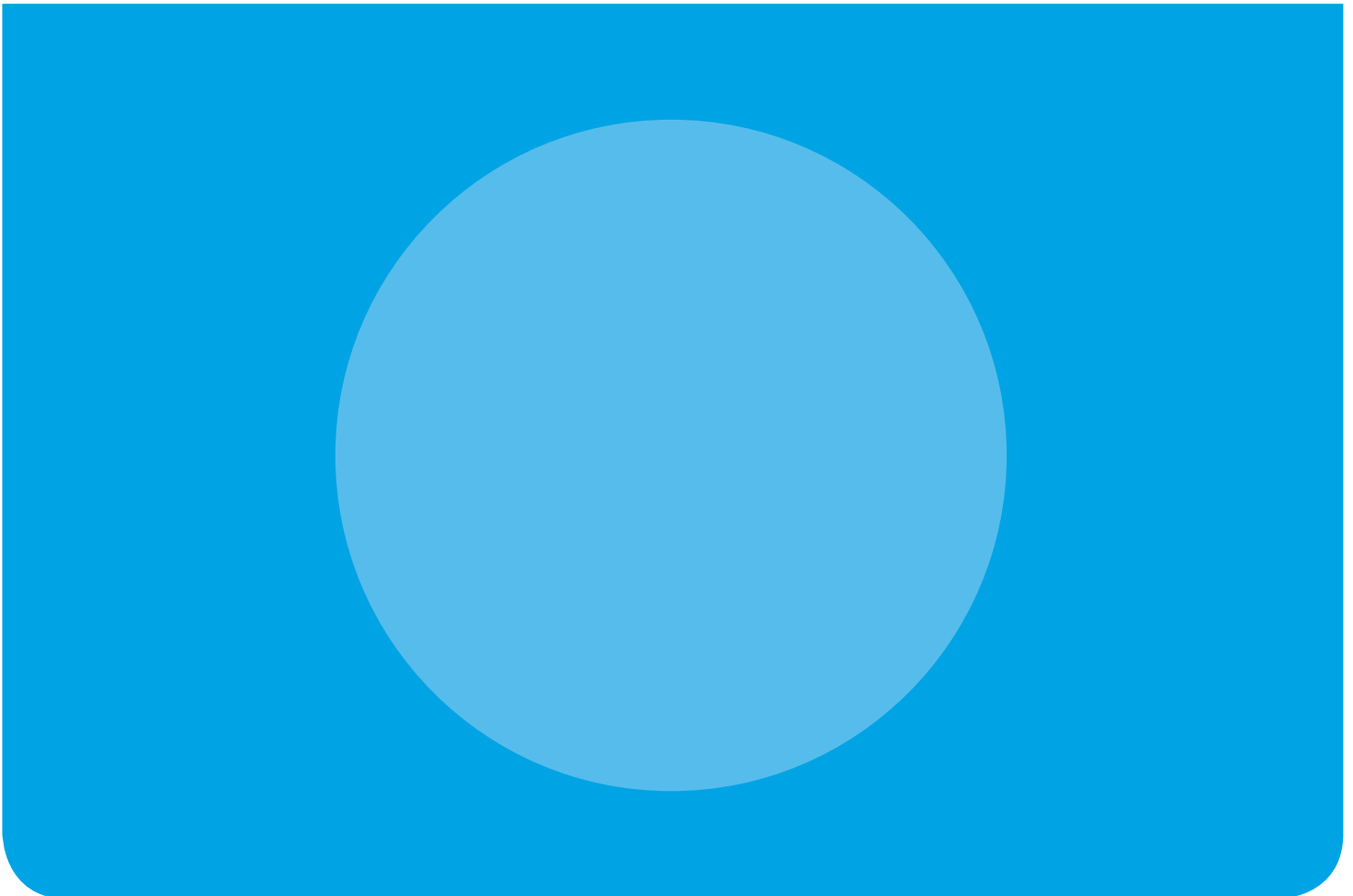
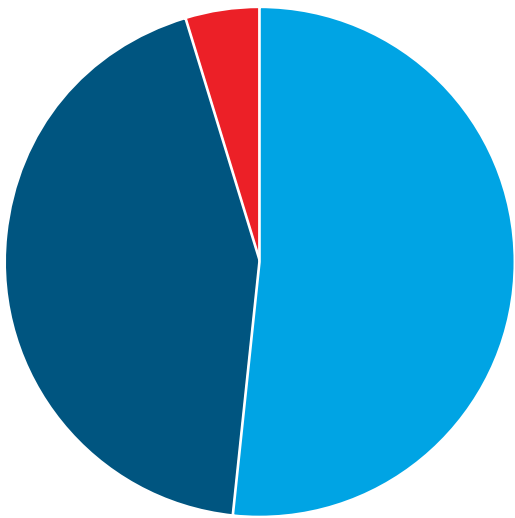


