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Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

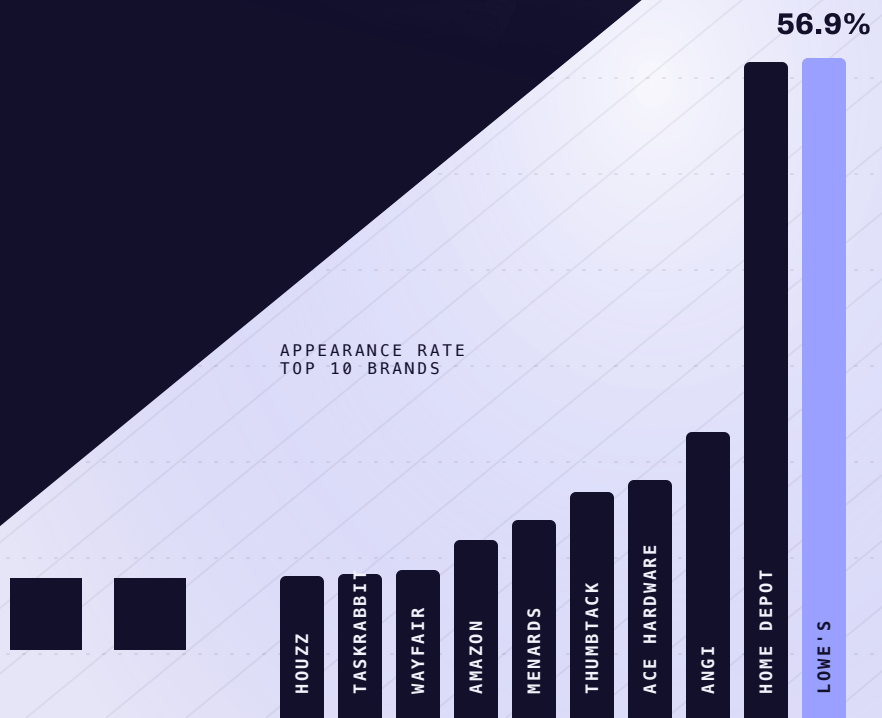
HOME SERVICES INDEX 2.0

Which home services brands AI engines name
288 AI answers · November 4, 2026

Measured :
November 4, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 29 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Home services brands in 10 categories. Each category is ranked separately.

Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There is no pooled leader across unrelated groups. Wilson 95% intervals are descriptive. Highest counts: Big-box home improvement: Home Depot and Lowe's overlap (top count 36/36); Hardware and specialty retail: Home Depot, Lowe's and Ace Hardware overlap (top count 24/24); Tools: Lowe's, Harbor Freight and Home Depot overlap (top count 19/24); Flooring: Floor & Decor, Lowe's and Home Depot overlap (top count 34/36); Online home goods: Wayfair and Amazon overlap (top count 24/24); Paint brands: Behr, Benjamin Moore and Sherwin-Williams overlap (top count 24/24); Contractor and handyman marketplaces: Angi and Thumbtack overlap (top count 63/72); Design and remodeling platforms: Houzz leads (24/24); Building materials: Builders FirstSource tops a close field (12/12); Rural property supplies: Tractor Supply and Lowe's overlap (top count 12/12).

> Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

10
category groups ranked separately; no pooled cross-category leader

23
tracked brands named at least once (of 23)

70.7%
of Google searches showed an AI Overview (29 of 41)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

CATEGORY RESULTS

10 groups

Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There is no pooled leader across unrelated groups. Wilson 95% intervals are descriptive. Big-box home improvement: Home Depot and Lowe's overlap (top count 36/36); Hardware and specialty retail: Home Depot, Lowe's and Ace Hardware overlap (top count 24/24); Tools: Lowe's, Harbor Freight and Home Depot overlap (top count 19/24); Flooring: Floor & Decor, Lowe's and Home Depot overlap (top count 34/36); Online home goods: Wayfair and Amazon overlap (top count 24/24); Paint brands: Behr, Benjamin Moore and Sherwin-Williams overlap (top count 24/24); Contractor and handyman marketplaces: Angi and Thumbtack overlap (top count 63/72); Design and remodeling platforms: Houzz leads (24/24); Building materials: Builders FirstSource tops a close field (12/12); Rural property supplies: Tractor Supply and Lowe's overlap (top count 12/12).

