Home Retail Consumer Monitor

Presented April 6, 2021

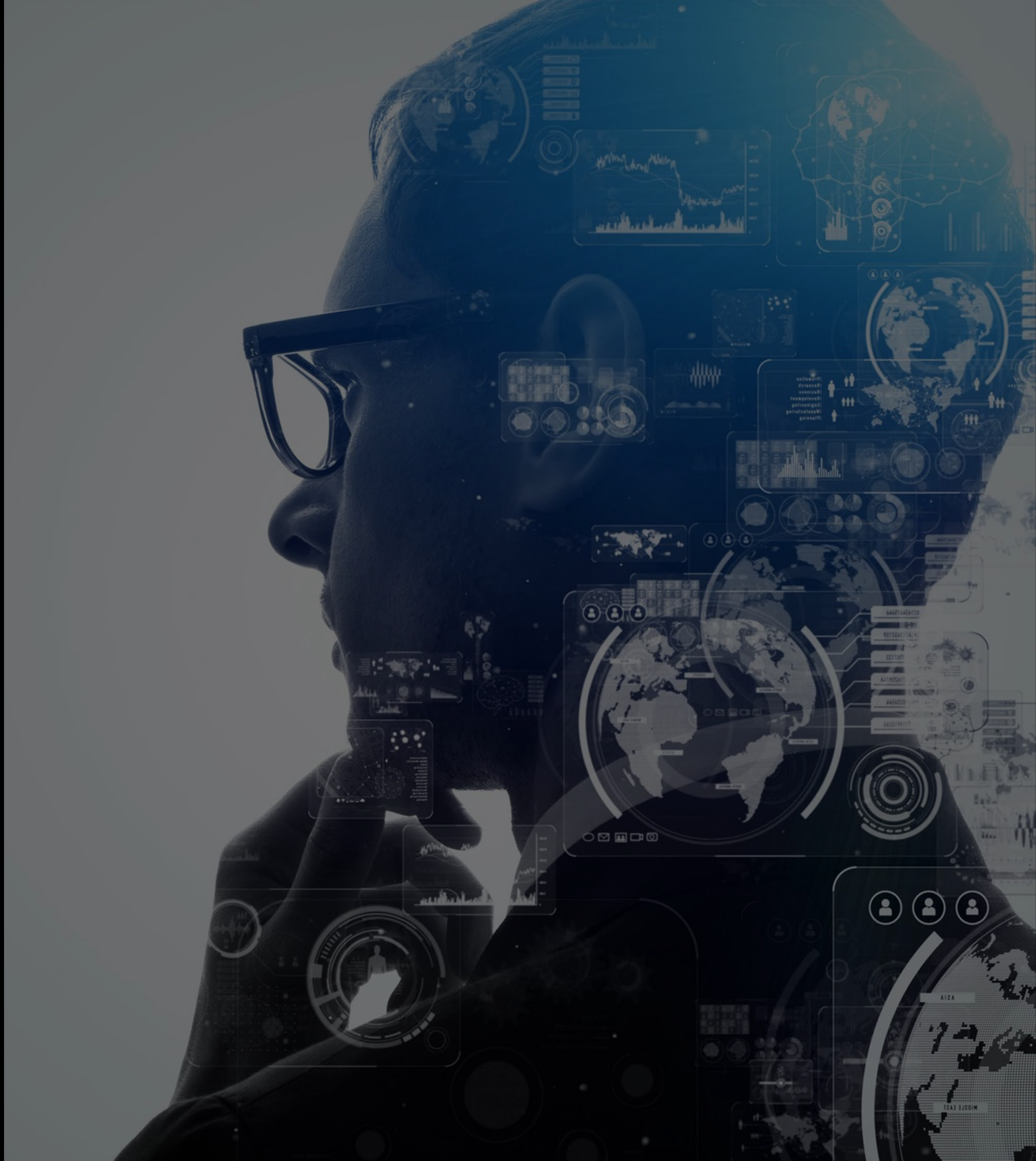
Methodology

N = 659

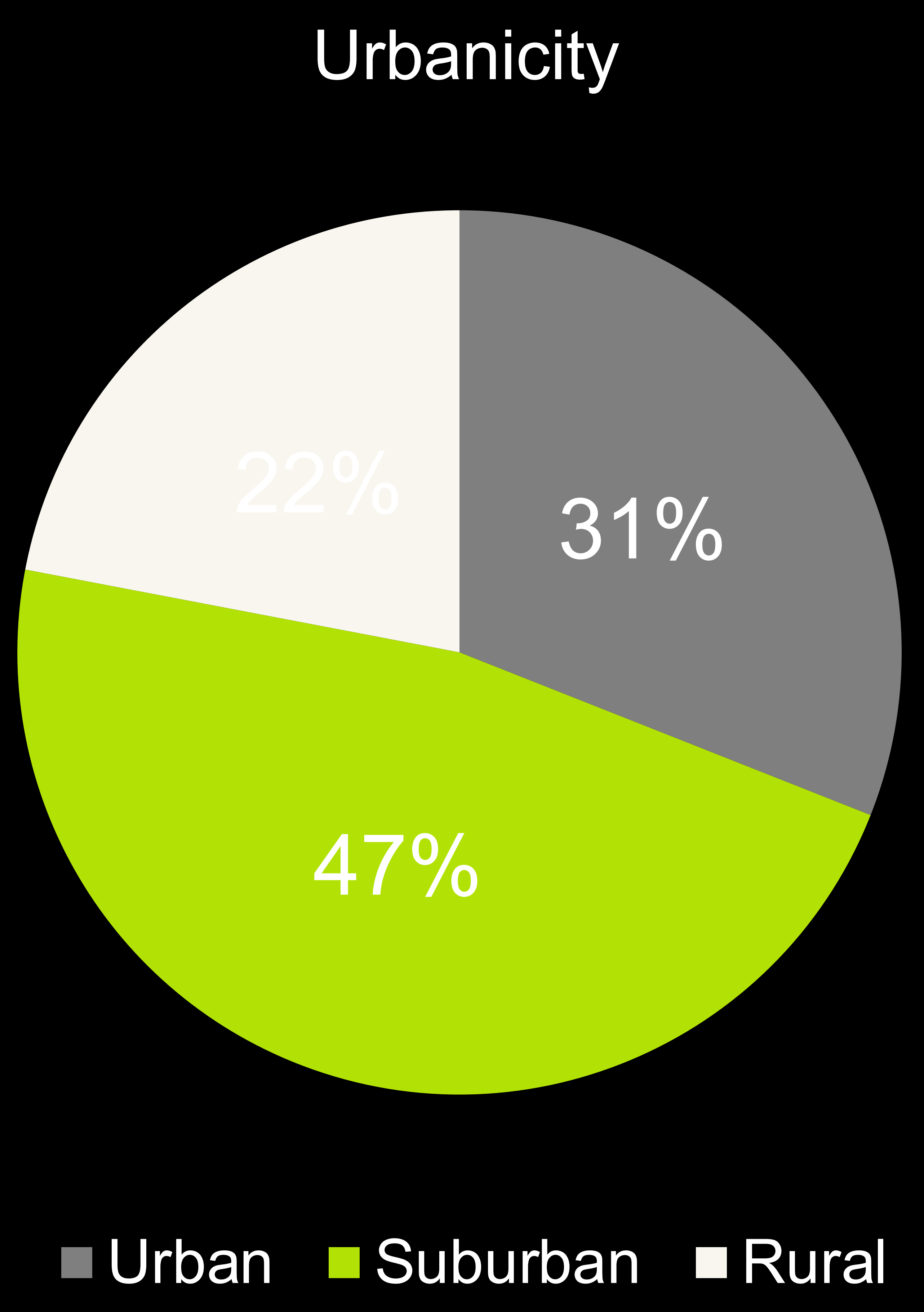
MOE ± 3.84%

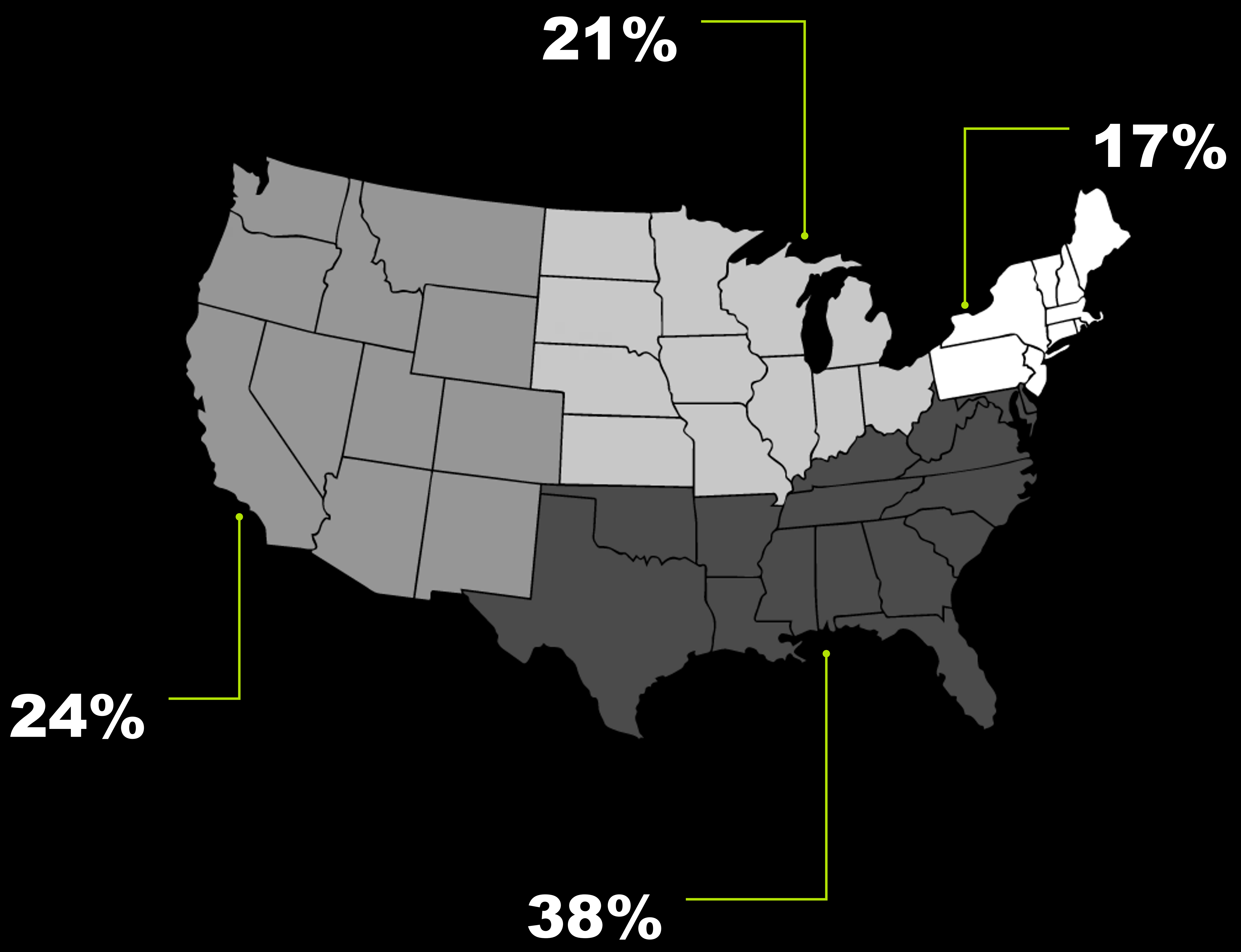
