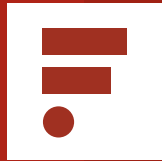




COVID-19 IMPACT ON HOME IMPROVEMENT BEHAVIORS

DIY EDITION



The Farnsworth Group



Industry-Focused Custom Research

For 30 years, we have dedicated our business to understanding Consumers and Professionals in specific industries.

- **Building**
- **Home Improvement**
- **Lawn & Ranch**

Our industry knowledge paired with research expertise provides research solutions that get you insightful answers to your specific needs.





Industry-Focused Custom Research

Our customized research gets you detailed information specific to your business that goes beyond internal or secondary information.

GET SPECIFIC ANSWERS ON...

Customer Usage & Attitudes

- Profile
- Satisfaction
- Channel Use
- Shopping Behavior

Product Development

- Usage
- Performance
- Pricing
- Merchandising
- Concept Testing

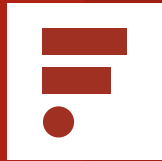
Brand Health

- Awareness
- Perception
- Equity
- Usage
- Messaging

Market Sizing

- Retail Volume
- Brand Share
- Distribution Structure

...FROM INDUSTRY RESEARCH EXPERTS 4



About the COVID-19 Home Improvement Tracker

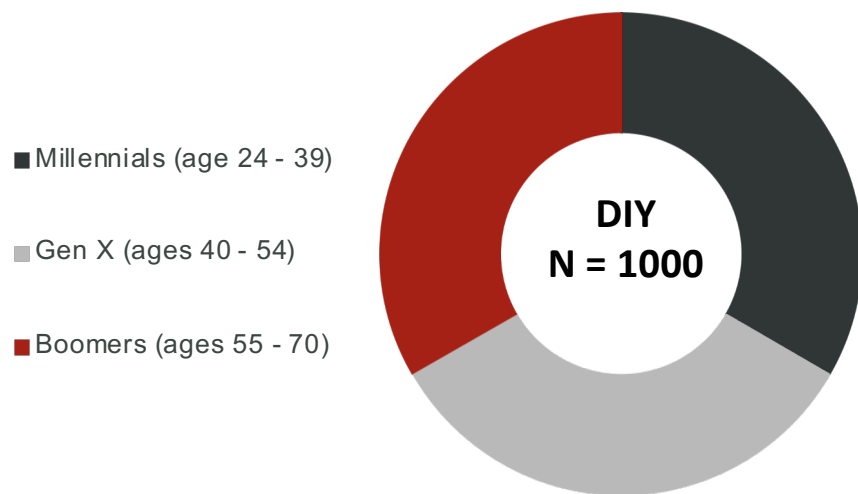
In Partnership
with:





Weekly DIY and Contractor Surveys

Track COVID-19 impact on project behaviors week to week by conducting the same online survey each week among active DIYers and Residential Trade Professionals.

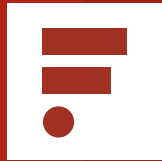


N = 300+ Residential Contractors

Mix of Remodelers, General Contractors and Specialty Trades

Even mix of \$<750K in annual revenue and those doing \$750K+ in annual revenue

Even distribution across Census regions



Impacts on Current DIY Project Behavior

People Are Spending More Time Online

WEBSITE TRAFFIC INCREASES DURING QUARANTINE

Websites

Facebook.com

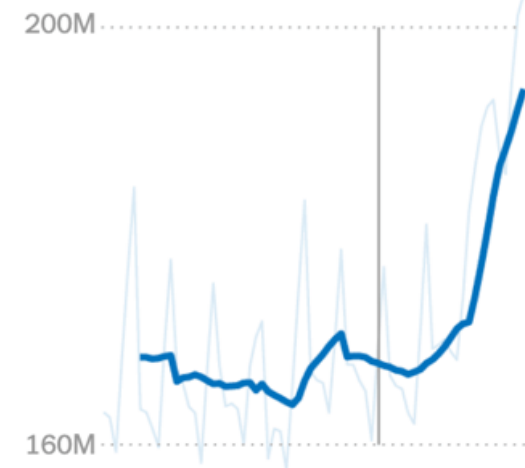
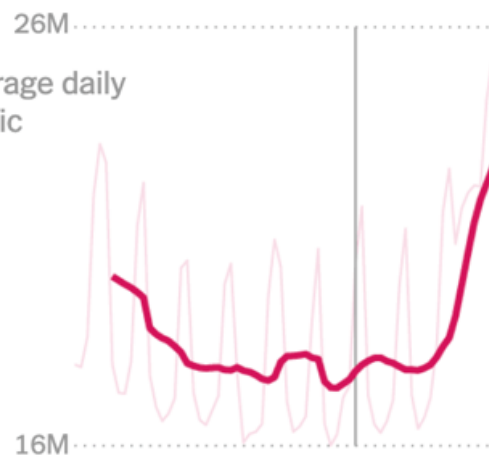
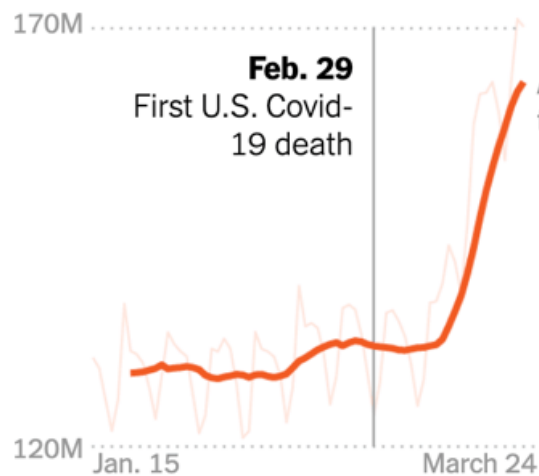
+27.0%