NAMED FIRST

88/288 (30.6%)

Home Depot was the first brand named in 88 of 288 answers, more than any other tracked brand. Its average first position was 1.8. Lowe's was named first in 15 of 288.

OWN-SITE CITATIONS

68/285 (23.9%)

Lowe's own domains were cited in 68 of 285 grounded answers, more than any other tracked brand. Home Depot followed at 65 of 285. 2 of 23 tracked brands had 0 of 285.

AIO TRIGGER

29/41 (70.7%)

Google AI Overviews appeared on 29 of 41 searches (CI 55.5–82.4%). On the other 12, no overview was shown.

AIO LEADER

16/29 (55.2%)

Home Depot was the brand named most often in AI Overviews, at 16 of 29, followed by Lowe's at 13 of 29 (44.8%). In the four-engine set, Home Depot was named in 163 of 288 answers (56.6%).

TOP DOMAIN

45/285 (15.8%)

en.wikipedia.org was cited in 45 of 285 grounded four-engine answers, with 82 of 2,428 citations (3.4%). lowes.com had fewer citations (76) but appeared in more answers: 64 of 285 (22.5%).

02

KEY FINDINGS

Category: Big-box home improvement

36 four-engine answers to this group's 3 questions. Home Depot and Lowe's lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Home Depot**	36/36	100.0%	90.4–100.0%	22
2	**Lowe's**	36/36	100.0%	90.4–100.0%	5
3	**Menards**	23/36	63.9%	47.6–77.5%	9

KEY FINDINGS

03 Category: Hardware and specialty retail

24 four-engine answers to this group's 2 questions. Home Depot, Lowe's and Ace Hardware lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Home Depot**	24/24	100.0%	86.2–100.0%	24
2	**Lowe's**	24/24	100.0%	86.2–100.0%	0
3	**Ace Hardware**	18/24	75.0%	55.1–88.0%	0
4	**Menards**	12/24	50.0%	31.4–68.6%	0
5	**True Value**	10/24	41.7%	24.5–61.2%	0
6	**Ferguson**	3/24	12.5%	4.3–31.0%	0
7	**The Container Store**	0/24	0.0%	0.0–13.8%	0

04

KEY FINDINGS

Category: Tools

24 four-engine answers to this group's 2 questions. Lowe's, Harbor Freight and Home Depot lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Lowe's**	19/24	79.2%	59.5–90.8%	7
2	**Harbor Freight**	15/24	62.5%	42.7–78.8%	1
3	**Home Depot**	12/24	50.0%	31.4–68.6%	12
4	**Ace Hardware**	3/24	12.5%	4.3–31.0%	0
5	**Menards**	1/24	4.2%	0.7–20.2%	0

KEY FINDINGS

05 Category: Flooring

36 four-engine answers to this group's 3 questions. Floor & Decor, Lowe's and Home Depot lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Floor & Decor**	34/36	94.4%	81.9–98.5%	14
2	**Lowe's**	32/36	88.9%	74.7–95.6%	3
3	**Home Depot**	30/36	83.3%	68.1–92.1%	19
4	**Lumber Liquidators**	13/36	36.1%	22.5–52.4%	0

06 KEY FINDINGS

Category: Online home goods

24 four-engine answers to this group's 2 questions. Wayfair and Amazon lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Wayfair**	24/24	100.0%	86.2–100.0%	16
2	**Amazon**	21/24	87.5%	69.0–95.7%	8
3	**Houzz**	3/24	12.5%	4.3–31.0%	0

07

KEY FINDINGS

Category: Paint brands

24 four-engine answers to this group's 2 questions. Behr, Benjamin Moore and Sherwin-Williams lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Behr**	24/24	100.0%	86.2–100.0%	3
2	**Benjamin Moore**	24/24	100.0%	86.2–100.0%	17
3	**Sherwin-Williams**	22/24	91.7%	74.2–97.7%	4
4	**Home Depot**	9/24	37.5%	21.2–57.3%	0
5	**Lowe's**	5/24	20.8%	9.2–40.5%	0

