

### Who's Winning Consumer Dollars



#### STORES



#### BRANDS



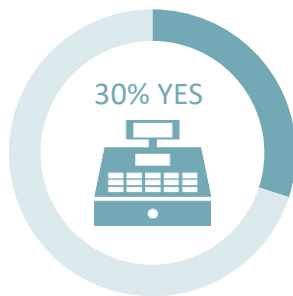
#### HOW MUCH IS BEING PAID



#### SHOP ONLINE



#### BUY ONLINE



### Why Behind the Buy

#### RETAILER

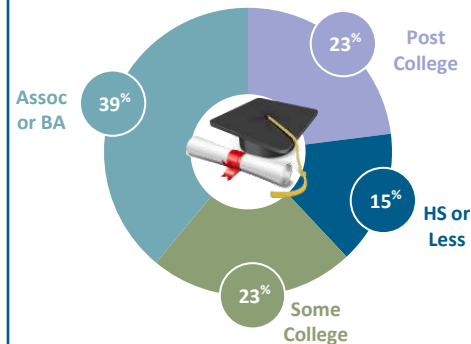


#### Ship to Store - Bought product online



### Who's Buying

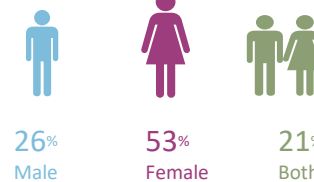
#### EDUCATION



#### OWN HOME



#### GENDER



#### INCOME