Panel: General Population

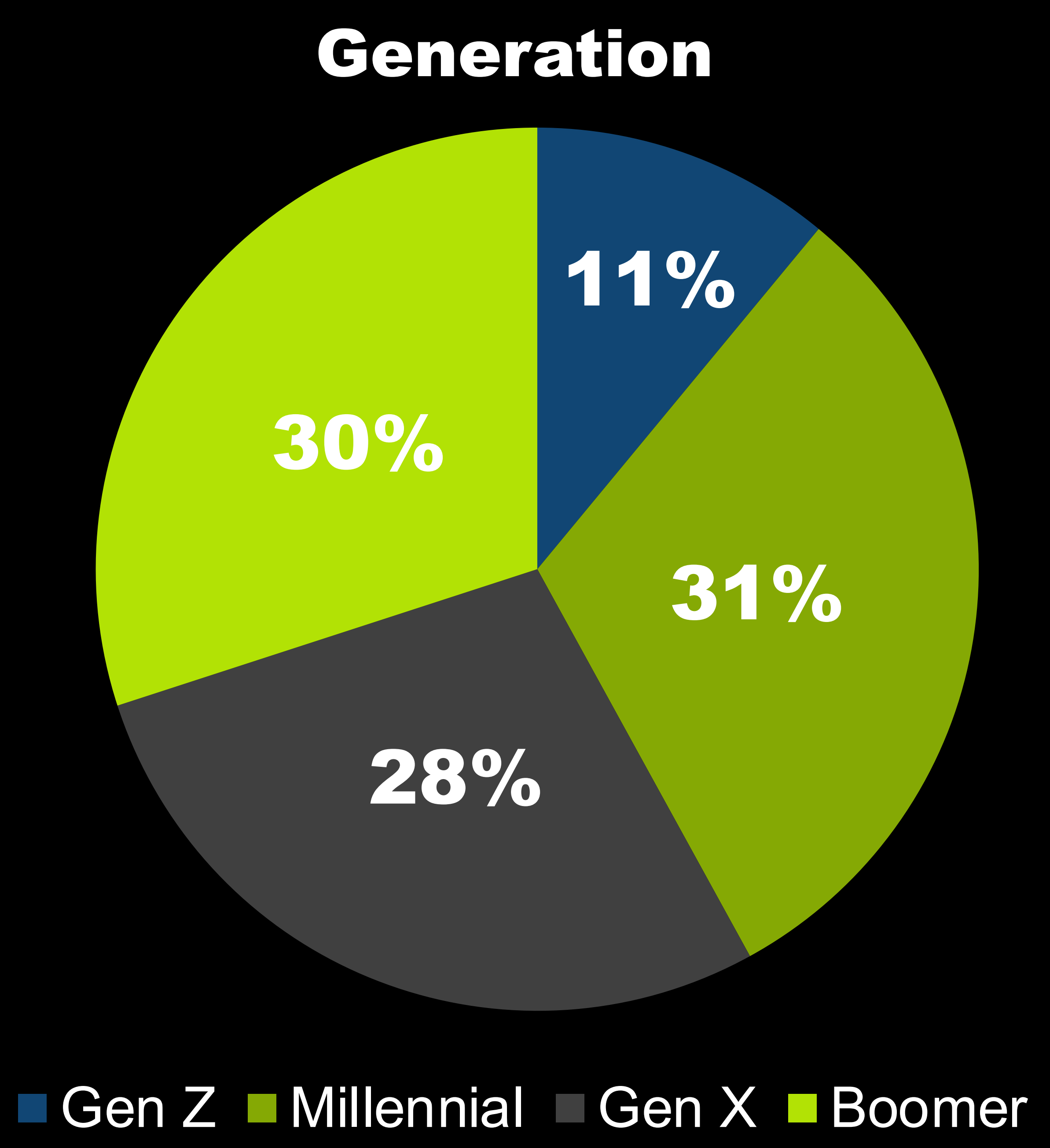
Collected: 3/30/21, 3/31/21

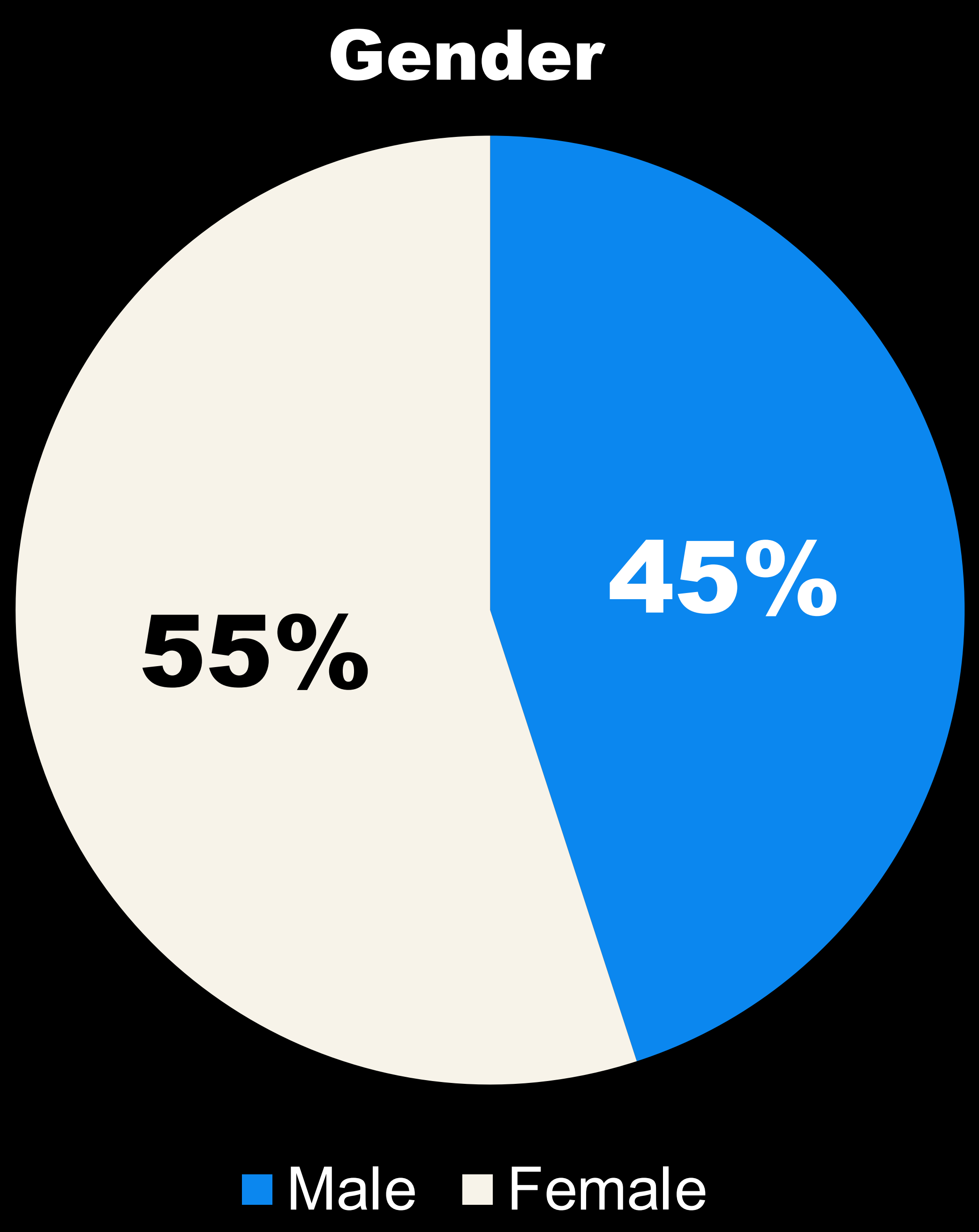


Panel Composition



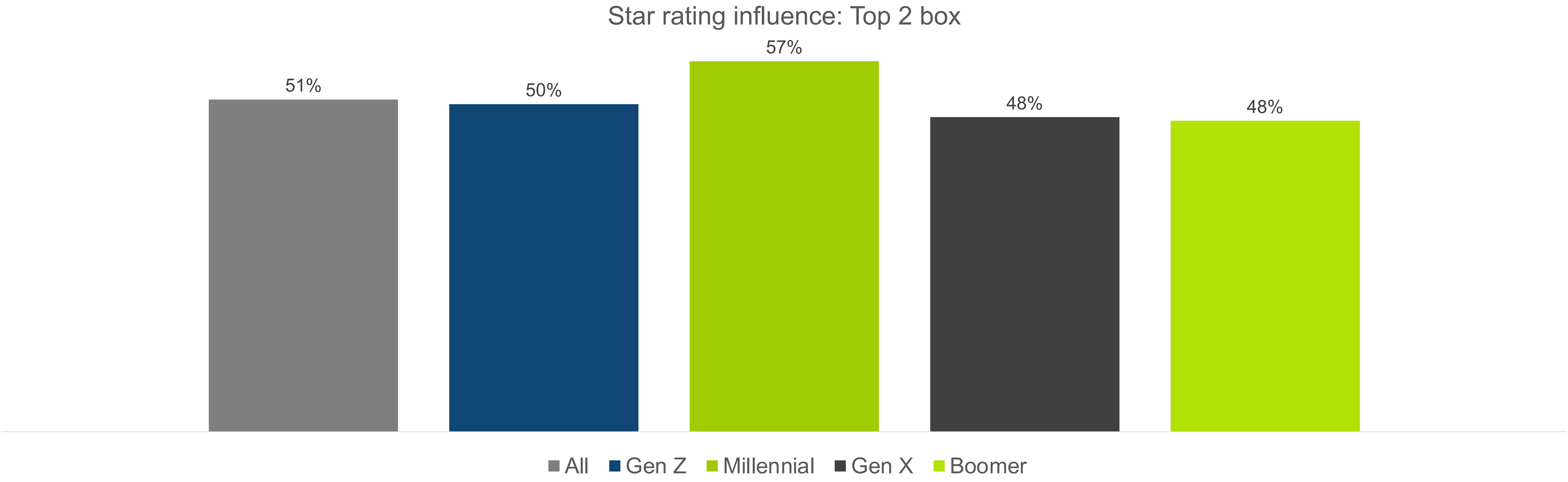



Generation
11%
31%
