

## BACKGROUND

- ❑ Survey of 1,500 US Consumers each month, balanced to census demographically.

## FINDINGS:

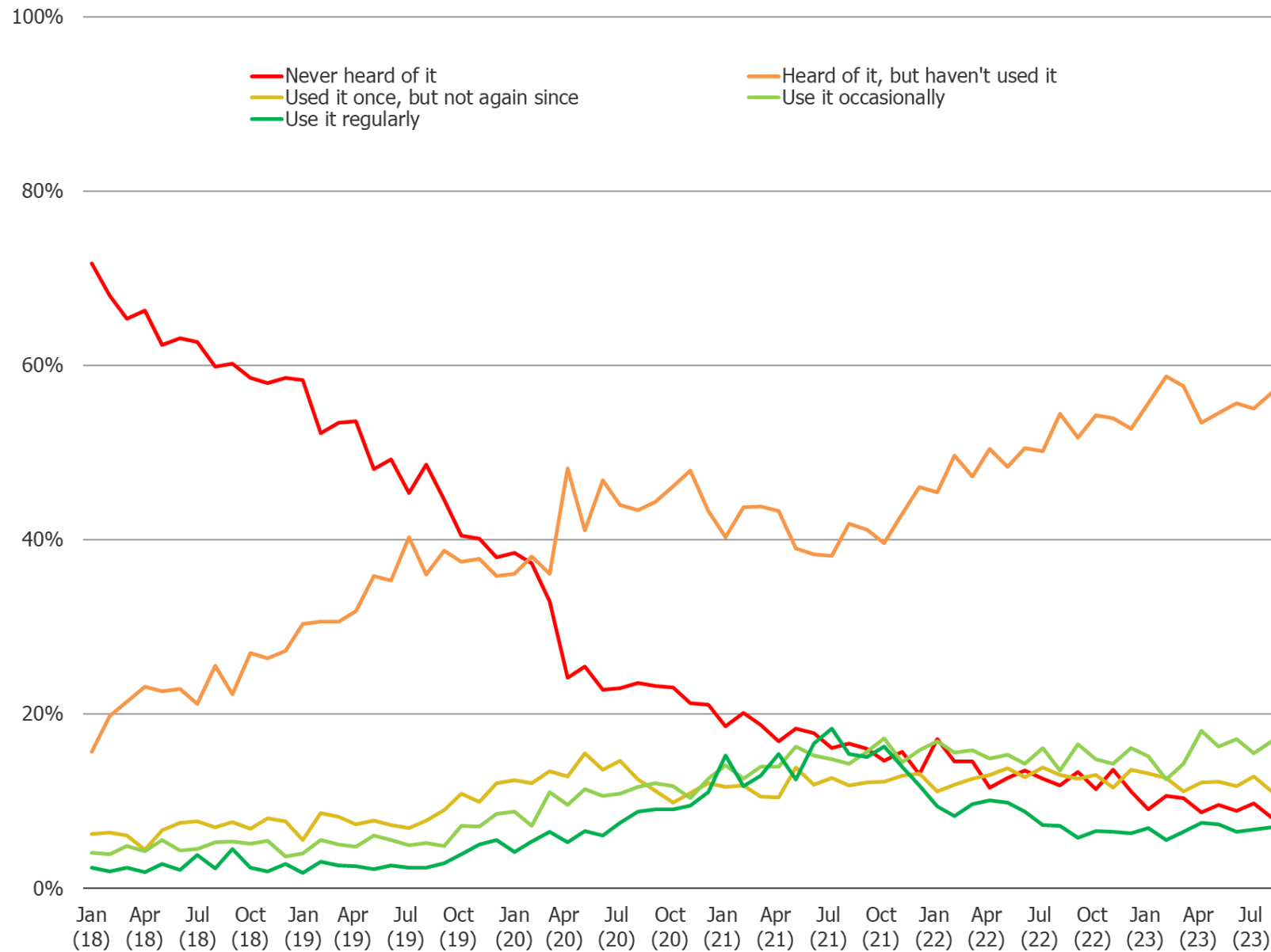
- ❑ Instacart usage surged higher during the Covid pandemic. Since peak engagement, the share of respondents who use it “regularly” has egressed to pre-covid levels. The share who use it “occasionally” similarly surged higher during the pandemic and has held steady since.
- ❑ Awareness of Instacart has increased considerably since January of 2018.
- ❑ Awareness and engagement dynamics have not tracked as favorably for Shipt as it has for Instacart.
- ❑ Instacart users have been less likely to order from Amazon Prime since the beginning of 2022 (monthly usage of Instacart has slowly increased over time). That said, the share of Instacart users who just didn’t have groceries delivered in the past month has increased during that same period of time.
- ❑ During the pandemic, Instacart user demographics shifted toward being more male over female. Older age cohorts adopted usage in a big way (35-44 year-olds), as did higher income bands.
- ❑ Instacart users showed a higher level of concern toward Covid than the broader population of consumers in our survey.

