HOME-BASING INSIGHTS

Trusted Media Brands is continuing to monitor its audience and marketplace during this very dynamic period. From baking bread to social distancing block parties, consumers continue to adapt to life at home and find new ways to engage with one another. Brands will stand out even more if they can help consumers connect and thrive in new ways.

OUTSIDE CONNECTIONS
Social distancing has led to new ways of being together inside and outside.

WHAT BEHAVIORS ARE YOU PARTICIPATING IN OUTSIDE?
- 43% Interacted with friends/neighbors outside while social distancing (e.g. happy hour)
- 33% People-watching on my front lawn, doorway or porch
- 29% Delivered groceries, supplies or gifts
- 26% Taking a walk while social distancing
- 18% Visited friends via by staying outside thru plexiglass
- 17% Celebrated birthdays, holidays or other celebrations outdoors while keeping social distance
- 11% Held a gathering outside while social distancing (e.g. book club, block party)

SPENDING MORE, DIFFERENTLY
Now is a time for brands to reassert themselves to remain top of mind and to encourage new consumer trial.

HAVE YOU HAD TO BUY BRANDS THEY NORMALLY WOULDN’T BUY
- 29% IN THE LAST MONTH, CONSUMERS’ SPENT MORE ON:
  - 36% Household Cleaning Products & Equipment
  - 30% Packaging & Beverages
  - 28% Take-Out Food & Delivery
  - 18% Fresh & Organic Foods
  - 17% Home Improvement Supplies
  - 16% Pet Food & Supplies
  - 16% Lawn Care & Gardening
  - 16% Wine, Spirits

FREEZERS ARE FULL
A survey among 400+ Inner Circle members* revealed changing habits around frozen foods during the pandemic

- 29% buying more frozen food than prior to the pandemic

FROZEN FOOD THEY ARE BUYING MORE OF
- 28% VEGETABLES
- 22% MEAT
- 22% ICE CREAM
- 19% PIZZA
- 16% FISH
- 15% BREAD

TRENDING CONTENT
Across our brands, top-performing articles in April underscore what consumers are seeking:

Taste of Home
BASIC HOMEMADE BREAD
READ MORE

Reader’s Digest
MIND GAMES
READ MORE

Handyman
STAYING SAFE
READ MORE

*Trusted Media Brands Inner Circle is an online insights community of over 1,500 readers ages 21-75 who engage with the Trusted Media Brands’ brands through relevant social media, email, and website content

home-basing (noun/verb)
home-basing | hōm-ˈbāz-ĭng
The act of staying home (vs. going out) to share experiences with family and friends.

Click for more

Click for more

Click for more
Family Handyman continues to monitor its audience and marketplace during this very dynamic period. From researching new projects to shopping for home improvement products, DIYers are actively enhancing their homes inside and out.

**GARDENING IS GROWING**

An Inner Circle survey reveals gardening is a core source of comfort, food, and diversion.

- **77%** Have a Garden
- **65%** Garden At Least a Few Times Per Week
- **57%** Grow Their Own Fresh Herbs

> “With the extra time I have on my hands, my hubby and I have built a planter box and plan to try to grow a small herb garden. We will see how it goes.”
> — Inner Circle Member

**PROOF OF PURCHASE**

Home improvement retail sales are +8% YOY in March, according to the U.S. Census.

Top performing articles with e-commerce links on familyhandyman.com confirm what consumers are spending on:

**HOME INNOVATION**

**TOOLS**

**OUTDOOR EQUIPMENT**

**APPLIANCES**

**HYGIENE**

A CLICK TO LEARN MORE

**TWO INDUSTRY EXPERTS**, The Farnsworth Group and HIRI, teamed up to create a weekly tracker of home improvement activities among 1,000 DIYers. The most recent wave of data from April 27 reveals:

- **DIY PROJECTS ARE ON THE RISE**
  - 71% started a DIY project in past week, up from 62% a month ago
  - 45% are now buying home improvement supplies online

**Increased search on home retailers & categories**

- +150% Flooring
- +195% Windows
- +51% Doors
- +43% Siding
- +76% Roofing
- +54% Kitchen & Bath
- +120% Deck & Patio
- +700% Landscape

“I know lots of people are getting antsy at home and want to do home improvement projects. Thank you for this resource!”

— DIY U Enrollee