



HOME-BASING INSIGHTS

VOLUME 3:
MAY 2020

As the country begins easing restrictions, staying safe is still top of mind. Consumers are maximizing time at home; we see experimenting with recipes, decorating, and planting trending among Trusted Media Brand audiences.

MASK ON

The message on masks is being heeded. A Yougov study showed that 63% of Americans were wearing masks by end of April, up from 17% at the beginning of the month. According to a May Inner Circle survey* of 350+ respondents, mask-wearing is even more universal.

90%

use a face mask/covering in public spaces

90%

plan to wear a face mask/covering in the public spaces in the next month

83%

say it's important to wear a mask

27%

made the mask themselves



Mask content was among the most visited in May on Trusted Media Brand sites



family handyman

HOW TO CLEAN

How To Disinfect Your DIY Face Mask

CLICK FOR MORE

Reader's Digest

HOW TO WEAR

11 Mistakes You're Probably Making With Face Masks

CLICK FOR MORE

THE Healthy

HOW TO MAKE

Make Your Own DIY Face Mask

CLICK FOR MORE

"Until there is a proven vaccine, I can't imagine letting my guard down."

—Inner Circle Member

WHICH STATES ARE MOST MASKED?

EXPLORE this Yougov map



TRENDING PASTIMES

REDECORATING

From changing out the pictures on the wall to full-scale redesign, time at home has led to décor buying. Wayfair and Etsy Google searches saw peak volume in April.

Google Trends May 12 2019 – April 12 2020



"Redesigns are our family jam! We started on Q-Day1 and have been non-stop! So rewarding and refreshing too!"

—Inner Circle Member

VINTAGE CAKES

A favorite of Taste of Home's Pinterest followers

30 VINTAGE CAKES LIKE GRANDMA USED TO MAKE



GARDENING

65%

garden at least a few times a week according to an Inner Circle Survey*

"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."

—Inner Circle Member

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.



PROOF OF PURCHASE

In April, top purchases based on e-commerce links in website content tell us what consumers are seeking.



AIR FRYERS

CLICK FOR MORE



HOME INNOVATION

CLICK FOR MORE



VITAMINS

CLICK FOR MORE

KITCHEN EXPERIMENTAL

Time at home has made home cooks out of many, but Taste of Home readers are scaling it up, and experimenting with new dishes.*