# Retailers' Website Usage

Insight Into How Independent Home Improvement  
Retailers Use Store Websites





**For respondents who say their website is strictly informational: Why do you not offer e-commerce on your website? Select all that apply.**

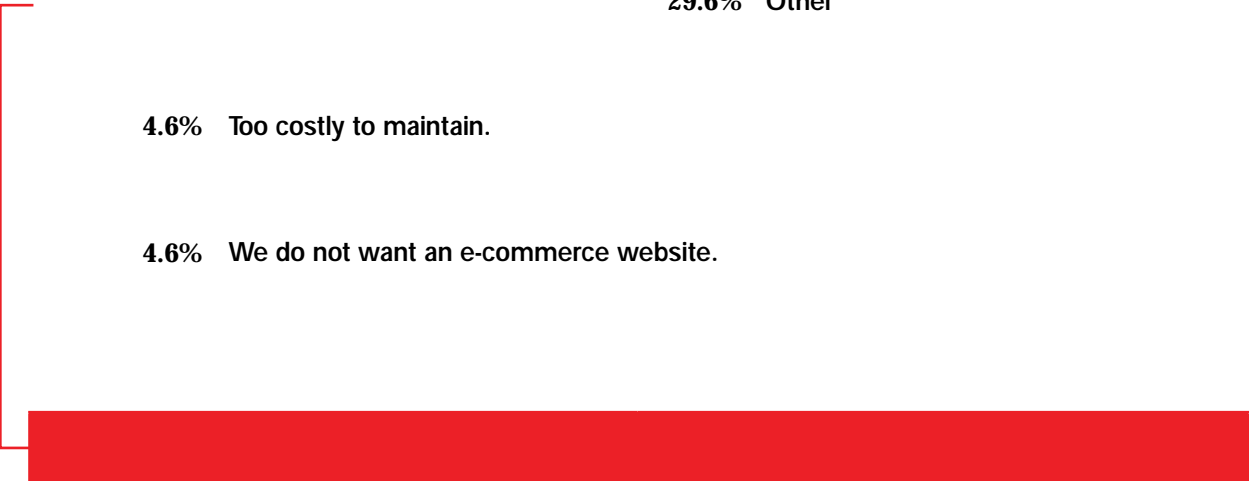
**45.5%** Too big of a project to take on at this time.

