

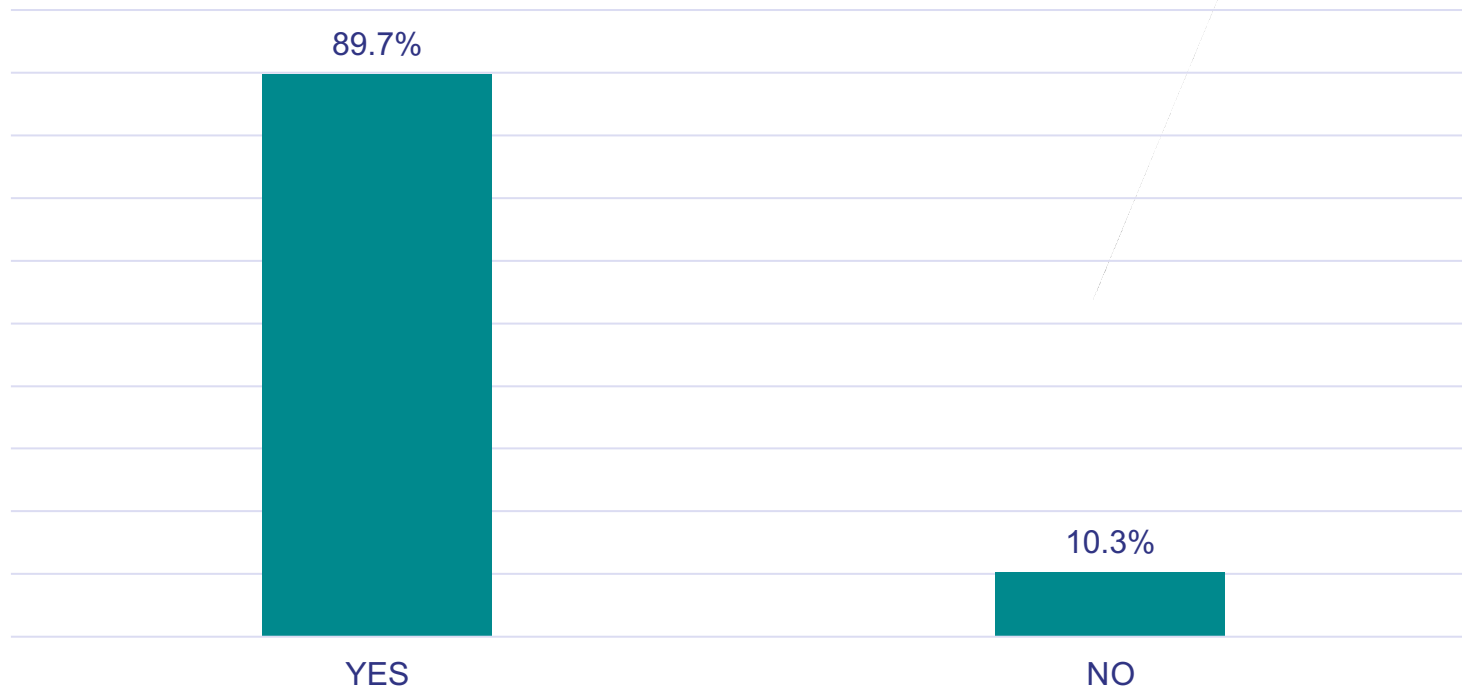


INMAR INTELLIGENCE PRICE INFLATION SURVEY OVERVIEW

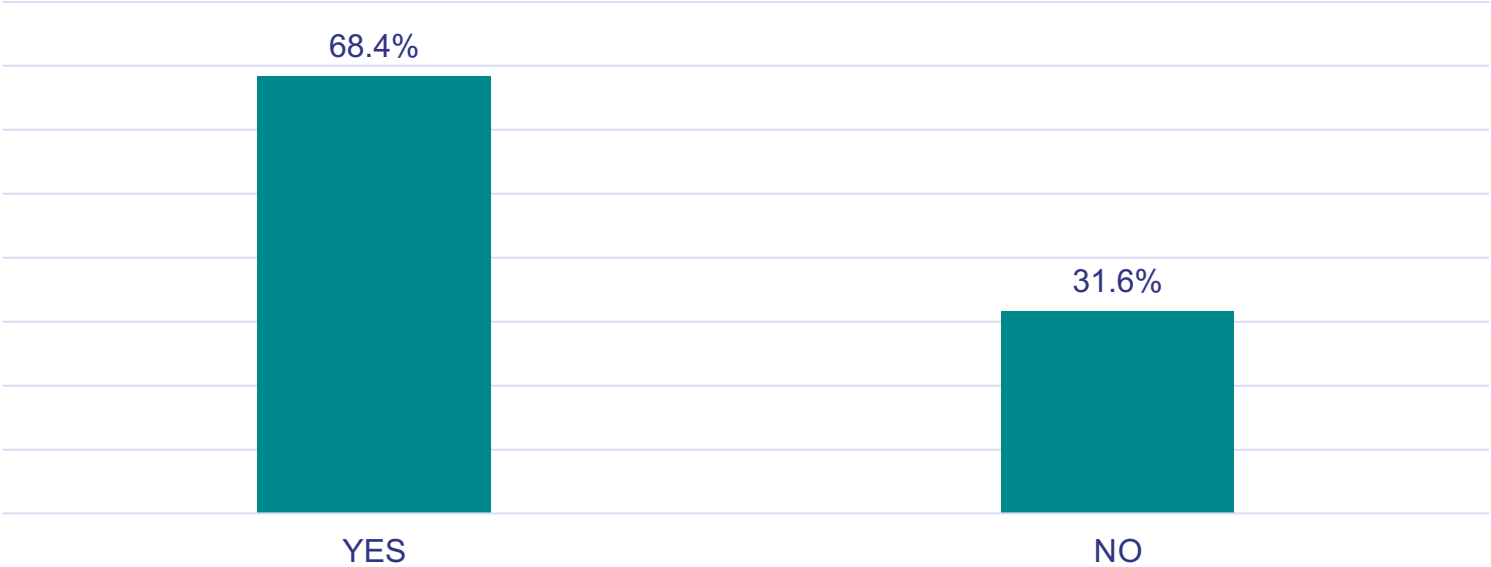
Inmar Intelligence Price Inflation Survey