Netflix.com

+16.0%

YouTube.com

+15.3%

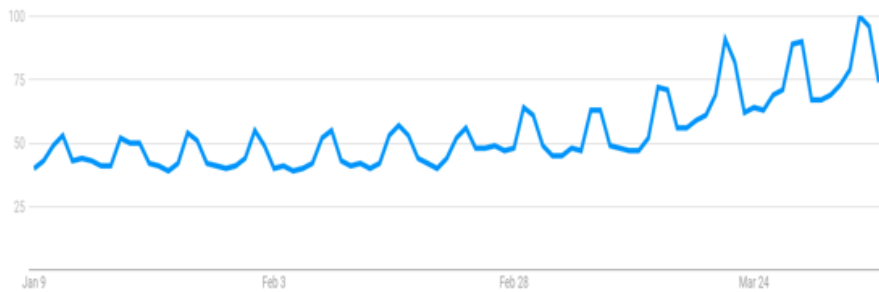




↑ 150%

INCREASE IN SEARCH TERMS
RELATED TO HOME DEPOT

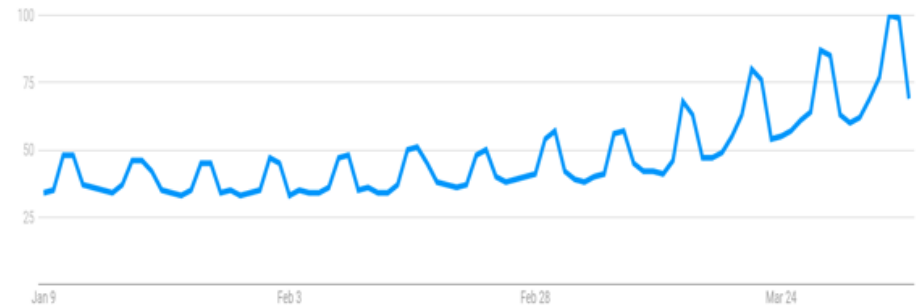
Interest over time ?



↑ 195%

INCREASE IN SEARCH TERMS
RELATED TO LOWE'S

Interest over time ?



Have You Started Any New DIY Projects in or Around Your Home in the Last Week?

(Maintenance, Replacement, Repair or Remodeling Work That YOU Are Doing)