## **Instacart and General Grocery Delivery**

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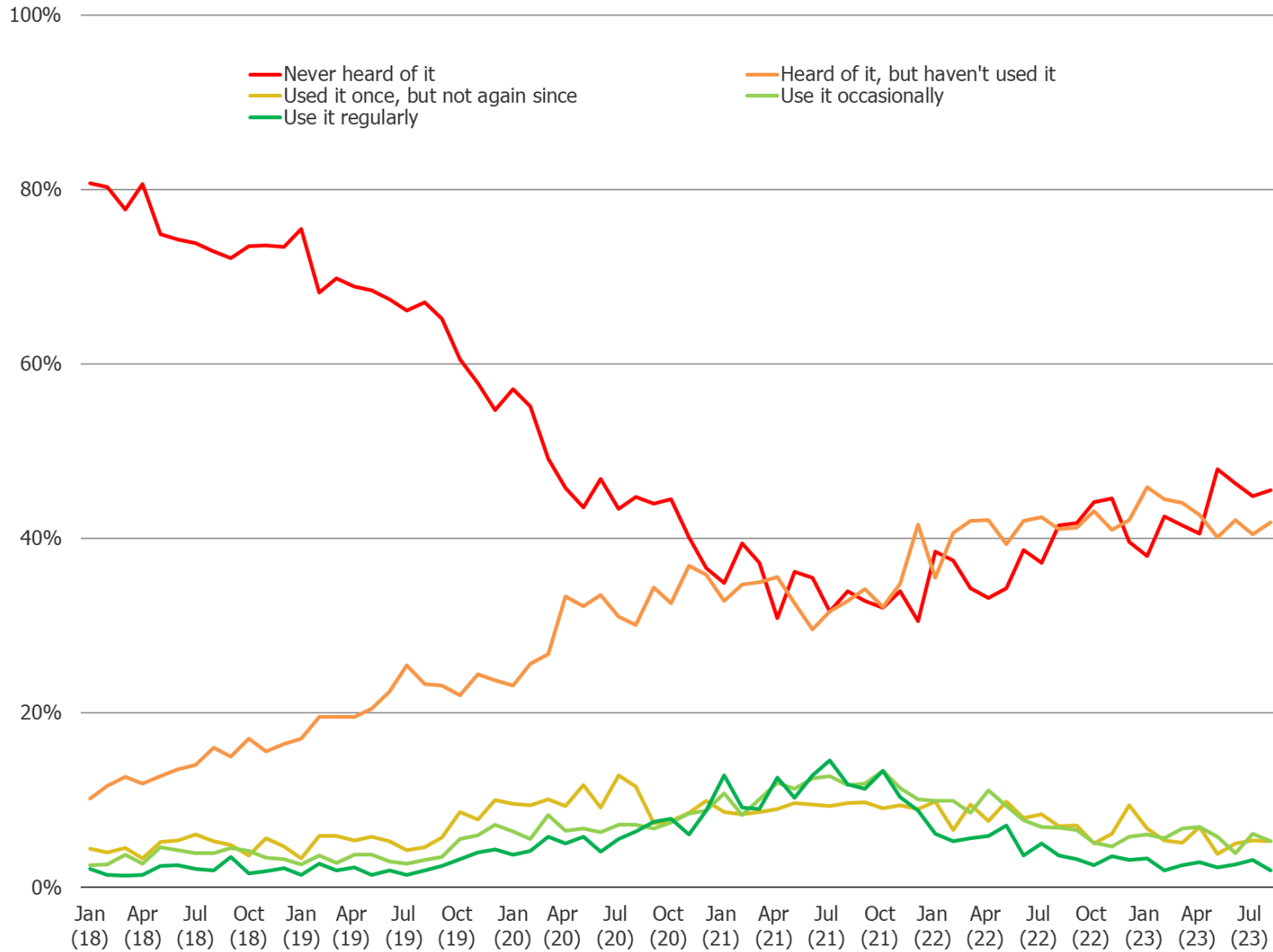
# What is your familiarity level with Instacart?

