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*Survey Findings:
Market Acceptance of the GCI
Lower Integral Handle Bucket*

Finding Innovation a Home

National Survey of Consumers and Construction Professionals

- Objective: evaluate the market acceptance of the new lower integral handle bucket by Global Consumer Innovations, LLC (GCI)
- A national survey was conducted December, 2014 by Home Innovation Research Labs on GCI's behalf
- Respondents were: **391** consumers and **101** construction and building management/maintenance professionals who...
 - Own a 5-gallon bucket or
 - Expect to purchase a 5-gallon bucket, or materials contained by a 5-gallon bucket, in the coming two years
- Respondents were...
 - Solely responsible (85%) for bucket & materials purchases, or
 - Sharing responsibility (15%) with another in the purchase of buckets & materials





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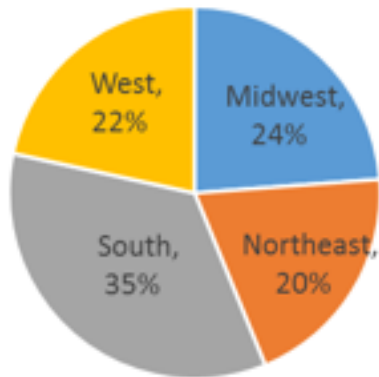
SUMMARY OF SURVEY FINDINGS

Detailed tabulations located in Appendix A
Questionnaire located in Appendix B

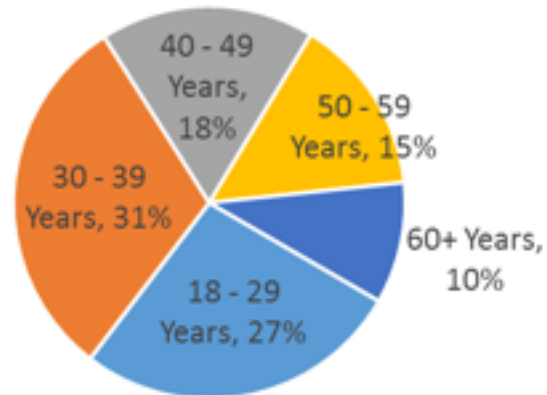
Finding Innovation a Home

Survey Respondents

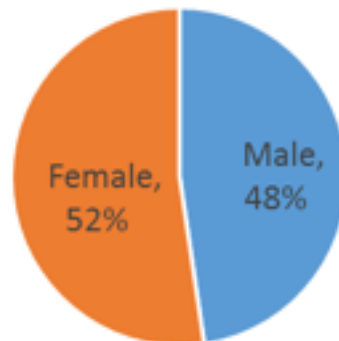
Region



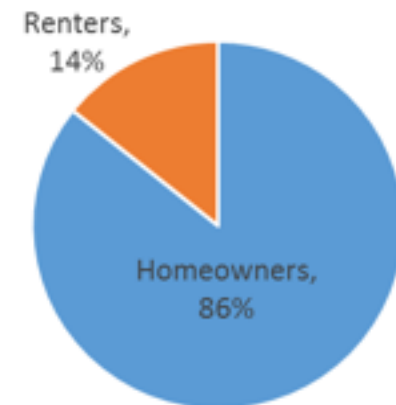
Age Distribution



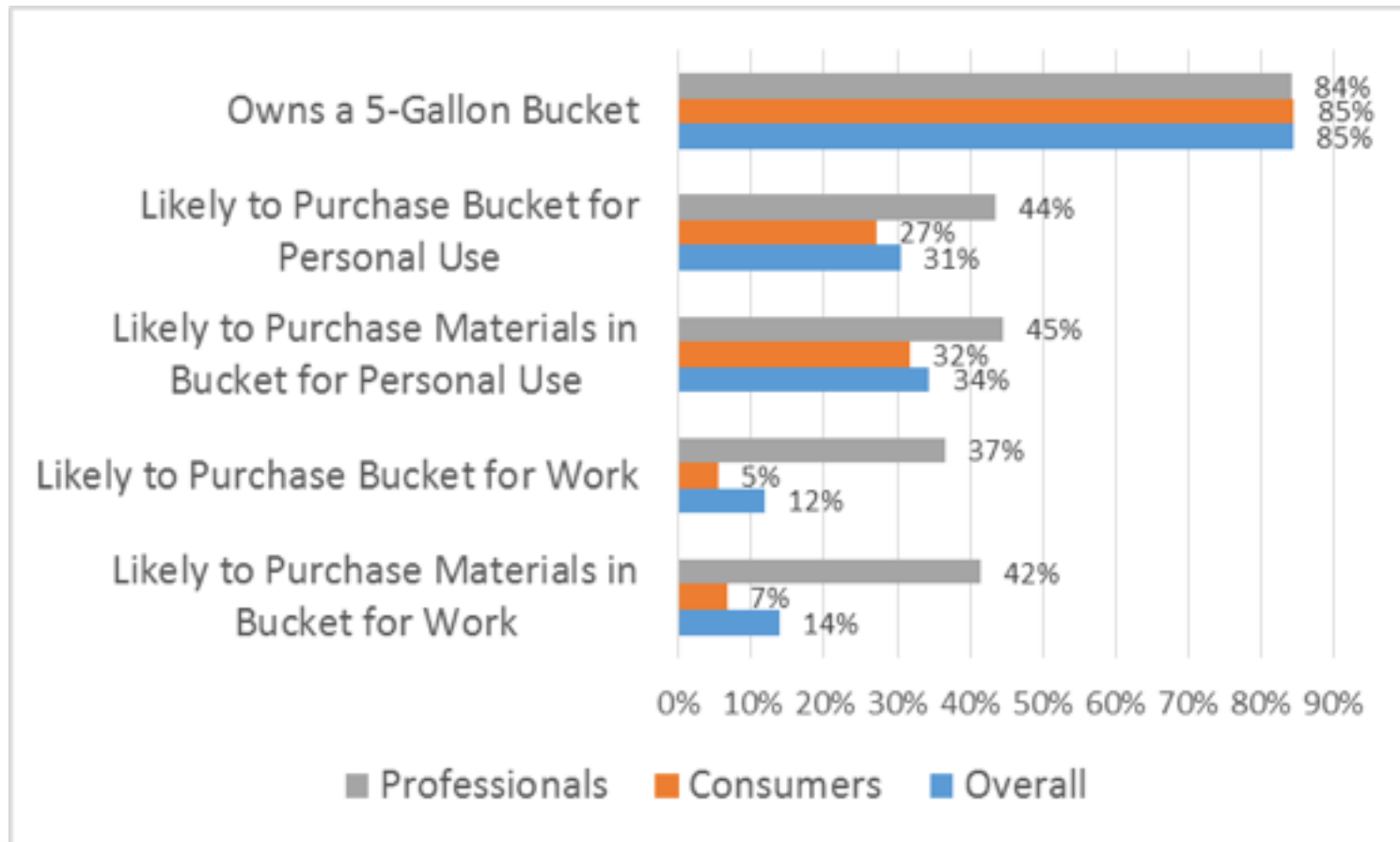
Gender



Occupancy



Bucket Ownership and Purchase Intent in the Coming 2 years

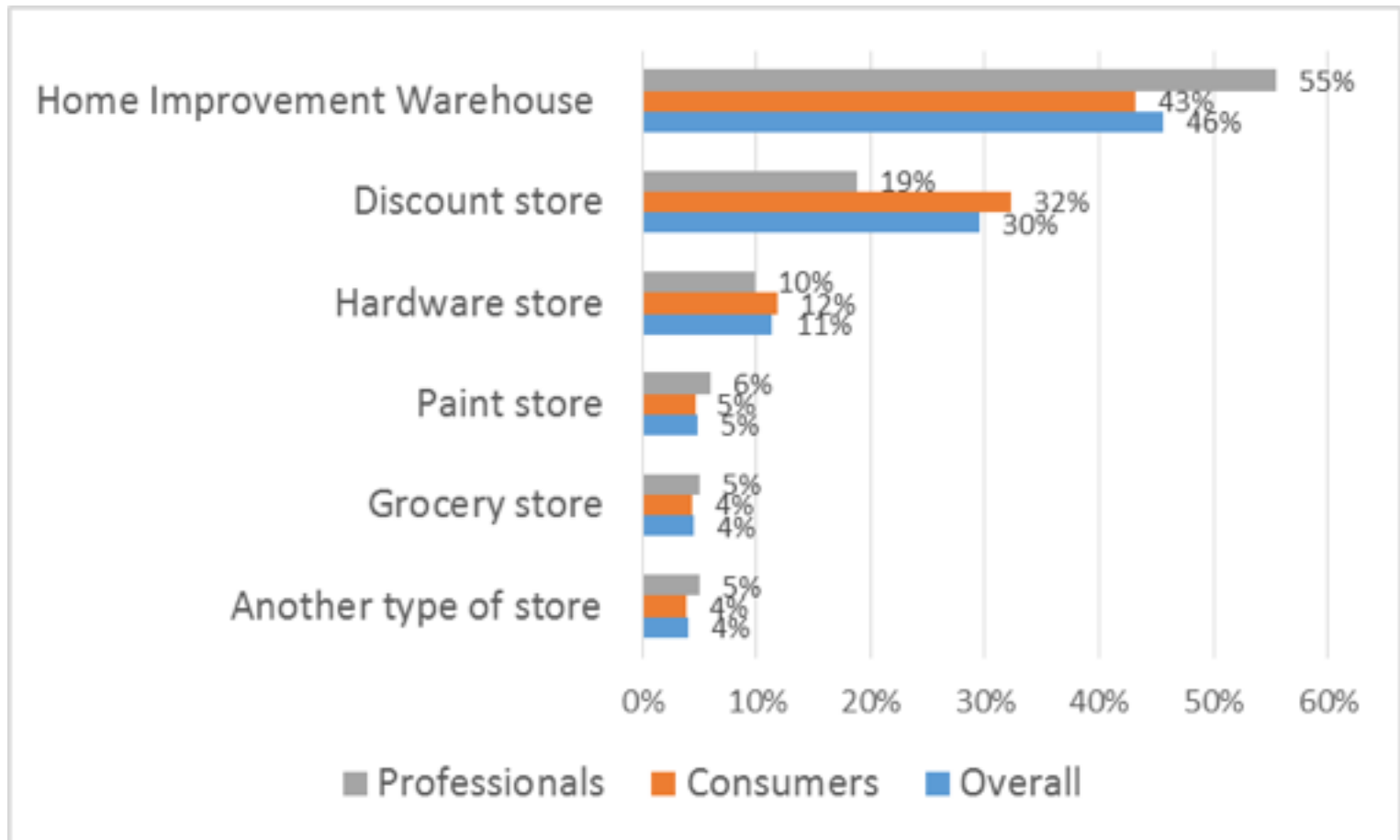


Bucket Ownership and Purchase Intentions in the Coming 2 years

- Substantial majority of respondents own a 5-gallon bucket
 - 80% of consumers 18 - 29 own a bucket
 - 95% of consumers 60 and older own a bucket
- Construction and building management/maintenance professionals were much more likely to purchase a 5-gallon buckets, or materials in a 5-gallon bucket, in the coming 2 years for personal use and their workplace
 - Pros were about 50% more likely than consumers to purchase for personal use
 - Pros were more than 5 times more likely than consumers to purchase for their workplace
- Midwest consumers were least likely to purchase a 5-gallon bucket, or materials in a 5-gallon bucket, in the coming 2 years (~57%). West consumers were most likely (~90%)



