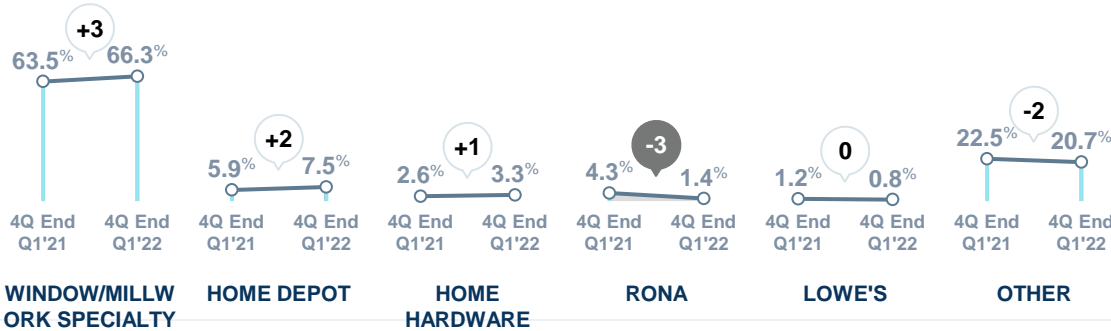


Who's Winning Consumer Dollars

STORES

RONA decreased significantly YOY.



BRANDS

Farley Windows increased significantly YOY.



Why Behind the Buy?

STORES



BRANDS



Where Consumers Buy: Online vs In-Store



29% of consumers shop online. 9% buy online, which is a 1 point decrease vs last year.

-1 points Change in online purchase - YOY

Ship to Store (online buyers)

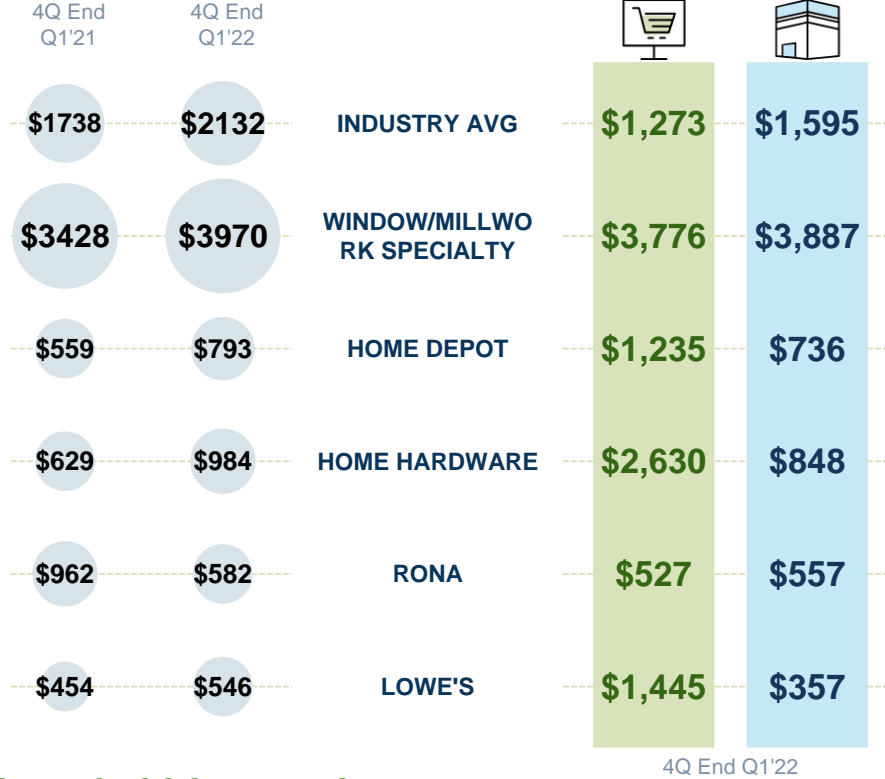


● Significant Increase ● Significant Decrease (95% Confidence Level)
Top 5 brands & retailers (by dollar share) shown.

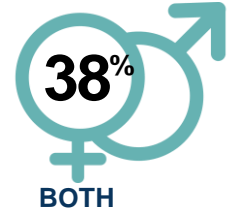
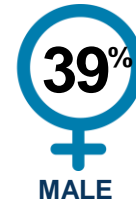
How Much is Being Paid?

The industry average price paid is \$2132. The largest YOY gain for average price is Window/Millwork Specialty. On average, buyers pay \$0 more in-store vs online.

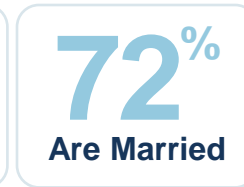
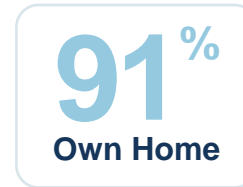
Total Average Price



Shopper Gender



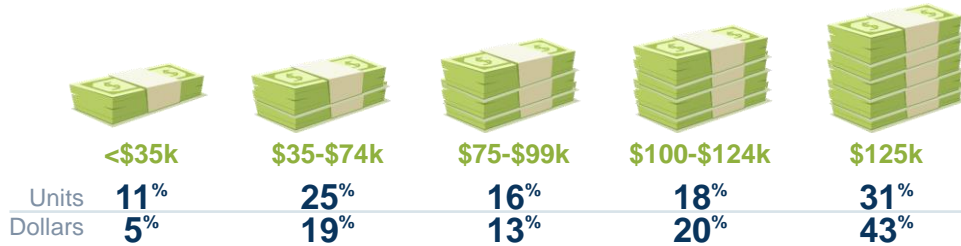
Education



Employment



Household Average Income



Why Buy Product?

