

HOME IMPROVEMENT PULSE STUDY:

How do home improvement customers feel about the coronavirus situation?



65%

of respondents are **experiencing increased stress and anxiety**



40%

of respondents have had their **work hours cut, been furloughed or permanently lost their jobs**



72%

of respondents have experienced **three or more notable impacts personally**



41%

of respondents plan to **purchase a major home appliance (or other notable purchase)** during the virus situation



49%

of respondents are **considering a home improvement project in the next three months** | 30 to 40-year-olds are 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



15%

Painting is the most common home improvement project planned | Most customers plan to do the projects themselves



34%

of all projects will cost **\$1,000 or more** | Project spending is expected to be about the same compared to normal circumstances



56%

53%

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



43%

of respondents **don't know** if retail home improvement stores near them are **closed** due to the COVID-19 outbreak



37%

of respondents are very confident they could come up with **\$500 for an emergency repair**



WANT MORE DETAILS?

Contact Christina Cooley at 805-279-0354 or christina.cooley@jdpa.com to learn more.