08

KEY FINDINGS

Category: Contractor and handyman marketplaces

72 four-engine answers to this group's 6 questions. Angi and Thumbtack lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Angi**	63/72	87.5%	77.9–93.3%	33
2	**Thumbtack**	51/72	70.8%	59.5–80.1%	12
3	**Taskrabbit**	36/72	50.0%	38.7–61.3%	21
4	**Mr. Handyman**	9/72	12.5%	6.7–22.1%	0
5	**Houzz**	8/72	11.1%	5.7–20.4%	0
6	**Porch**	6/72	8.3%	3.9–17.0%	0

09 KEY FINDINGS

Category: Design and remodeling platforms

24 four-engine answers to this group's 2 questions. Houzz leads this group.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Houzz**	24/24	100.0%	86.2–100.0%	24
2	**Angi**	7/24	29.2%	14.9–49.2%	0
3	**Porch**	0/24	0.0%	0.0–13.8%	0

10

KEY FINDINGS

Category: Building materials

12 four-engine answers to this group's 1 question. Builders FirstSource tops a close field; 3 others are within its margin.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Builders FirstSource**	12/12	100.0%	75.7–100.0%	1
2	**Home Depot**	12/12	100.0%	75.7–100.0%	11
3	**Lowe's**	12/12	100.0%	75.7–100.0%	0
4	**Menards**	9/12	75.0%	46.8–91.1%	0
5	**Ferguson**	2/12	16.7%	4.7–44.8%	0

11

KEY FINDINGS

Category: Rural property supplies

12 four-engine answers to this group's 1 question. Tractor Supply and Lowe's lead; their 95% intervals overlap, so no sole leader is established.

#	BRAND	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Tractor Supply**	12/12	100.0%	75.7–100.0%	12
2	**Lowe's**	9/12	75.0%	46.8–91.1%	0
3	**Home Depot**	6/12	50.0%	25.4–74.6%	0
4	**Menards**	0/12	0.0%	0.0–24.3%	0

THE LEADERBOARD

12 Pooled appearance chart (secondary, not a leader ranking)

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Lowe's	56.9%	164/288
2	Home Depot	56.6%	163/288
3	Angi	24.7%	71/288
4	Ace Hardware	20.5%	59/288
5	Thumbtack	19.4%	56/288
6	Menards	17.0%	49/288
7	Amazon	15.3%	44/288
8	Wayfair	12.8%	37/288
9	Taskrabbit	12.5%	36/288
10	Houzz	12.2%	35/288
11	Floor & Decor	11.8%	34/288
12	Behr	10.1%	29/288
13	Sherwin-Williams	9.4%	27/288
14	True Value	8.7%	25/288
15	Benjamin Moore	8.3%	24/288

THE LEADERBOARD

12 All tracked brands: pooled list (secondary)

Pooled across all 288 answers for reference only; brands are asked about in different groups, so pooled counts are not a cross-category ranking. Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,428 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Lowe's	164/288	56.9%	51.2–62.5%	2.4	23.9% (68/285)	3.3%
2	Home Depot	163/288	56.6%	50.8–62.2%	1.8	22.8% (65/285)	3.4%
3	Angi	71/288	24.7%	20–29.9%	1.9	9.1% (26/285)	1.3%
4	Ace Hardware	59/288	20.5%	16.2–25.5%	3.6	6.3% (18/285)	1%
5	Thumbtack	56/288	19.4%	15.3–24.4%	2	8.4% (24/285)	1%
6	Menards	49/288	17%	13.1–21.8%	3.1	7% (20/285)	0.8%
7	Amazon	44/288	15.3%	11.6–19.9%	3	0.4% (1/285)	0%
8	Wayfair	37/288	12.8%	9.5–17.2%	2.2	2.8% (8/285)	0.3%
9	Taskrabbit	36/288	12.5%	9.2–16.8%	1.8	7.4% (21/285)	1.3%
10	Houzz	35/288	12.2%	8.9–16.4%	1.7	4.9% (14/285)	0.8%
11	Floor & Decor	34/288	11.8%	8.6–16%	2.1	3.5% (10/285)	0.4%
12	Behr	29/288	10.1%	7.1–14.1%	2.8	1.4% (4/285)	0.2%
13	Sherwin-Williams	27/288	9.4%	6.5–13.3%	2.2	1.1% (3/285)	0.1%
14	True Value	25/288	8.7%	5.9–12.5%	5.2	2.5% (7/285)	0.3%
15	Benjamin Moore	24/288	8.3%	5.7–12.1%	1.4	1.1% (3/285)	0.1%
16	Harbor Freight	22/288	7.6%	5.1–11.3%	4	2.5% (7/285)	0.3%
17	Tractor Supply	18/288	6.3%	4–9.7%	2.2	2.8% (8/285)	0.3%
18	Lumber Liquidators	13/288	4.5%	2.7–7.6%	3.4	1.4% (4/285)	0.2%
19	Builders FirstSource	12/288	4.2%	2.4–7.1%	3.6	3.5% (10/285)	0.4%
20	Mr. Handyman	9/288	3.1%	1.7–5.8%	4	0% (0/285)	0%
21	Porch	6/288	2.1%	1–4.5%	3.3	1.8% (5/285)	0.2%
22	Ferguson	5/288	1.7%	0.7–4%	5.6	1.8% (5/285)	0.2%
23	The Container Store	1/288	0.3%	0.1–1.9%	5	0% (0/285)	0%

