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How Consumers Shop for Home Furnishings

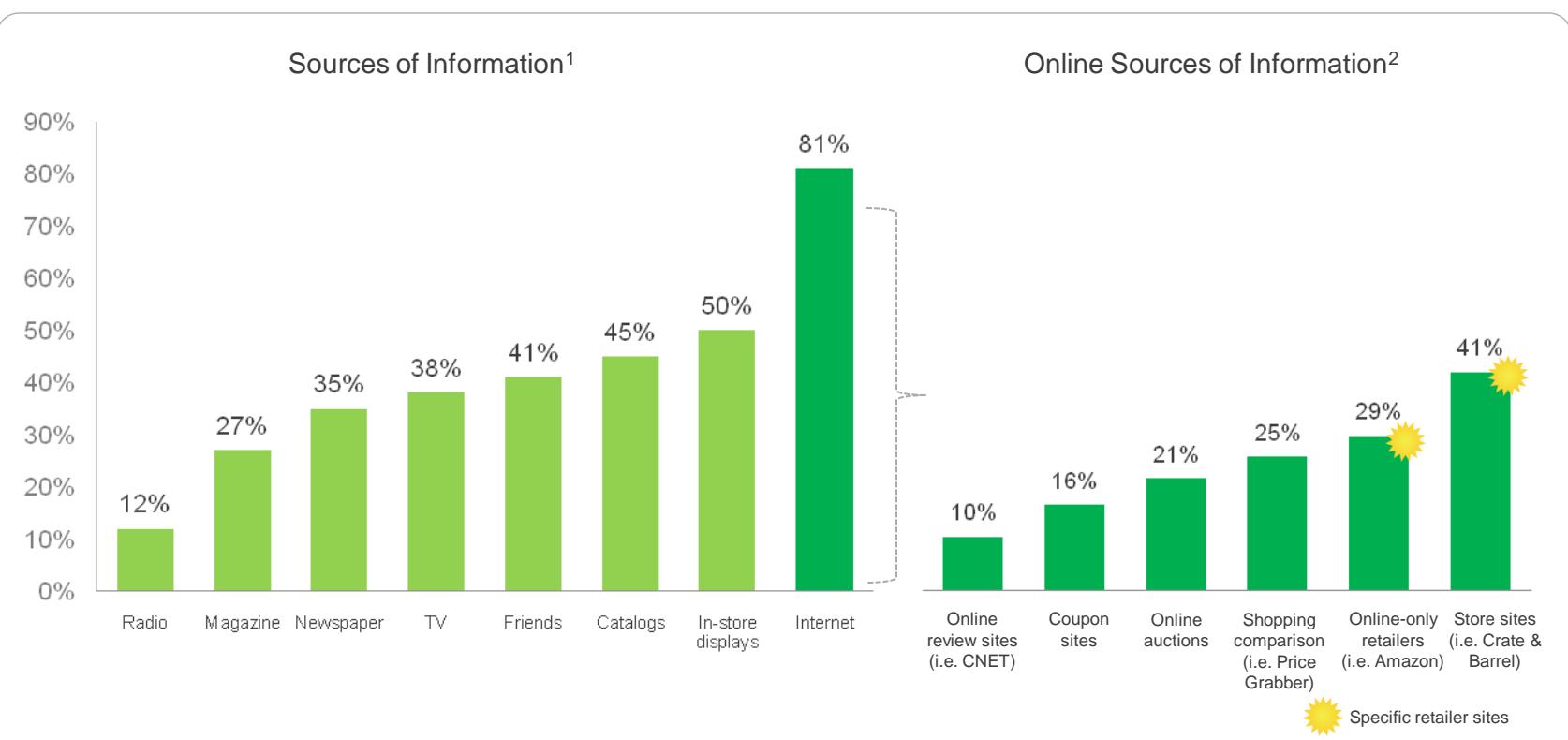
Google/OTX
U.S., October 2008

Summary Findings

- 1 The Internet is the primary source of information for home furnishings shoppers
- 2 Online research drives both online and in-store purchases
- 3 Online and in-store home furnishings shoppers purchase from different types of retailers

