

Retail Channel for Online Purchase

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

Category	% Likely to Shop
Bakeware	45%
Grooming and Beauty	45%
Kitchen Electrics	44%
Kitchen Tools	43%
Cleaning Tools	43%
Dinnerware	41%
Home Storage/Organization	41%
Floor Care Electrics	41%
Cookware	40%
Home Environment	40%
Home Health Care	40%
Drinkware	39%
Flatware	36%
Outdoor Living	32%
Luggage & Travel Accessories	30%

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

Category	% Likely to Shop
Cookware	8%
Drinkware	8%
Flatware	8%
Luggage & Travel Accessories	8%
Dinnerware	7%
Floor Care Electrics	6%
Kitchen Electrics	5%
Grooming and Beauty	5%
Kitchen Tools	4%
Home Storage/Organization	4%
Home Environment	4%
Home Health Care	4%
Bakeware	3%
Outdoor Living	3%
Cleaning Tools	2%

Supermarket/Grocery Store

Category	% Likely to Shop
Cleaning Tools	9%
Flatware	8%
Drinkware	6%
Luggage & Travel Accessories	6%
Grooming and Beauty	5%
Home Health Care	5%
Bakeware	4%
Cookware	4%

Kitchen Tools	4%
Dinnerware	4%
Home Storage/Organization	4%
Floor Care Electrics	4%
Outdoor Living	4%
Kitchen Electrics	3%
Home Environment	3%

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

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

Hardware/Home Improvement Store

Category	% Likely to Shop
Outdoor Living	18%
Home Environment	11%
Floor Care Electrics	8%
Home Storage/Organization	7%
Cleaning Tools	6%
Kitchen Electrics	4%
Kitchen Tools	3%
Dinnerware	3%
Luggage & Travel Accessories	3%
Home Health Care	3%
Bakeware	2%
Cookware	2%
Drinkware	2%
Flatware	2%
Grooming and Beauty	1%

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

Category	% Likely to Shop
Home Storage/Organization	11%
Kitchen Tools	8%

Bakeware	7%
Cookware	7%
Flatware	7%
Floor Care Electrics	7%
Drinkware	6%
Dinnerware	6%
Kitchen Electrics	6%
Home Environment	6%
Luggage & Travel Accessories	6%
Cleaning Tools	5%
Home Health Care	5%
Grooming and Beauty	4%
Outdoor Living	2%

Gourmet/Gift Store

Category	% Likely to Shop
Flatware	4%
Floor Care Electrics	3%
Cookware	2%
Drinkware	2%
Dinnerware	2%
Home Environment	2%
Bakeware	1%
Kitchen Tools	1%
Kitchen Electrics	1%
Grooming and Beauty	1%
Luggage & Travel Accessories	1%
Outdoor Living	1%
Home Storage/Organization	0%
Cleaning Tools	0%
Home Health Care	0%

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

Category	% Likely to Shop
Luggage & Travel Accessories	11%
Kitchen Tools	8%
Bakeware	7%
Drinkware	7%
Cookware	5%
Flatware	5%
Kitchen Electrics	5%
Dinnerware	4%
Home Storage/Organization	4%
Grooming and Beauty	3%
Cleaning Tools	3%
Home Environment	2%
Floor Care Electrics	2%
Outdoor Living	2%
Home Health Care	2%

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

Category	% Likely to Shop
Bakeware	12%
Flatware	11%
Cleaning Tools	11%
Dinnerware	10%
Drinkware	9%
Home Storage/Organization	9%
Grooming and Beauty	8%
Kitchen Tools	7%
Home Health Care	7%
Cookware	6%
Kitchen Electrics	6%
Floor Care Electrics	6%
Home Environment	5%
Outdoor Living	5%
Luggage & Travel Accessories	4%

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

Category	% Likely to Shop
Home Health Care	9%
Grooming and Beauty	4%
Kitchen Tools	3%
Home Environment	3%
Cleaning Tools	3%
Bakeware	2%
Drinkware	2%
Dinnerware	2%
Flatware	2%
Kitchen Electrics	2%
Floor Care Electrics	2%
Cookware	1%
Home Storage/Organization	1%
Luggage & Travel Accessories	1%
Outdoor Living	1%