28%
30%
Gen Z
Millennial
Gen X
Boomer


Gender
45%
55%
Male
Female

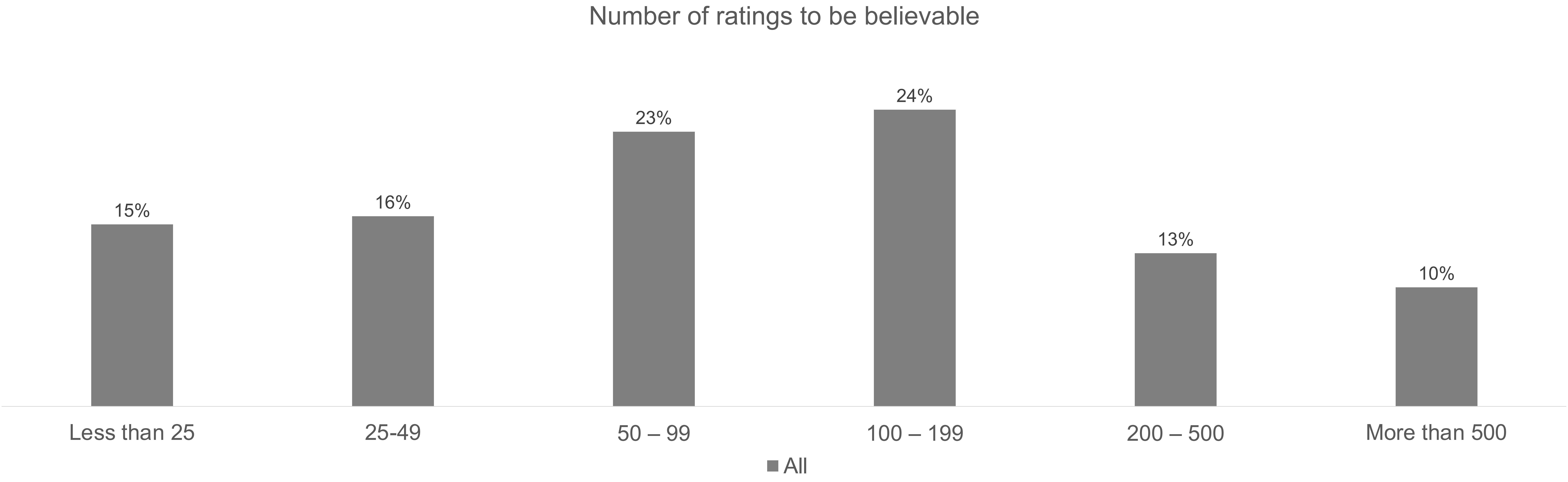
Ratings and Reviews

51% of respondents see star ratings on websites as influential or very influential.