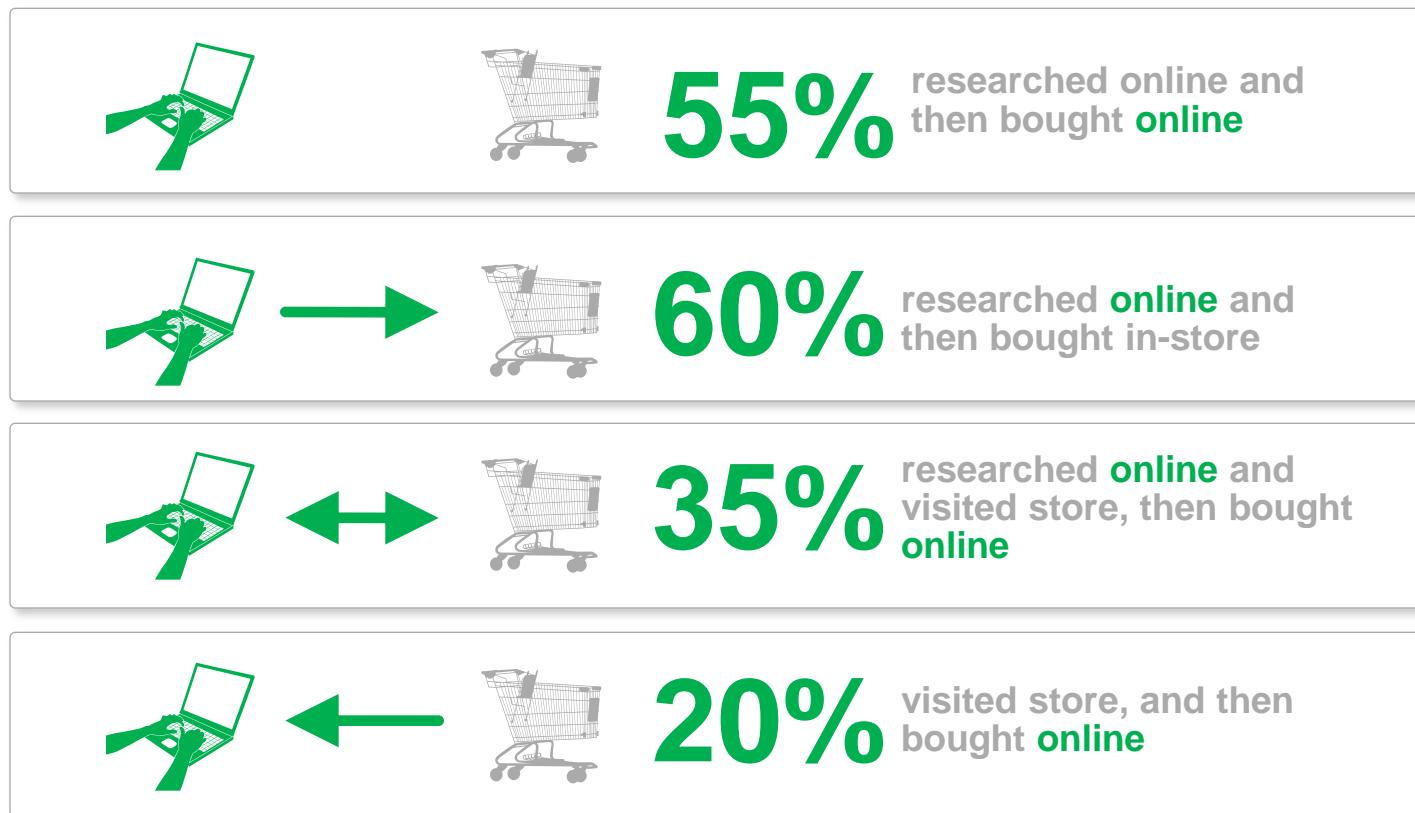
Home Furnishings Shoppers Do their Research Online

81% of home furnishings shoppers cite the Internet as their top source of information, with more of their research done on specific retailer sites than general comparison sites.



