

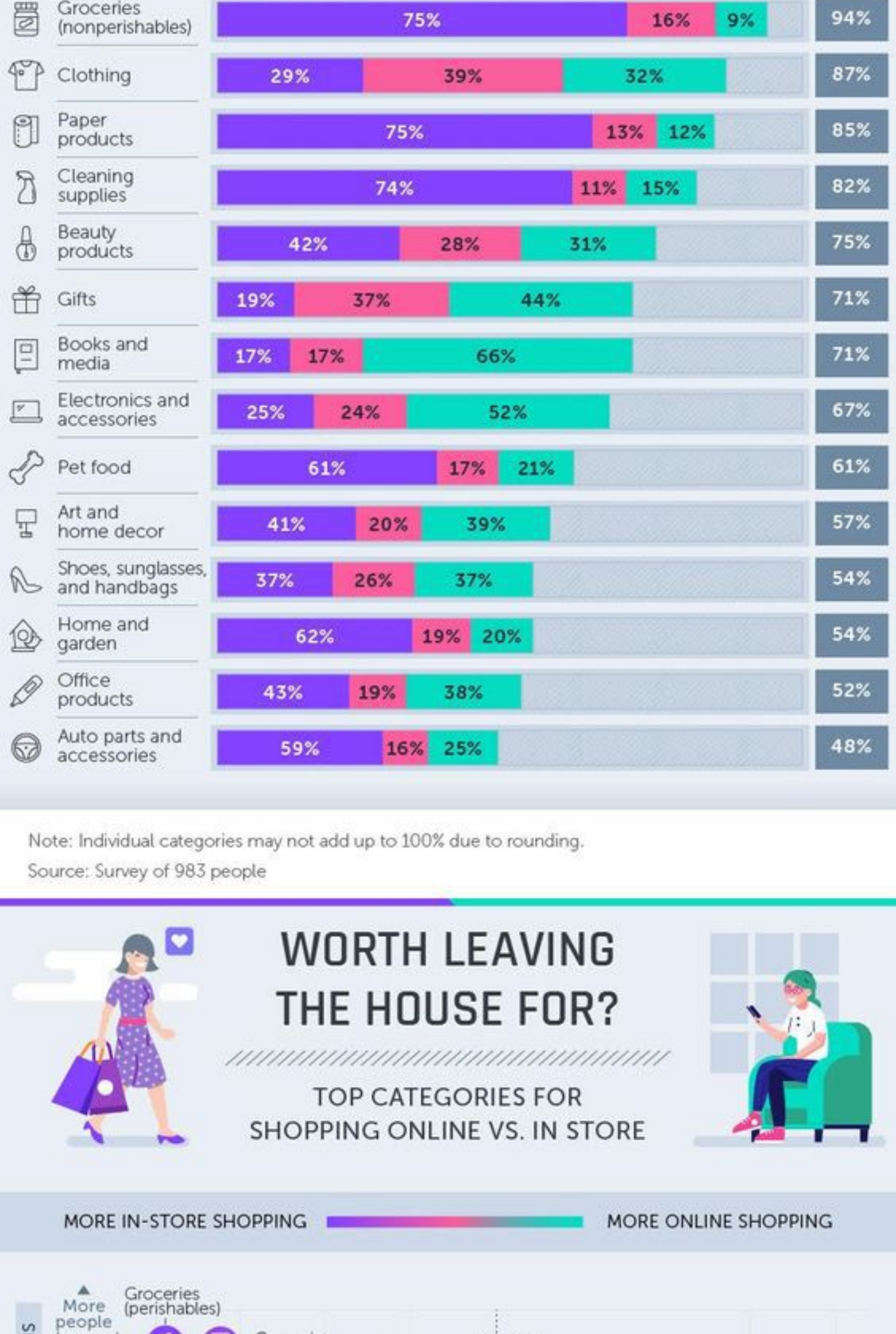


ONLINE VS. IN-STORE

HOW AMERICA SHOPS IN THE DIGITAL AGE

WHAT WE BUY ONLINE VS. IN-STORE

CATEGORIES WE SHOP FOR THE MOST AND HOW WE SHOP FOR THEM



Note: Individual categories may not add up to 100% due to rounding.
Source: Survey of 983 people

WORTH LEAVING THE HOUSE FOR?

