



# EXPLORING THE PANDEMIC'S EFFECT ON HOME UPDATES

Ferguson commissioned a consumer survey to better understand how the pandemic impacted trends in home renovation and updates. This document outlines the results of the survey.

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## Methodology

On behalf of Ferguson, G&S Business Communications fielded an online survey of 1,108 U.S. adults ages 18+. The sample was balanced for age and gender using the Census Bureau's American Community Survey to reflect the demographic composition of the United States. The survey was fielded on April 30, 2021.

# KEY HIGHLIGHTS

## Putting the home back in the (more functional) house

- The living room became the focal point of the home during the pandemic, especially as more people who worked from home set up their workstations there.
- Home workstations are becoming multifunctional, and many Americans have been sprucing up their workspaces. Sixty-two percent updated their lighting (including 28% who did so for functionality and 22% to look better on video calls). Some have set up coffeemakers or refrigerators in their office/at home work area.
- Americans would be interested in smart home products that make their lives easier and more convenient. Touchless faucets are a prime example.
- Speaking of comfort, Americans are showing some interest in bidets, primarily due to sustainability, hygiene, and health benefits.



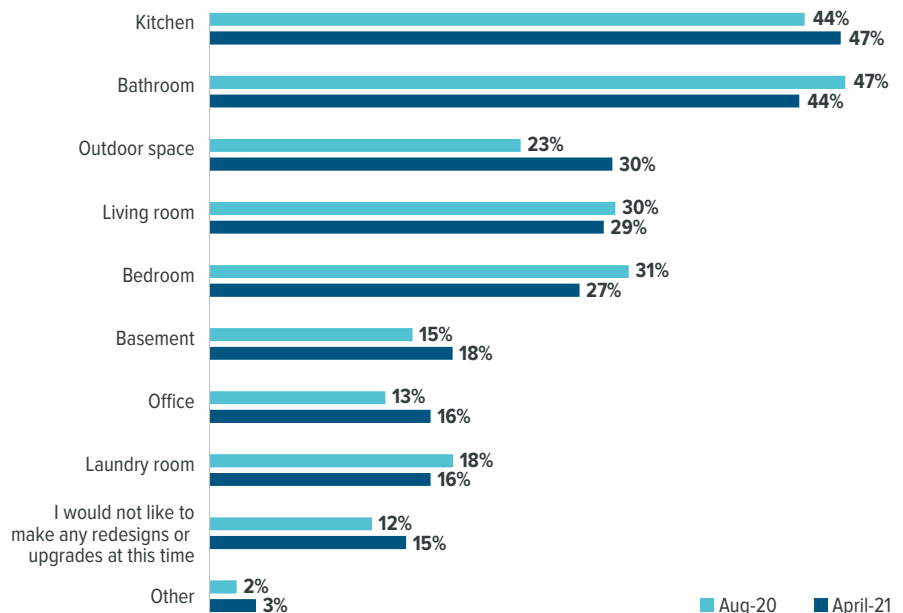
## QUESTION

**Based on your experience spending more time at home during the COVID-19 pandemic, are there any specific areas of the home that you would most like to redesign or upgrade? Please check all that apply.**

### Compared to last year, more Americans want to update their outdoor spaces due to the pandemic.

Survey respondents were asked which areas of the home they would want to redesign or upgrade based on spending more time at home during the COVID-19 pandemic. Similar to the trends we saw when we asked the same question in the midst of the pandemic in August 2020, the kitchen (47%) and bathroom (44%) were the top choices. Since last year, we found that more Americans would want to redesign or upgrade their outdoor space (30% in 2021 vs. 23% in 2020).

