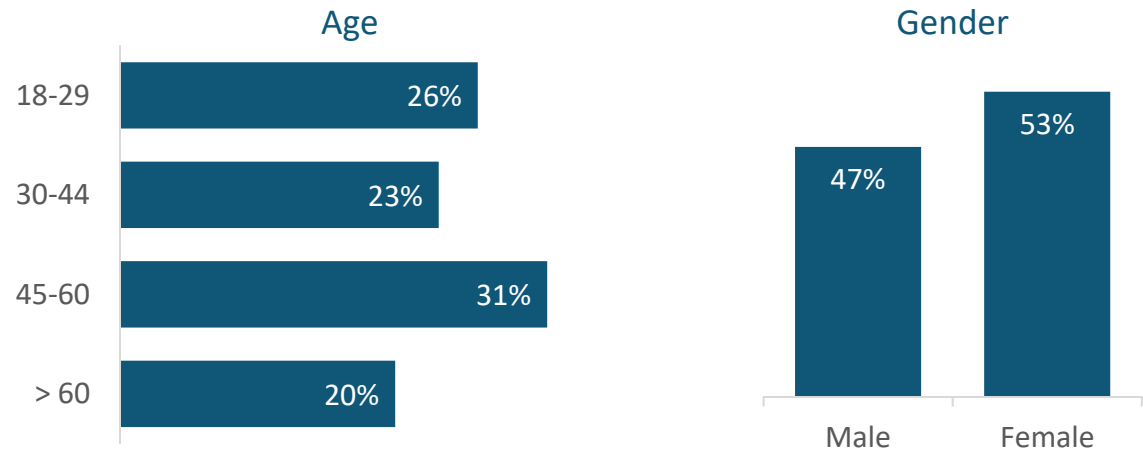
Fielded April 2-3  
1,465 responses

15 questions focusing on

- Coronavirus experiences and impacts
- Home improvement plans during social distancing including products purchased, retailers shopped at, and amount spent

### Demographics

- Age
- Gender
- Income
- Geography Region



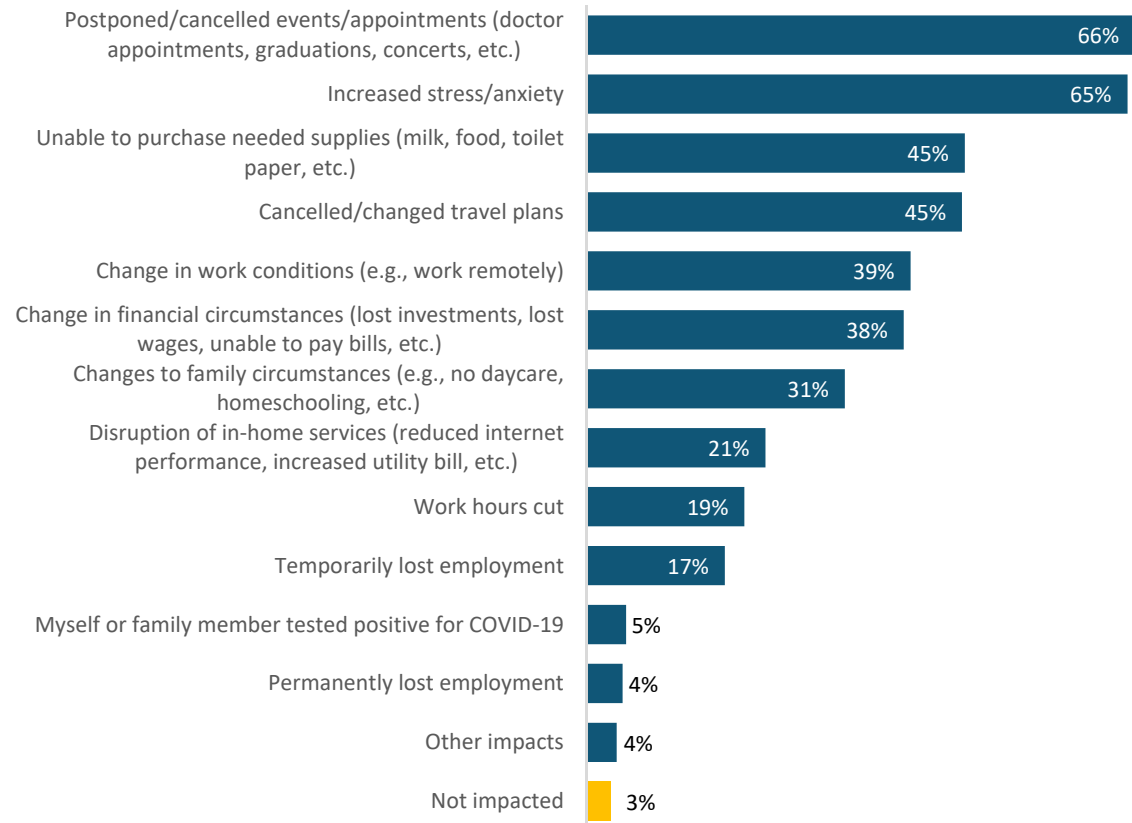
## COVID-19 Impacts

Nearly everyone has experienced some sort of impact from COVID-19

Two-thirds of respondents are experiencing increased levels of stress and anxiety

