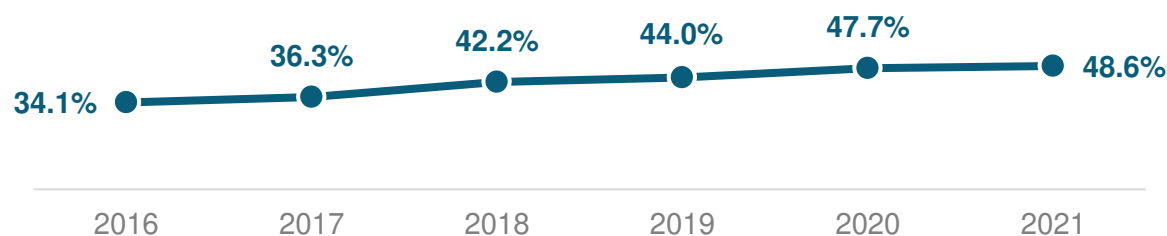


### Why this report:

What are the influences of digital media on the decision-making of the selection and purchase of home improvement products? How does the usage of online orientation vary by product category? Which sources of information do consumers use for online orientation? These and many more questions are answered in this Q1 2022 report.

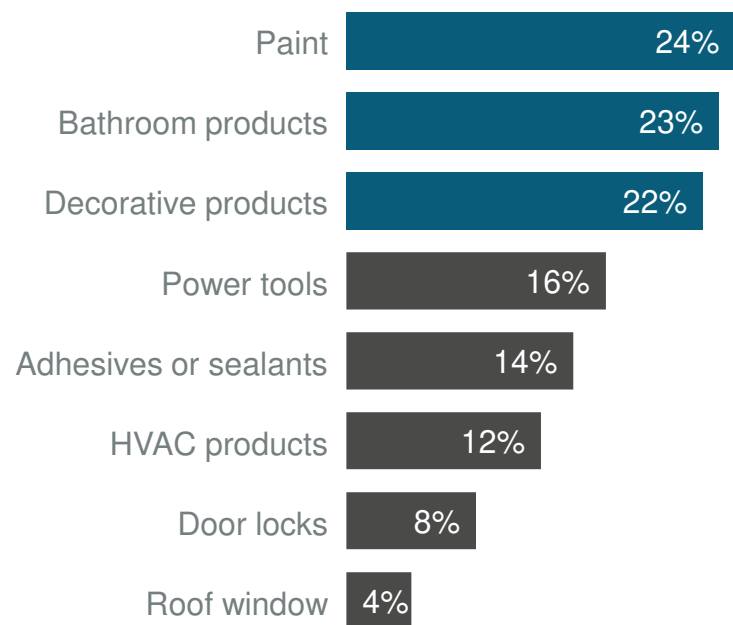
### Online orientation (Total)

Q: Did you get information about the product online?



### Searching for information online

Q: For which of the following products have you searched online for information in the past 6 months?



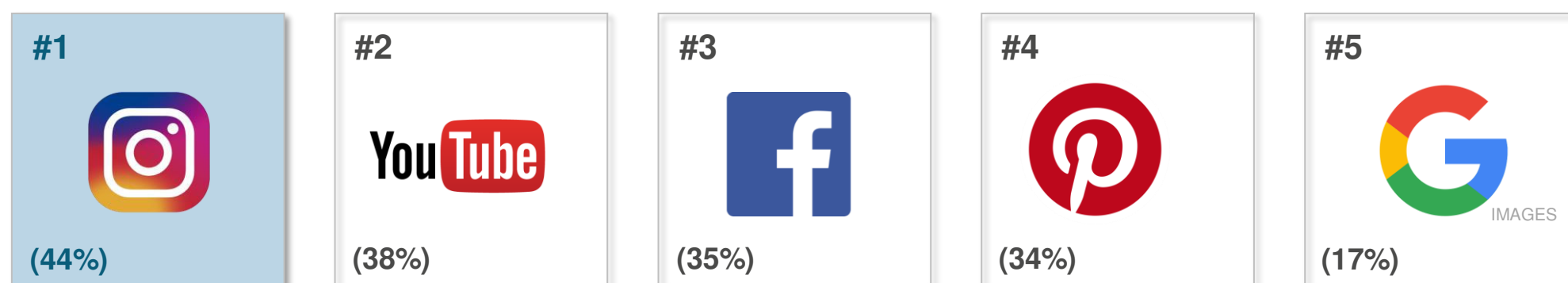
### Sources of online orientation

Q: When orientating on various product categories online, what sources did you use?



### Social media posts as inspiration

Q: Via which social media have you been inspired to change something to your home?



#### Key research questions:

- For which of the following products have you searched online for information in the past 6 months?
- How useful was the orientation online for you for product categories?
- Which of the following social media platforms do you use on a regular basis?
- Which online platforms do you expect to use for inspiration when you want to renovate your living room, bathroom or kitchen?
- Have you ever been inspired by social media post of friend/family/others to change something to your home?
- Via which social media have you been inspired to change something to your home?
- Have you ever posted pictures of your own home improvements or decorations on social platforms?

#### Countries covered in the report:

Austria, Belgium, Denmark, France, Germany, Italy, Poland, Spain, Sweden, the Netherlands, the United Kingdom

#### Methodology:

The report is based on 4,399 successful telephone interviews with consumers in 11 countries.

#### Interested?

The full report is available now for 3,000 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 9,000 Euro.

#### Contact

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