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# Home Retail Monitor

April 21, 2022



## Methodology

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N = 775

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MOE  $\pm$  3.52%

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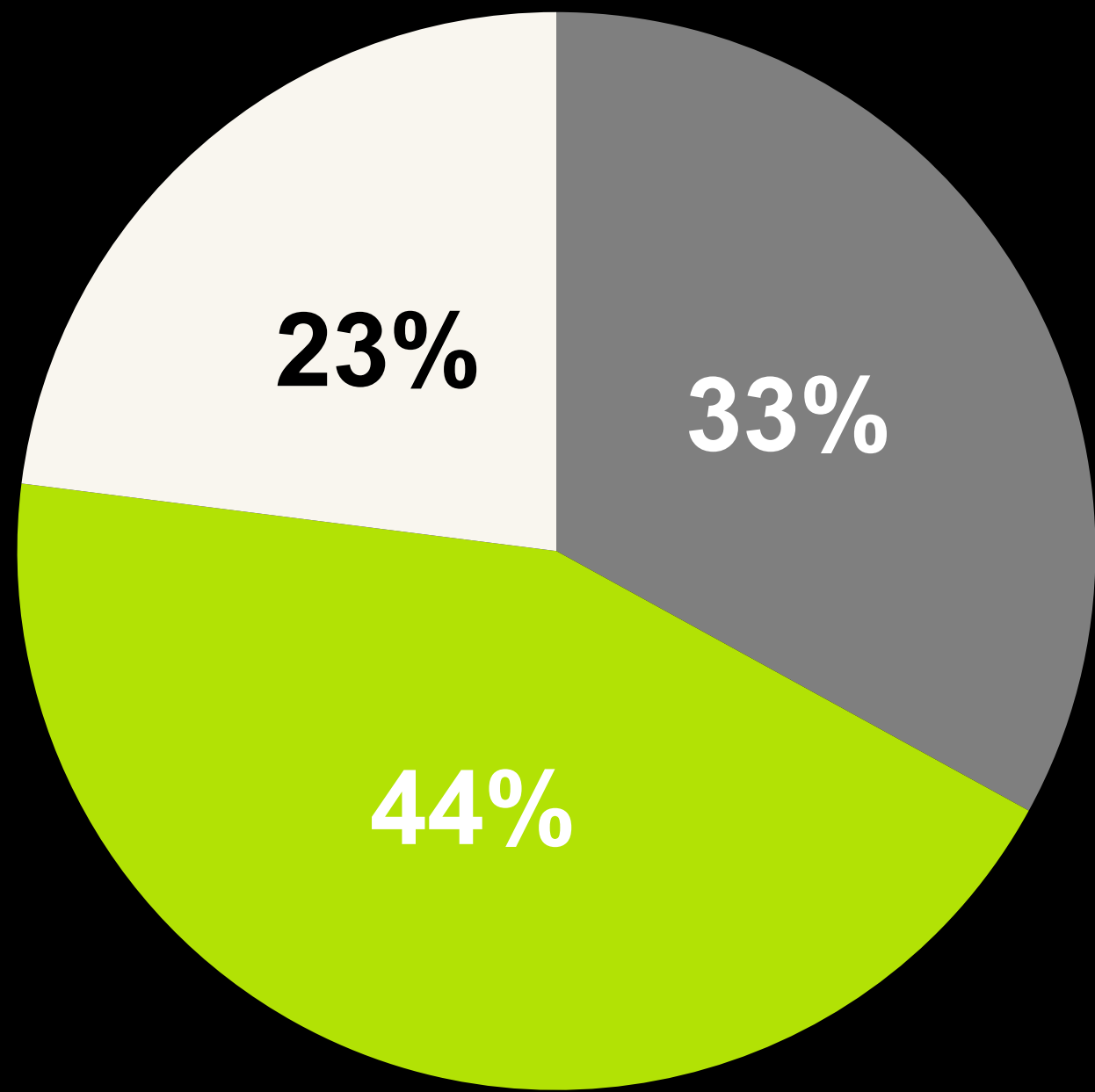
Panel: General Population

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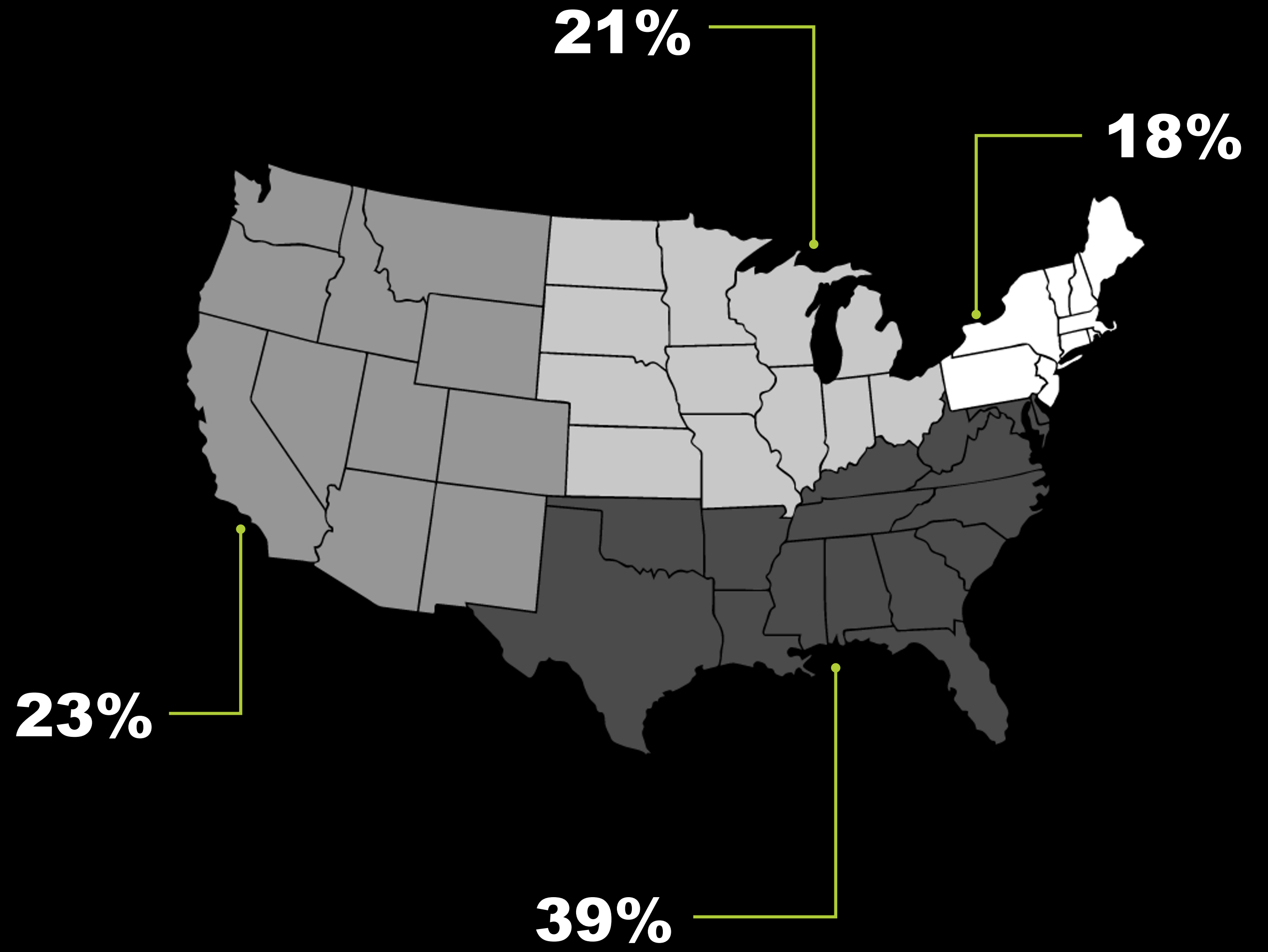
Collected: 4/8/22, 4/9/22