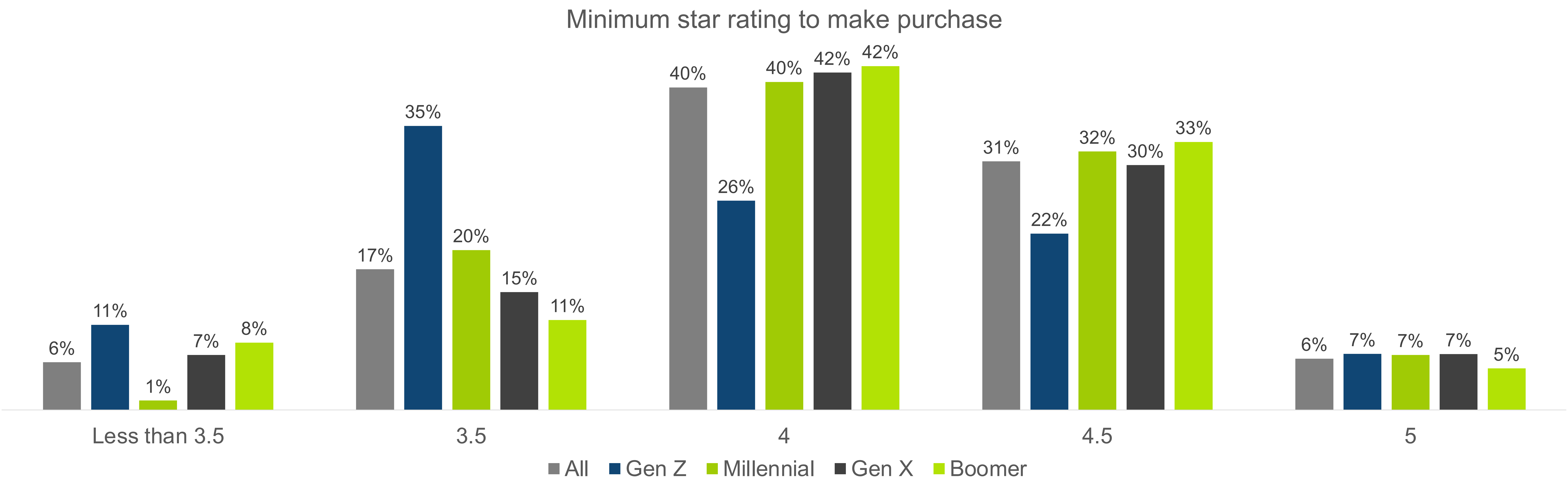
How much influence do star ratings have in helping you determine what to buy?

For more than half of the sample (54%), fewer than 100 ratings is sufficient for credibility. For nearly a quarter (23%), 200 or more ratings are required.



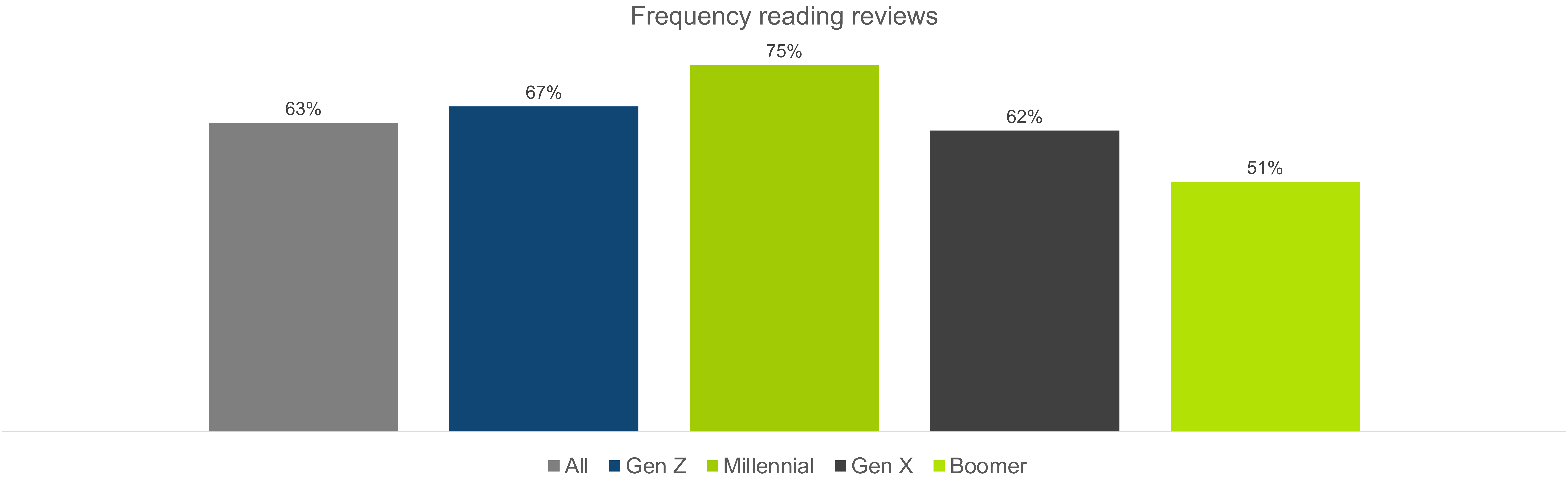
How many ratings does a product have to have in order for you to find it believable?

Less than a quarter of the sample (23%) is satisfied with a star rating of less than 4. Only 6% require a perfect rating of 5.



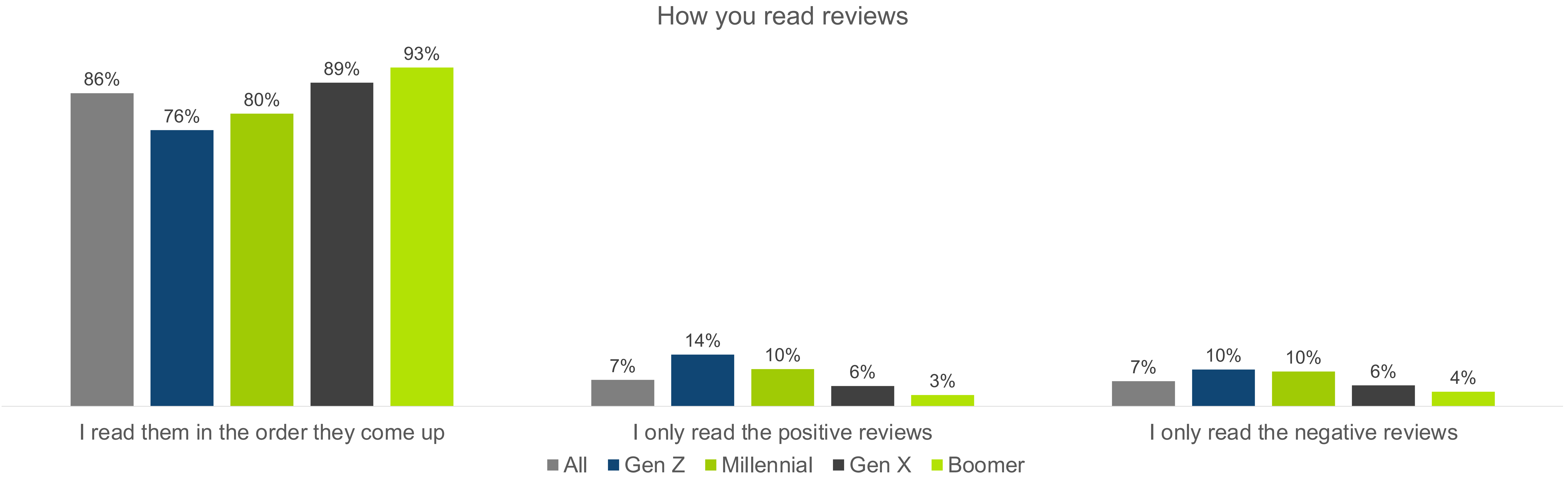
How high a star rating does a product have to have for you to consider purchasing it?

