

A man with a beard and a woman with red hair are smiling. The man is holding a spray bottle, and the woman is holding a power drill. They are both wearing denim overalls.

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.

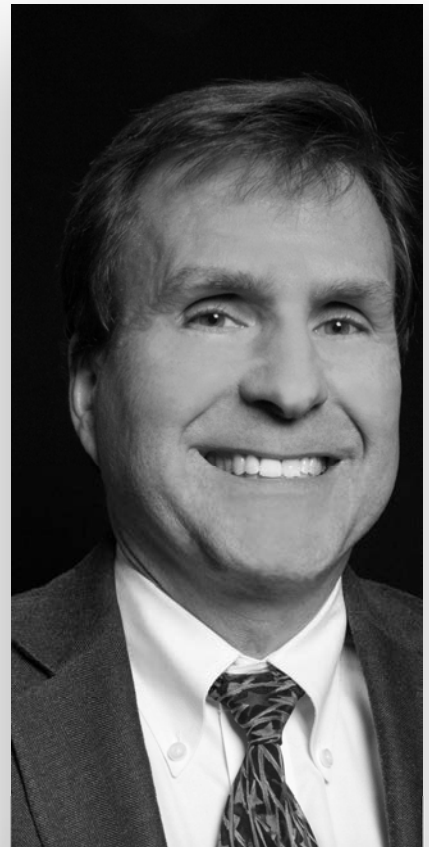
This survey was conducted in January 2021.

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?