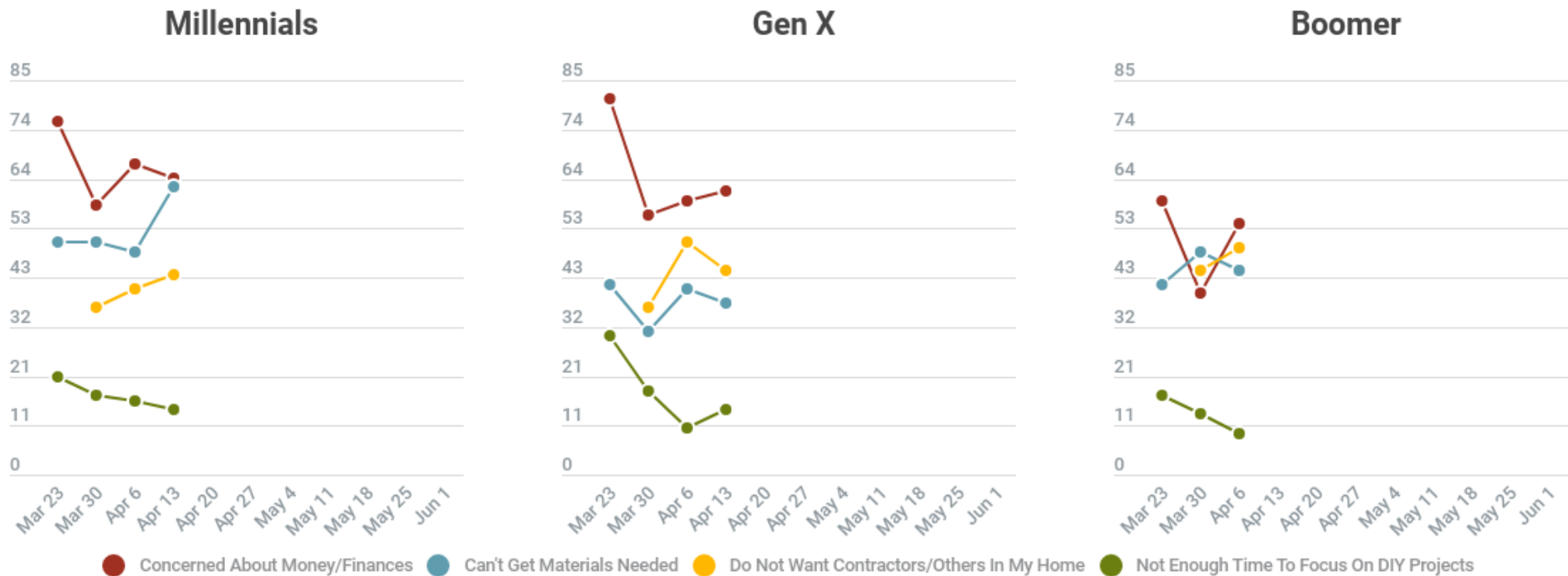
Provided by The Farnsworth Group & the Home Improvement Research Institute (HIRI)



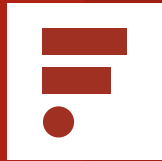
Have You Cancelled or Stopped Any DIY Projects in the Last Week for Any Reason?



How Did the Impact of COVID-19 Cause You to Cancel or Stop Those DIY Project(s)? (By Age)



Provided by The Farnsworth Group & the Home Improvement Research Institute (HIRI)

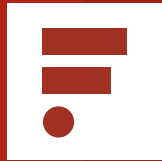


IMPLICATION: Potential Price Sensitivity

Amazon Customer Satisfaction is at an All-Time Low



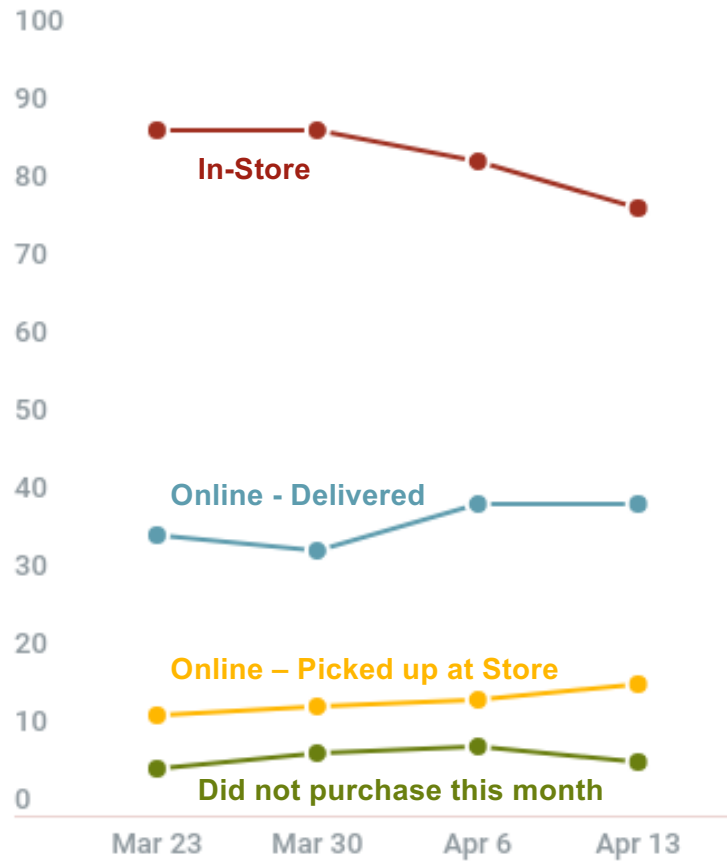
SOURCE: <https://www.marketplacepulse.com/articles/half-a-million-unhappy-amazon-shoppers>



