



HOME-BASING INSIGHTS

VOLUME 1:
APRIL 2020

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.

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.



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

* 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.

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

28%

Printed Magazines/ Books

23%

Arts/Crafts Supplies

19%

Online Grocery Delivery

19%

Home Improvement Products

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



family
handyman

HOME-BASING INSIGHTS 1

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

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Top Home Improvement Activities

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

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Lawn & Garden and Home Improvement Building Supplies are among the top 10 items on the shopping list.



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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

TWO INDUSTRY EXPERTS,

The Farnsworth Group and HIRI, teamed up to create a weekly tracker of home improvement activities among 1,000 DIYers.

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

51%

Landscaping



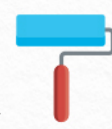
49%

Lawn Maintenance



48%

Painting



Plumbing & HVAC Trending Up! ▲



Results as of April 20, fifth wave of study.

THE
Farnsworth
GROUP

HIRI
HOME IMPROVEMENT
RESEARCH INSTITUTE

EXPLORE
FULL DATA
HERE!