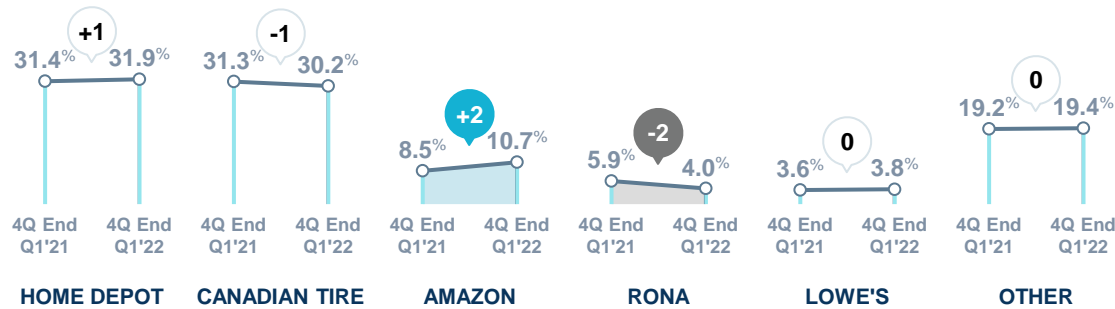


Who's Winning Consumer Dollars

STORES

Amazon increased significantly YOY. RONA decreased significantly YOY.



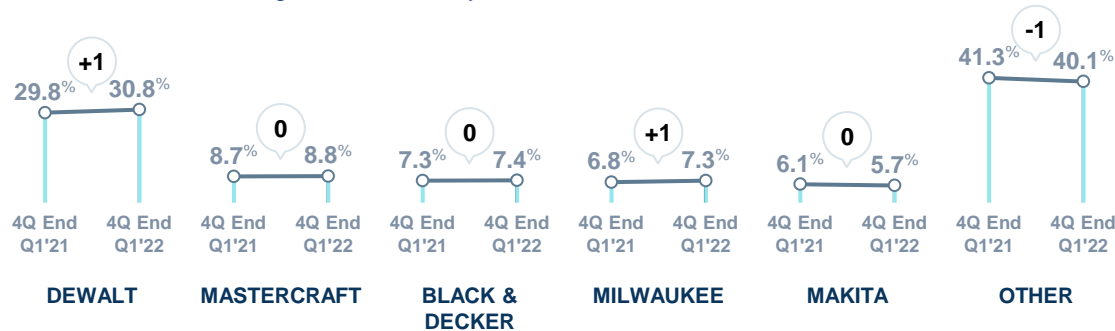
Why Behind the Buy?

STORES



BRANDS

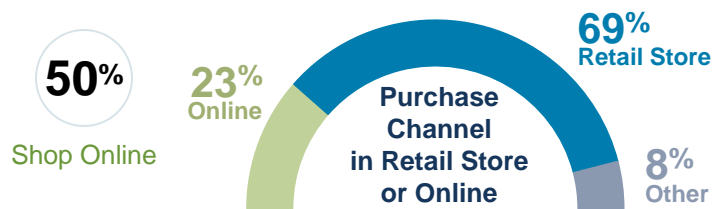
No significance for any Shares.



BRANDS



Where Consumers Buy: Online vs In-Store



50% of consumers shop online. 23% 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 brands & retailers (by dollar share) shown.

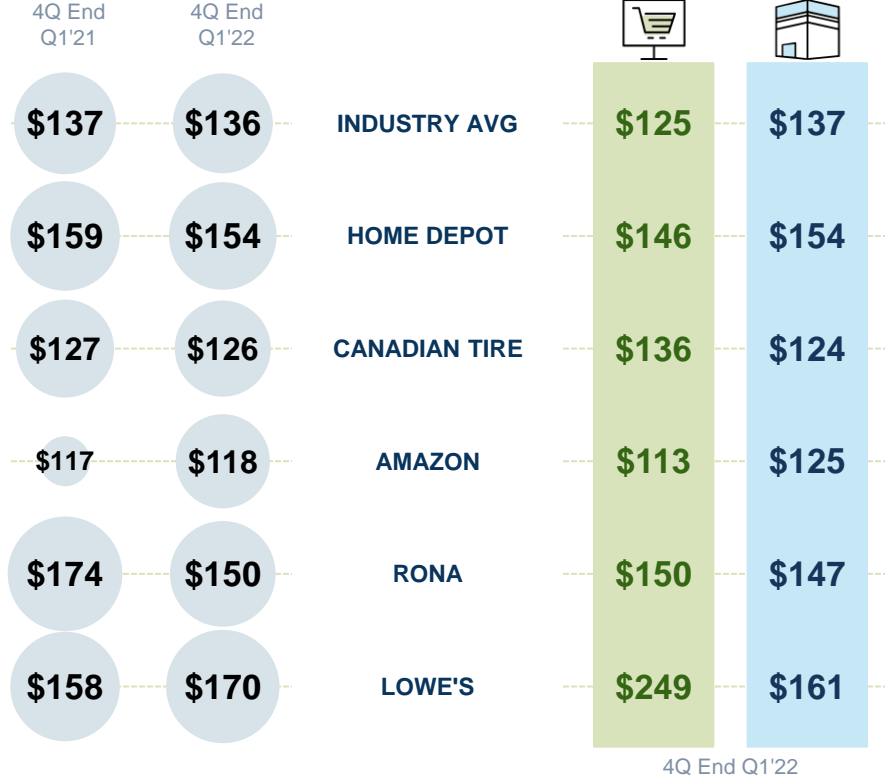
n = 6,975

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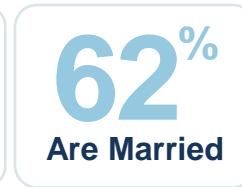
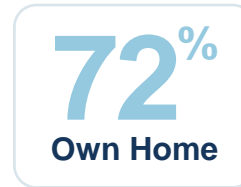
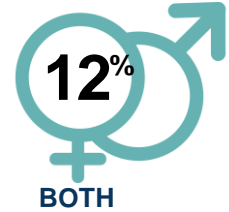
How Much is Being Paid?

The industry average price paid is \$136. The largest YOY gain for average price is Lowe's. On average, buyers pay \$12 more in-store vs online.

Total Average Price



Shopper Gender



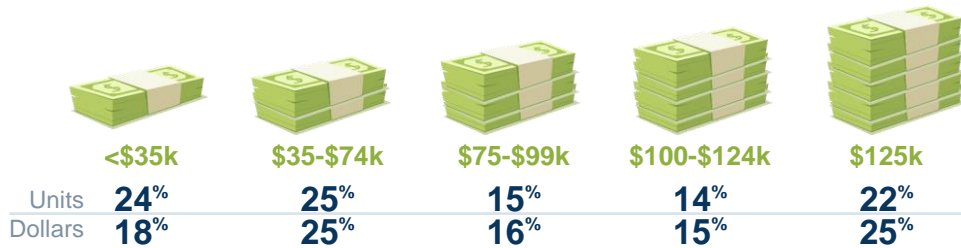
Education



Employment



Household Average Income



Why Buy Product?