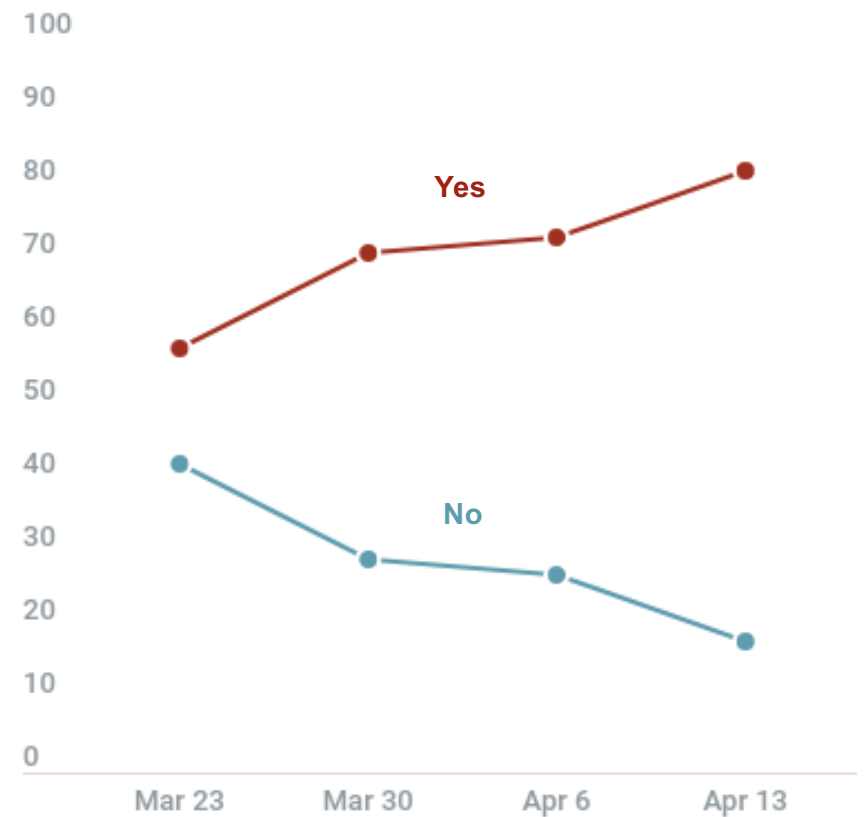
IMPLICATION: ***Availability***



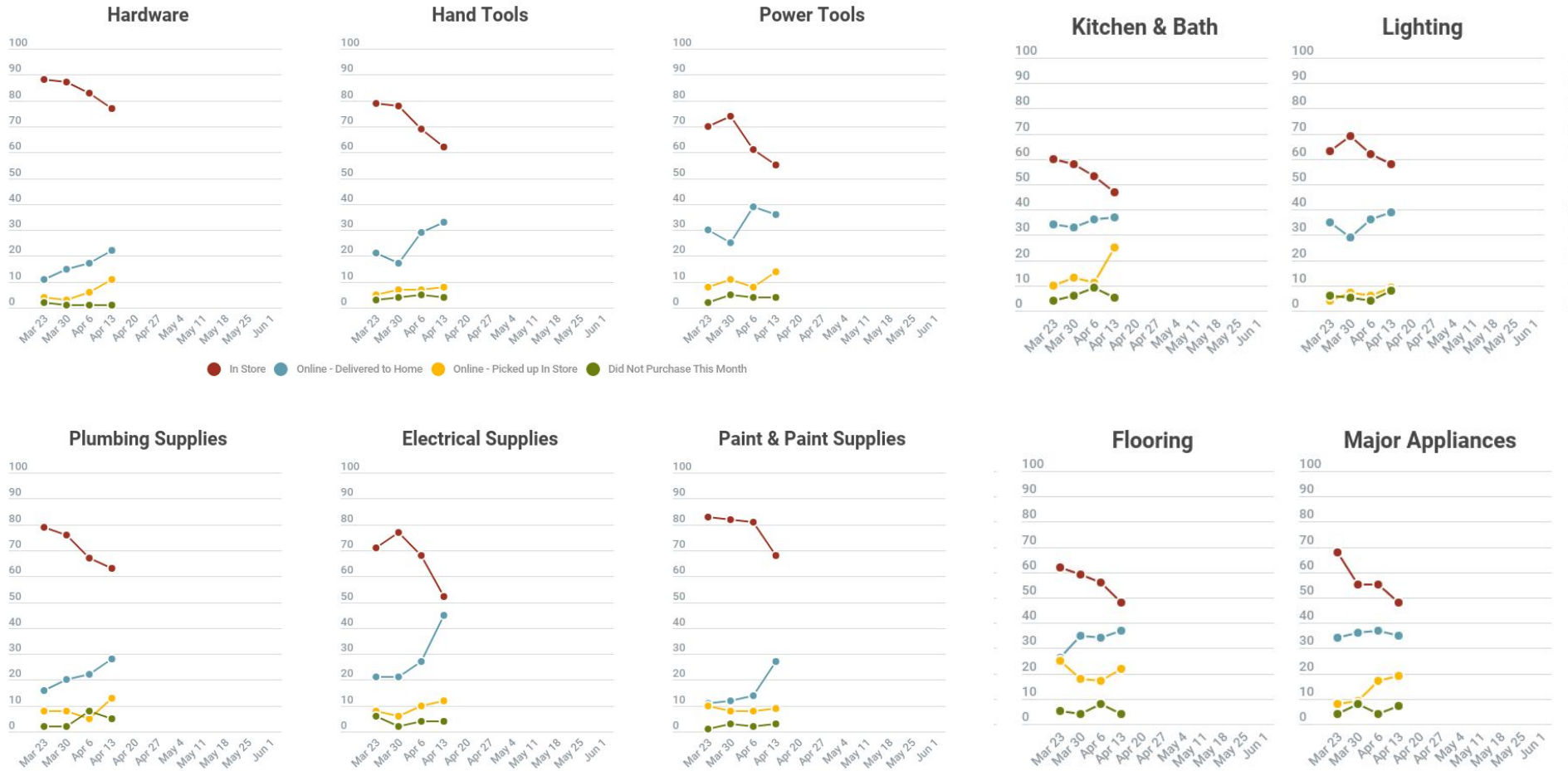
Where did you purchase your home improvement products this month?