TOP CATEGORIES FOR SHOPPING ONLINE VS. IN STORE



Source: Survey of 983 people

ABUNDANCE OF ONLINE SHOPPING

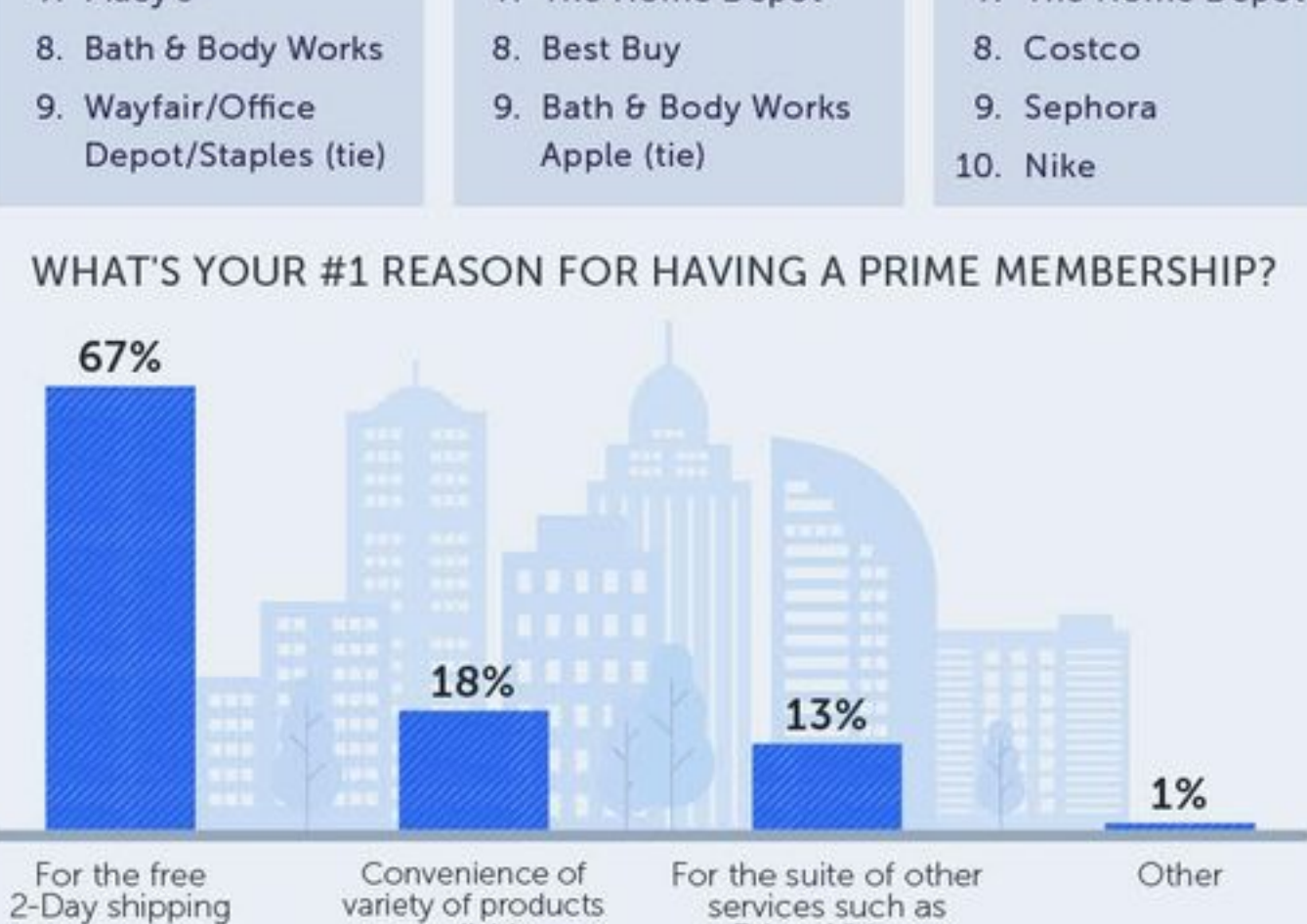
HOW FREQUENTLY DO WE SHOP ONLINE AND WHAT KIND OF ONLINE SHOPPING IS MOST COMMON?



AVERAGES BY GENERATION



HOW DO YOU SHOP?



Source: Survey of 983 people

TOP ONLINE STORES

MOST COMMONLY-SHOPPED ONLINE VENDORS, BY GENERATION



WHAT'S YOUR #1 REASON FOR HAVING A PRIME MEMBERSHIP?