### Comparison: April 2021 vs. August 2020





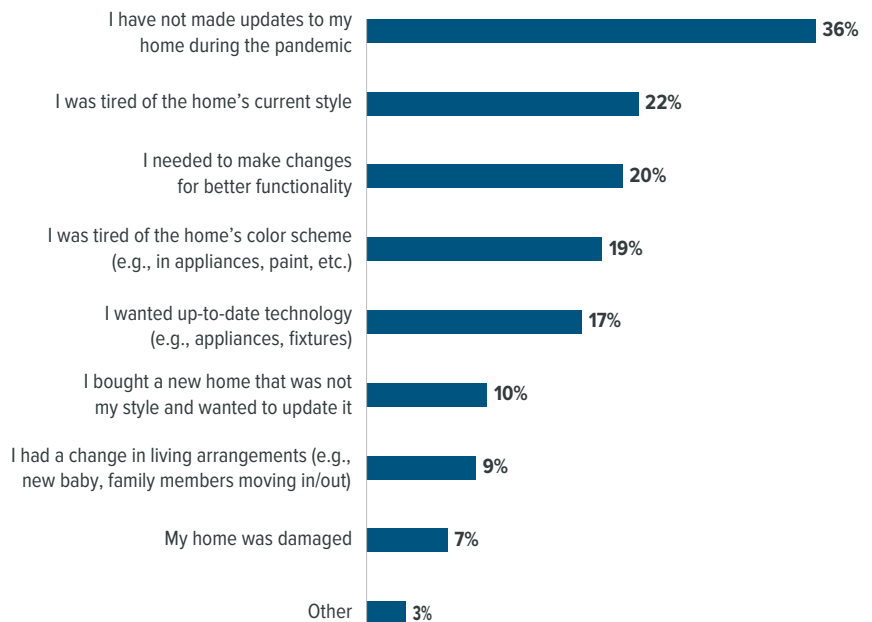
## QUESTION

**If you have made updates to your home or a room in your home during the pandemic, what was the reason(s) you decided to do so? Please check all that apply.**

### **Style and functionality are the top reasons Americans made updates to their homes during the pandemic.**

Sixty-four percent of Americans made some kind of update to their home or a room in their home during the pandemic. The most popular reasons included being tired of the home's current style (34%) and needing to make changes for better functionality (32%).

The trend is similar to what we've seen in past research, which suggests that being tired of the home's current style is a motivating factor to make changes.



*(Base: people who have made updates)*

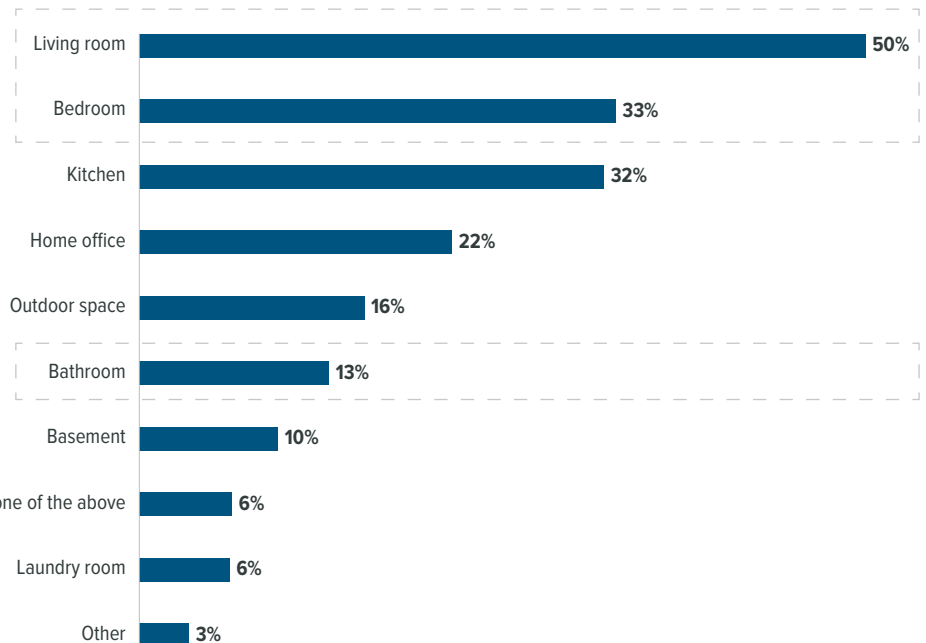


## QUESTION

Compared to previous years, in which of the following rooms did you spend **MORE** time during the last year? Please check all that apply.

