

NATIONAL VOTER POLL EVALUATING ONLINE GROCERY SHOPPING HABITS



INTERNATIONAL
FOOD INFORMATION
COUNCIL FOUNDATION

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Background & Methodology

The International Food Information Council (IFIC) Foundation is dedicated to the mission of effectively communicating science-based information on health, nutrition and food safety for the public good.

This report presents the results of 1,000 interviews among adults about online grocery shopping, which were conducted from February 14-19, 2018 and were weighted to ensure proportional results.

The survey was conducted by Lincoln Park Strategies.

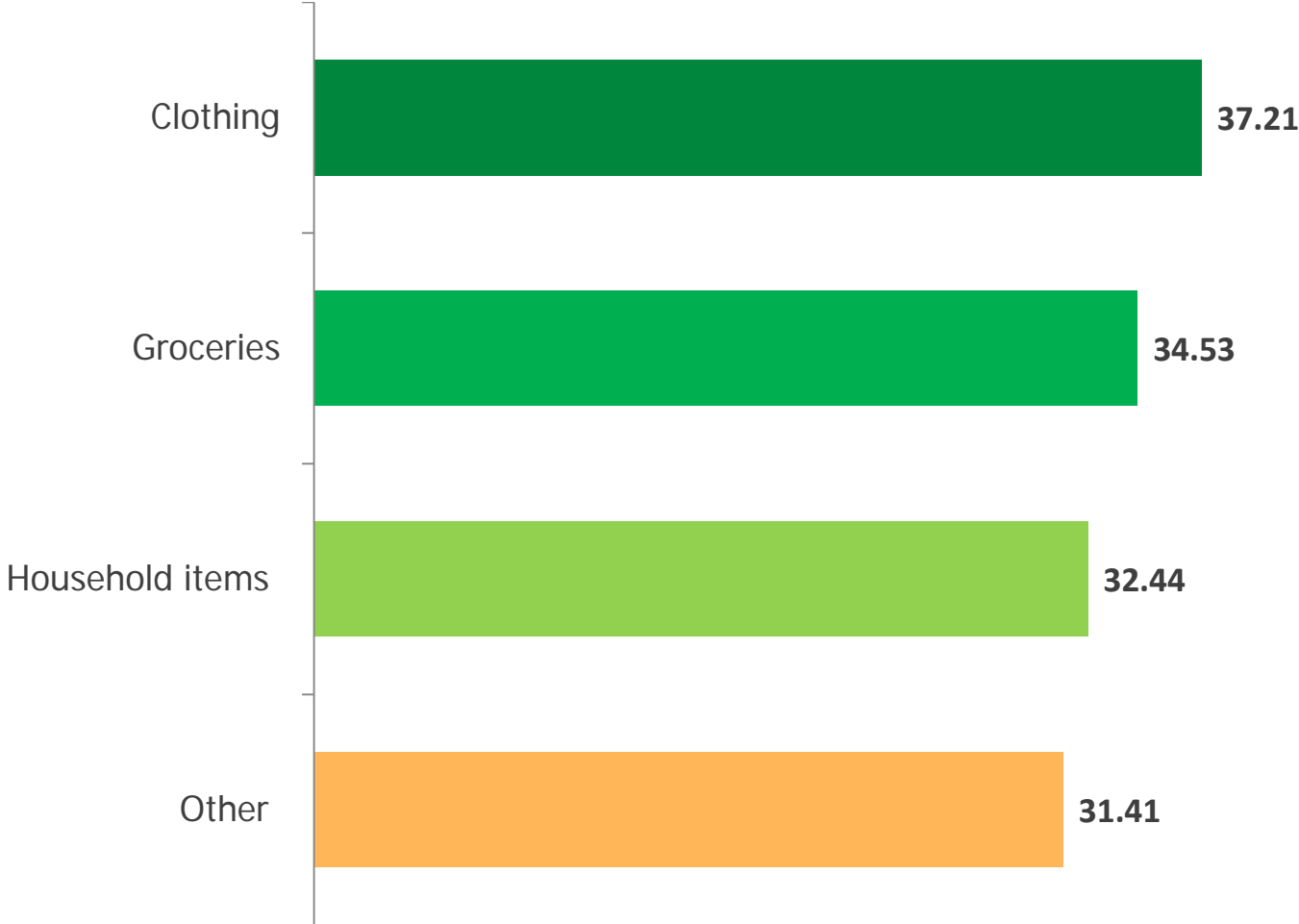


Key Findings

- Shopping for clothes online is more popular than shopping for groceries online, and on average, respondents say they purchase groceries online about one-third of the time. This is especially true for women and minorities.
- Snacks, cereals, and canned goods are the most popular grocery items purchased online, while meat/seafood, dairy/eggs, and pre-made meals are the most unpopular.
- People are much more likely to read nutrition info for their grocery items when shopping in a store versus online, although 3 in 10 check nutrition info when shopping both in a store and online.
- The biggest barriers to shopping for groceries online are the cost of items/delivery and the time it takes for groceries to be delivered. Respondents say that access to computer, phone, or tablet is not a big issue for them when it comes to online grocery shopping.



Online Shopping Habits



Q: Moving on, thinking about your shopping habits in general, what percent of the time do you buy the following items online?