**40.9%** Not enough manpower to maintain.

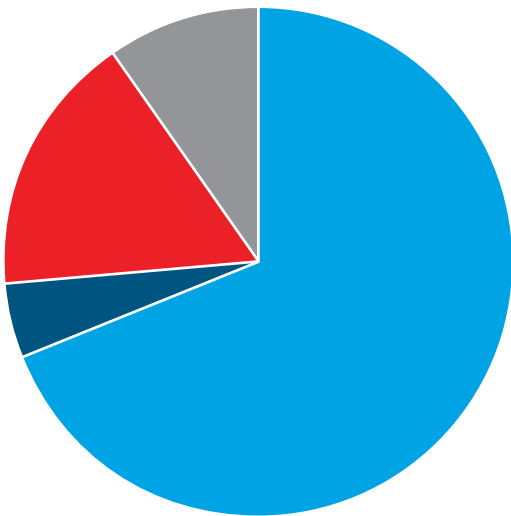
**29.6%** Other

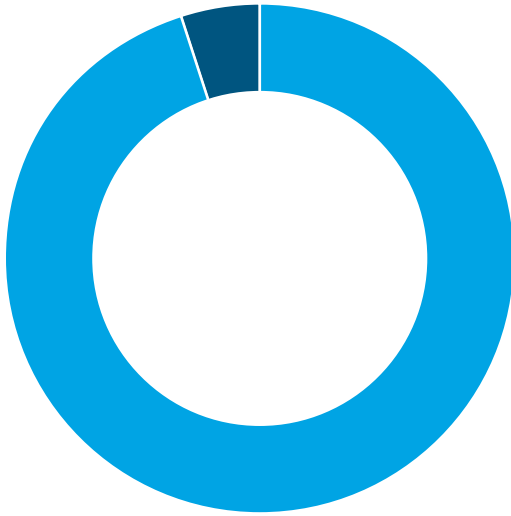
**4.6%** Too costly to maintain.

**4.6%** We do not want an e-commerce website.



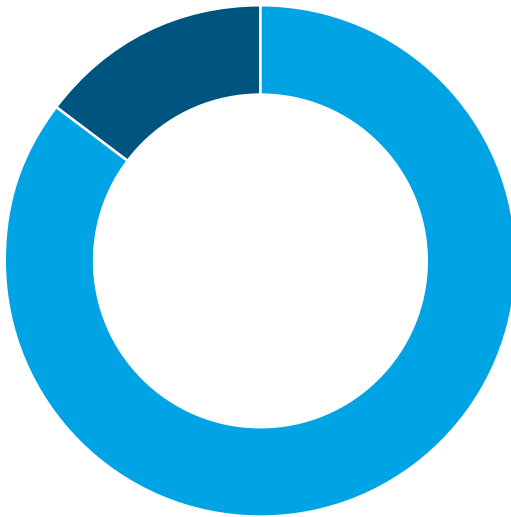
RETAILERS'  
PERSPECTIVES





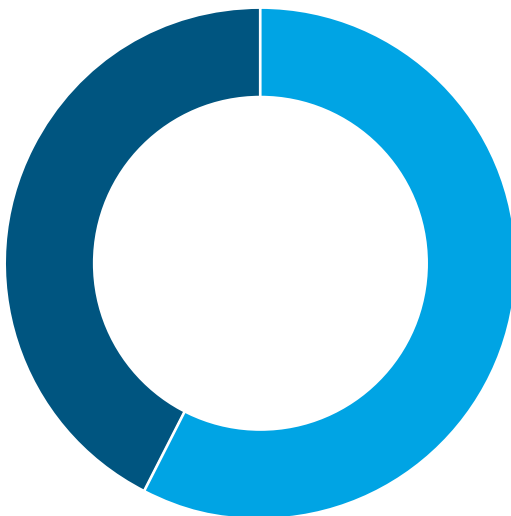
**Do you offer “buy online, pick up in store” (BOPIS) through your e-commerce platform?**