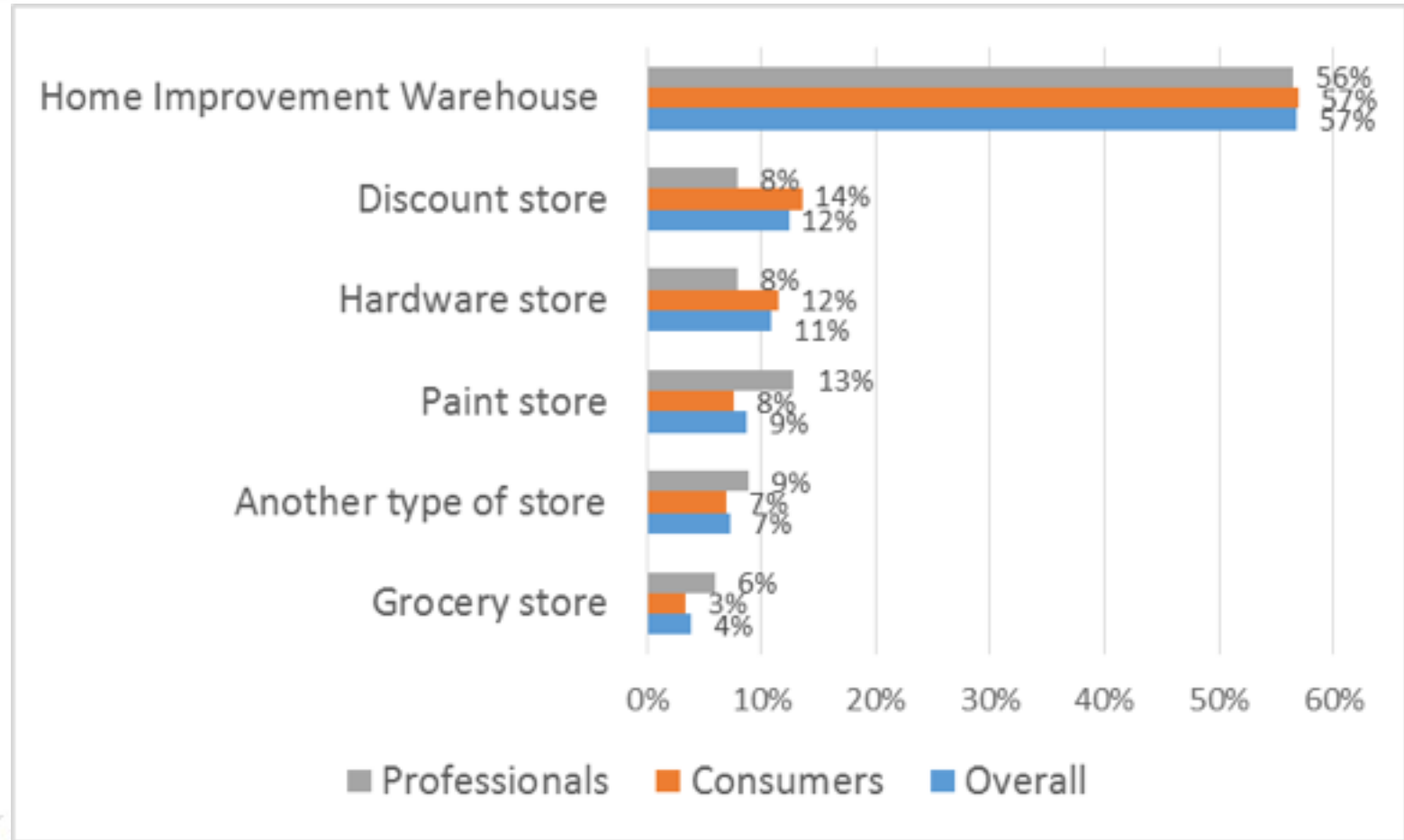
Intended Place of Purchase for a 5-Gallon Bucket



Q9 If you were to purchase a 5-gallon bucket, or materials contained in a 5-gallon bucket, where would you most likely go to buy them?



Intended Place of Purchase for Materials in a 5-Gallon Bucket



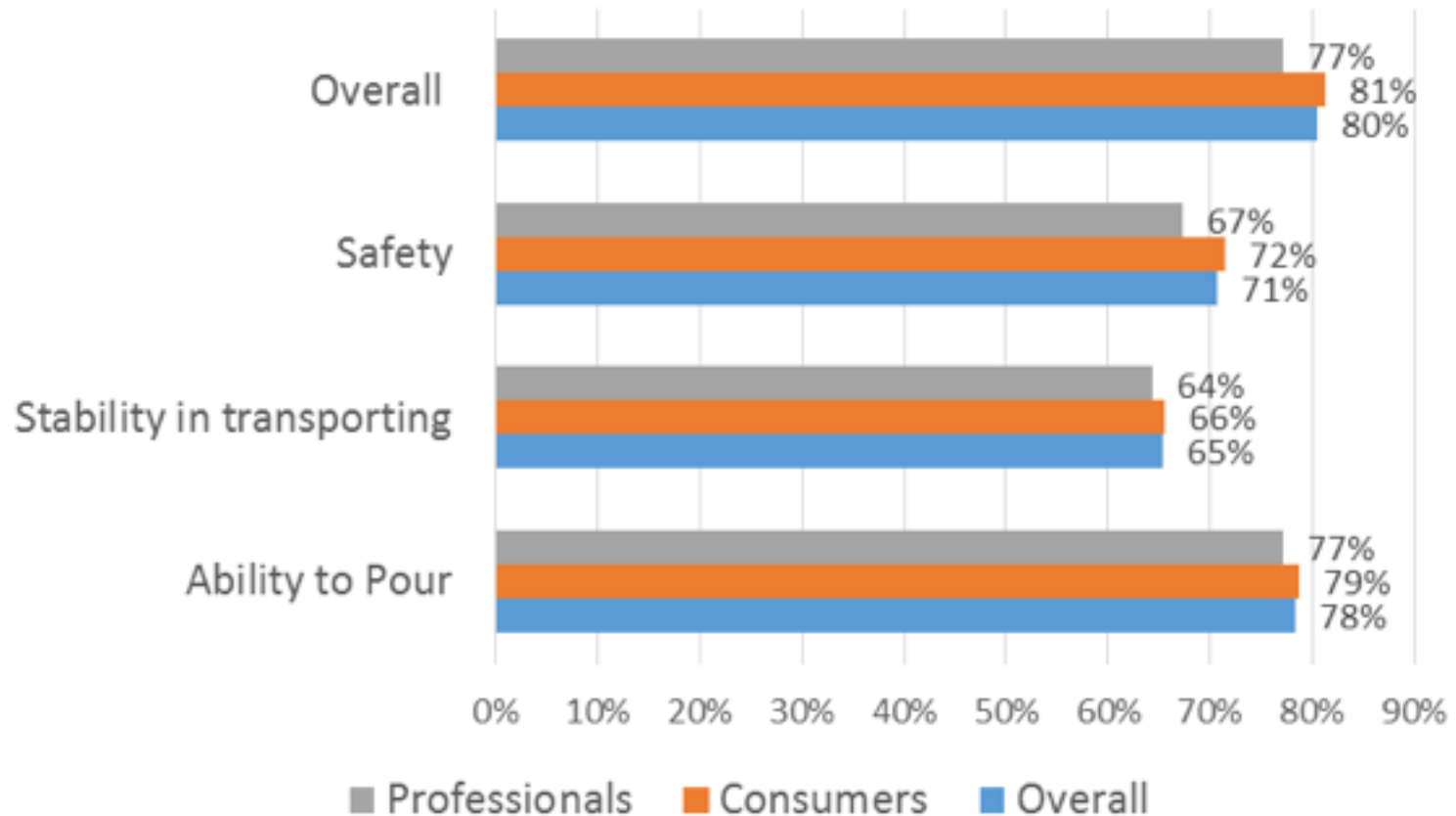
Q9 If you were to purchase a 5-gallon bucket, or materials contained in a 5-gallon bucket, where would you most likely go to buy them?

Intended Place of Purchase for a 5-Gallon Bucket, or Materials in a Bucket

- Home Improvement Warehouse (Lowe's, Home Depot, Menards, etc.) leads in both Consumer and Professional categories for bucket-only and materials-in-a-bucket purchases
 - Among consumers, HIW is followed fairly closely by Discount Store (Walmart, Kmart, etc.) for bucket-only purchases
 - For materials-in-a-bucket, the Paint Store follows HIW as the #2 intended place of purchase among professionals
- For bucket-only purchases in the South, the Discount Store finished slightly higher than Home Improvement Warehouse
- For bucket-only purchases, the lowest age categories were significantly more likely to purchase at a Discount Store than HIW
- For materials-in-a-bucket purchases, HIW dominated all regions and demographic categories. However...
 - Younger buyers were substantially more likely than older buyers to purchase materials at a Discount Store or Grocery Store



Percent Rating the New GCI Bucket as “Somewhat” or “Much Better” than a Standard 5-Gallon Bucket (top 2 on a 5-point scale)

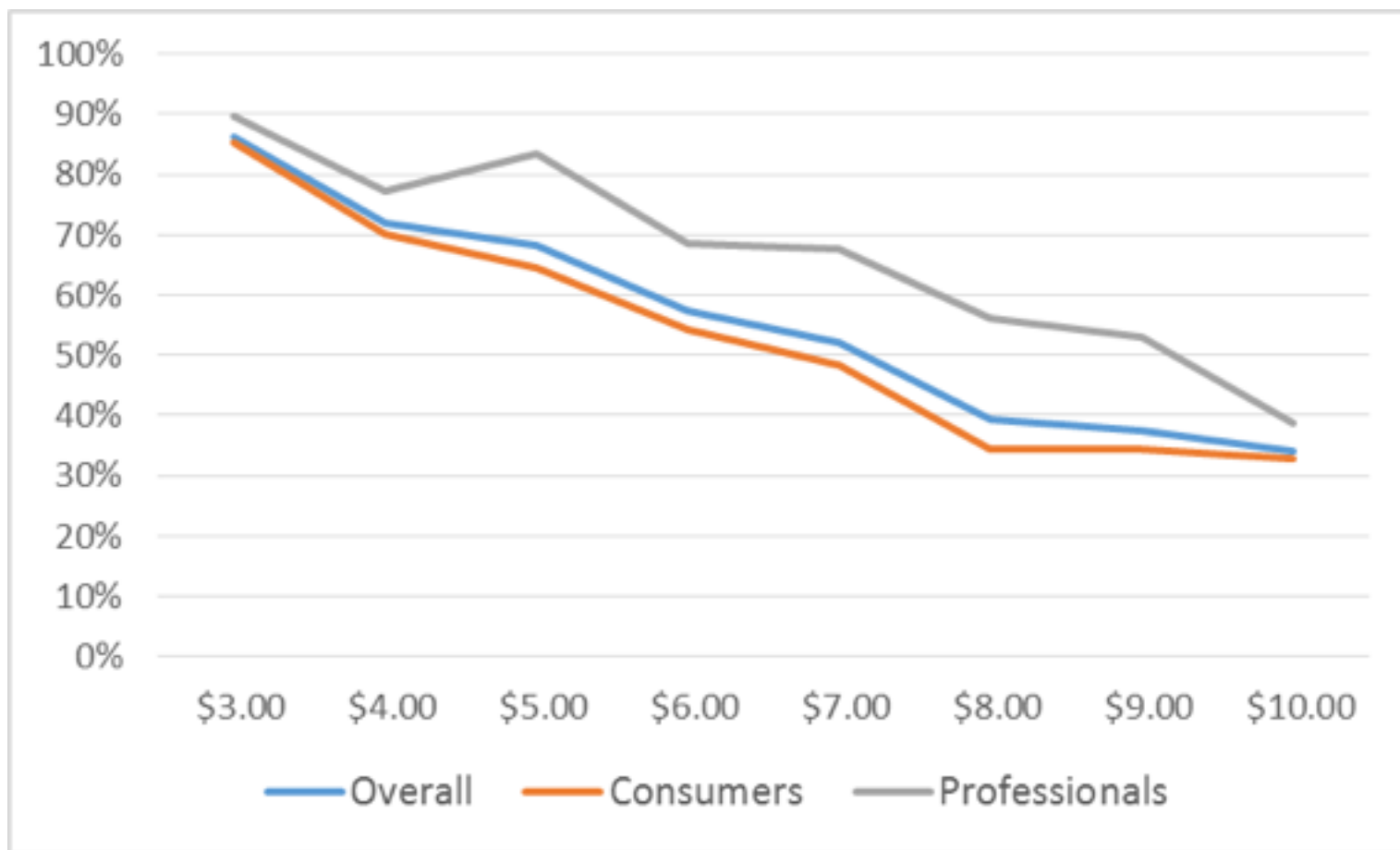


Q10a Overall, how would you rate the new bucket compared to the standard bucket?