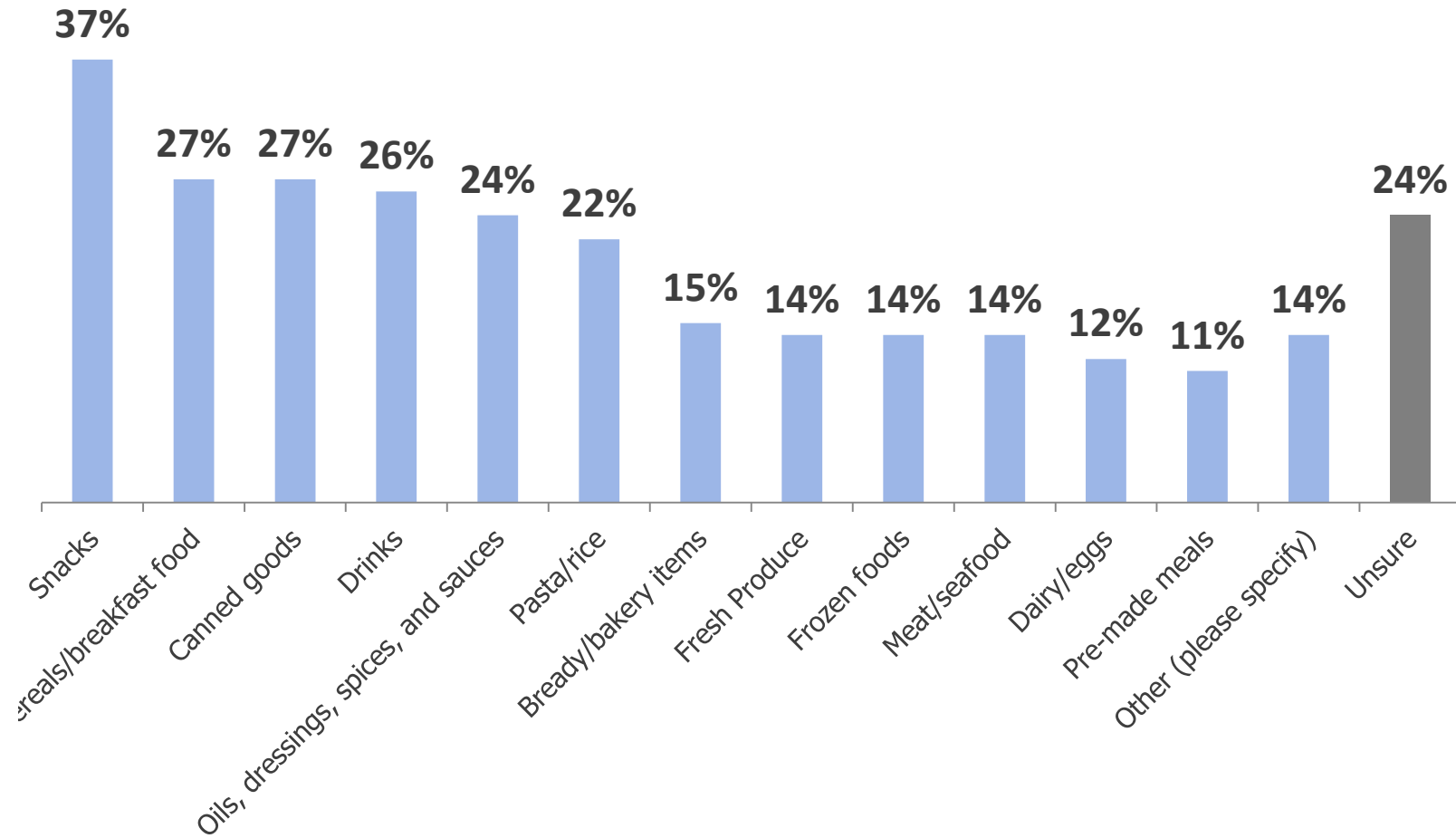
Groceries: Online Shopping Habits

	All of the time (100%)	Most of the time	Some of the time	Never (0%)
Total	6%	29%	42%	20%
Men	7%	26%	44%	21%
Women	6%	32%	40%	18%
West/AZ/NM	7%	31%	44%	16%
New England/Mid Atlantic	6%	<u>33%</u>	42%	15%
Midwest/Mountain States	6%	25%	42%	<u>23%</u>
South/Texas	6%	29%	39%	<u>24%</u>
Under 45	7%	<u>34%</u>	39%	17%
45-64	6%	27%	44%	22%
65+	5%	23%	45%	<u>26%</u>
White	6%	27%	43%	21%
Minority	7%	<u>35%</u>	38%	17%
