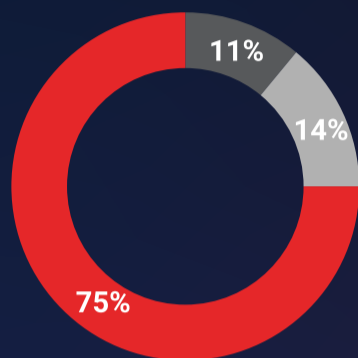




LoopMe Consumer Snapshot: Home Improvement

In this week's consumer behavior study, LoopMe surveyed 4,610 US consumers on April 24-26, 2020 to understand consumer attitudes towards home improvement during COVID-19. We also analyzed 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



14% of consumers are undecided about starting a home improvement project in the next 60 days.

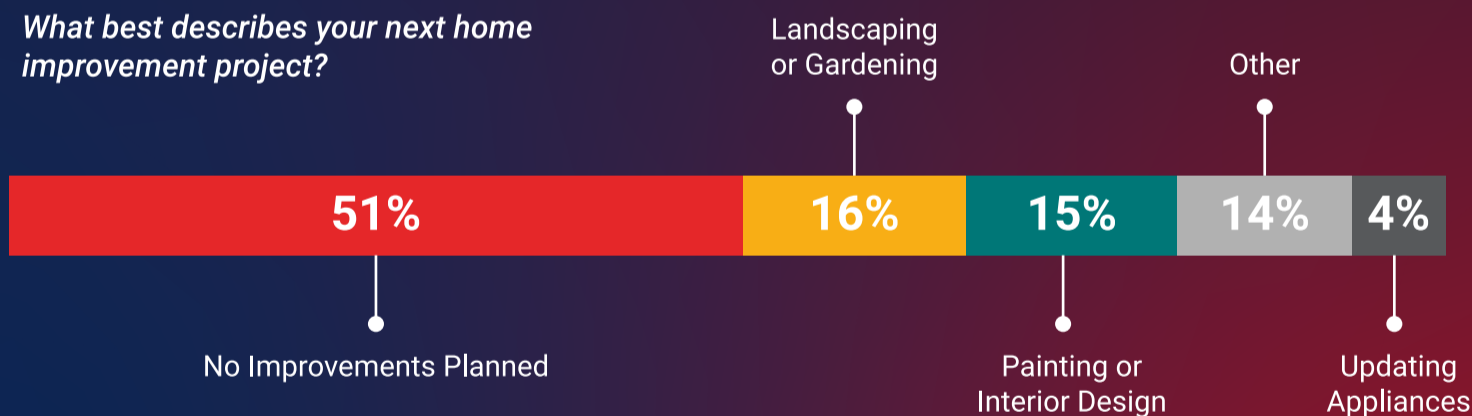
25% of consumers will (11%) or may start (14%) a home improvement project in the near future.

Painting or Interior Design (15%) and Landscaping or Gardening (16%) were the preferred next home improvement projects for nearly a third of consumers.



When describing their next type of home improvement project, consumers were 4X more likely to choose Landscaping or Gardening than updating their Appliances.

What best describes your next home improvement project?



1 in 5

consumers will (8%) or are considering (12%) 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?