58%
DESSERTS

52%
SOUPS & STEWS



45%
SLOW COOKER DISHES

WHAT THEY ARE MAKING MOST

39%
QUICK BREADS



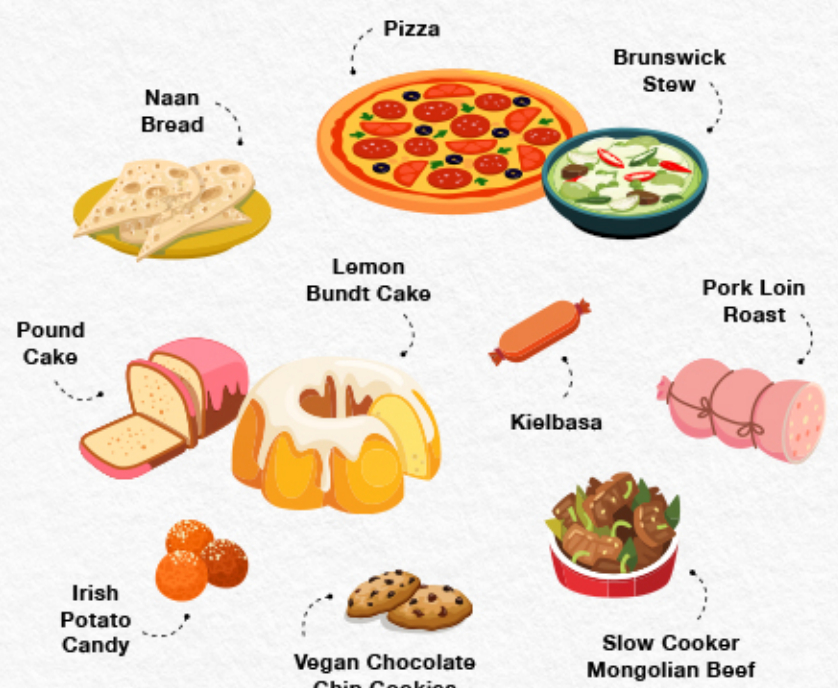
39%
ROASTS



"Before I knew I had to make dinner, so I grabbed what was handy. Now, I have to plan 3 meals and snacks. This is like a full-time job on 'Chopped!'"

—Inner Circle Member

ARE YOU COOKING OR BAKING ANYTHING NEW?



"I'm going to try a souffle Sunday! My first one! I'm excited."

—Inner Circle Member

*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.



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Despite much of the country easing restrictions, 'home-basing' activities continue. We see a focus on outdoor maintenance and upgrades, continued enthusiasm for DIY, and less resistance to using contractors and professionals. Home Improvement is one sector where we see an uptick in advertising spending.

"DISASTERTISING"

Marketers are pivoting their messaging during the pandemic, dubbed "disastertising" in a recent eMarketer podcast. New creative themes range from financial relief and messages of hope to new offerings such as home delivery & curbside pick-up.

68%
consumers favor companies addressing the coronavirus in their advertising
Adtaxi April 2020 Survey

AD AGE'S REAL-TIME TRACKER

Click to view new messaging from advertisers



Home improvement advertisers are staying connected and driving business. According to MediaRadar, month-over-month digital spending is up in the Home sector.

+31%
APRIL vs. MARCH

Tools, Building Supplies and Custom Closets advertisers are the among top spenders

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TRENDING CONTENT

With the rising interest in home improvement, Family Handyman reached an all-time traffic high in April with **9.6mm Unique Visitors**.

Proper cleaning and outdoor maintenance are among the top performing topics in April.



OUTDOOR HACKS
31 Cheapskate Handy Hints For The Outdoors



DISINFECTING
10 Things You Should Never Clean With Antibacterial Wipes



TREES
How To Remove a Tree Stump Painlessly

▲ CLICK AN ICON FOR MORE



ONLINE SURGE

Home-related websites are seeing peak traffic.

+90%

visits to Home Furnishings/Improvement sites (including HomeDepot.com & Lowes.com) during the week of April 27, 2020 vs. the week of February 3, 2020

Sites such as HomeAdvisor.com, where consumers can search for local professionals, reached peak traffic in April of 11.5mm UVs, +23% over Year-Over-Year.

Online Behaviors are Here to Stay. A Q2 HIRI Survey Found That:

35%

have bought more building materials and lawn & garden products online due to Covid-19



24%

say they will permanently be purchasing more online



OUTDOOR UPGRADES

We asked 400+ Family Handyman subscribers* what they would like to upgrade most in their backyard. The top choices in rank order:

1



Greenery/Landscaping

2



Decking

3



Privacy

4



Firepit

the top-ranked choice among Adult Millennials and Gen X

*Family Handyman Subscriber Study, April 2020.



TWO INDUSTRY EXPERTS, The Farnsworth Group and HIRI, survey DIYers and Contractors on a weekly basis. Highlights from the most recent wave of data (May 4):



COMEBACK FOR CONTRACTORS?

While 8 in 10 contractors still report jobs being delayed or cancelled, there are some signs of improvement.

Online Buying Is Increasing

41%

of contractors are buying materials online for delivery to the job site vs. 29% four weeks ago

Project Requests Begin to Rebound

16%

are seeing 'somewhat' or 'much higher' project requests vs. 8% a month ago

Confidence Rising?

46%

remain "extremely concerned" about Covid impacting their business in the next few weeks vs. 56% a month ago

THE Farnsworth GROUP

HIRI
HOME IMPROVEMENT
RESEARCH INSTITUTE

EXPLORE
FULL DATA
HERE!