Comparison of the New GCI Bucket to a Standard Bucket

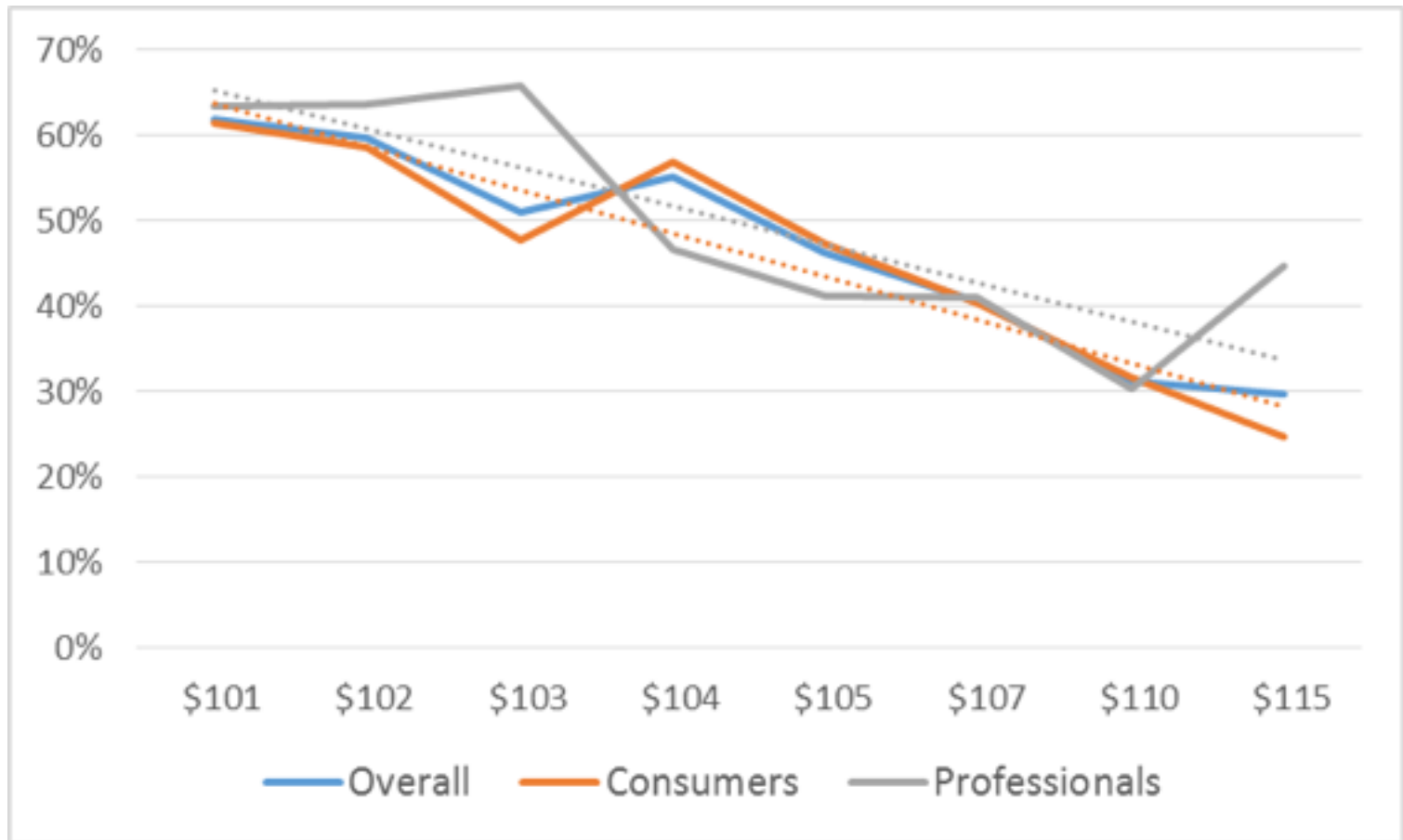
- Respondents were shown a picture of the GCI bucket with lower integral handle with a description to read
- Respondents were also shown a standard, white 5-gallon bucket
- Respondents were asked to rate the GCI bucket compared to the standard bucket as “much worse,” “somewhat worse,” “about the same,” “somewhat better,” and “much better.”
- Respondents rated on four categories: Overall, Safety, Stability in Transporting, and Pouring
- 4 out of 5 rated the GCI bucket as “somewhat better” or “much better”
- 50% of professionals rated it “much better,” while 43% of consumers rated it “much better”

Price at which Respondents Would “Probably” or “Definitely” Buy the New Bucket (top 2 on a 5-point scale)



Q11a A standard 5 gallon bucket typically retails for approximately \$3.00. The next time you are in the market for a 5 gallon bucket, how likely would you be to buy this new bucket for ...? \$3.00 - \$10.00

Price at which Respondents Would “Probably” or “Definitely” Buy Materials in the New Bucket (top 2 on a 5-point scale)



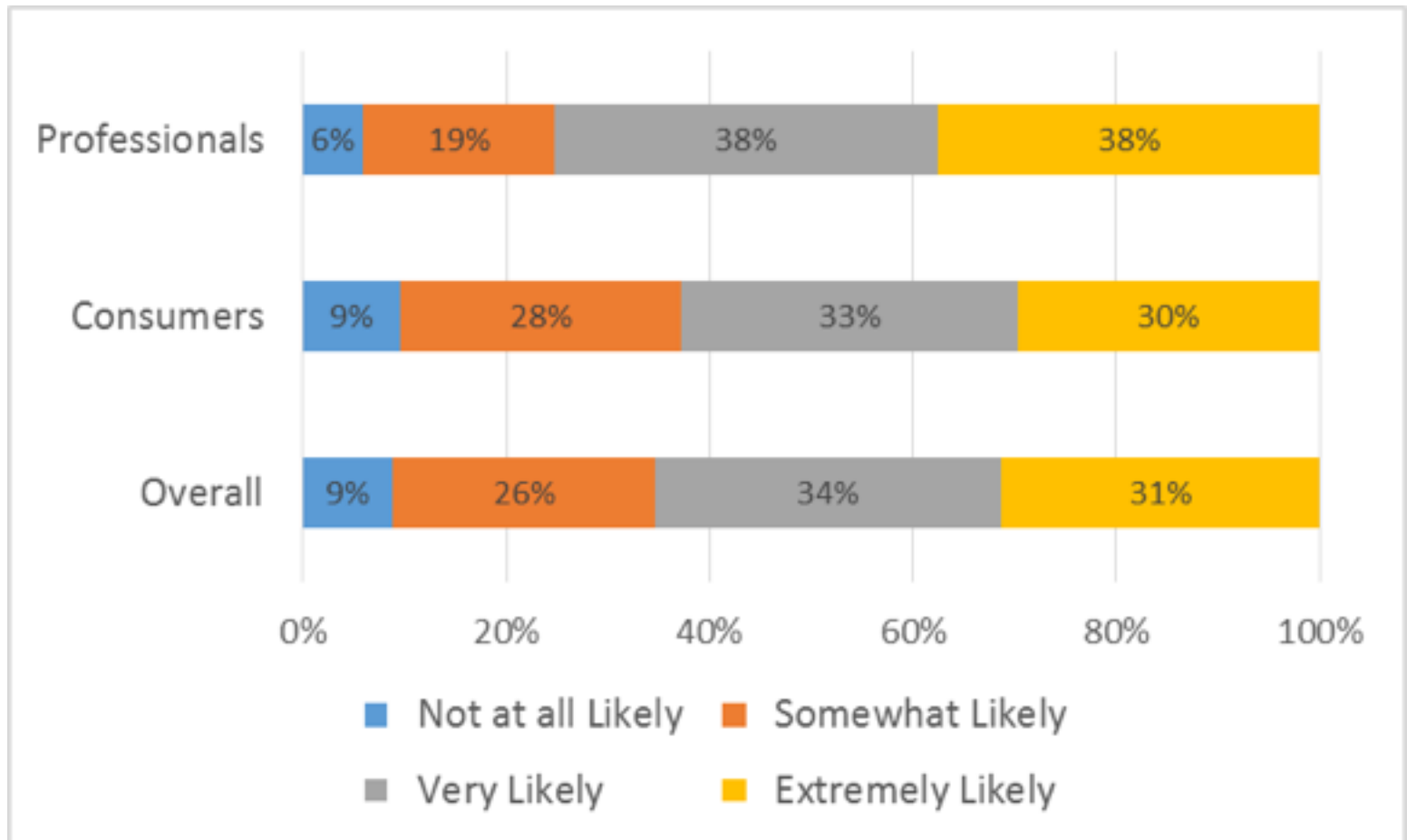
Q11b If you were purchasing materials that come in a standard 5 gallon bucket for a cost of \$100, how likely would you be to buy those same materials in this new bucket for ...? \$101 - \$115

Price Sensitivity to GCI Bucket and Materials-in-a-Bucket Purchases

- Professionals were less price-sensitive to the new GCI bucket:
 - About 70% of consumers and 77% of professionals said they would pay \$4.00 for the new bucket
 - About 56% of professionals stated they would pay \$8.00 for the bucket, and about 35% of consumers stated they would pay this price
- Pros and consumers were willing to pay more for materials in the new bucket, but to a lesser degree than the bucket-only
- Northeast and 30 - 39 year old consumers were most likely to pay more for the new bucket
- Midwest and 60+ year old consumers were least likely to pay more for the bucket
- The bucket-alone had the greatest ability to command a higher price