13

THE LEADERBOARD

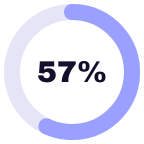
Separately ranked: Platforms

Named appearances in 288 four-engine answers to platform-relevant questions. Not pooled with category rankings.

#	PLATFORM	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	**Pinterest**	22/288	7.6%	5.1–11.3%	22
2	**Yelp**	11/288	3.8%	2.1–6.7%	8

PROFILES

14 The top eight, side by side

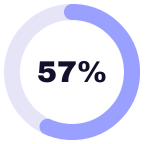


RANK 1

Lowe's

164/288 answers · 95% CI 51.2–62.5%

2.4	23.9%	3.3%
first-mention position	owned-domain citation (68/285)	citation share



RANK 2

Home Depot

163/288 answers · 95% CI 50.8–62.2%

1.8	22.8%	3.4%
first-mention position	owned-domain citation (65/285)	citation share



RANK 3

Angi

71/288 answers · 95% CI 20–29.9%

1.9	9.1%	1.3%
first-mention position	owned-domain citation (26/285)	citation share

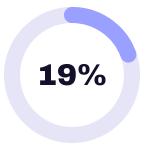


RANK 4

Ace Hardware

59/288 answers · 95% CI 16.2–25.5%

3.6	6.3%	1%
first-mention position	owned-domain citation (18/285)	citation share

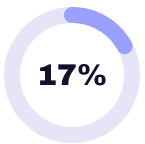


RANK 5

Thumbtack

56/288 answers · 95% CI 15.3–24.4%

2	8.4%	1%
first-mention position	owned-domain citation (24/285)	citation share

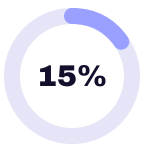


RANK 6

Menards

49/288 answers · 95% CI 13.1–21.8%

3.1	7%	0.8%
first-mention position	owned-domain citation (20/285)	citation share

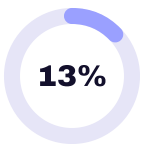


RANK 7

Amazon

44/288 answers · 95% CI 11.6–19.9%

3	0.4%	0%
first-mention position	owned-domain citation (1/285)	citation share



RANK 8

Wayfair

37/288 answers · 95% CI 9.5–17.2%

2.2	2.8%	0.3%
first-mention position	owned-domain citation (8/285)	citation share

15

HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Home Depot	**62.5%**
Lowe's	56.9%
Angi	31.9%
Ace Hardware	26.4%
Thumbtack	25%
Menards	19.4%

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Lowe's	**58.3%**
Home Depot	52.8%
Angi	25%
Thumbtack	20.8%
Ace Hardware	18.1%
Menards	16.7%

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Home Depot	**61.1%**
Lowe's	59.7%
Angi	29.2%
Thumbtack	27.8%
Ace Hardware	23.6%
Menards	20.8%

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Lowe's	**52.8%**
Home Depot	50%
Ace Hardware	13.9%
Angi	12.5%
Amazon	12.5%
Taskrabbit	12.5%

16

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 41 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 29 = 317 answers.