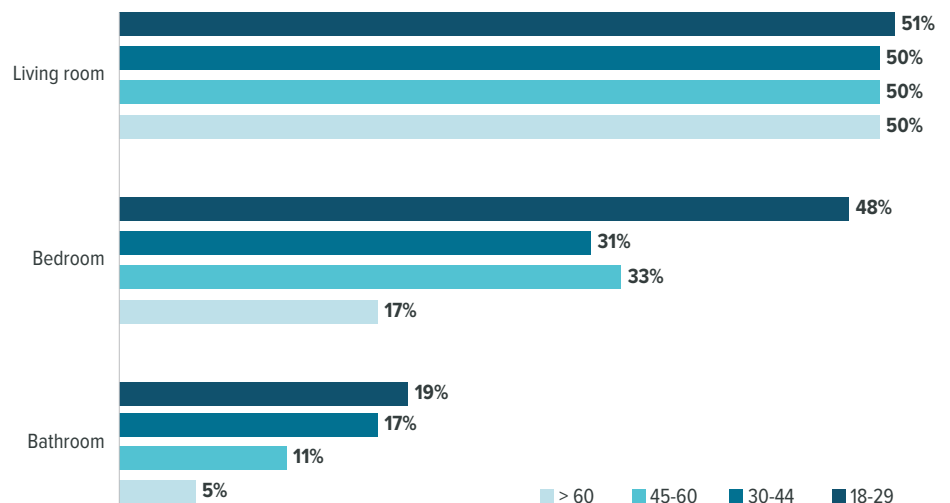
### The living room becomes the focal point of the home during the pandemic.

It's often said that the kitchen is the focal point of the home. However, over the last year, half of Americans said they spent more time in their living rooms, while a third spent more time in their bedrooms (33%) and nearly a third (32%) spent more time in the kitchen.



## AGE BREAKOUT

Younger generations were more likely than older generations to say they spent more time in the bedroom and bathroom, but just as likely to say they spend more time in the living room.

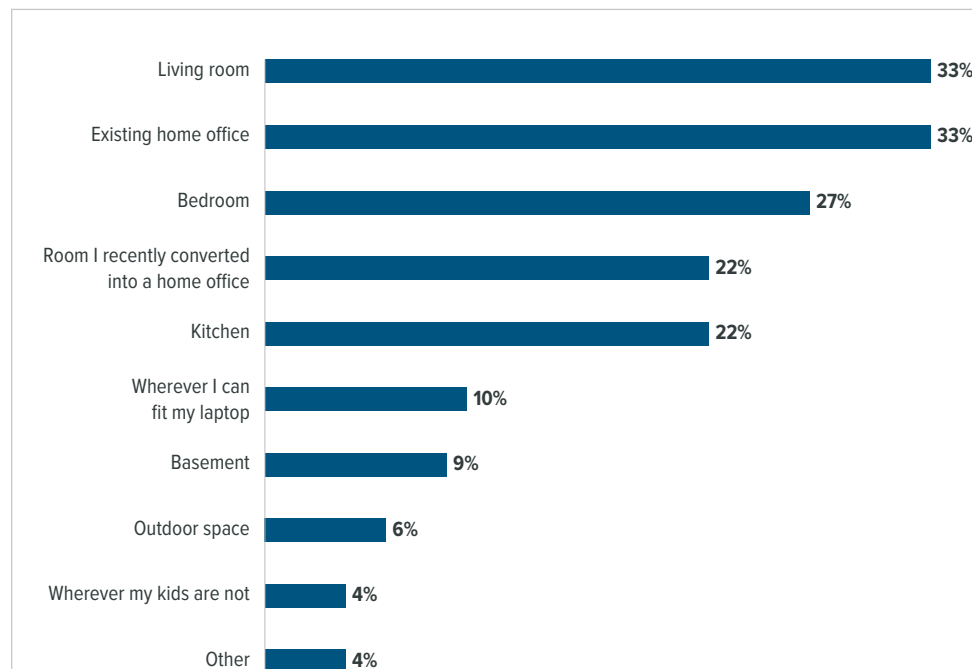


## QUESTION

Which of the following best describes where you've been working from home? Please check all that apply.

