

Retail Channel for Online Purchase

Mass Market Store (e.g., Walmart, Target, Amazon)

Category	% Likely to Shop
Kitchen Tools	44%
Kitchen Electrics	44%
Bakeware	43%
Cookware	43%
Home Health Care	43%
Cleaning Tools	42%
Grooming and Beauty	41%
Drinkware	40%
Home Storage/Organization	40%
Floor Care Electrics	40%
Dinnerware	38%
Flatware	38%
Home Environment	37%
Outdoor Living	29%
Luggage & Travel Accessories	27%

Department Store (e.g., Macy's, Kohl's)

Category	% Likely to Shop
Luggage & Travel Accessories	11%
Dinnerware	8%
Cookware	7%
Flatware	6%
Kitchen Electrics	6%
Kitchen Tools	5%
Drinkware	5%
Grooming and Beauty	5%
Home Health Care	5%
Bakeware	4%
Home Storage/Organization	4%
Home Environment	4%
Floor Care Electrics	4%
Cleaning Tools	3%

Category	% Likely to Shop
Outdoor Living	3%

Supermarket/Grocery Store

Category	% Likely to Shop
Cleaning Tools	7%
Drinkware	6%
Dinnerware	5%
Flatware	5%
Bakeware	4%
Cookware	4%
Kitchen Tools	4%
Kitchen Electrics	4%
Home Storage/Organization	4%
Home Health Care	4%
Grooming and Beauty	3%
Home Environment	3%
Floor Care Electrics	3%
Outdoor Living	3%
Luggage & Travel Accessories	1%

Warehouse Club (e.g., Costco, BJ's, Sam's Club)

Category	% Likely to Shop
Cookware	7%
Kitchen Electrics	7%
Home Storage/Organization	7%
Home Environment	7%
Bakeware	6%
Kitchen Tools	6%
Dinnerware	6%
Floor Care Electrics	6%
Outdoor Living	6%
Cleaning Tools	5%
Luggage & Travel Accessories	5%
Flatware	4%

Category	% Likely to Shop
Home Health Care	4%
Drinkware	3%
Grooming and Beauty	3%

Hardware/Home Improvement Store

Category	% Likely to Shop
Outdoor Living	22%
Home Environment	10%
Home Storage/Organization	8%
Floor Care Electrics	8%
Cleaning Tools	7%
Flatware	5%
Cookware	4%
Kitchen Electrics	4%
Luggage & Travel Accessories	4%
Bakeware	3%
Kitchen Tools	3%
Dinnerware	3%
Grooming and Beauty	3%
Home Health Care	3%
Drinkware	2%

Home Specialty Store (e.g., Bed Bath & Beyond, Crate & Barrel, Wayfair)

Category	% Likely to Shop
Drinkware	9%
Home Environment	9%
Bakeware	8%
Kitchen Tools	8%
Dinnerware	8%
Flatware	8%
Home Storage/Organization	7%
Cookware	6%
Kitchen Electrics	6%
Floor Care Electrics	6%

Category	% Likely to Shop
Luggage & Travel Accessories	5%
Home Health Care	5%
Grooming and Beauty	4%
Outdoor Living	4%
Cleaning Tools	3%

Gourmet/Gift Store

Category	% Likely to Shop
Flatware	2%
Home Environment	2%
Bakeware	1%
Cookware	1%
Kitchen Tools	1%
Drinkware	1%
Dinnerware	1%
Kitchen Electrics	1%
Home Storage/Organization	1%
Grooming and Beauty	1%
Floor Care Electrics	1%
Luggage & Travel Accessories	1%
Outdoor Living	1%
Home Health Care	1%
Cleaning Tools	0%

Off-Price Store (e.g., Marshalls, TJ Maxx, Overstock)

Category	% Likely to Shop
Luggage & Travel Accessories	9%
Cookware	6%
Grooming and Beauty	6%
Bakeware	5%
Kitchen Tools	5%
Drinkware	5%
Flatware	5%
Cleaning Tools	5%

Category	% Likely to Shop
Dinnerware	4%
Kitchen Electrics	4%
Home Storage/Organization	4%
Home Health Care	4%
Floor Care Electrics	3%
Outdoor Living	3%
Home Environment	2%