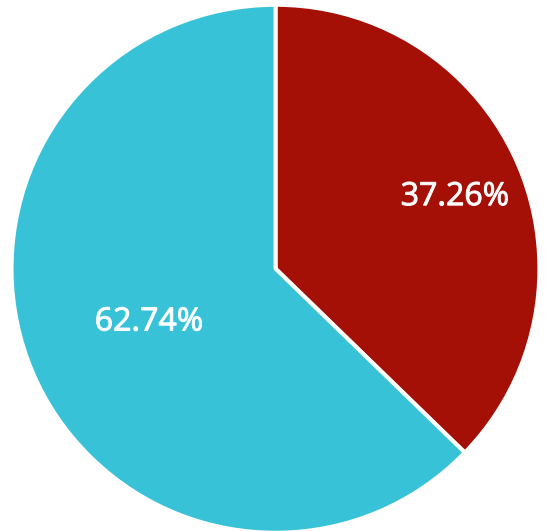


Mike Reiber
CEO & Founder

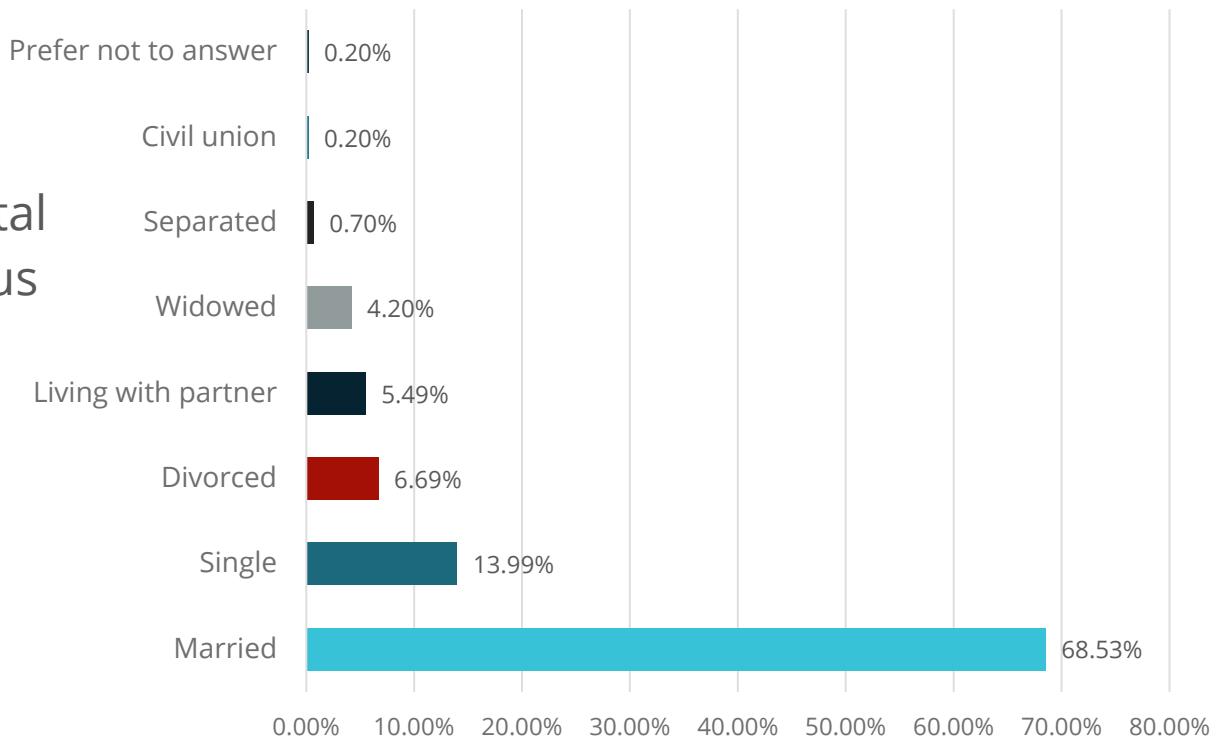
Survey Demographics

Gender

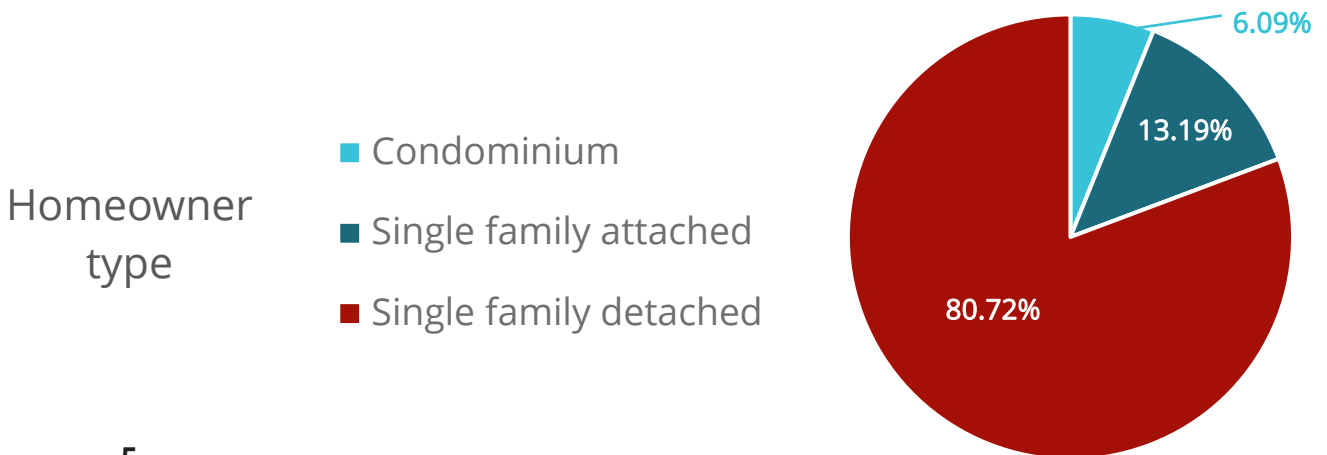
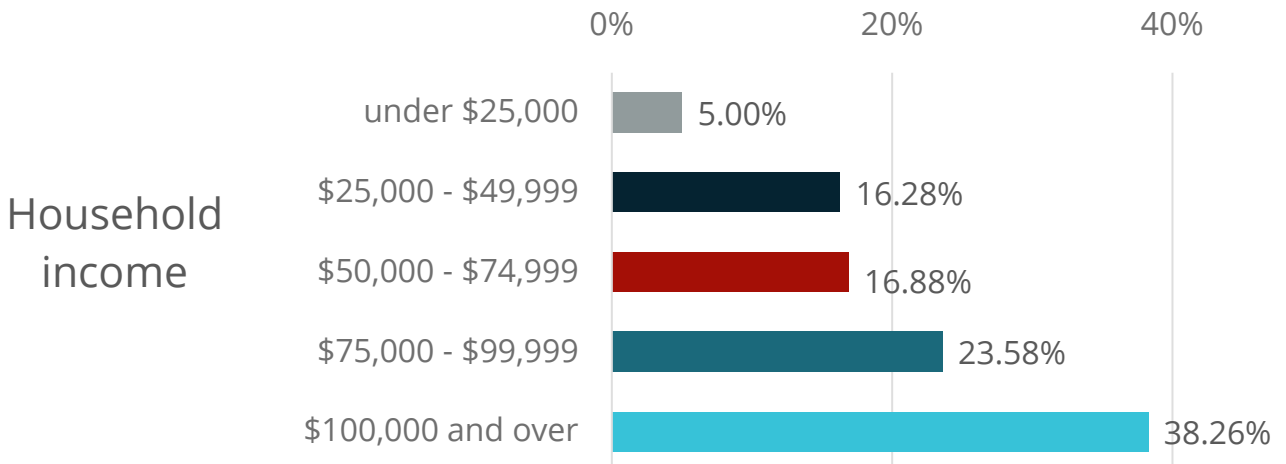
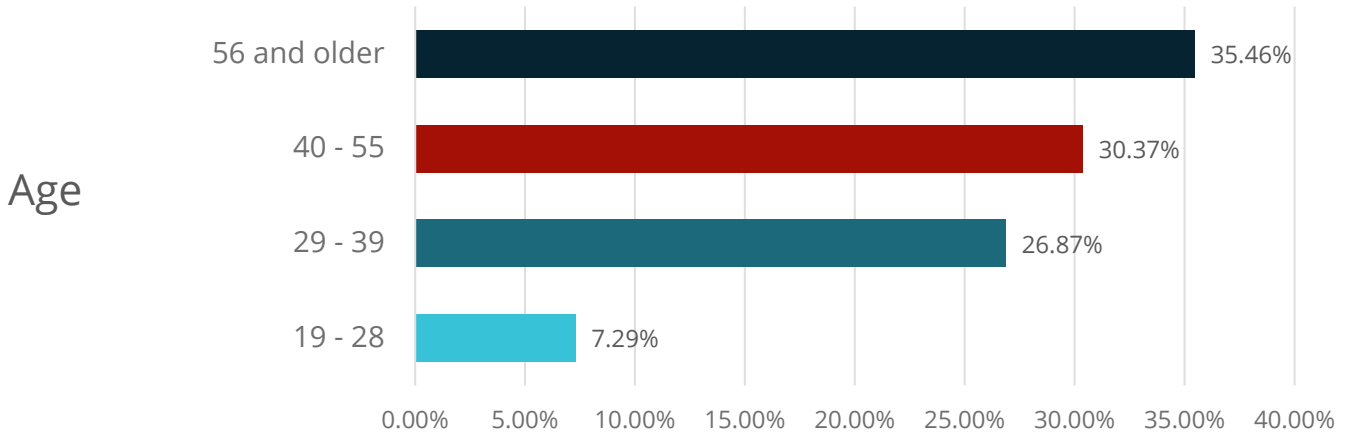
- Female
- Male



