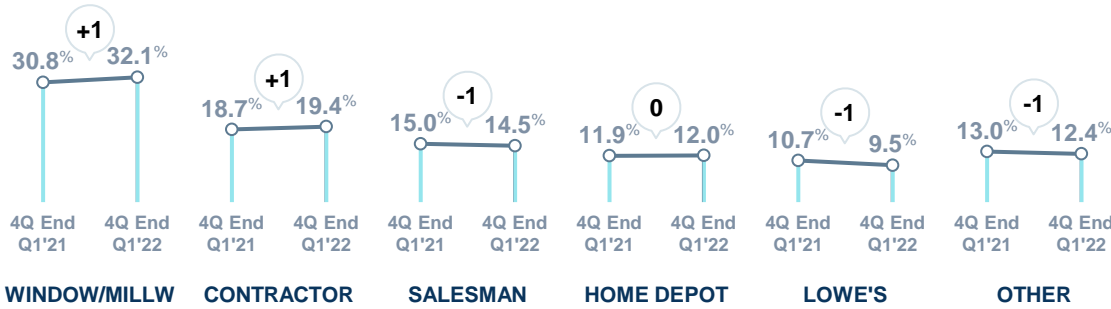


## Who's Winning Consumer Dollars

### STORES

No significance for any Shares.



WINDOW/MILLWORK SPECIALTY

CONTRACTOR

SALESMAN

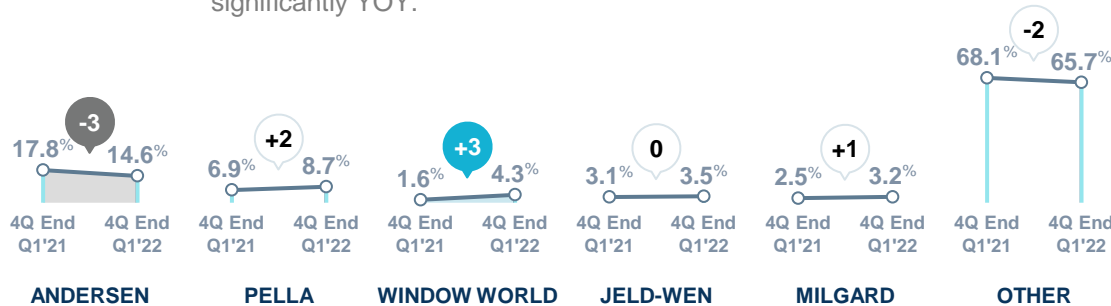
HOME DEPOT

LOWE'S

OTHER

### BRANDS

Window World increased significantly YOY. Andersen decreased significantly YOY.



ANDERSEN

PELLA

WINDOW WORLD

JELD-WEN

MILGARD

OTHER

## Where Consumers Buy: Online vs In-Store

41%  
Shop Online

14%  
Online



55%  
Retail Store

32%  
Other

41% of consumers shop online. 14% buy online, which is a 3 point significant decrease vs last year.

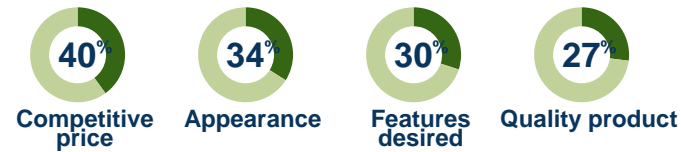
-3 points  
Change in online purchase - YOY

## Why Behind the Buy?

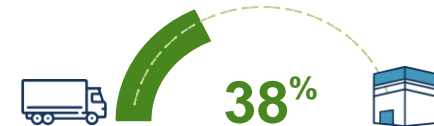
### STORES



### BRANDS



## Ship to Store (online buyers)



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

n = 13,559

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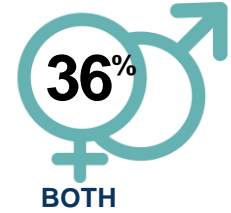
## How Much is Being Paid?

The industry average price paid is \$1338. The largest YOY gain for average price is Contractor. On average, buyers pay \$192 more in-store vs online.

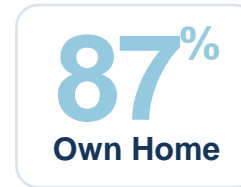
### Total Average Price



## Shopper Gender



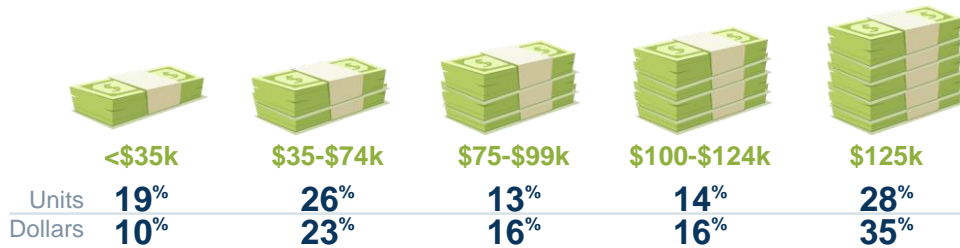
## Education



## Employment



## Household Average Income



## Why Buy Product?