63% of respondents are reading reviews frequently or very frequently. Significantly fewer Boomers (51%) are relying on the them.



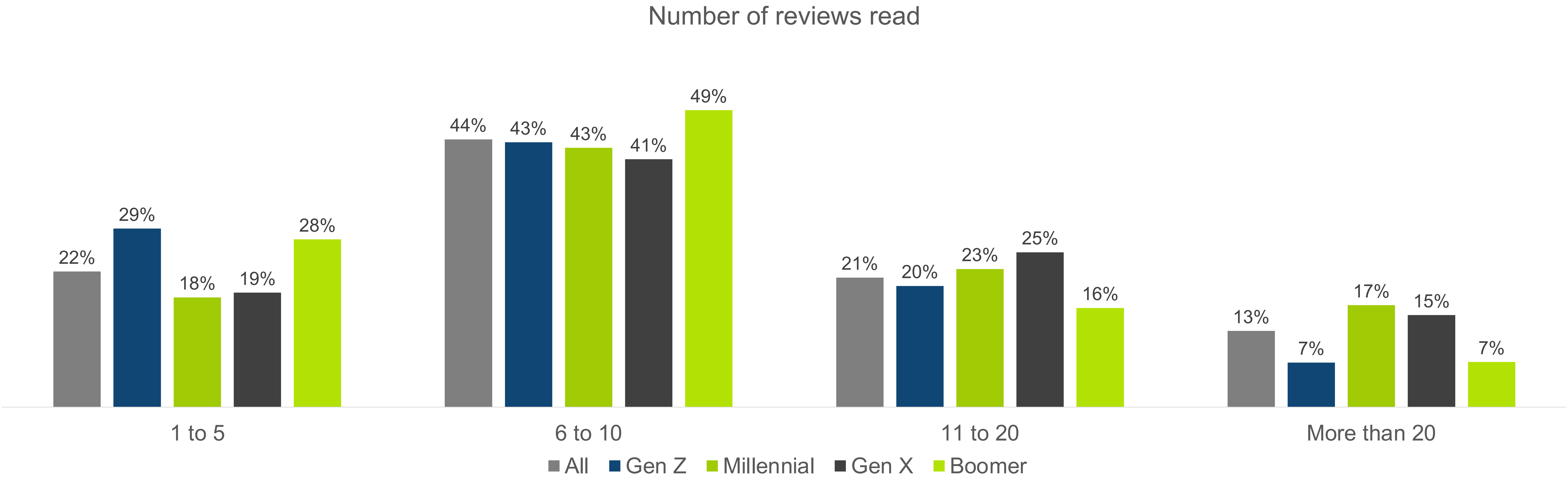
How frequently do you read product reviews?

The vast majority (86%) of those who read reviews do so in the order in which they're delivered. The remaining 14% is split evenly between those who only read either the positive or negative reviews.



Which of the following best describes how you read the reviews?

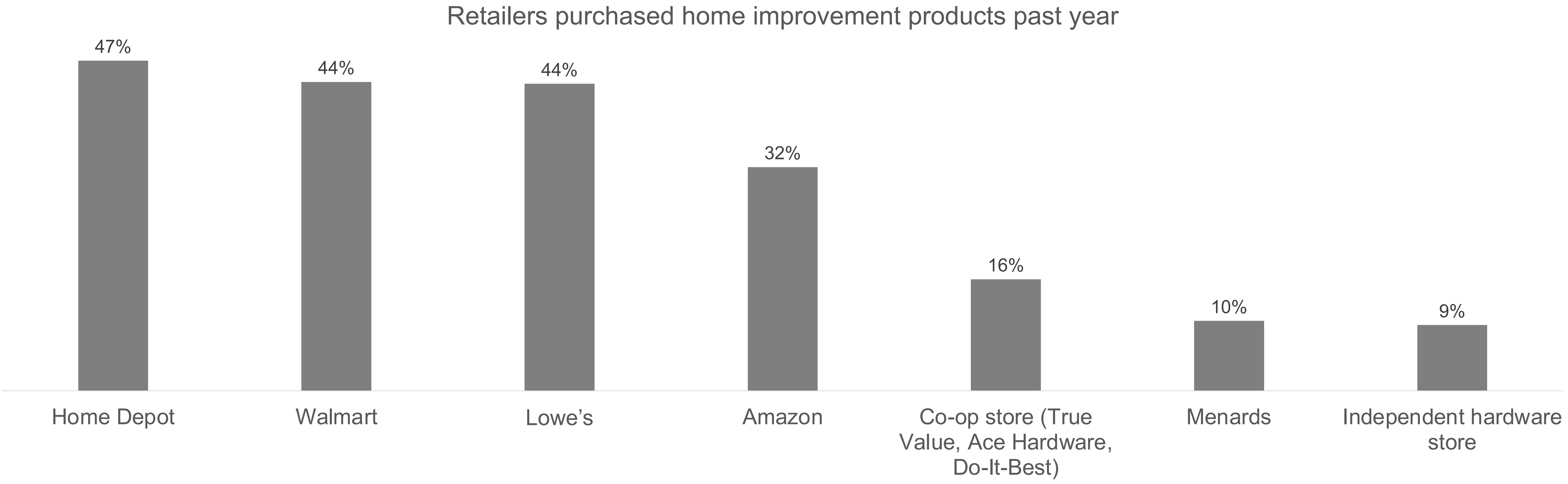
While use of reviews is high, nearly two-thirds of the sample (66%) are reading 10 or fewer.



How many reviews do you typically read?