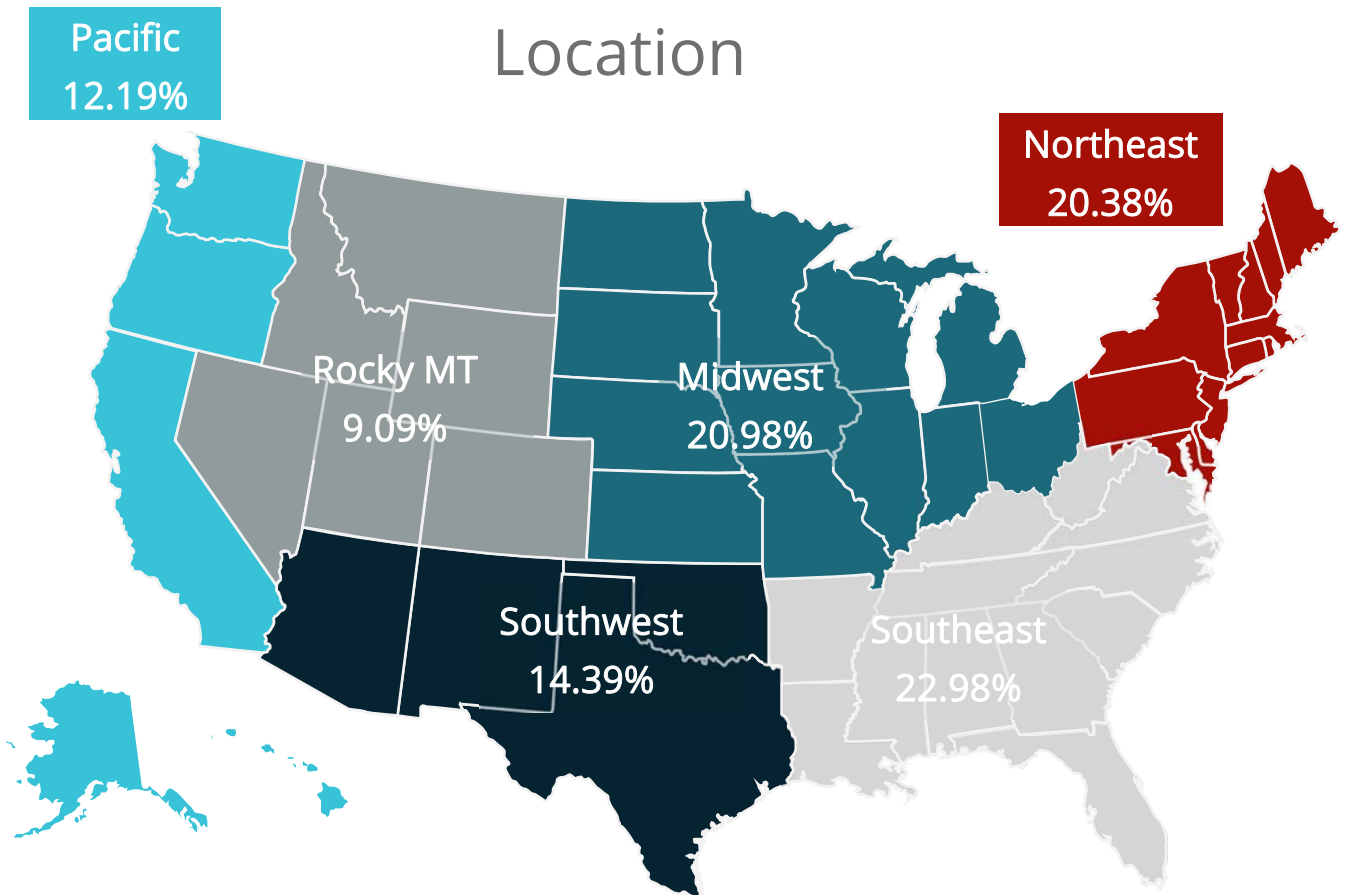
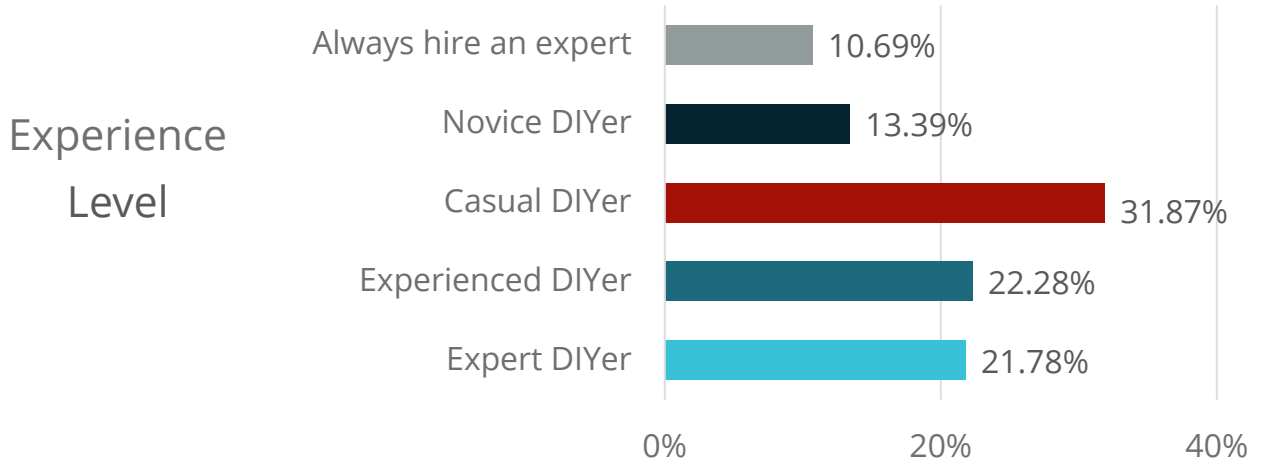
Marital Status



Survey Demographics



Survey Demographics



What effect did COVID-19 have on your DIY projects in 2020?

74% Started / Finished a Remodeling Project



35% Started / Finished a Landscaping Project



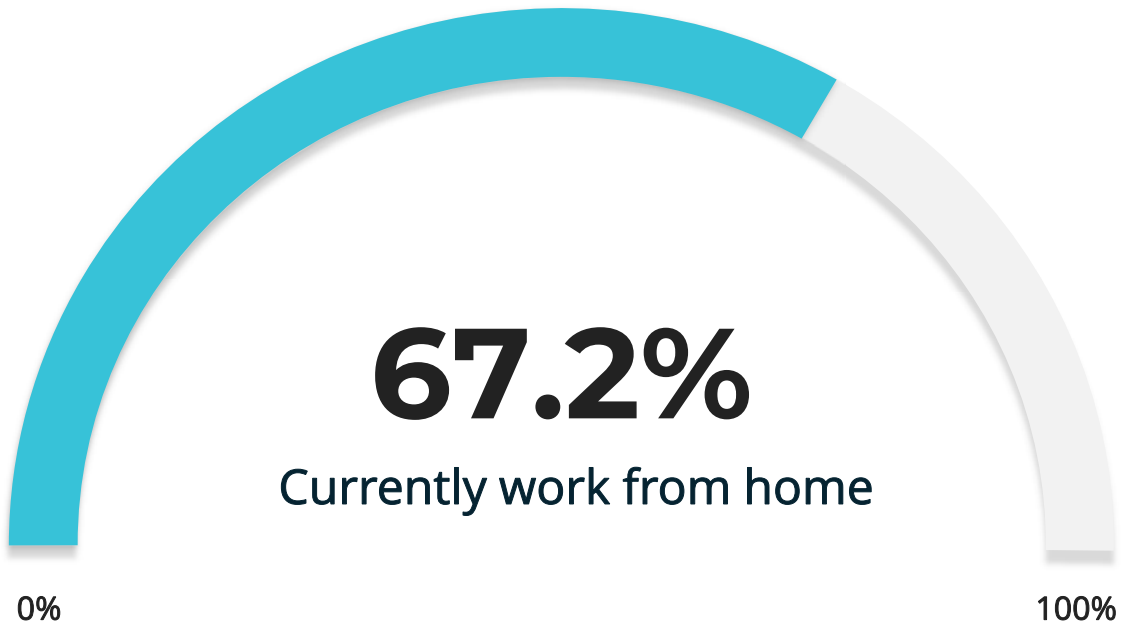
32% Did a DIY project because they couldn't find a contractor



32% Planned a future project

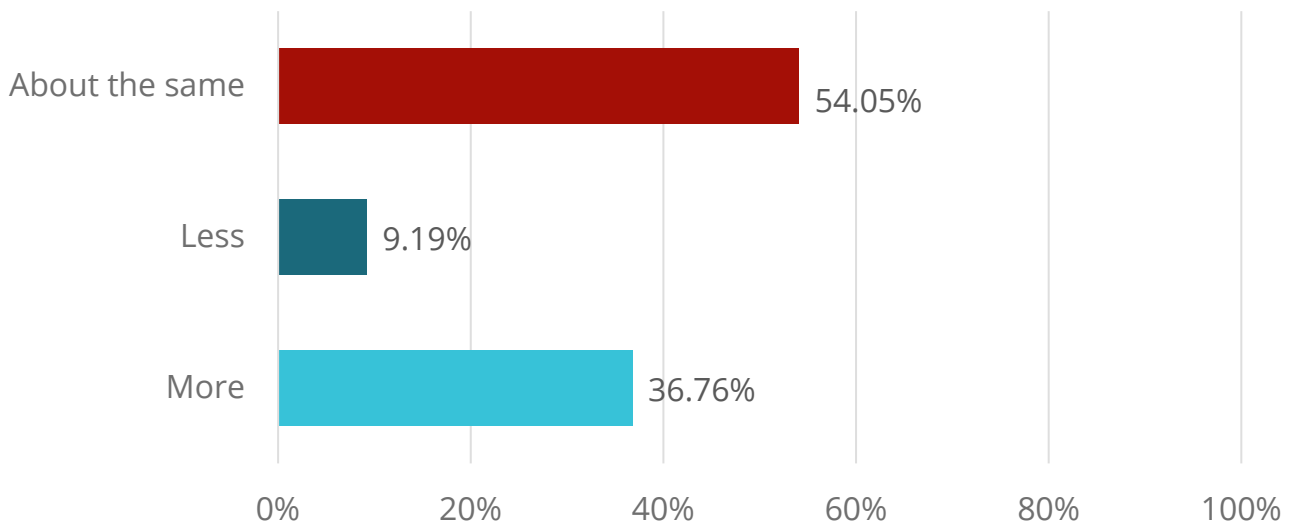


Most people are working from home...