TRIGGER RATE

Google AI Overviews appeared on 29 of 41 searches (70.7%, CI 55.5–82.4%). The other 12 searches showed no overview. Within the 29 overviews, Home Depot was named in 16 (55.2%), Lowe's was named in 13 (44.8%), Angi was named in 5 (17.2%), Ace Hardware was named in 5 (17.2%). youtube.com was the most-cited source, with 24 citations and an appearance in 14 of 29 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Home Depot	56.5%	▲ 1
2	Lowe's	55.8%	▼ 1
3	Angi	24.0%	=
4	Ace Hardware	20.2%	=
5	Thumbtack	18.6%	=
6	Menards	16.4%	=
7	Amazon	15.1%	=
8	Wayfair	12.6%	=
9	Taskrabbit	12.0%	=
10	Houzz	12.0%	=

17

LEADERS BY QUESTION

Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Home Depot 100%

TIED WITH LOWE'S

Lowe's	100%
Ace Hardware	91.7%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Home Depot 100%

TIED WITH LOWE'S

Lowe's	100%
Behr	41.7%

AI Overview shown on 2 of 2 searches

Q03 · 12 ANSWERS

Home Depot 100%

TIED WITH AMAZON

Amazon	100%
Lowe's	91.7%

AI Overview shown on 2 of 3 searches

Q04 · 12 ANSWERS

Home Depot 100%

TIED WITH FLOOR & DECOR

Floor & Decor	100%
Lowe's	91.7%

AI Overview shown on 1 of 3 searches

Q05 · 12 ANSWERS

Wayfair 100%

Amazon	75%
Home Depot	25%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Behr 100%

TIED WITH BENJAMIN MOORE

Benjamin Moore	100%
Sherwin-Williams	83.3%

AI Overview shown on 3 of 3 searches

WHO THE ENGINES CITE

18 Most-cited domains

The four engines produced 2,428 citations in total. en.wikipedia.org was cited most often, with 82 citations (3.4%) across 45 answers. Next came lowes.com (76), homedepot.com (71), topconsumerreviews.com (45), bobvila.com (38), consumerreports.org (38).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

lowes.com	**22.5%**
homedepot.com	**20%**
en.wikipedia.org	**15.8%**
reddit.com	**11.6%**
bobvila.com	**11.2%**
consumerreports.org	**9.8%**
angi.com	**8.4%**
thumbtack.com	**7.7%**
taskrabbit.com	**7.4%**
housedigest.com	**7.4%**