Dollar/Value Store

Category	% Likely to Shop
Drinkware	11%
Flatware	11%
Cleaning Tools	11%
Kitchen Tools	9%
Bakeware	8%
Dinnerware	8%
Home Storage/Organization	8%
Home Health Care	7%
Floor Care Electrics	6%
Cookware	5%
Kitchen Electrics	5%
Grooming and Beauty	4%
Home Environment	4%
Luggage & Travel Accessories	4%
Outdoor Living	4%

Drug Store

Category	% Likely to Shop
Home Health Care	6%
Grooming and Beauty	5%
Cookware	3%
Home Storage/Organization	3%
Cleaning Tools	3%
Floor Care Electrics	3%

Category	% Likely to Shop
Luggage & Travel Accessories	3%
Dinnerware	2%
Kitchen Electrics	2%
Home Environment	2%
Outdoor Living	2%
Bakeware	1%
Kitchen Tools	1%
Drinkware	1%
Flatware	1%

Electronics/Appliance Store

Category	% Likely to Shop
Kitchen Electrics	6%
Floor Care Electrics	5%
Grooming and Beauty	4%
Kitchen Tools	3%
Home Environment	3%
Luggage & Travel Accessories	3%
Outdoor Living	3%
Bakeware	2%
Cookware	2%
Drinkware	2%
Flatware	2%
Cleaning Tools	2%
Home Health Care	2%
Dinnerware	1%
Home Storage/Organization	1%

Beauty/Personal Care Store

Category	% Likely to Shop
Grooming and Beauty	10%
Home Health Care	5%
Dinnerware	3%
Floor Care Electrics	3%

Category	% Likely to Shop
Home Environment	2%
Cleaning Tools	2%
Bakeware	1%
Cookware	1%
Kitchen Tools	1%
Drinkware	1%
Flatware	1%
Kitchen Electrics	1%
Home Storage/Organization	1%
Luggage & Travel Accessories	1%
Outdoor Living	1%

Don't Know / No Opinion

Category	% Likely to Shop
Home Environment	11%
Dinnerware	9%
Luggage & Travel Accessories	9%
Bakeware	8%
Drinkware	8%
Flatware	8%
Kitchen Electrics	8%
Floor Care Electrics	8%
Kitchen Tools	7%
Grooming and Beauty	7%
Cookware	6%
Home Storage/Organization	6%
Cleaning Tools	6%
Outdoor Living	6%
Home Health Care	6%

Retail Channel for In-Store Purchase

Mass Market Store

Category	% Likely to Shop
Cleaning Tools	44%
Kitchen Electrics	42%
Kitchen Tools	40%
Flatware	40%
Drinkware	39%
Floor Care Electrics	39%
Bakeware	38%
Cookware	38%
Grooming and Beauty	38%
Home Storage/Organization	37%
Dinnerware	36%
Home Health Care	36%
Home Environment	33%
Outdoor Living	28%
Luggage & Travel Accessories	24%

Department Store

Category	% Likely to Shop
Luggage & Travel Accessories	14%
Cookware	10%
Bakeware	7%
Flatware	7%
Kitchen Electrics	7%
Kitchen Tools	6%
Dinnerware	6%
Grooming and Beauty	6%
Home Environment	6%
Floor Care Electrics	6%
Drinkware	5%
Home Storage/Organization	4%
Outdoor Living	4%
Home Health Care	4%

Category	% Likely to Shop
Cleaning Tools	3%

Supermarket/Grocery Store

Category	% Likely to Shop
Cleaning Tools	6%
Home Health Care	6%
Bakeware	5%
Dinnerware	5%
Cookware	4%
Kitchen Tools	4%
Drinkware	4%
Flatware	4%
Kitchen Electrics	4%
Grooming and Beauty	4%
Floor Care Electrics	4%
Luggage & Travel Accessories	4%
Outdoor Living	4%
Home Storage/Organization	3%
Home Environment	3%

Warehouse Club

Category	% Likely to Shop
Kitchen Electrics	9%
Bakeware	8%
Cookware	8%
Outdoor Living	8%
Dinnerware	7%
Flatware	7%
Home Environment	7%
Floor Care Electrics	7%
Luggage & Travel Accessories	7%
Drinkware	6%
Home Storage/Organization	6%
Home Health Care	6%

Category	% Likely to Shop
Kitchen Tools	5%
Grooming and Beauty	5%
Cleaning Tools	4%