Posed to all respondents (n = 1,501).



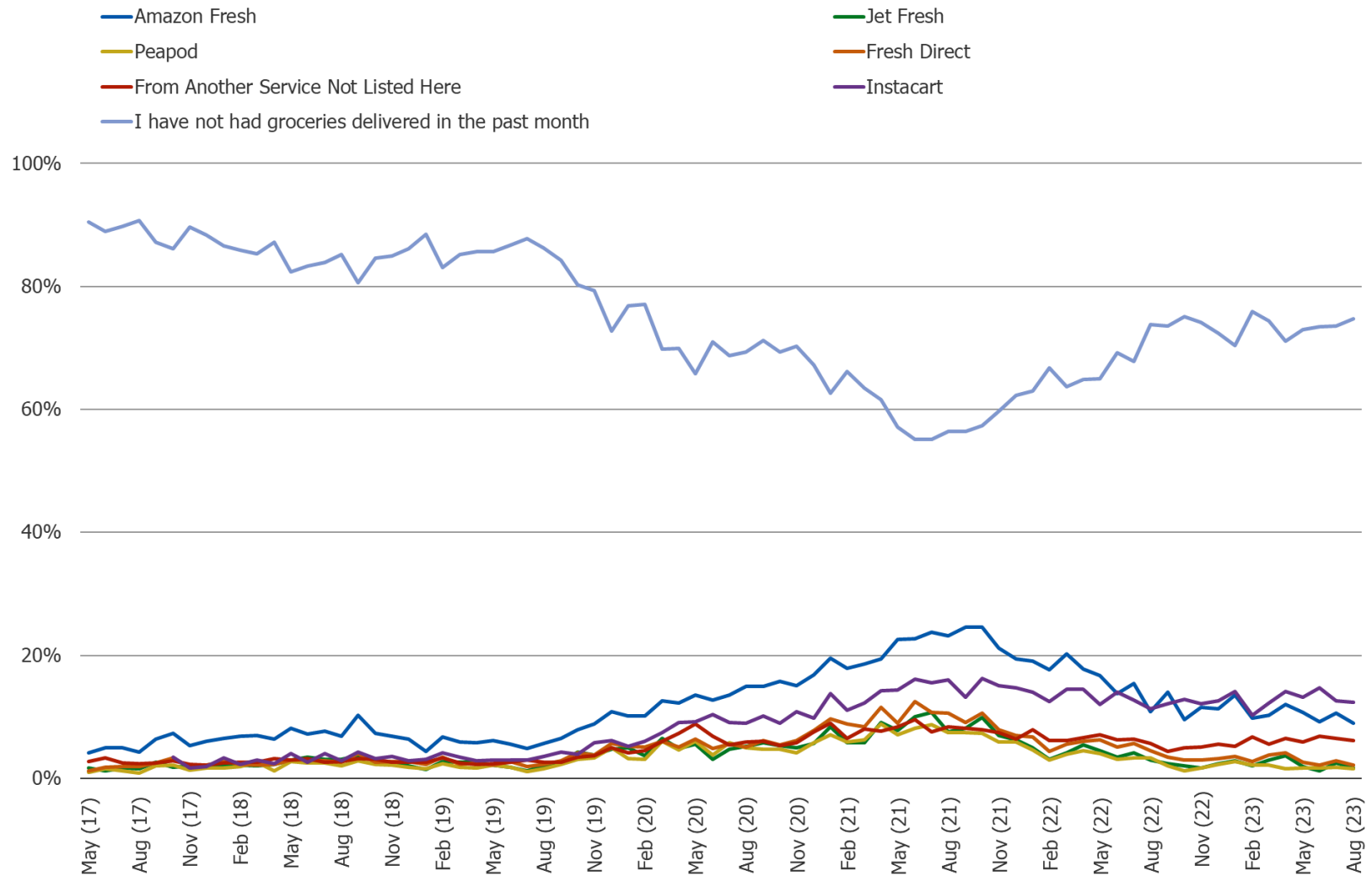
## What is your familiarity level with Shipt? (For Comparison)