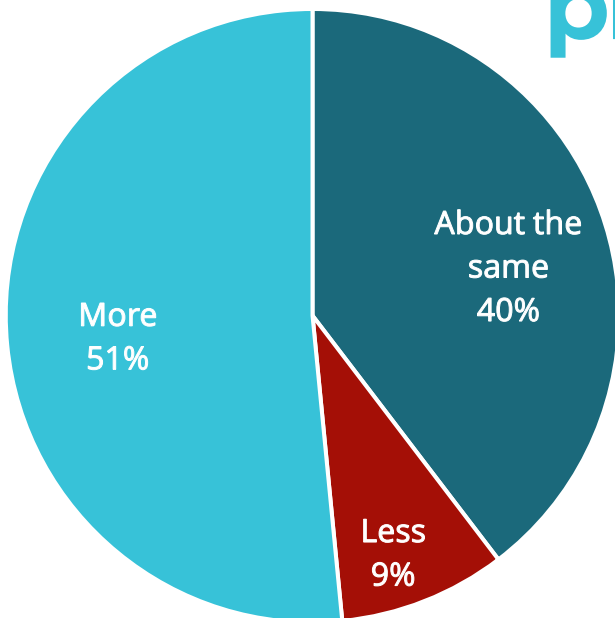


And plan to spend more time on projects

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

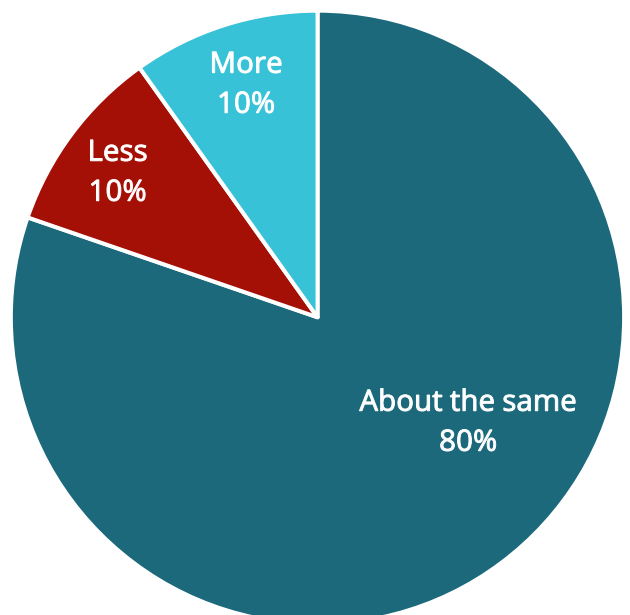


If you think you'll be working from home in 2021, will you spend more time on home improvement projects in 2021?



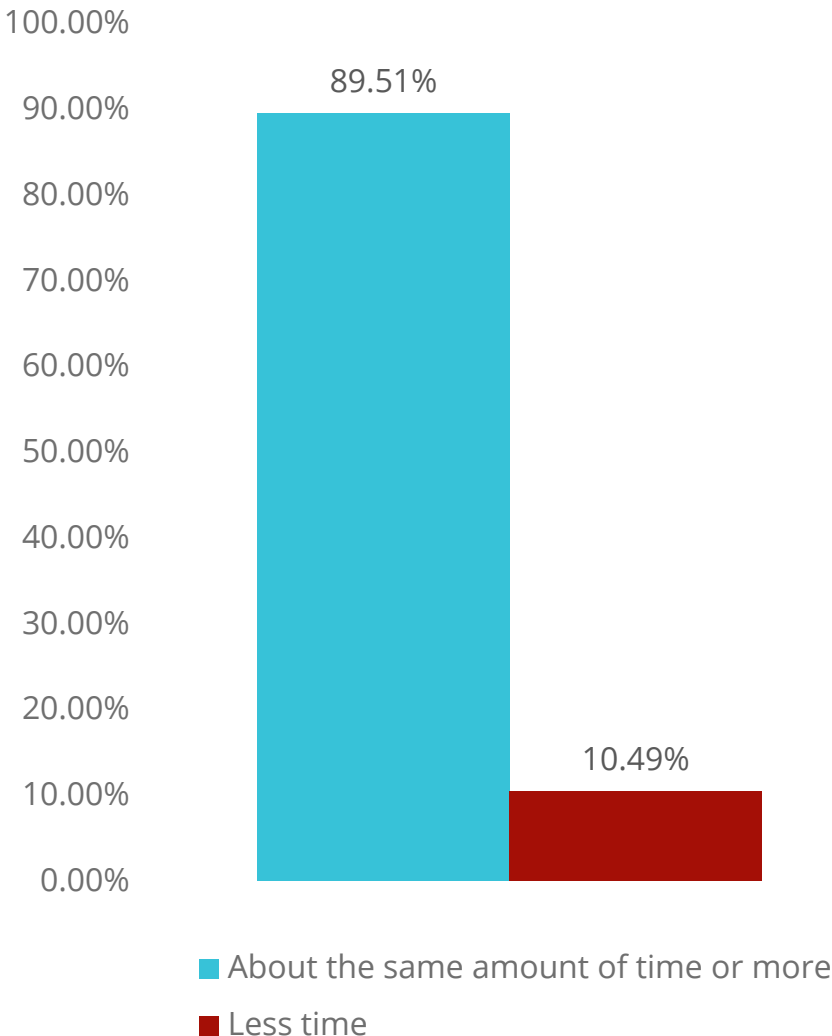
Under age 55 will be doing more projects

