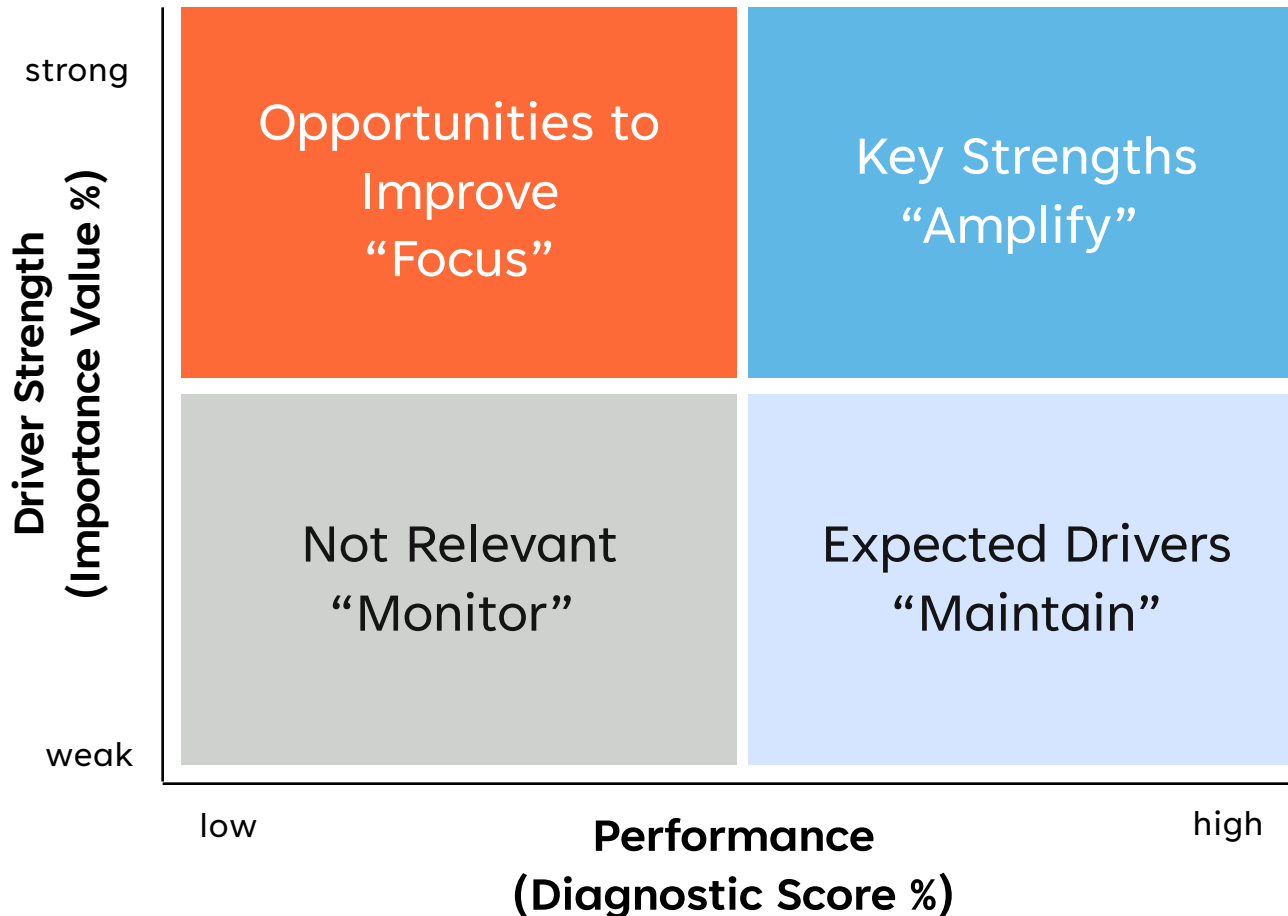


Industry Analysis: Home Improvement

H1 2023

Interpreting the Results

The relative weighting analysis derives the Driver Strength for each of the 20 perception diagnostics to the Mindshare and Purchase Intent scales. "Top Drivers" are those diagnostics with Driver Strength (Importance Values) above the median for that Industry. Key Strengths are those diagnostics also with Performance (Diagnostic Score) above the median for that Industry, and Opportunities to Improve have Performance below the median.



Key Strength: These are the stronger importance drivers as well as common perceptions for the Industry. These are attributes to amplify in communications / messaging.

Opportunities to Improve: These are stronger importance drivers but not commonly associated with the Industry, making them opportunities to focus on and improve. Enhanced investment here will likely yield the largest impact to brands.

Expected Drivers: These are weaker drivers but common perceptions of the Industry. Consumers expect a brand to have strong performance in these areas to be able to compete in the Industry, however enhancing focus here will not likely yield a strong impact to the brand.

