2021 Axiom Homefront Insights Survey
Home Improvement During a Pandemic

01.27.2021

axiom
POSITIVELY DIFFERENT MARKETING
About The Survey

The intent of this survey is to analyze U.S. homeowner sentiment and the appetite for home improvement projects in 2021.

Axiom surveyed more than 1,000 homeowners to understand how the COVID-19 vaccine and past project experiences may impact home improvement activity in the coming year.

This survey was conducted in January 2021.
The Axiom Advantage

Our aim with this research is to learn how recent home improvement activity translates to project plans in 2021 and how the work will get done.

More than just the types of projects and expected investment levels, this research aims at identifying the mindset and attitudes of people working on or hiring out home improvement work. The intent is to gauge the appetite of homeowners for future projects, determine perceived skill levels for DIY activities, and the likelihood they would involve professionals.

We checked in with homeowners about their recent accomplishments, and asked... will space needs for work, school and play still be a priority in 2021 as ongoing COVID-19 vaccination efforts get underway?

Mike Reiber
CEO & Founder
Survey Demographics

Gender
- Female: 37.26%
- Male: 62.74%

Marital Status
- Married: 68.53%
- Single: 13.99%
- Divorced: 6.69%
- Living with partner: 5.49%
- Widowed: 4.20%
- Separated: 0.70%
- Civil union: 0.20%
- Prefer not to answer: 0.20%

Legend:
- Red: Female
- Blue: Male

0.00% 10.00% 20.00% 30.00% 40.00% 50.00% 60.00% 70.00% 80.00%
Survey Demographics

Age

- 56 and older: 35.46%
- 40 - 55: 30.37%
- 29 - 39: 26.87%
- 19 - 28: 7.29%

Household income

- under $25,000: 5.00%
- $25,000 - $49,999: 16.28%
- $50,000 - $74,999: 16.88%
- $75,000 - $99,999: 23.58%
- $100,000 and over: 38.26%

Homeowner type

- Condominium: 13.19%
- Single family attached: 6.09%
- Single family detached: 80.72%
Survey
Demographics

Experience Level

<table>
<thead>
<tr>
<th>Experience Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always hire an expert</td>
<td>10.69%</td>
</tr>
<tr>
<td>Novice DIYer</td>
<td>13.39%</td>
</tr>
<tr>
<td>Casual DIYer</td>
<td>31.87%</td>
</tr>
<tr>
<td>Experienced DIYer</td>
<td>22.28%</td>
</tr>
<tr>
<td>Expert DIYer</td>
<td>21.78%</td>
</tr>
</tbody>
</table>

Location

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific</td>
<td>12.19%</td>
</tr>
<tr>
<td>Rocky MT</td>
<td>9.09%</td>
</tr>
<tr>
<td>Midwest</td>
<td>20.98%</td>
</tr>
<tr>
<td>Southwest</td>
<td>14.39%</td>
</tr>
<tr>
<td>Midwest</td>
<td>20.98%</td>
</tr>
<tr>
<td>Colorado</td>
<td>10.69%</td>
</tr>
<tr>
<td>Northeast</td>
<td>20.38%</td>
</tr>
<tr>
<td>Southeast</td>
<td>22.98%</td>
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</table>
What effect did COVID-19 have on your DIY projects in 2020?

74% Started / Finished a Remodeling Project

35% Started / Finished a Landscaping Project

32% Did a DIY project because they couldn’t find a contractor

32% Planned a future project
Most people are working from home...

67.2%

Currently work from home

And plan to spend more time on projects

If you think you’ll be working from home in 2021, will you spend more time on home improvement projects in 2021?

About the same: 54.05%
Less: 9.19%
More: 36.76%
If you think you’ll be working from home in 2021, will you spend more time on home improvement projects in 2021?

- Under age 55 will be doing **more projects**
  - More: 51%
  - About the same: 40%
  - Less: 9%

- Age 56+ will be doing **fewer projects**
  - More: 10%
  - About the same: 80%
  - Less: 10%
Even with a vaccine, 90% of homeowners are planning projects!