Sporting Goods Store (e.g., Dick's, REI)

Category	% Likely to Shop
Outdoor Living	4%
Bakeware	2%
Kitchen Electrics	2%
Home Storage/Organization	2%
Home Health Care	2%
Cookware	1%
Kitchen Tools	1%
Drinkware	1%
Dinnerware	1%
Flatware	1%
Home Environment	1%

Cleaning Tools	1%
Floor Care Electrics	1%
Luggage & Travel Accessories	1%
Grooming and Beauty	0%

Craft/Hobby Store (e.g., Michael's, Hobby Lobby)

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

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

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

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

Category	% Likely to Shop
Grooming and Beauty	10%
Luggage & Travel Accessories	4%
Home Health Care	4%
Kitchen Tools	3%
Dinnerware	3%

Cookware	2%
Kitchen Electrics	2%
Home Storage/Organization	2%
Home Environment	2%
Bakeware	1%
Flatware	1%
Cleaning Tools	1%
Floor Care Electrics	1%
Outdoor Living	1%
Drinkware	0%

Luggage Store

Category	% Likely to Shop
Luggage & Travel Accessories	8%
Bakeware	1%
Cookware	1%
Drinkware	1%
Dinnerware	1%
Home Storage/Organization	1%
Grooming and Beauty	1%
Cleaning Tools	1%
Home Health Care	1%
Kitchen Tools	0%
Flatware	0%
Kitchen Electrics	0%
Home Environment	0%
Floor Care Electrics	0%
Outdoor Living	0%

Patio/Garden Store

Category	% Likely to Shop
Outdoor Living	8%
Luggage & Travel Accessories	3%
Home Storage/Organization	2%
Floor Care Electrics	2%
Cookware	1%
Kitchen Tools	1%
Drinkware	1%
Dinnerware	1%
Flatware	1%
Kitchen Electrics	1%
Grooming and Beauty	1%
Home Environment	1%
Cleaning Tools	1%
Home Health Care	1%
Bakeware	0%

Pet Specialty Store

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

Don't Know / No Opinion

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

Retail Channel for In-Store Purchase

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

Category	% Likely to Shop
Cookware	47%
Bakeware	44%
Dinnerware	43%
Kitchen Tools	40%
Flatware	40%
Home Storage/Organization	40%
Cleaning Tools	40%
Floor Care Electrics	40%
Home Health Care	40%
Kitchen Electrics	39%
Drinkware	38%
Grooming and Beauty	38%
Home Environment	31%
Luggage & Travel Accessories	28%
Outdoor Living	25%

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

Category	% Likely to Shop
Cookware	9%
Luggage & Travel Accessories	9%
Bakeware	8%
Drinkware	6%
Flatware	6%
Kitchen Tools	5%
Kitchen Electrics	5%
Grooming and Beauty	5%
Floor Care Electrics	5%
Outdoor Living	5%
Dinnerware	4%
Home Storage/Organization	4%
Home Environment	4%
Cleaning Tools	3%
Home Health Care	2%

Supermarket/Grocery Store

Category	% Likely to Shop
Home Environment	9%
Bakeware	8%
Kitchen Tools	8%
Cleaning Tools	8%
Flatware	7%
Home Health Care	7%
Drinkware	6%
Dinnerware	6%

Kitchen Electrics	5%
Luggage & Travel Accessories	5%
Outdoor Living	5%
Cookware	4%
Home Storage/Organization	4%
Grooming and Beauty	4%
Floor Care Electrics	4%

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

Category	% Likely to Shop
Floor Care Electrics	10%
Cookware	8%
Dinnerware	8%
Kitchen Electrics	8%
Home Environment	8%
Luggage & Travel Accessories	8%
Outdoor Living	7%
Bakeware	6%
Kitchen Tools	6%
Drinkware	6%
Flatware	6%
Home Storage/Organization	5%
Cleaning Tools	5%
Home Health Care	5%
Grooming and Beauty	4%