- 1,000 US Adults**
- May 10, 2021**

HAVE YOU NOTICED AN INCREASE IN PRICES OF GROCERIES AND EVERYDAY HOUSEHOLD ITEMS THAT YOU REGULARLY PURCHASE?

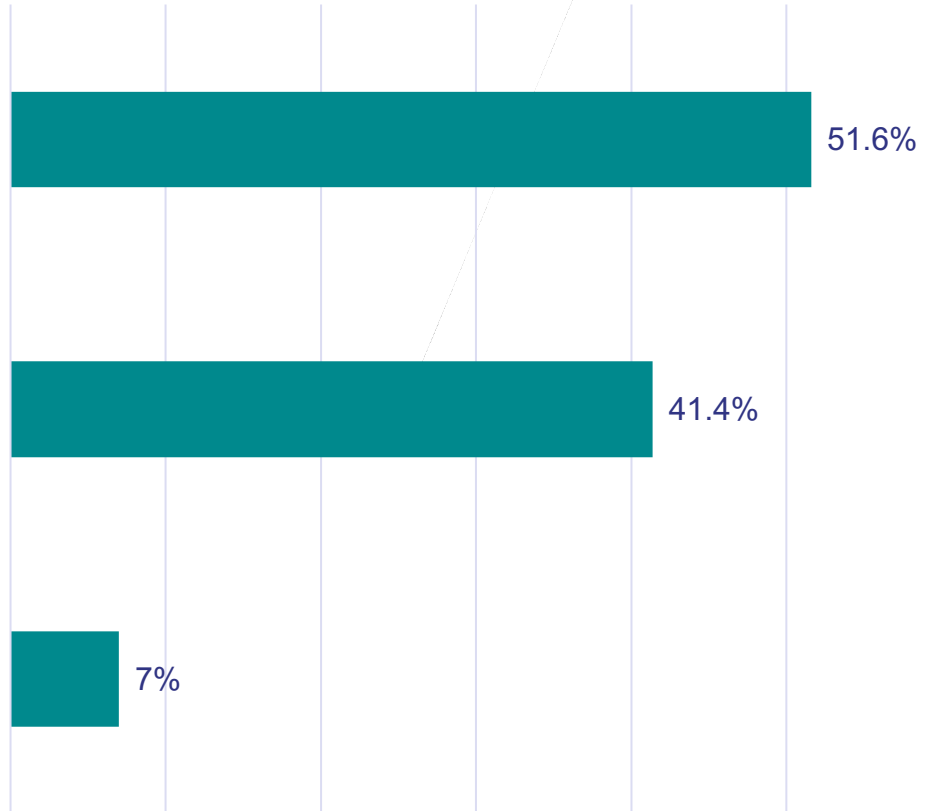


HAVE YOU BEGUN SHOPPING AT A DIFFERENT STORE FOR GROCERIES AND EVERYDAY HOUSEHOLD ITEMS BECAUSE YOU'VE NOTICED THAT PRICES HAVE INCREASED AT YOUR REGULAR STORE?



HOW DO YOU FEEL ABOUT THE INCREASED PRICES OF GROCERIES AND EVERYDAY HOUSEHOLD ITEMS?