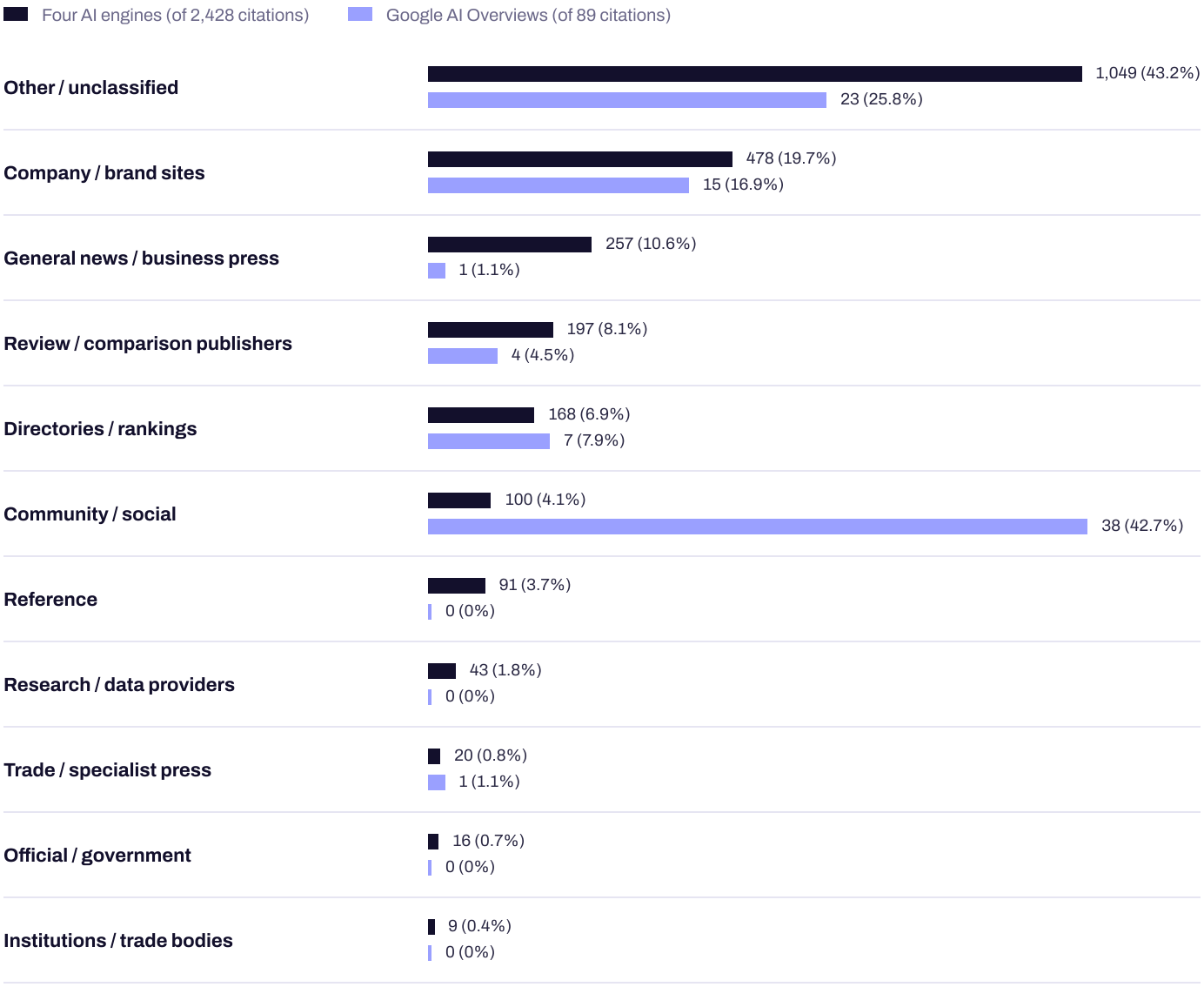
GOOGLE AI OVERVIEWS · SHARE OF 29 OVERVIEWS

youtube.com	**48.3%**
reddit.com	**17.2%**
facebook.com	**13.8%**
homedepot.com	**13.8%**
consumerreports.org	**10.3%**
facadecolorizer.com	**10.3%**
m.yelp.com	**10.3%**
quora.com	**10.3%**
sherwin-williams.com	**10.3%**
stantonhoch.com	**10.3%**

19 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



20

WHAT THE DATA SUGGESTS

How can home services brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Lowe's' own domains were cited in 23.9% of grounded answers, Home Depot's in 22.8% and Angi's in 9.1%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 15.8% of grounded answers), reddit.com (11.6%), bobvila.com (11.2%), consumerreports.org (9.8%) and housedigest.com (7.4%). General news and business press supplied 10.6% of citations and review and comparison publishers 8.1%.
Check each engine separately.	Gemini named Thumbtack in 27.8% of answers against 4.2% on Perplexity. ChatGPT named Angi in 31.9% of answers against 12.5% on Perplexity.
Watch names outside the tracked list.	IKEA (17 answers), Pottery Barn (17 answers), HomeAdvisor (17 answers), Crate & Barrel (16 answers), Valspar (16 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

21 What AI answers

Q1 Is there one overall home services leader?

No. Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There is no pooled leader across unrelated groups. Wilson 95% intervals are descriptive. Big-box home improvement: Home Depot and Lowe's overlap (top count 36/36); Hardware and specialty retail: Home Depot, Lowe's and Ace Hardware overlap (top count 24/24); Tools: Lowe's, Harbor Freight and Home Depot overlap (top count 19/24); Flooring: Floor & Decor, Lowe's and Home Depot overlap (top count 34/36); Online home goods: Wayfair and Amazon overlap (top count 24/24); Paint brands: Behr, Benjamin Moore and Sherwin-Williams overlap (top count 24/24); Contractor and handyman marketplaces: Angi and Thumbtack overlap (top count 63/72); Design and remodeling platforms: Houzz leads (24/24); Building materials: Builders FirstSource tops a close field (12/12); Rural property supplies: Tractor Supply and Lowe's overlap (top count 12/12).