### Urbanicity

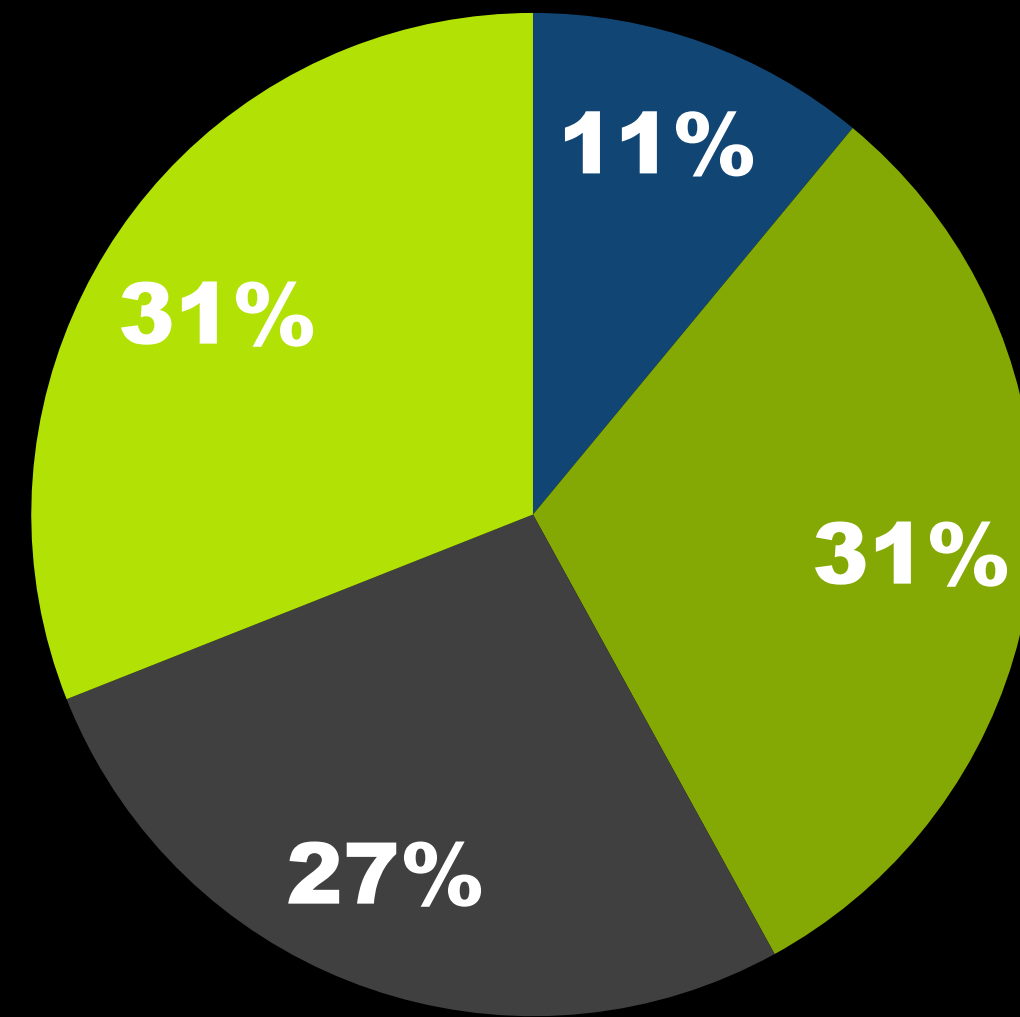


■ Urban ■ Suburban ■ Rural



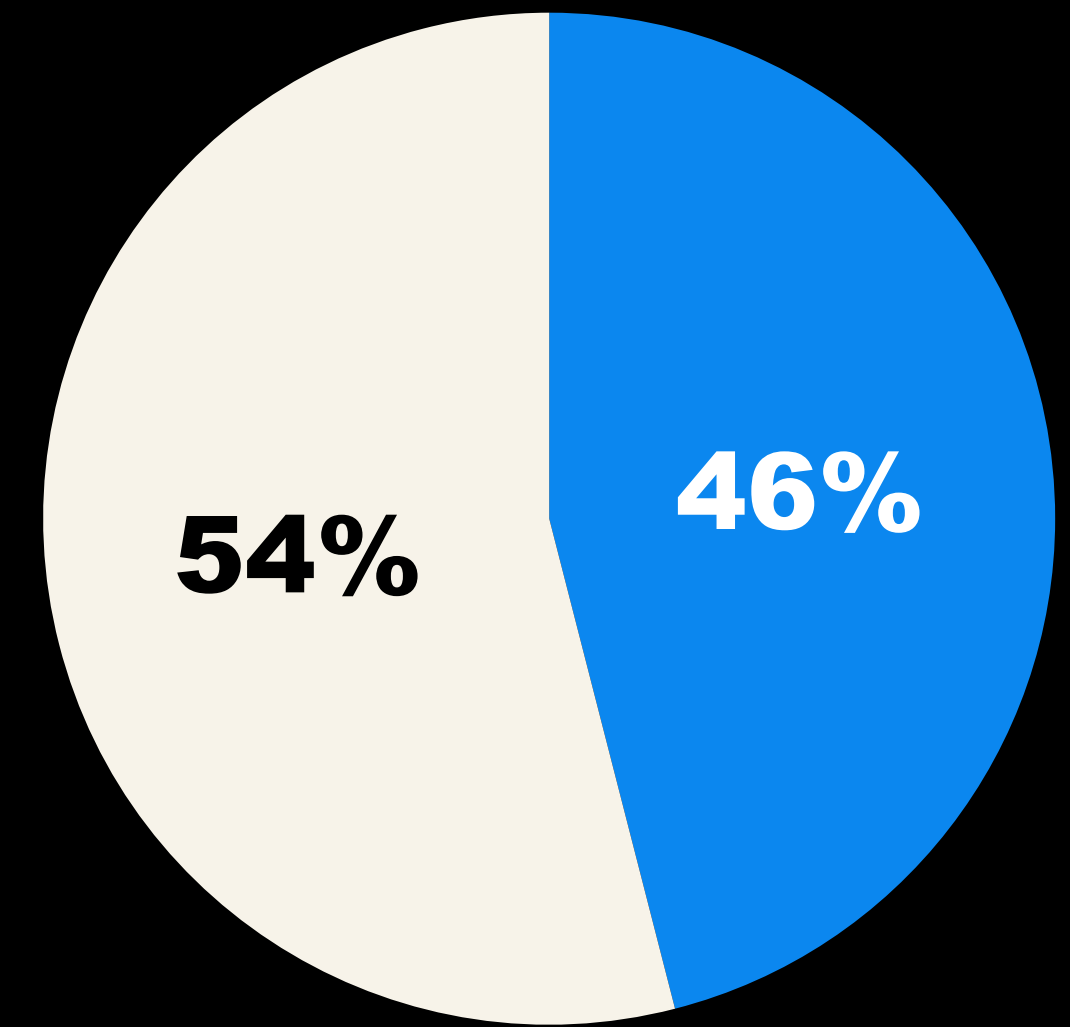


**Generation**



■ Gen Z ■ Millennial ■ Gen X ■ Boomer

**Gender**



■ Male ■ Female

# Taxes and refund use

Form **1040** U.S. Individual Income Tax Return  
Department of the Treasury

Filing status:  Single  Married filing jointly

Your first name and initial \_\_\_\_\_ Last name \_\_\_\_\_

Someone can claim you as a dependent  Spouse

Home address (number and street). If you have a P.O. box, you have a foreign address, attach Schedule 6.

