

3 out of 4 Americans Built Up Their Home Improvement Skills in 2020, CRAFTSMAN® Built@Home Survey Finds

- More than 1 in 5 Americans learned to use a drill for the first time during COVID-19
- Since the onset of the pandemic, two-thirds of Americans (65%) report their households have had more time for home improvement projects, but most (60%) wish they had more home renovation know-how
- For many Americans (25%), home improvement activities have become a way to spend quality time with family
- CRAFTSMAN will donate a total of \$500,000 to help strengthen American homes impacted by COVID-19; Company to support Rebuilding Together and Feeding America efforts
- The company is encouraging Americans to share their home renovation projects with the hashtag #BuiltAtHome

TOWSON, Md., December 2, 2020 – A new survey from CRAFTSMAN, a Stanley Black & Decker, Inc. (NYSE: SWK) brand, found that more than 3 in 4 Americans (78%) have honed their home improvement skills during the COVID-19 pandemic. The CRAFTSMAN Built@Home Survey examined how Americans' home renovation interests and skills have evolved over the past six months, the tools and resources they leveraged to tackle various projects, and their plans for continued home improvement in 2021.

"As the global pandemic took hold in the U.S. this spring, we saw more of our CRAFTSMAN customers purchasing products to help create new and renovate existing spaces to better serve their needs and improve the functionality of their homes," said Jaime Ramirez, Executive Vice President & President of Global Tools & Storage for Stanley Black & Decker. "We wanted to gain a better understanding of which projects consumers were undertaking and how we could better serve them during this time. CRAFTSMAN is committed to helping our employees and customers navigate through this challenging period, doing our part to help strengthen our connection to our homes and communities. As part of these efforts, we are providing a donation to Rebuilding Together and Feeding America to support those impacted by COVID-19."

The pandemic has been a moment of reflection for many Americans, with 6 in 10 indicating they wished they had more skills or know-how to accomplish home improvement projects. The survey found that more than half (51%) have learned new home renovation skills this year, 44% of women compared to 58% of men. In addition, more than half of Americans (53%) have either completed, or expect to complete, their 2020 home improvement checklist by the end of the year.

Top Home Improvement Projects In 2020

The CRAFTSMAN Built@Home survey found that people spent their time working on a variety of home renovation projects during the pandemic, with more than three-quarters of Americans (76%) saying they or someone in their household worked on at least one home improvement project in 2020.

The most common indoor renovations included painting a room (28%), creating a home office (13%) and remodeling the kitchen (10%). For outdoor projects, about a third of men (32%) have completed a garden overhaul since the onset of the COVID-19, while 1 in 5 women (22%) have done the same.

To complete their projects, many Americans learned to use power tools for the first time. Respondents said they learned to use power tools such as a drill (21%), sander



2020 has brought a major uptick in home improvement as homes have become the epicenter of daily life throughout the COVID-19 global pandemic. A recent survey from CRAFTSMAN, a Stanley Black & Decker brand, uncovers the details of this surge in home renovations, including projects completed, skills learned and plans for home improvement in 2021.

TACKLING HOME RENOVATIONS



65%

of Americans claimed to have more time for home improvement or home renovation projects since the onset of COVID-19.



For **6 in 10**

Americans, the onset of COVID-19 made them wish they had more skills or "know-how" to accomplish home improvement or home renovation on their own.

Nearly **8 in 10**

Americans say they believe their home improvement or home renovation skills have improved since the onset



(15%) and table saw (13%) during the pandemic.

CRAFTSMAN is encouraging Americans to share their home renovation projects with the hashtag #BuiltAtHome.

Feeling Accomplished and Gaining Quality Time

Over 9 in 10 Americans who say they have learned new home improvement skills report that learning these new skills makes them feel accomplished. Of those who say they have tackled or may tackle a home improvement project during 2020, 29% say that home renovation activities are a way to spend quality time with others in the household. Of those Americans who say they have worked on at least one indoor or outdoor home improvement project in 2020, more than half (52%) say they worked on the project(s) with a spouse or partner, 29% say they did so with their children, and 22% say a friend helped them complete their project(s).

Brushing Up on Skills, Americans Go Online

When it comes to learning home renovation skills during the pandemic, Americans are primarily turning to websites (51%) and social media (33%), with YouTube (73%), Facebook (47%) and Instagram (36%) ranked as the top sources. Men say they use Twitter far more (32%) than women (8%), while nearly half of women (47%) opt for Pinterest to learn about home renovation.

Trend Likely to Continue Into 2021

More than 6 in 10 Americans (62%) feel their experiences during the pandemic mean they will likely tackle more home renovation projects long-term. As a result, many households are creating 2021 to-do lists. In addition to painting interior rooms (23%), a sizeable number of people plan to install an outdoor patio, deck or entertainment space (19%), install flooring (15%), remodel a bathroom (15%) or renovate a kitchen (15%). The survey data suggests people are shifting from immediate-need or functional projects in 2020 to more advanced home updates in 2021.