- Yes ..... 95.2%
- No..... 4.8%



**What percent of overall store sales is generated from e-commerce?**

- 1-3% ..... 85.4%
- 4-6% ..... 14.6%
- 7-9% ..... 0.0%
- 10% or more ..... 0.0%

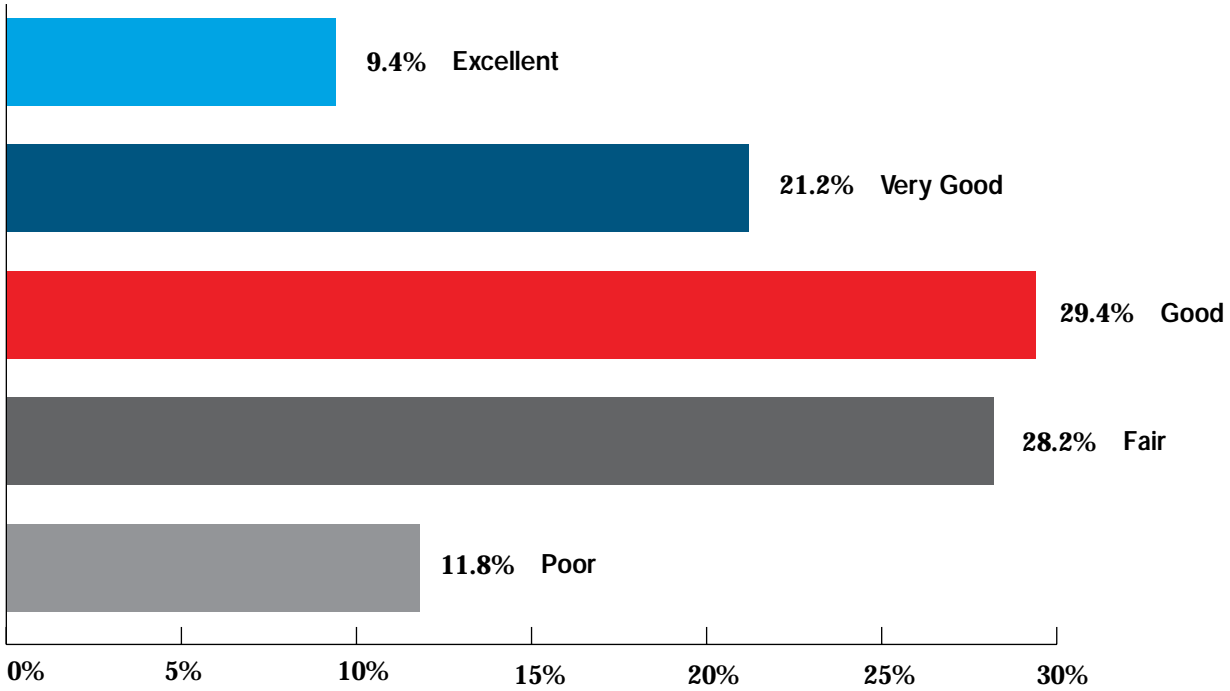


**Are you satisfied with your website?**

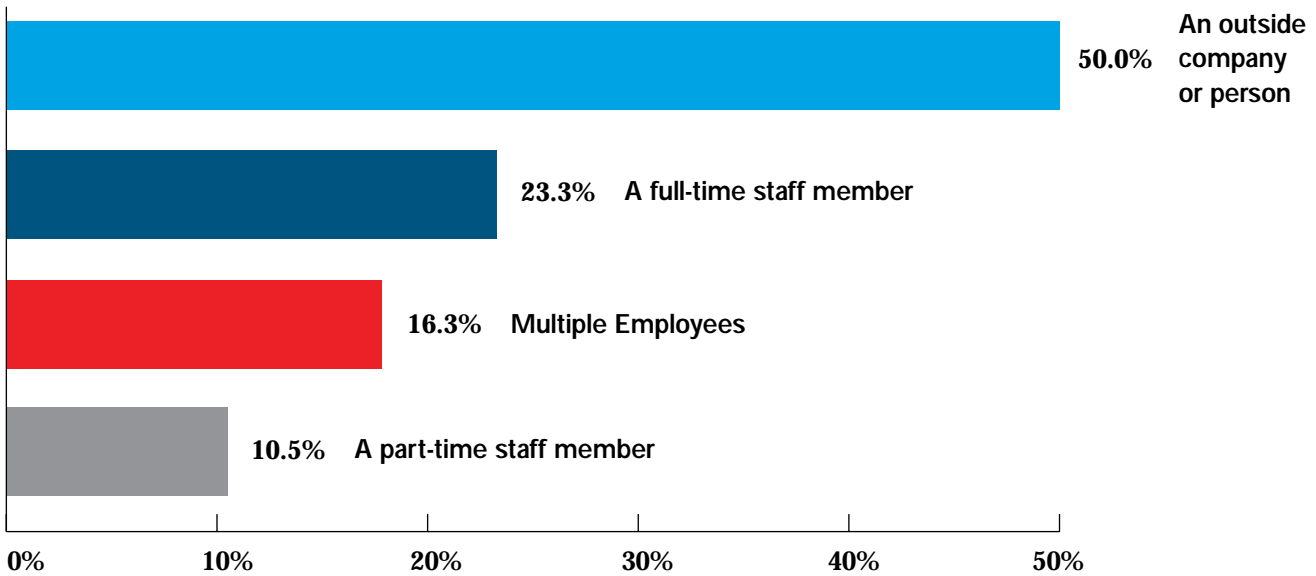
- Yes ..... 57.7%