Q2 Which brand is named first most often?

Home Depot was the first brand named in 88 of 288 answers, with an average first position of 1.8.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 29 of 41 searches (70.7%, CI 55.5–82.4%). Within those 29 overviews, Home Depot was named most often, in 16 (55.2%).

Q4 Which sources do the engines cite?

Across 2,428 four-engine citations, en.wikipedia.org was cited most (82 citations, in 45 of 285 grounded answers), followed by lowes.com (76 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

22 How this study was measured

24	×	3	×	4	=	288	+	41
questions		runs each		AI engines		answers		Google searches · 29 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 4, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	41	29 shown	29

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 23 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including IKEA (17 answers), Pottery Barn (17 answers), HomeAdvisor (17 answers), Crate & Barrel (16 answers), Valspar (16 answers).
- 329 of 360 planned results were returned. 31 AI Overview lookups were excluded after at most three total attempts.
- 41 successful Google searches: 29 overviews shown; 12 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- Question 2 names Home Depot and Lowe's, and question 9 names Angi and Thumbtack, so each of those counts includes up to 12 answers to a question that names it.
- Removing 2 Core questions naming tracked subjects leaves 264 eligible answers. The top two are Lowe's (152/264) and Home Depot (151/264); their order does not change.
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Pinterest and Yelp are ranked in their own platforms table.
- Builders FirstSource and Tractor Supply are covered by two added questions (20 and 24).
- Ownership and sale claims about The Container Store and Lumber Liquidators from the earlier version are not repeated.
- Brand names were counted only when used as brands, and samples of matching answers were read by eye; no matches were removed. Market-share figures from the earlier version are not used.
- Each category group is ranked only against its own tracked brands, using only answers to that group's questions (questions × 3 runs × 4 chat engines). There

APPENDIX

23 The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the best home improvement store?	Home Services Index 2.0	CORE QUESTION
02	Home Depot vs Lowe's: which is better for a DIY project?	Home Services Index 2.0	CORE QUESTION
03	Where is the best place to buy tools?	Home Services Index 2.0	CORE QUESTION
04	What is the best place to buy flooring?	Home Services Index 2.0	CORE QUESTION
05	What is the best website to buy furniture online?	Home Services Index 2.0	CORE QUESTION
06	What is the best paint brand for interior walls?	Home Services Index 2.0	CORE QUESTION
07	How do I find a reliable contractor?	Home Services Index 2.0	CORE QUESTION
08	What is the best site to hire a handyman?	Home Services Index 2.0	CORE QUESTION
09	Angi vs Thumbtack: which is better for finding a pro?	Home Services Index 2.0	CORE QUESTION
10	Where can I get help assembling furniture?	Home Services Index 2.0	CORE QUESTION
11	What is the best site for home design ideas and finding a remodeler?	Home Services Index 2.0	CORE QUESTION
12	Which national hardware retailers offer online ordering and store pickup?	Home Services Index 2.0	ADDED QUESTION
13	Which retailers sell replacement parts for common household repairs?	Home Services Index 2.0	ADDED QUESTION
14	Which online retailers sell outdoor furniture?	Home Services Index 2.0	ADDED QUESTION
15	Which brands make cordless power tool systems?	Home Services Index 2.0	ADDED QUESTION
16	Which flooring retailers sell both materials and installation services?	Home Services Index 2.0	ADDED QUESTION
17	Which paint brands sell low-VOC interior paints?	Home Services Index 2.0	ADDED QUESTION
18	How do home-services marketplaces verify contractors?	Home Services Index 2.0	ADDED QUESTION
19	Which services connect homeowners with licensed plumbers?	Home Services Index 2.0	ADDED QUESTION
20	Which retailers supply building materials for residential construction?	Home Services Index 2.0	ADDED QUESTION
21	Which platforms provide kitchen remodeling project ideas?	Home Services Index 2.0	ADDED QUESTION
22	Which home improvement retailers offer tool rental?	Home Services Index 2.0	ADDED QUESTION
23	Which retailers specialize in tile and stone for home projects?	Home Services Index 2.0	ADDED QUESTION
24	Which retailers sell supplies for rural property maintenance?	Home Services Index 2.0	ADDED QUESTION

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Home Services Index 2.0

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RESEARCH
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