40% of respondents have either had their work hours cut, have been furloughed, or have permanently lost their job

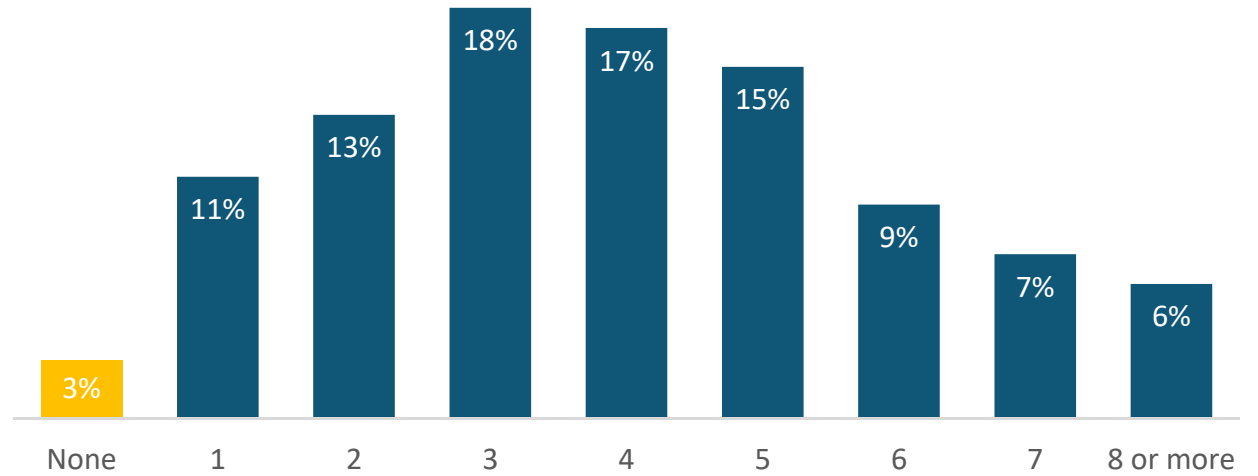
## How have you been personally impacted by the COVID-19 outbreak?



### COVID-19 Impacts

Nearly three-quarters of respondents (72%) have experienced 3 or more notable impacts personally

Number of ways you have been personally impacted by COVID-19

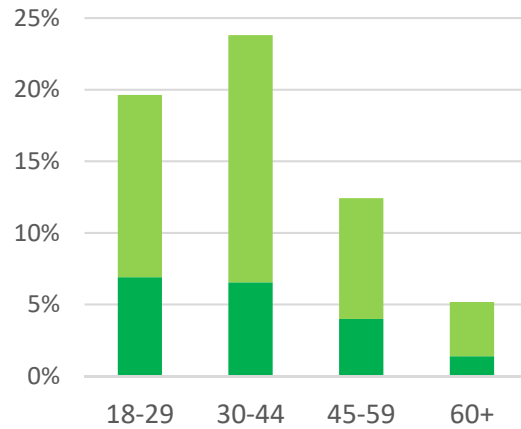


## Do you plan to buy a home in the next three months?

- 30-44 year olds are more likely to buy a home soon
- Lower incomes have postponed home buying
- Customers in the West are more likely to buy a home soon

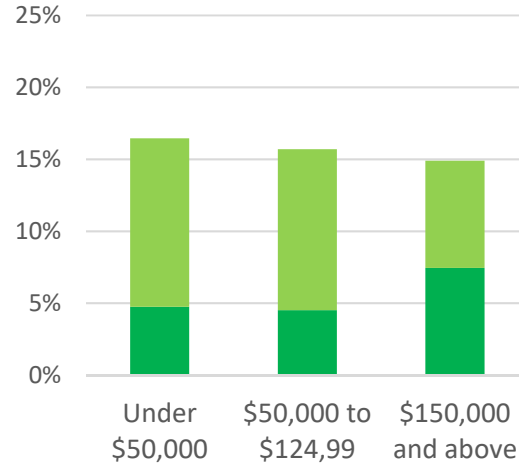


By Age



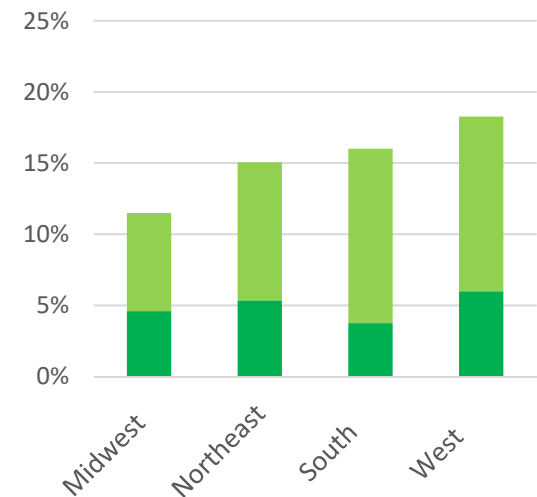
■ Yes - Postponed due to COVID-19  
 ■ Yes I am