**There are likely a number of reasons why the living room grew in importance over the past year – it was used as a gathering place during quarantine, for home schooling to happen, etc.**

We may also see this trend, in part, because people who work from home often set up their workstation in their living rooms. Just over a third of respondents (34%) said they started working from home during the pandemic. Within this group, a third said they have been working in the living room and a third have been working from an existing office.



*(Base: Americans who started working from home during the pandemic)*



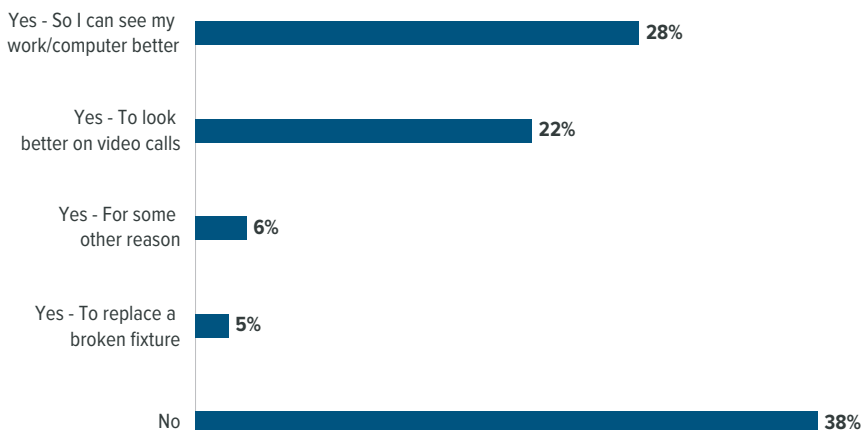
“A THIRD OF RESPONDENTS SAID THEY HAVE BEEN WORKING IN THE LIVING ROOM.”

## QUESTION

**Have you made changes to the lighting in your home office space over the last year? If so, what was the primary reason?**

### **Americans are improving their work-from-home spaces with lighting.**

Among those who started working from home during the pandemic, 62% made changes to their lighting in their home office space. Twenty-eight percent changed their lighting to see their work/computer better, and 22% changed their lighting to look better on video. While some consumers were driven by glamour, others were simply driven to make their workspace more functional. This aligns with the finding above that a third (32%) of people who made changes to their home during the pandemic did it for the purpose of better functionality.

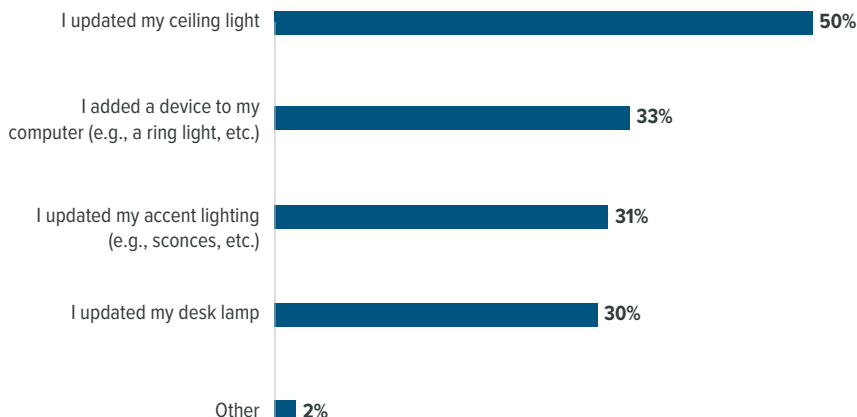


Beyond functionality, another benefit of lighting not highlighted here is impact on productivity. The pandemic and social unrest have been difficult, and working from home created challenges on top of that. But lighting can have a positive impact on comfort, cognitive function, and mood.