Non-college	7%	31%	37%	22%
College	6%	28%	47%	18%

Q: Moving on, thinking about your shopping habits in general, what percent of the time do you buy the following items online?



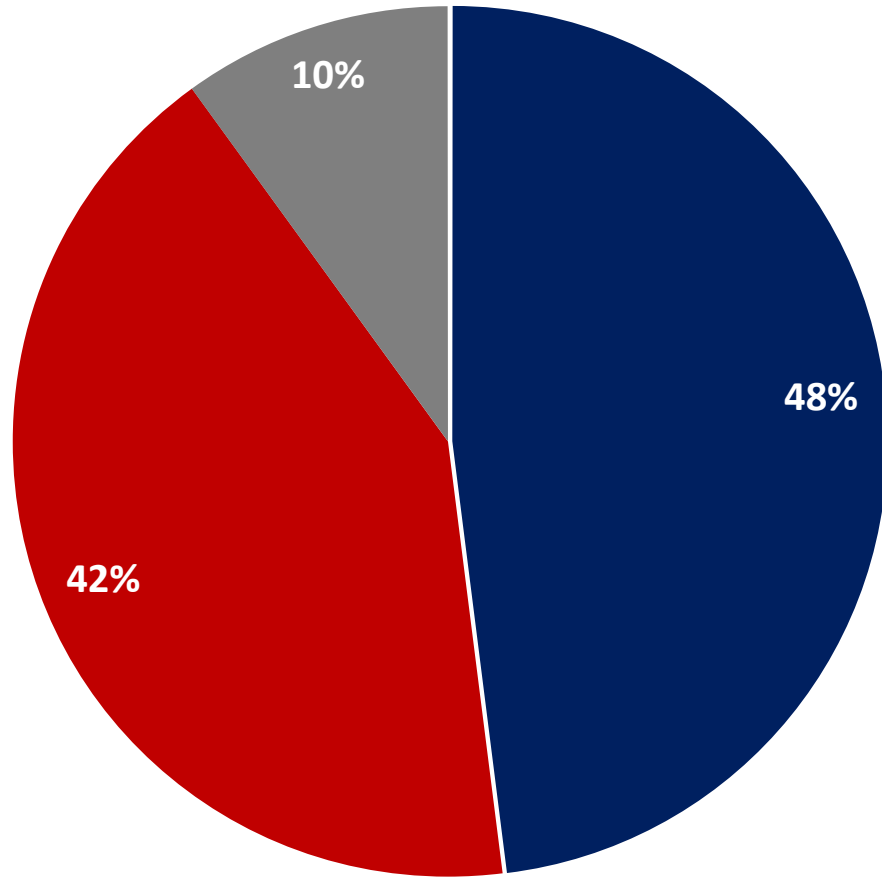
Online Grocery Shopping



Q: And what type of groceries do you buy online? Please select all that apply.



Online: Nutrition Info



■ Yes

■ No

■ Unsure

Q: [IF SHOPS FOR GROCERIES ONLINE] And when shopping for groceries online, do you read nutrition information before purchasing items?