Did you buy online because of COVID-19 for any reason?

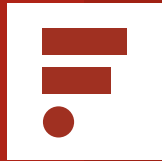


Products Purchased This Month – Location of Purchase



How Did COVID-19 Get You to Buy Your Home Improvement Products Online Instead of in a Store?

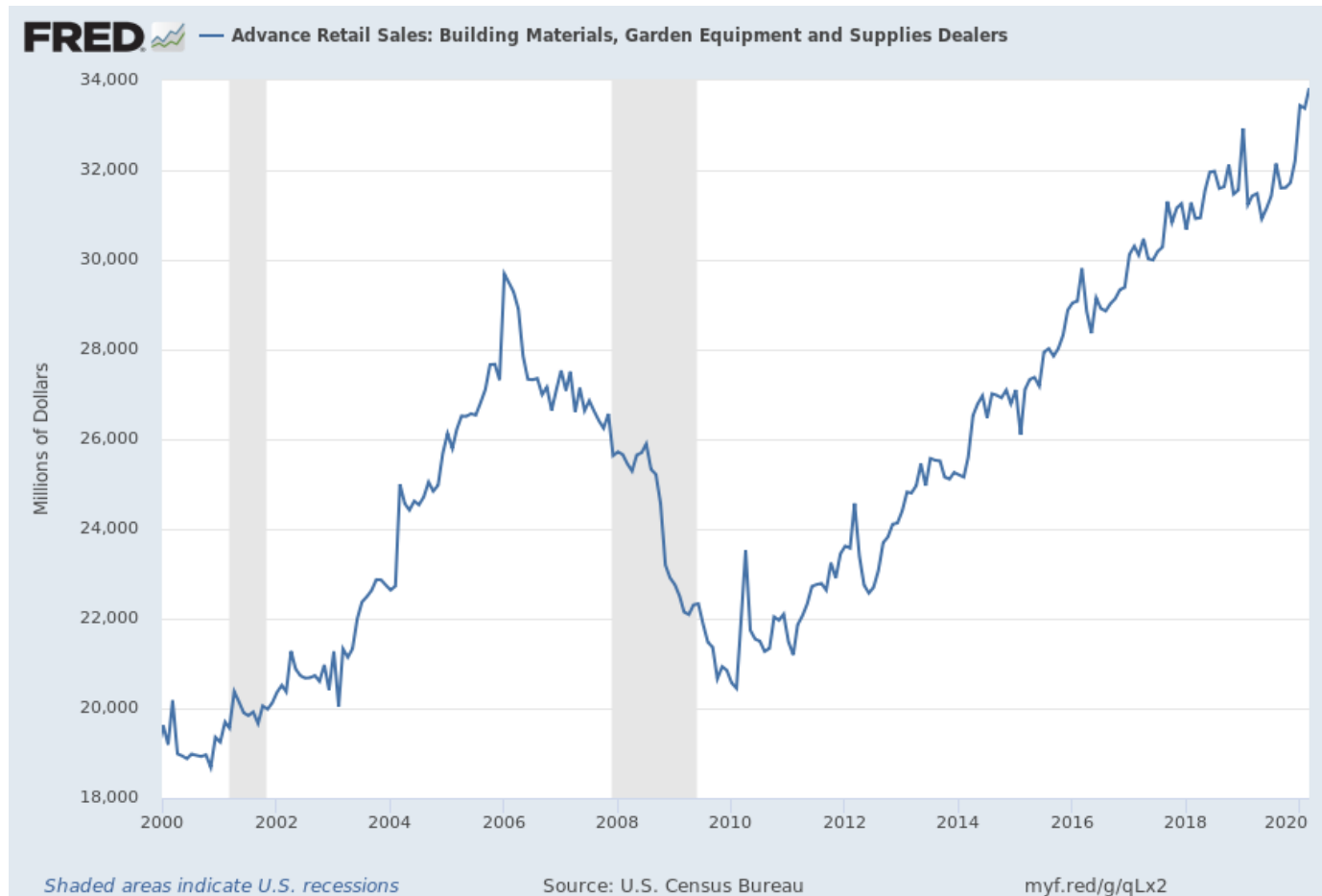