City, town or post office, state, and ZIP code \_\_\_\_\_ Security number \_\_\_\_\_

Under penalties of perjury, I declare that I have examined this return and accompanying schedules correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of \_\_\_\_\_

Your signature \_\_\_\_\_ Date \_\_\_\_\_

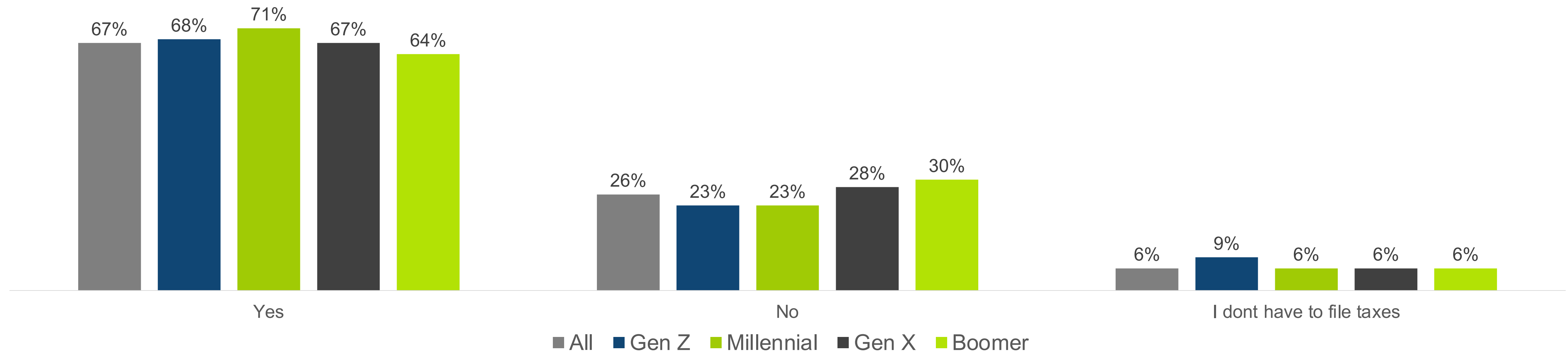
Signature \_\_\_\_\_ Date \_\_\_\_\_

Joint return, both must sign.



# As of 4/9, two-thirds of respondents had filed their 2021 tax returns.

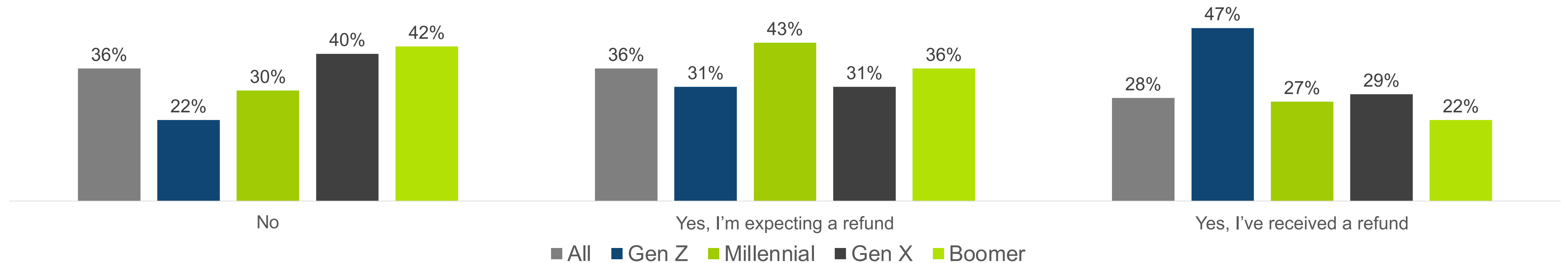
Filed 2021 taxes yet



Have you filed your 2021 income taxes yet?

**Of those required to file, 64% are expecting or have received a refund.**

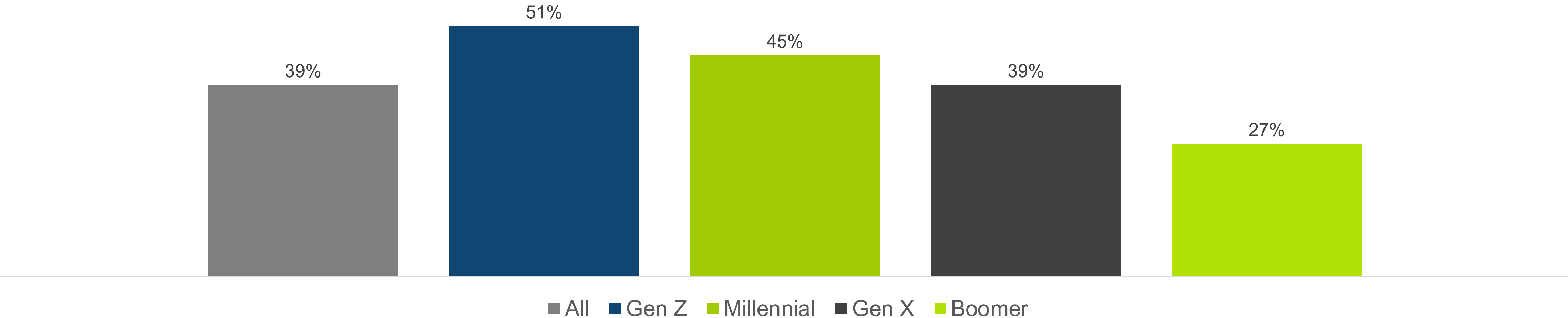
Received/expecting to receive tax return



Are you expecting or have you received a refund?

**39% of respondents report having changed their plans for the use of their refund because of concerns about inflation.**

% Who say their plans changed for their tax refund due to inflation

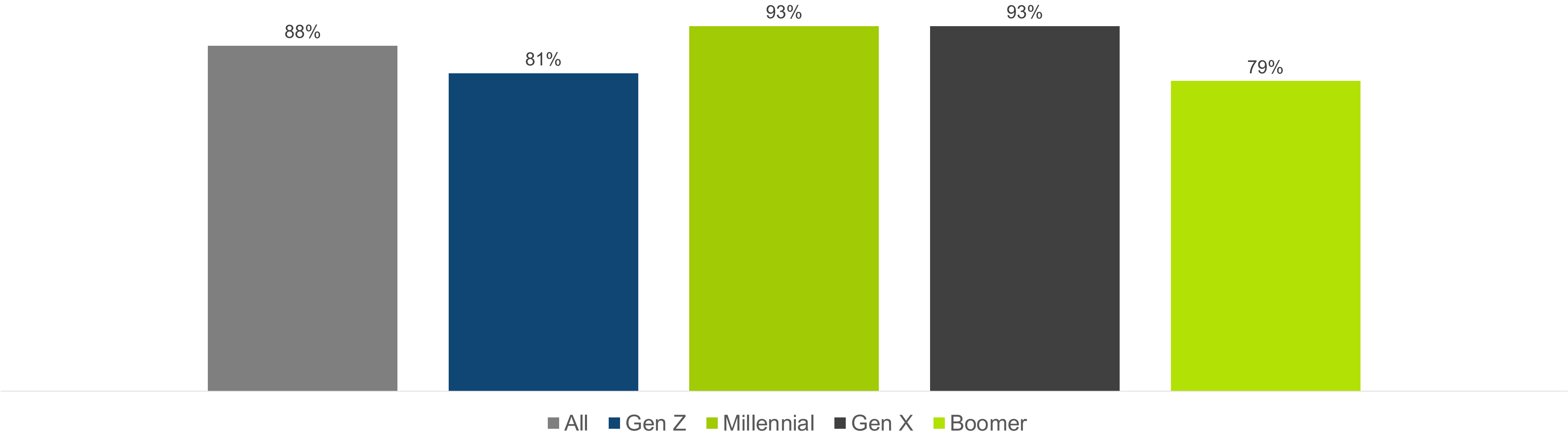


Have your plans for the use of your refund changed because of the current rate of inflation?



**Of those who've changed their plans for the use of the refund, 88% think they'll need more of their refund to cover daily expenses.**

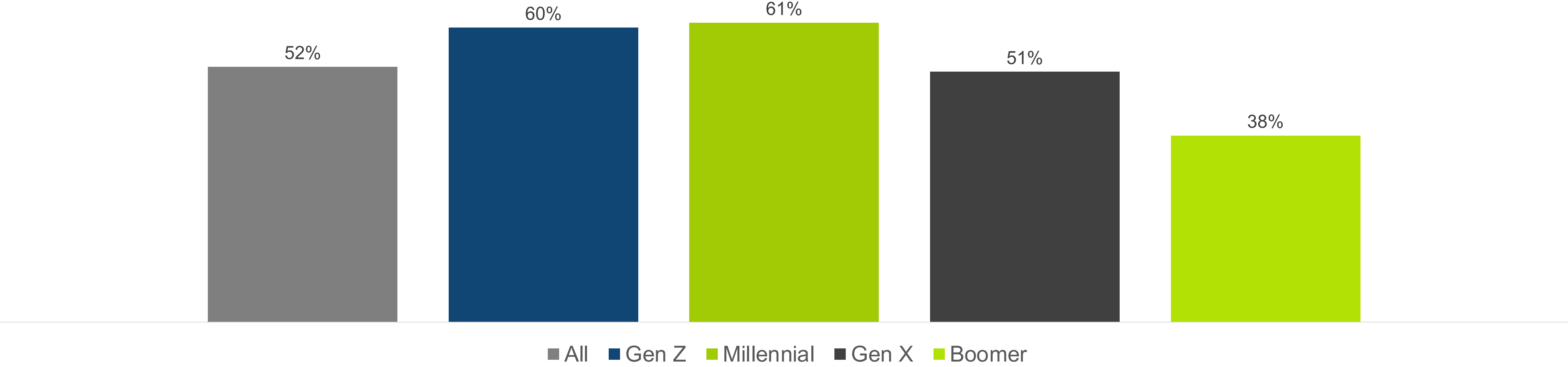
% Who are using more of their refund to cover everyday expenses



Will you be using more of your refund to cover your everyday expenses?

