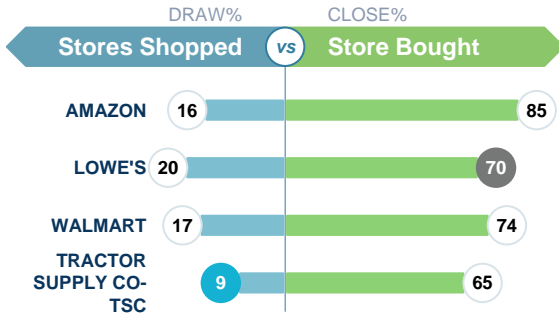


Which Stores Consumers Shopped & Bought

Draw: Tractor Supply Co-TSC increased significantly YOY.
Close: Lowe's decreased significantly YOY.



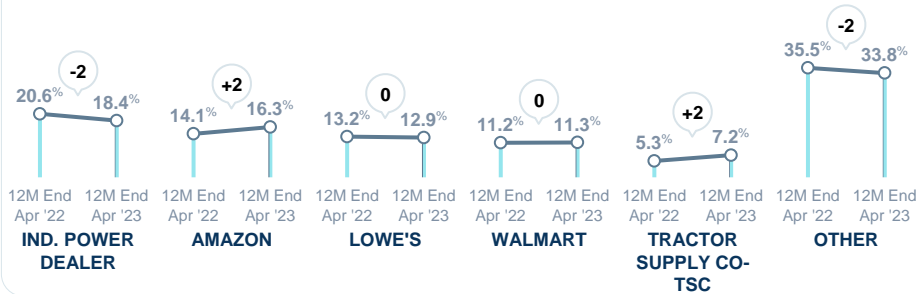
Where Consumers Buy: Online vs In-Store



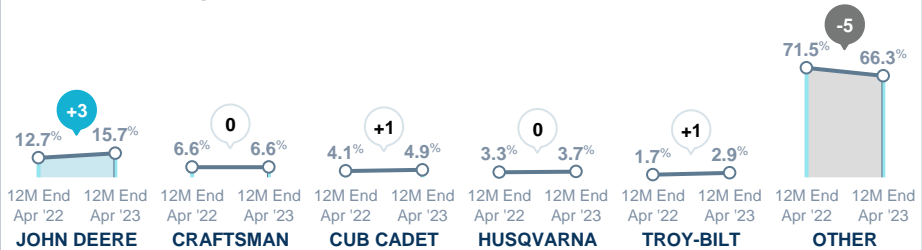
Change in online purchase - YOY

Who's Winning Consumer Dollars

STORES No significance for any Shares.



BRANDS John Deere increased significantly YOY. Other decreased significantly YOY.

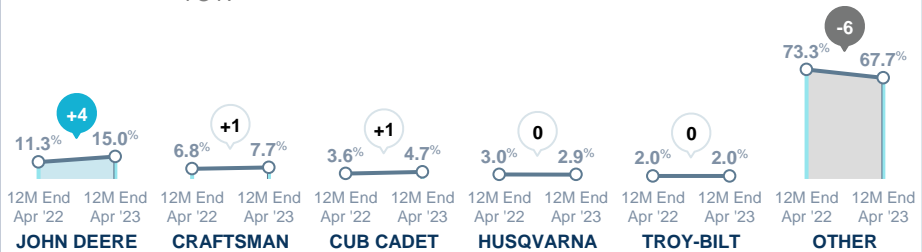


Who's Selling the Most Units

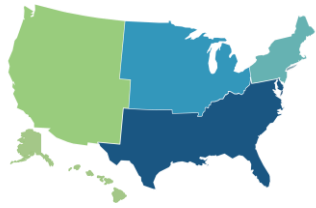
STORES No significance for any Shares.



BRANDS John Deere increased significantly YOY. Other decreased significantly YOY.



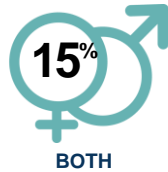
Census Region



85%
Own Home

69%
Are Married

Shopper Gender

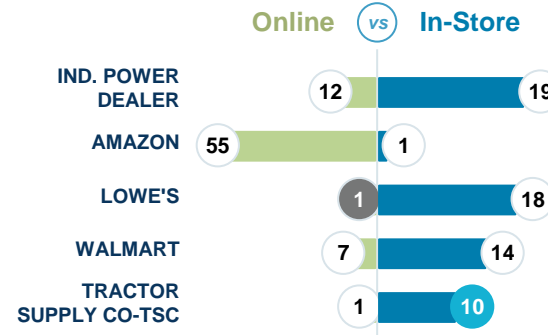


Why Behind the Buy?



Market Dollar Share

Tractor Supply Co-TSC significantly increased market share In-Store. Lowe's significantly decreased market share Online.

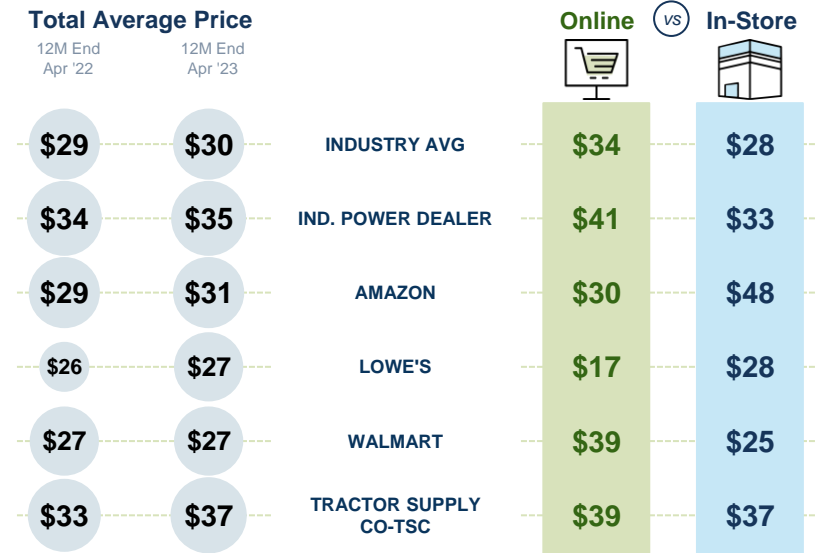


How Much is Being Paid?

The industry average price paid is \$30. The largest YOY gain for average price is Tractor Supply Co-TSC. On average, buyers pay \$6 less in-store vs online.

Total Average Price

12M End Apr '22 12M End Apr '23



12M End Apr '23