

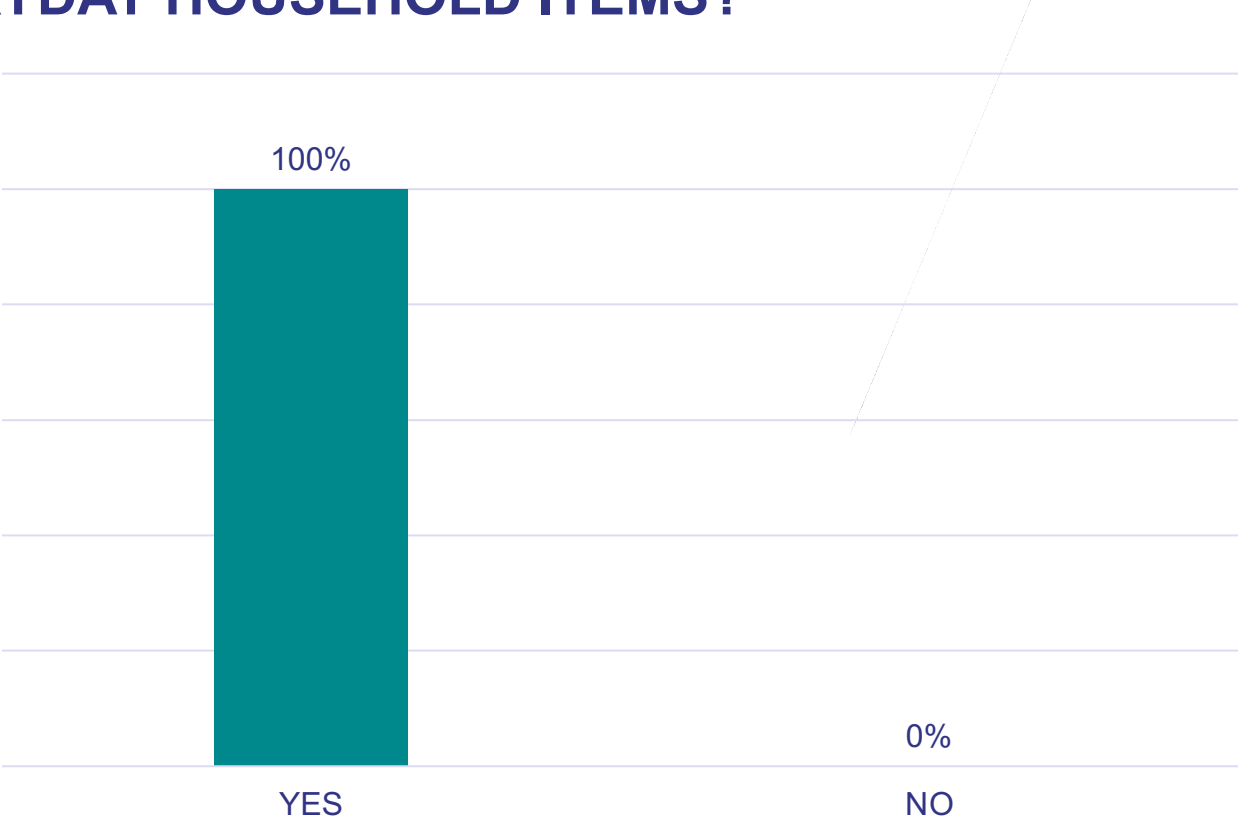


INMAR INTELLIGENCE ECOMMERCE CONSUMER SURVEY OVERVIEW

