In 2018, we coined the term “Home Basing”, recognizing the trend of more Americans staying in and spending time at home with family. With the impact of Covid-19, that term means something entirely different – it has shifted from “trend” to necessity.

Trusted Media Brands is closely monitoring its audience and marketplace during this very dynamic period. We see increased media consumption and strong interest in home cooking, cleaning, organizing, and home improvement.

STUDY AMONG 400+ INNER CIRCLE* MEMBERS REVEALED

8 in 10 live in communities with a ‘stay at home’ mandate
80% say their daily life has changed during the pandemic

43% are spending more time on Home Improvement

Top Activities at Home
- Watching TV
- Reading books, magazines & newspapers
- Cleaning
- Cooking
- Spending time with family

Lawn & Garden, Vitamins, and Cooking/Baking Supplies are among the top 10 items on the shopping list.

PLAN TO BUY PRODUCTS OVER THE NEXT 3 MONTHS

- 45% Lawn & Garden
- 42% Vitamins/OTC Remedies
- 40% Cooking/Baking Supplies
- 23% Arts/Crafts Supplies
- 19% Online Grocery Delivery
- 16% Kitchen Gadgets/Appliances
- 15% Home Decor/Furnishings

CONTENT THEY ARE SEEKING
Besides Covid-19 related news, our audiences say the top content they are seeking include:

Quick and Easy Recipes
Baking, Cooking & Grilling Ideas
Personal Care e.g. haircuts at home
Lawn Care & Gardening
Organization Topics
Arts & Crafts and Activity Ideas

WHAT BRANDS CAN DO
Consumers are looking for substantive action from businesses and the brands they trust.

- 81% Help the Healthcare Community
- 76% Provide Discounts & Deals to Americans

“....whatever they manufacture, maybe they can help food banks, medical supplies, etc.”

- 62% Provide Services to Local Communities
- 58% Provide Useful Information for Families in Quarantine
In 2018, we coined the term “Home Basing”, recognizing the trend of more Americans staying in and spending time at home with family. With the impact of Covid-19, that trend means something entirely different – it has shifted from “trend” to necessity.

Family Handyman is closely monitoring its audience and marketplace during this “trend” period. Multiple studies found that home improvement is very much on the agenda during this time.

**STUDY AMONG 400+ INNER CIRCLE** MEMBERS REVEALED

8 in 10 live in communities with a “stay at home” mandate

80% say their daily life has changed during the pandemic

43% are spending more time on Home Improvement

**Top Home Improvement Activities**

- Organizing/ Disposing of Items
- Gardening
- Lawn Work/ Landscaping
- Home Repairs
- Painting/Interior Area of Home

**DIGITAL INSIGHTS**

Familyhandyman.com reached a record high for March with 7.0MM UVs, and peaked in visits over Easter weekend. Outdoor, Organization and DIY projects ideas are trending.

**SEARCH**

Window Cleaning
Woodworking
Garage Organization
Gardening

**TOP PROJECTS**

- Shed Building
- Garden Beds
- Patio
- Wood Repair

**TOP PERFORMING ARTICLES**

- 15 Trees You Should Never Grow In Your Yard
- What To Do If You Run Out Of These 5 Household Items
- 17 Home Storage Solutions You'll Thank Us For Later
- How To Remove A Tree Stump Painlessly

**PLAN TO BUY PRODUCTS OVER THE NEXT 3 MONTHS**

- 45% Lawn & Garden
- 40% Cooking/ Baking Supplies
- 28% Printed Merchandising
- 20% Arts/Crafts Boxes
- 19% Online Grocery Delivery
- 19% Building Materials
- 19% Home Improvement Projects
- 16% Kitchen Gothics/ Appliances
- 15% Home Decor/ Furnishings

**TWO INDUSTRY EXPERTS,** The Farnsworth Group and HIRI, teamed up to create a weekly tracker of home improvement activities among 1,000 diaries.

**DIY PROJECTS ARE ON THE RISE**

87% say they are starting projects because they have more time at home

64% will start projects within the next few weeks

**TOP PROJECTS PLANNED**

- Landscaping 51%
- Lawn Maintenance 49%
- Plumbing & HVAC Trending Up 48%

**EXPLORER FULL DATA HERE!**