By Income



■ Yes - Postponed due to COVID-19  
 ■ Yes I am

By Region



■ Yes - Postponed due to COVID-19  
 ■ Yes I am

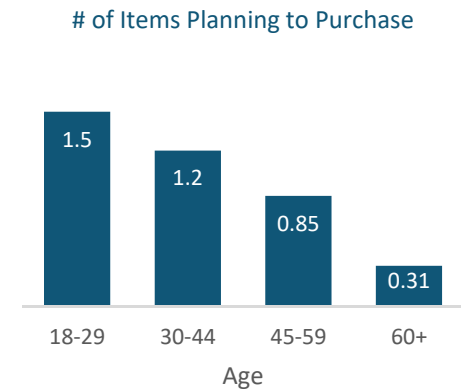
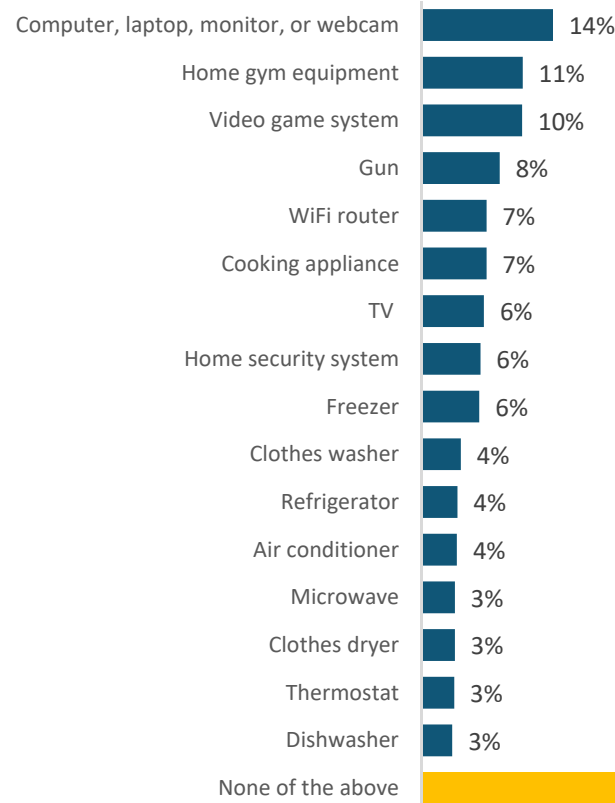
### Purchases Outlook

41% of respondents plan to purchase a major home appliance or other notable purchases during the virus situation

And of these buyers, slightly more than one-half plan to buy two or more items

Younger buyers (under 45 years old) are much more likely to be making these purchases

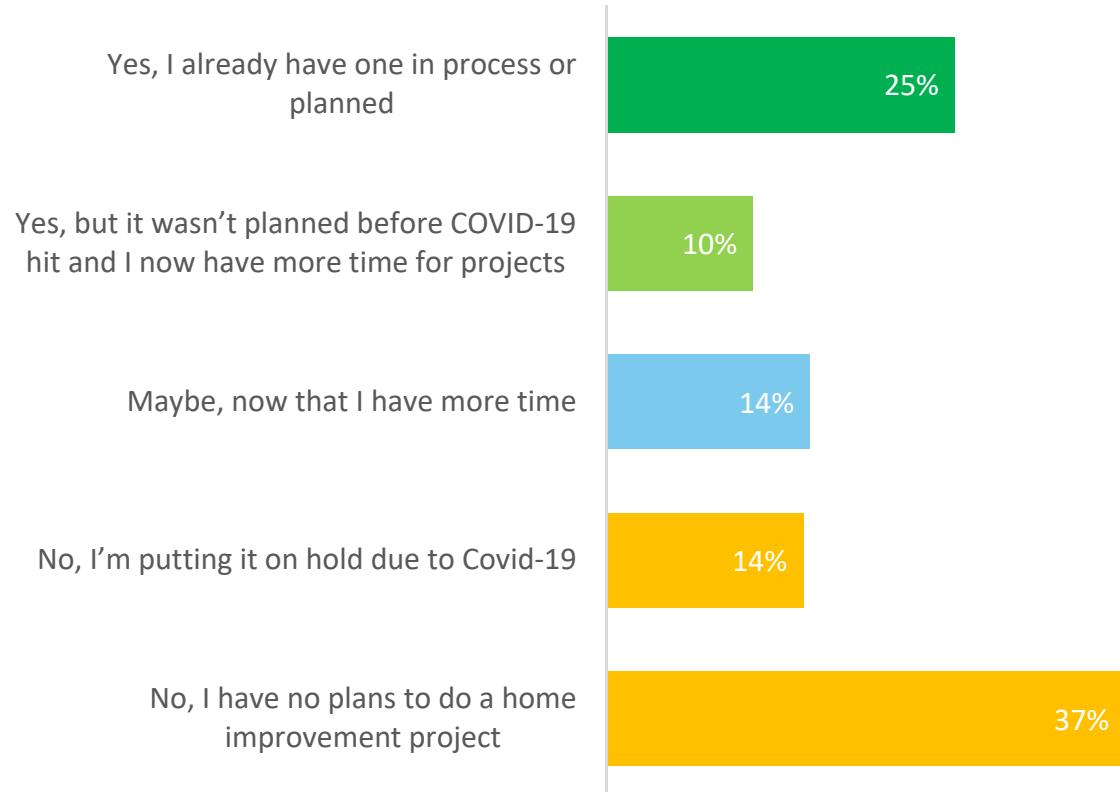
### Do you plan to or have you purchased any of the following?



