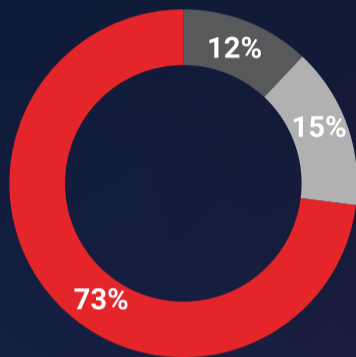


# LoopMe Consumer Snapshot: Home Improvement

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.

Will you be starting a home improvement project in the next 60 days?



Yes Maybe No



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

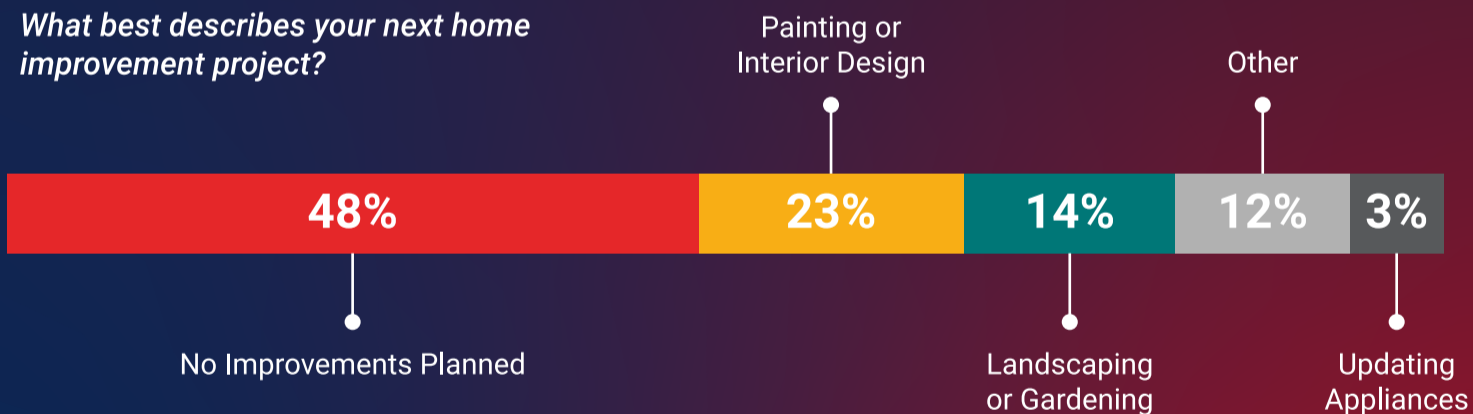
27% of consumers will (12%) or may start (15%) a home improvement project in the near future.

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?



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

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

