

## Who's Winning Consumer Dollars

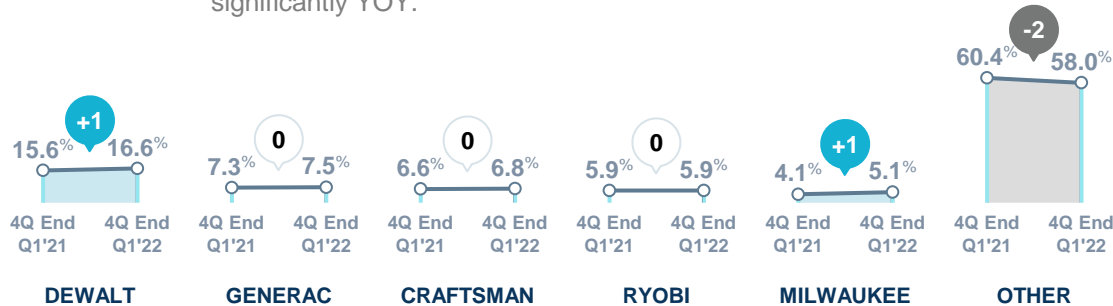
### STORES

Home Depot increased significantly YOY. Other decreased significantly YOY.



### BRANDS

DEWALT and Milwaukee increased significantly YOY. Other decreased significantly YOY.



## Where Consumers Buy: Online vs In-Store

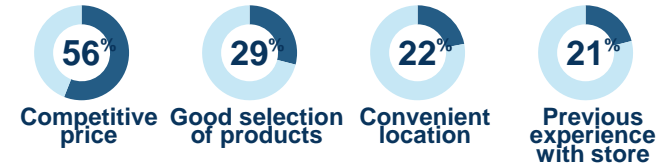


47% of consumers shop online. 26% buy online, which is a 1 point significant decrease vs last year.

**-1** 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 = 59,558

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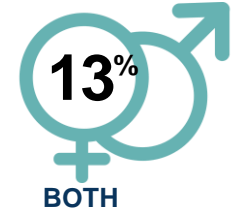
## How Much is Being Paid?

The industry average price paid is \$134. The largest YOY gain for average price is Harbor Freight. On average, buyers pay \$12 less in-store vs online.

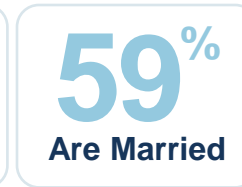
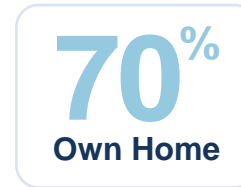
### Total Average Price



## Shopper Gender



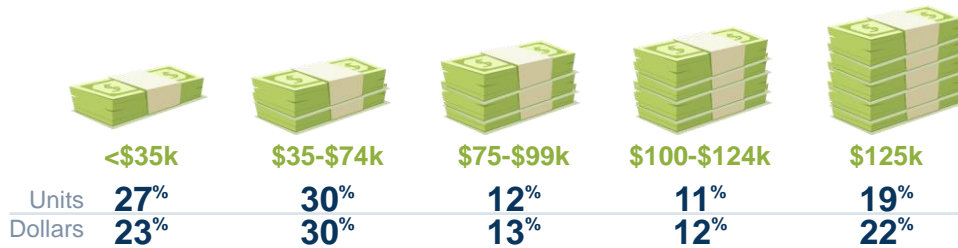
## Education



## Employment



## Household Average Income



## Why Buy Product?