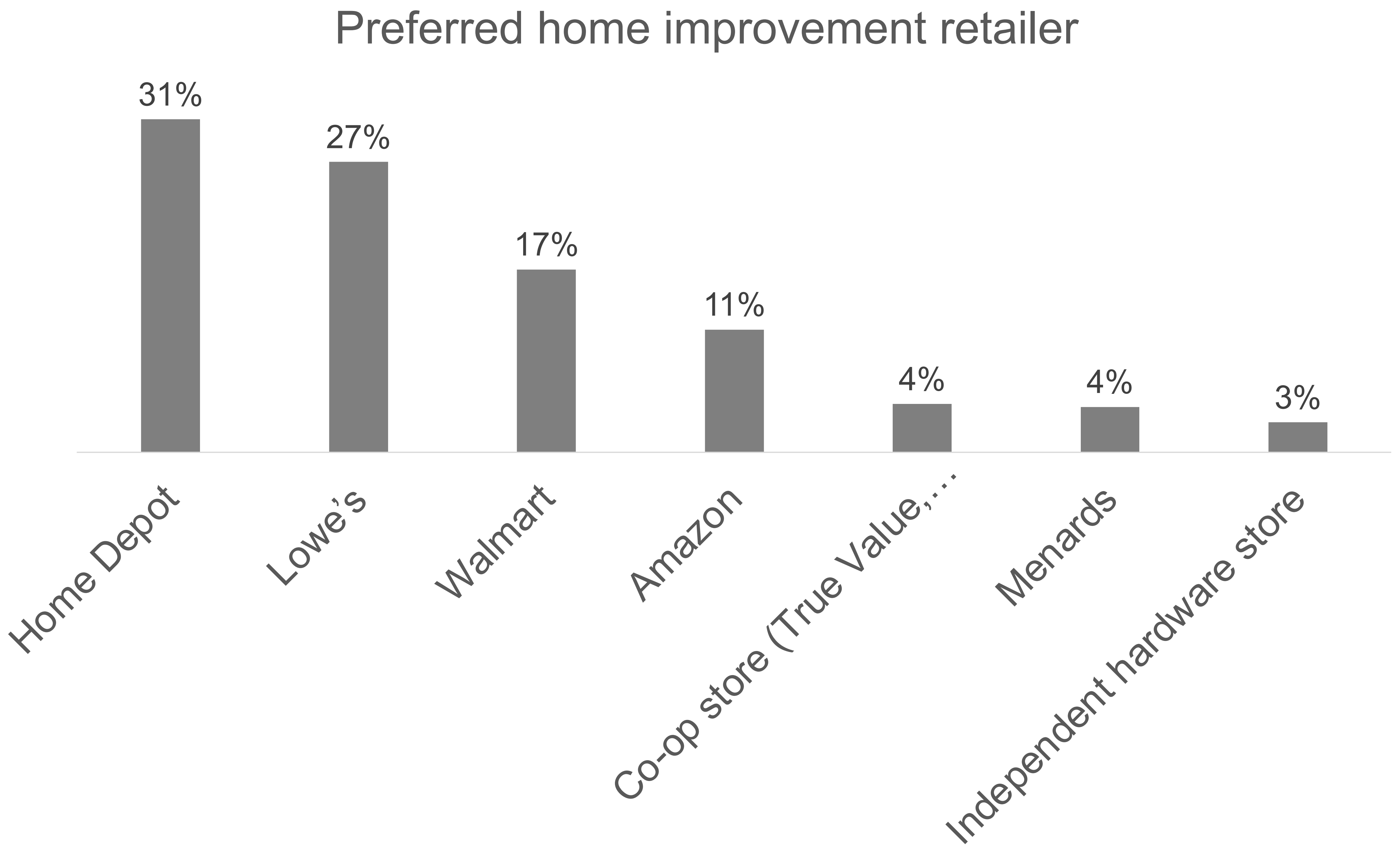
Home Improvement Shopping

An equal number of respondents (44%) have made home improvement purchases at Walmart and Lowe’s, which is likely a result of trip consolidation and the convenience of online shopping.



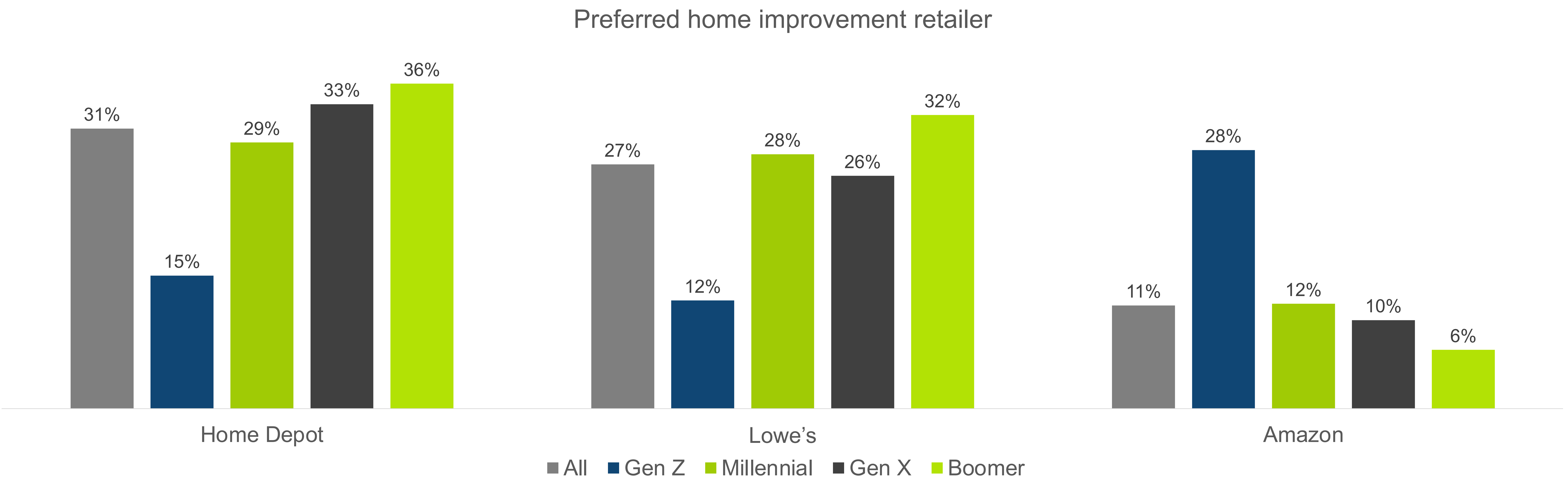
From which of the following stores have you made purchases of home improvement products in the past year?

Despite the purchase behavior, Home Depot (31%) and Lowe's (27%) remain the preferred outlets for home improvement.



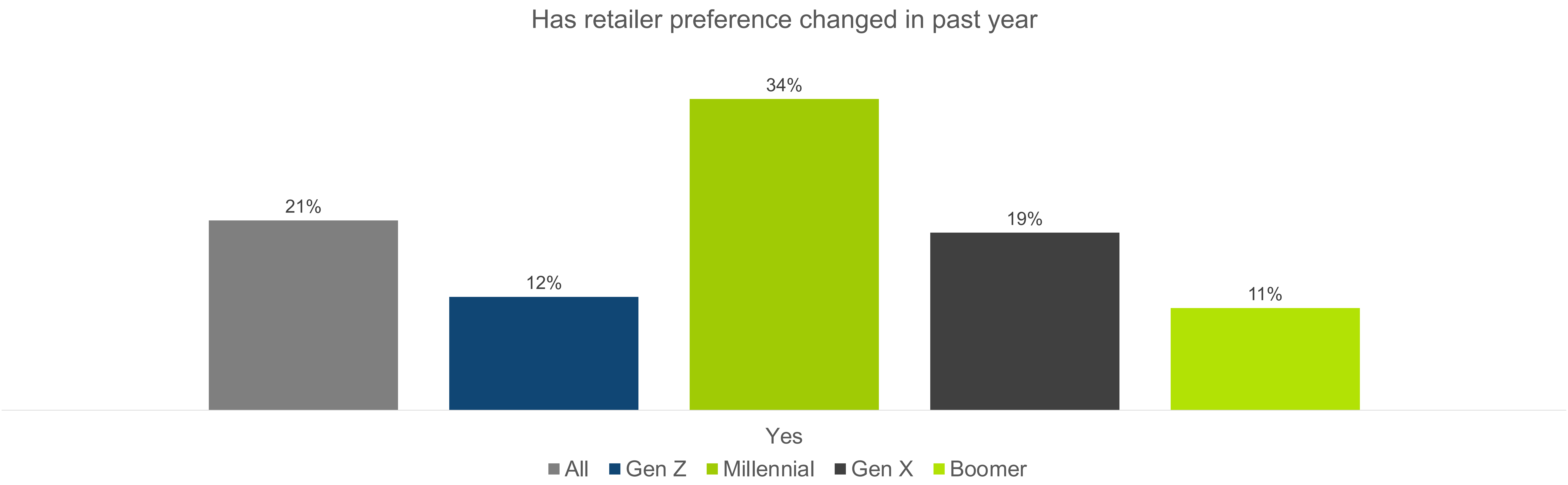
At which of the following do you prefer to purchase home improvement products?

The limited sample of GenZ homeowners show a decided preference for Amazon (28%) over both Lowe's (12%) and Home Depot (15%).