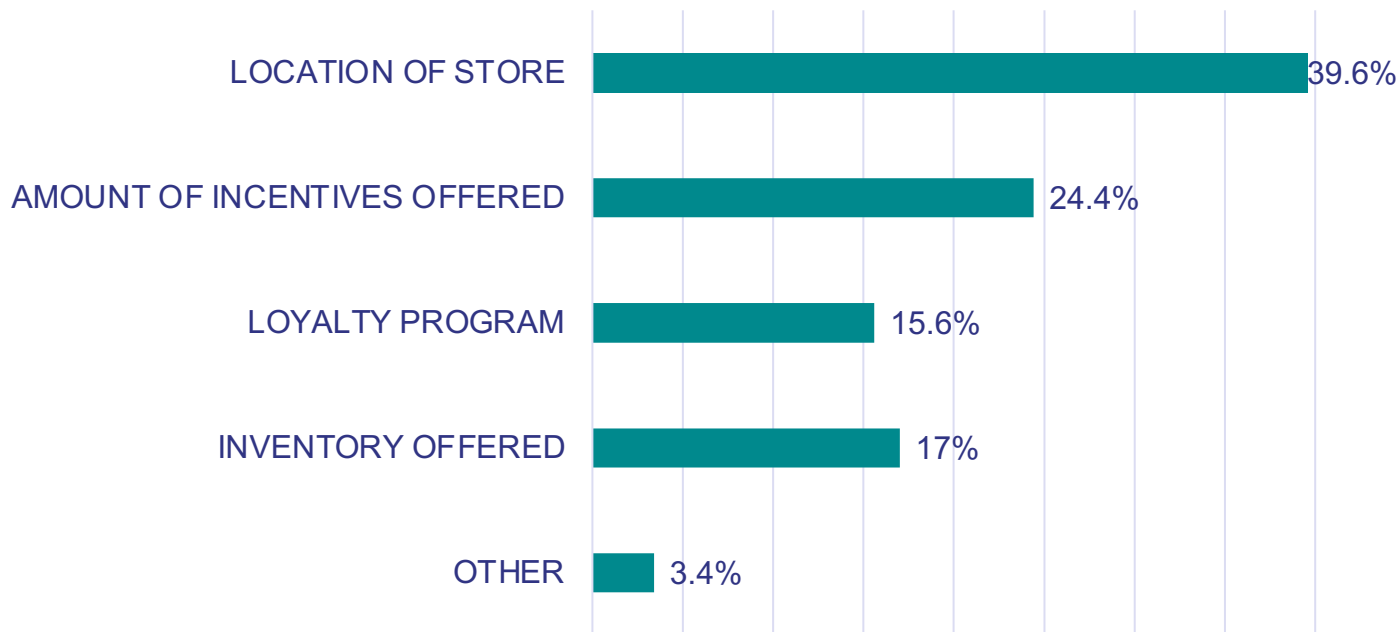
I UNDERSTAND THESE ARE TOUGH TIMES
AND RISING PRICES IS A REFLECTION OF
THE CHALLENGES WE ALL FACE



I FEEL BRANDS AND RETAILERS SHOULD
FIND SOLUTIONS TO PREVENT RISING
PRICES FOR CONSUMERS

I AM NOT CONCERNED WITH RISING
PRICES AS I'M A SAVVY SHOPPER AND
CAN AVOID PAYING HIGHER PRICES

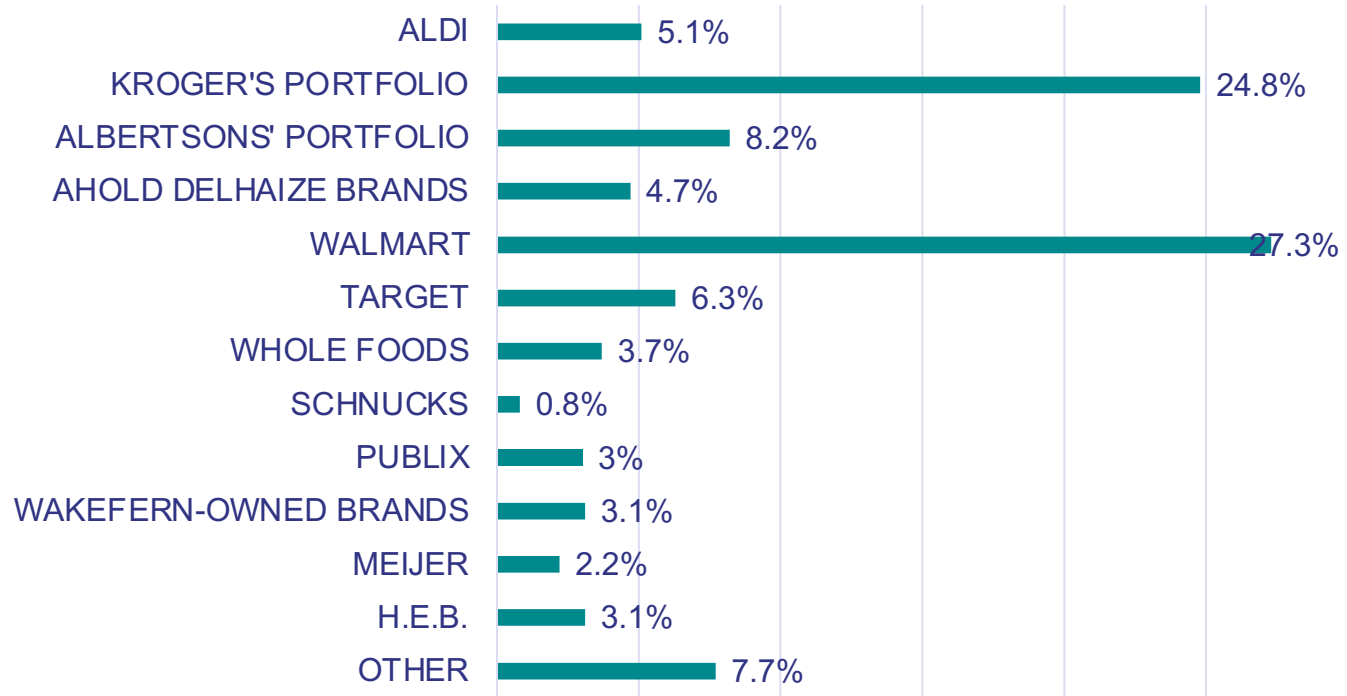
BESIDES PRICE, WHAT ARE THE OTHER REASONS YOU WOULD CHANGE WHERE YOU REGULARLY SHOP FOR GROCERIES AND EVERYDAY HOUSEHOLD ITEMS?