- No..... 42.3%

If Yes Explain	If No Explain
It meets our needs.	It needs more information.
The website was recently redesigned.	It is currently under renovation.
It's our wholesaler's website.	It needs to be updated and improved.

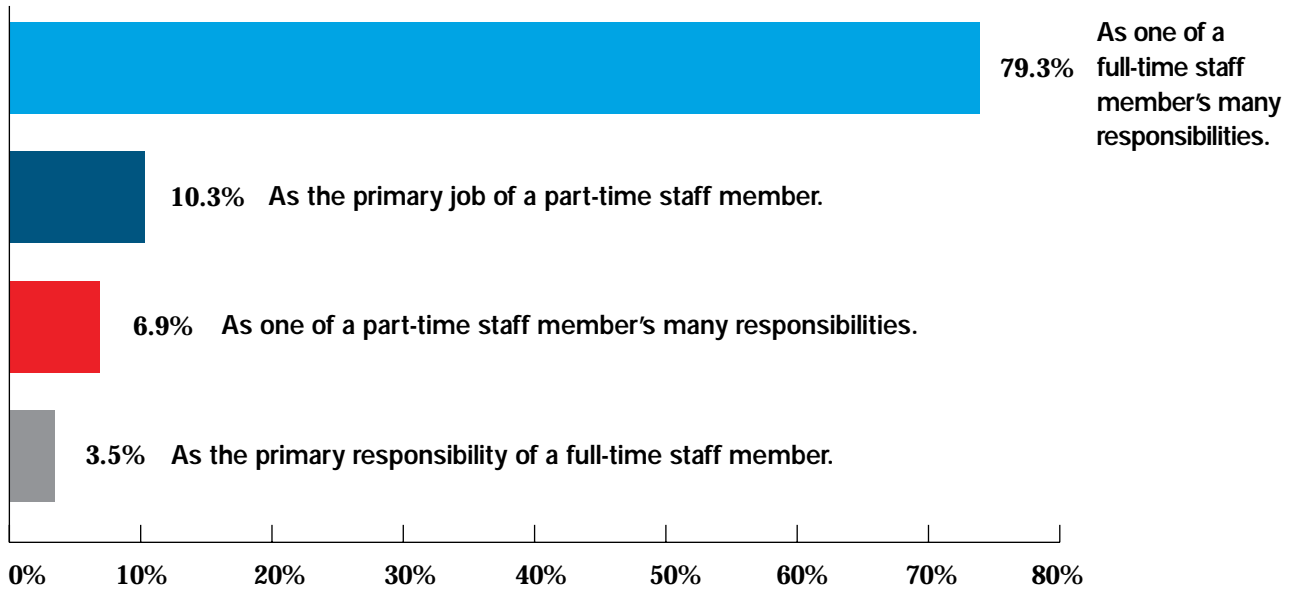
## How would you grade your website compared to competitors' websites?



