

A black and white photograph of a person painting a wall. The person is wearing a plaid shirt and jeans. They are using a paint roller to apply paint to a wall. In the foreground, there is a paint tray and a newspaper on the floor. The background is a plain wall.

provoke

insights

Home Improvement & Gardening

June, 2020



Background & Objectives

Over the last three months, daily habits and routines have been uprooted. As we enter the post COVID world, consumers will have new brand expectations. The question is, will current patterns and practices become permanent?

Provoke Insights works in a variety of industries, from technology and finance to food and luxury – the firm decided to launch a research initiative to understand the effects that the first half of 2020 has had on the consumer.

The goal of the research was to gain a national perspective on the mindset of consumers and what changes they have made in their behavior. The study covered 16 industries and surveyed general consumers as well as professionals.

The objectives of the research include:

1. Understanding consumer behavior pre-, during, and post-COVID-19.
2. Gaining feedback on shifting mindset/attitudes from March 2020 to when restrictions are lifted.

Methodology

Provoke Insights conducted a 10-minute survey among 600 U.S. consumers between the ages of 21 and 65. The study was in-field from June 5th to June 15th, 2020.

Sampling was matched to reflect 2019 U.S. Census data¹. A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, and children in the household).

Statistical differences between subgroups were tested at a 95% confidence level.

¹ <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&tid=ACST1Y2018.S1701&hidePreview=false&vintage=2018>



Overview



Gardening

Gardening during COVID-19 has become a popular hobby for many American adults. One-third of Americans are gardening more since the pandemic began. This increase goes hand-in-hand with the uptick in time spent outdoors, as 60% of Americans agree that they are spending more time outside.



Home Improvement/DIY Projects

The extra time at the house has led to an increase in home improvement. Over a third of Americans are now partaking more often in home DIY projects as compared to before COVID-19.



Families with Children

The pandemic has given families with children time to participate in gardening and home improvement. Nearly half of adults with children in the household are taking part in DIY/home improvement as compared to pre-COVID-19. Also, 43% of adults with children in the house are gardening more since the pandemic.

Outdoors

The Coronavirus has driven people to spend extra time in nature.

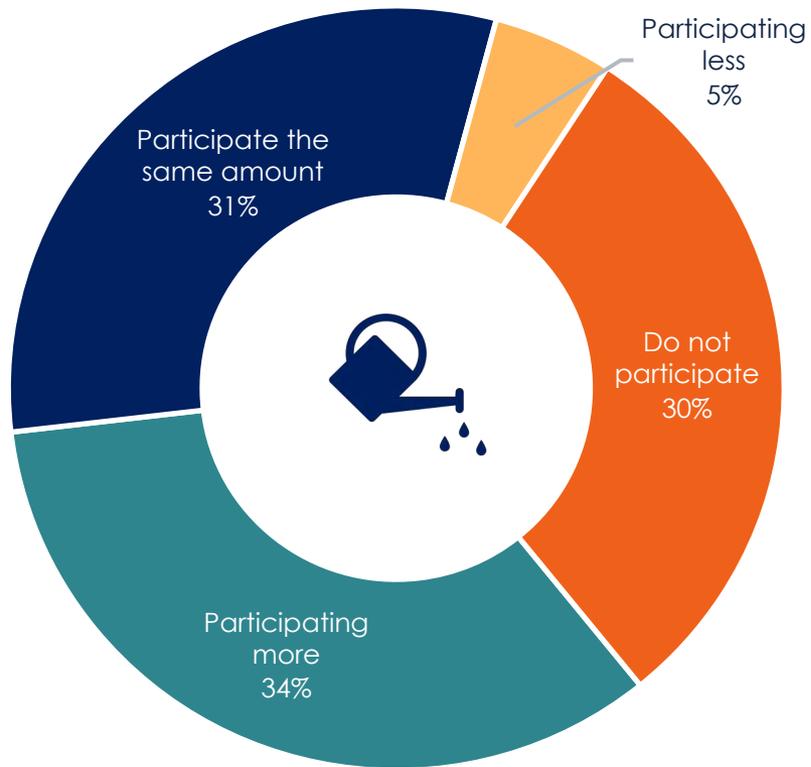
An illustration of a woman with dark hair in a bun, wearing an orange tank top and blue leggings, riding an orange bicycle on a green lawn. In the background, there are several green trees with brown trunks. A large, stylized green tree in the foreground contains white text.

**60% of
Americans Are
Spending More
Time Outdoors**

*Top 2 –
Strongly agree/Agree*

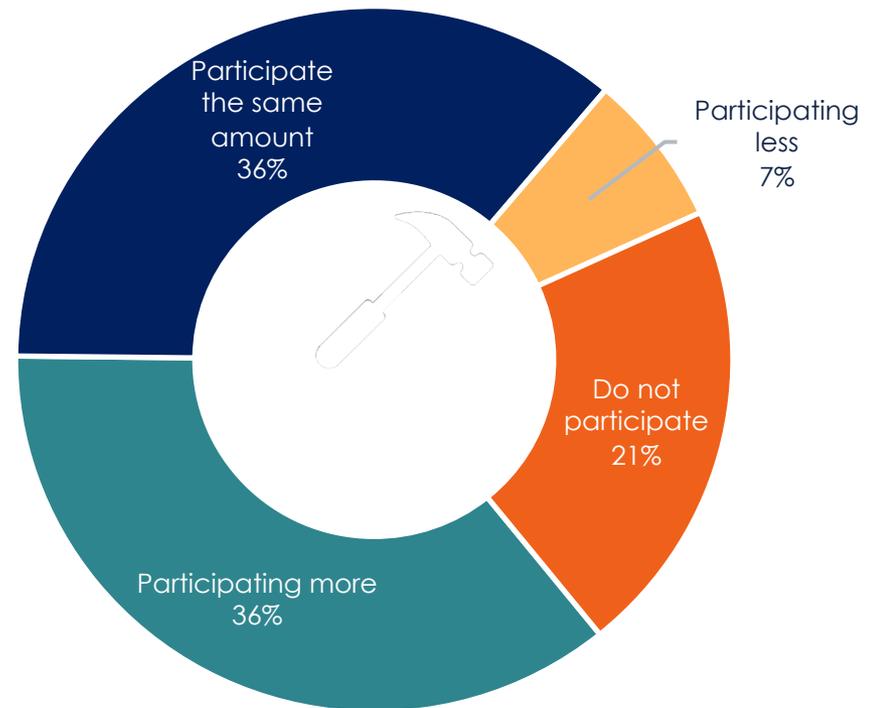
Gardening

More than two thirds of Americans are gardening, with one-third gardening more now than before COVID-19.



Home Improvement

Over a third of Americans are participating more often in home improvement/DIY projects than before COVID-19.



Families with Children

Those who are participating more in DIY projects or gardening are significantly more likely to have children in the household.

Participating in the Activity More Compared to Pre-COVID-19
Top 2 – Much more/Slightly more



Home Improvement/DIY projects



Children in the household

46%



No children in the household

29%



Gardening



Children in the household

43%



No children in the household

28%

Get in Touch

For further information on this data click [here](#), e-mail info@provokeinsights.com, or reach out to Rachael Ryan (rachael.ryan@provokeinsights.com).

Please note: the data can be broken up by the following attributes to further understand each category:



Gender



Geographical Area



Household Income



Generations



Marital Status



Economic Beliefs



Employment Status



Children in Household



Optimism for the Future