Age 56+ will be doing fewer projects



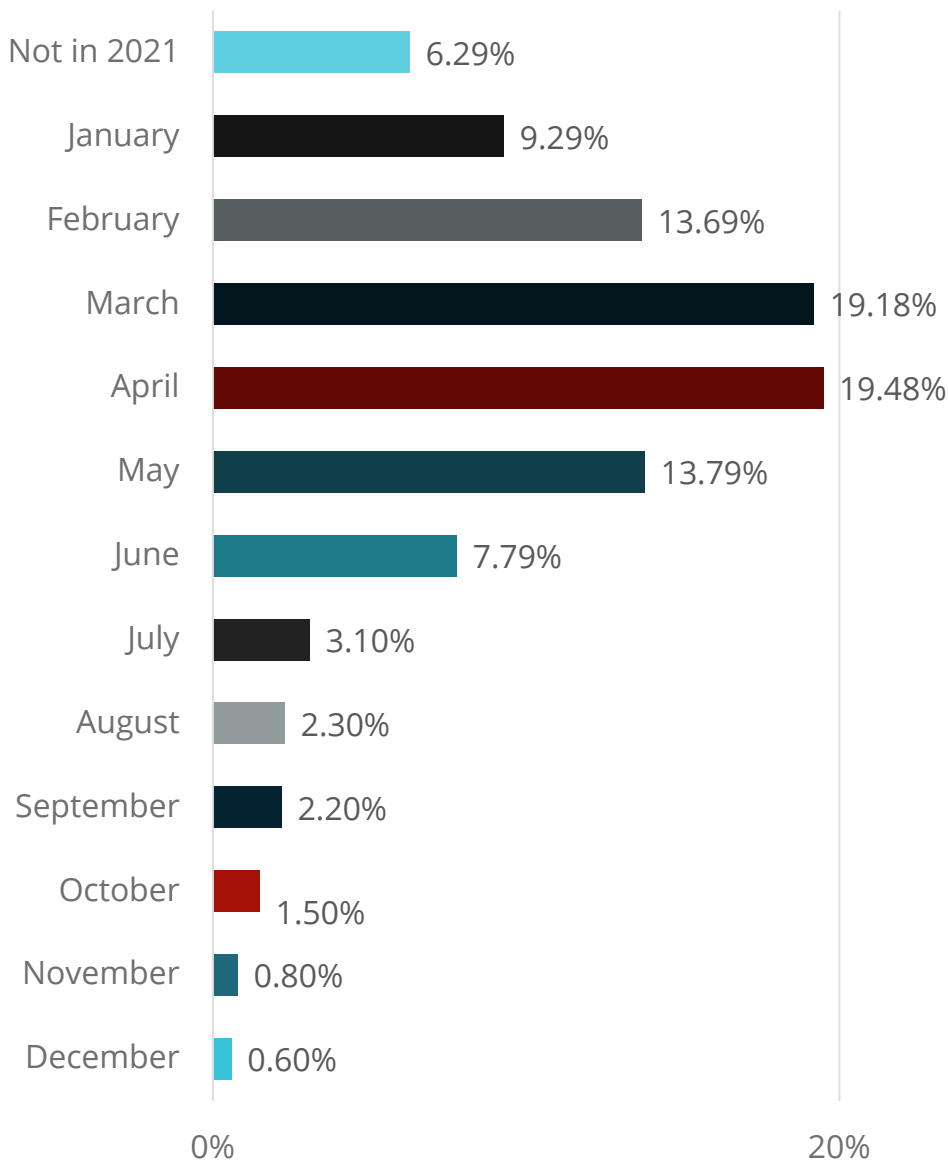
Even with a vaccine, 90% of homeowners are planning projects!

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



Most projects are planned for the first half of 2021

When will you start your next 2021 DIY project?