Posed to all respondents (n = 1,501).



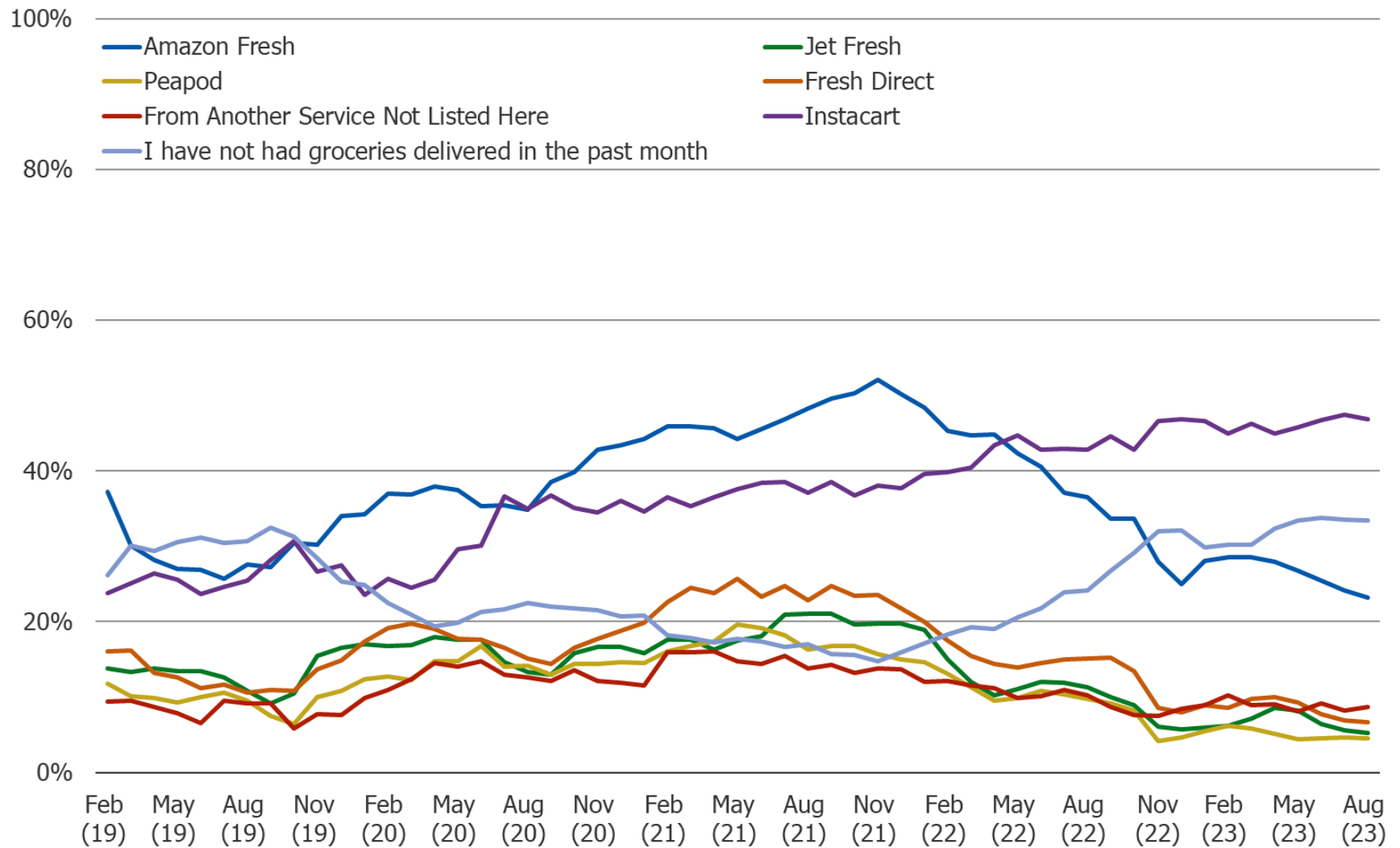
# Have you gotten groceries delivered in the past month from any of the following?