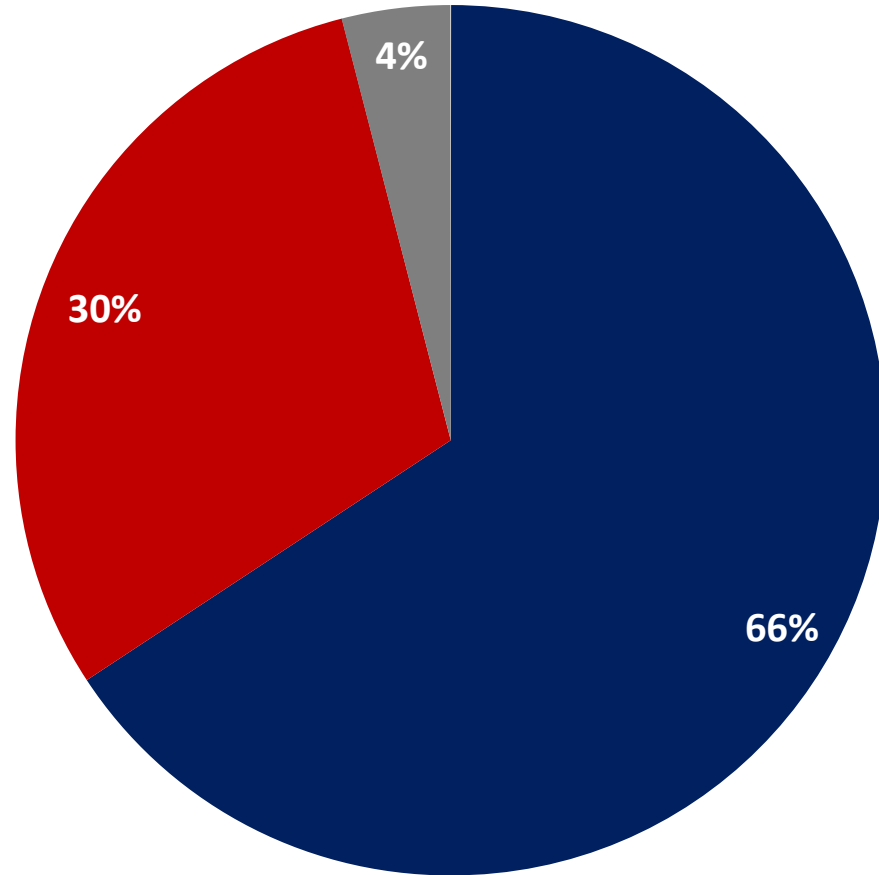
Breakout: Online Nutrition Info

	Yes	No	Unsure
Total	48%	42%	10%
Men	44%	47%	9%
Women	51%	37%	12%
West/AZ/NM	54%	40%	6%
New England/Mid Atlantic	51%	41%	8%
Midwest/Mountain States	43%	43%	15%
South/Texas	45%	45%	10%
Under 45	61%	31%	9%
45-64	37%	53%	10%
65+	30%	56%	14%
White	42%	48%	9%
Minority	58%	31%	11%
Non-college	43%	45%	12%
College	54%	39%	8%

Q: [IF SHOPS FOR GROCERIES ONLINE] And when shopping for groceries online, do you read nutrition information before purchasing items?



In Store: Nutrition Info



Q: [IF SHOPS FOR GROCERIES IN STORE] And when shopping for groceries in a store, do you read nutrition information before purchasing items?

■ Yes

■ No

■ Unsure



Breakout: In Store Nutrition Info

	Yes	No	Unsure
Total	66%	30%	4%
Men	64%	32%	4%
Women	67%	29%	4%
West/AZ/NM	65%	31%	4%
New England/Mid Atlantic	70%	27%	3%
Midwest/Mountain States	66%	28%	5%
South/Texas	62%	35%	3%
Under 45	69%	26%	4%
45-64	59%	37%	4%
65+	70%	27%	3%
White	64%	32%	4%
Minority	70%	26%	4%
Non-college	61%	35%	4%
College	72%	25%	3%