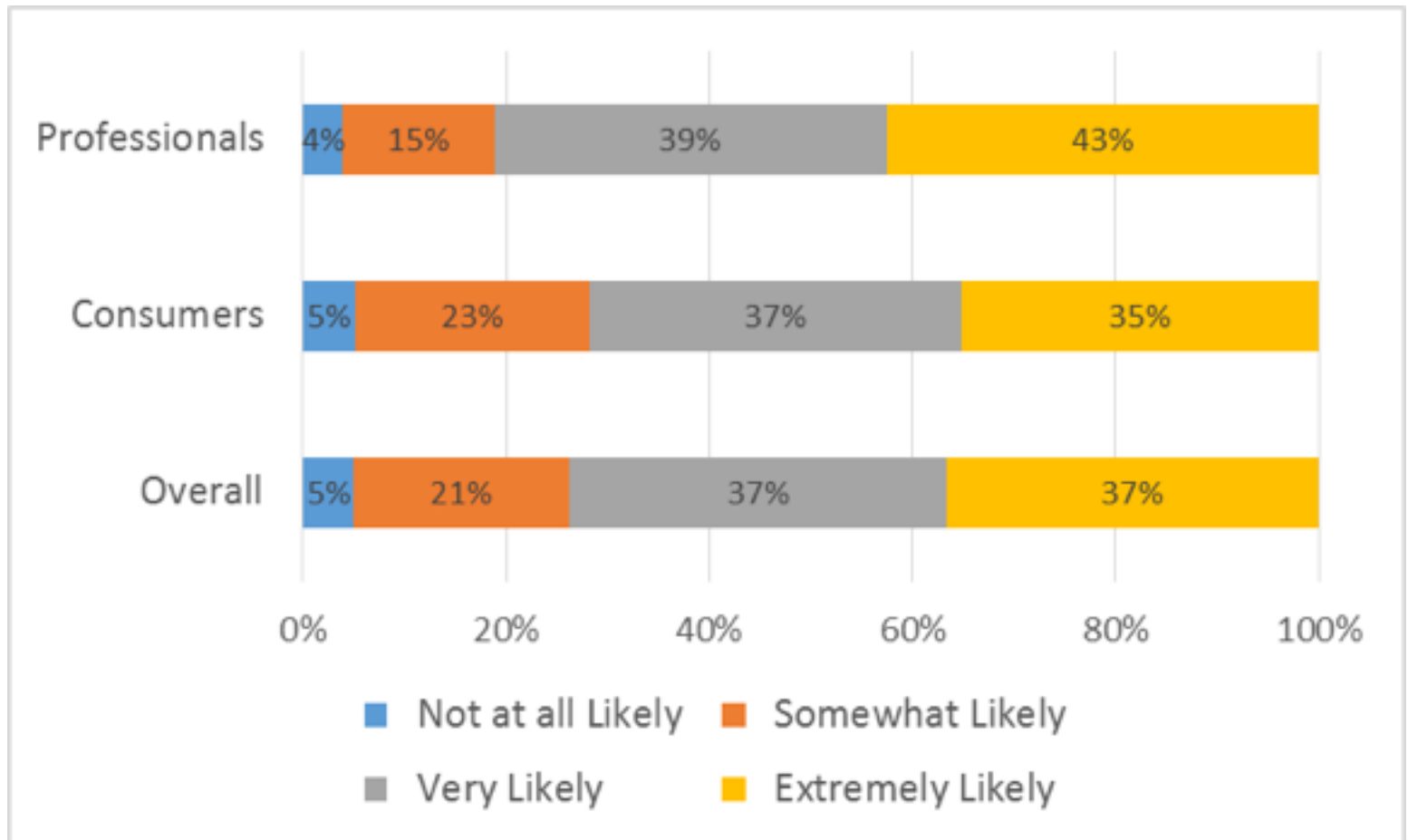


Likelihood of Switching Place of Purchase to Get the New Bucket



Q12 Assume you are wanting to purchase a new 5-gallon bucket, or materials contained in a bucket, and assume price and quality of the materials in the new bucket meet your expectations. If you learned the new 5-gallon bucket was available in a store where you typically do not shop, how likely would you be to shop at this store to get the new bucket?

Likelihood of Switching Materials to Get the New Bucket



Q13 If you were to purchase materials contained by a 5-gallon bucket (paint, drywall compound, sealants, etc), and you have two choices of the same materials that are about the same cost and quality, but one is in a standard bucket and the other in the new bucket, how likely would you be choose the materials in the new bucket over the materials in the standard bucket?

Likelihood of Changing Place of Purchase or Materials to Get the New GCI Bucket

- The strong majority of professionals and consumers IN ALL DEMOGRAPHIC AND REGION GROUPS are likely to both switch 1) materials and 2) place of purchase to get the new GCI bucket
- Professionals were slightly more likely than consumers to switch materials and place of purchase to get the new bucket
- Both professionals and consumers were more likely to switch materials than place of purchase to get the GCI bucket
- Northeast and 30 - 39 year old consumers were most likely to switch materials or place of purchase to get the new bucket
- West and Midwest consumers and those 60+ years old were least likely to switch materials or place of purchase to get the new bucket



Appendix A



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Survey Data Tabulations



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	Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5-Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
Total Respondents	100.0%	79.4%	20.6%	34.4%	38.7%	48.3%
Total Consumers	100.0%	100.0%	0.0%	29.0%	34.4%	54.1%
Total Professionals	100.0%	0.0%	100.0%	55.4%	55.4%	25.7%
Plan to buy 5-gallon bucket	100.0%	66.9%	33.1%	100.0%	62.1%	0.0%
Plan to buy materials in 5-gallon bucket	100.0%	70.5%	29.5%	55.3%	100.0%	0.0%
Do not plan to buy bucket or materials	100.0%	89.0%	11.0%	0.0%	0.0%	100.0%
Consumers: Census Region - Midwest	100.0%	100.0%	n/a	20.2%	29.3%	62.6%
Consumers: Census Region - Northeast	100.0%	100.0%	n/a	36.1%	36.1%	44.4%
Consumers: Census Region - South	100.0%	100.0%	n/a	27.8%	33.1%	57.1%
Consumers: Census Region - West	100.0%	100.0%	n/a	34.9%	40.7%	47.7%
Consumers: Age 18-29	100.0%	100.0%	n/a	22.4%	24.5%	63.3%
Consumers: Age 30-39	100.0%	100.0%	n/a	38.3%	35.0%	48.3%
Consumers: Age 40-59	100.0%	100.0%	n/a	28.0%	41.3%	50.3%
Consumers: Age 60+	100.0%	100.0%	n/a	20.5%	26.9%	64.1%

*Employed in construction or building maintenance/upkeep

Q1

PLEASE INDICATE YOUR GENDER.

	(n)	491	390	101	189	190	237
Percent							
Male		47.7%	41.0%	73.3%	56.2%	54.7%	40.5%
Female		52.3%	59.0%	26.7%	43.8%	45.3%	59.5%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
Q2							
INTO WHICH OF THE FOLLOWING CATEGORIES DOES YOUR AGE FALL?							
	(n)	491	390	101	188	190	217
Percent							
Under 18		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18-21		5.3%	5.4%	5.0%	4.7%	3.2%	5.9%
21-24		6.9%	7.2%	5.9%	5.9%	5.3%	8.0%
25-29		14.9%	14.1%	17.8%	18.9%	14.7%	14.3%
30-34		16.9%	16.7%	17.8%	21.3%	17.9%	13.9%
35-39		13.6%	13.1%	15.8%	13.0%	14.7%	13.5%
40-44		7.7%	6.9%	10.9%	13.0%	11.6%	4.6%
45-49		10.0%	10.3%	8.9%	7.1%	11.6%	10.5%
50-54		6.5%	6.4%	6.9%	5.3%	6.8%	6.8%
55-59		8.1%	8.2%	7.9%	4.7%	5.8%	10.1%
60-64		4.7%	5.6%	1.0%	2.4%	4.7%	5.9%
65-69		3.7%	4.1%	2.0%	2.4%	3.2%	4.2%
70-74		1.6%	2.1%	0.0%	1.2%	0.5%	2.1%
75 or older		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q3							
IN WHICH STATE DO YOU CURRENTLY RESIDE?							
	(n)	491	390	101	188	190	217
Percent (Coded to Census Region)							
Midwest		23.8%	25.4%	17.8%	14.2%	20.0%	29.5%
Northeast		20.0%	18.5%	25.7%	24.9%	18.4%	16.9%
South		34.6%	34.1%	36.6%	36.7%	36.8%	34.2%
West		21.6%	22.1%	19.8%	24.3%	24.7%	19.4%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q4							
DO YOU OR ANOTHER MEMBER OF YOUR HOUSEHOLD OWN YOUR HOME?							
	(n)	491	390	101	188	190	217
Percent							
Yes		85.7%	84.6%	90.1%	89.3%	88.9%	82.3%
No		14.3%	15.4%	9.9%	10.7%	11.1%	17.7%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
Q5							
IN WHICH OF THE FOLLOWING INDUSTRIES DO YOU WORK?							
Percent	(n)	491	390	101	188	190	217
Building management, maintenance, or upkeep		7.3%	0.0%	35.6%	13.0%	8.9%	4.2%
Agriculture		1.4%	1.8%	0.0%	1.2%	1.1%	1.7%
Construction or design		14.5%	1.5%	64.4%	20.7%	21.1%	8.9%
Banking or finance		4.9%	6.2%	0.0%	5.9%	4.2%	5.1%
Product manufacturing		3.9%	4.9%	0.0%	2.4%	3.2%	4.2%
Any other industry		41.3%	52.1%	0.0%	39.6%	38.9%	43.0%
I am retired, attend school full-time, or do not work outside the home		26.7%	33.6%	0.0%	17.2%	22.6%	32.9%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q6							
WHICH OF THE FOLLOWING BEST DESCRIBE YOUR EMPLOYER'S PRIMARY BUSINESS?							
Percent	(n)	n/a	n/a	48	n/a	n/a	n/a
Carpentry*		n/a	n/a	0.0%	n/a	n/a	n/a
New home builder or general contractor		n/a	n/a	26.2%	n/a	n/a	n/a
Roofing contractor		n/a	n/a	9.2%	n/a	n/a	n/a
Home remodeler or home improvement specialist		n/a	n/a	16.9%	n/a	n/a	n/a
Commercial building general contractor		n/a	n/a	13.8%	n/a	n/a	n/a
Painting contractor		n/a	n/a	18.5%	n/a	n/a	n/a
Drywall contractor		n/a	n/a	1.5%	n/a	n/a	n/a
HVAC, plumbing or electrical*		n/a	n/a	0.0%	n/a	n/a	n/a
Concrete or masonry		n/a	n/a	9.2%	n/a	n/a	n/a
Paving		n/a	n/a	1.5%	n/a	n/a	n/a
Architectural, engineering, or design*		n/a	n/a	0.0%	n/a	n/a	n/a
Landscaping		n/a	n/a	3.1%	n/a	n/a	n/a
Another business*		n/a	n/a	0.0%	n/a	n/a	n/a
TOTAL		n/a	n/a	100.0%	n/a	n/a	n/a