*Posed to all respondents (n = 1,501).*



## Have you gotten groceries delivered in the past month from any of the following?

*Filtering those who said they use Instacart regularly or occasionally...*



## Please describe your experience with ordering groceries online:

Posed to all respondents (n = 1,501).



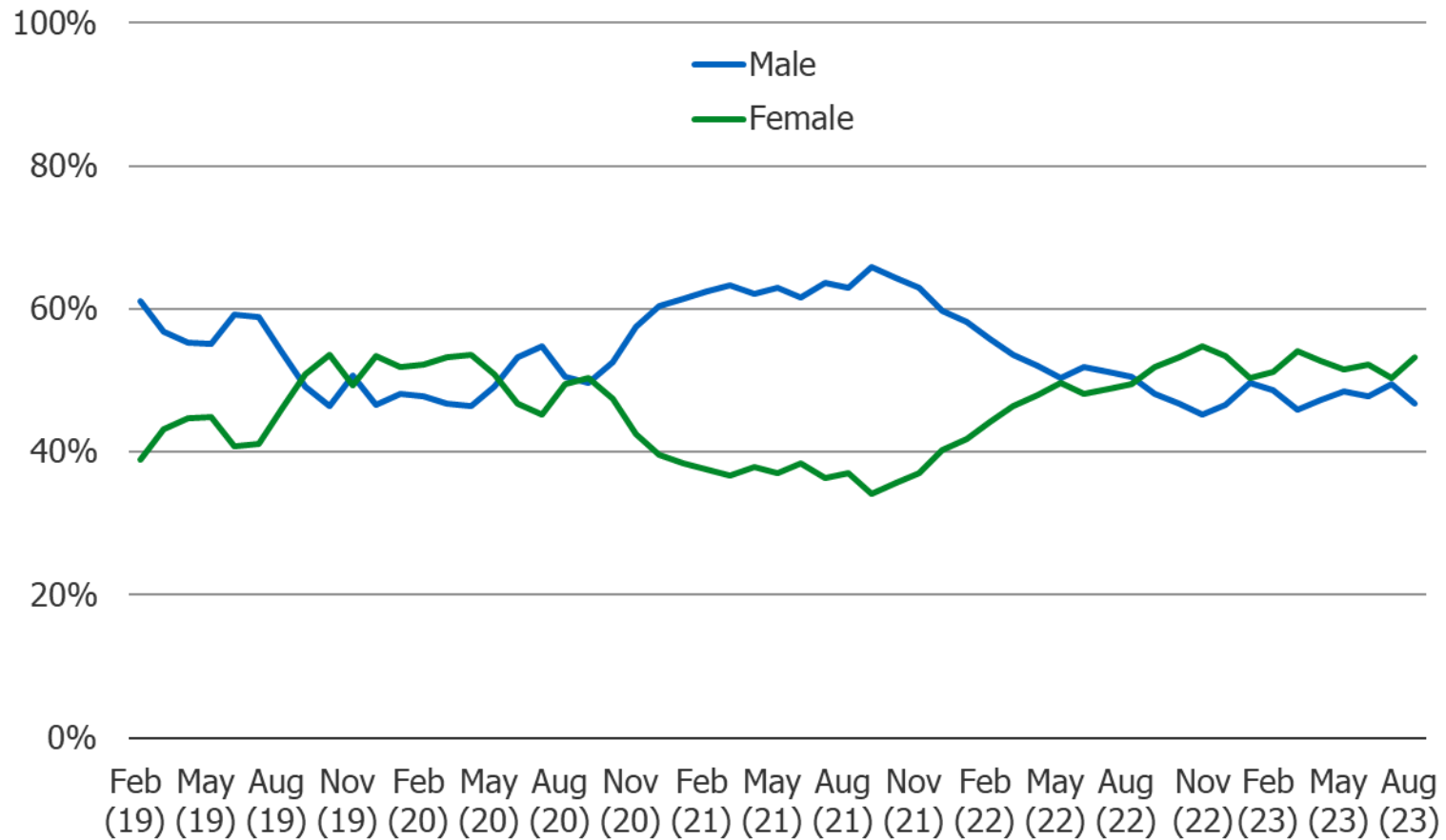
## Demographic Cohorts | Instacart Users

