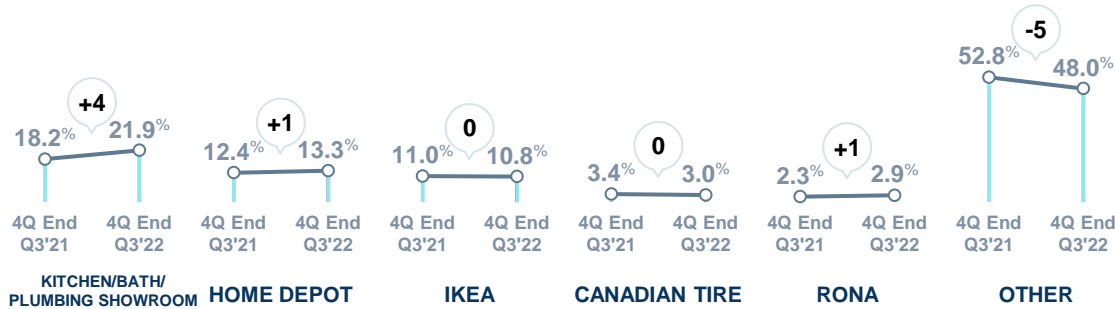


## Who's Winning Consumer Dollars

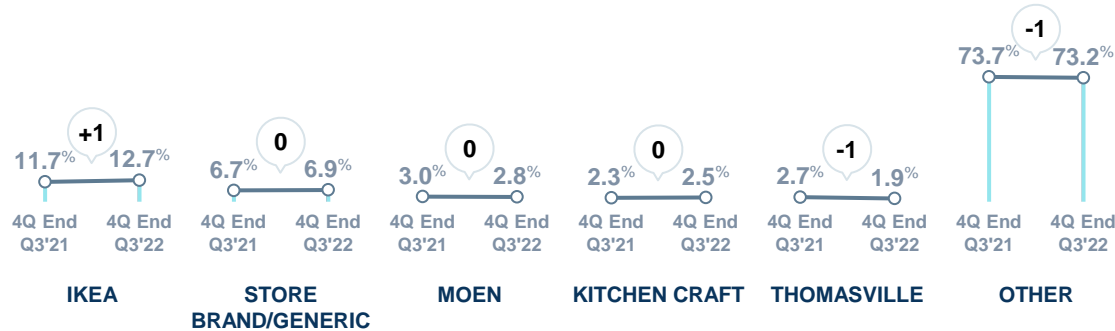
### STORES

No significance for any Shares.



### BRANDS

No significance for any Shares.



## Why Behind the Buy?

### STORES



## Ship to Store (online buyers)



## Where Consumers Buy: Online vs In-Store



45% of consumers shop online.  
22% buy online, which is a 4 point significant decrease vs last year.

**-4** points  
Change in online purchase - YOY

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

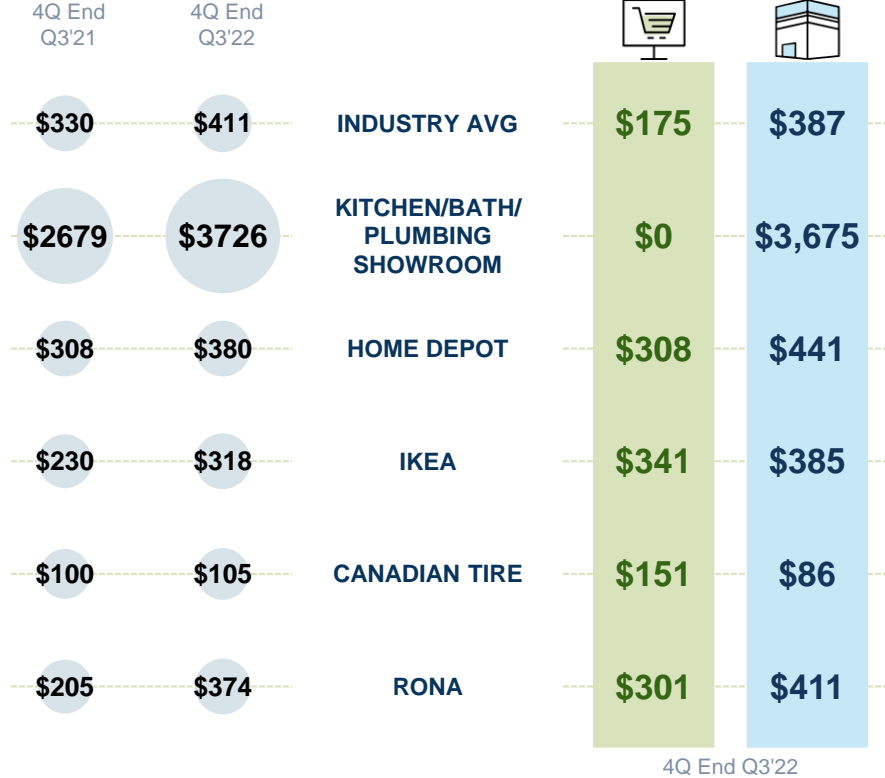
n = 10,414

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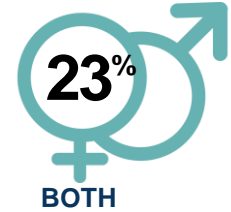
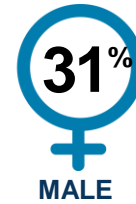
## How Much is Being Paid?

The industry average price paid is \$411. The largest YOY gain for average price is Kitchen/Bath/Plumbing Showroom. On average, buyers pay \$212 more in-store vs online.

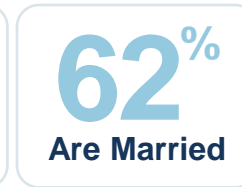
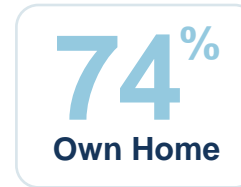
### Total Average Price



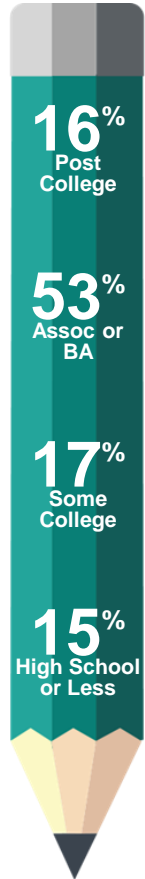
## Shopper Gender



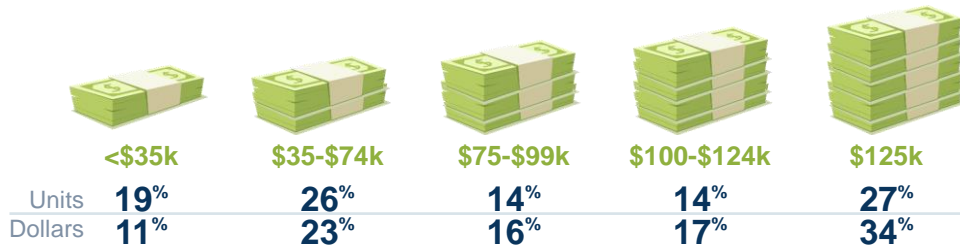
## Education



## Employment



## Household Average Income



## Why Buy Product?