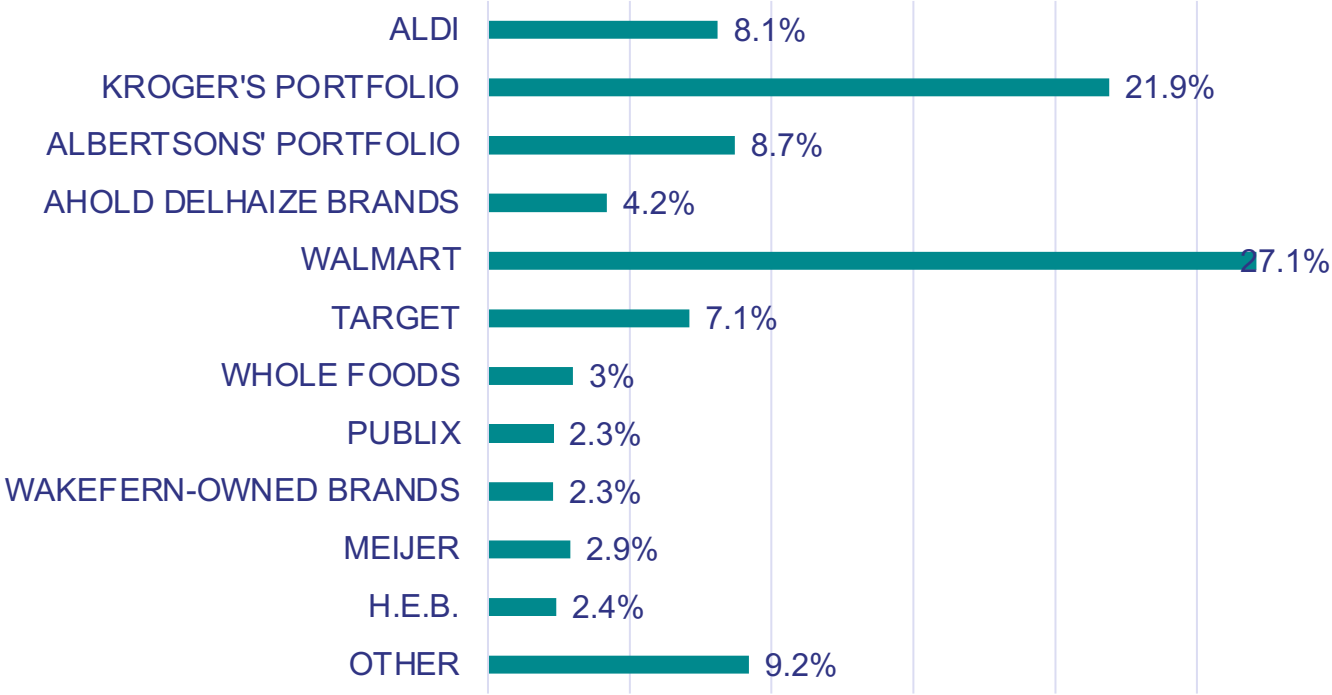
ARE THERE OTHER REASONS YOU WOULD CHANGE WHERE YOU SHOP FOR GROCERIES AND EVERYDAY HOUSEHOLD ITEMS?