**52% will save more of their refund as a result of inflation concerns.**

% Who say they will save more of their refund due to inflation related concern



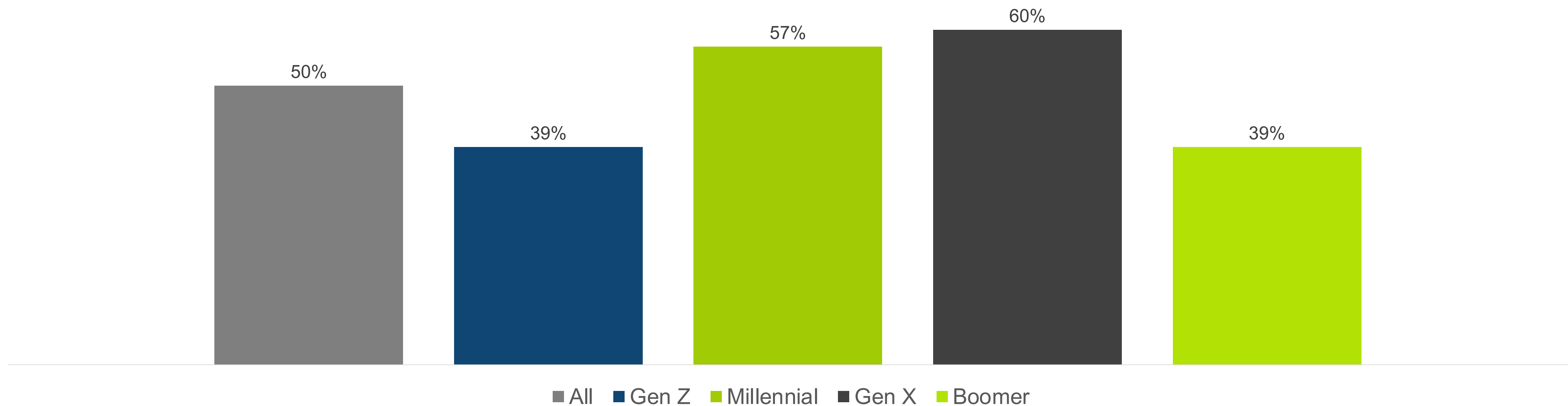
**Will you be saving more of your refund because the rate of inflation makes you nervous about what the future might bring?**



# Outdoor Home Improvements

# Half of the homeowners in the sample had outdoor home improvement plans for 2022.

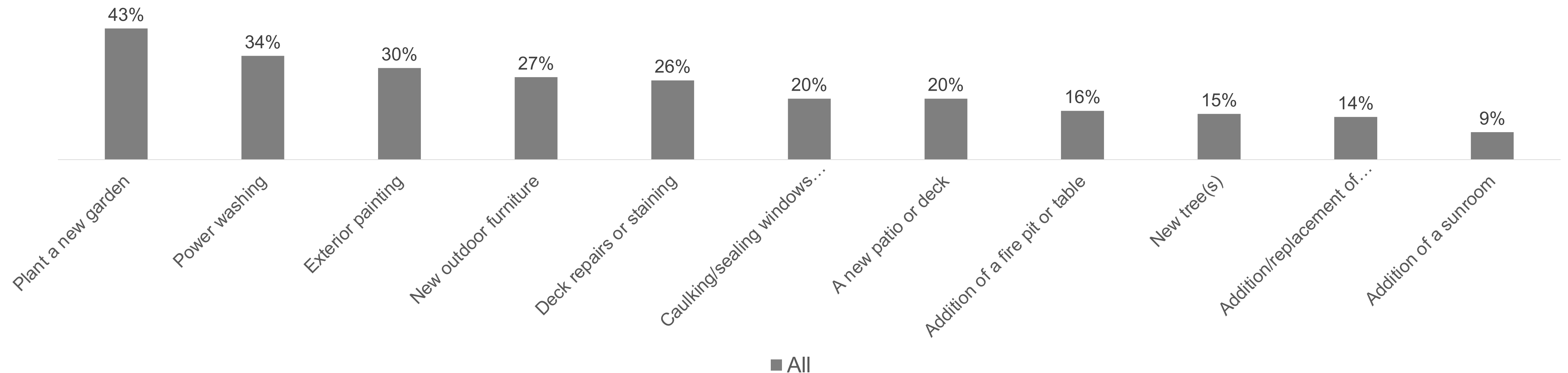
% Who say they have spring outdoor improvements planned from the beginning of the year



At the beginning of the year did you have any outdoor improvements planned for your home this spring?

**The leading planned outdoor projects were a new garden (43%), power washing (34%), and exterior painting (30%).**

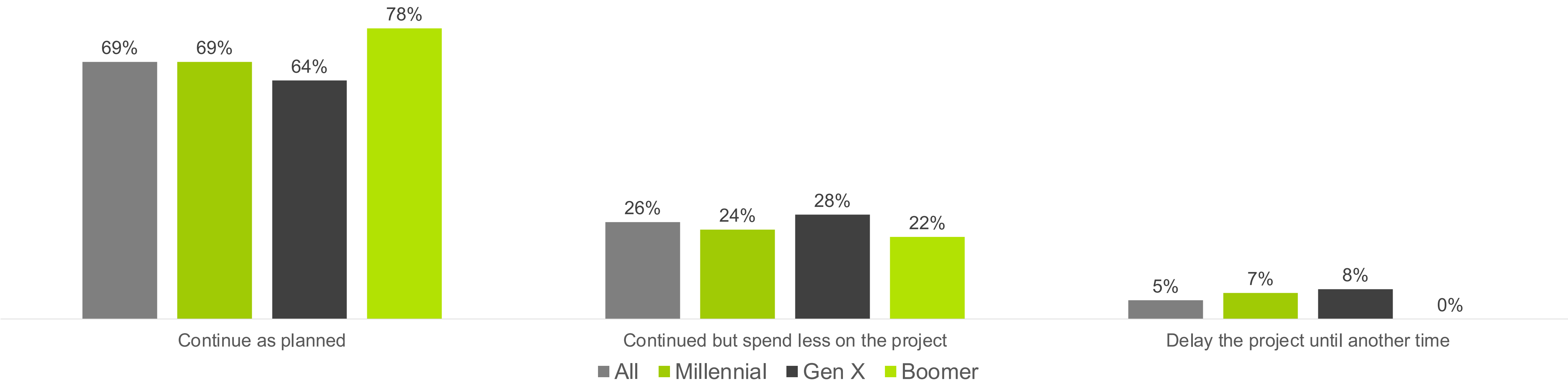
Outdoor improvement projects planned



**Which of the following outdoor improvements did you have planned for this spring? Check all that apply.**

**69% of those who planned a new garden will proceed as planned while the remaining 31% have changed their plans because of inflation and/or the war in Ukraine.**