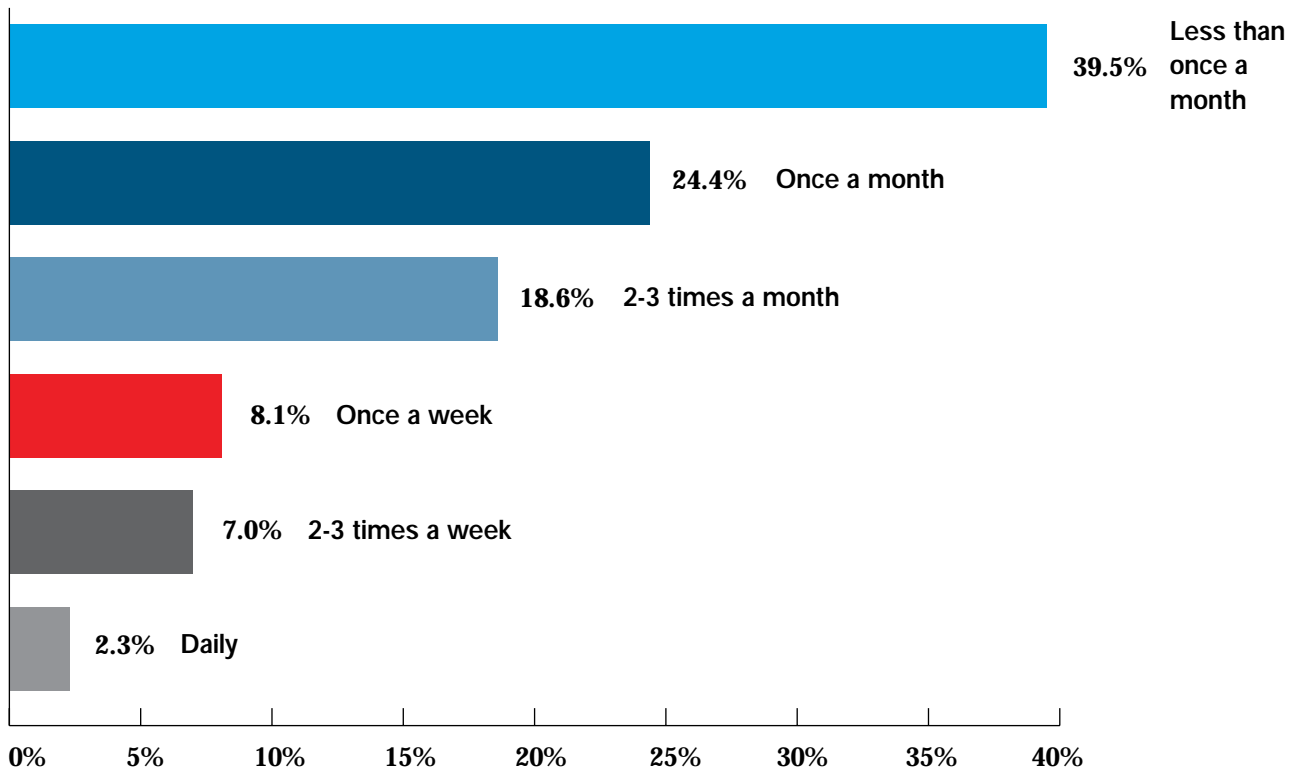
## Who maintains the website?