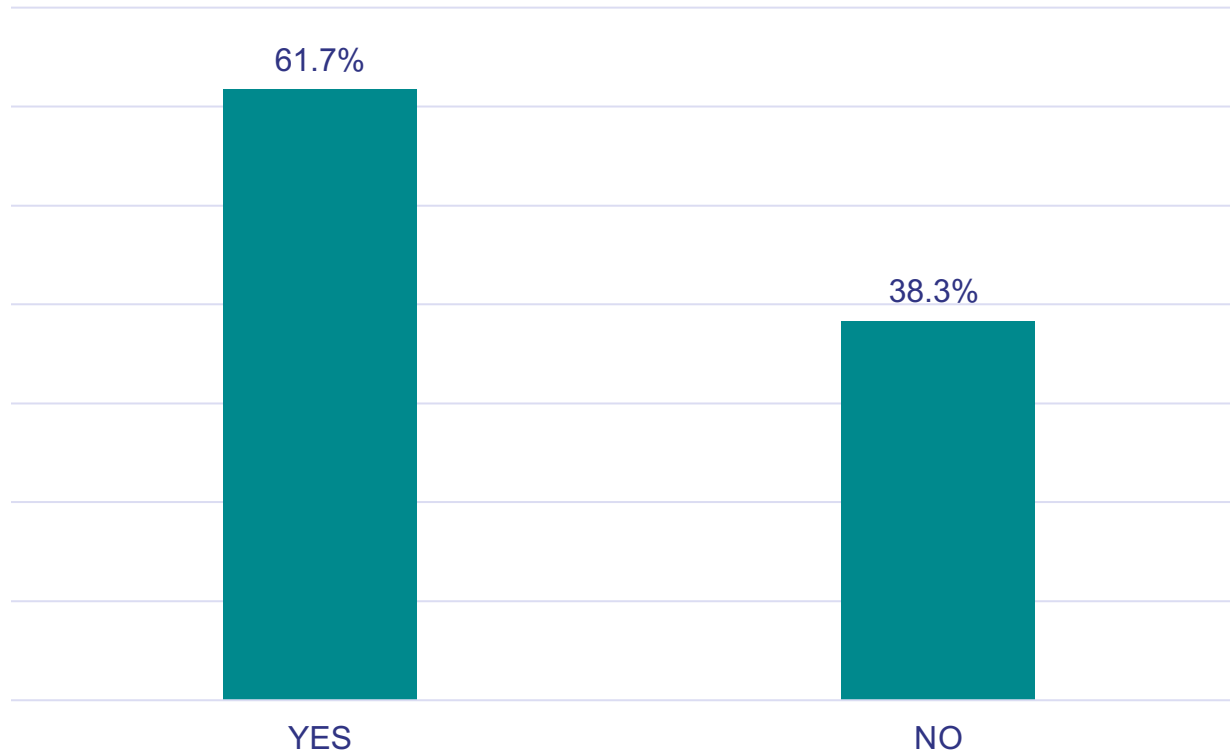
PRIOR TO THE START OF THE PANDEMIC, WHERE DID YOU PRIMARILY SHOP FOR GROCERIES?



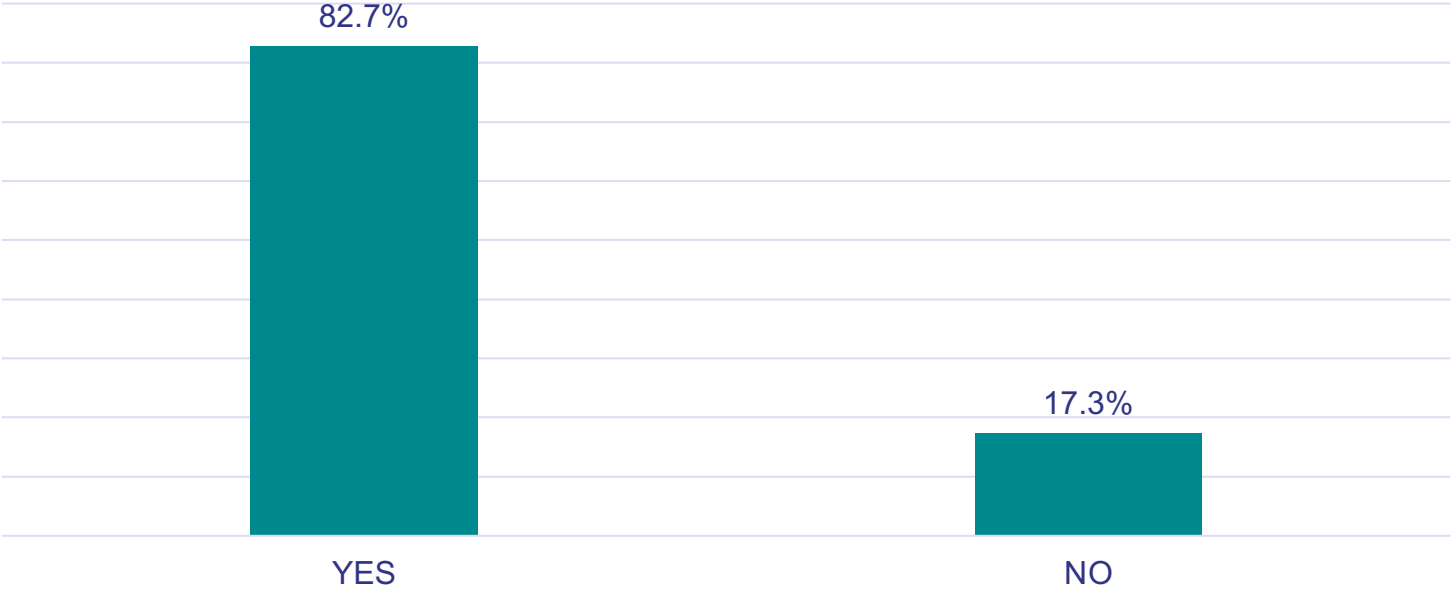
WHERE DO YOU CURRENTLY SHOP FOR GROCERIES?