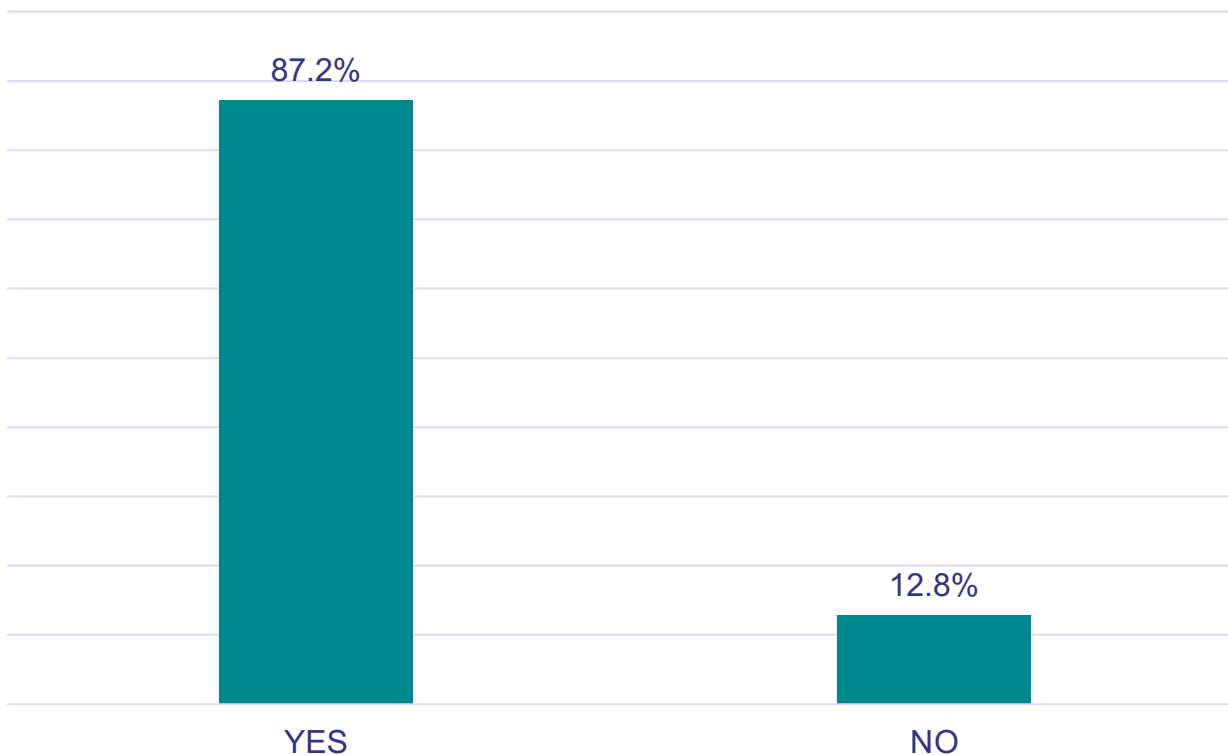
Inmar Intelligence Ecommerce Consumer Survey