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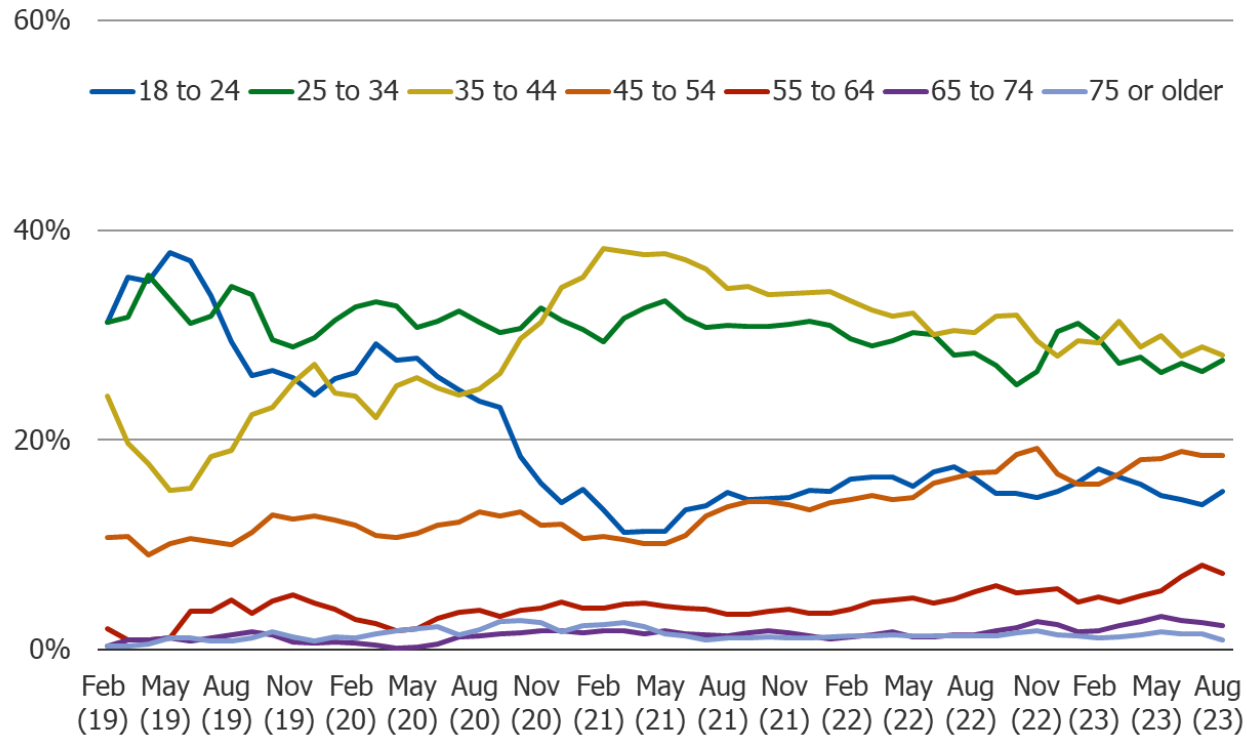
## Instacart Users: Gender

