

# US: Home Improvement Home Furnishings Retailers

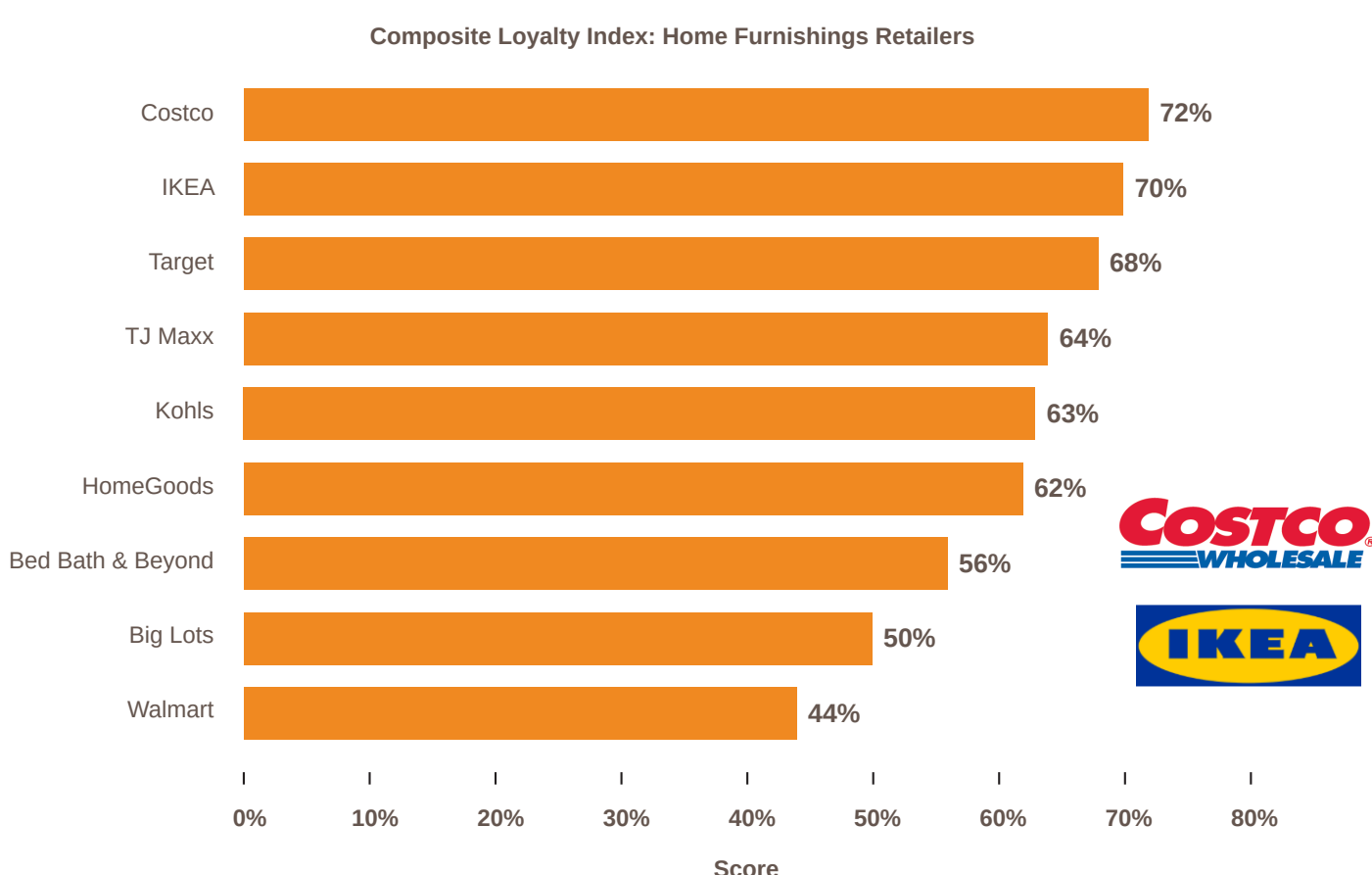
## 2017 Consumer Experiences & Competitive Benchmarks

**I**N MAY 2017, WE SURVEYED 11,534 US consumers and asked them about their home improvement projects, product purchases, retailer preferences, and customer experience.



### COMPETITIVE BENCHMARKS

Composite loyalty index emphasizes the **fierce competition** in this industry

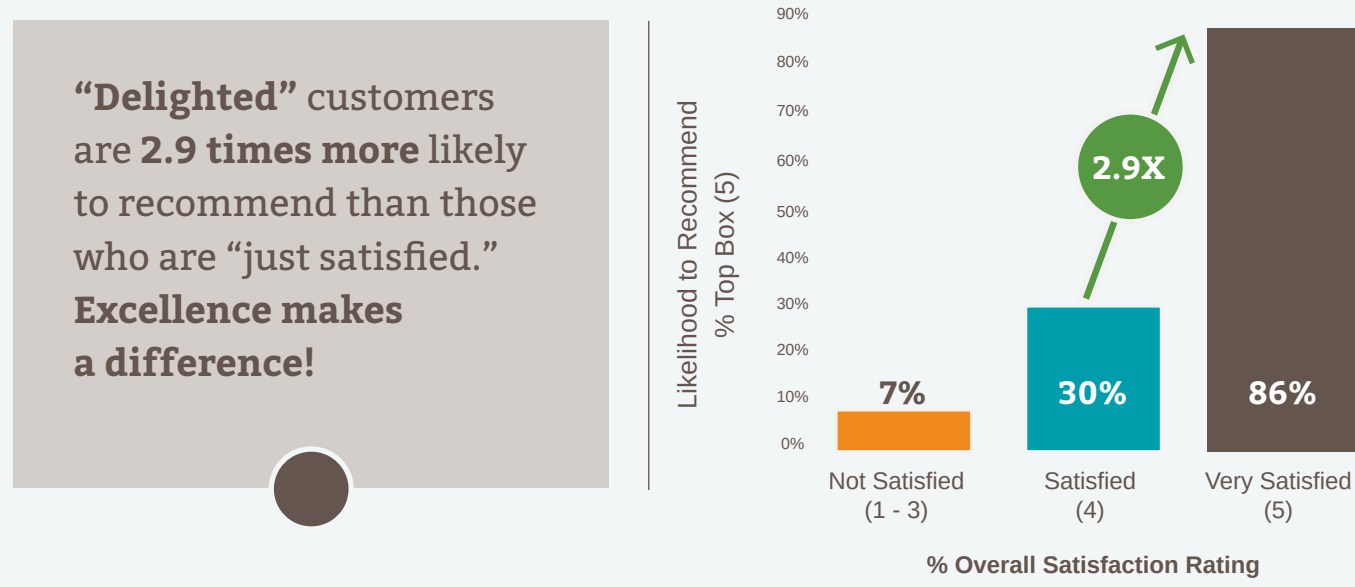


### CUSTOMER EXPERIENCE

**Few** were dissatisfied with the home furnishings retailer



**It's not OK** just to be OK!



### TECHNOLOGY

Over **half** have watched a "how to" video for a specific project; **few** took a retailer offered class

In the past year, have you watched any "how to" **VIDEOS** for a specific project you've worked on?



In the past year, have you taken any "how to" **CLASSES** offered by a home improvement retailer?

