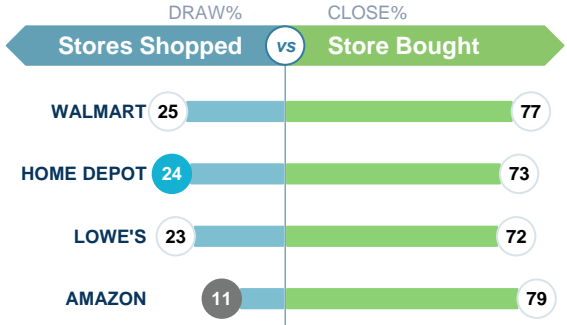
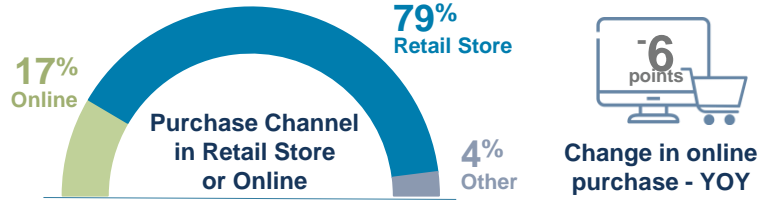


Which Stores Consumers Shopped & Bought

Draw: Home Depot increased while Amazon decreased significantly YOY.
Close: No significance for any Close Rates.



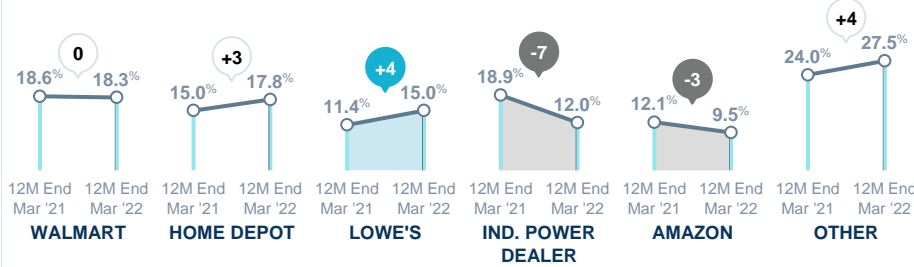
Where Consumers Buy: Online vs In-Store



Who's Winning Consumer Dollars

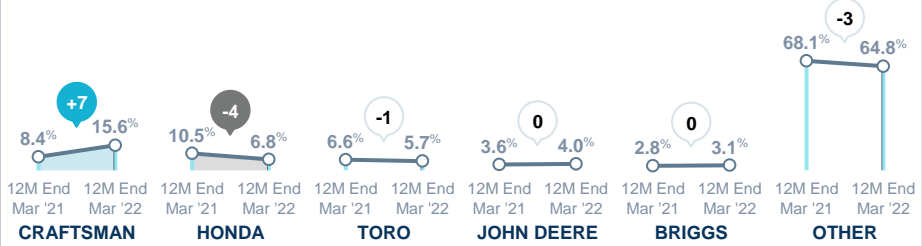
STORES

Lowe's increased significantly YOY. Ind. Power Dealer and Amazon decreased significantly YOY.



BRANDS

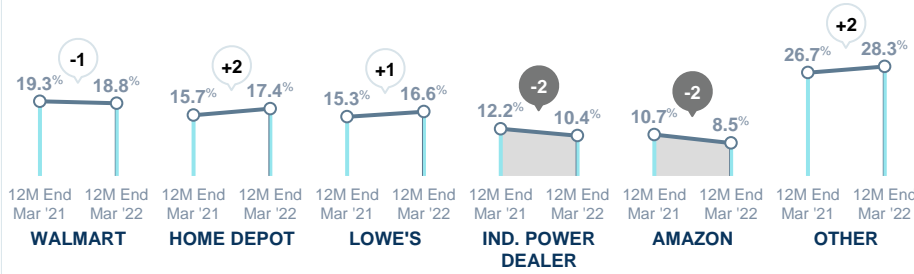
CRAFTSMAN increased significantly YOY. Honda decreased significantly YOY.



Who's Selling the Most Units

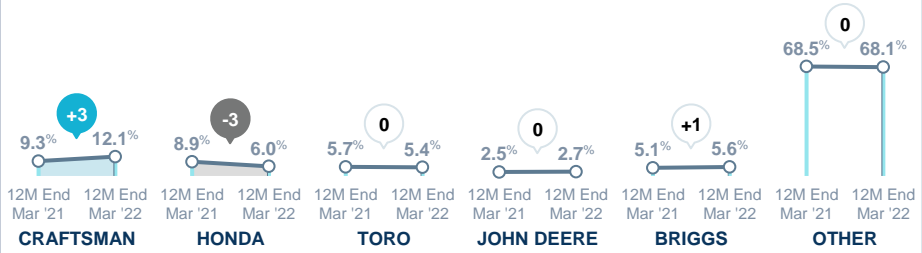
STORES

Ind. Power Dealer and Amazon decreased significantly YOY.

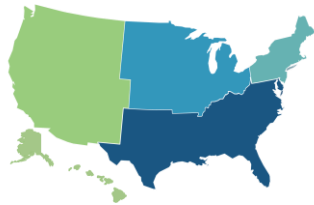


BRANDS

CRAFTSMAN increased significantly YOY. Honda decreased significantly YOY.



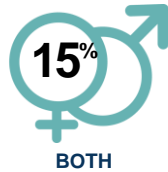
Census Region



77%
Own Home

64%
Are Married

Shopper Gender

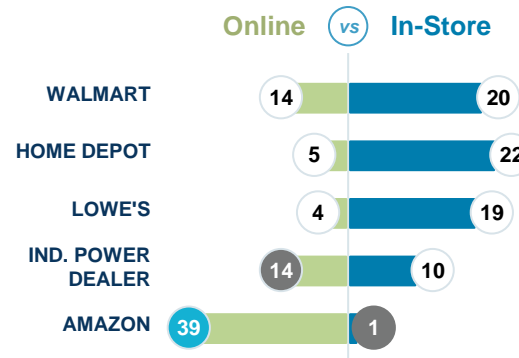


Why Behind the Buy?



Market Dollar Share

Amazon significantly increased market share Online.
Ind. Power Dealer significantly decreased market share Online.
Amazon significantly decreased market share In-Store.



How Much is Being Paid?

The industry average price paid is \$20. The largest YOY gain for average price is Home Depot. On average, buyers pay \$6 less in-store vs online.

Total Average Price