## QUESTION

**Which of the following did you purchase to change the lighting in your home office space? Please check all that apply.**

### **Among those who started working from home and changed their lighting, half updated their ceiling lighting.**

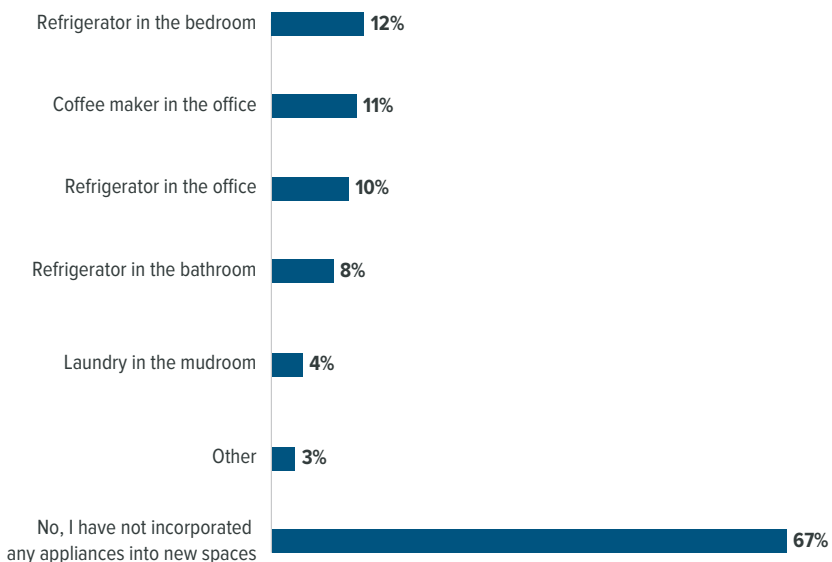




## QUESTION

Have you incorporated any of these trends into your home over the past year? Check all that apply.

Americans also spruced up their office space during the pandemic, creating more multifunctional space. Eleven percent put a coffee maker in their office and 10% put a refrigerator in their office.



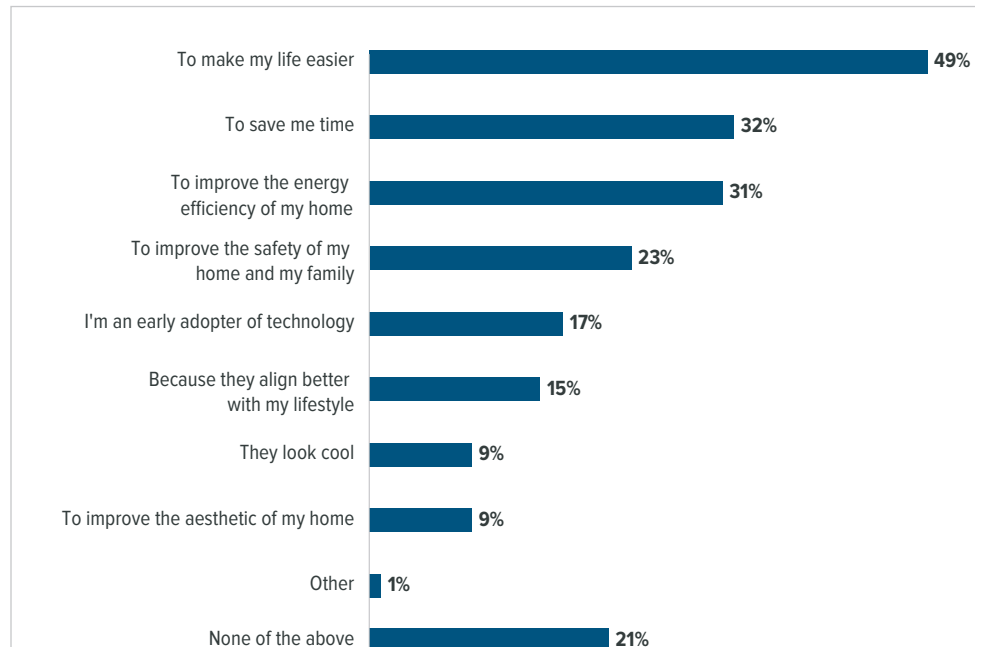
"10% PUT A REFRIGERATOR IN THEIR OFFICE."

## QUESTION

Which of the following best describes why you would purchase smart home products (i.e., products that can connect to the internet)? Please check all that apply.