Not Relevant: These are both weaker drivers and less commonly associated with brands in the Industry, therefor are considered least relevant for the Industry

Word of mouth drives love and purchase of home improvement; opportunity to connect and generate buzz

Top 5 Key Drivers of Mindshare for Home Improvement

Among Gen Z (n=805)

1. Recommended
2. Talked About
3. Keeps Getting Better
4. Gets You
5. Pay Attention To

Among Millennials (n=1,607)

1. Talked About
2. Recommended
3. Gets You
4. Pay Attention To
5. Express Who You Are

Mindshare for home improvement is highly driven by word-of-mouth **recommendation**, which is a strength in the category. It's also driven by brands they **talk about** in their social circles, brands that **get them**, i.e., ones that represent their lifestyles and fit their budgets, and brands they naturally **pay attention to**, though these are not strongly associated with home improvement, exposing opportunities for improvement.

Keeps getting better is a unique driving strength for home improvement according to Gen Z, while **express who you are** is a unique driver and opportunity according to Millennials.

Top 5 Key Drivers of Purchase Intent for Home Improvement

Among Gen Z (n=805)

1. Recommended
2. Keeps Getting Better
3. Pay Attention To
4. Reliable
5. Trustworthy

Among Millennials (n=1,607)

1. Recommended
2. Gets You
3. Talked About
4. Pay Attention To
5. Trustworthy

Purchase intent for home improvement is also driven by some of the same diagnostics that drive mindshare, such as word-of-mouth **recommendation** and brands they **pay attention to**.

However, **trustworthy** emerges as a key driver of purchase intent, which both Gen Z and Millennials perceive as a strength in the category. **Reliability** is also a key strength according to Gen Z.

A background image showing a woman sitting on a couch with a dog. The image is overlaid with a dark blue, semi-transparent grid pattern. The woman is wearing a light-colored top and dark pants, and the dog is a small, light-colored breed.

Additional Info

METHODOLOGY OVERVIEW

1

- We used our [Performance Drivers](#) methodology to analyze the importance drivers for both Mindshare and Purchase Intent for an entire Industry, rather than at the individual brand level.
- Only the brand ratings for the top 50% of performers by YScore+ within each Industry were used.
- Region: North America (U.S. & Canada)
- Brand ratings were collected weekly from 1/2/2023 - 7/2/2023 (H1 2023)
- Analyses available for each Industry for:
 - All 13-39-year-olds
 - Gen Z
 - Millennials
- Analyses will be updated 2x per year

2

Performance Driver
Analysis conducted separately for the following Industries:

- CPG (Food & Beverage) (n=2,952)
- Education Technology (n=2,743)
- Fashion & Apparel (n=10,618)
- Financial Services (n=3,386)
- Health & Beauty (n=4,200)
- Home Improvement (n=2,412)
- Household Goods (n=1,983)
- Intimates (n=2,904)
- Media, Tech, & Entertainment (n=25,320)
- Retail (n=3,182)
- Sport & Leagues (n=1,610)

3

- Looking for the Performance Drivers for your brand(s)? Use the [Performance Drivers dashboard](#) to run the drivers for any brand with any demographic audience.

YPulse's Youth-Centric Brand Diagnostics

YPulse's Brand Tracker assesses a holistic view of young consumers' affinity for brands using 20 unique measures.

20 Youth-Centric Diagnostics

Which of the following...?

1. Have a **BRIGHT FUTURE**
2. Are **COOL**
3. Are **ECO-FRIENDLY**
4. Helps you **EXPRESS WHO YOU ARE**
5. **GET YOU**

6. Have you **HEARD SOMETHING POSITIVE ABOUT** recently
7. Are **HOT** right now
8. Are **INNOVATIVE**
9. **KEEP GETTING BETTER**
10. Would you **LIKE TO HEAR FROM** more often

11. **MAKE THE WORLD A BETTER PLACE**
12. Do you **PAY ATTENTION TO**
13. Are **POPULAR** among you and your friends
14. Have you previously **RECOMMENDED**
15. **REFLECT DIVERSITY**

16. Are **RELIABLE**
17. **SUPPORT CAUSES** you care about
18. Have you **TALKED ABOUT** more often recently
19. Are **TRUE TO THEMSELVES**
20. Are **TRUSTWORTHY**

Performance Drivers Analysis Variables

YPulse Performance Drivers Analysis use Relative Weight Analysis to identify which of the 20 youth-centric performance diagnostics are most important in moving consumers further down the path of the two relationship scales we measure: Mindshare and Purchase Intent.

Mindshare Scale

Please tell us how well you know each of the following brands.

- I have never heard of this brand
- I have heard of this brand
- I am familiar with this brand / know about this brand
- I have bought from or financially supported this brand
- I am loyal to this brand
- This brand is one of my favorites

Purchase Intent Scale

How likely are you to buy or to use the brand in the future?

- Very Unlikely
- Somewhat Unlikely
- Somewhat Likely
- Very Likely



Want to go even *further* with a custom Performance Drivers Analysis?

Our Strategic Services Team can complete entirely custom drivers analyses for any group of brands and demographics and help you best leverage the findings.

Contact support@ypulse.com or your Customer Success Manager to learn more about our services options.