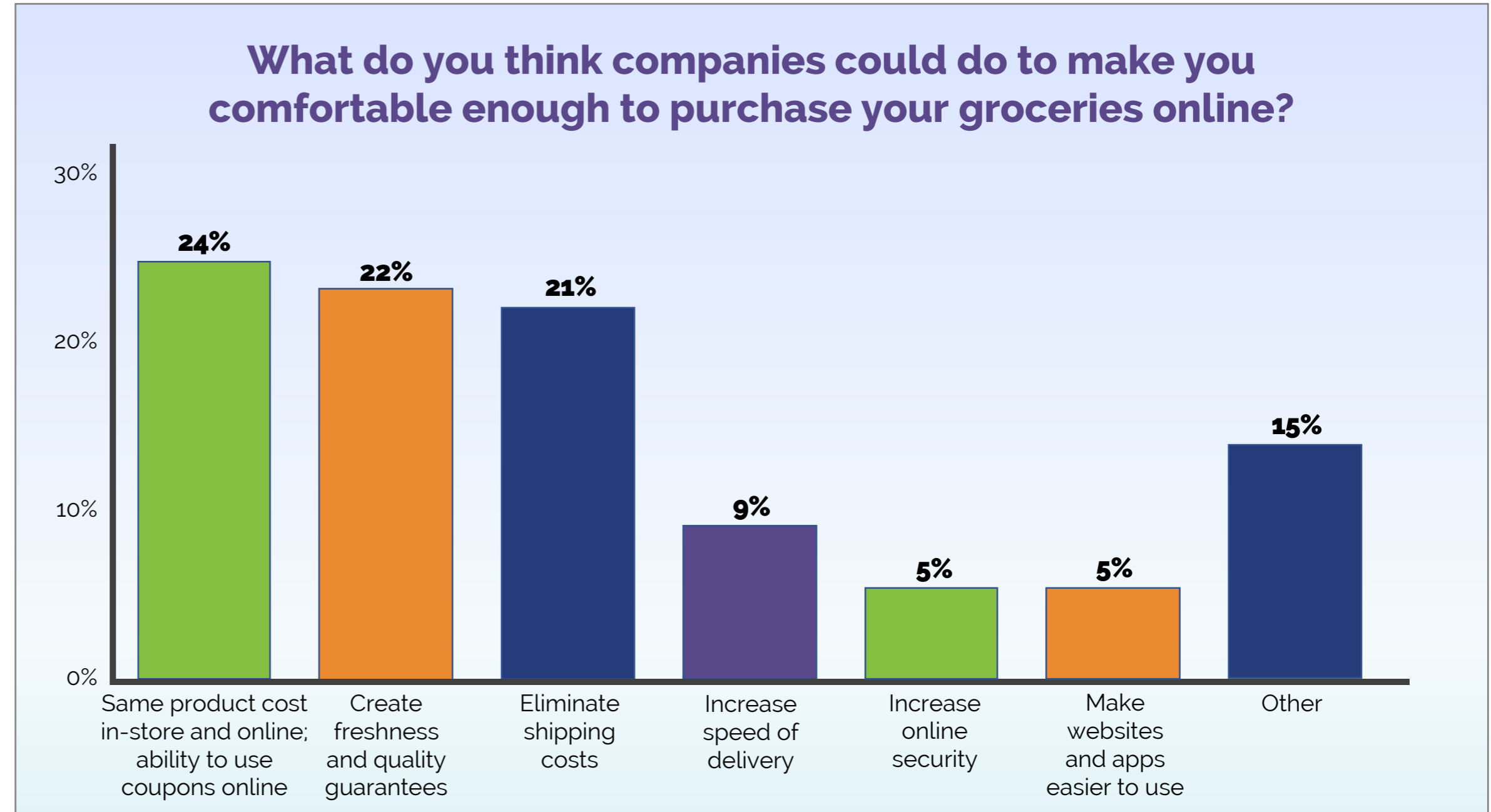


RECENT RIPPLE STREET RESEARCH REVEALS THE FACTORS THAT PREVENT MORE PEOPLE FROM ONLINE GROCERY SHOPPING

The primary concerns that prevent people from buying groceries online are:

1. Differing product costs online versus in-store, and an inability to use coupons online
2. Product freshness/quality concerns
3. High shipping costs



Sample: n=227 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

Ripple Street Research is a fast, easy and affordable way to gain statistically reliable insights in 24 hours.

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