2021 Planned Improvements

2021 Planned Home Improvement Projects

16%
Office

31%
Bathroom

27%
Kitchen

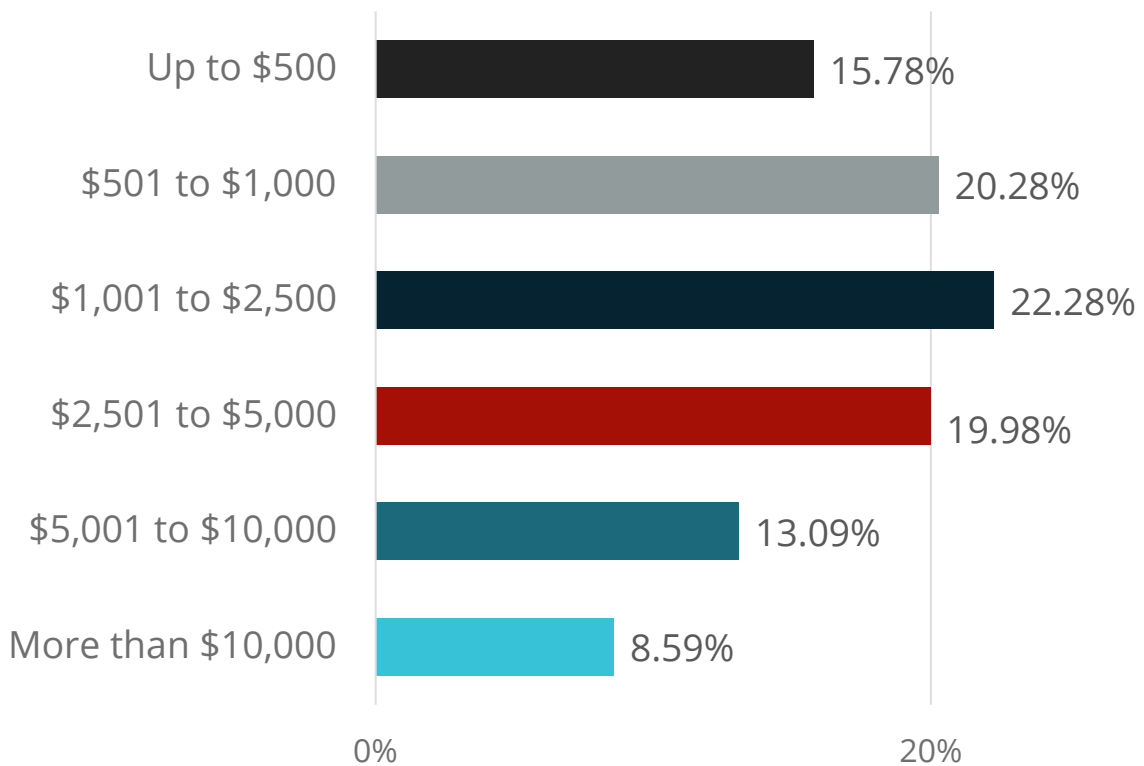
26%
Bedroom

35%
Yard / Landscape

25%
Deck / Patio

64% of planned projects to cost more than \$1,000

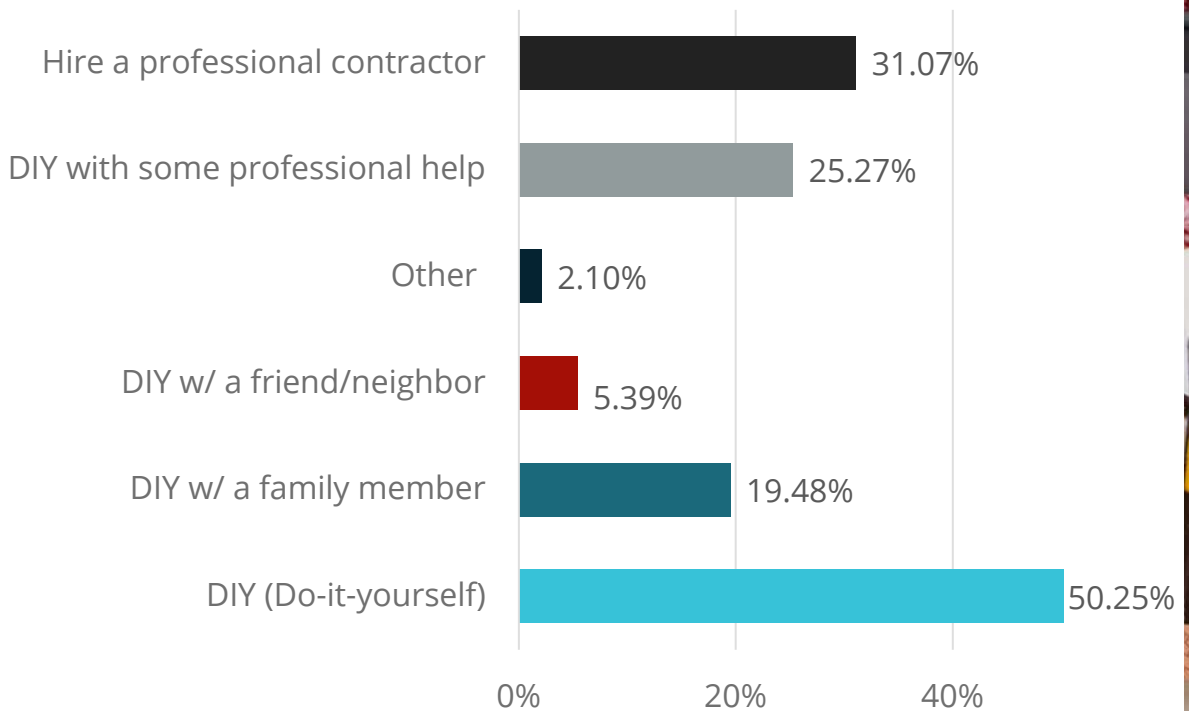
How much are you likely to invest in home improvement projects in 2021?



Over 56% will hire a professional contractor

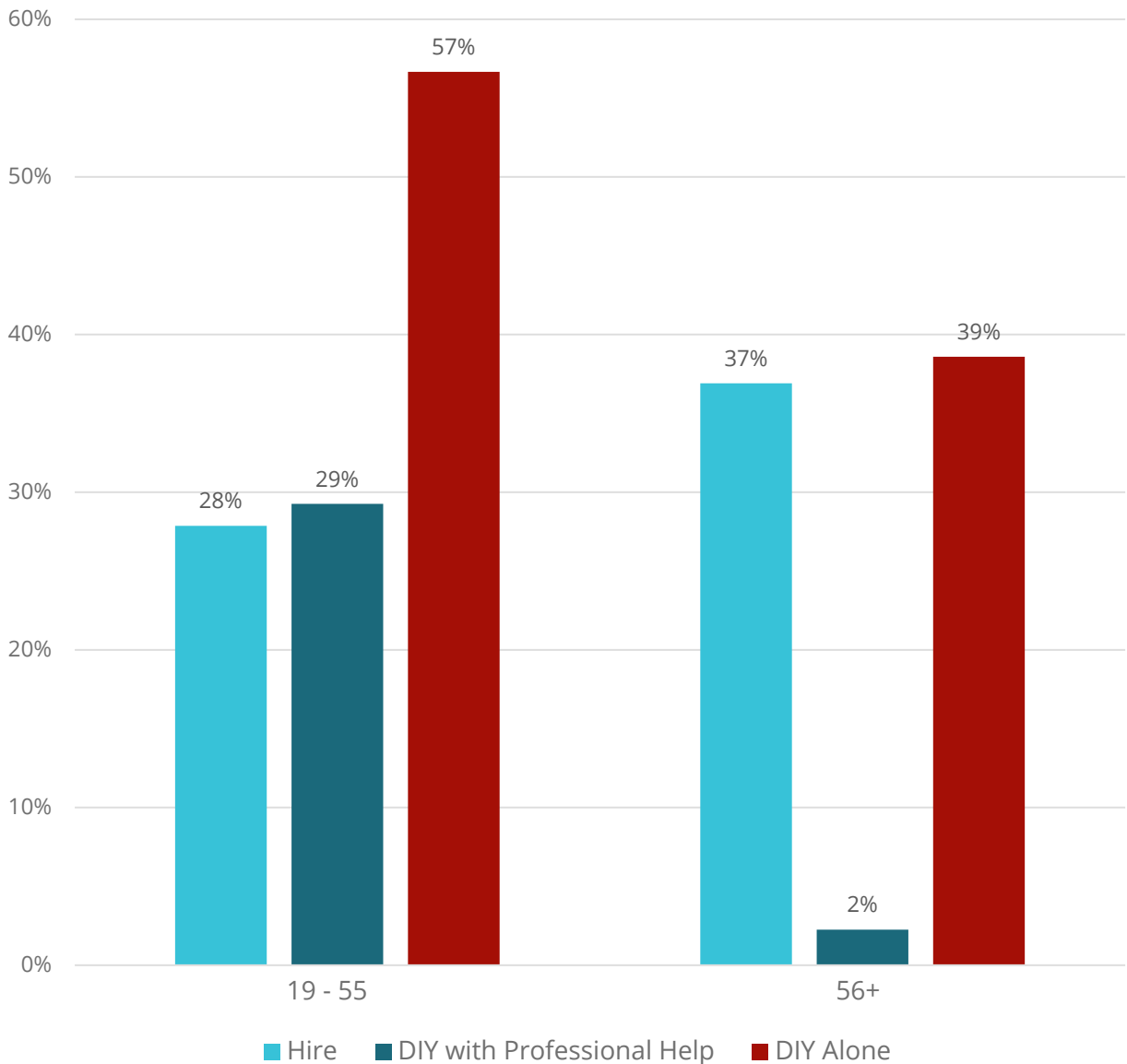


How will your project(s) get done in 2021?
(check all that apply)



