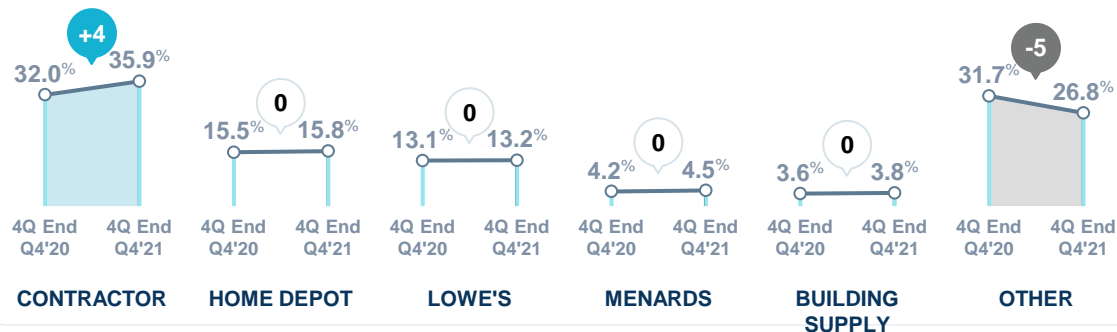


## Who's Winning Consumer Dollars

### STORES

Contractor increased significantly YOY. Other decreased significantly YOY.



### BRANDS



Brand data unavailable

## Why Behind the Buy?

### STORES



### BRANDS



Brand data unavailable

## Where Consumers Buy: Online vs In-Store



26% of consumers shop online. 14% buy online, which is no different vs last year.

**0** points  
Change in online purchase - YOY

## Ship to Store (online buyers)



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

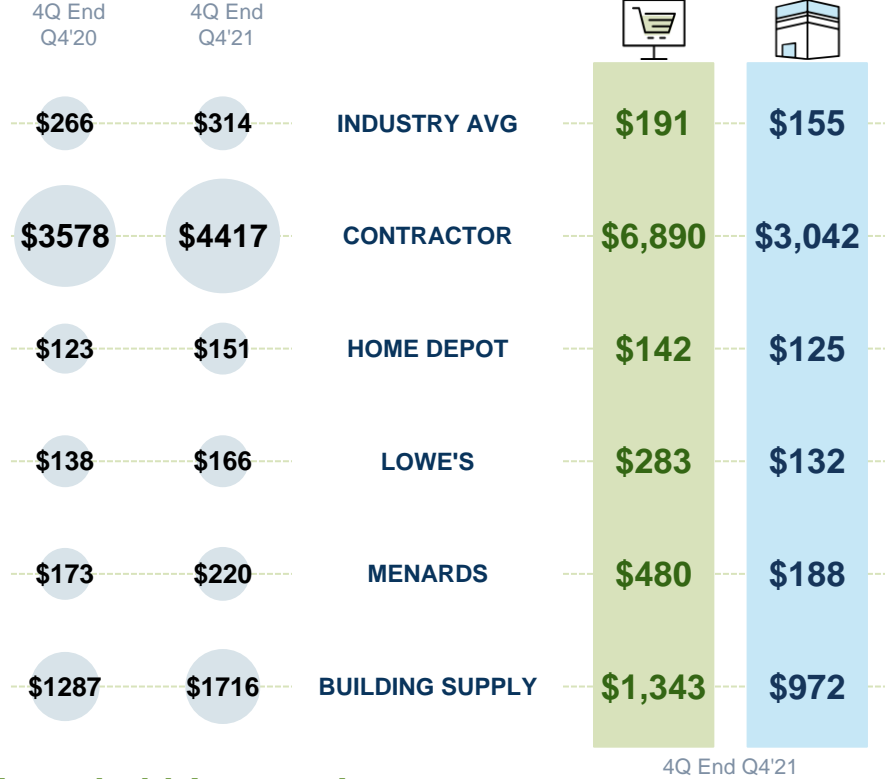
n = 38,829

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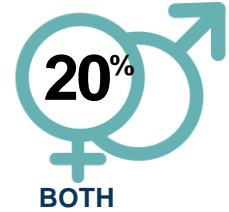
## How Much is Being Paid?

The industry average price paid is \$314. The largest YOY gain for average price is Contractor. On average, buyers pay \$36 less in-store vs online.

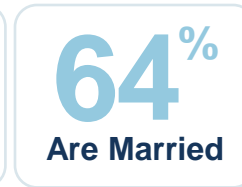
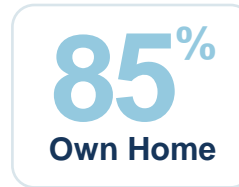
### Total Average Price



## Shopper Gender



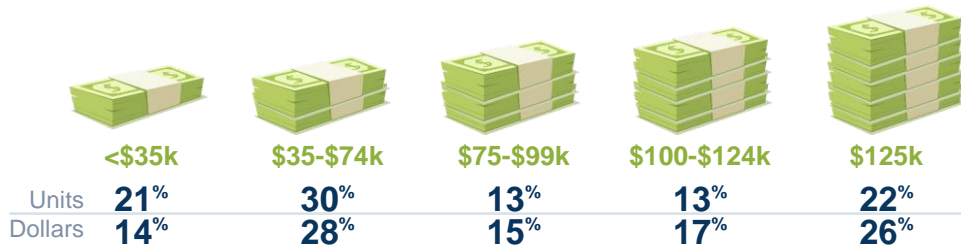
## Education



## Employment



## Household Average Income



## Why Buy Product?