### Americans say smart home products can make their lives easier.

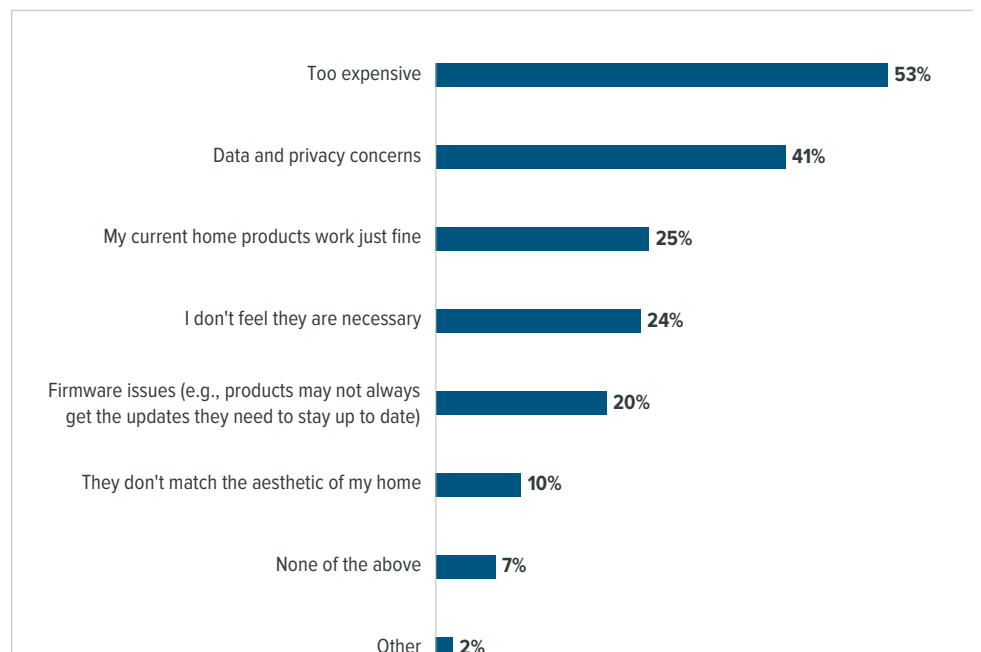
Nearly half of Americans say they would buy smart home products to make their lives easier (49%), while others say they would buy them to save time (32%) or to improve the energy efficiency of their home (31%).



## QUESTION

Which of the following best describes why you would not purchase smart home products?