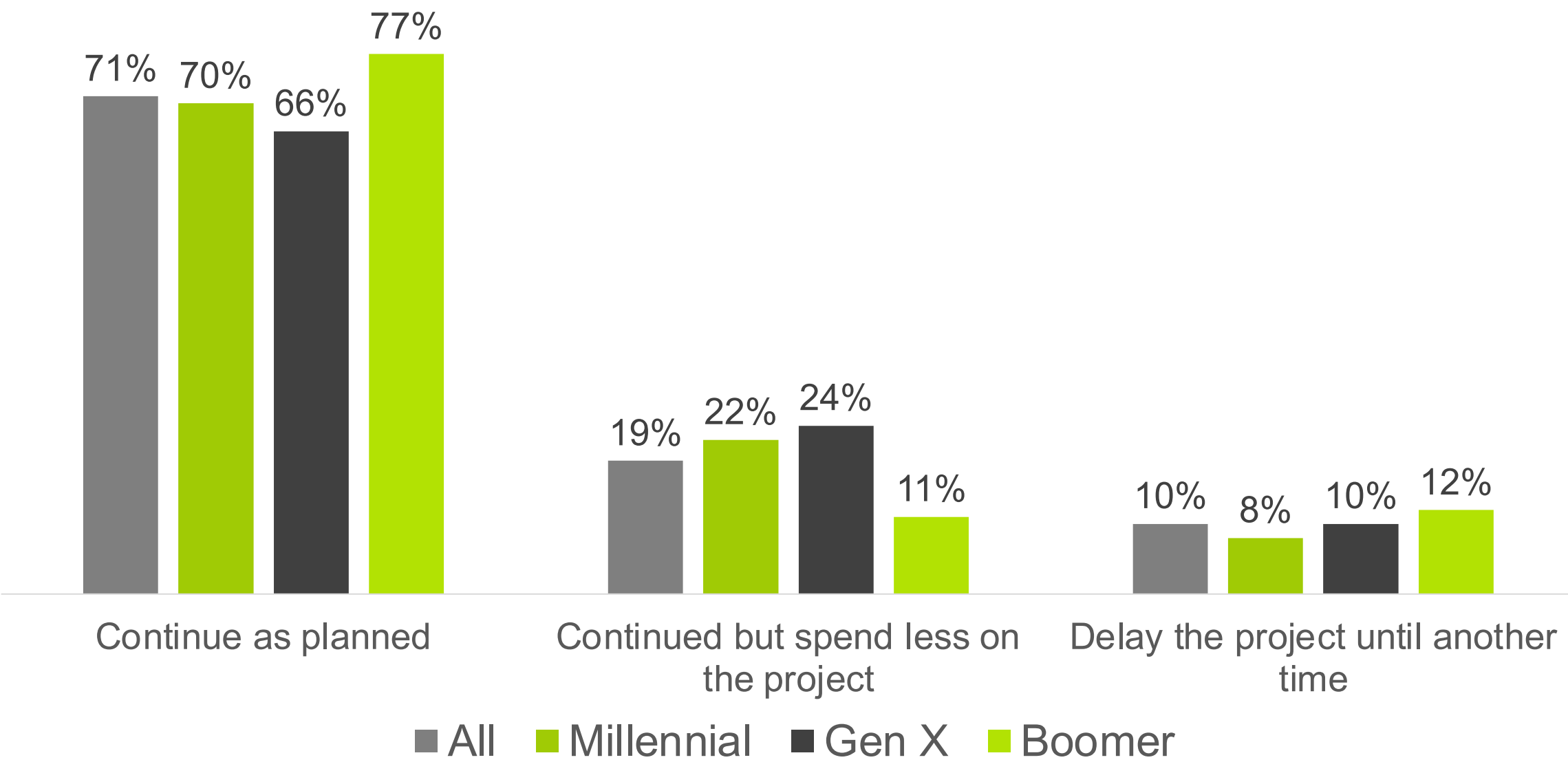
Approach to planned improvements: plant a new garden



Please indicate which of the following best describes how you'll approach the following planned improvements given the war in Ukraine and current inflation rate.

**Similarly, 71% of those planning exterior painting will proceed as planned while 19% will proceed but spend less and 10% will delay the project.**

Approach to planned improvements: exterior painting

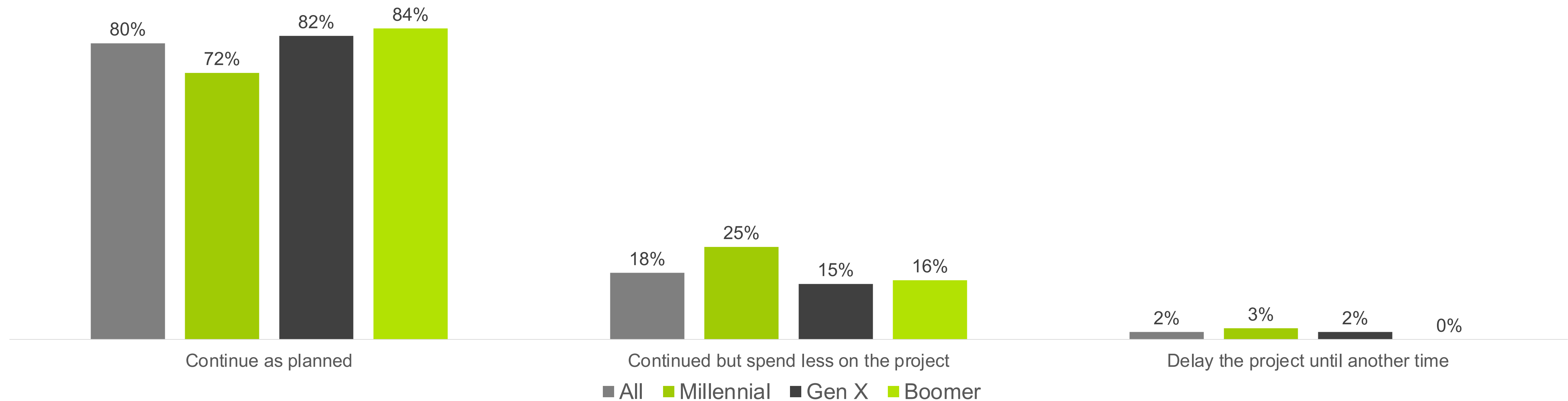


Please indicate which of the following best describes how you'll approach the following planned improvements given the war in Ukraine and current inflation rate.



**Among those who planned power washing, only 2% will delay the project while 80% will proceed as planned.**

Approach to planned improvements: power washing



Please indicate which of the following best describes how you'll approach the following planned improvements given the war in Ukraine and current inflation rate.





**COVID-19**

health care,

evictions

vaccine

coronavirus

PANIC

household

uncertainty

health

Financial

virus

SOCIAL DISTANCING

Government

worries

investment

so

COMM

the turn

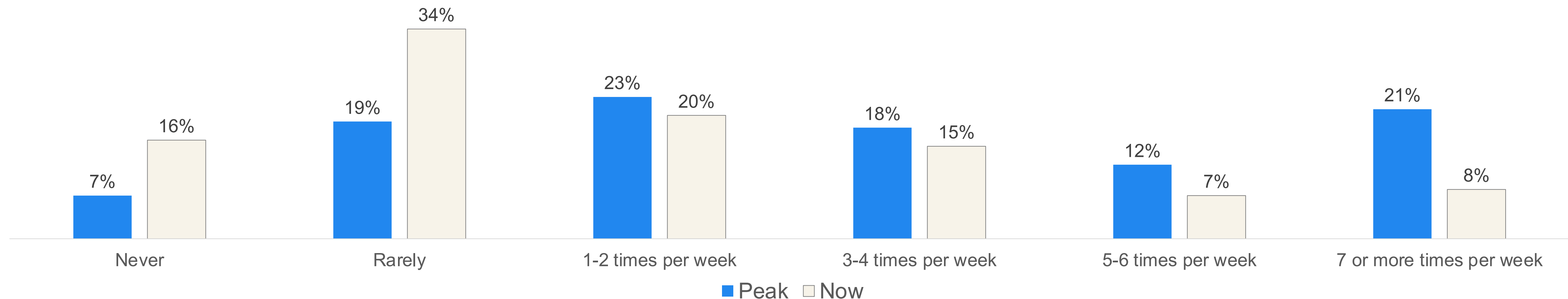
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ness set

**Interest in COVID has clearly dissipated. At the height of the pandemic, one-third of the sample was checking COVID news 5 or more times a week compared to 15% who are doing so now.**