### Home Improvement Plans

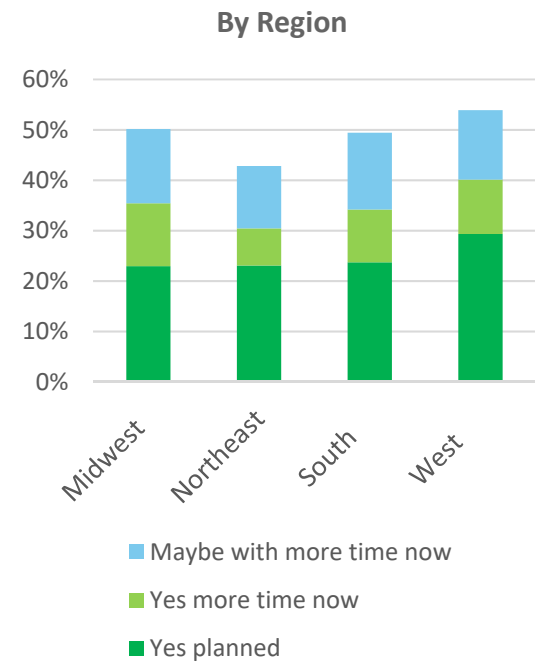
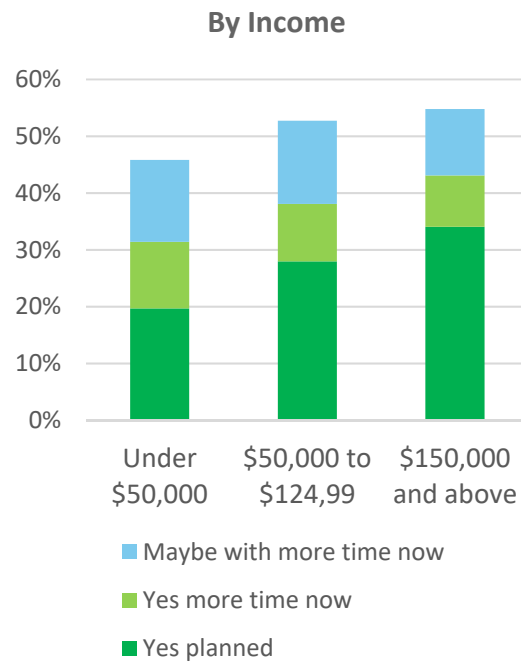
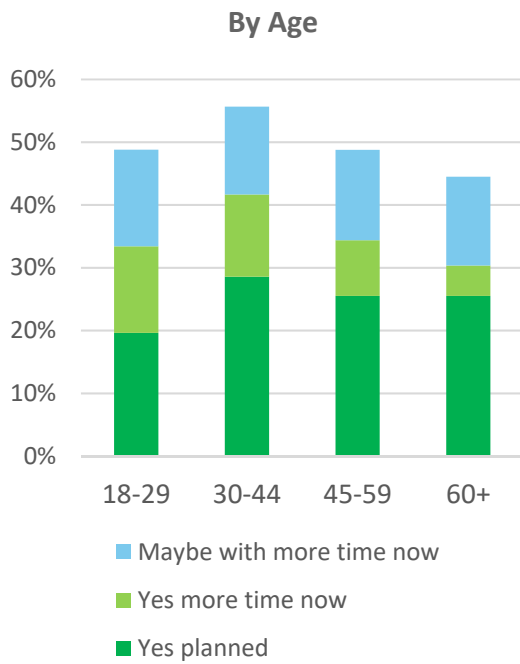
Nearly one-half (49%) of all respondents are considering a home improvement project in the next 3 months