### Reasons Americans would not buy smart home products include expense (53%) and data and privacy concerns (41%).

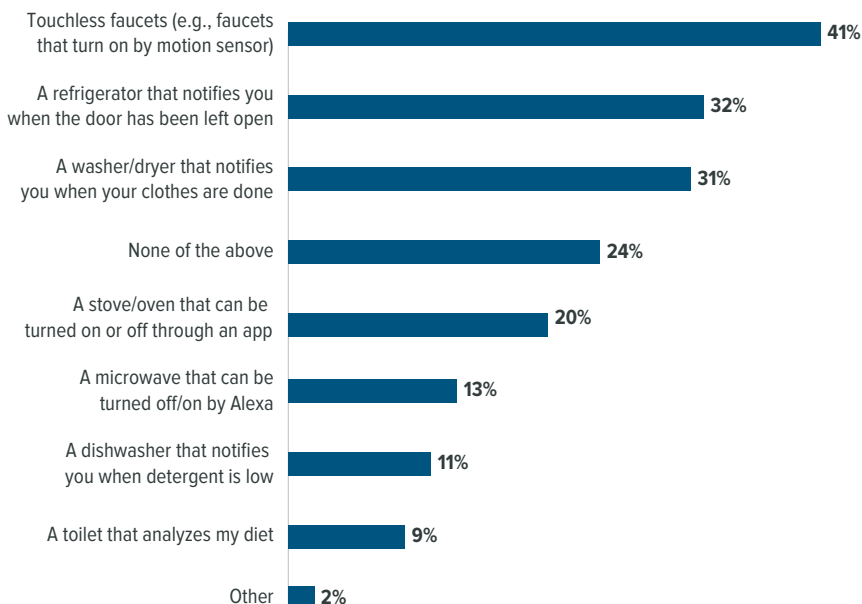




## QUESTION

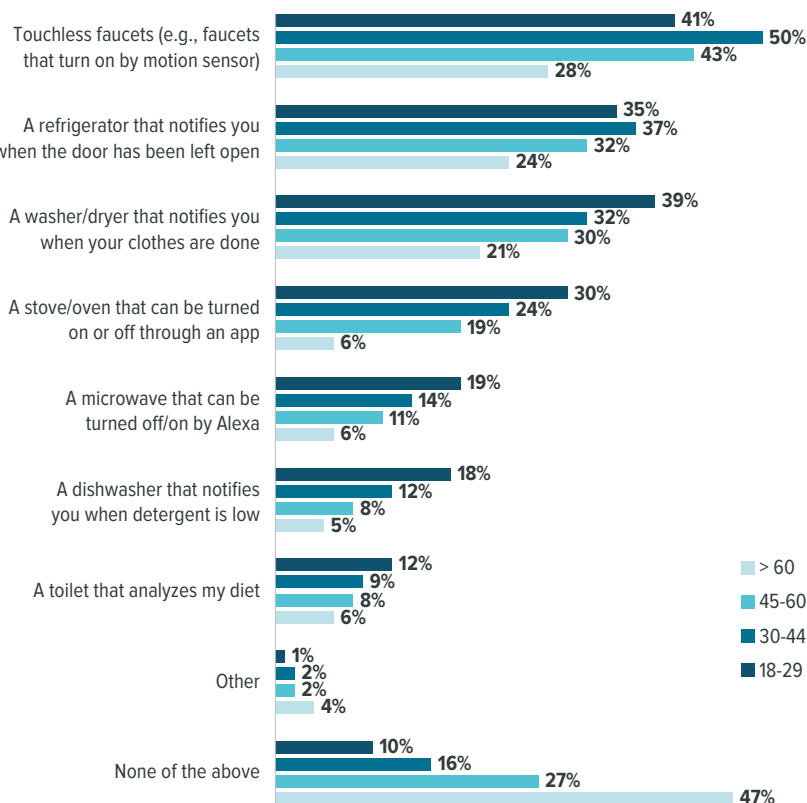
Which of the following smart home functionalities would you like to have in your home? Please check all that apply.

As an example of the desire for convenience and hygiene, **41% of Americans would like touchless faucets in their home. Almost a third (32%) would like a refrigerator that notifies them when the door has been left open.**



## AGE BREAKOUT

Younger generations are more likely to want more of these smart home functionalities.