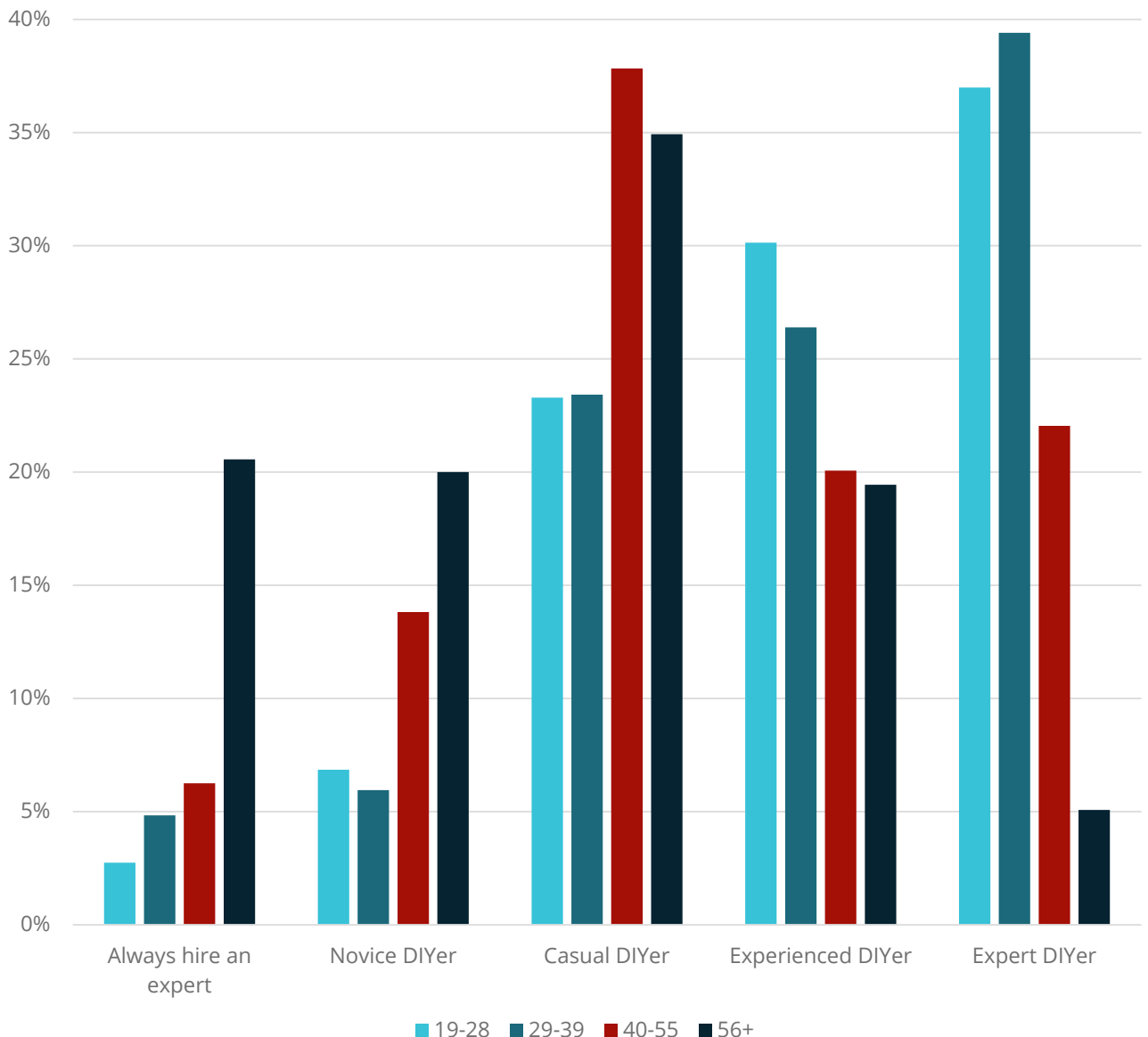
The under 56 crowd are **30% more likely to DIY** than older people...

How will you complete your projects in 2021?
(by age group)



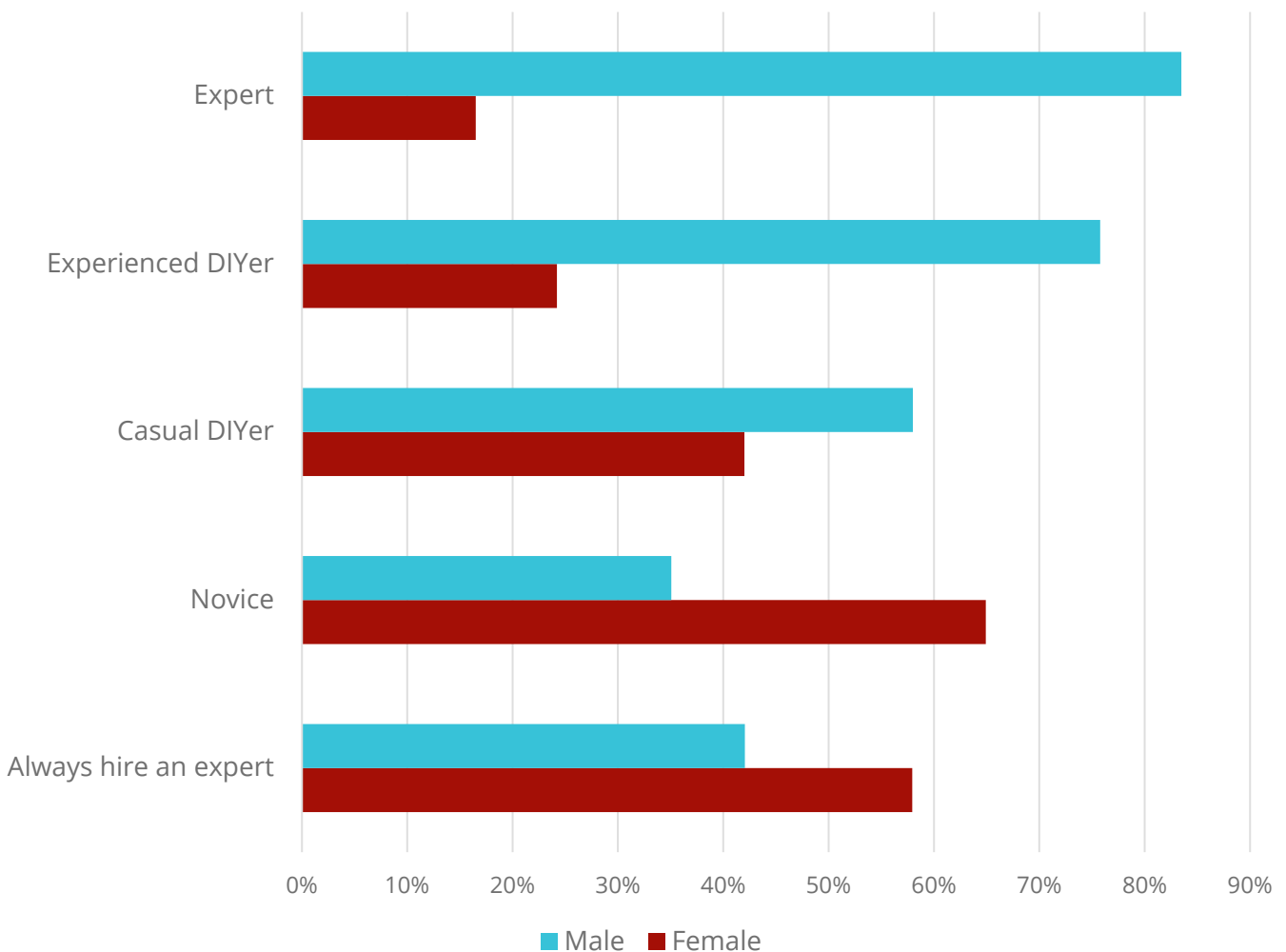
This might be because only 5% of age 56+ rate themselves as experts

What level of home improvement experience do you have?