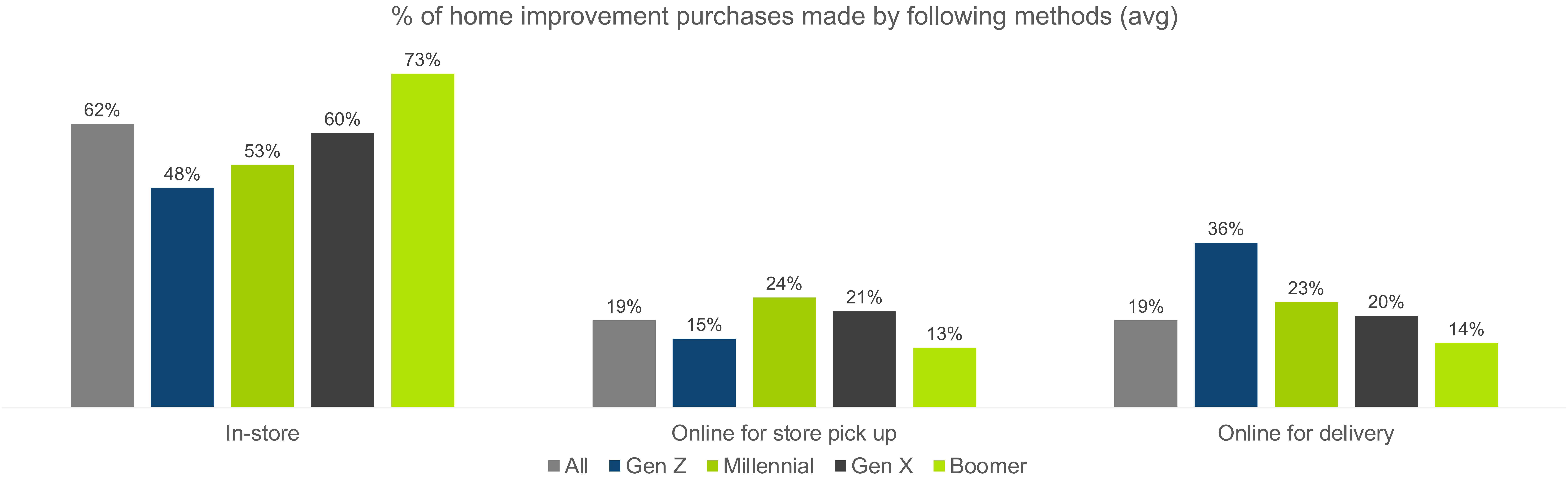
At which of the following do you prefer to purchase home improvement products?

The need to change shopping behavior as a by-product of COVID has resulted in 21% of respondents discovering a new preferred home improvement retailer.



Has your preference for where to shop for home improvement products changed in the last year?

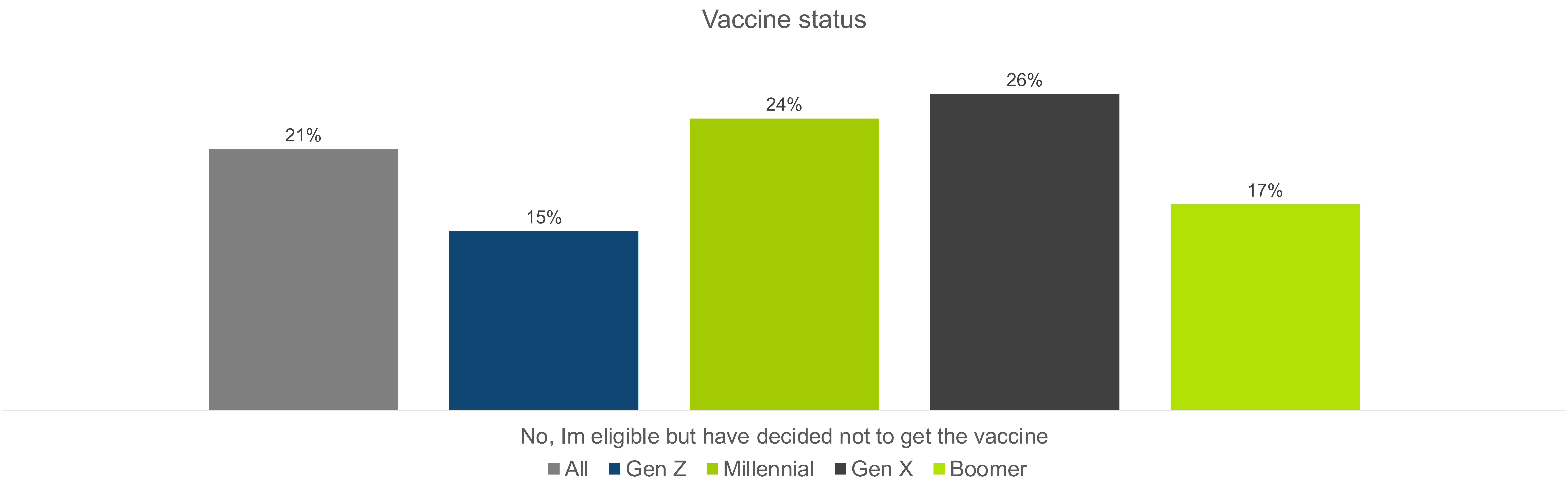
Despite the pressures of COVID, respondents report the majority of their home improvement purchases (62%) have been made in store.



Please tell us the % of your home improvement purchases that have been made in the following ways in the past year? Total must equal 100%