*Not considered a bucket-intensive occupation



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
Q7b							
HOW MUCH RESPONSIBILITY WOULD YOU SAY YOU HAVE WHEN IT COMES TO CHOOSING PRODUCTS, MATERIALS, TOOLS, AND EQUIPMENT FOR MAINTENANCE, IMPROVEMENTS AND REPAIRS OF HOMES OR BUILDINGS AT YOUR WORKPLACE?	(n)	n/a	n/a	101	n/a	n/a	n/a
Percent							
I am primarily responsible		n/a	n/a	80.2%	n/a	n/a	n/a
I share responsibility with a coworker		n/a	n/a	19.8%	n/a	n/a	n/a
Someone else is primarily responsible		n/a	n/a	0.0%	n/a	n/a	n/a
TOTAL		n/a	n/a	100.0%	n/a	n/a	n/a
Q7a							
HOW MUCH RESPONSIBILITY WOULD YOU SAY YOU HAVE WHEN IT COMES TO CHOOSING PRODUCTS, MATERIALS, TOOLS, AND EQUIPMENT FOR MAINTENANCE, IMPROVEMENTS AND REPAIRS FOR YOUR HOME, LAWN OR GARDEN?	(n)	390	390	n/a	113	114	111
Percent							
I am primarily responsible		71.8%	71.8%	n/a	77.0%	73.9%	69.2%
I share responsibility with someone else		28.2%	28.2%	n/a	23.0%	26.1%	30.8%
Someone else is primarily responsible		0.0%	0.0%	n/a	0.0%	0.0%	0.0%
TOTAL		100.0%	100.0%	n/a	100.0%	100.0%	100.0%
Q8							
CHECK ALL THE FOLLOWING THAT YOU AGREE WITH.	(n)	491	390	101	169	190	117
Percent							
I own a five-gallon bucket		84.5%	84.6%	84.2%	69.2%	77.9%	100.0%
I am likely to purchase a five gallon bucket in the next two years FOR PERSONAL USE		30.5%	27.2%	43.6%	88.8%	48.9%	0.0%
I am likely to purchase materials (paint, drywall, etc.) packaged in five gallon buckets in the coming two years FOR PERSONAL USE		34.4%	31.8%	44.6%	58.0%	88.9%	0.0%
I am likely to purchase a five gallon bucket in the next two years FOR MY WORK		11.8%	5.4%	36.6%	34.3%	23.7%	0.0%
I am likely to purchase materials (paint, drywall, etc.) packaged in five gallon buckets in the coming year FOR MY WORK		13.8%	6.7%	41.6%	25.4%	35.8%	0.0%
None of the above		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
Q9							
IF YOU WERE TO PURCHASE A 5-GALLON BUCKET OR MATERIALS CONTAINED IN A 5-GALLON BUCKET, WHERE WOULD YOU MOST LIKELY GO TO BUY THEM? BUCKET ONLY	(n)	491	390	101	169	290	237
Percent							
Discount store (Walmart, Kmart, etc.)		29.5%	32.3%	18.8%	24.9%	23.7%	33.8%
Grocery store		4.5%	4.4%	5.0%	6.5%	5.3%	3.0%
Home Improvement Warehouse (Home Depot, Lowes, Menards)		45.6%	43.1%	55.4%	50.3%	50.0%	42.2%
Hardware store		11.4%	11.8%	9.9%	9.5%	12.6%	11.0%
Paint store		4.9%	4.6%	5.9%	6.5%	6.8%	4.2%
Lumber dealer		1.2%	1.0%	2.0%	0.0%	0.0%	2.5%
Specialty store		0.8%	0.8%	1.0%	1.2%	0.5%	0.8%
Another type of store		2.0%	2.1%	2.0%	1.2%	1.1%	2.5%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
IF YOU WERE TO PURCHASE A 5-GALLON BUCKET OR MATERIALS CONTAINED IN A 5-GALLON BUCKET, WHERE WOULD YOU MOST LIKELY GO TO BUY THEM? MATERIALS IN A 5 GALLON BUCKET	(n)	491	390	101	169	290	237
Percent							
Discount store (Walmart, Kmart, etc.)		12.4%	13.6%	7.9%	8.9%	4.2%	17.7%
Grocery store		3.9%	3.3%	5.9%	4.7%	3.7%	3.0%
Home Improvement Warehouse (Home Depot, Lowes, Menards)		56.8%	56.9%	56.4%	59.2%	65.8%	52.3%
Hardware store		10.8%	11.5%	7.9%	10.1%	7.9%	12.7%
Paint store		8.8%	7.7%	12.9%	11.2%	12.6%	5.1%
Lumber dealer		2.2%	2.1%	3.0%	3.0%	2.1%	2.1%
Specialty store		2.6%	2.3%	4.0%	3.0%	2.6%	3.0%
Another type of store		2.4%	2.6%	2.0%	0.0%	1.1%	4.2%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q10a							
OVERALL, HOW WOULD YOU RATE THE NEW BUCKET COMPARED TO THE STANDARD BUCKET?	(n)	491	390	101	169	290	237
Percent							
1 - Much worse		3.5%	3.6%	3.0%	3.0%	2.1%	4.2%
2 - Somewhat worse		5.1%	4.4%	7.9%	3.0%	4.2%	6.3%
3 - About the same		11.0%	10.8%	11.9%	8.9%	8.9%	12.2%
4 - Somewhat better		36.5%	38.7%	27.7%	33.1%	37.4%	35.4%
5 - Much better		44.0%	42.6%	49.5%	52.1%	47.4%	41.8%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
Q10b							
NEW BUCKET COMPARES VS. A STANDARD BUCKET							
Safety	(n)	491	390	101	168	190	237
Percent							
Much Worse		4.1%	4.1%	4.0%	3.6%	1.6%	5.5%
Somewhat Worse		6.7%	6.7%	6.9%	4.7%	4.7%	8.4%
About the Same		18.5%	17.7%	21.8%	14.8%	17.9%	18.6%
Somewhat Better		34.4%	35.6%	29.7%	36.1%	38.4%	31.2%
Much Better		36.3%	35.9%	37.6%	40.8%	37.4%	36.3%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NEW BUCKET COMPARES VS. A STANDARD BUCKET							
Stability in transporting	(n)	491	390	101	168	190	237
Percent							
Much Worse		4.1%	3.8%	5.0%	3.6%	2.1%	5.5%
Somewhat Worse		7.5%	7.7%	6.9%	4.1%	7.4%	8.9%
About the Same		23.0%	22.8%	23.8%	15.4%	18.9%	26.2%
Somewhat Better		29.9%	31.5%	23.8%	34.3%	32.6%	24.5%
Much Better		35.4%	34.1%	40.6%	42.6%	38.9%	35.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NEW BUCKET COMPARES VS. A STANDARD BUCKET							
Ability to Pour	(n)	491	390	101	168	190	237
Percent							
Much Worse		1.8%	1.8%	2.0%	1.2%	1.1%	2.5%
Somewhat Worse		5.3%	4.6%	7.9%	5.3%	4.2%	5.5%
About the Same		14.5%	14.9%	12.9%	11.8%	9.5%	17.3%
Somewhat Better		27.1%	28.7%	20.8%	28.4%	30.0%	24.1%
Much Better		51.3%	50.0%	56.4%	53.3%	55.3%	50.6%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
Q11a							
A STANDARD 5 GALLON BUCKET TYPICALLY RETAILS FOR APPROXIMATELY \$3.00. THE NEXT TIME YOU ARE IN THE MARKET FOR A 5 GALLON BUCKET, HOW LIKELY WOULD YOU BE TO BUY THIS NEW BUCKET FOR ...?							
\$3.00	(n)	183	144	39	62	61	92
Percent							
Definitely Would Buy		66.7%	63.9%	76.9%	71.0%	77.0%	64.1%
Probably Would Buy		19.7%	21.5%	12.8%	19.4%	16.4%	19.6%
Might or Might Not Buy		8.7%	9.0%	7.7%	6.5%	3.3%	10.9%
Probably Would Not Buy		3.8%	4.2%	2.6%	3.2%	3.3%	3.3%
Definitely Would Not Buy		1.1%	1.4%	0.0%	0.0%	0.0%	2.2%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$4.00	(n)	185	141	44	72	77	85
Percent							
Definitely Would Buy		44.9%	44.0%	47.7%	48.6%	48.1%	42.4%
Probably Would Buy		27.0%	26.2%	29.5%	31.9%	32.5%	22.4%
Might or Might Not Buy		16.8%	17.0%	15.9%	12.5%	14.3%	17.6%
Probably Would Not Buy		7.0%	7.8%	4.5%	5.6%	2.6%	10.6%
Definitely Would Not Buy		4.3%	5.0%	2.3%	1.4%	2.6%	7.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$5.00	(n)	182	146	36	61	71	85
Percent							
Definitely Would Buy		38.5%	37.0%	44.4%	47.5%	46.5%	31.8%
Probably Would Buy		29.7%	27.4%	38.9%	32.8%	29.6%	28.2%
Might or Might Not Buy		19.2%	21.9%	8.3%	16.4%	15.5%	22.4%
Probably Would Not Buy		8.8%	8.9%	8.3%	3.3%	8.5%	9.4%
Definitely Would Not Buy		3.8%	4.8%	0.0%	0.0%	0.0%	8.2%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$6.00	(n)	185	147	38	60	73	87
Percent							
Definitely Would Buy		30.8%	27.9%	42.1%	41.7%	42.5%	19.5%
Probably Would Buy		26.5%	26.5%	26.3%	25.0%	21.9%	31.0%
Might or Might Not Buy		18.4%	21.1%	7.9%	18.3%	17.8%	19.5%
Probably Would Not Buy		14.1%	13.6%	15.8%	8.3%	13.7%	14.9%
Definitely Would Not Buy		10.3%	10.9%	7.9%	6.7%	4.1%	14.9%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
\$7.00	(n)	184	147	37	70	76	84
Percent							
Definitely Would Buy		26.1%	23.8%	35.1%	32.9%	25.0%	23.8%
Probably Would Buy		26.1%	24.5%	32.4%	31.4%	30.3%	20.2%
Might or Might Not Buy		23.4%	23.8%	21.6%	25.7%	27.6%	22.6%
Probably Would Not Buy		16.3%	19.7%	2.7%	7.1%	13.2%	20.2%
Definitely Would Not Buy		8.2%	8.2%	8.1%	2.9%	3.9%	13.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$8.00	(n)	183	142	41	50	63	109
Percent							
Definitely Would Buy		18.0%	14.8%	29.3%	28.0%	25.4%	11.7%
Probably Would Buy		21.3%	19.7%	26.8%	26.0%	19.0%	21.4%
Might or Might Not Buy		24.0%	25.4%	19.5%	24.0%	27.0%	22.3%
Probably Would Not Buy		20.8%	22.5%	14.6%	14.0%	17.5%	25.2%
Definitely Would Not Buy		15.8%	17.6%	9.8%	8.0%	11.1%	19.4%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$9.00	(n)	186	154	32	60	73	86
Percent							
Definitely Would Buy		17.7%	17.5%	18.8%	20.0%	20.5%	15.3%
Probably Would Buy		19.9%	16.9%	34.4%	35.0%	23.3%	15.3%
Might or Might Not Buy		27.4%	29.9%	15.6%	26.7%	30.1%	26.5%
Probably Would Not Buy		18.8%	19.5%	15.6%	16.7%	19.2%	18.4%
Definitely Would Not Buy		16.1%	16.2%	15.6%	1.7%	6.8%	24.5%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$10.00	(n)	183	149	36	72	76	77
Percent							
Definitely Would Buy		15.1%	13.4%	22.2%	19.4%	15.8%	11.7%
Probably Would Buy		18.9%	19.5%	16.7%	22.2%	13.2%	20.8%
Might or Might Not Buy		22.7%	21.5%	27.8%	23.6%	26.3%	20.8%
Probably Would Not Buy		20.0%	21.5%	13.9%	18.1%	26.3%	18.2%
Definitely Would Not Buy		23.2%	24.2%	19.4%	16.7%	18.4%	28.6%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
Q11b1							
IF YOU WERE PURCHASING MATERIALS THAT COME IN A STANDARD 5 GALLON BUCKET FOR A COST OF \$100, HOW LIKELY WOULD YOU BE TO BUY THOSE SAME MATERIALS IN THIS NEW BUCKET FOR ...?							
\$101							
Percent	(n)	386	345	41	61	66	99
Definitely Would Buy		40.3%	38.6%	46.3%	49.2%	39.4%	38.4%
Probably Would Buy		21.5%	22.8%	17.1%	19.7%	22.7%	21.2%
Might or Might Not Buy		16.7%	16.6%	17.1%	11.5%	19.7%	16.2%
Probably Would Not Buy		7.0%	5.5%	12.2%	8.2%	4.5%	6.1%
Definitely Would Not Buy		14.5%	16.6%	7.3%	11.5%	13.6%	18.2%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$102							
Percent	(n)	384	340	44	65	69	90
Definitely Would Buy		30.4%	27.9%	38.6%	43.1%	43.5%	20.0%
Probably Would Buy		29.3%	30.7%	25.0%	29.2%	21.7%	32.2%
Might or Might Not Buy		17.4%	16.4%	20.5%	13.8%	21.7%	15.6%
Probably Would Not Buy		9.8%	9.3%	11.4%	10.8%	10.1%	8.9%
Definitely Would Not Buy		13.0%	15.7%	4.5%	3.1%	2.9%	23.3%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$103							
Percent	(n)	388	351	35	68	68	94
Definitely Would Buy		30.1%	25.8%	48.6%	39.7%	42.6%	24.5%
Probably Would Buy		21.0%	21.9%	17.1%	22.1%	20.6%	19.1%
Might or Might Not Buy		22.6%	23.2%	20.0%	17.6%	20.6%	23.4%
Probably Would Not Buy		9.1%	9.3%	8.6%	7.4%	11.8%	8.5%
Definitely Would Not Buy		17.2%	19.9%	5.7%	13.2%	4.4%	24.5%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$104							
Percent	(n)	387	352	30	67	72	94
Definitely Would Buy		23.0%	24.2%	16.7%	28.6%	28.8%	19.0%
Probably Would Buy		32.2%	32.7%	30.0%	39.7%	34.2%	27.4%
Might or Might Not Buy		16.9%	17.6%	13.3%	9.5%	16.4%	19.0%
Probably Would Not Buy		15.3%	13.7%	23.3%	14.3%	11.0%	17.9%
Definitely Would Not Buy		12.6%	11.8%	16.7%	7.9%	9.6%	16.7%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
\$105	(n)	184	150	34	59	71	88
Percent							
Definitely Would Buy		23.9%	22.7%	29.4%	32.2%	35.2%	15.9%
Probably Would Buy		22.3%	24.7%	11.8%	20.3%	18.3%	25.0%
Might or Might Not Buy		23.4%	24.0%	20.6%	20.3%	19.7%	27.3%
Probably Would Not Buy		12.5%	30.7%	20.6%	11.9%	11.3%	13.6%
Definitely Would Not Buy		17.9%	18.0%	17.6%	15.3%	15.5%	18.2%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$107	(n)	180	141	39	65	69	85
Percent							
Definitely Would Buy		20.0%	19.1%	23.1%	29.2%	27.5%	14.1%
Probably Would Buy		20.6%	21.3%	17.9%	24.6%	14.5%	20.0%
Might or Might Not Buy		21.7%	22.0%	20.5%	20.0%	27.5%	21.2%
Probably Would Not Buy		20.0%	19.9%	20.5%	15.4%	13.0%	23.5%
Definitely Would Not Buy		17.8%	17.7%	17.9%	10.8%	17.4%	21.2%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$110	(n)	185	152	33	68	80	80
Percent							
Definitely Would Buy		11.4%	9.9%	18.2%	14.7%	13.8%	7.5%
Probably Would Buy		20.0%	21.7%	12.1%	19.1%	25.0%	17.5%
Might or Might Not Buy		27.6%	26.3%	33.3%	35.3%	27.5%	26.3%
Probably Would Not Buy		22.2%	23.7%	15.2%	22.1%	21.3%	22.5%
Definitely Would Not Buy		18.9%	18.4%	21.2%	8.8%	12.5%	26.3%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$115	(n)	185	158	47	58	74	91
Percent							
Definitely Would Buy		12.4%	8.7%	23.4%	20.7%	16.2%	7.7%
Probably Would Buy		17.3%	15.9%	21.3%	29.3%	21.6%	13.2%
Might or Might Not Buy		22.7%	22.5%	23.4%	20.7%	23.0%	20.9%
Probably Would Not Buy		23.2%	25.4%	17.0%	15.5%	18.9%	29.7%
Definitely Would Not Buy		24.3%	27.5%	14.9%	13.8%	20.3%	28.6%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Total Respondents (n = 491)	Total Consumers (n = 390)	Total Professionals* (n = 101)	Plan to Buy a 5- Gallon Bucket Within 2 Years	Plan to Buy Materials in a 5-Gallon Bucket Within 2 years	Do Not Plan to Buy a 5-Gallon Bucket or Materials Within 2 Years
Q12							
IF YOU LEARNED THE NEW 5-GALLON BUCKET WAS AVAILABLE IN A STORE WHERE YOU TYPICALLY DO NOT SHOP, HOW LIKELY WOULD YOU BE TO SHOP AT THIS STORE TO GET THE NEW BUCKET?	(n)	491	390	101	188	290	237
Percent							
Extremely Likely		31.4%	29.7%	37.6%	39.6%	36.8%	26.6%
Very Likely		34.0%	33.1%	37.6%	34.9%	33.7%	34.2%
Somewhat Likely		25.9%	27.7%	18.8%	20.1%	23.7%	28.3%
Not at all Likely		8.8%	9.5%	5.9%	5.3%	5.8%	11.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q13							
HOW LIKELY WOULD YOU BE CHOOSE THE MATERIALS IN THE NEW BUCKET OVER THE MATERIALS IN THE STANDARD BUCKET?	(n)	491	390	101	188	290	237
Percent							
Extremely Likely		36.7%	35.1%	42.6%	42.0%	44.2%	33.3%
Very Likely		37.1%	36.7%	38.6%	42.0%	34.2%	34.6%
Somewhat Likely		21.4%	23.1%	14.9%	13.6%	18.9%	25.3%
Not at all Likely		4.9%	5.1%	4.0%	2.4%	2.6%	6.8%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



	Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
Total Respondents	20.2%	14.7%	27.1%	17.5%	10.0%	24.4%	29.1%	15.9%
Total Consumers	25.4%	18.5%	34.1%	22.1%	12.6%	30.8%	36.7%	20.0%
Total Professionals	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plan to buy 5-gallon bucket	11.8%	15.4%	21.9%	17.8%	6.5%	27.2%	23.7%	9.5%
Plan to buy materials in 5-gallon bucket	15.3%	13.7%	23.2%	18.4%	6.3%	22.1%	31.1%	11.1%
Do not plan to buy bucket or materials	26.2%	13.5%	32.1%	17.3%	13.1%	24.5%	30.4%	21.1%
Consumers: Census Region - Midwest	100.0%	0.0%	0.0%	0.0%	8.1%	33.3%	32.3%	26.3%
Consumers: Census Region - Northeast	0.0%	100.0%	0.0%	0.0%	12.5%	34.7%	38.9%	13.9%
Consumers: Census Region - South	0.0%	0.0%	100.0%	0.0%	15.0%	30.1%	35.3%	19.5%
Consumers: Census Region - West	0.0%	0.0%	0.0%	100.0%	14.0%	25.6%	41.9%	18.6%
Consumers: Age 18-29	16.3%	18.4%	40.8%	24.5%	100.0%	0.0%	0.0%	0.0%
Consumers: Age 30-39	27.5%	20.8%	33.3%	18.3%	0.0%	100.0%	0.0%	0.0%
Consumers: Age 40-59	22.4%	19.6%	32.9%	25.2%	0.0%	0.0%	100.0%	0.0%
Consumers: Age 60+	33.3%	12.8%	33.3%	20.5%	0.0%	0.0%	0.0%	100.0%

*Employed in construction or building maintenance/upkeep

Q1

PLEASE INDICATE YOUR GENDER.

	(n)	99	72	133	36	49	129	143	78
Percent									
Male		46.5%	47.2%	30.8%	45.3%	32.7%	45.8%	39.2%	42.3%
Female		53.5%	52.8%	69.2%	54.7%	67.3%	54.2%	60.8%	57.7%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+	
Q2										
INTO WHICH OF THE FOLLOWING CATEGORIES DOES YOUR AGE FALL?		(n)	99	72	133	86	49	129	147	79
Percent										
Under 18			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
18-21			6.1%	2.8%	6.0%	5.8%	42.9%	0.0%	0.0%	0.0%
21-24			2.0%	9.7%	9.0%	8.1%	57.1%	0.0%	0.0%	0.0%
25-29			14.1%	13.9%	13.5%	15.1%	0.0%	45.8%	0.0%	0.0%
30-34			19.2%	20.8%	16.5%	10.5%	0.0%	54.2%	0.0%	0.0%
35-39			13.1%	18.1%	9.0%	15.1%	0.0%	0.0%	35.7%	0.0%
40-44			7.1%	4.2%	9.8%	4.7%	0.0%	0.0%	18.9%	0.0%
45-49			8.1%	9.7%	8.3%	16.3%	0.0%	0.0%	28.0%	0.0%
50-54			4.0%	6.9%	8.3%	5.8%	0.0%	0.0%	17.5%	0.0%
55-59			9.1%	6.9%	8.3%	8.1%	0.0%	0.0%	0.0%	41.0%
60-64			7.1%	1.4%	6.8%	5.8%	0.0%	0.0%	0.0%	28.2%
65-69			5.1%	4.2%	3.8%	3.5%	0.0%	0.0%	0.0%	20.5%
70-74			5.1%	1.4%	0.8%	1.2%	0.0%	0.0%	0.0%	10.3%
75 or older			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q3										
IN WHICH STATE DO YOU CURRENTLY RESIDE?		(n)	99	72	133	86	49	129	147	79
Percent (Coded to Census Region)										
Midwest			100.0%	0.0%	0.0%	0.0%	16.3%	27.5%	22.4%	33.3%
Northeast			0.0%	100.0%	0.0%	0.0%	18.4%	20.8%	19.6%	12.8%
South			0.0%	0.0%	100.0%	0.0%	40.8%	33.3%	32.9%	33.3%
West			0.0%	0.0%	0.0%	100.0%	24.5%	18.3%	25.2%	20.5%
TOTAL			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q4										
DO YOU OR ANOTHER MEMBER OF YOUR HOUSEHOLD OWN YOUR HOME?		(n)	99	72	133	86	49	129	147	79
Percent										
Yes			83.8%	86.1%	83.5%	86.0%	77.6%	80.8%	85.3%	93.6%
No			16.2%	13.9%	16.5%	14.0%	22.4%	19.2%	14.7%	6.4%
TOTAL			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
Q5									
IN WHICH OF THE FOLLOWING INDUSTRIES DO YOU WORK?	(n)	99	72	133	86	48	129	143	78
Percent									
Building management, maintenance, or upkeep		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Agriculture		1.0%	0.0%	3.0%	2.3%	8.2%	0.8%	1.4%	0.0%
Construction or design		1.0%	0.0%	3.0%	1.2%	2.0%	1.7%	2.1%	0.0%
Banking or finance		5.1%	6.9%	4.5%	9.3%	4.1%	10.0%	4.2%	5.1%
Product manufacturing		5.1%	9.7%	2.3%	4.7%	2.0%	5.0%	7.0%	2.6%
Any other industry		56.6%	59.7%	47.4%	47.7%	40.8%	60.0%	58.0%	35.9%
I am retired, attend school full-time, or do not work outside the home		31.3%	23.6%	39.8%	34.9%	42.9%	22.5%	27.3%	56.4%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q6									
WHICH OF THE FOLLOWING BEST DESCRIBE YOUR EMPLOYER'S PRIMARY BUSINESS?	(n)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Percent									
Carpentry*		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
New home builder or general contractor		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Roofing contractor		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Home remodeler or home improvement specialist		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Commercial building general contractor		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Painting contractor		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Drywall contractor		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
HVAC, plumbing or electrical*		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Concrete or masonry		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Paving		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Architectural, engineering, or design*		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Landscaping		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Another business*		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
TOTAL		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

