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 300+ respondents, mask-wearing is even more universal.

- **90%** see a face mask/wearing in public spaces
- **90%** plan to wear a face mask/wearing in the public spaces in the next month
- **83%** see 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.

**PROOF OF PURCHASE**

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air Fryers</td>
<td>58%</td>
</tr>
<tr>
<td>Home Innovation</td>
<td>52%</td>
</tr>
<tr>
<td>Vitamins</td>
<td>39%</td>
</tr>
</tbody>
</table>

**KITCHEN EXPERIMENTAL**

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

- **58%** Desserts
- **52%** Slow Cooker Dishes
- **39%** Breads
- **39%** Roasts

**REDECORATING**

From changing out the pictures on the wall to full-scale redesign, time at home has led to decor buying. Wayfair and Ebty Google searches saw peak volume in April 2020.

"I don’t want to get out of bed, and I feel like I need to spend some time fixing up the place to make it feel like home."

--- Inner Circle Member

**VINTAGE CAKES**

As a cause of Taste of Home Potentials followers

"I feel like I have a better appreciation for vintage cakes now that I have them in my kitchen."

--- Inner Circle Member

**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 hubb and I have built a planter box and plan to try to grow a small herb garden."

--- Inner Circle Member

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*Trusted Media Brands Inner Circle is an online insights community of more than 1,300 readers and visitors of Reader’s Digest, Reader’s Digest, and Taste of Home. Though media interaction, members provide insight through discussion boards, surveys and more.
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.

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**ONLINE SURGE**

Home-related websites are seeing peak traffic.

**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

---

**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.

Project Requests Begin to Rebound

16% are seeing ‘somewhat’ or ‘much higher’ project requests vs. 4% a month ago

Online Buying Is Increasing

41% of contractors are buying materials online for delivery to the job site vs. 25% four weeks ago

Confidence Rising?

46% remain ‘extremely concerned’ about Covid impacting their business in the next few weeks vs. 56% a month ago

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**HOMEBASING INSIGHTS**

**VOLUME 3: MAY 2020**

home-basing (noun/verb)
home-basing | hōm-bās-n-ing

The act of staying home (vs. going out) to share experiences with family and friends.

---

**AD AGE’S REAL-TIME TRACKER**

Click to view new messaging from advertisers

---

**OUTDOOR HACKS**

31 Cheapskate Handy Hacks For The Outdoors

---

**TREES**

How To Prune a Tree Stump Painlessly

---

**DISINFECTING**

10 Things You Should Never Clean With Antibacterial Wipes

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**APRIL VS. MARCH**

April is up 31% vs. March. Tools, Building Supplies and Custom Closets are the biggest lift.

---

**OUTDOOR HOMES**

Unique Visitors

9.6mm Unique Visitors

---

**CLICK AN ICON FOR MORE**

---

**68%**

consumers favor companies addressing the coronavirus in their advertising

---

Actual April 2020 Survey

---

**90%**

visits to Home Furnishings Improvement sites

---

In-home (HomeDepot.com & Lowes.com) during the week of April 27, 2020 vs. the week of March 3, 2020

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Sites such as HometoConection.com, where consumers can search for local professionals, reached peak traffic in April at 11:45 p.m., up 120% over Year-Over-Year.

---

**35%**

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

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**24%**

say they will permanently purchase more online

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Family Handyman Subscriber Survey, April 2020

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