- 1,000 US Adults**
- June 18, 2021**

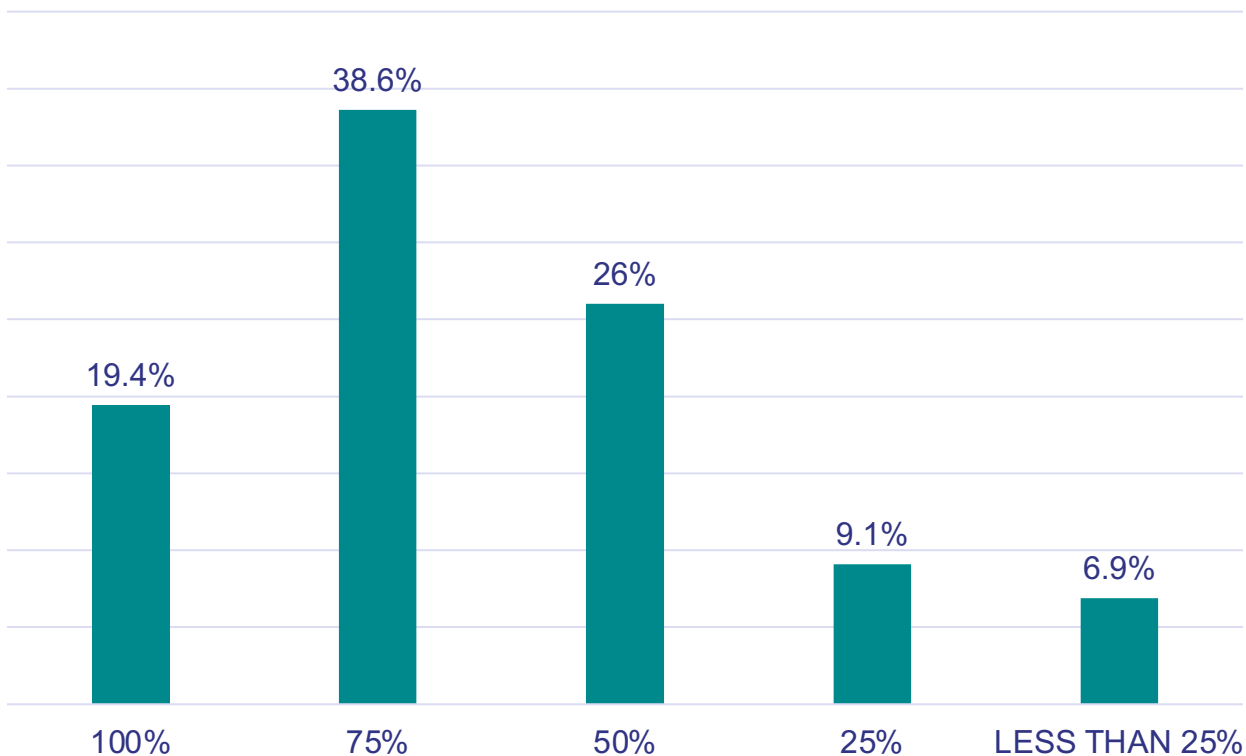
DO YOU SHOP ONLINE FOR GROCERS AND EVERYDAY HOUSEHOLD ITEMS?



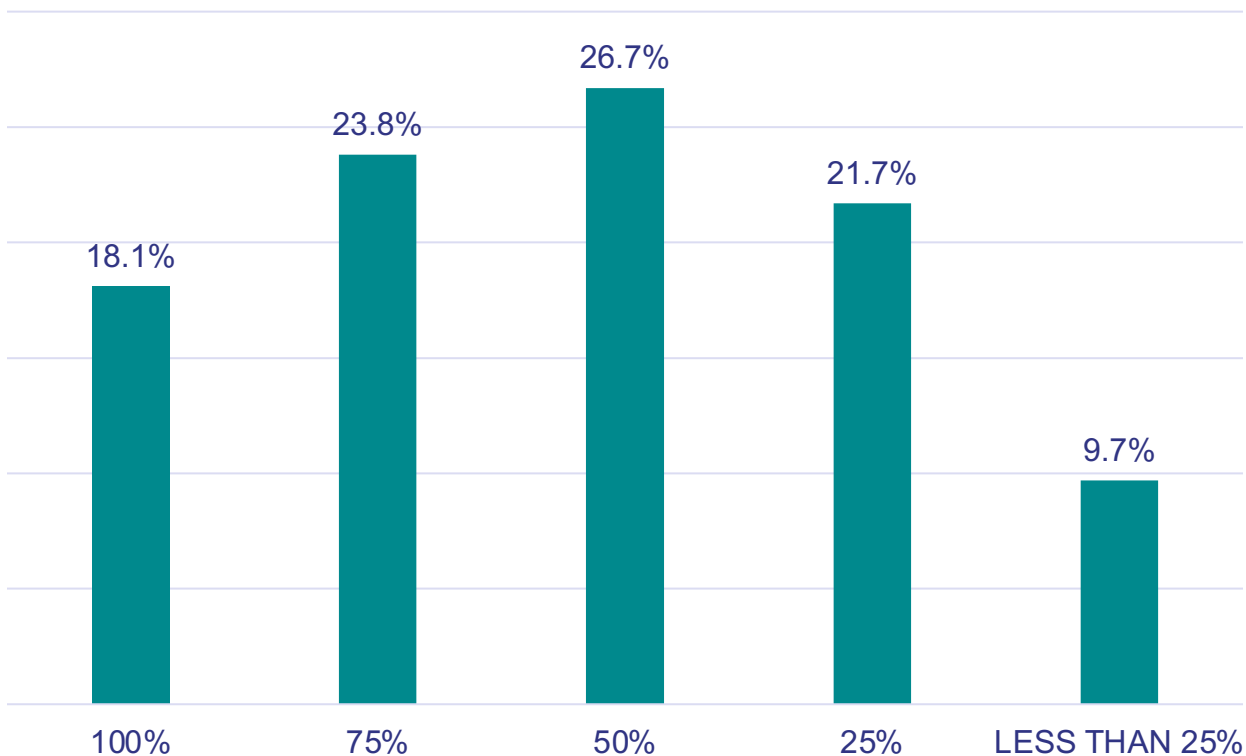
DID YOU SHOP ONLINE BEFORE THE PANDEMIC?