To complete their projects, more than a quarter of Americans (27%) plan to spend \$1,000 or more. Additionally, the survey found that there is a growing desire to use new tools. By the end of 2021, Americans hope to learn how to use a drill (16%), table saw (15%), circular saw (14%) and nailer (14%).

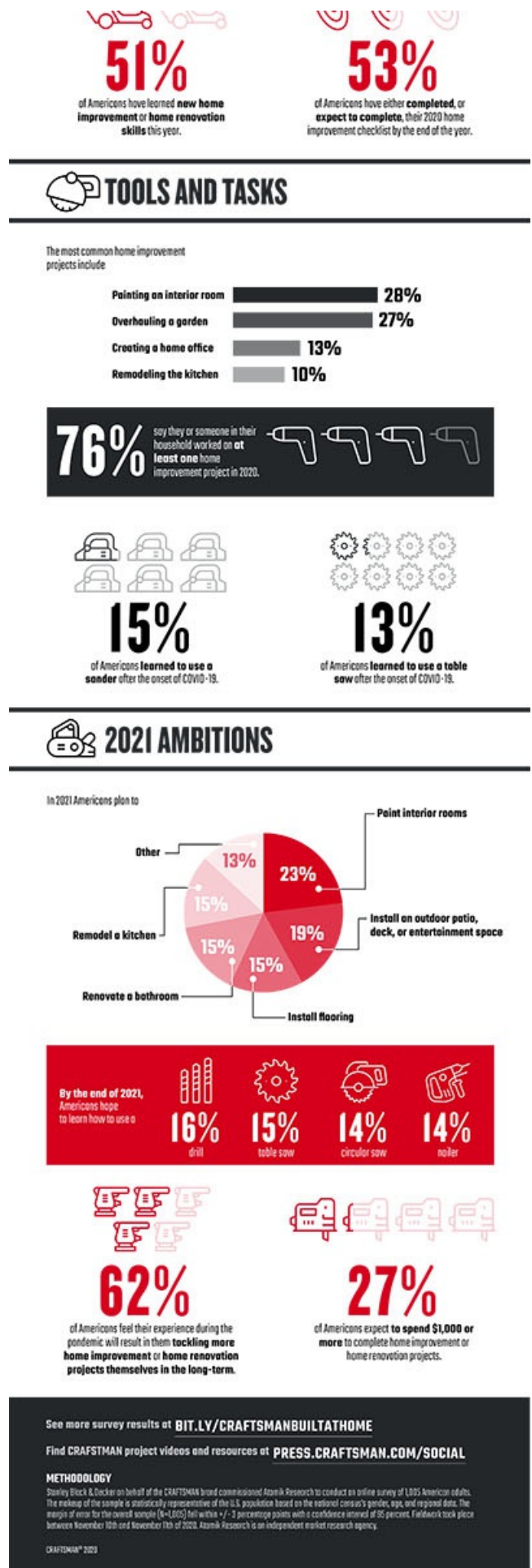
Strengthening American Homes

CRAFTSMAN is making donations to [Rebuilding Together](#) and [Feeding America](#) to help strengthen American homes impacted by COVID-19. The company will donate \$250,000 to Rebuilding Together to provide critical home repairs to individuals in need and help revitalize communities throughout the country. In addition, the company will donate \$250,000 to Feeding America, one of the largest hunger-relief organizations in the United States.

For CRAFTSMAN project videos and resources visit: press.craftsman.com/social. More information about the Craftsman survey can be found at <https://bit.ly/CraftsmanBuiltAtHome>.

Approved images for media use can be [accessed here](#).

Methodology



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CRAFTSMAN commissioned Atomik Research to conduct an online survey of 1,005 American adults. The makeup of the sample is statistically representative of the U.S. population based on the national census' gender, age and regional data. The margin of error for the overall sample (N=1,005) fell within +/- 3 percentage points with a confidence interval of 95 percent. Fieldwork took place between Nov.10-11, 2020.

About CRAFTSMAN®

CRAFTSMAN® is an American icon that homeowners, home builders, auto enthusiasts and master mechanics have trusted since 1927 – and today's CRAFTSMAN® continues that legacy. With a focus on reliable, high-performance tools, storage and equipment, CRAFTSMAN® has revived its long-established pride in superior quality. Now it's easier than ever to get the tools trusted for generations at more places than ever. For more information visit www.craftsman.com or follow CRAFTSMAN® on [Facebook](#), [Instagram](#) and [Twitter](#).

About Stanley Black & Decker

Stanley Black & Decker is a purpose-driven, \$14 billion revenue industrial organization. Stanley Black & Decker has 54,000 employees in more than 60 countries and operates the world's largest tools and storage business, the world's second-largest commercial electronic security services company, a leading engineered fastening business as well as Oil & Gas and Infrastructure businesses. The company's iconic brands include BLACK+DECKER, Bostitch, CRAFTSMAN, DEWALT, FACOM, IRWIN, LENOX, Porter Cable and STANLEY. Stanley Black & Decker is a company for the makers and innovators, the craftsmen and the caregivers, and those doing the hard work to make the world a better place. Learn more at www.stanleyblackanddecker.com.

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