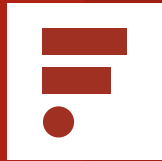


IMPLICATION: Channel Shift



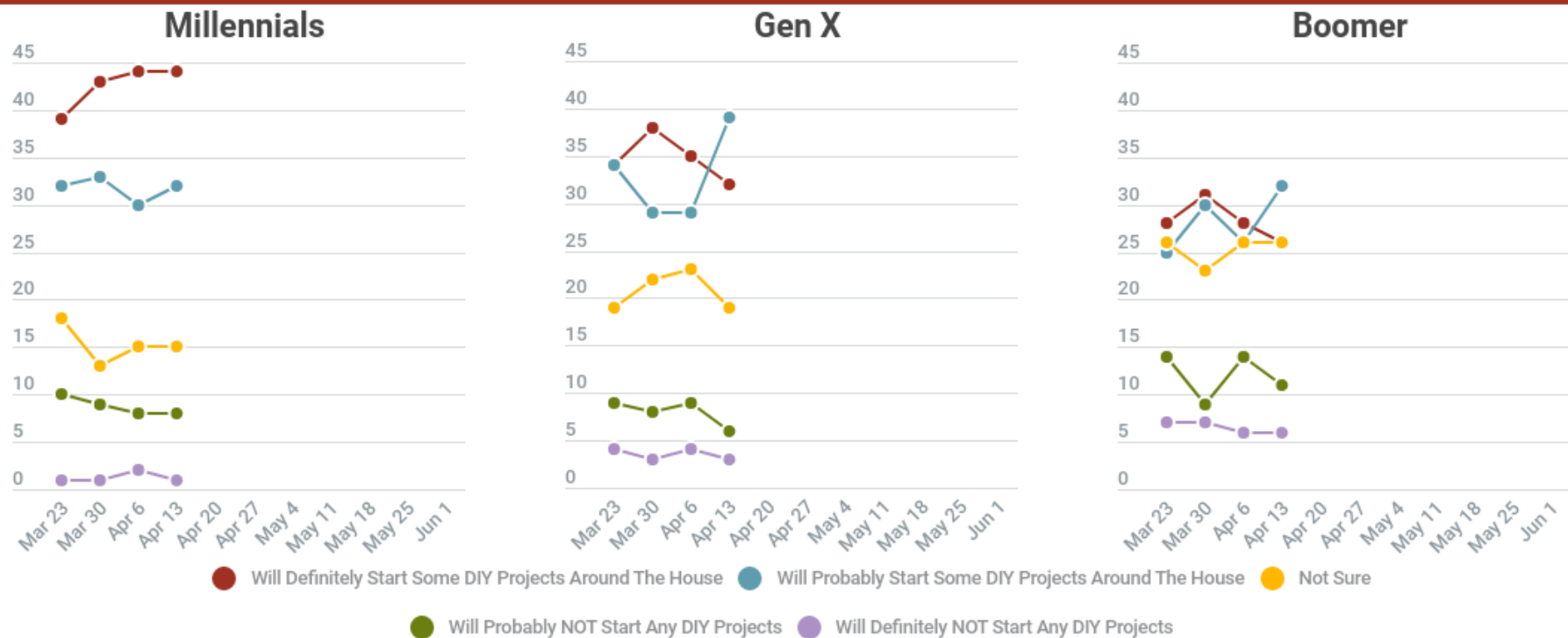
DIY activity can be seen in recent retail sales – up 8% in March YOY





Impacts on Future DIY Project Behavior

Are You Planning to Start Any DIY Projects Within the Next Few Weeks? (By Age)