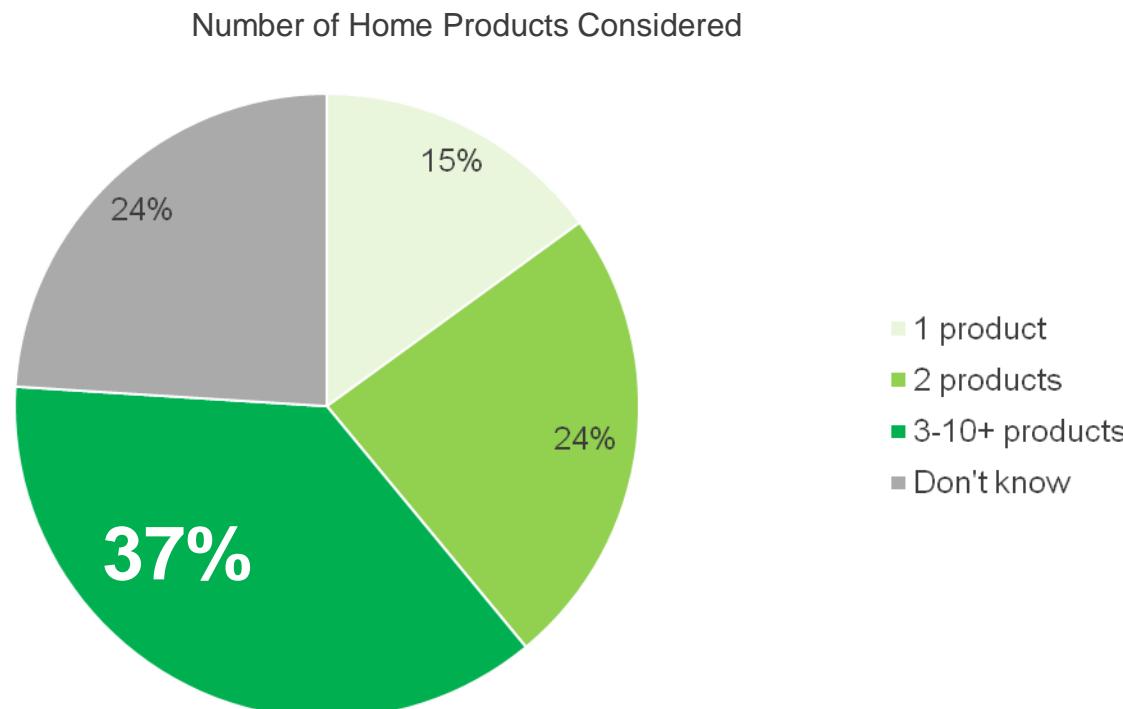
Online is Key for Home Furnishings Shopping Cycle

Home furnishings shoppers are multi-channel and they rely on online research to make online and in-store purchase decisions.