Hardware/Home Improvement Store

Category	% Likely to Shop
Outdoor Living	22%
Home Environment	12%
Floor Care Electrics	10%
Home Storage/Organization	8%
Cleaning Tools	7%
Kitchen Electrics	5%
Kitchen Tools	4%
Bakeware	3%
Cookware	3%
Drinkware	3%
Dinnerware	3%
Grooming and Beauty	3%
Home Health Care	3%
Luggage & Travel Accessories	2%
Flatware	1%

Home Specialty Store

Category	% Likely to Shop
Dinnerware	11%
Bakeware	10%
Drinkware	10%
Home Storage/Organization	10%
Cookware	9%
Kitchen Tools	9%
Flatware	8%
Kitchen Electrics	8%
Home Health Care	8%
Home Environment	7%

Category	% Likely to Shop
Floor Care Electrics	7%
Luggage & Travel Accessories	4%
Outdoor Living	4%
Grooming and Beauty	3%
Cleaning Tools	3%

Gourmet/Gift Store

Category	% Likely to Shop
Cookware	2%
Kitchen Tools	2%
Drinkware	2%
Bakeware	1%
Dinnerware	1%
Flatware	1%
Kitchen Electrics	1%
Home Storage/Organization	1%
Home Environment	1%
Floor Care Electrics	1%
Luggage & Travel Accessories	1%
Outdoor Living	1%
Home Health Care	1%
Grooming and Beauty	0%
Cleaning Tools	0%

Off-Price Store (e.g., Marshalls, TJ Maxx, Ross)

Category	% Likely to Shop
Luggage & Travel Accessories	14%
Home Storage/Organization	11%
Bakeware	10%
Drinkware	9%
Flatware	9%
Dinnerware	8%
Kitchen Tools	7%

Category	% Likely to Shop
Cleaning Tools	7%
Cookware	6%
Kitchen Electrics	6%
Home Environment	6%
Home Health Care	6%
Grooming and Beauty	5%
Floor Care Electrics	4%
Outdoor Living	3%

Dollar/Value Store (e.g., Dollar General, Family Dollar)

Category	% Likely to Shop
Cleaning Tools	11%
Flatware	8%
Home Health Care	8%
Drinkware	7%
Dinnerware	7%
Home Storage/Organization	7%
Bakeware	6%
Grooming and Beauty	6%
Cookware	5%
Kitchen Tools	5%
Kitchen Electrics	4%
Floor Care Electrics	4%
Outdoor Living	4%
Home Environment	3%
Luggage & Travel Accessories	3%

Drug Store (e.g., CVS, Walgreens, Rite-Aid)

Category	% Likely to Shop
Home Health Care	7%
Grooming and Beauty	5%
Home Environment	3%
Kitchen Tools	2%
Drinkware	2%

Category	% Likely to Shop
Dinnerware	2%
Home Storage/Organization	2%
Cleaning Tools	2%
Floor Care Electrics	2%
Luggage & Travel Accessories	2%
Bakeware	1%
Cookware	1%
Flatware	1%
Kitchen Electrics	1%
Outdoor Living	1%

Electronics/Appliance Store (e.g., Best Buy)

Category	% Likely to Shop
Home Environment	6%
Floor Care Electrics	6%
Kitchen Electrics	4%
Dinnerware	3%
Cookware	2%
Kitchen Tools	2%
Grooming and Beauty	2%
Luggage & Travel Accessories	2%
Outdoor Living	2%
Home Health Care	2%
Bakeware	1%
Drinkware	1%
Flatware	1%
Home Storage/Organization	1%
Cleaning Tools	1%

Beauty/Personal Care Store (e.g., Ulta, Sally's)

Category	% Likely to Shop
Grooming and Beauty	13%
Home Health Care	5%
Cookware	2%

Category	% Likely to Shop
Dinnerware	2%
Home Environment	2%
Luggage & Travel Accessories	2%
Bakeware	1%
Kitchen Tools	1%
Flatware	1%
Kitchen Electrics	1%
Home Storage/Organization	1%
Cleaning Tools	1%
Floor Care Electrics	1%
Outdoor Living	1%
Drinkware	0%

Don't Know / No Opinion

Category	% Likely to Shop
Kitchen Tools	6%
Outdoor Living	6%
Home Environment	5%
Cookware	4%
Drinkware	4%
Dinnerware	4%
Flatware	4%
Kitchen Electrics	4%
Home Storage/Organization	4%
Grooming and Beauty	4%
Luggage & Travel Accessories	4%
Home Health Care	4%
Bakeware	3%
Cleaning Tools	3%
Floor Care Electrics	3%