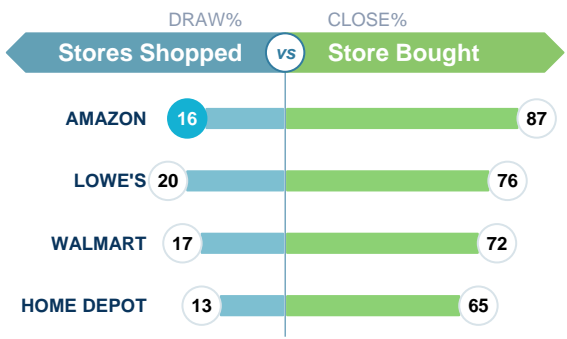
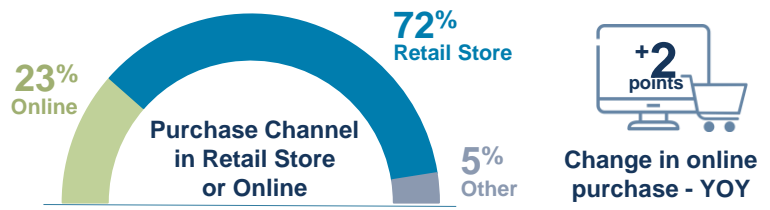


Which Stores Consumers Shopped & Bought

Draw: Amazon increased significantly YOY.
Close: No significance for any Close Rates.



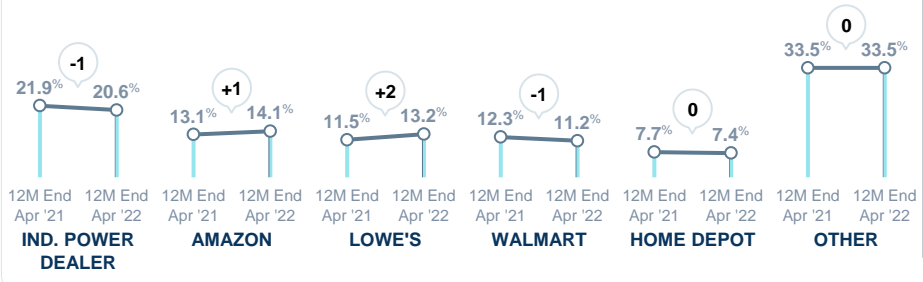
Where Consumers Buy: Online vs In-Store



Who's Winning Consumer Dollars

STORES

No significance for any Shares.



BRANDS

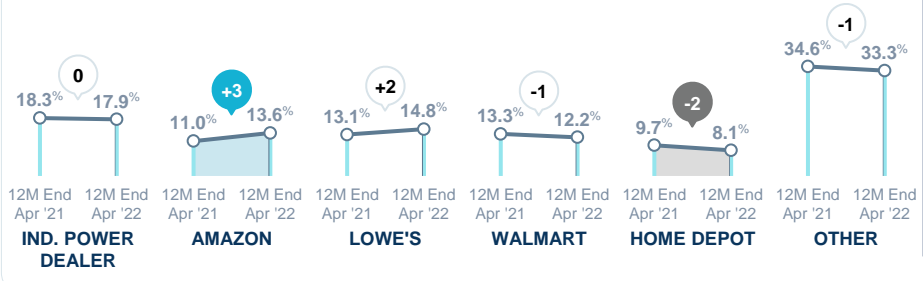
John Deere increased significantly YOY.



Who's Selling the Most Units

STORES

Amazon increased significantly YOY. Home Depot decreased significantly YOY.

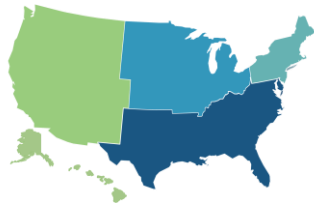


BRANDS

No significance for any Shares.



Census Region



86%
Own Home

73%
Are Married

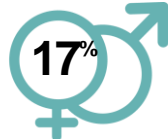
Shopper Gender



MALE



FEMALE



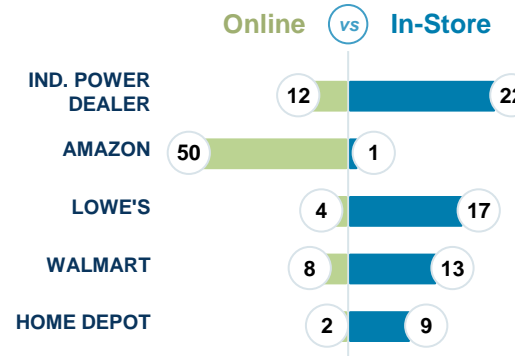
BOTH

Why Behind the Buy?



Market Dollar Share

No significance for any Online or In-Store Market Share.



How Much is Being Paid?

The industry average price paid is \$29. The largest YOY gain for average price is Home Depot. On average, buyers pay \$4 less in-store vs online.

Total Average Price

12M End Apr '21 12M End Apr '22



12M End Apr '22