WHAT PORTION OF YOUR GROCERY SHOPPING IS IN-STORE?



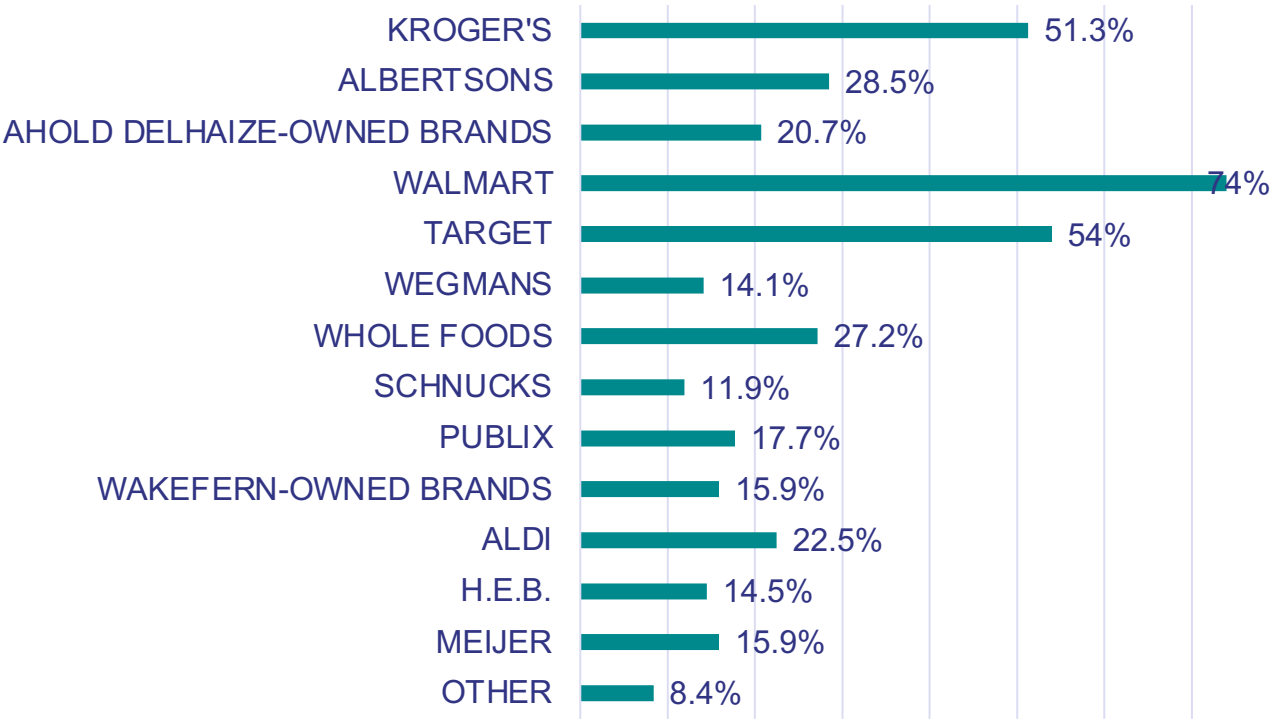
WHAT PORTION OF YOUR GROCERY SHOPPING IS ONLINE?



