

How Britain Shops: DIY

Table of contents



ABOUT CDNA	3
EXECUTIVE SUMMARY	4
Shopper Profile	6
Shopper Penetration	8
Retailer Usage	9
Main User Share by Region	10
Conversion Rates	11
Shopping Around	12
Loyalty	13
Drivers of Loyalty	15
B&Q	19
Visitors	21
Main Users	22
Conversion Rates	23
Loyalty	24
Competitors	26
Focus	27
Visitors	39
Main Users	30
Conversion Rates	31
Loyalty	32
Competitors	34

Homebase	35
Visitors	37
Main Users	38
Conversion Rates	49
Loyalty	40
Competitors	42
Wickes	43
Visitors	45
Main Users	46
Conversion Rates	47
Loyalty	48
Competitors	50
Wilkinson	51
Visitors	53
Main Users	54
Conversion Rates	55
Loyalty	56
Competitors	58
CDNA METHODOLOGY	59