Source: Survey of 983 people

GROCERY DELIVERIES

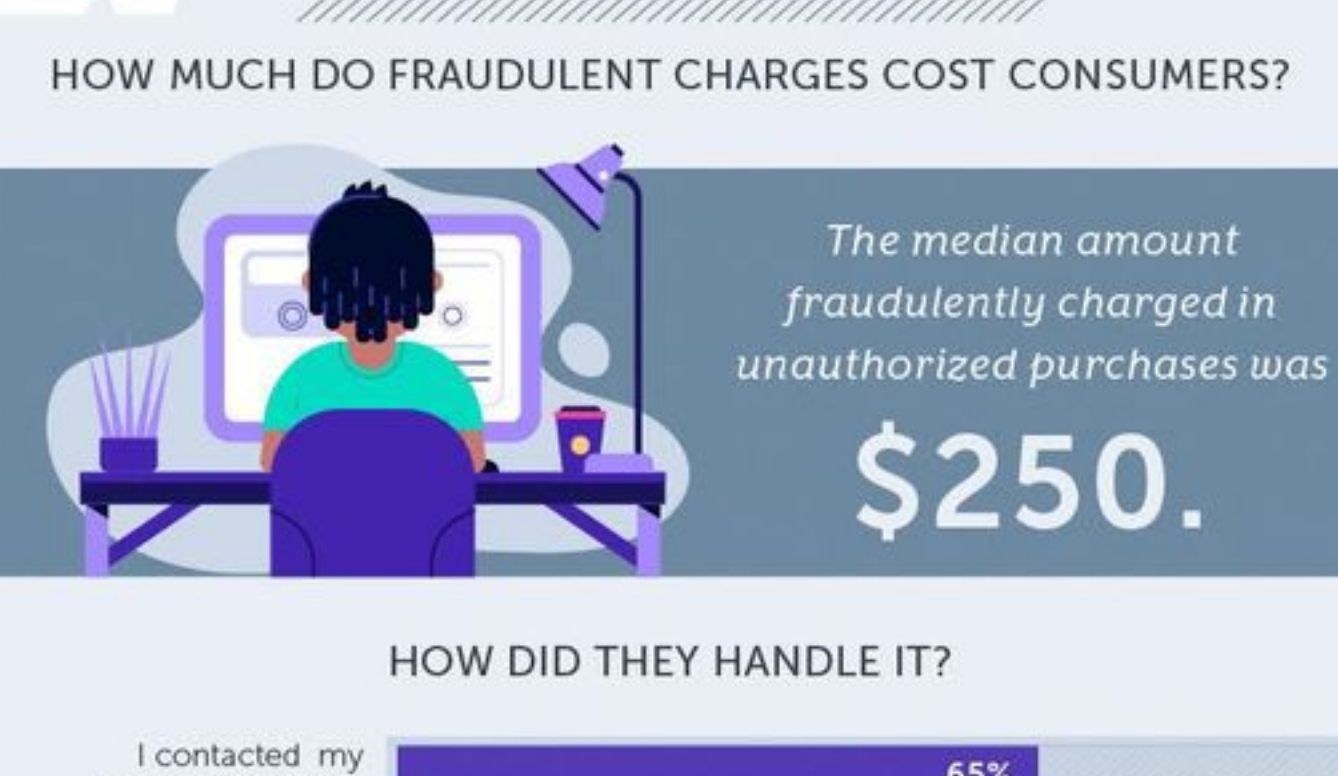
HOW MANY PEOPLE ARE COMFORTABLE WITH HAVING THEIR GROCERIES DELIVERED?



OF PEOPLE WHO HAVEN'T USED A GROCERY DELIVERY SERVICE, MORE THAN 60% SAID THEY'RE UNLIKELY TO START.



MOST USED GROCERY DELIVERY SERVICES



Note: Individual categories may not add up to 100% due to rounding.
Source: Survey of 983 people

REASONS FOR SHOPPING

THE TOP REASONS PEOPLE PREFER IN-STORE VS. ONLINE SHOPPING

Source: Survey of 983 people

SHOPPING SECURITY

HOW MUCH DO FRAUDULENT CHARGES COST CONSUMERS?

HOW DID THEY HANDLE IT?

Source: Survey of 983 people

