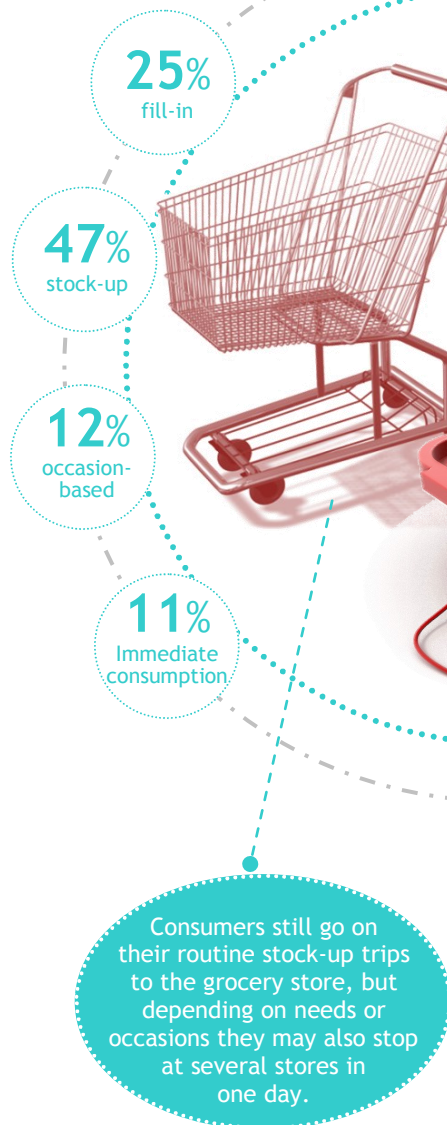


## CONSUMERS' FOOD SHOPPING HABITS: BRICKS or CLICKS?

Bricks-and-mortar stores still own the food market, but online is catching on among busy urban shoppers. What are the motivations for shopping at a traditional grocery store or trying online grocery shopping for the first time?

### BRICKS: TRIGGERS FOR TRADITIONAL GROCERY STORE SHOPPING

For your most recent trip to a grocery store, what made you initially decide



### CLICKS: TRIGGERS FOR ONLINE FOOD SHOPPING TRIAL

What were the reasons for ordering groceries online for the very first time?

