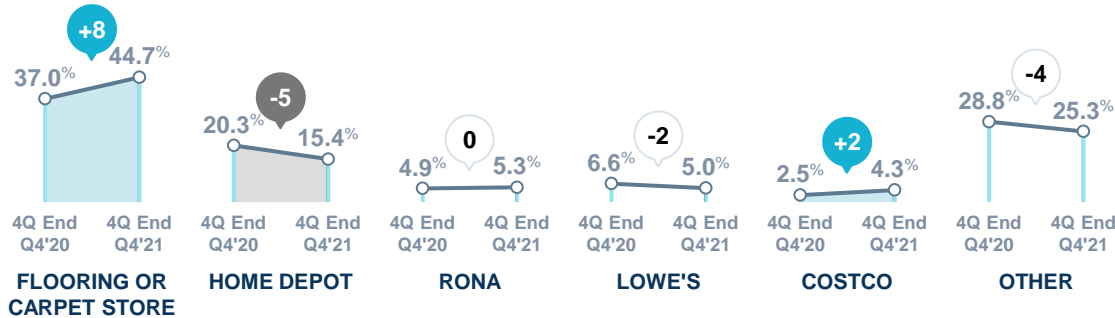


## Who's Winning Consumer Dollars

### STORES

Flooring or Carpet Store and Costco increased significantly YOY. Home Depot decreased significantly YOY.



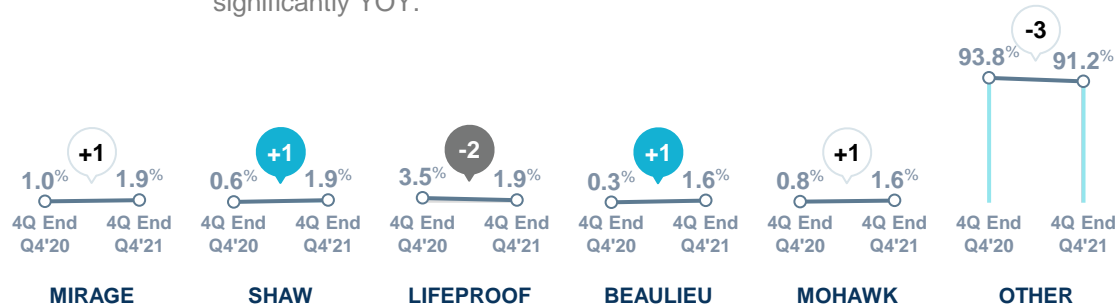
## Why Behind the Buy?

### STORES



### BRANDS

Shaw and Beaulieu increased significantly YOY. Lifeproof decreased significantly YOY.



### BRANDS



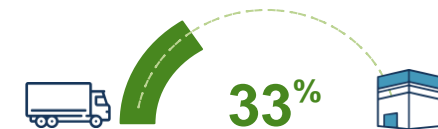
## Where Consumers Buy: Online vs In-Store



31% of consumers shop online. 9% buy online, which is a 1 point increase vs last year.

**+1 points** Change in online purchase - YOY

## Ship to Store (online buyers)



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

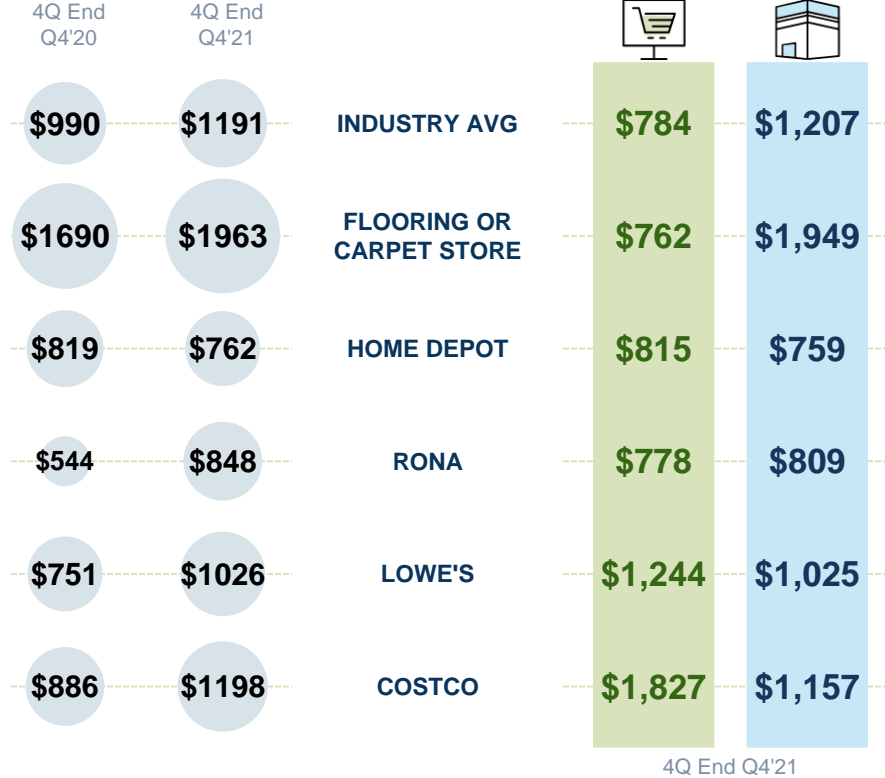
n = 2,270

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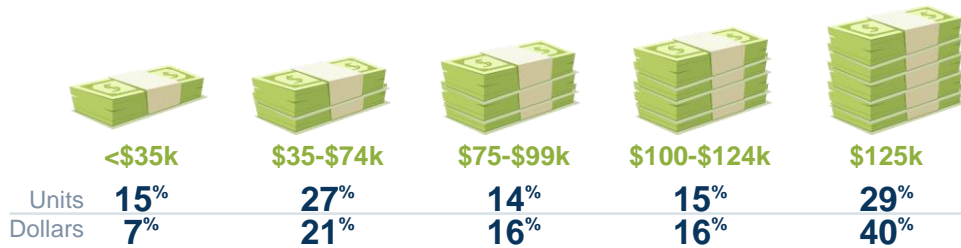
## How Much is Being Paid?

The industry average price paid is \$1191. The largest YOY gain for average price is Costco. On average, buyers pay \$783 less in-store vs online.

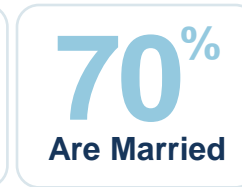
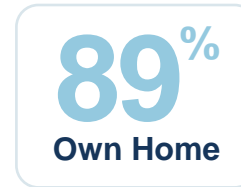
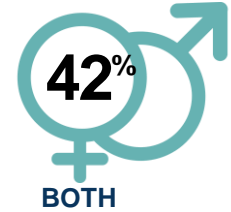
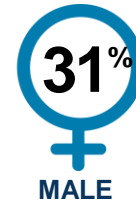
### Total Average Price



## Household Average Income



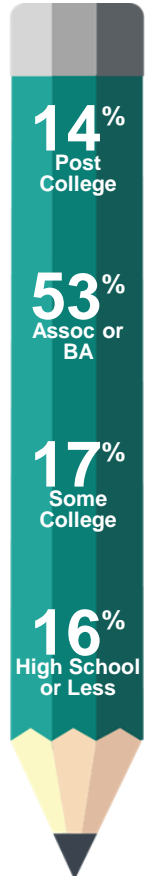
## Shopper Gender



## Employment



## Education



## Why Buy Product?