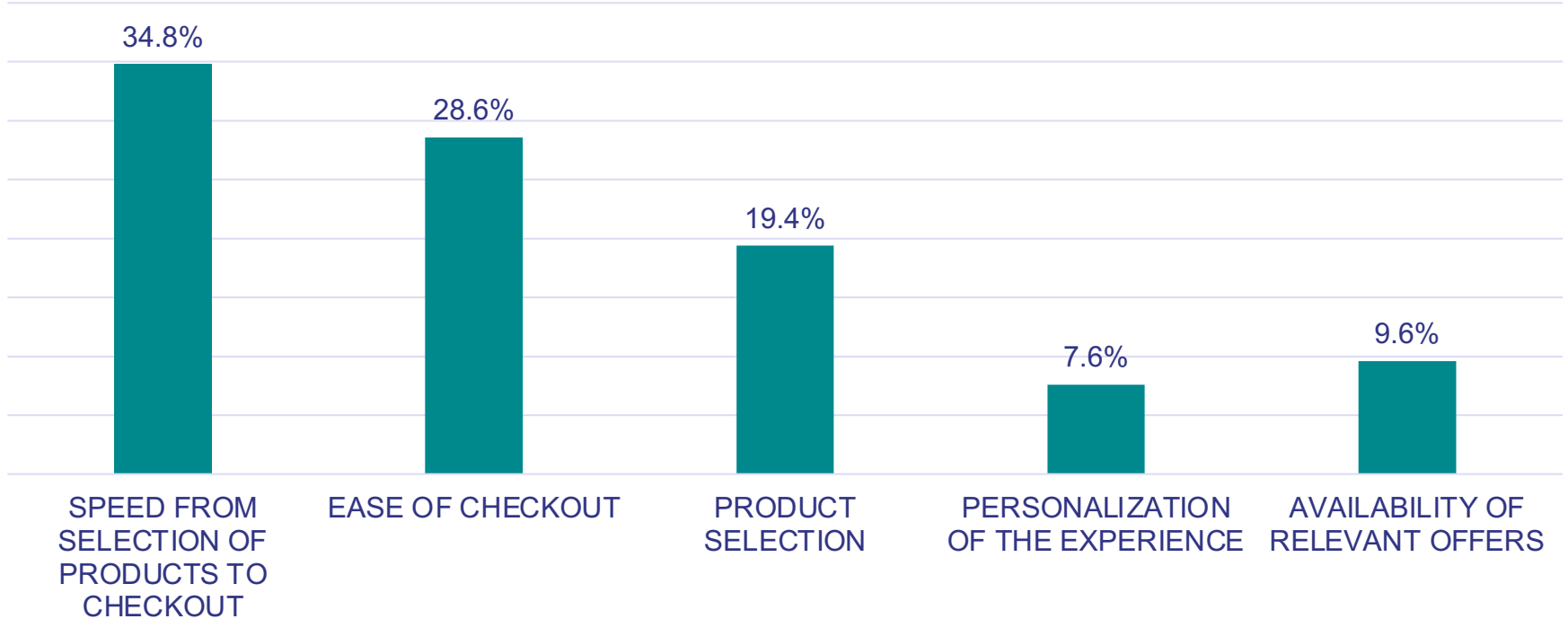
WHAT PORTION OF YOUR GROCERY SHOPPING IS DONE VIA YOUR MOBILE DEVICE (I.E. STORE APP)?