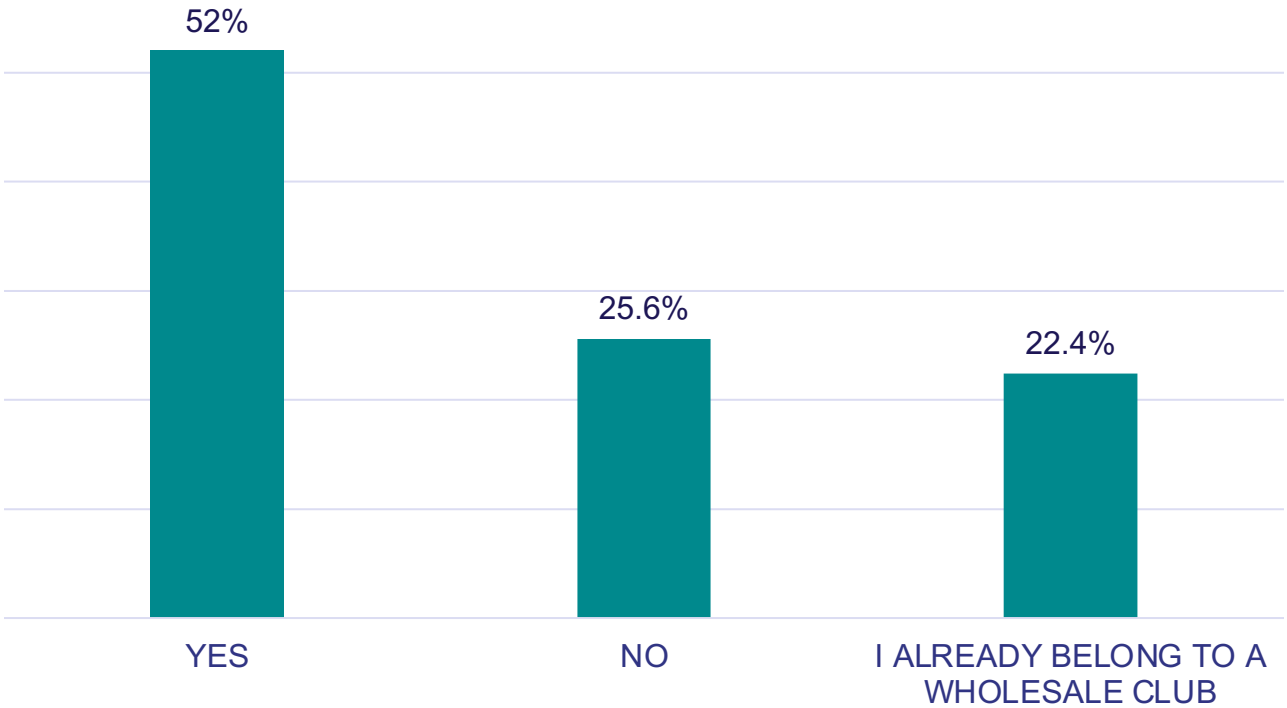
DUE TO THE RISING PRICES, HAVE YOU JOINED MORE THAN ONE LOYALTY PROGRAM OFFERED BY GROCERY STORES?



