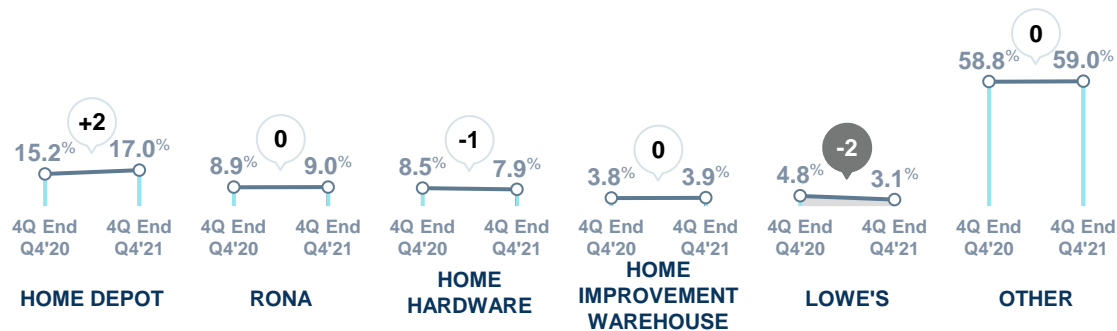


Who's Winning Consumer Dollars

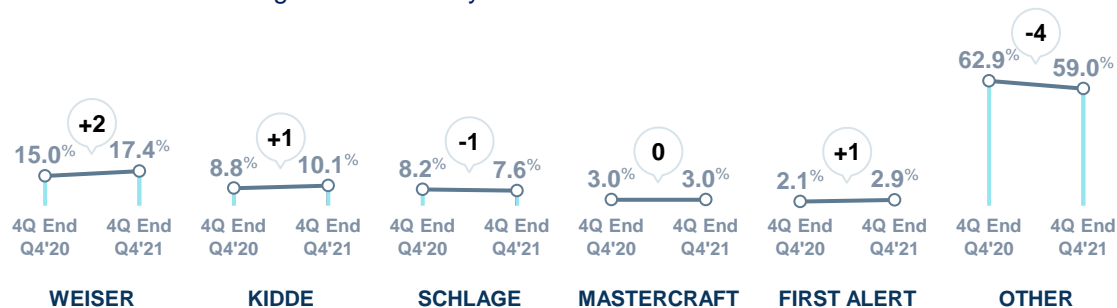
STORES

Lowe's decreased significantly YOY.



BRANDS

No significance for any Shares.



Where Consumers Buy: Online vs In-Store

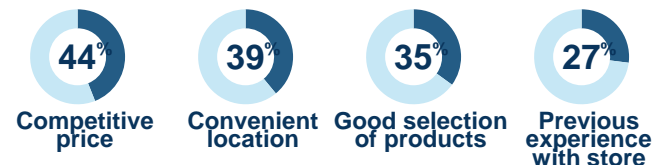


24% of consumers shop online. 8% buy online, which is no different vs last year.

0 points
Change in online purchase - YOY

Why Behind the Buy?

STORES



BRANDS

Brand data unavailable

Ship to Store (online buyers)



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

n = 10,237

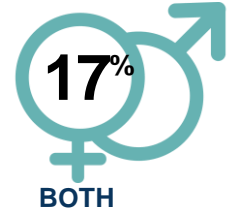
How Much is Being Paid?

The industry average price paid is \$269. The largest YOY gain for average price is Home Improvement Warehouse. On average, buyers pay \$7 less in-store vs online.

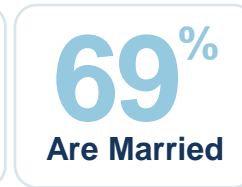
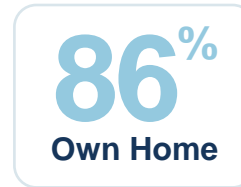
Total Average Price



Shopper Gender



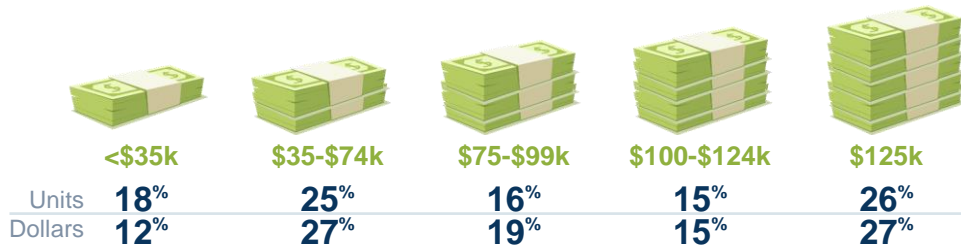
Education



Employment



Household Average Income



Why Buy Product?

