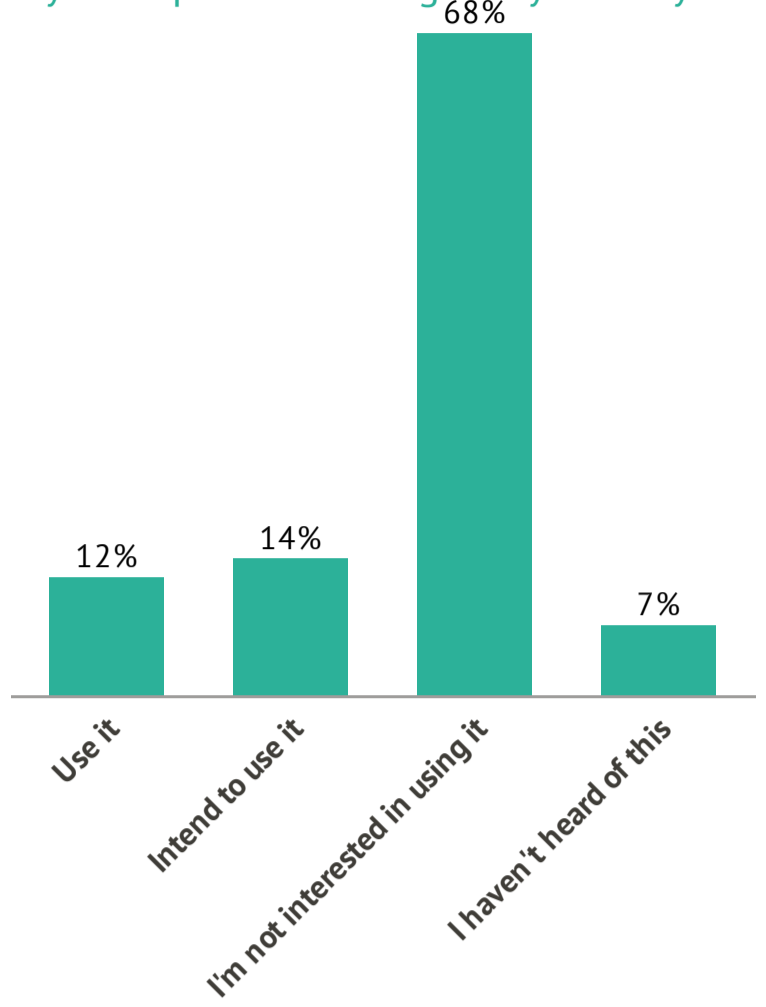


Grocery Delivery Adoption

14%

Of U.S. adults intend to try a grocery delivery service.

Which of the following best describes your experience with grocery delivery?



1,170 respondents, weighted by U.S. Census



50% of people who use grocery delivery services live in a city.

45%

Of U.S. adults who **intend** to use grocery delivery services are **Gen Xers (35-54)**.

44%

Of U.S. adults who **don't want to try** grocery delivery are **Baby Boomers (55+)**.

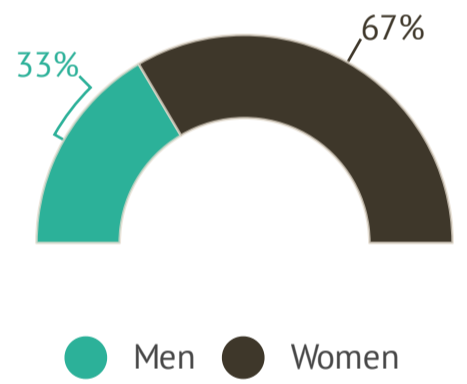
People who use grocery delivery services and like them are **twice more likely** to shop at Whole Foods than those who intend to try grocery delivery.