*Not considered a bucket-intensive occupation



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
Q7b									
HOW MUCH RESPONSIBILITY WOULD YOU SAY YOU HAVE WHEN IT COMES TO CHOOSING PRODUCTS, MATERIALS, TOOLS, AND EQUIPMENT FOR MAINTENANCE, IMPROVEMENTS AND REPAIRS OF HOMES OR BUILDINGS AT YOUR WORKPLACE?	(n)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Percent									
I am primarily responsible		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
I share responsibility with a coworker		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Someone else is primarily responsible		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
TOTAL		n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Q7a									
HOW MUCH RESPONSIBILITY WOULD YOU SAY YOU HAVE WHEN IT COMES TO CHOOSING PRODUCTS, MATERIALS, TOOLS, AND EQUIPMENT FOR MAINTENANCE, IMPROVEMENTS AND REPAIRS FOR YOUR HOME, LAWN OR GARDEN?	(n)	89	72	133	86	49	129	147	79
Percent									
I am primarily responsible		75.8%	83.3%	68.4%	62.8%	75.5%	80.0%	67.8%	64.1%
I share responsibility with someone else		24.2%	16.7%	31.6%	37.2%	24.5%	20.0%	32.2%	35.9%
Someone else is primarily responsible		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q8									
CHECK ALL THE FOLLOWING THAT YOU AGREE WITH.	(n)	89	72	133	86	49	129	147	79
Percent									
I own a five-gallon bucket		89.9%	80.6%	83.5%	83.7%	79.6%	77.5%	86.7%	94.9%
I am likely to purchase a five gallon bucket in the next two years FOR PERSONAL USE		17.2%	34.7%	26.3%	33.7%	22.4%	35.0%	27.3%	17.9%
I am likely to purchase materials (paint, drywall, etc.) packaged in five gallon buckets in the coming two years FOR PERSONAL USE		27.3%	31.9%	31.6%	37.2%	24.5%	31.7%	37.8%	25.6%
I am likely to purchase a five gallon bucket in the next two years FOR MY WORK		8.1%	4.2%	3.0%	7.0%	2.0%	9.2%	2.8%	6.4%
I am likely to purchase materials (paint, drywall, etc.) packaged in five gallon buckets in the coming year FOR MY WORK		4.0%	5.6%	6.0%	11.6%	2.0%	10.0%	6.3%	5.1%
None of the above		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
Q9									
IF YOU WERE TO PURCHASE A 5-GALLON BUCKET OR MATERIALS CONTAINED IN A 5-GALLON BUCKET, WHERE WOULD YOU MOST LIKELY GO TO BUY THEM? BUCKET ONLY									
Percent	(n)	99	72	133	86	49	129	143	78
Discount store (Walmart, Kmart, etc.)		26.3%	36.1%	38.3%	26.7%	42.9%	31.7%	33.6%	24.4%
Grocery store		3.0%	1.4%	6.0%	5.8%	10.2%	6.7%	2.8%	0.0%
Home Improvement Warehouse (Home Depot, Lowes, Menards)		50.5%	40.3%	37.6%	45.3%	32.7%	39.2%	46.9%	48.7%
Hardware store		13.1%	12.5%	9.8%	12.8%	8.2%	10.0%	11.9%	16.7%
Paint store		5.1%	5.6%	3.8%	4.7%	4.1%	7.5%	2.8%	3.8%
Lumber dealer		1.0%	0.0%	1.5%	1.2%	0.0%	1.7%	0.7%	1.3%
Specialty store		0.0%	0.0%	1.5%	1.2%	2.0%	0.8%	0.7%	0.0%
Another type of store		1.0%	4.2%	1.5%	2.3%	0.0%	2.5%	0.7%	5.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
IF YOU WERE TO PURCHASE A 5-GALLON BUCKET OR MATERIALS CONTAINED IN A 5-GALLON BUCKET, WHERE WOULD YOU MOST LIKELY GO TO BUY THEM? MATERIALS IN A 5 GALLON BUCKET									
Percent	(n)	99	72	133	86	49	129	143	78
Discount store (Walmart, Kmart, etc.)		10.1%	13.9%	15.8%	14.0%	26.5%	13.3%	14.7%	3.8%
Grocery store		5.1%	6.9%	2.3%	0.0%	6.1%	3.3%	2.8%	2.6%
Home Improvement Warehouse (Home Depot, Lowes, Menards)		60.6%	50.0%	60.9%	52.3%	44.9%	54.2%	65.0%	53.8%
Hardware store		11.1%	13.9%	9.8%	12.8%	8.2%	12.5%	10.5%	14.1%
Paint store		6.1%	4.2%	7.5%	12.8%	6.1%	10.0%	3.5%	12.8%
Lumber dealer		3.0%	4.2%	1.5%	0.0%	2.0%	2.5%	1.4%	2.6%
Specialty store		2.0%	4.2%	0.8%	3.5%	2.0%	3.3%	0.7%	3.8%
Another type of store		2.0%	2.8%	1.5%	4.7%	4.1%	0.8%	1.4%	6.4%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q10a									
OVERALL, HOW WOULD YOU RATE THE NEW BUCKET COMPARED TO THE STANDARD BUCKET?									
Percent	(n)	99	72	133	86	49	129	143	78
1 - Much worse		4.0%	4.2%	4.5%	1.2%	4.1%	0.0%	2.8%	10.3%
2 - Somewhat worse		7.1%	1.4%	2.3%	7.0%	2.0%	3.3%	4.9%	6.4%
3 - About the same		8.1%	13.9%	11.3%	10.5%	12.2%	10.8%	10.5%	10.3%
4 - Somewhat better		39.4%	37.5%	36.8%	41.9%	44.9%	35.8%	43.4%	30.8%
5 - Much better		41.4%	43.1%	45.1%	39.5%	36.7%	50.0%	38.5%	42.3%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
Q10b									
NEW BUCKET COMPARES VS. A STANDARD BUCKET	(n)	99	72	133	86	49	129	143	78
Safety									
Percent									
Much Worse		2.0%	5.6%	5.3%	3.5%	4.1%	2.5%	4.2%	6.4%
Somewhat Worse		9.1%	2.8%	4.5%	10.5%	8.2%	6.7%	6.3%	6.4%
About the Same		15.2%	27.8%	17.3%	12.8%	26.5%	14.2%	18.9%	15.4%
Somewhat Better		40.4%	33.3%	33.8%	34.9%	30.6%	40.0%	34.3%	34.6%
Much Better		33.3%	30.6%	39.1%	38.4%	30.6%	36.7%	36.4%	37.2%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NEW BUCKET COMPARES VS. A STANDARD BUCKET	(n)	99	72	133	86	49	129	143	78
Stability in transporting									
Percent									
Much Worse		3.0%	5.6%	3.8%	3.5%	4.1%	3.3%	2.8%	6.4%
Somewhat Worse		6.1%	2.8%	9.0%	11.6%	2.0%	5.0%	11.9%	7.7%
About the Same		23.2%	20.8%	20.3%	27.9%	22.4%	20.0%	24.5%	24.4%
Somewhat Better		34.3%	38.9%	30.1%	24.4%	38.8%	30.8%	32.2%	26.9%
Much Better		33.3%	31.9%	36.8%	32.6%	32.7%	40.8%	28.7%	34.6%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
NEW BUCKET COMPARES VS. A STANDARD BUCKET	(n)	99	72	133	86	49	129	143	78
Ability to Pour									
Percent									
Much Worse		1.0%	4.2%	2.3%	0.0%	0.0%	1.7%	2.1%	2.6%
Somewhat Worse		4.0%	2.8%	3.8%	8.1%	8.2%	3.3%	4.9%	3.8%
About the Same		11.1%	18.1%	15.8%	15.1%	32.7%	13.3%	10.5%	14.1%
Somewhat Better		35.4%	29.2%	28.6%	20.9%	24.5%	33.3%	28.7%	24.4%
Much Better		48.5%	45.8%	49.6%	55.8%	34.7%	48.3%	53.8%	55.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
Q11a									
A STANDARD 5 GALLON BUCKET TYPICALLY RETAILS FOR APPROXIMATELY \$3.00. THE NEXT TIME YOU ARE IN THE MARKET FOR A 5 GALLON BUCKET, HOW LIKELY WOULD YOU BE TO BUY THIS NEW BUCKET FOR ...?	(n)	41	29	49	25	17	48	41	25
\$3.00									
Percent									
Definitely Would Buy		68.3%	51.7%	73.5%	52.0%	76.5%	67.3%	62.8%	54.3%
Probably Would Buy		17.1%	27.6%	18.4%	28.0%	11.8%	20.4%	25.6%	22.9%
Might or Might Not Buy		7.3%	10.3%	8.2%	12.0%	11.8%	8.2%	4.7%	14.3%
Probably Would Not Buy		7.3%	6.9%	0.0%	4.0%	0.0%	4.1%	4.7%	5.7%
Definitely Would Not Buy		0.0%	3.4%	0.0%	4.0%	0.0%	0.0%	2.3%	2.9%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$4.00	(n)	31	28	46	34	14	41	51	31
Percent									
Definitely Would Buy		32.3%	42.9%	58.3%	35.3%	50.0%	58.1%	39.6%	29.0%
Probably Would Buy		19.4%	25.0%	27.1%	32.4%	21.4%	27.9%	28.3%	22.6%
Might or Might Not Buy		32.3%	17.9%	12.5%	8.8%	14.3%	4.7%	22.6%	25.8%
Probably Would Not Buy		12.9%	7.1%	0.0%	14.7%	7.1%	7.0%	3.8%	16.1%
Definitely Would Not Buy		3.2%	7.1%	2.1%	8.8%	7.1%	2.3%	5.7%	6.5%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$5.00	(n)	31	27	57	31	23	44	56	23
Percent									
Definitely Would Buy		29.0%	37.0%	42.1%	35.5%	30.4%	52.3%	32.1%	26.1%
Probably Would Buy		35.5%	25.9%	24.6%	25.8%	34.8%	27.3%	26.8%	21.7%
Might or Might Not Buy		16.1%	33.3%	19.3%	22.6%	26.1%	15.9%	25.0%	21.7%
Probably Would Not Buy		16.1%	3.7%	8.8%	6.5%	0.0%	4.5%	14.3%	13.0%
Definitely Would Not Buy		3.2%	0.0%	5.3%	9.7%	8.7%	0.0%	1.8%	17.4%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$6.00	(n)	34	24	52	37	18	40	56	23
Percent									
Definitely Would Buy		26.5%	45.8%	26.9%	18.9%	27.8%	32.5%	33.9%	12.1%
Probably Would Buy		17.6%	20.8%	25.0%	40.5%	33.3%	42.5%	14.3%	24.2%
Might or Might Not Buy		20.6%	12.5%	26.9%	18.9%	16.7%	5.0%	25.0%	36.4%
Probably Would Not Buy		14.7%	12.5%	15.4%	10.8%	16.7%	10.0%	14.3%	15.2%
Definitely Would Not Buy		20.6%	8.3%	5.8%	10.8%	5.6%	10.0%	12.5%	12.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
\$7.00	(n)	40	25	51	29	18	40	55	31
Percent									
Definitely Would Buy		11.9%	32.0%	29.4%	24.1%	11.1%	39.5%	21.8%	12.9%
Probably Would Buy		35.7%	24.0%	25.5%	6.9%	33.3%	27.9%	20.0%	22.6%
Might or Might Not Buy		16.7%	24.0%	21.6%	37.9%	38.9%	14.0%	21.8%	32.3%
Probably Would Not Buy		28.6%	20.0%	13.7%	17.2%	11.1%	11.6%	23.6%	29.0%
Definitely Would Not Buy		7.1%	0.0%	9.8%	13.8%	5.6%	7.0%	12.7%	3.2%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$8.00	(n)	40	27	41	34	19	44	50	29
Percent									
Definitely Would Buy		15.0%	11.1%	14.6%	17.6%	10.5%	20.5%	18.0%	3.4%
Probably Would Buy		17.5%	25.9%	22.0%	14.7%	5.3%	31.8%	12.0%	24.1%
Might or Might Not Buy		20.0%	25.9%	29.3%	26.5%	31.6%	22.7%	28.0%	20.7%
Probably Would Not Buy		25.0%	11.1%	24.4%	26.5%	26.3%	15.9%	24.0%	27.6%
Definitely Would Not Buy		22.5%	25.9%	9.8%	14.7%	26.3%	9.1%	18.0%	24.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$9.00	(n)	40	28	52	34	18	48	60	29
Percent									
Definitely Would Buy		20.0%	25.0%	15.4%	11.8%	22.2%	25.0%	15.0%	7.1%
Probably Would Buy		20.0%	14.3%	17.3%	14.7%	16.7%	16.7%	15.0%	21.4%
Might or Might Not Buy		30.0%	32.1%	26.9%	32.4%	16.7%	33.3%	31.7%	28.6%
Probably Would Not Buy		20.0%	17.9%	17.3%	23.5%	11.1%	18.8%	25.0%	14.3%
Definitely Would Not Buy		10.0%	10.7%	23.1%	17.6%	33.3%	6.3%	13.3%	28.6%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$10.00	(n)	38	28	49	34	20	49	56	24
Percent									
Definitely Would Buy		13.2%	10.7%	12.2%	17.6%	10.0%	22.4%	10.7%	4.2%
Probably Would Buy		21.1%	25.0%	16.3%	17.6%	15.0%	24.5%	19.6%	12.5%
Might or Might Not Buy		28.9%	10.7%	20.4%	23.5%	30.0%	18.4%	21.4%	20.8%
Probably Would Not Buy		10.5%	32.1%	28.6%	14.7%	20.0%	18.4%	28.6%	12.5%
Definitely Would Not Buy		26.3%	21.4%	22.4%	26.5%	25.0%	16.3%	19.6%	50.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
Q11b1									
IF YOU WERE PURCHASING MATERIALS THAT COME IN A STANDARD 5 GALLON BUCKET FOR A COST OF \$100, HOW LIKELY WOULD YOU BE TO BUY THOSE SAME MATERIALS IN THIS NEW BUCKET FOR ...?	(n)	34	26	58	27	23	43	57	22
\$101									
Percent									
Definitely Would Buy		35.3%	46.2%	32.8%	48.1%	26.1%	46.5%	38.6%	36.4%
Probably Would Buy		17.6%	19.2%	27.6%	22.2%	34.8%	14.0%	22.8%	27.3%
Might or Might Not Buy		17.6%	11.5%	15.5%	22.2%	8.7%	11.6%	21.1%	22.7%
Probably Would Not Buy		5.9%	7.7%	3.4%	7.4%	0.0%	7.0%	5.3%	9.1%
Definitely Would Not Buy		23.5%	15.4%	20.7%	0.0%	30.4%	20.9%	12.3%	4.5%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$102	(n)	37	20	55	31	14	43	51	37
Percent									
Definitely Would Buy		37.5%	25.0%	27.3%	21.2%	7.1%	34.9%	31.4%	21.9%
Probably Would Buy		28.1%	25.0%	38.2%	24.2%	50.0%	32.6%	23.5%	31.3%
Might or Might Not Buy		9.4%	20.0%	10.9%	30.3%	14.3%	4.7%	27.5%	15.6%
Probably Would Not Buy		15.6%	15.0%	7.3%	3.0%	7.1%	9.3%	5.9%	15.6%
Definitely Would Not Buy		9.4%	15.0%	16.4%	21.2%	21.4%	18.6%	11.8%	15.6%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$103	(n)	40	29	46	36	22	41	55	35
Percent									
Definitely Would Buy		25.0%	27.6%	21.7%	30.6%	15.0%	29.3%	30.9%	20.0%
Probably Would Buy		22.5%	24.1%	26.1%	13.9%	30.0%	19.5%	21.8%	20.0%
Might or Might Not Buy		17.5%	17.2%	23.9%	33.3%	5.0%	24.4%	21.8%	34.3%
Probably Would Not Buy		12.5%	3.4%	8.7%	11.1%	25.0%	9.8%	3.6%	8.6%
Definitely Would Not Buy		22.5%	27.6%	19.6%	11.1%	25.0%	17.1%	21.8%	17.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$104	(n)	41	37	45	36	19	45	55	34
Percent									
Definitely Would Buy		24.4%	33.3%	24.4%	14.7%	31.6%	31.1%	27.3%	5.9%
Probably Would Buy		22.0%	33.3%	40.0%	35.3%	36.8%	31.1%	32.7%	32.4%
Might or Might Not Buy		24.4%	3.0%	22.2%	17.6%	10.5%	8.9%	21.8%	26.5%
Probably Would Not Buy		14.6%	15.2%	8.9%	17.6%	10.5%	20.0%	9.1%	14.7%
Definitely Would Not Buy		14.6%	15.2%	4.4%	14.7%	10.5%	8.9%	9.1%	20.6%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
\$105	(n)	34	25	51	40	23	41	56	30
Percent									
Definitely Would Buy		32.4%	24.0%	15.7%	22.5%	17.4%	29.3%	28.6%	6.7%
Probably Would Buy		26.5%	20.0%	27.5%	22.5%	30.4%	26.8%	23.2%	20.0%
Might or Might Not Buy		17.6%	20.0%	27.5%	27.5%	13.0%	22.0%	23.2%	36.7%
Probably Would Not Buy		11.8%	12.0%	9.8%	10.0%	13.0%	12.2%	8.9%	10.0%
Definitely Would Not Buy		11.8%	24.0%	19.6%	17.5%	26.1%	9.8%	16.1%	26.7%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$107	(n)	31	28	53	29	18	50	49	26
Percent									
Definitely Would Buy		22.6%	10.7%	26.4%	10.3%	12.5%	18.0%	26.5%	11.5%
Probably Would Buy		22.6%	21.4%	18.9%	24.1%	12.5%	34.0%	18.4%	7.7%
Might or Might Not Buy		16.1%	14.3%	28.3%	24.1%	6.3%	16.0%	26.5%	34.6%
Probably Would Not Buy		9.7%	32.1%	13.2%	31.0%	43.8%	16.0%	14.3%	23.1%
Definitely Would Not Buy		29.0%	21.4%	13.2%	10.3%	25.0%	16.0%	14.3%	23.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$110	(n)	40	26	50	36	19	55	46	30
Percent									
Definitely Would Buy		12.5%	15.4%	30.0%	2.8%	15.8%	9.1%	14.6%	0.0%
Probably Would Buy		25.0%	15.4%	22.0%	22.2%	15.8%	32.7%	14.6%	16.7%
Might or Might Not Buy		20.0%	26.9%	24.0%	36.1%	21.1%	23.6%	31.3%	26.7%
Probably Would Not Buy		15.0%	19.2%	30.0%	27.8%	26.3%	21.8%	22.9%	26.7%
Definitely Would Not Buy		27.5%	23.1%	14.0%	11.1%	21.1%	12.7%	16.7%	30.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
\$115	(n)	41	29	41	27	17	42	56	25
Percent									
Definitely Would Buy		4.4%	6.9%	17.1%	4.3%	7.7%	14.3%	6.9%	4.0%
Probably Would Buy		15.6%	20.7%	9.8%	21.7%	7.7%	26.2%	15.5%	4.0%
Might or Might Not Buy		24.4%	24.1%	19.5%	21.7%	15.4%	11.9%	27.6%	32.0%
Probably Would Not Buy		33.3%	27.6%	17.1%	21.7%	30.8%	21.4%	24.1%	32.0%
Definitely Would Not Buy		22.2%	20.7%	36.6%	30.4%	38.5%	26.2%	25.9%	28.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Consumers: Midwest	Consumers: Northeast	Consumers: South	Consumers: West	Consumers: Age 18-29	Consumers: Age 30-39	Consumers: Age 40-59	Consumers: Age 60+
Q12									
IF YOU LEARNED THE NEW 5-GALLON BUCKET WAS AVAILABLE IN A STORE WHERE YOU TYPICALLY DO NOT SHOP, HOW LIKELY WOULD YOU BE TO SHOP AT THIS STORE TO GET THE NEW BUCKET?	(n)	99	72	133	86	49	129	143	78
Percent									
Extremely Likely		23.2%	31.9%	34.6%	27.9%	36.7%	38.3%	27.3%	16.7%
Very Likely		34.3%	33.3%	36.1%	26.7%	32.7%	36.7%	33.6%	26.9%
Somewhat Likely		30.3%	30.6%	22.6%	30.2%	26.5%	22.5%	28.7%	34.6%
Not at all Likely		12.1%	4.2%	6.8%	15.1%	4.1%	2.5%	10.5%	21.8%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q13									
HOW LIKELY WOULD YOU BE CHOOSE THE MATERIALS IN THE NEW BUCKET OVER THE MATERIALS IN THE STANDARD BUCKET?	(n)	99	72	133	86	49	129	143	78
Percent									
Extremely Likely		30.3%	41.7%	39.1%	29.1%	30.6%	36.7%	38.5%	29.5%
Very Likely		38.4%	31.9%	35.3%	40.7%	42.9%	40.8%	31.5%	35.9%
Somewhat Likely		27.3%	20.8%	20.3%	24.4%	24.5%	20.8%	24.5%	23.1%
Not at all Likely		4.0%	5.6%	5.3%	5.8%	2.0%	1.7%	5.6%	11.5%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Appendix B



