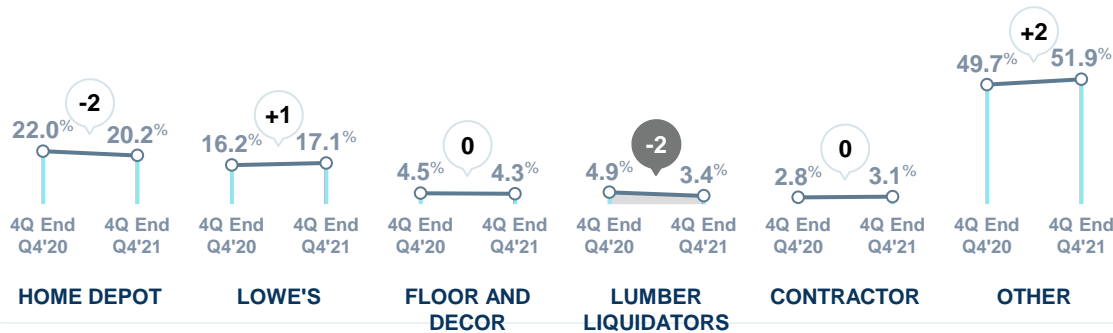


Who's Winning Consumer Dollars

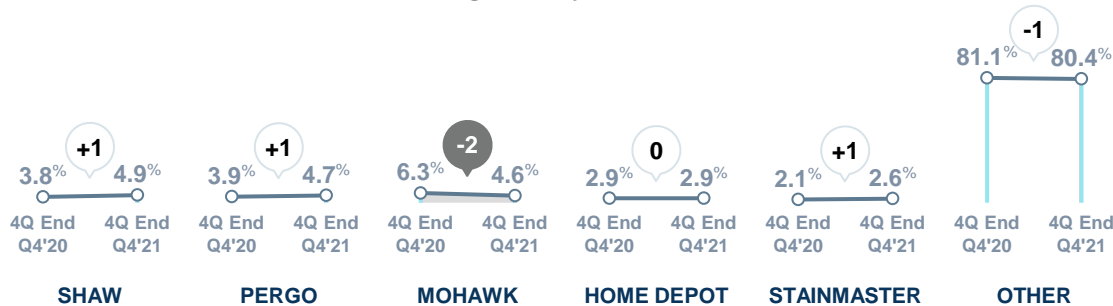
STORES

Lumber Liquidators decreased significantly YOY.



BRANDS

Mohawk decreased significantly YOY.



Where Consumers Buy: Online vs In-Store

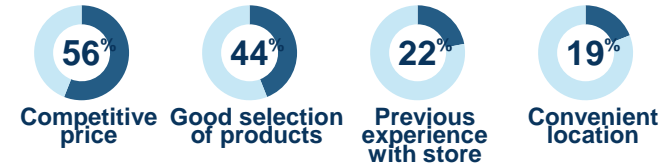


34% of consumers shop online. 10% buy online, which is a 2 point significant decrease vs last year.

-2 points Change in online purchase - YOY

Why Behind the Buy?

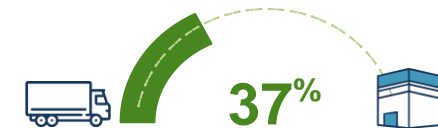
STORES



BRANDS



Ship to Store (online buyers)



● Significant Increase ● Significant Decrease (95% Confidence Level)
Top 5 brands & retailers (by dollar share) shown.

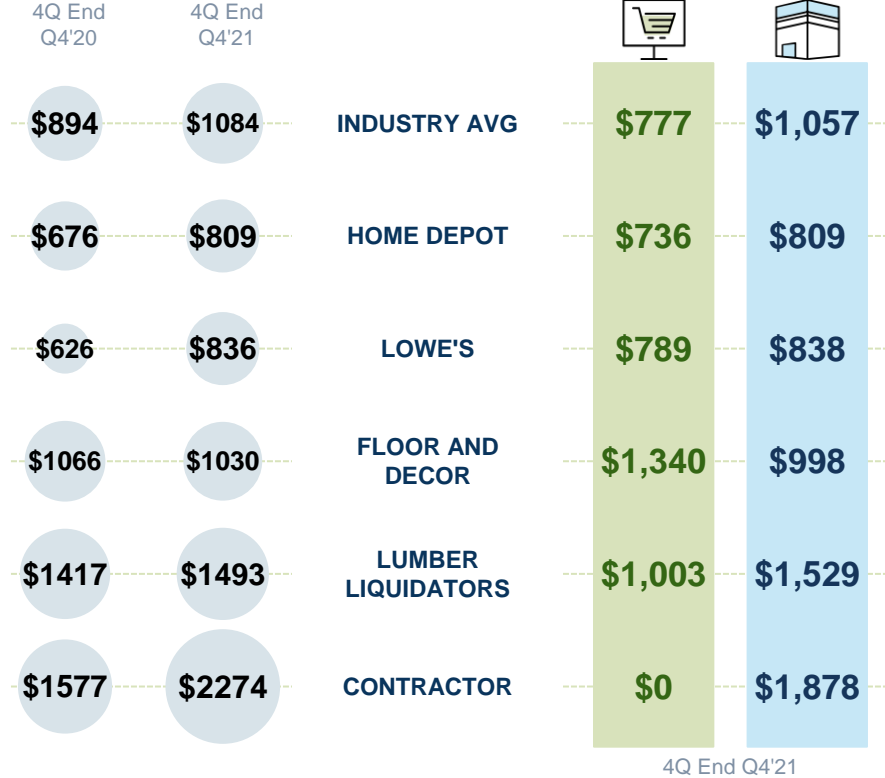
n = 13,614

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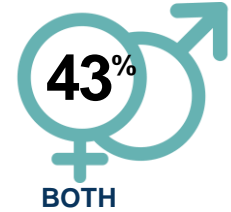
How Much is Being Paid?

The industry average price paid is \$1084. The largest YOY gain for average price is Contractor. On average, buyers pay \$776 less in-store vs online.

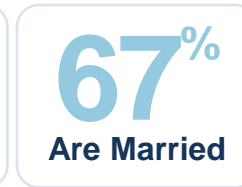
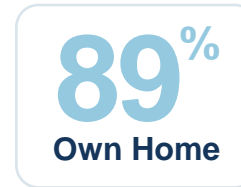
Total Average Price



Shopper Gender



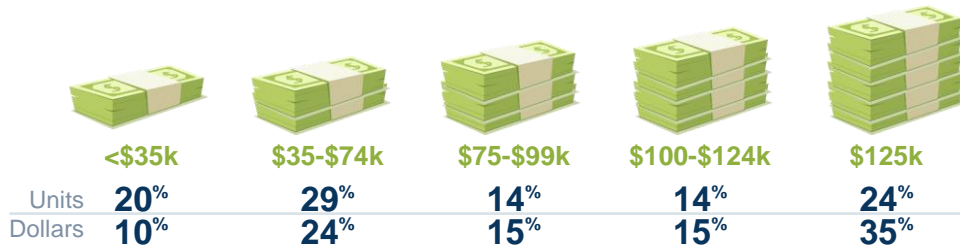
Education



Employment



Household Average Income



Why Buy Product?