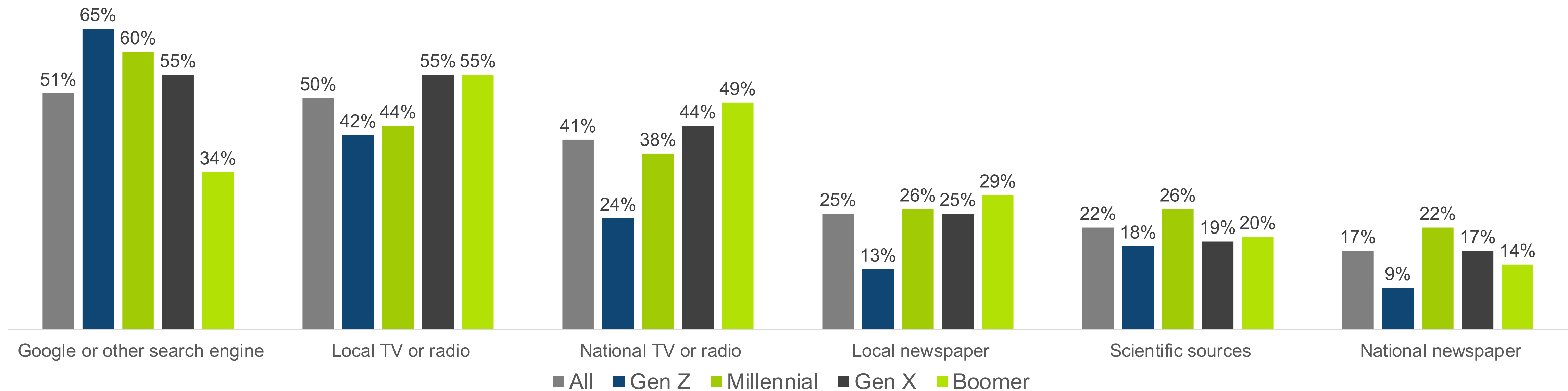
Frequency of checking for COVID-related news



**At the height of the COVID pandemic in December and January, how often did you check for COVID-related news? Currently, how frequently do you check for COVID-related news?**

**Google or a competing search engine are the most common sources used for information on COVID (51%) followed closely by local TV or radio (50%).**

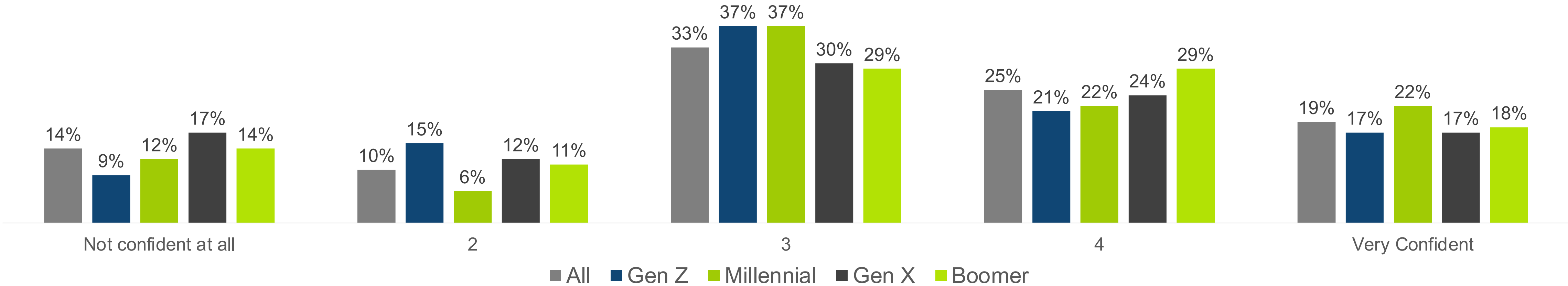
Typical source of information about COVID



Where have you typically gone to find information on COVID? Check all that apply.

**Nearly 1 person in 4 (24%) has little or no confidence in the information they are receiving about COVID.**

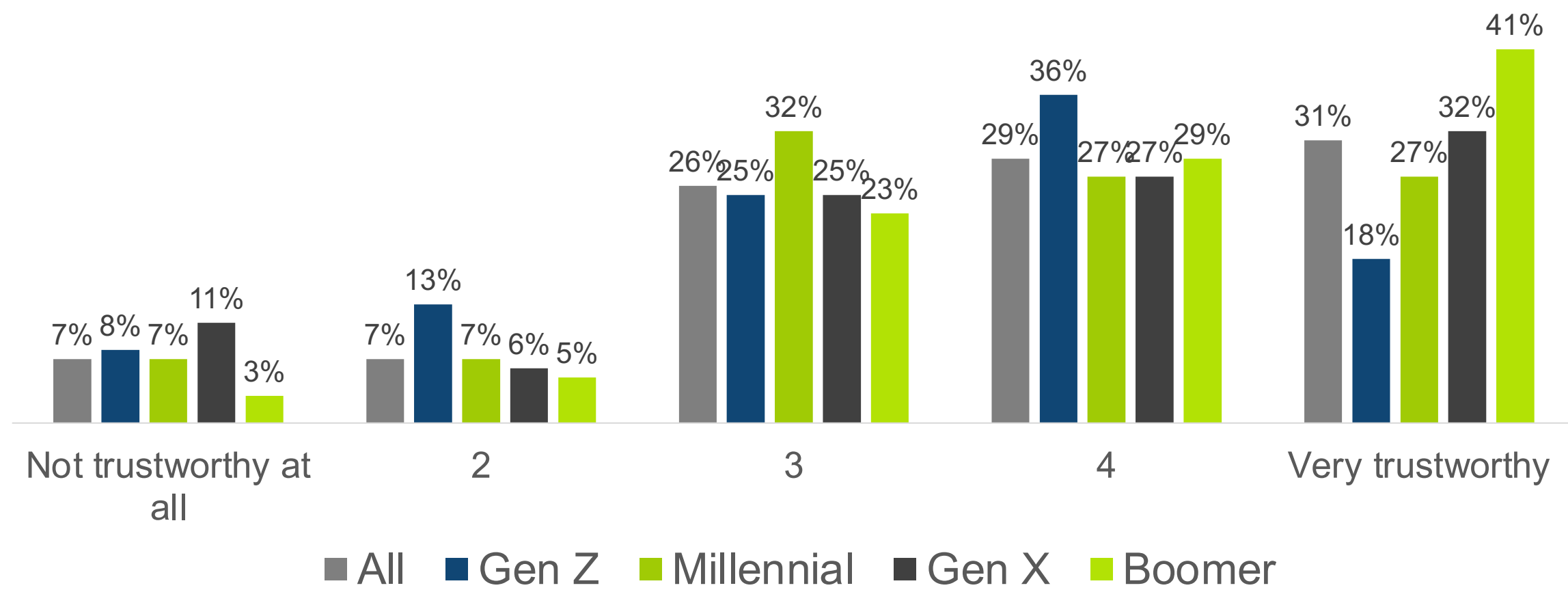
Confidence in information received about COVID now