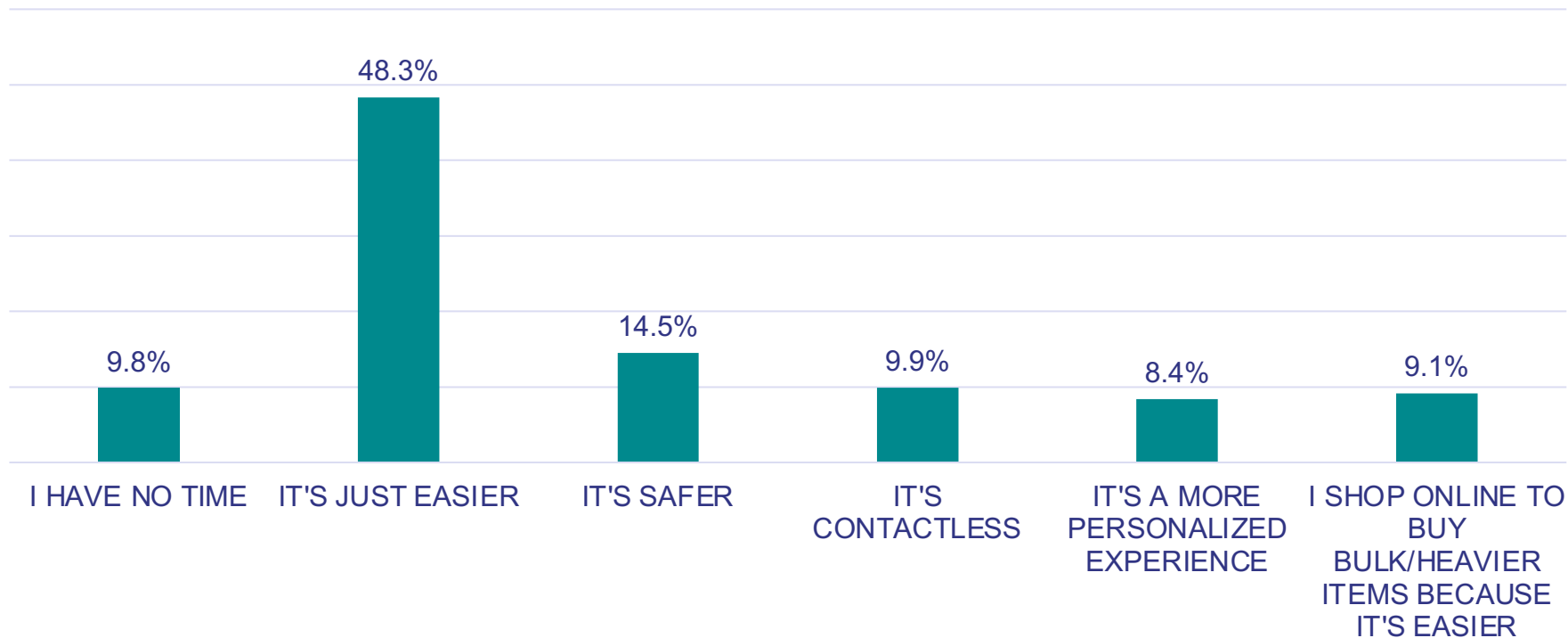
WHICH STORES HAVE YOU TRIED FOR ONLINE SHOPPING?



