

LSC Connections

Thursday, June 16, 2022 | 12:30 - 2:30 PM ET



How the Pandemic Changed Remodeling and Where The Industry is Going from Here

Thursday, June 16, 2022
12:30 - 1:30 PM ET

Lincoln East, Concourse Level
Washington Hilton Hotel, Washington, DC

SPEAKER

Ed Hudson, *Director of Market Research*
Home Innovation Research Labs

This presentation explores how the pandemic has impacted consumer remodeling activities and purchases across 20 different product categories.

The Consumer Practices Survey is a deep yearly assessment of remodeling activity and product purchases. This presentation will examine the 5-year trend for remodeling purchases with a particular eye on changes throughout the pandemic. It also explores how the frequency of product purchases are affected by homeowner age, household size, and the year the home was built.



Shifting DIY and Contractor Product Purchase Behaviors

Thursday, June 16, 2022
1:30 - 2:30 PM ET

Lincoln East, Concourse Level
Washington Hilton Hotel, Washington, DC

SPEAKER

Grant Farnsworth,
President of the Farnsworth Group

Learn where, how, and why DIYer and Contractor behaviors have changed when it comes to buying building materials.

In this session, The Farnsworth Group will provide recent research among Residential Pros and Homeowners regarding their behaviors on building material brands, media use, and channel use. Get a deeper understanding of what's changing and how those shifts should be influencing your organizations marketing and product strategy.

**Builders, Remodelers &
Associate Members Invited!**

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