

# 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 the COVID-19 global pandemic.

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



51%

of Americans have learned new home improvement or home renovation skills this year.

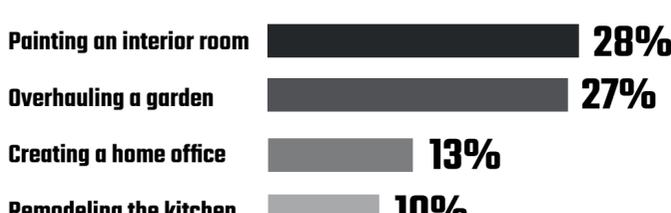


53%

of Americans have either completed, or expect to complete, their 2020 home improvement checklist by the end of the year.

## TOOLS AND TASKS

The most common home improvement projects include



76% say they or someone in their household worked on at least one home improvement project in 2020.



15%

of Americans learned to use a sander after the onset of COVID-19.

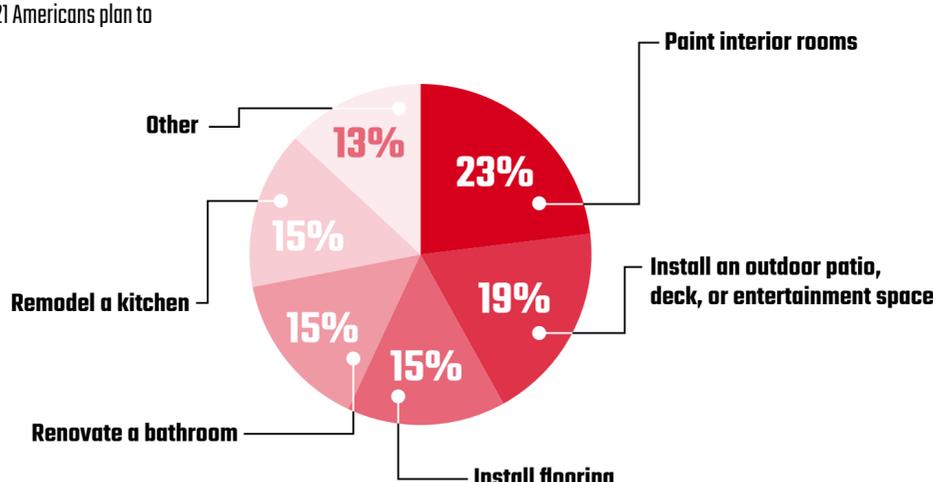


13%

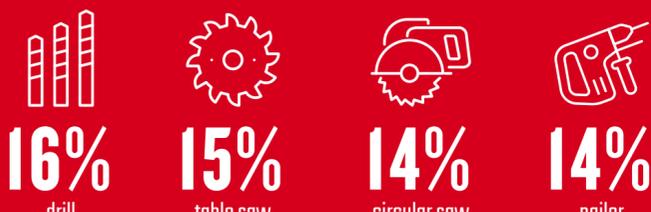
of Americans learned to use a table saw after the onset of COVID-19.

## 2021 AMBITIONS

In 2021 Americans plan to



By the end of 2021, Americans hope to learn how to use a



62%

of Americans feel their experience during the pandemic will result in them tackling more home improvement or home renovation projects themselves in the long-term.



27%

of Americans expect to spend \$1,000 or more to complete home improvement or home renovation projects.

See more survey results at [BIT.LY/CRAFTSMANBUILTATHOME](https://bit.ly/craftsmanbuiltathome)

Find CRAFTSMAN project videos and resources at [PRESS.CRAFTSMAN.COM/SOCIAL](https://press.craftsman.com/social)

### METHODOLOGY

Stanley Black & Decker on behalf of the CRAFTSMAN brand 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's 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 November 10th and November 11th of 2020. Atomik Research is an independent market research agency.