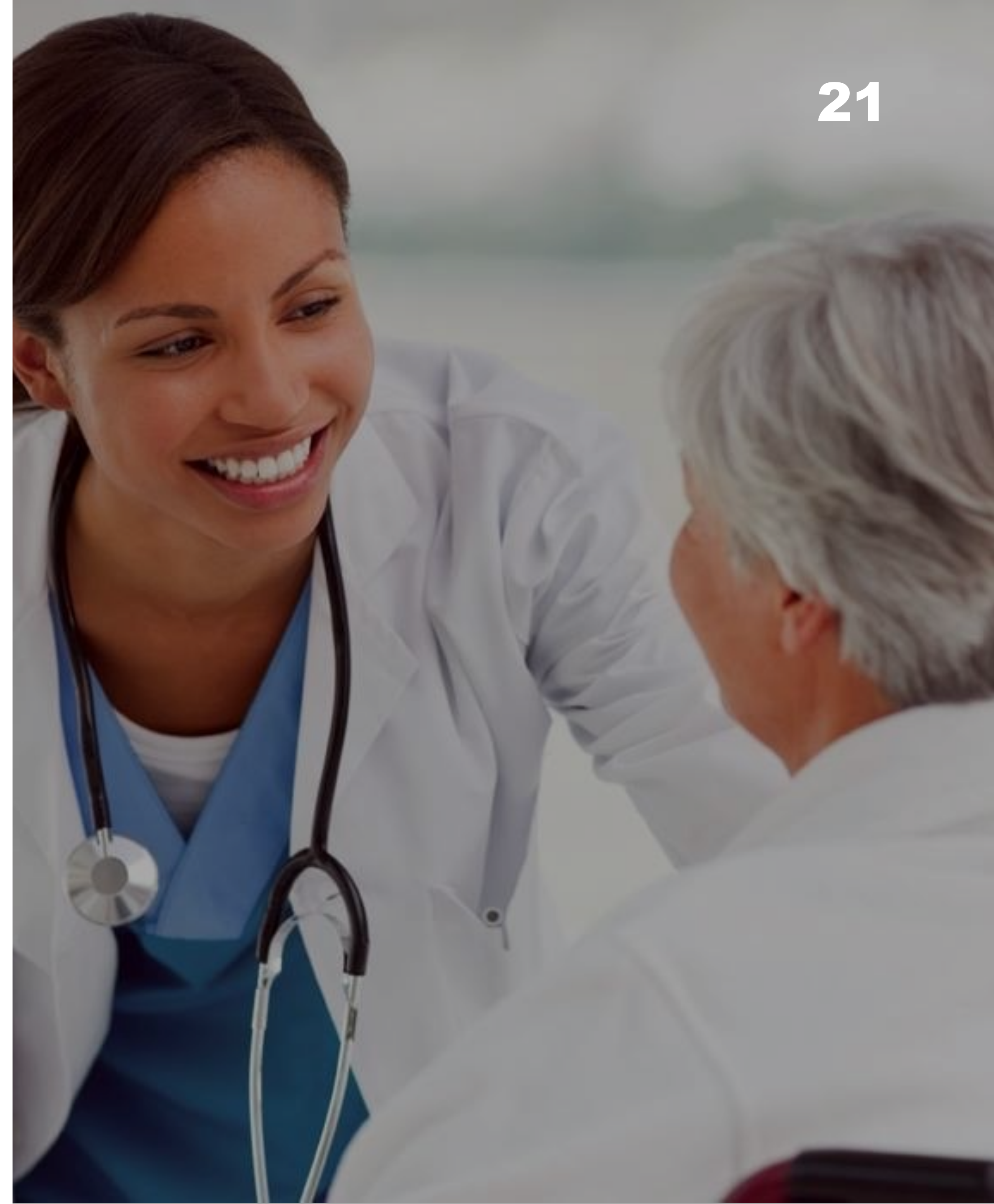
How confident are you in the information you are receiving about COVID now?

**60% of respondents feel the information they receive from their doctor is trustworthy.**

Trustworthiness in sources of information about COVID:  
your doctor

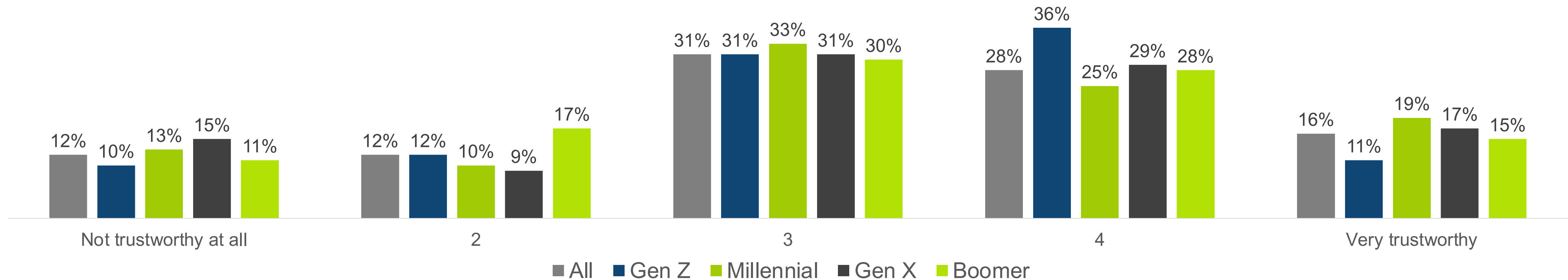


How trustworthy do you find the following sources of information about COVID?



# 44% of respondents are confident in the COVID information provided by their city/county health officials.

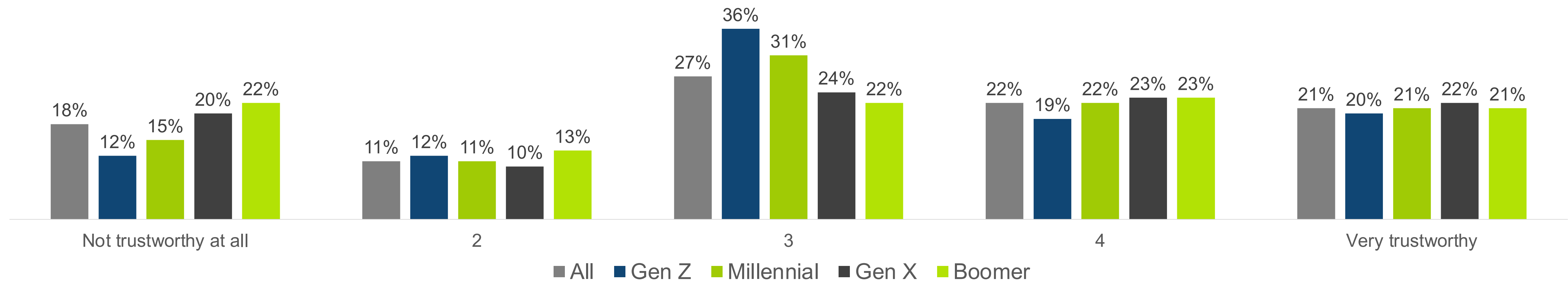
Trustworthiness in sources of information about COVID: city/county health officials



How trustworthy do you find the following sources of information about COVID?

**Interestingly, fewer people (43%) are confident in the information from the CDC versus their local health officials (44%).**

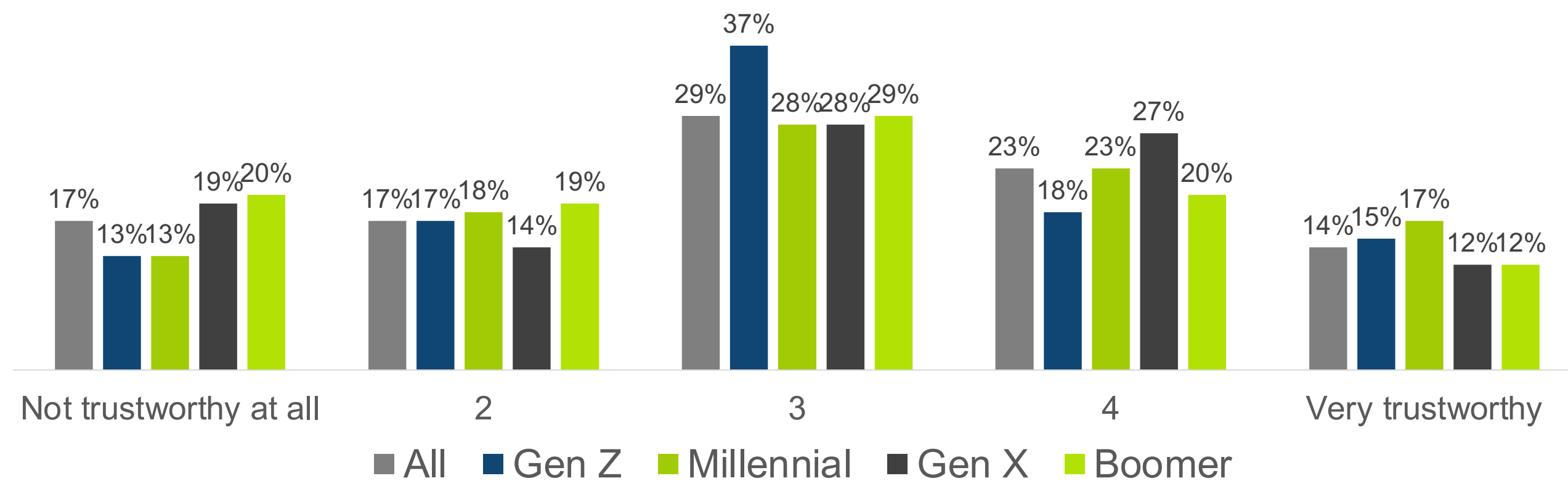
Trustworthiness in sources of information about COVID: the CDC



