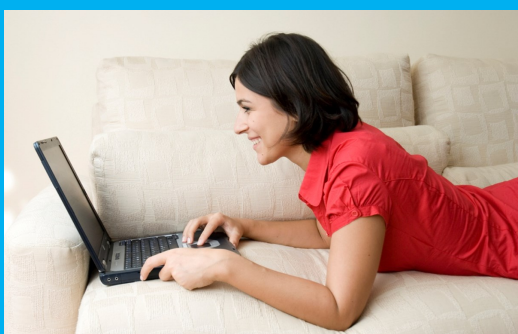


TODAY'S ONLINE GROCERY SHOPPER

Perceptions of Online Versus In-Person Shopping

Shopping for groceries online is a growing business. Today's Online Grocery Shopper, representing about 14 percent of U.S. households, is more likely to be young, urban, a user of mobile technology, live in a multi-person, high-income household and within walking distance to a grocery store. As findings from The Hartman Group's "The Online Grocery Shopper" report illustrate, while online grocery shopping may be better for convenience and saving time, it is regarded as not as enjoyable compared with shopping in-person at a store.



1/3 of "At-Store Only" shoppers believe shopping online is **more convenient** than at the store

About a quarter of "Online" shoppers (23 percent) view shopping in-person at a store more convenient

half

of "Online" shoppers view online grocery shopping as better for **saving time** (51 percent) compared to shopping at the store

31 percent of "At-Store Only" shoppers perceive shopping online better for saving time



61%

of "At-Store Only" shoppers find shopping in-person at a store overall **more enjoyable** than shopping for groceries online

Less than a third of "Online" shoppers (29 percent) find shopping online more enjoyable than shopping in-person at a store

Source: "The Online Grocery Shopper" report, The Hartman Group, 2012