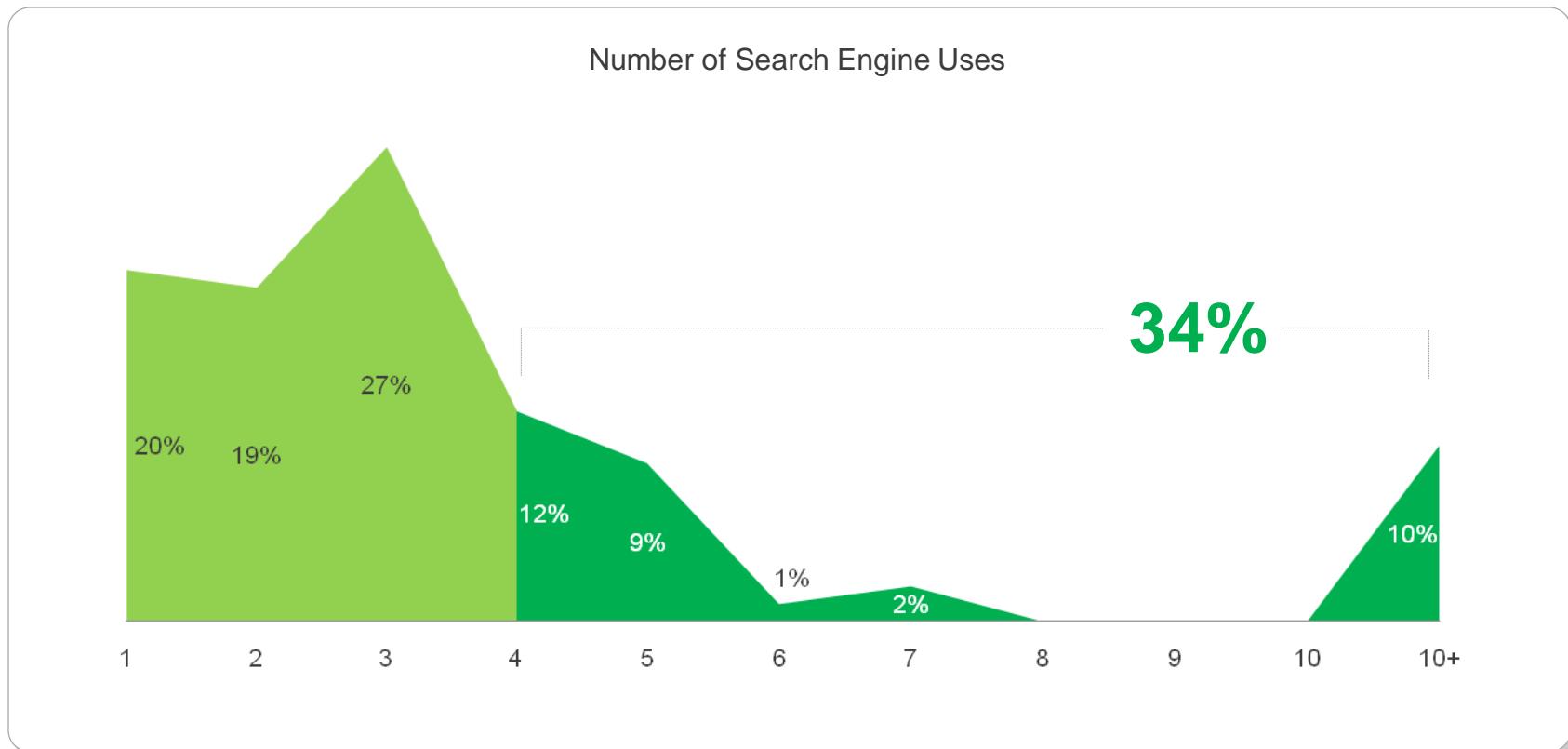
Shoppers Consider Multiple Home Products

37% of shoppers consider more than 2 home products before deciding what to purchase.



Home Shoppers Use Search Engines Frequently

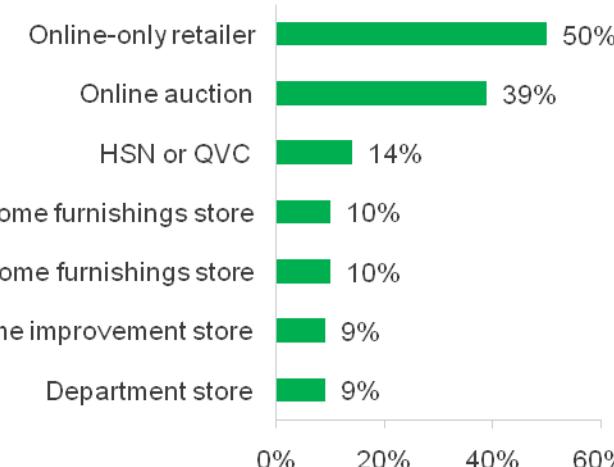
34% of home shoppers use the search engine 4 or more times before purchasing.



Online & In-Store Shoppers Choose Different Retailers

Online home furnishings shoppers prefer to purchase from online-only retailers and online auctions; in-store home furnishings shoppers prefer mass merchandise and discount stores.

Online¹



In-Store²



(QC2). In which of the following ways do you plan to shop for home furnishings this Holiday Season? Please think of any stores or websites you may visit. 1. Out of those who answered online only. 2. Out of those who answered in-store only.
n=1,947. October 2008 OTX/Google Holiday Shopping Intentions Study.

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