### Are you working on (or planning) a home improvement project in the next 3 months?



**Are you working on (or planning) a home improvement project in the next 3 months?**

- 30-44 year olds are the most likely to plan a project
- Project plans are more likely as income increases
- Customers in the West are most likely to plan a project





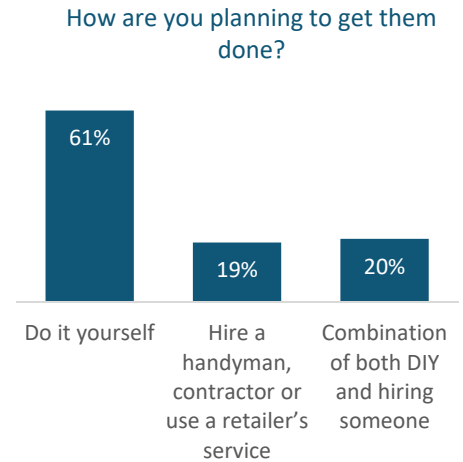
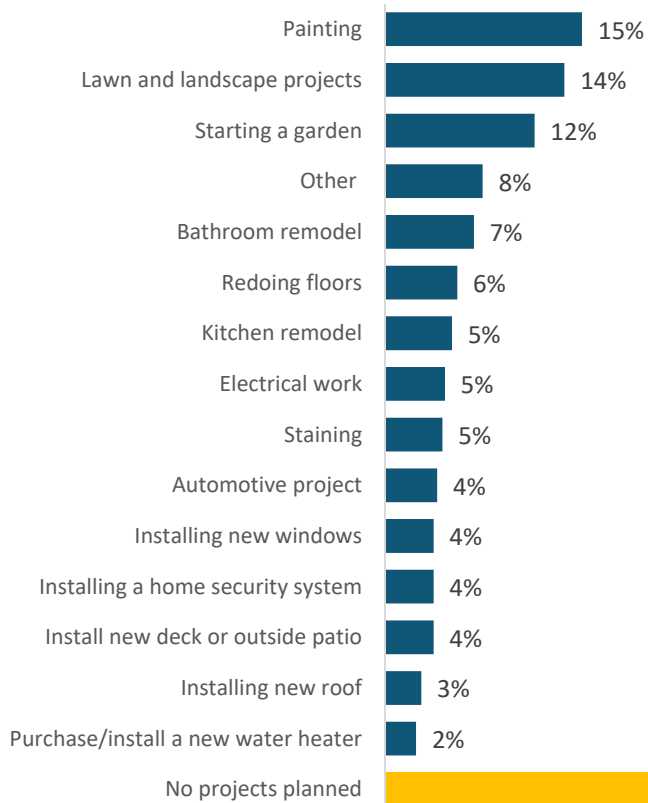
### Home Improvement Plans

Painting is the most common home improvement project planned

Lawn, landscape, and starting a garden are also popular projects

Most customers plan to do the projects themselves

### What type(s) of home improvement projects are you working on or planning to do in the next three months?

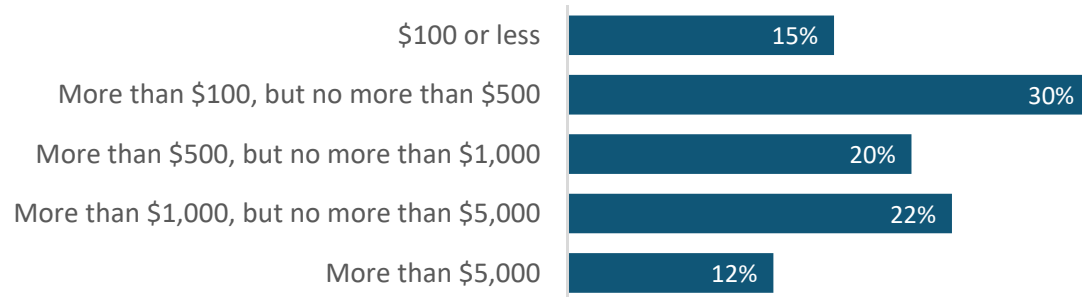


### Home Improvement Plans

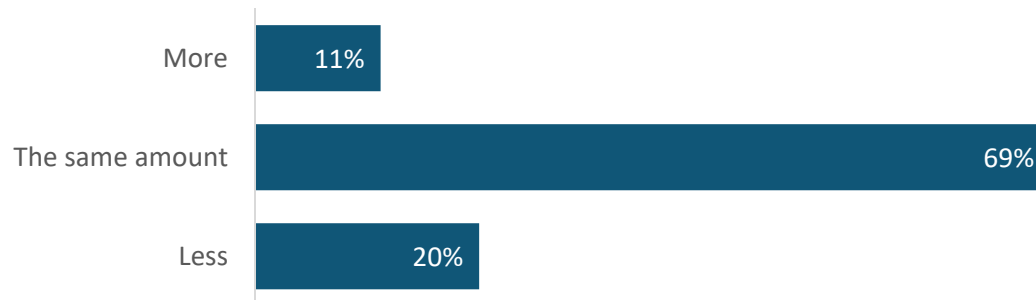
About one-third (34%) of all projects will cost \$1,000 or greater