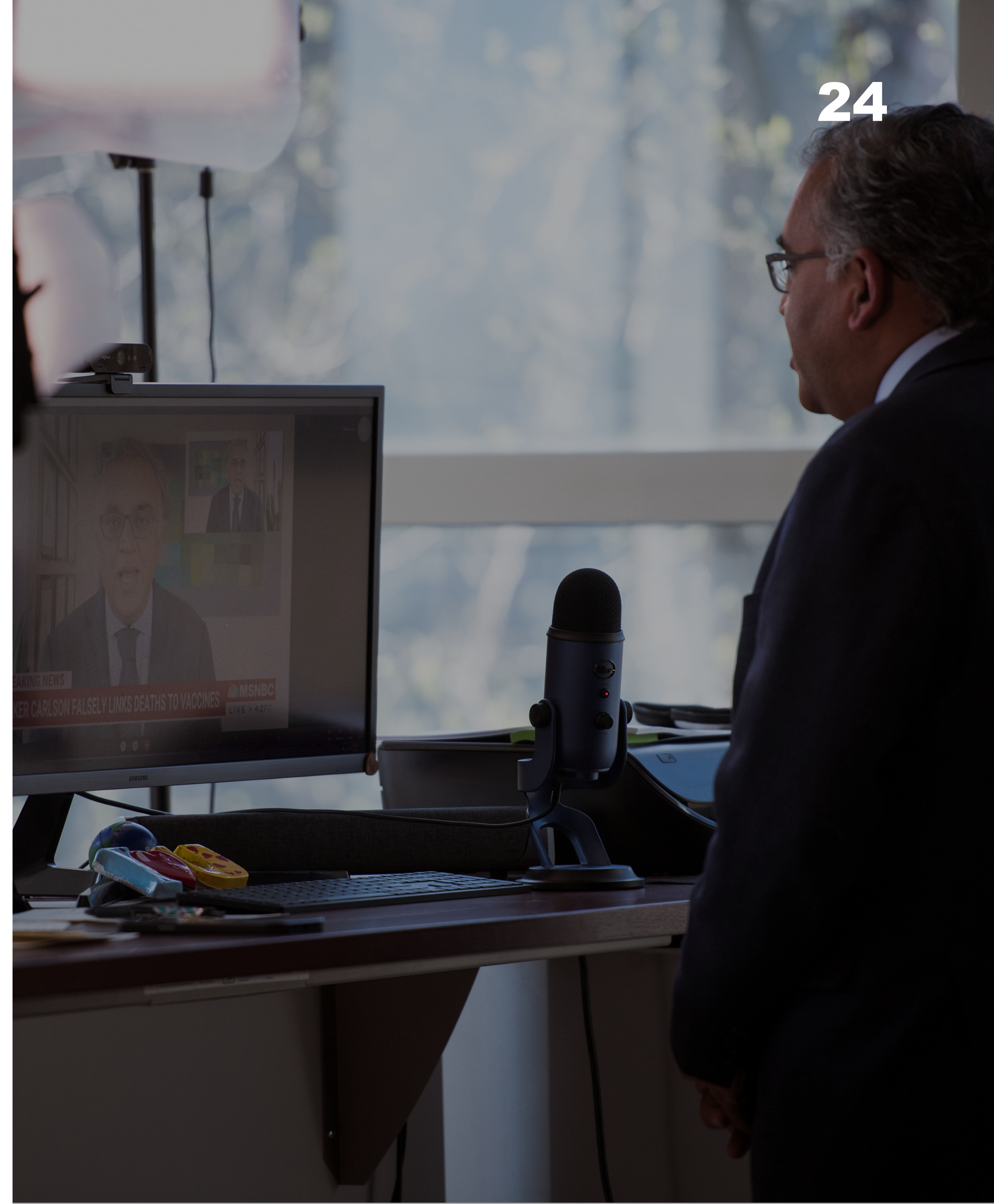
How trustworthy do you find the following sources of information about COVID?

# Only 37% are confident in the COVID information provided by medical experts in the media.

Trustworthiness in sources of information about COVID: medical experts you see on TV



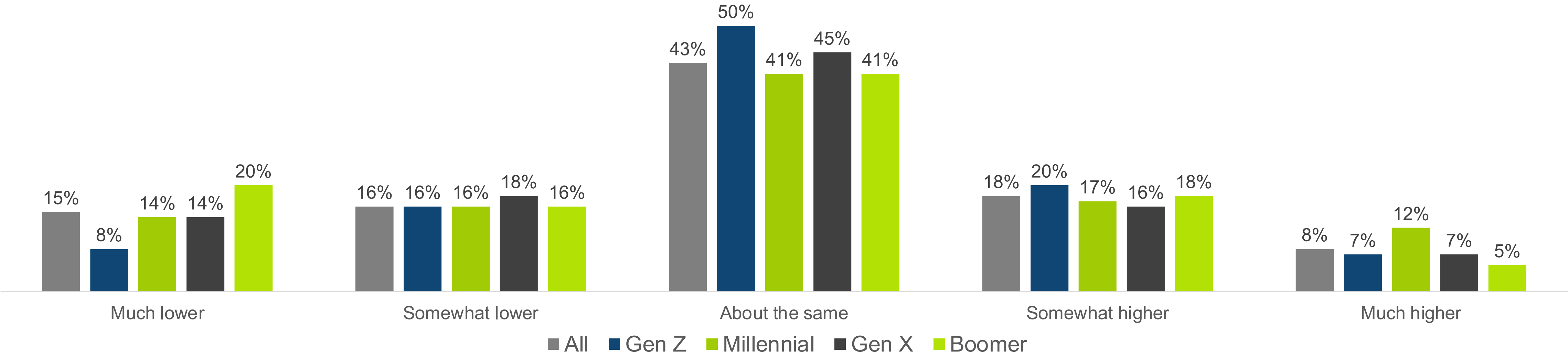
How trustworthy do you find the following sources of information about COVID?





**Confidence in the U.S. medical community has declined somewhat as a result of COVID. 31% of respondents are less confident while 26% have seen their confidence increase.**

Higher/lower confidence in the U.S. medical community post COVID



In general, is your confidence in the U.S. medical community higher or lower than it was before COVID?

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## Summary

# Taxes and refund use

- As of April 9th, two-thirds of respondents had filed their 2021 tax returns.
- Of those required to file, 64% are expecting or have received a refund.
- 39% of respondents report having changed their plans for the use of their refund because of concerns about inflation.
- Of those who've changed their plans for the use of the refund, 88% think they'll need more of their refund to cover daily expenses.
  - 52% will save more of their refund as a result of inflation concerns.

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# Outdoor Home Improvements

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- The leading planned outdoor projects were a new garden (43%), power washing (34%), and exterior painting (30%).
- 69% of those who planned a new garden will proceed as planned while the remaining 31% have changed their plans because of inflation and/or the war in Ukraine.
- Similarly, 71% of those planning exterior painting will proceed as planned while 19% will proceed but spend less and 10% will delay the project.
- Among those who planned power washing, only 2% will delay the project while 80% will proceed as planned.

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## Summary

# COVID-19

- Interest in COVID has clearly dissipated. At the height of the pandemic, one-third of the sample was checking COVID news 5 or more times a week compared to 15% who are doing so now.
- Google or a competing search engine are the most common sources used for information on COVID (51%) followed closely by local TV or radio (50%).
- Nearly 1 person in 4 (24%) has little or no confidence in the information they are receiving about COVID.
- 60% of respondents feel the information they receive from their doctor is trustworthy.
- 44% of respondents are confident in the COVID information provided by their city/county health officials.
  - Interestingly, fewer people (43%) are confident in the information from the CDC versus their local health officials (44%).
- Only 37% are confident in the COVID information provided by medical experts in the media.
- Confidence in the U.S. medical community has declined somewhat as a result of COVID. 31% of respondents are less confident while 26% have seen their confidence increase.