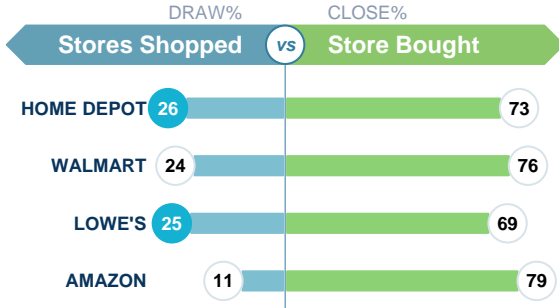


Which Stores Consumers Shopped & Bought

Draw: Home Depot & Lowe's increased significantly YOY.
Close: No significance for any Close Rates.

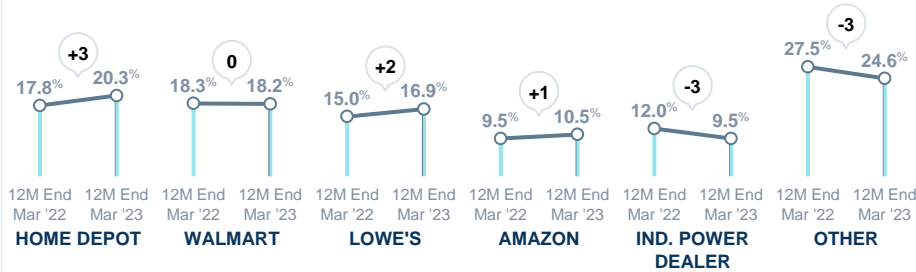


Where Consumers Buy: Online vs In-Store

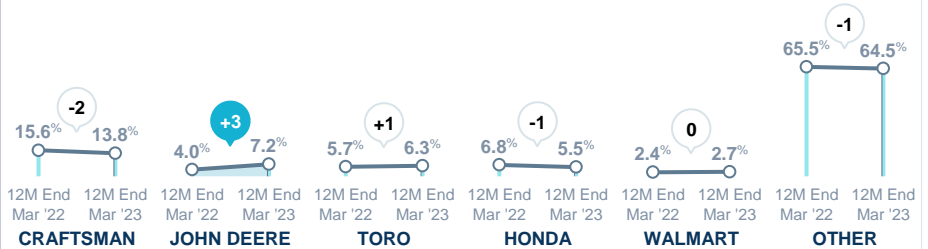


Who's Winning Consumer Dollars

STORES No significance for any Shares.



BRANDS John Deere increased significantly YOY.

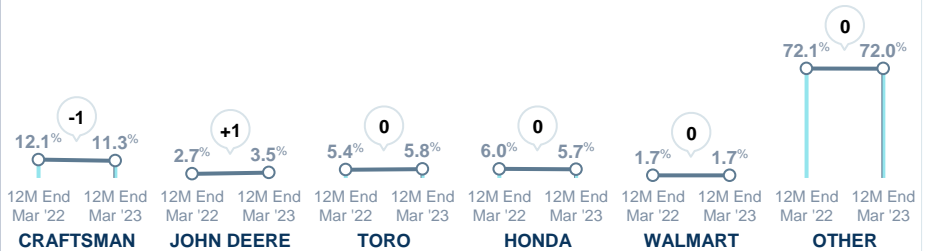


Who's Selling the Most Units

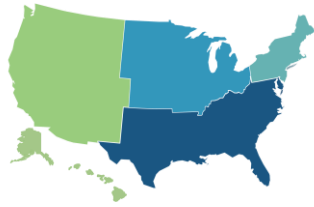
STORES Ind. Power Dealer decreased significantly YOY.



BRANDS No significance for any Shares.



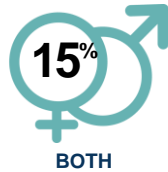
Census Region



78%
Own Home

62%
Are Married

Shopper Gender

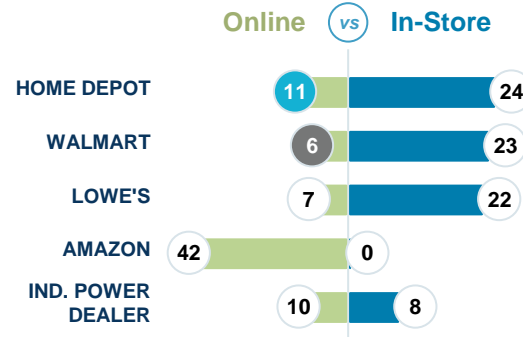


Why Behind the Buy?



Market Dollar Share

Home Depot significantly increased market share Online.
Walmart significantly decreased market share Online.



How Much is Being Paid?

The industry average price paid is \$22. The largest YOY gain for average price is Walmart. On average, buyers pay \$8 less in-store vs online.

Total Average Price



12M End Mar '23