Project spending is expected to be about the same compared to normal circumstances

### How much do you plan to spend on home improvement products/projects over the next three months?



### Is this more or less than you would have spent under normal circumstances?

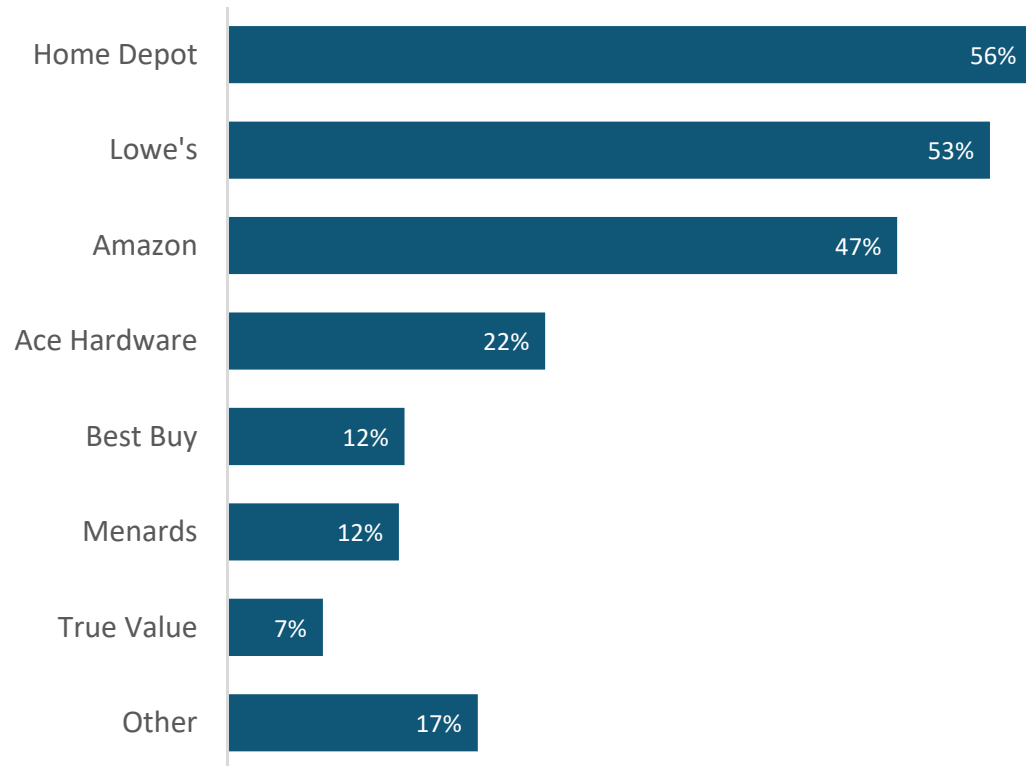


**Where will you shop?**

Home Depot and Lowe's are the leading stores considered when shopping for home projects

Amazon is also a popular consideration for supplies

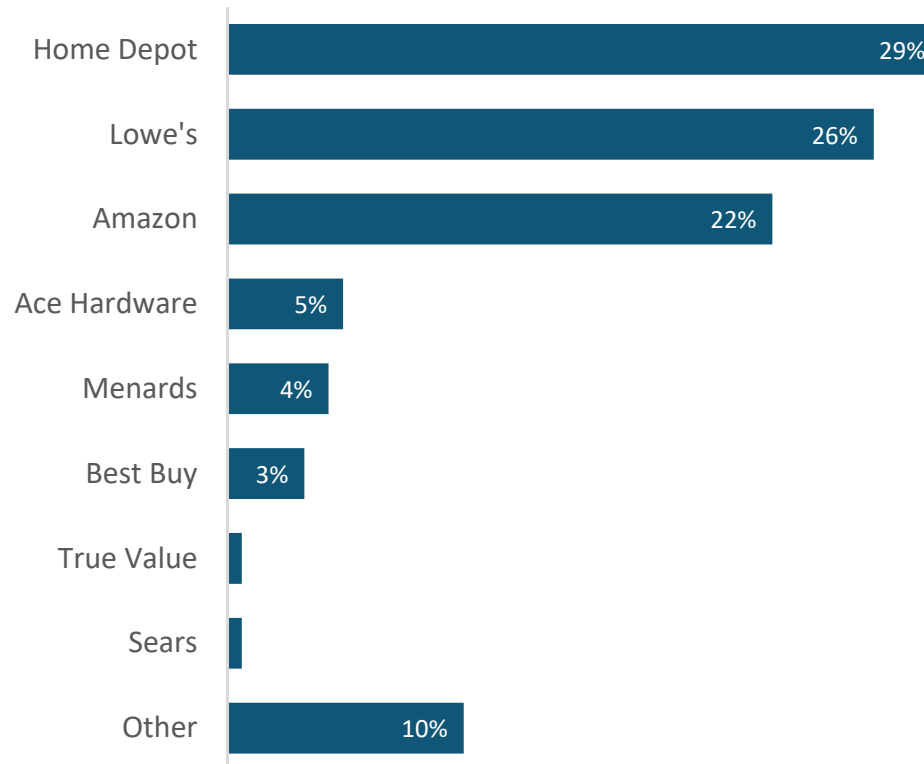
**Where will you shop for home improvement supplies?**