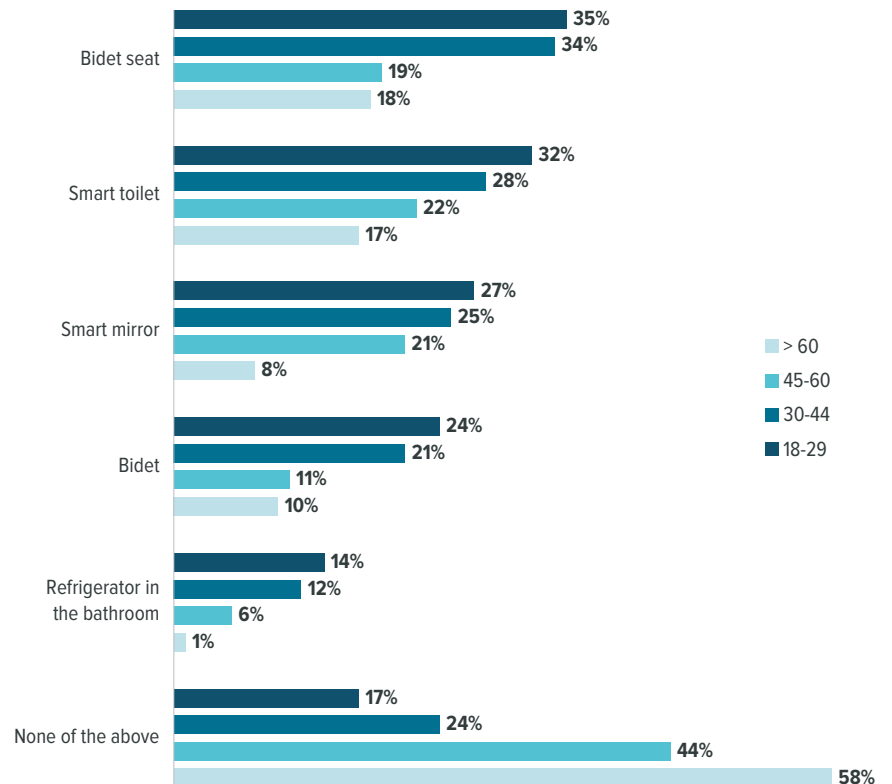
## QUESTION

### Which trend(s) would you most like to add to your bathroom?

#### Bidets have appeal.

Though bidets haven't traditionally been standard in America, 17% of Americans say they would like a bidet in their bathroom, and 26% would like a bidet seat. A quarter (25%) want a smart toilet. Perhaps not surprisingly, younger generations are more likely to want all of the listed trends.

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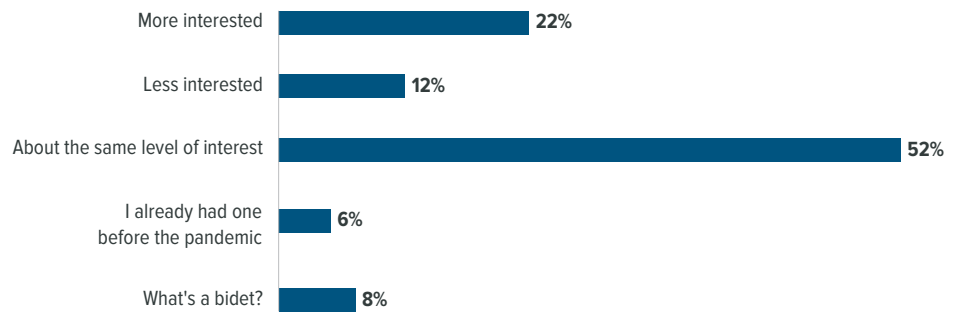


## QUESTION

**Are you more interested in getting a bidet now than you were before the pandemic?**

The pandemic may have something to do with changing attitudes. Just over a fifth (22%) of Americans say they are more interested in getting a bidet now than they were before the pandemic.

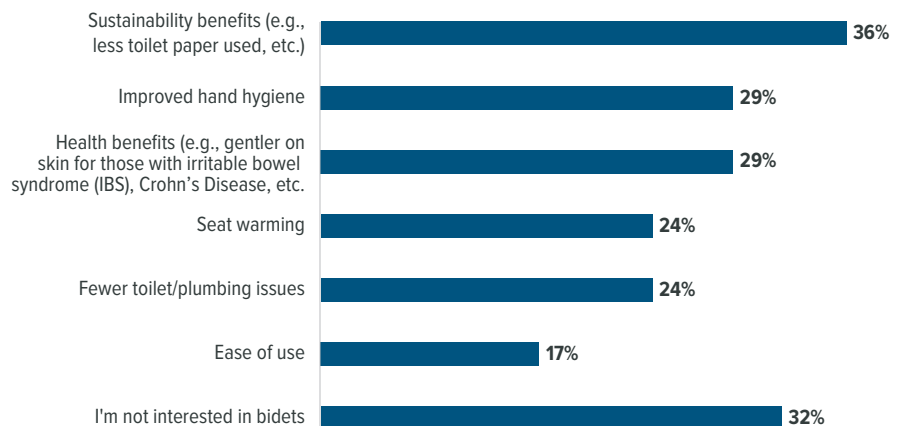
Younger generations care more. For example, 26% of Americans ages 18-29 are more interested in bidets, compared to 13% who are over the age of 60.



## QUESTION

**What benefits of a bidet/bidet seat would appeal to you most?  
Please check all that apply.**

The most appealing benefits of a bidet, according to Americans, are the sustainability benefits (36%), improved hand hygiene (29%), and health benefits (29%).





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