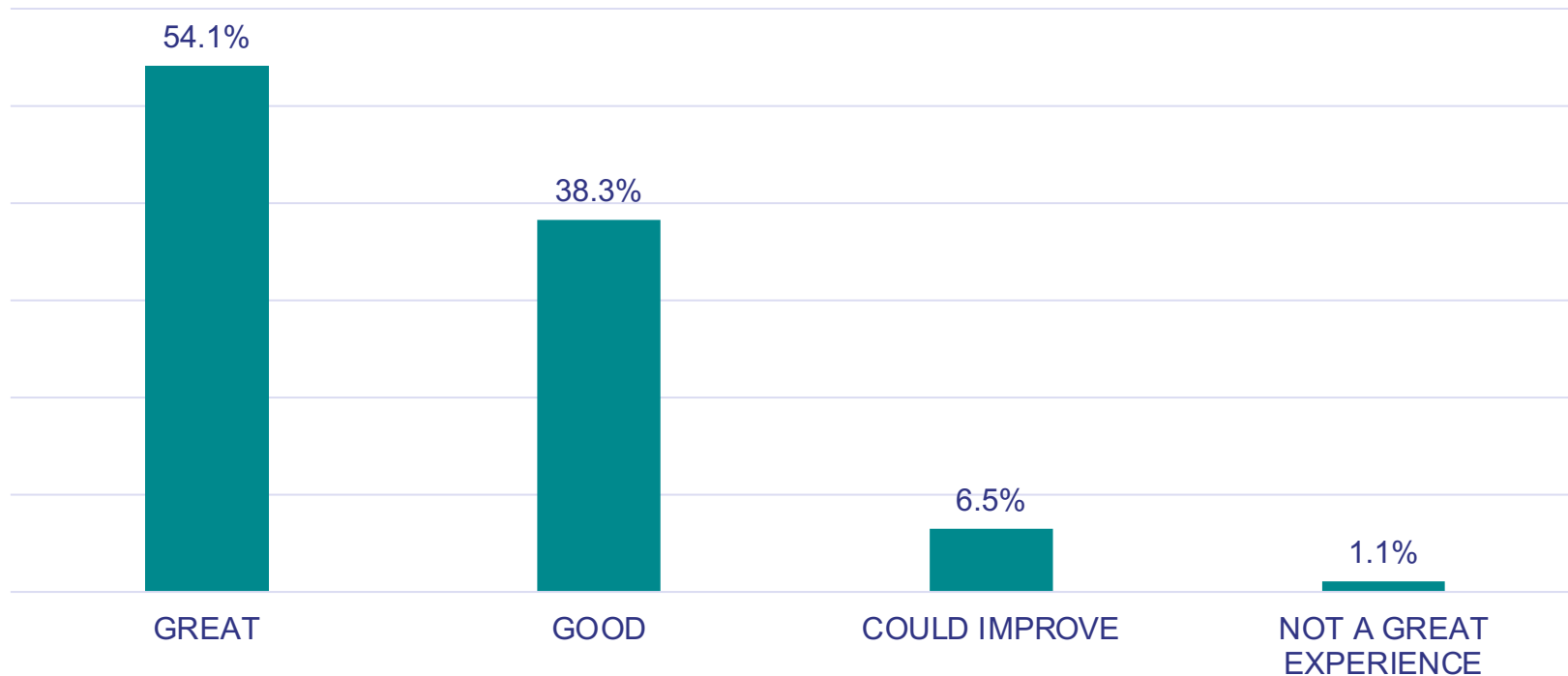
WHAT PART OF THE EXPERIENCE WAS MOST SPECIAL TO YOU?



WHAT IS THE PRIMARY REASON YOU SHOP ONLINE OR VIA MOBILE?



HOW WOULD YOU RATE YOUR FAVORITE GROCERY STORE'S ABILITY TO PROVIDE A GREAT EXPERIENCE IN THE STORE?