**Where will you spend?**

Home Depot and Lowe's are where consumers will spend the most for their home improvement projects

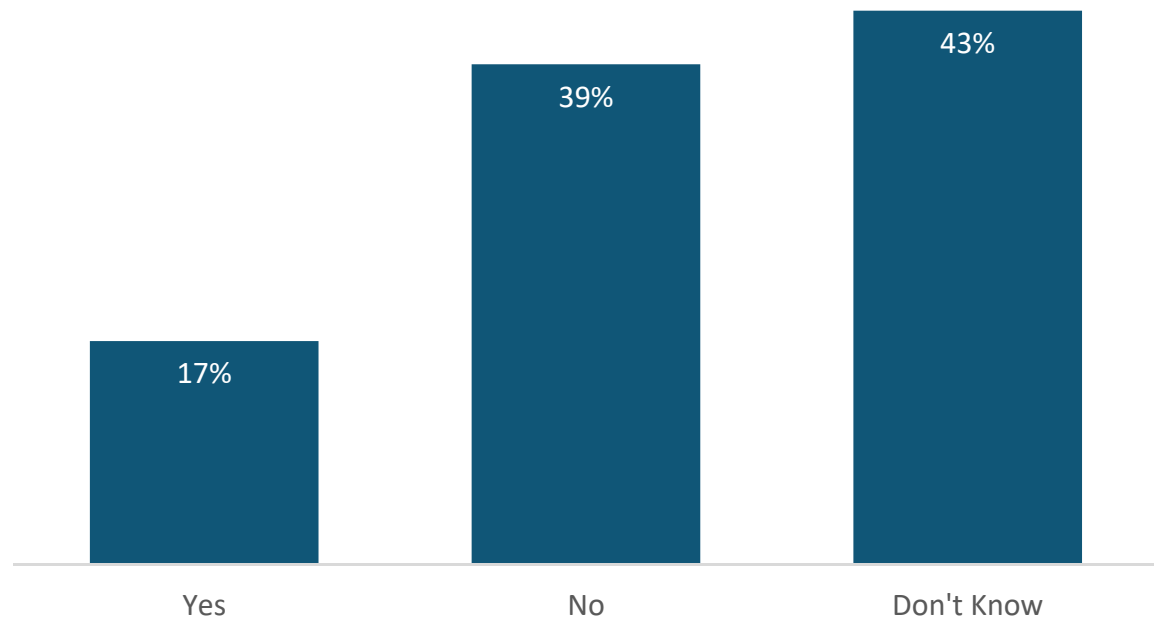
**Which one of these retailers will you spend the most money with over the next three months on home improvement supplies?**



**Stores Closed**

Most customers don't know if retail home improvements stores near them are closed