Hardware/Home Improvement Store

Category	% Likely to Shop
Outdoor Living	24%
Home Environment	12%
Home Storage/Organization	9%
Cleaning Tools	9%
Floor Care Electrics	9%
Kitchen Electrics	6%
Luggage & Travel Accessories	5%
Bakeware	4%
Kitchen Tools	4%
Flatware	4%
Home Health Care	4%
Dinnerware	3%
Grooming and Beauty	3%
Cookware	2%
Drinkware	2%

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

Category	% Likely to Shop
Home Storage/Organization	12%
Cookware	8%

Kitchen Tools	7%
Drinkware	7%
Dinnerware	7%
Bakeware	6%
Kitchen Electrics	6%
Home Environment	6%
Home Health Care	6%
Flatware	5%
Grooming and Beauty	4%
Floor Care Electrics	4%
Luggage & Travel Accessories	4%
Cleaning Tools	3%
Outdoor Living	2%

Gourmet/Gift Store

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

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

Category	% Likely to Shop
Kitchen Tools	7%
Drinkware	7%
Home Storage/Organization	7%
Luggage & Travel Accessories	7%
Cookware	6%
Dinnerware	6%
Flatware	6%
Grooming and Beauty	6%
Bakeware	5%
Kitchen Electrics	5%
Home Environment	5%
Cleaning Tools	5%
Floor Care Electrics	4%
Home Health Care	4%
Outdoor Living	2%

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

Category	% Likely to Shop
Flatware	11%
Drinkware	10%
Cleaning Tools	10%
Kitchen Tools	9%
Dinnerware	9%
Bakeware	7%
Home Storage/Organization	7%
Grooming and Beauty	7%
Home Health Care	7%
Floor Care Electrics	6%
Cookware	5%
Kitchen Electrics	5%
Luggage & Travel Accessories	4%
Outdoor Living	4%
Home Environment	3%

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

Category	% Likely to Shop
Home Health Care	8%
Grooming and Beauty	5%
Drinkware	2%
Home Environment	2%
Cleaning Tools	2%
Outdoor Living	2%
Bakeware	1%
Kitchen Tools	1%
Dinnerware	1%
Flatware	1%
Kitchen Electrics	1%
Home Storage/Organization	1%
Floor Care Electrics	1%
Luggage & Travel Accessories	1%
Cookware	0%

Sporting Goods Store (e.g., Dick's, REI)

Category	% Likely to Shop
Outdoor Living	5%
Luggage & Travel Accessories	4%
Drinkware	2%
Flatware	2%
Floor Care Electrics	2%
Bakeware	1%
Cookware	1%
Kitchen Tools	1%
Dinnerware	1%
Kitchen Electrics	1%
Home Environment	1%

Cleaning Tools	1%
Home Health Care	1%
Home Storage/Organization	0%
Grooming and Beauty	0%

Craft/Hobby Store (e.g., Michael's, Hobby Lobby)

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

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

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

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

Category	% Likely to Shop
Grooming and Beauty	14%
Home Health Care	5%
Kitchen Tools	3%
Drinkware	3%
Kitchen Electrics	3%

Luggage & Travel Accessories	3%
Dinnerware	2%
Flatware	2%
Cleaning Tools	2%
Floor Care Electrics	2%
Bakeware	1%
Cookware	1%
Home Storage/Organization	1%
Home Environment	1%
Outdoor Living	0%

Luggage Store

Category	% Likely to Shop
Luggage & Travel Accessories	8%
Bakeware	1%
Cookware	1%
Dinnerware	1%
Home Storage/Organization	1%
Home Environment	1%
Floor Care Electrics	1%
Home Health Care	1%
Kitchen Tools	0%
Drinkware	0%
Flatware	0%
Kitchen Electrics	0%
Grooming and Beauty	0%
Cleaning Tools	0%
Outdoor Living	0%

Patio/Garden Store

Category	% Likely to Shop
Outdoor Living	8%
Floor Care Electrics	2%
Bakeware	1%
Cookware	1%
Kitchen Tools	1%
Dinnerware	1%
Home Storage/Organization	1%
Grooming and Beauty	1%
Luggage & Travel Accessories	1%
Home Health Care	1%
Drinkware	0%
Flatware	0%
Kitchen Electrics	0%
Home Environment	0%
Cleaning Tools	0%

Pet Specialty Store

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

Don't Know / No Opinion

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