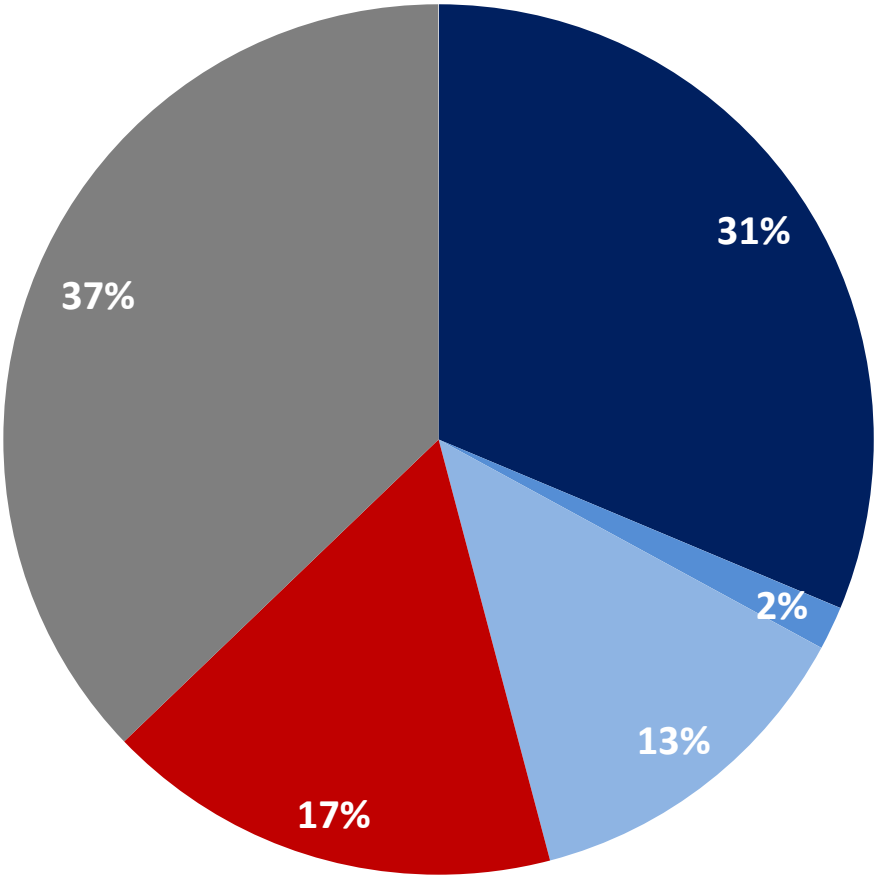
Q: [IF SHOPS FOR GROCERIES IN STORE] And when shopping for groceries in a store, do you read nutrition information before purchasing items?



Combination: Nutrition Info

Q: [IF SHOPS FOR GROCERIES ONLINE] And when shopping for groceries online, do you read nutrition information before purchasing items?

Q: [IF SHOPS FOR GROCERIES IN STORE] And when shopping for groceries in a store, do you read nutrition information before purchasing items?



- Checks nutrition info when shopping both online and in store
- Checks nutrition info only when shopping online
- Checks nutrition info only when shopping in store
- Does not check nutrition info when shopping either online or in store
- Other



Breakout: Combined Nutrition Info

	Checks both	Checks only online	Checks only in store	Doesn't check either	Other
Total	31%	2%	13%	17%	37%
Men	28%	2%	14%	<u>19%</u>	37%
Women	35%	1%	12%	15%	37%
West/AZ/NM	38%	3%	13%	14%	31%
New England/Mid Atlantic	36%	2%	12%	18%	33%
Midwest/Mountain States	26%	1%	13%	17%	43%
South/Texas	28%	2%	13%	18%	39%
Under 45	<u>40%</u>	3%	10%	12%	35%
45-64	24%	0%	14%	<u>23%</u>	38%
65+	21%	0%	<u>20%</u>	16%	43%
White	27%	2%	15%	<u>19%</u>	38%
Minority	<u>41%</u>	2%	9%	13%	36%
Non-college	26%	2%	12%	<u>19%</u>	41%
College	<u>38%</u>	1%	14%	14%	32%