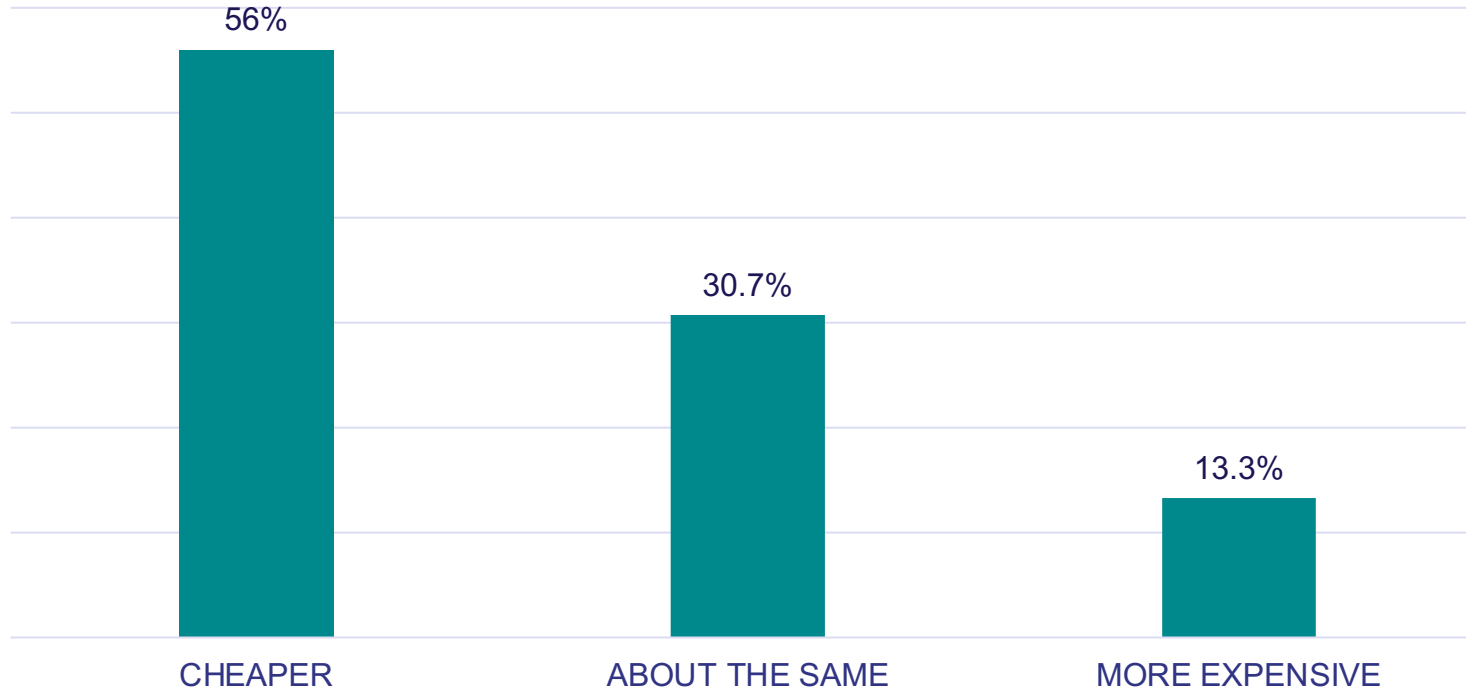
ARE YOU ACTIVELY LOOKING FOR WAYS TO SAVE MONEY ON YOUR GROCERY TRIPS, LIKE PLANNING MEALS WITH CHEAPER OR LESS INGREDIENTS?



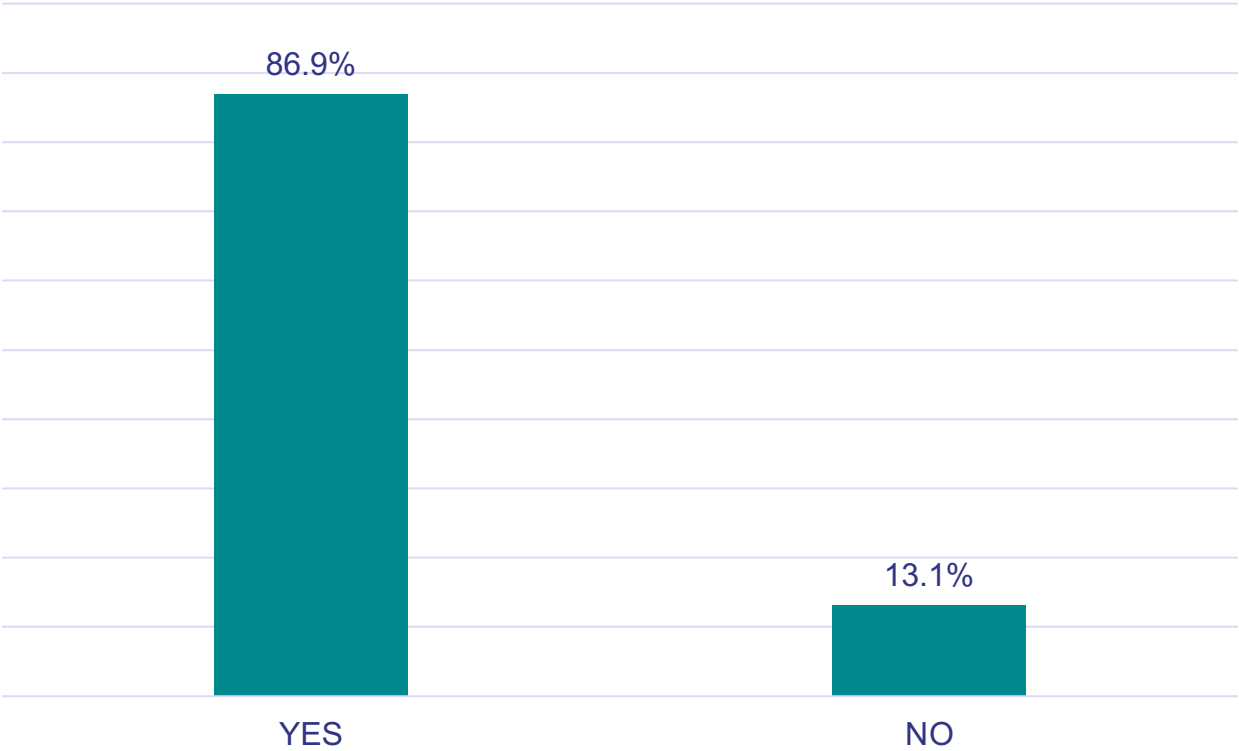
IF YOU DON'T BELONG TO A WHOLESALE DISCOUNT CLUB ARE YOU CONSIDERING JOINING ONE TO COMBAT RISING PRICES?



