



HOME-BASING INSIGHTS

VOLUME 2:
MAY 2020

Trusted Media Brands is continuing to monitor its audience and marketplace during this very dynamic period. From baking bread to social distancing block parties, consumers continue to adapt to life at home and find new ways to engage with one another. Brands will stand out even more if they can help consumers connect and thrive in new ways.

home-basing (noun/verb)
home•bas•ing | hōm-bās-nīŋ

The act of staying home (vs. going out) to share experiences with family and friends.



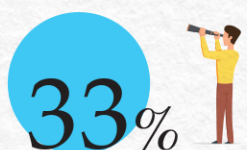
OUTSIDE CONNECTIONS

Social distancing has led to new ways of being together inside and outside.



Interacted with friends/neighbors outside while social distancing (e.g. happy hours)

WHAT BEHAVIORS ARE YOU PARTICIPATING IN OUTSIDE?



People-watching on my front lawn, doorstep or porch



Taking a walk while social distancing



Delivered groceries, supplies or gifts



Visited loved ones by staying outside their premises



Held a gathering outside while social distancing (e.g. book club, block party)



Celebrated birthdays, holidays or other celebrations outdoors while keeping social distance

SPENDING MORE, DIFFERENTLY

Now is a time for brands to reassert themselves to remain top of mind and to encourage new consumer trial.

29% HAVE HAD TO BUY BRANDS THEY NORMALLY WOULDN'T BUY

GfK consumer pulse survey, April 2020.

What I bought that I wasn't expecting to buy:

- A new freezer
- Dyson Pet Stick vacuum
- A new Kitchenaid hand mixer
- More mealkits
- Monthly subscription for meat
- More non-perishable food
- Closet organizing system
- A new weed wacker
- A paint by numbers kit
- Extra vitamins
- Pet food - tons of it



IN THE LAST MONTH, CONSUMERS* SPENT MORE ON:

36%

Household Cleaning Products & Equipment

30%

Packaged Food & Beverages

28%

Take Out Food & Delivery

18%

Fresh & Organic Foods

17%

Home Improvement Supplies

16%

Pet Food & Supplies

16%

Lawn Care & Gardening

16%

Wines & Spirits

FREEZERS ARE FULL

A survey among 400+ Inner Circle members* revealed changing habits around frozen foods during the pandemic

29%

buying more frozen food than prior to the pandemic

FROZEN FOOD THEY ARE BUYING MORE OF

28%
VEGETABLES



22%
MEAT



22%
ICE CREAM



19%
PIZZA

16%
FISH



15%
BREAD



TRENDING CONTENT

Across our brands, top-performing articles in April underscore what consumers are seeking:

Taste of Home



BASIC HOMEMADE BREAD

CLICK FOR MORE

Reader's Digest



MIND GAMES

CLICK FOR MORE

family handyman

STAYING SAFE



CLICK FOR MORE

*Trusted Media Brands Inner Circle is an online insights community of more than 1,500 readers and visitors of Family Handyman, Reader's Digest, and Taste of Home. Through weekly interaction, members provide insight through discussion boards, surveys and more.

Family Handyman continues to monitor its audience and marketplace during this very dynamic period. From researching new projects to shopping for home improvement products, DIYers are actively enhancing their homes inside and out.



GARDENING IS GROWING

An Inner Circle* survey reveals Gardening is a core source of comfort, food, and diversion.



77%

Have a Garden



65%

Garden At Least a Few Times Per Week



57%

Grow Their Own Fresh Herbs

“With the extra time I have on my hands, my hubby and I have built a planter box and plan to try to grow a small herb garden. We will see how it goes.”

— Inner Circle Member

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PROOF OF PURCHASE

Home improvement retail sales are **+8% YOY** in March, according to the U.S. Census.

Top performing articles with e-commerce links on familyhandyman.com confirm what consumers are spending on:



HOME INNOVATION



TOOLS



OUTDOOR EQUIPMENT



APPLIANCES

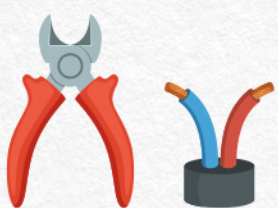


HYGIENE

▲ CLICK AN ICON FOR MORE



Staying at home has brought newcomers into DIY and Home Improvement. Family Handyman's online instruction program has seen a 53% uptick in enrollment since March. These are the most popular classes among new enrollees in April.



Basic Skills for Electrical Projects



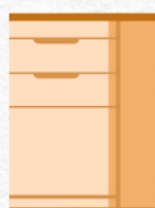
DIY Epoxy Countertop



Perfect Wood Finishing



Great Garage Storage Projects



Pull Out Cabinet Shelves

“I know lots of people are getting antsy at home and want to do home improvement projects. Thank you for this resource!”

—DIY U Enrollee

TWO INDUSTRY EXPERTS, The Farnsworth Group and HIRI, teamed up to create a weekly tracker of home improvement activities among 1,000 DIYers. The most recent wave of data from April 27 reveals:

DIY PROJECTS ARE ON THE RISE

71%

started a DIY project in past week, up from 62% a month ago

45%

are now buying home improvement supplies online

Increased search on home retailers & categories



+150%



+195%



+51%

Flooring



+43%

Windows



+54%

Doors



+120%

Siding



+61%

Roofing



+76%

Kitchen & Bath



+63%

Deck & Patio



+59%

Lumber



+700%

Paint



According to Google Trends March 15-April 5

EXPLORE
FULL DATA
HERE!