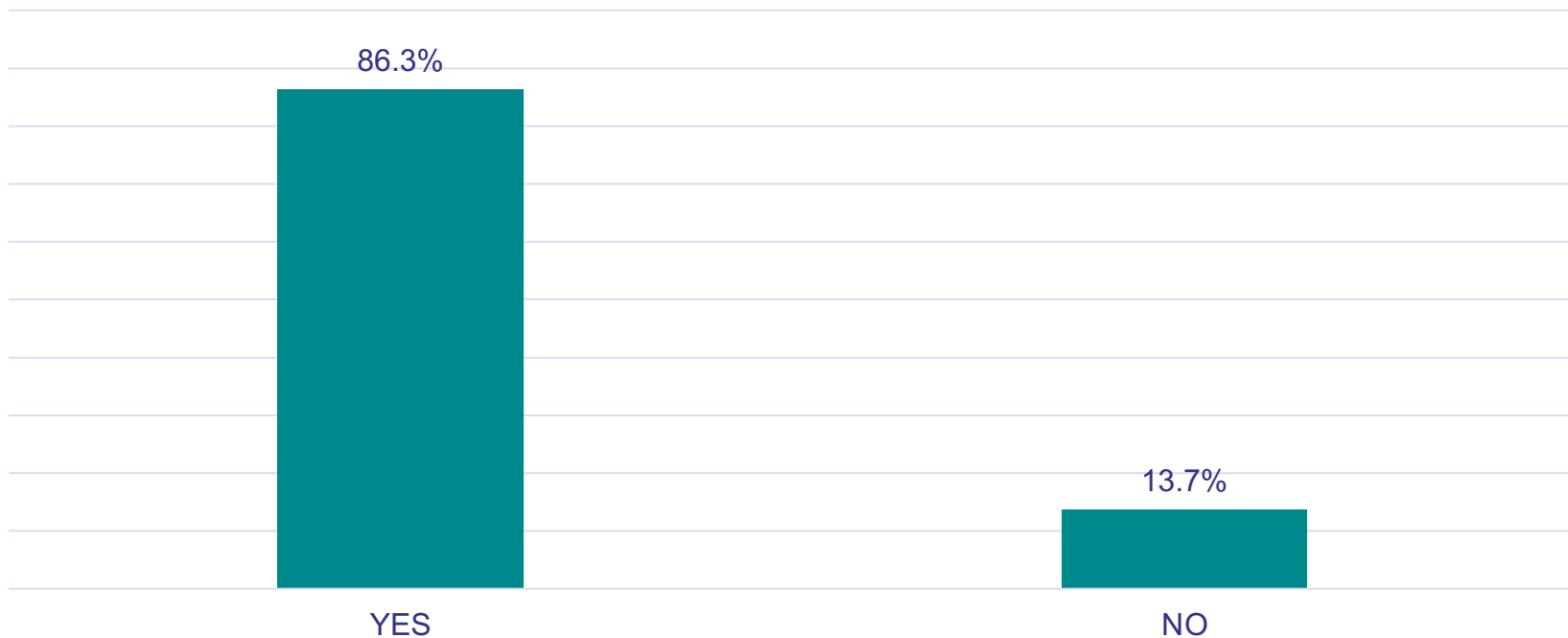
HOW WOULD YOU RATE YOUR FAVORITE GROCERY STORE WHEN YOU SHOP THE STORE ONLINE?



RANK HOW IMPORTANT THE FOLLOWING ARE TO YOUR HOUSEHOLD?

	1	2	3	4	5	MEAN
THE STORE TAKES INTO CONSIDERATION MY FAMILY'S DIETARY NEEDS	257	203	194	177	169	2.8
THE STORE PROVIDES TIMELY AND RELEVANT IDEAS AND RECIPES AROUND MEAL OCCASIONS	142	257	246	240	115	2.9
THE STORE AUTO GENERATES MY SHOPPING LIST	164	195	294	201	146	3.0
THE STORE CAN AUTO-POPULATE THE ONLINE EXPERIENCE WITH NEW ITEMS AND FAMILY MIGHT BE INTERESTED IN	206	226	161	268	139	2.9
OTHER	231	119	105	114	431	3.4

NOW THAT VACCINES ARE MORE WIDELY DISTRIBUTED AND THE WORLD OPENS UP, WILL YOU RETURN TO IN-STORE GROCERY SHOPPING?



WHAT IS THE MAIN REASON YOU WOULD NOT RETURN TO IN-STORE GROCERY SHOPPING?