Now that there is a vaccine, will you spend more or less time on home improvement projects in 2021?

- About the same amount of time or more: 89.51%
- Less time: 10.49%
Most projects are planned for the first half of 2021

When will you start your next 2021 DIY project?

- Not in 2021: 6.29%
- January: 9.29%
- February: 13.69%
- March: 19.18%
- April: 19.48%
- May: 13.79%
- June: 7.79%
- July: 3.10%
- August: 2.30%
- September: 2.20%
- October: 1.50%
- November: 0.80%
- December: 0.60%
2021 Planned Home Improvement Projects

- **Kitchen**: 35%
- **Yard / Landscape**: 26%
- **Bedroom**: 16%
- **Bathroom**: 31%
- **Office**: 27%
- **Deck / Patio**: 25%
64% of planned projects to cost more than $1,000

How much are you likely to invest in home improvement projects in 2021?

- Up to $500: 15.78%
- $501 to $1,000: 20.28%
- $1,001 to $2,500: 22.28%
- $2,501 to $5,000: 19.98%
- $5,001 to $10,000: 13.09%
- More than $10,000: 8.59%
Over 56% will hire a professional contractor.
The under 56 crowd are 30% more likely to DIY than older people...

How will you complete your projects in 2021? (by age group)
This might be because only 5% of age 56+ rate themselves as experts.

What level of home improvement experience do you have?
Women are more likely to hire experts

While 83% of men consider themselves experts

<table>
<thead>
<tr>
<th>Level</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expert</td>
<td>80%</td>
<td>90%</td>
</tr>
<tr>
<td>Experienced DIYer</td>
<td>70%</td>
<td>80%</td>
</tr>
<tr>
<td>Casual DIYer</td>
<td>60%</td>
<td>70%</td>
</tr>
<tr>
<td>Novice</td>
<td>50%</td>
<td>60%</td>
</tr>
<tr>
<td>Always hire an expert</td>
<td>40%</td>
<td>50%</td>
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Male Female
84% are considering more difficult home improvement projects is 2021!

44% report greater confidence to tackle more difficult projects!

16% No
40% Maybe
44% Yes
The under 56 crowd is twice as likely to take on difficult projects than those over 56

If you completed home improvement projects in 2020 that you had never tried before, do you have greater confidence to tackle other more difficult home improvement projects in 2021? (yes answers only)
Additional information available upon request

This report represents a summary of our key research findings. We’re happy to provide you customized views of the data, including break downs by demographics, regions and more. Contact us for additional insights about the 2021 home improvement market.

Contact Stacy Einck
seinck@axiomcom.com
About Axiom

Since 1993, Axiom has served North America’s best known horticultural, agricultural, building products and utility providers.

Axiom uses market insights to drive strategies in positioning, messaging, innovation and market communications, which accelerates purchase decisions and growth.

Headquartered in Minneapolis, Axiom is a fully integrated team based in Charlottesville, VA; Charlotte, NC; Cedar Rapids, IA; and Lincoln, NE.

Positively Different

We are not a traditional marketing agency. Our team is comprised of industry veterans who’ve led businesses from start-ups to Fortune 500’s.

We’re not just marketing professionals and former journalists. We’re architects, engineers, builders, agronomists and data scientists with real world experience and similar responsibilities to those of our clients.

Our intimate understanding of the verticals we serve helps us solve your biggest challenges faster for quicker ROI and sales acceleration.
Combined Client Results

500M+
Half a Billion in Sales
Axiom strategies have combined earnings for our clients in excess of $500,000,000.

350M+
Savings to Clients
Axiom programs have combined saving for our clients in excess of $350,000,000.

22%
Increase in Sales

44%
Business Savings

78%
Increase in Content Views

5000+
News Articles Earned

50+
Patents

60+
Awards

View Our Case Studies
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Stacy Einck
952.224.2939 ext. 113
seinck@axiomcom.com
Axiomcom.com