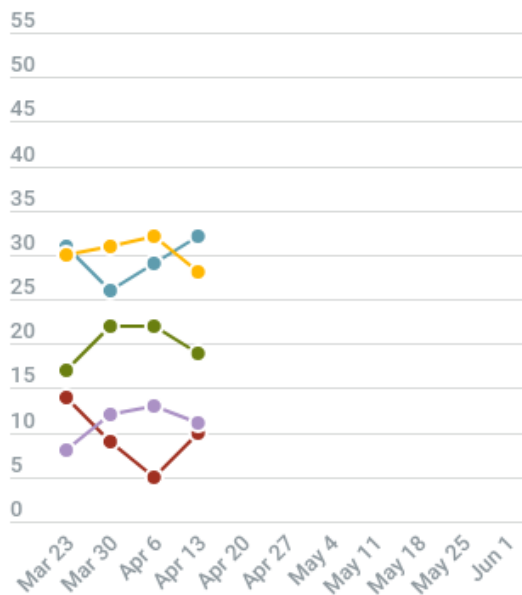


Provided by The Farnsworth Group & the Home Improvement Research Institute (HIRI)

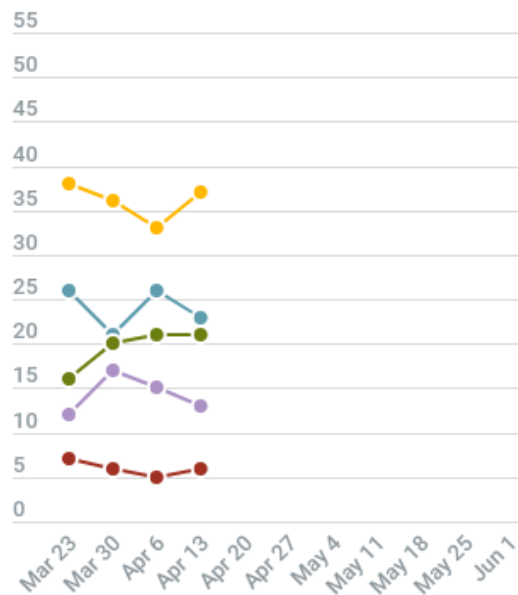


Are You Planning to Spend More or Less Money Than Normal on DIY Projects Over the Next Few Weeks? (By Age)

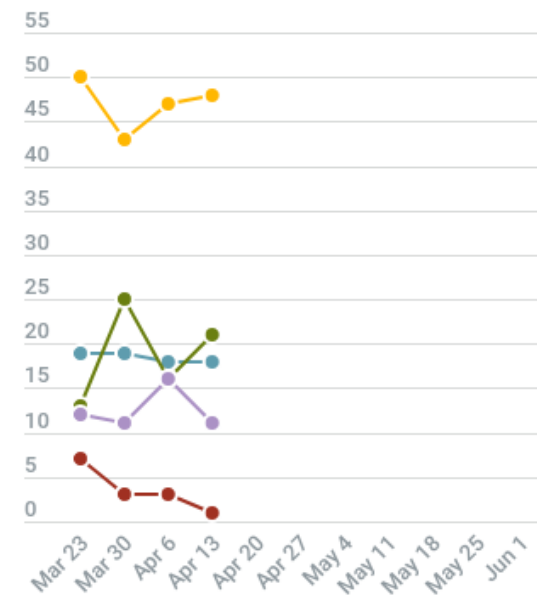
Millennials



Gen X



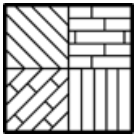
Boomer



● Planning To Spend Much More
 ● A Little More
 ● Same As Usual
 ● A Little Less
 ● Planning To Spend Much Less

Product Category Online Search Shifts

SEARCH VOLUME INCREASE ON GOOGLE FOR BUILDING PRODUCTS DURING MARCH 16 - APRIL 5.