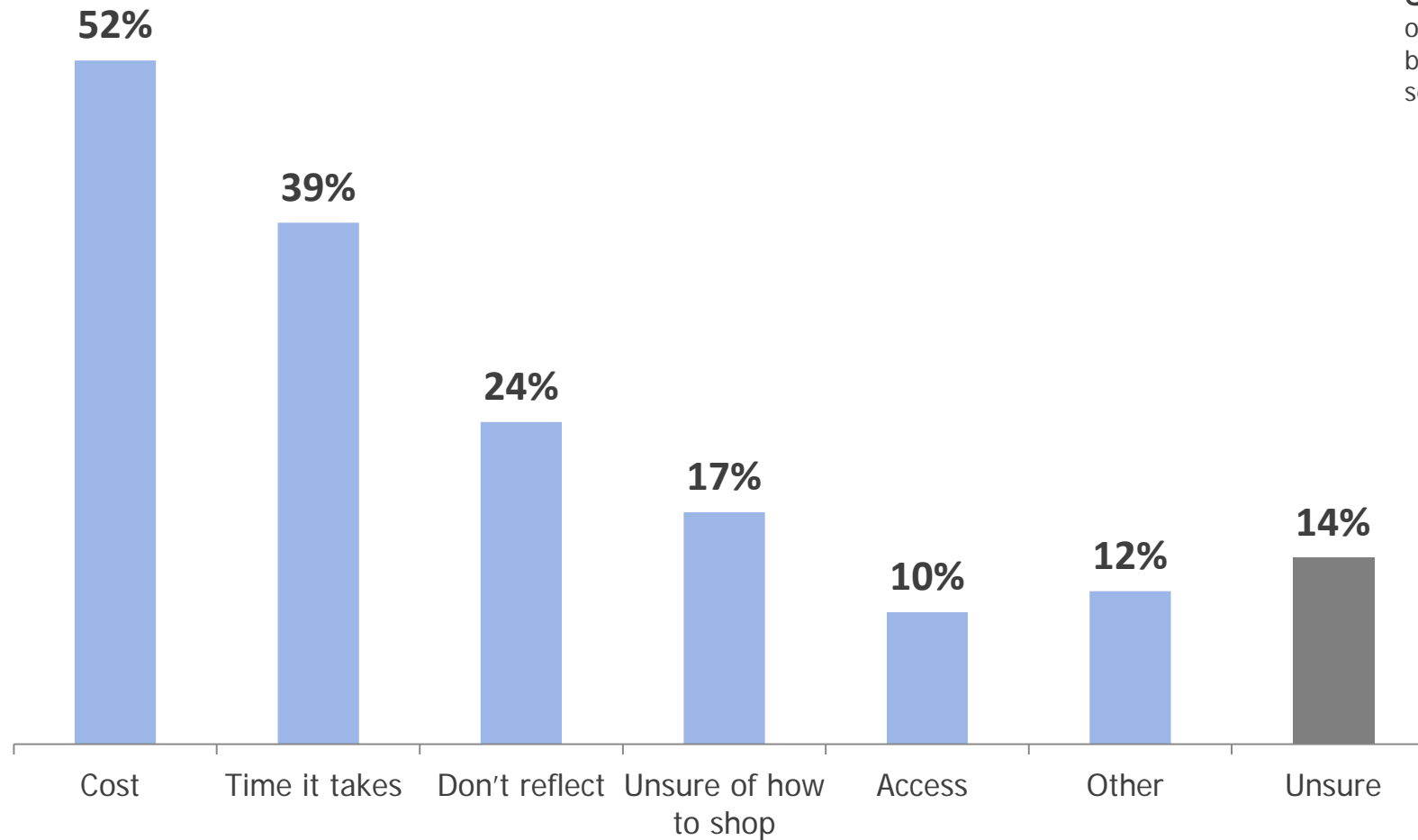
Q: [IF SHOPS FOR GROCERIES ONLINE] And when shopping for groceries online, do you read nutrition information before purchasing items?

Q: [IF SHOPS FOR GROCERIES IN STORE] And when shopping for groceries in a store, do you read nutrition information before purchasing items?



Barriers to Online Shopping

Q: When it comes to groceries, which of the following do you consider a barrier to online shopping? Please select all that apply.



Breakout: In Store Nutrition Info

	Cost	Time it takes	Don't reflect	Unsure of how to shop	Access	Other	Unsure
Total	52%	39%	24%	17%	10%	12%	14%
Men	48%	39%	24%	14%	10%	13%	14%
Women	55%	39%	24%	21%	9%	10%	14%
West/AZ/NM	58%	44%	28%	16%	11%	11%	7%
New England/Mid Atlantic	54%	42%	22%	18%	13%	10%	15%
Midwest/Mountain States	53%	37%	25%	18%	6%	13%	15%
South/Texas	44%	36%	23%	17%	11%	11%	17%
Under 45	51%	43%	25%	21%	14%	6%	13%
45-64	56%	36%	23%	14%	7%	14%	15%
65+	42%	35%	26%	15%	3%	24%	15%
White	51%	40%	22%	17%	8%	13%	15%
Minority	52%	39%	30%	19%	14%	8%	13%
Non-college	49%	37%	25%	16%	10%	10%	18%
College	55%	43%	24%	19%	10%	14%	9%

Q: When it comes to groceries, which of the following do you consider a barrier to online shopping? Please select all that apply.