2x

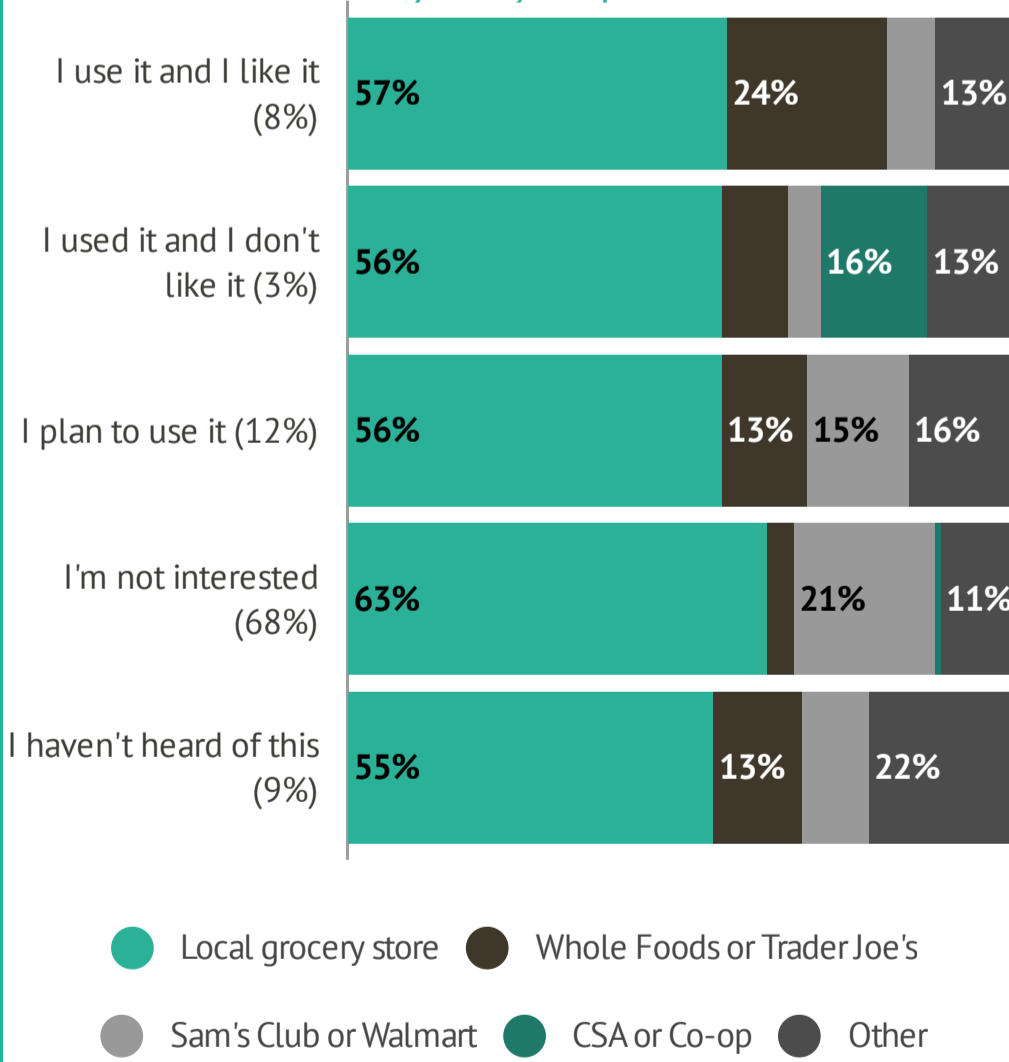
77%

Of people who use grocery delivery services also closely read the nutritional information of products at the grocery store.

Women are **twice more likely** than men to use grocery delivery services and continue to use them.



"Which of the following best describes your experience with grocery delivery?" compared with "Where do you grocery shop?"

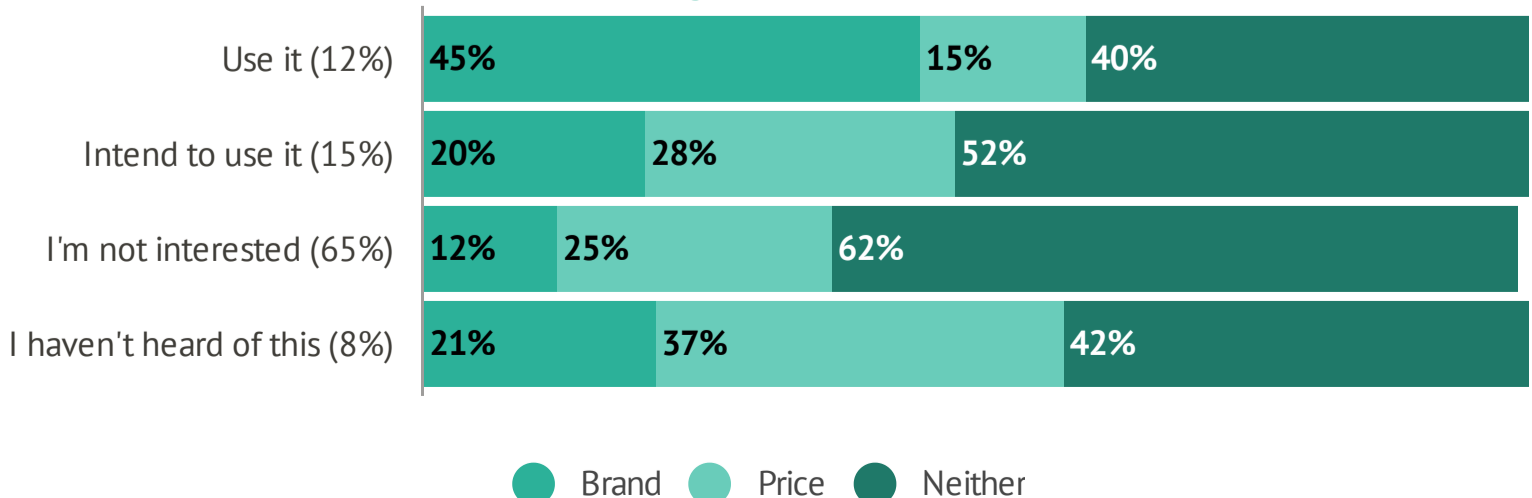


835 respondents, weighted by U.S. Census 18+

People who intend to use grocery delivery services are tech savvy: they are most influenced by social media, follow technology trends, and are more likely to be heavy social media users.



"Which of the following best describes your experience with grocery delivery?" compared with "When shopping for food, is brand or price more important?"



● Brand ● Price ● Neither

841 respondents, weighted by U.S. Census 18+