## If a staff member maintains the website, then how is that duty handled?



## How often is the website updated?



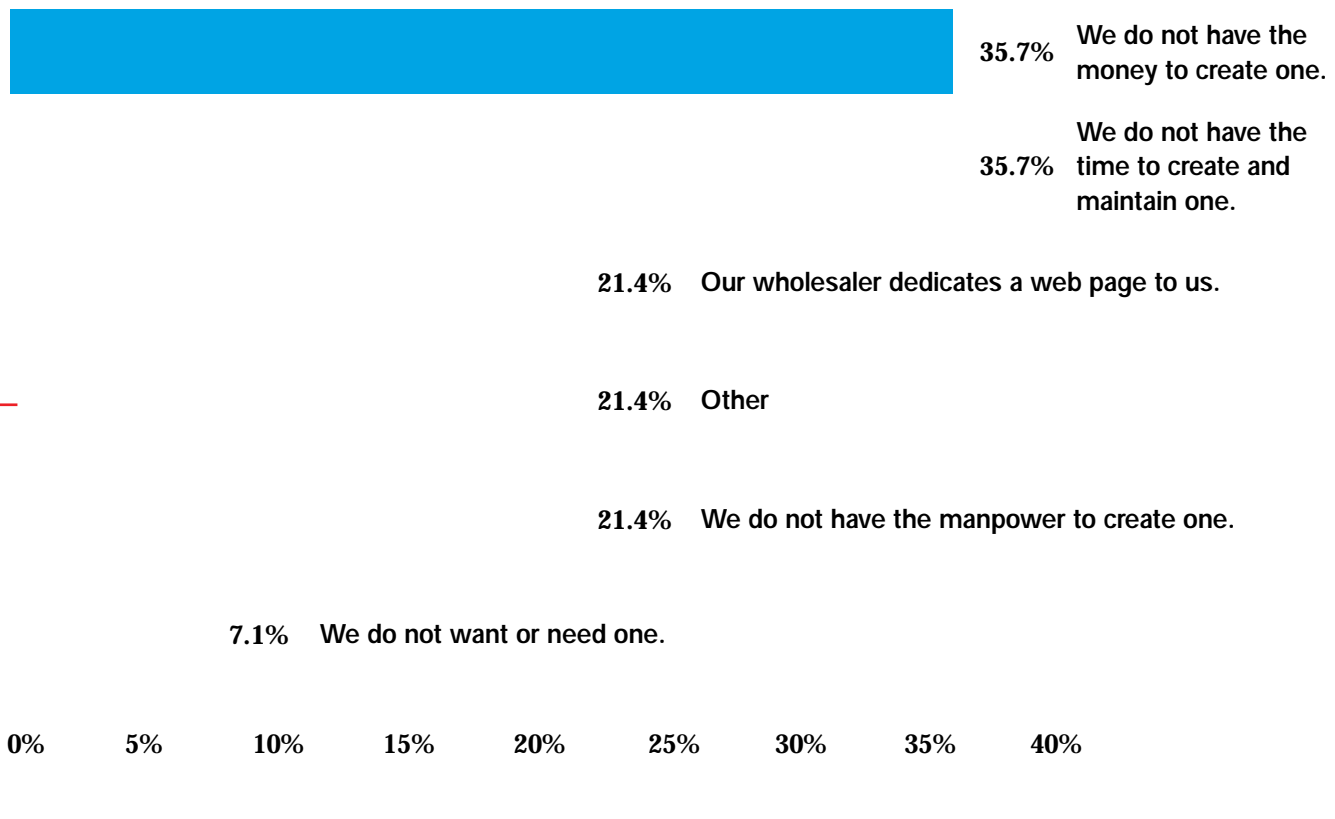
## What changes are **PLANNED** for the website in the future?

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## What changes would you **LIKE** to make to the website in the future?

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### Why does your store not have a website? Select all that apply.



The North American Retail Hardware Association and *Hardware Retailing* have compiled multiple reports and studies on the home improvement industry. A library of this research can be found at [hardwareretailing.com/research-guides](http://hardwareretailing.com/research-guides).



# Retailers' Website Usage

Brought to you by the North American  
Retail Hardware Association