

SELECTIVE AND THE HARRIS POLL CONFIRM MORE THAN HALF OF THE COUNTRY IS RENOVATING

Home renovations have **increased 25%** since the start of 2021, with over half (**55%**) of **U.S. homeowners** making substantial improvements that boost their home’s value according to a July 2021 survey.

In comparison, only 44% of U.S. homeowners acknowledged the same in a similar survey conducted in December 2020.



23% of homeowners who improved their homes during the pandemic since December **have not updated** their insurance coverage.



U.S. HOME IMPROVEMENTS BOOSTING HOME VALUES

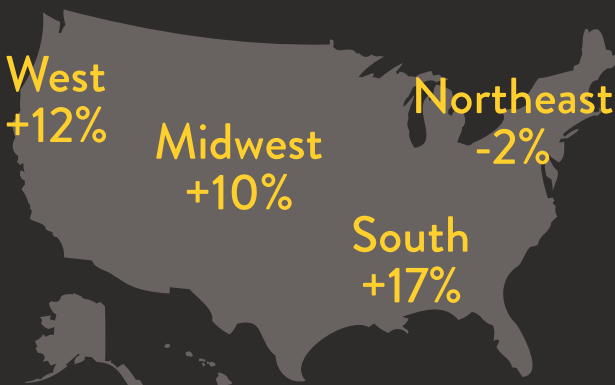
- **36%** Renovated a room/basement/attic (July 2021)
Up from 31% in December 2020
- **17%** Added a pool/hot tub (July 2021)
Up from 11% in December 2020
- **12%** Added a new room (July 2021)
Up from 7% in December 2020



HOME RENOVATION BY REGION

The South, Midwest and West all saw **double-digit increases** in major home renovation projects from December 2020 to July 2021.

* Represents percentage point increase or decrease from December 2020



ACTIVITY IN THE SOUTH, MIDWEST AND WEST SOARS PAST THE NORTHEAST IN 2021

- Northeast:** 54% in July 2021, **down from** 56% in December 2020
- Southeast:** 57% in July 2021, **up from** 40% in December 2020
- Midwest:** 52% in July 2021, **up from** 42% in December 2020
- West:** 55% in July 2021, **up from** 43% in December 2020

SELECTIVE INSURANCE CUSTOMER TRENDS

Selective saw similar trends among customers who operate contracting businesses from 2019 through 2021.

- **5-10% increase** in residential construction payroll
- **Approximately 15%** increase in subcontracting costs



According to Selective experts, major home renovations can directly impact the overall value of a home which is why it is critical for homeowners to update their homeowners insurance policy after home improvements to help protect against underinsurance in the unfortunate event of a loss.

SELECTIVE
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¹Source: Selective Insurance issued policy data for contractors year over year from January 2019 through June of 2021.
²Survey Methodology: The Harris Poll, on behalf of Selective Insurance Company of America, conducted online surveys within the United States from December 28-30, 2020 and July 6-8, 2021, by polling 2,057 U.S. adults aged 18+. Results were weighted for demographics where necessary to align respondents with their actual proportions in the population. Propensity score weighting also was used to adjust for respondents' propensity to be online. This online survey is not based on a probability sample, and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including subgroup sample sizes, please contact Katelyn Leondi. ©2021 Selective Ins. Group, Inc., Branchville, NJ. Products vary by jurisdiction, terms, and conditions and are provided by Selective Ins. Co. of America and its insurer affiliates. Details at selective.com/about/affiliated-insurers.aspx. SI-21-499