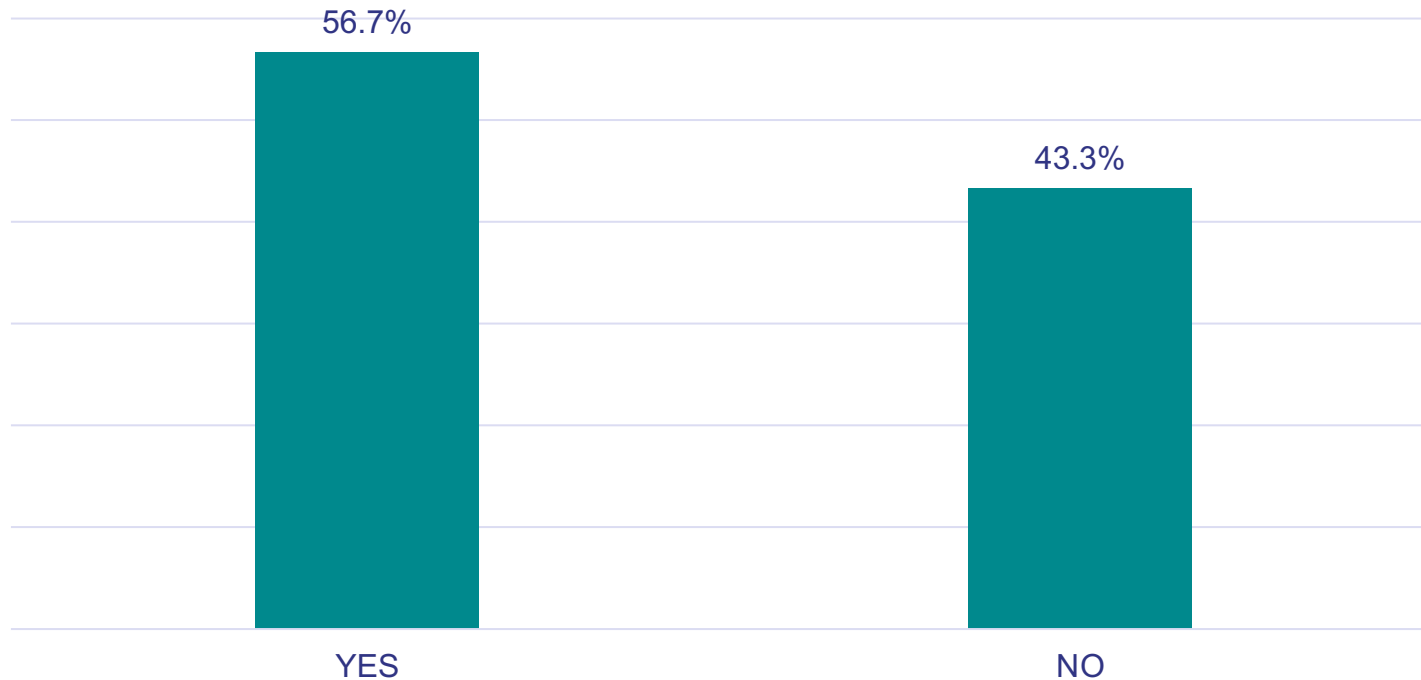
DO YOU CONSIDER STORE BRANDS PRODUCTS TO BE CHEAPER, MORE EXPENSIVE OR ABOUT THE SAME AS NAME BRAND PRODUCTS?



DO YOU BUY STORE BRAND PRODUCTS TO SAVE MONEY?



DO YOU CONSIDER STORE BRAND PRODUCTS TO BE OF LESSER QUALITY THAN NAME BRAND ITEMS?



RANK ORDER THE IMPORTANCE OF EACH OF THE FOLLOWING WHEN CONSIDERING WHERE YOU SHOP:

	1	2	3	4	5	6	7	8	9	10	MEAN
PRICES	399	84	71	71	59	74	60	49	57	76	3.9
DELIVERY OPTIONS	73	129	96	66	80	74	79	66	85	252	6.1
CLEANLINESS	68	163	203	88	116	79	97	88	54	44	4.7
FRESH FOOD OPTIONS	95	196	155	189	82	78	62	60	46	37	4.3
LOCATION	88	91	144	152	195	85	61	67	71	46	4.9
PRODUCT SELECTION	63	83	116	160	164	172	76	70	58	38	5.1
ONLINE CUSTOMER REVIEW	32	63	47	69	71	90	172	107	212	137	6.8
FAMILY/FRIENDS RECOMMENDATION	40	56	65	70	76	99	121	261	133	79	6.5
LOYALTY PROGRAM OPTION	57	74	43	76	88	113	140	137	184	88	6.4
INCENTIVES	85	61	60	59	69	136	132	95	100	203	6.4