LoopMe Consumer Snapshot: Home Improvement

In this week’s consumer behaviour study, LoopMe surveyed 1,350 UK consumers on 24-26 April, 2020 to understand consumer attitudes towards home improvement during COVID-19. We also analysed which types of home improvement projects are being planned and whether consumers are considering buying or renting a new home.

15% of consumers are undecided about starting a home improvement project in the next two months.

27% of consumers will (12%) or may start (15%) a home improvement project in the near future.

23% of consumers will be Painting or Interior Designing for their next home improvement project.

When describing their next type of home improvement project, consumers were significantly more likely to choose Painting or Interior Design than updating their Appliances.

What best describes your next home improvement project?

- No Improvements Planned: 48%
- Painting or Interior Design: 23%
- Landscaping or Gardening: 14%
- Updating Appliances: 12%
- Other: 3%

Are you considering buying or renting a new home in the next six months?

- No: 82%
- Maybe: 9%
- Yes: 9%

Nearly one in five consumers will (9%) or are considering (9%) buying or renting a new home in the next six months.

For more information, contact your local sales rep or solutions@loopme.com