Home Innovation
RESEARCH LABS

Questionnaire



Home Innovation
RESEARCH LABS

Questionnaire

Q1 Please indicate your gender. (select one)

- ☐ Male
- ☐ Female

Q2 Into which of the following categories does your age fall? (list age categories in 5-year brackets)

Q3 In which state do you currently reside? (SELECT STATE OF RESIDENCE FROM LIST).

Q4 Do you or another member of your household own your home? (select one) Yes or No

Q5 In which of the following industries do you work? (select one)

- ☐ Building management, maintenance, or upkeep
- ☐ Agriculture
- ☐ Construction or design
- ☐ Banking or finance
- ☐ Product manufacturing
- ☐ Any other industry
- ☐ I am retired, attend school full-time, or do not work outside the home

Q6 Which of the following best describe your employer's primary business? (select one)

- ☐ Carpentry
- ☐ New home builder or general contractor
- ☐ Roofing contractor
- ☐ Home remodeler or home improvement specialist
- ☐ Commercial building general contractor
- ☐ Painting contractor
- ☐ Drywall contractor
- ☐ HVAC, plumbing or electrical
- ☐ Concrete or masonry
- ☐ Paving
- ☐ Architectural, engineering, or design
- ☐ Landscaping
- ☐ Another business



Questionnaire

Q7b How much responsibility would you say you have when it comes to choosing products, materials, tools, and equipment for maintenance, improvements and repairs of homes or buildings at YOUR WORKPLACE? (select one)

- ☐ I am primarily responsible
- ☐ I share responsibility with a coworker
- ☐ Someone else is primarily responsible

Q7a How much responsibility would you say you have when it comes to choosing products, materials, tools, and equipment for maintenance, improvements and repairs for YOUR home, lawn or garden?

- ☐ I am primarily responsible (select one)
- ☐ I share responsibility with someone else
- ☐ Someone else is primarily responsible

Q8 Check all the following that you agree with. (select all that apply)

- ☐ I own a five-gallon bucket
- ☐ I am likely to purchase a five gallon bucket in the next two years FOR PERSONAL USE
- ☐ I am likely to purchase materials (paint, drywall, etc.) packaged in five gallon buckets in the coming two years FOR PERSONAL USE
- ☐ I am likely to purchase a five gallon bucket in the next two years FOR MY WORK
- ☐ I am likely to purchase materials (paint, drywall, etc.) packaged in five gallon buckets in the coming year FOR MY WORK
- ☐ None of the above

Q9 If you were to purchase a 5-gallon bucket or materials contained in a 5-gallon bucket, where would you most likely go to buy them? (list rows "5-gallon Bucket," Materials in a 5-Gallon Bucket") (list columns "Discount Store (Walmart, Kmart, etc.)," "Home Improvement Warehouse (Home Depot, Lowes, Menards, etc.)," "Grocery Store," "Hardware Store," "Paint Store," "Lumber Dealer," "Another Kind of Store") (select one per row)



Questionnaire

SHOW GCI BUCKET AND BRIEF DESCRIPTION. SHOW STANDARD WHITE 5-GALLON BUCKET

Q10a Overall, how would you rate the new bucket compared to the standard bucket? (select one)

- ☐ 1 - Much worse
- ☐ 2 - Somewhat worse
- ☐ 3 - About the same
- ☐ 4 - Somewhat better
- ☐ 5 - Much better

Q10b New bucket compares vs. a Standard bucket (list rows "Safety," "Stability in Transporting," "Ability to Pour") (list columns "much worse," "somewhat worse," "about the same," "somewhat better," "much better") (select one per row)

Q11a A standard 5 gallon bucket typically retails for approximately \$3.00. The next time you are in the market for a 5 gallon bucket, how likely would you be to buy this new bucket for ...? Assign cost of \$3.00 - \$10.00 randomly. Repeat question three times. (select one)

- Definitely Would Buy
- Probably Would Buy
- Might or Might Not Buy
- Probably Would Not Buy
- Definitely Would Not Buy

Q11b1 If you were purchasing materials that come in a standard 5 gallon bucket for a cost of \$100, how likely would you be to buy those same materials in this new bucket for ...? Assign cost of \$101 - \$115 randomly. Repeat question three times. (select one)

- Definitely Would Buy
- Probably Would Buy
- Might or Might Not Buy
- Probably Would Not Buy
- Definitely Would Not Buy



Questionnaire

Q12 Assume you are wanting to purchase a new 5-gallon bucket, or materials contained in a bucket, and assume price and quality of the materials in the new bucket meet your expectations. If you learned the new 5-gallon bucket was available in a store where you typically do not shop, how likely would you be to shop at this store to get the new bucket? (select one)

- Extremely Likely
- Very Likely
- Somewhat Likely
- Not at all Likely

Q13 If you were to purchase materials contained by a 5-gallon bucket (paint, drywall compound, sealants, etc), and you have two choices of the same materials that are about the same cost and quality, but one is in a standard bucket and the other in the new bucket, how likely would you be choose the materials in the new bucket over the materials in the standard bucket? (select one)

- Extremely Likely
- Very Likely
- Somewhat Likely
- Not at all Likely





Home Innovation
RESEARCH LABS

THANK YOU

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Finding Innovation a Home