

# Press Release

## J.D. Power Reports:

### **Ace Hardware Ranks Highest in Customer Satisfaction among Home Improvement Retailers for a Ninth Consecutive Year**

Home Improvement Retailers That Become Their Customers' Exclusive Store Generate the Highest Satisfaction

**WESTLAKE VILLAGE, Calif.: 3 June 2015** — Ace Hardware ranks highest in customer satisfaction with home improvement retailers for a ninth consecutive year, according to the J.D. Power 2015 Home Improvement Retailer Satisfaction Study<sup>SM</sup> released today.

The study measures customer satisfaction with home improvement retailers by examining five factors (in alphabetical order): merchandise; price; sales and promotions; staff and service; and store facility. Satisfaction is measured on a 1,000-point scale.

Nearly one-fourth (24%) of customers indicate they shop one home improvement retailer exclusively, and 84 percent of those customers shop at only one location. Notably, satisfaction among customers who shop one retailer exclusively is significantly higher than among those who shop multiple retailers (803 vs. 785, respectively). Retailers can remain competitive and increase their share of wallet by converting customers who shop multiple stores into customers who shop exclusively at their store.

Satisfaction can lead to loyalty. Nearly half (46%) of customers who shop one retailer “definitely will” make their next home improvement purchase at that same retailer, and a similar proportion (47%) say they “definitely will” recommend that retailer.

“As retailers fight for a larger share of wallet, customer service and offerings become critical in differentiating their brand to capture more customers and spend,” said **Christina Cooley, director of home improvement industries at J.D. Power**. “The retailers that best align their resources and investments to helping customers be successful in their home improvement projects will continue to build a delighted and loyal customer base.”

#### **Home Improvement Retailer Satisfaction Rankings**

- **Ace Hardware** (807) ranks highest in customer satisfaction among home improvement retailers for a ninth consecutive year and performs particularly well in staff and service and store facility.
- **Lowe's** (801) ranks second and **Menards** (792) ranks third.

The 2015 Home Improvement Retailer Satisfaction Study is based on responses from 2,994 customers who purchased home improvement-related products from a home improvement retailer within the previous 12 months. The study was fielded in January and February 2015. For more information about J.D. Power solutions for the home improvement industry: <http://www.jdpower.com/industry/home-improvement>

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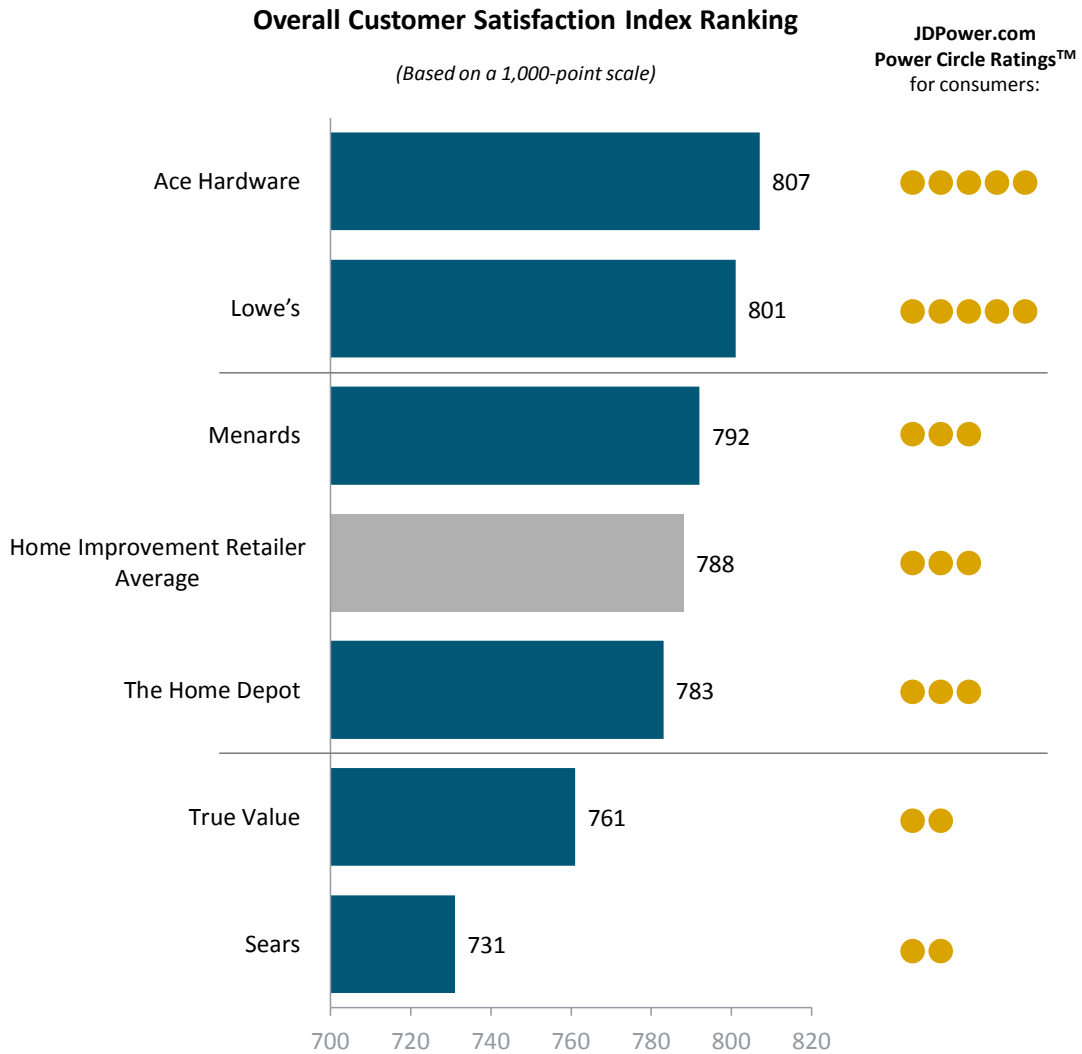
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(Page 2 of 2)

Note: One chart follows.

# J.D. Power 2015 Home Improvement Retailer Satisfaction Study<sup>SM</sup>



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power 2015 Home Improvement Retailer Satisfaction Study<sup>SM</sup>

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