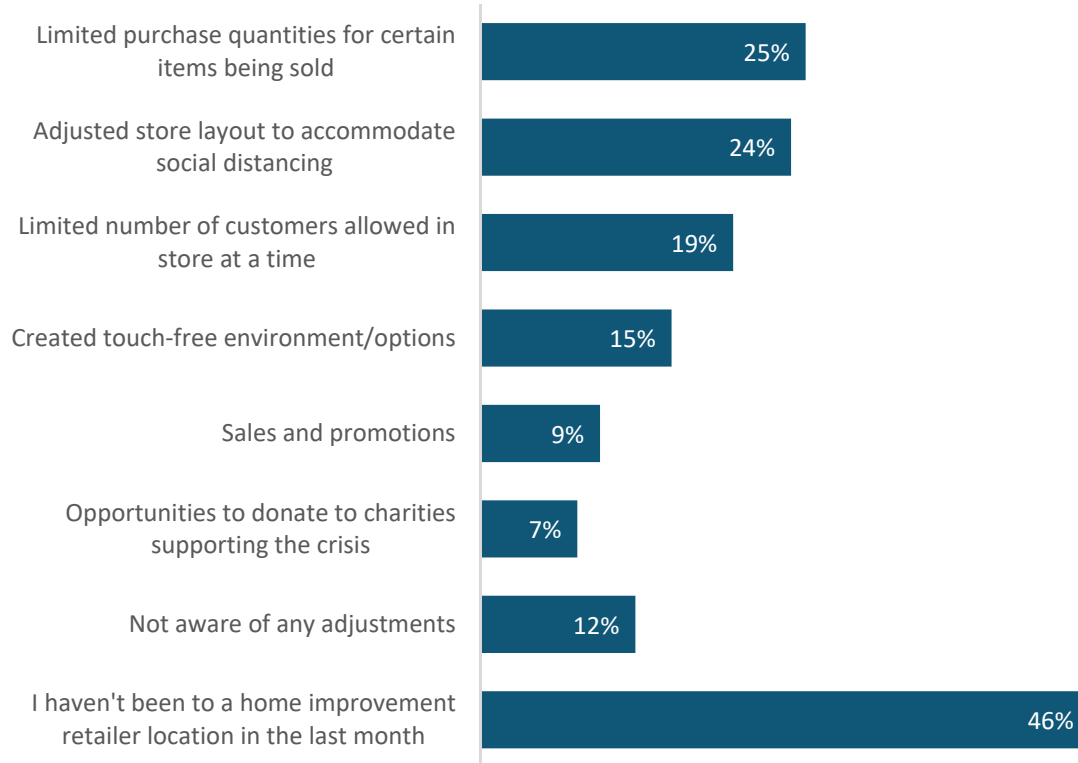
**Are any of the home improvement retailers you shop at currently closed due to the COVID-19 outbreak?**



### Retailer Adjustments

Shoppers have seen retail store adjustments such as limits on item quantities and store layout accommodations for social distancing

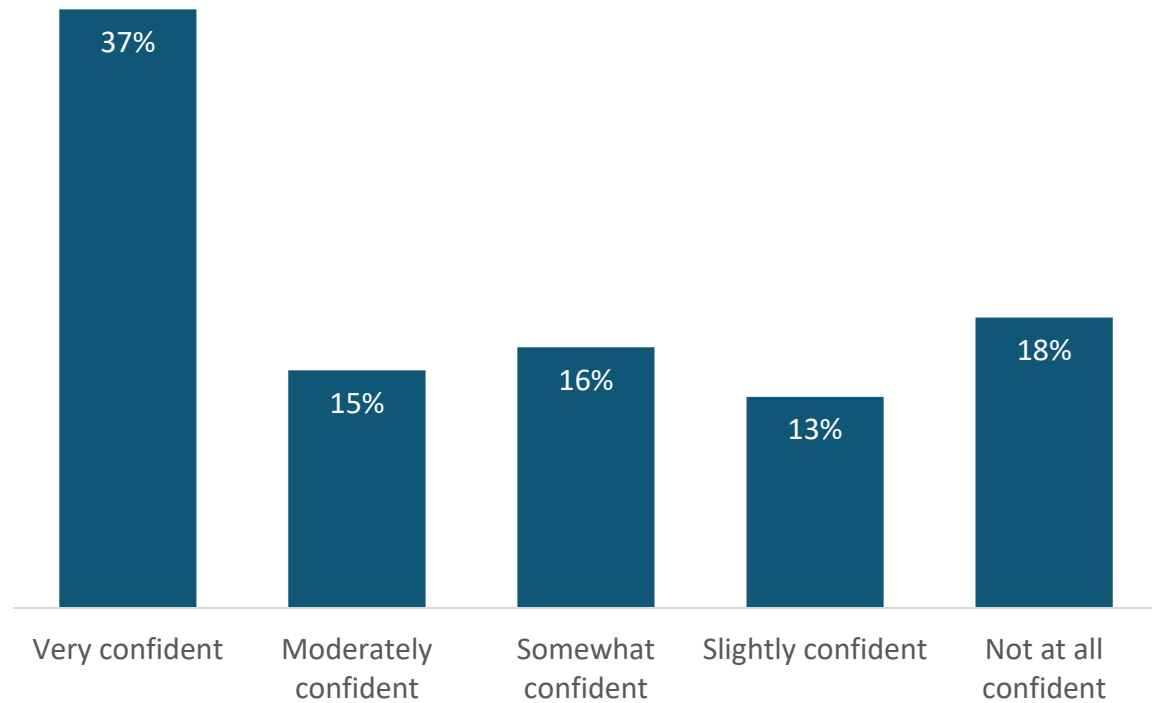
### What adjustments has the retailer made in response to the COVID-19 outbreak?



### Emergency Funds

Only slightly more than one-third of respondents (37%) are very confident they could come up with \$500 for an emergency repair

If you needed \$500 for an emergency, such as a home repair, medical expense, or car repair, how confident are you that you could cover the expense?



**J.D. POWER**

# TRUTH THAT TRANSFORMS

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