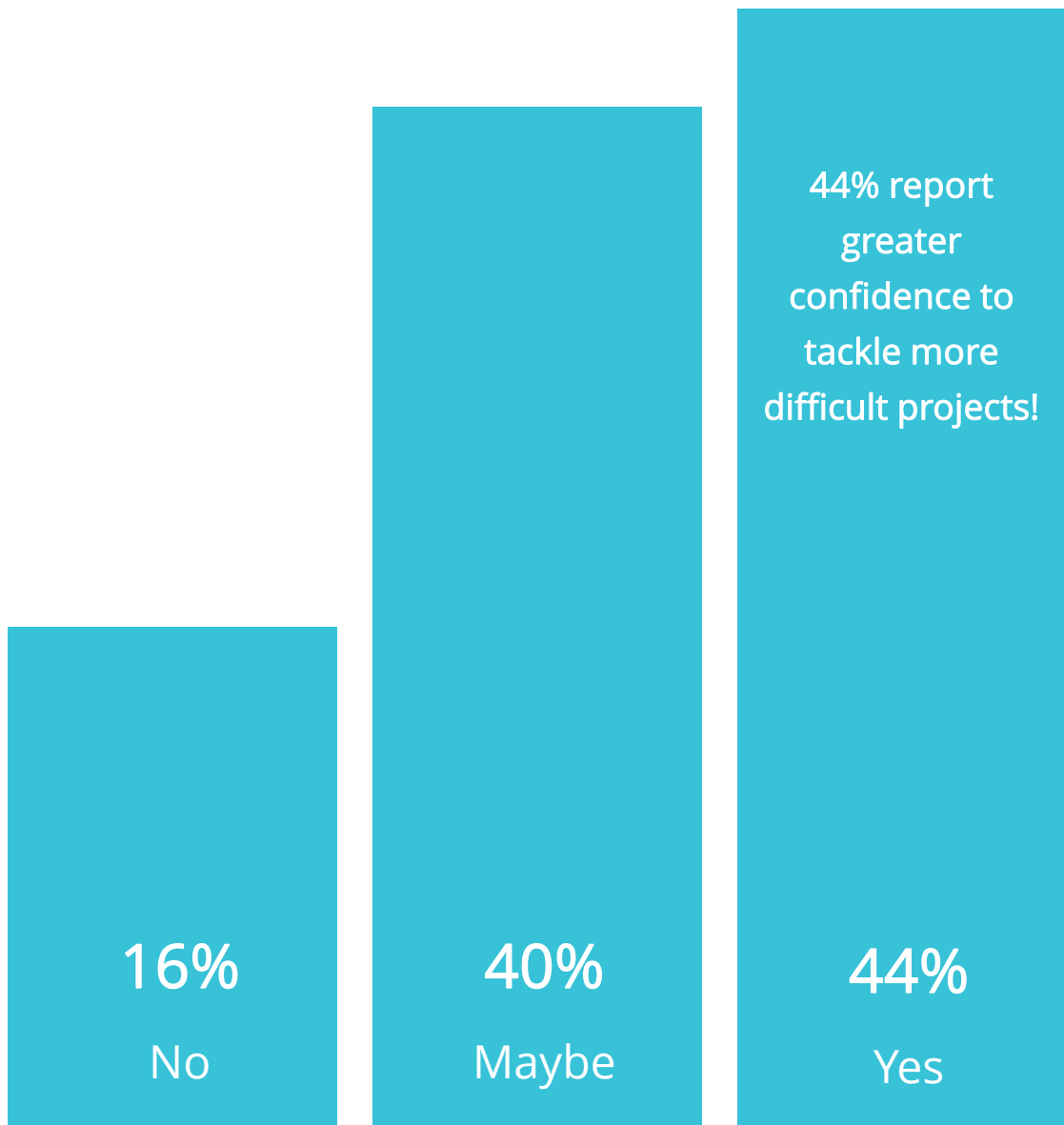


Women are more likely to **hire experts**

While **83% of men** consider themselves experts

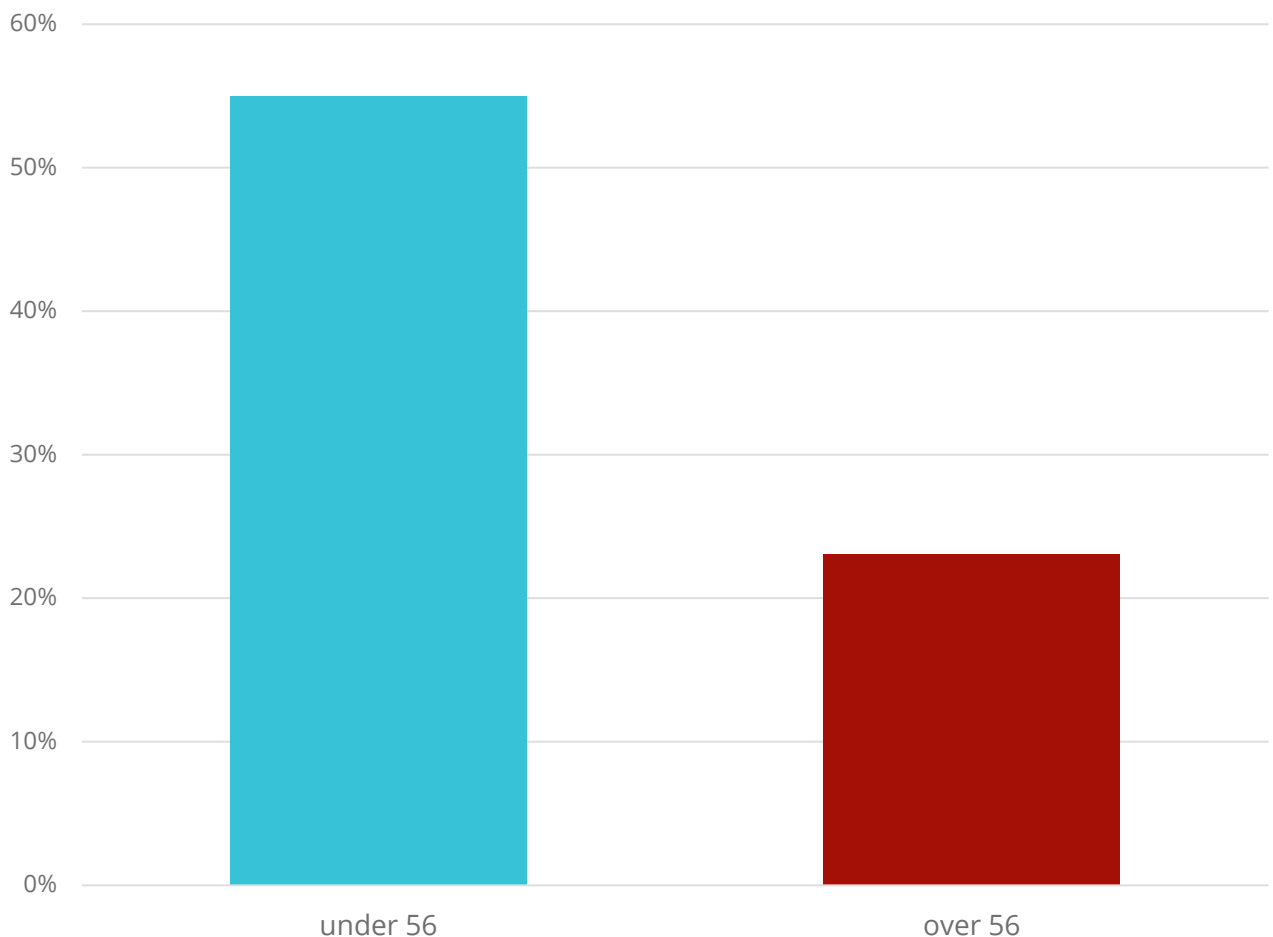


84% are considering more difficult home improvement projects is 2021!



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

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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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