↑ 51%

FLOORING



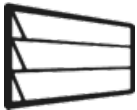
↑ 43%

WINDOWS



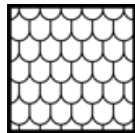
↑ 54%

DOORS



↑ 120%

SIDING



↑ 61%

ROOFING



↑ 76%

KITCHEN & BATH



↑ 63%

DECK & PATIO



↑ 59%

LUMBER



↑ 700%

PAINT



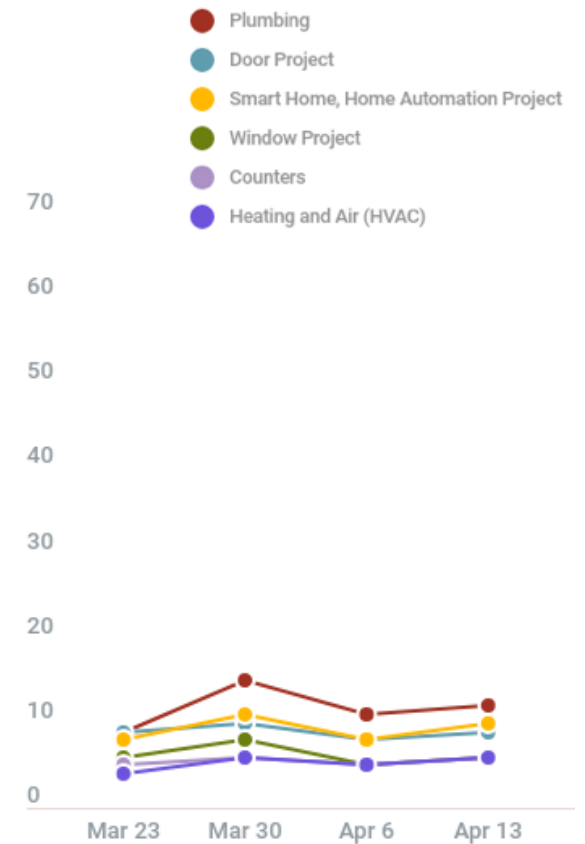
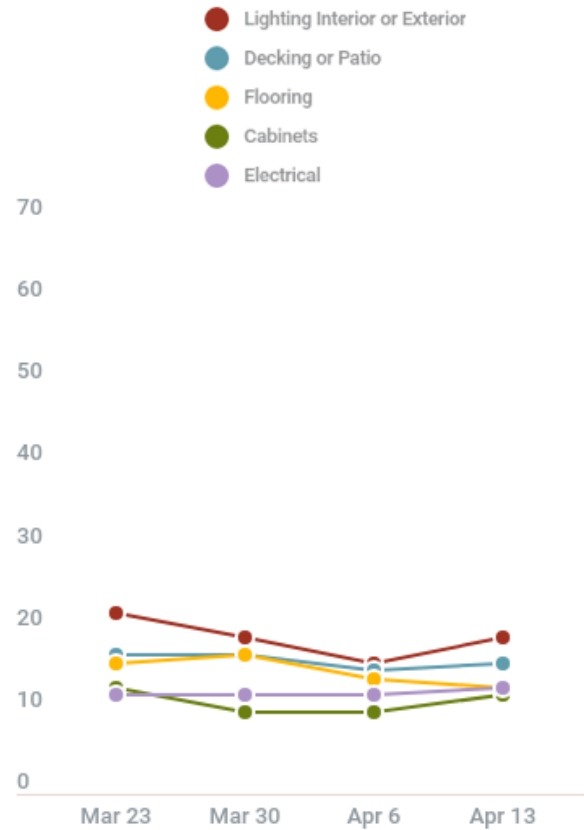
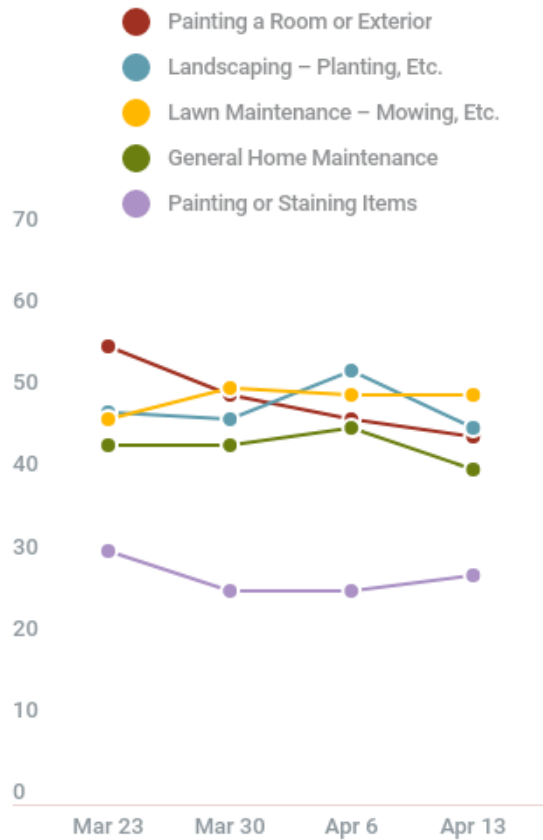
VENVEO

SOURCE: Google Trends & Venveo Proprietary Tracking Data Systems

ZACH WILLIAMS
zach@venveo.com



Which of these projects are you planning to start in the next few weeks?





- **PRICING:** Pay attention to financial concerns. This may lead to price sensitivity that requires you to adjust product offering or merchandising. *Understand your customers' hierarchy of needs.*
- **AVAILABILITY:** Fulfill product needs. Have what they want and deliver it how they want. There is opportunity to steal share because consumers may be more willing to switch brands or suppliers. *Understand what your customers want, when and how.*
- **CHANNEL:** Go where your customers are – online. Not just for shopping and info, but now more than ever for buying. *Know what information they want and give it to them.*
- There are DIY opportunities, but consumer behaviors changed overnight. The quicker you understand how they changed for your customer, your products and your channel the quicker you can meet these new needs. *Have the product, when and where they want it, at the right price (or at least 2 out of 3) and you win.*



Thank You

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garnsworth@thefarnsworthgroup.com