



HOME-BASING INSIGHTS

VOLUME 4:
AUGUST 2020

Americans are adapting to summer during a pandemic. In this new world, we see a renewed focus on the home and family (including pets), enthusiasm for cooking & grilling, cautious travel and home upgrades.

ON THE ROAD AGAIN

According to more than 800 Reader's Digest online visitors, road trips are viewed as a safer way to travel and RVs are gaining popularity. Searches for "RVs" increased 90% in the last three months according to Google Trends.



68%
Had Travel Plans This Year

Among those with travel plans

25%

Cancelled them completely and have no plans to travel later

21%

Cancelled but would like to plan something else

19%

Delayed plans

15%

Did not change travel plans due to pandemic



63%

Planning to take a vacation this year are taking a road trip (car, bus, or train)

38%

Plan on staying in a hotel or motel

Source: RD.com Summer Travel Plans Poll, June 2 – June 9, 2020

Summer travel on RD.COM



10 Things You Should Always Pack for Your Vacation Rental



The Coolest Camping Gear for Your Summer Staycation



The 14 Cutest Cabins for a Secluded Summer Getaway



PETS & THE PANDEMIC

Families are bonding more with their pets. Pet adoption rose by 60% in March and April. Sites like Petfinder saw record traffic this Spring, up 66% in April vs. the prior year.

According to the Trusted Media Brand's Inner Circle*

1 in 2

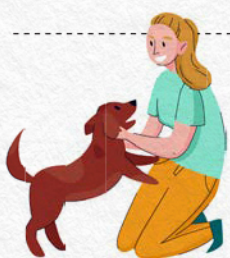
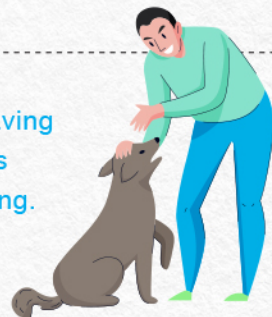
Pet owners obtained their current family pet from a shelter or rescue organization

20%

of those under age 44 adopted a pet during the pandemic
11% of all members

"My dog has gotten very used to having the family home. He has been in his glory with all the attention he's getting. He gets walked a lot more too!"

—Inner Circle Member



"My dog loves all the new walks and I think my cat is tired of me always being around."

—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.



GONE GRILLING

More home cooking means more outdoor cooking, especially in the summer months.

81%

Say they will cook outdoors more frequently

Source: NPD Group and CivicScience/Impact of COVID-10 on Grilling Report; Among those who already cook outdoors 2+ times per week



+25%

Search on 'gas grills' and 'best grill' over Memorial Day weekend compared to last year

Source: Google Trends

Our Inner Circle members* report on their favorite barbecue foods and side dishes

Favorite Barbecue foods



57%
Grilled Chicken

61%
Corn on the Cob

44%
Steak



60%
Potato Salad



42%
Hamburger

56%
Baked Beans

42%
Hot Dog



37%
Cole Slaw



38%
Ribs

36%
Watermelon

Best Summer Grilling Recipes
from Taste of Home



HOME-CENTRIC SPENDING

The pandemic has spurred families to invest in and improve their homes. A July survey among Inner Circle members* reveals:

86%

"I consider my home as my most important investment"



28%

"Since the pandemic, I'm more willing to invest when it comes to my home"

1 in 5

"have considered upgrades to their home because of circumstances related to the pandemic (e.g. working from home)"

Top Home Projects Right Now

Bathroom Upgrade



Gardening Upgrade



Painting



Room/Closet Organization



* Trusted Media Brands Inner Circle is an online insights community of more than 1,000 readers and visitors to Reader's Digest, Taste of Home and Family Handyman.

These past months of staying home have accelerated a trend that was already emerging, the rise of home cooking. Taste of Home traffic surged during this time, reaching **32mm monthly UV's** in April. Despite the country re-opening, the home cooking phenomenon appears to be holding, presenting an ongoing opportunity for brands to inspire and attract new customers.

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STILL COOKING & EATING AT HOME

According to a May Inner Circle survey* of 490 respondents, habits around cooking and shopping are still being maintained. Despite the re-opening:

62%

Intend to stay home as much as possible

66%

Report no change in number of grocery shopping trips

19%

Say they are more likely to eat out now

STILL STOCKING UP

The security of a stocked pantry and freezer is still top of mind.



TOP-RANKED ITEMS IN ORDER

- Toilet Paper
- Cleaning Supplies
- Pantry Items
shelf-stable & canned foods
- Frozen Foods
- Pet Foods
- Water
- OTC Medication
- Vitamins
- Skincare
- Beer, Wine, Liquor

60%

say they are still stocking up on household and pantry items

BACK TO BASICS

Taste of Home's most-visited recipes in June also reflect the desire for basic comfort foods and popular ethnic meals



Homemade Tortillas



Homemade Vanilla Ice Cream



Basic Bread



Flavorful Chicken Fajitas



Apple Pie

BAKERS BY THE DOZENS

If you haven't baked bread, you surely baked something in the past few months. With 15mm visits since its inception, Taste of Home's Facebook Group "Bakeable," a community for baking enthusiasts, is seeing participation rate at a high, with May and June challenges at peak popularity:



JUNE'S CHALLENGE
Confetti Cake



MAY'S CHALLENGE
Best-Ever Banana Bread

"I am a stress baker. I bake during times of high stress or anxiety. Needless to say, the last seven weeks have been a nonstop baking marathon!"
—Bakeable Member



Vote!

for the next Bakeable Challenge [here](#)



RECIPE SEARCH TRENDS

Comfort food categories and ethnic cuisines have seen increases in Google search volume since March.



RECIPES

- Bread
- Chicken
- Cake
- Banana Bread
- Pasta
- Chili
- Salmon
- Ground Beef
- Flour Tortillas
- Summer Side Dishes
- Indian Side Dishes
- Zucchini Side Dishes
- Corn Side Dishes

CUISINES



Japanese



French



Chinese



Thai



Indian

DIET WATCH

Along with the interest in comfort foods there is the evidence of more snacking and a concern around dieting habits, according to Taste of Home Inner Circle members.*



42%

Have changed their diet

Top Diets: Low-Carb, Intermittent Fasting, Atkins



19%

Are cooking more healthy meals



26%

Are snacking more

RECIPE INSPIRATION

Print is the go-to source for recipe inspiration.

TOP RECIPE SOURCES



69%

Magazines



65%

Cookbooks



60%

Cooking Websites



34%

Pinterest



27%

Blogs

"I have been trying one new recipe at least once per week. I've enjoyed looking through cookbooks I had not opened in years"

—Inner Circle Member

Source: Inner Circle Survey, May 2020*