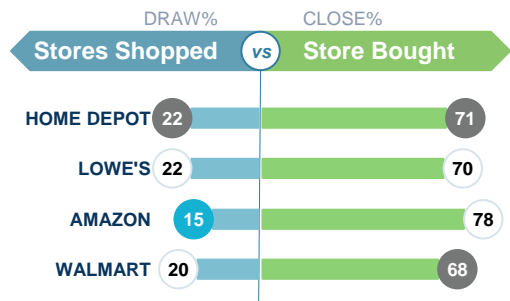


Which Stores & Brands Consumers Shopped & Bought

Draw: Amazon increased while Home Depot decreased significantly YOY.
Close: Home Depot & Walmart decreased significantly YOY.



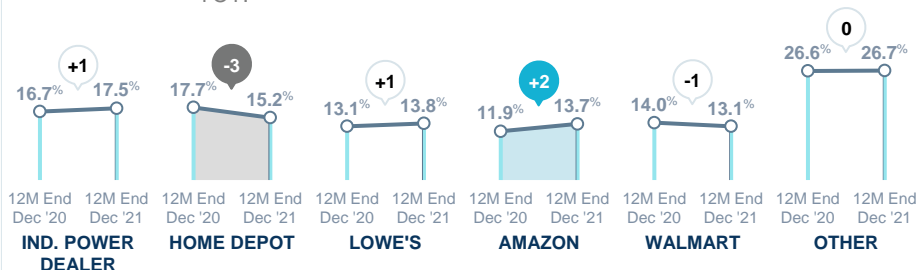
Where Consumers Buy: Online vs In-Store



Who's Winning Consumer Dollars

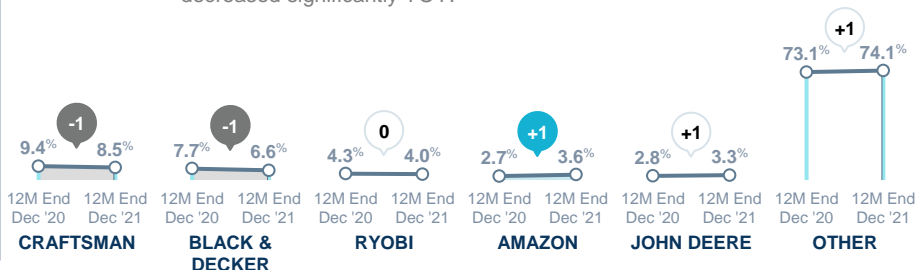
STORES

Amazon increased significantly YOY. Home Depot decreased significantly YOY.



BRANDS

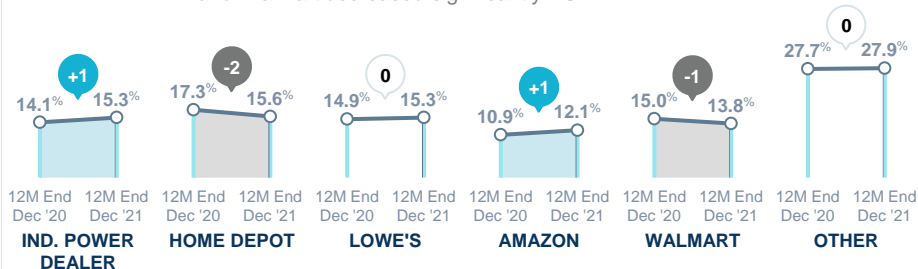
Amazon increased significantly YOY. CRAFTSMAN and Black & Decker decreased significantly YOY.



Who's Selling the Most Units

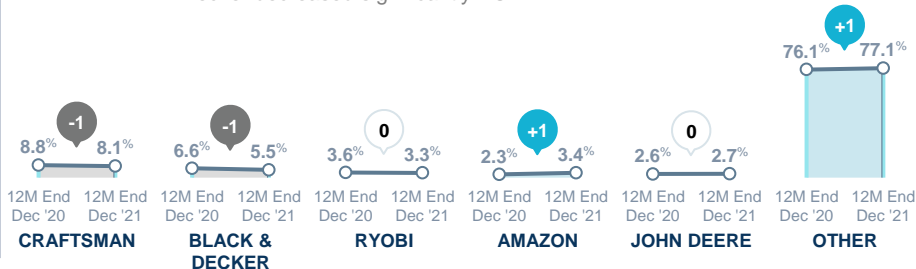
STORES

Ind. Power Dealer and Amazon increased significantly YOY. Home Depot and Walmart decreased significantly YOY.

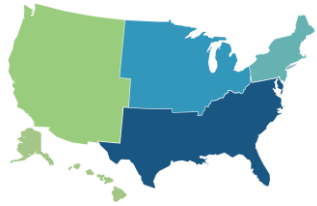


BRANDS

Amazon and Other increased significantly YOY. CRAFTSMAN and Black & Decker decreased significantly YOY.



Census Region



18% West
21% Midwest
15% Northeast
45% South

79%
Own Home

71%
Are Married

Shopper Gender



MALE



FEMALE



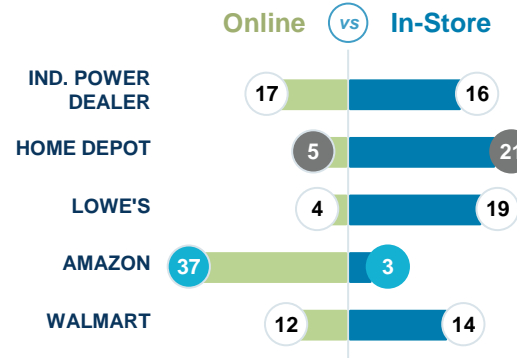
BOTH

Why Behind the Buy?



Market Dollar Share

Amazon significantly increased market share Online.
Amazon significantly increased market share In-Store.
Home Depot significantly decreased market share Online.
Home Depot significantly decreased market share In-Store.



How Much is Being Paid?

The industry average price paid is \$27. The largest YOY gain for average price is Amazon. On average, buyers pay \$9 less in-store vs online.