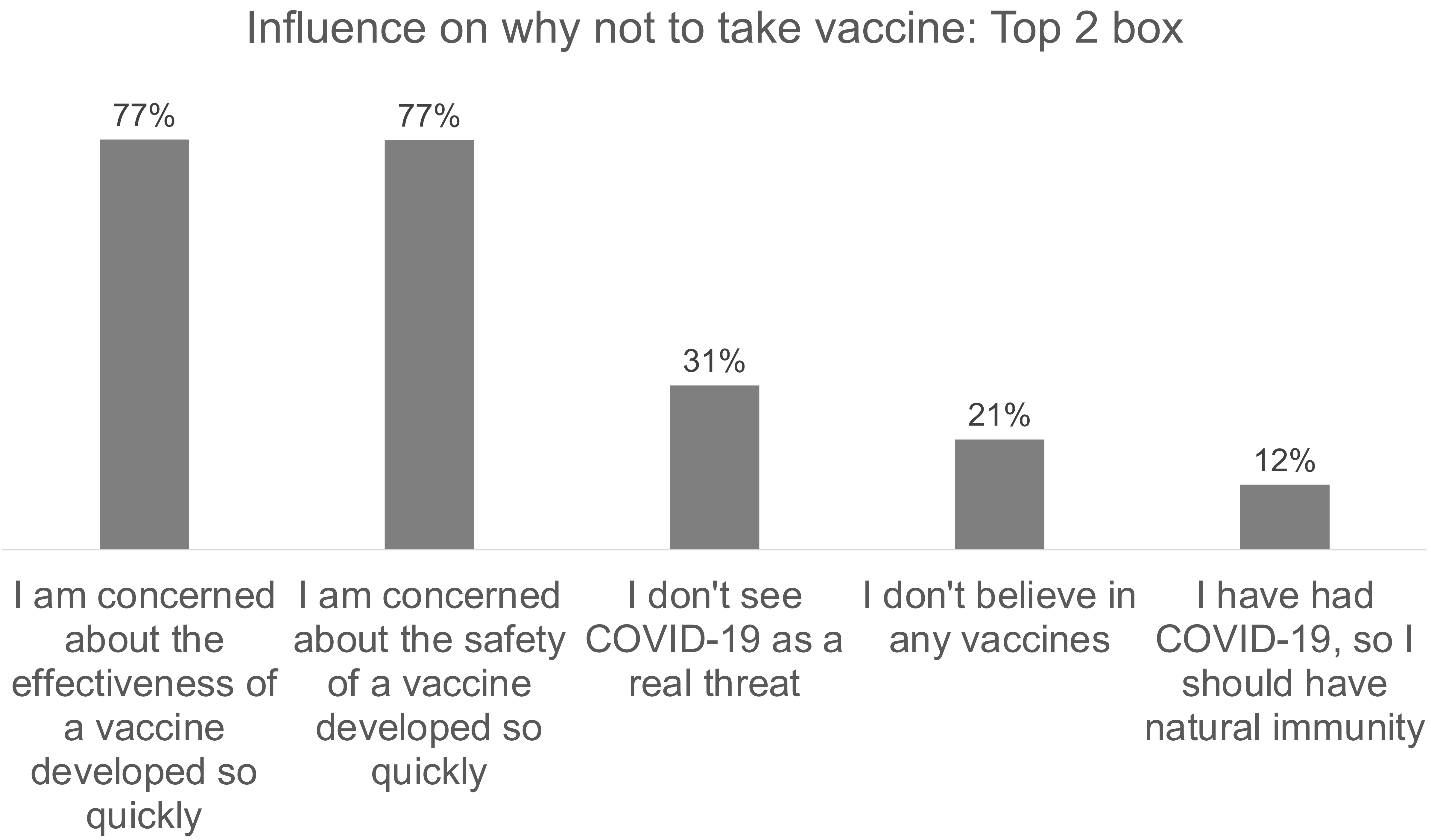
COVID-19 Vaccination

Consistent with prior findings, 21% of respondents say they are eligible for the vaccine but have chosen not to get it.



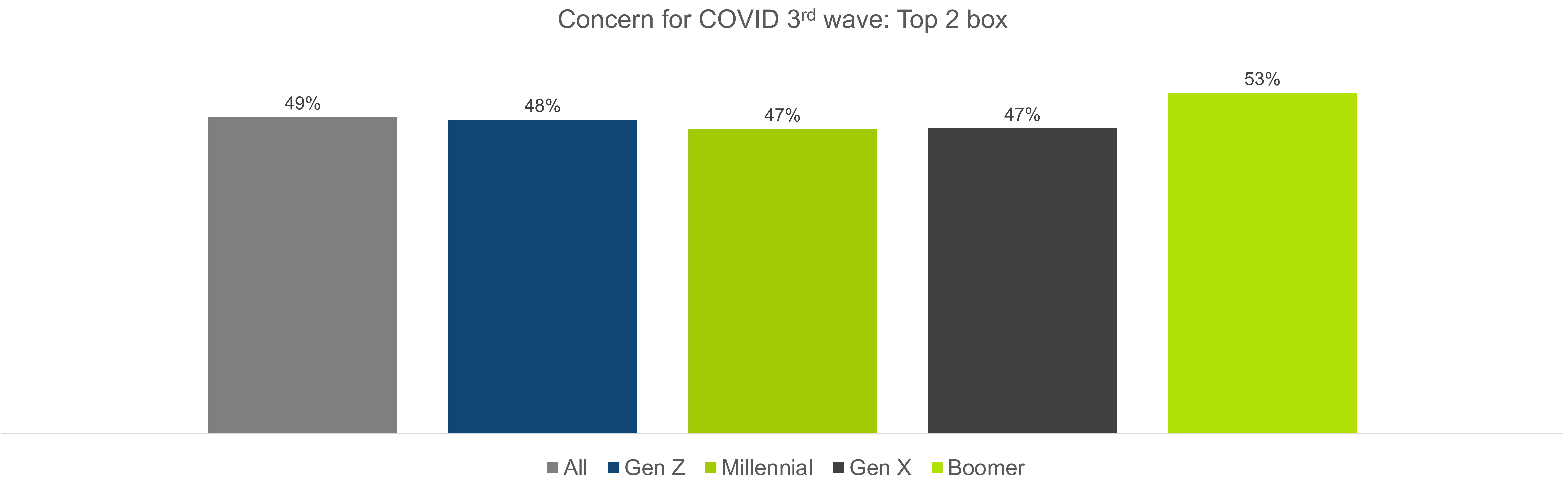
Have you received the COVID-19 vaccine yet?

Beyond the obvious concerns of safety (77%) and efficacy (77%), it’s interesting that 31% of those not interested in the vaccine don’t see COVID-19 as a threat.



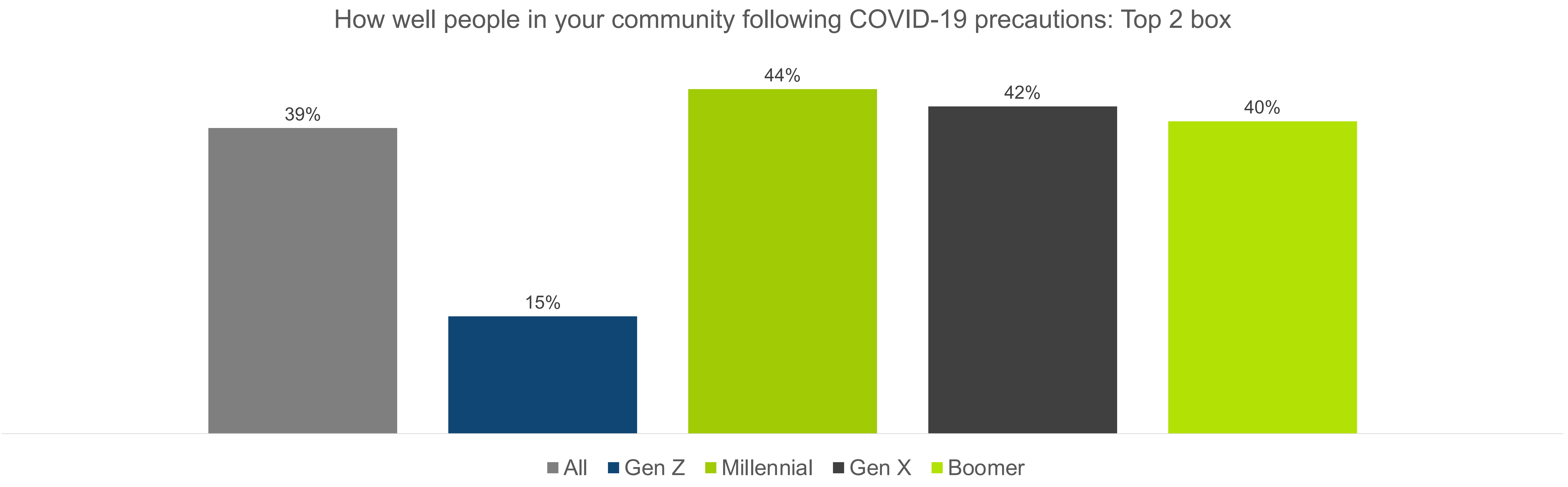
How influential are the following on your decision not to get the vaccine?

Slightly less than half the sample (49%) are concerned or very concerned that an additional wave of the virus will result in future shutdowns.



How concerned are you about a possible 3rd wave of the COVID-19 causing communities to shut back down?

Some of this concern may result from the fact that 39% of respondents feel that people in their community are adhering to the safety protocols.



How well do you think the people in your community are doing at continuing to follow the COVID-19 safety precautions (wearing masks, social distancing, etc.)?

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– An equal number of respondents (44%) have made home improvement purchases at Walmart and Lowe's, which is likely a result of trip consolidation and the convenience of online shopping.

– Despite this purchase behavior, Home Depot (31%) and Lowe's (27%) remain the preferred outlets for home improvement purchases.

– The limited sample of GenZ homeowners show a decided preference for Amazon (28%) over both Lowe's (12%) and Home Depot (15%).

– The need to change shopping behavior as a by-product of COVID has resulted in 21% of respondents discovering a new preferred home improvement retailer.

– Despite the pressures of COVID, respondents report the majority of their home improvement purchases (62%) have been made in-store.

COVID-19

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– Beyond the obvious concerns of safety (77%) and efficacy (77%), it's interesting that 31% of those not interested in the vaccine don't see COVID-19 as a threat.

– Slightly less than half the sample (49%) are concerned or very concerned that an additional wave of the virus will result in future shutdowns.

– Some of this concern may result from the fact that only 39% of respondents feel that people in their community are adhering to the safety protocols.