Filter: Respondents who use Instacart regularly or occasionally



## Instacart Users: Age

Filter: Respondents who use Instacart regularly or occasionally



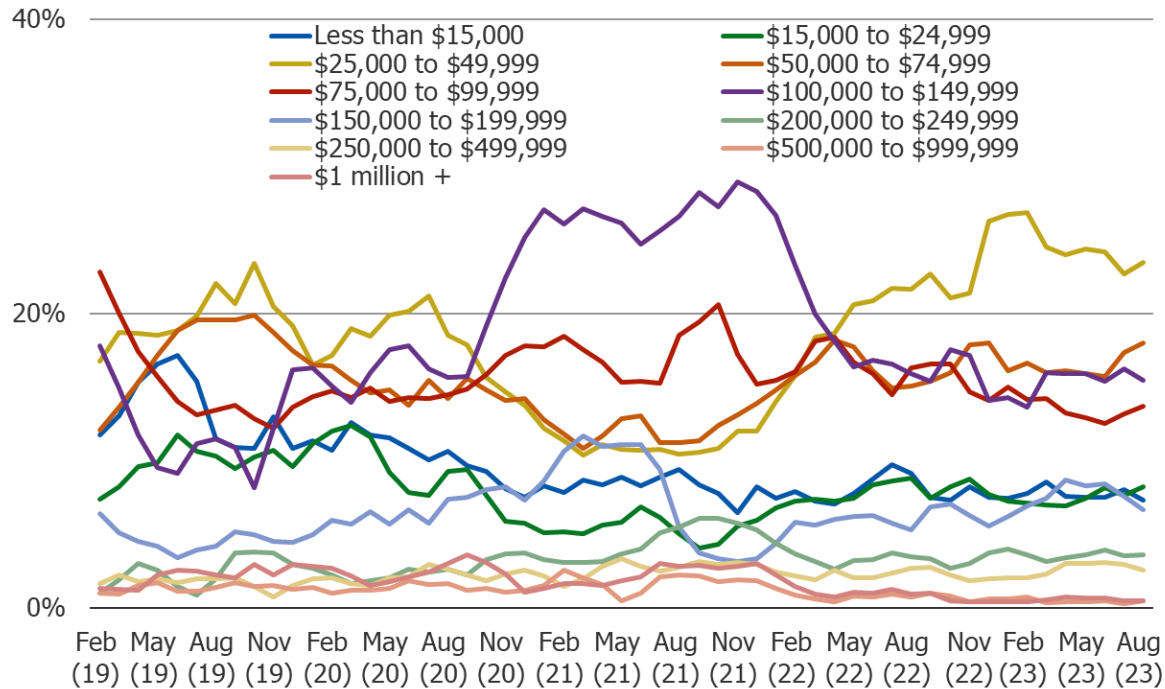
Weighted Average of above chart:

- 1 = 18-24
- 2 = 25-34
- 3 = 35-44
- 4 = 45-54
- 5 = 55-64
- 6 = 65-74
- 7 = 75+

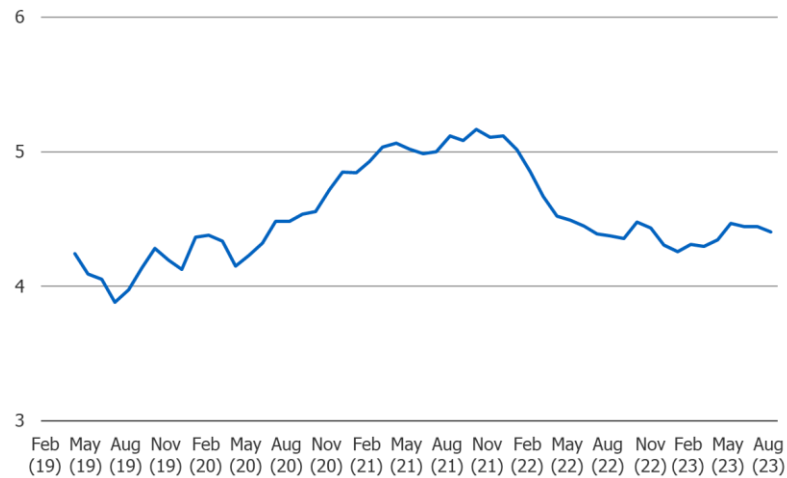


## Instacart Users: Age

Filter: Respondents who use Instacart regularly or occasionally

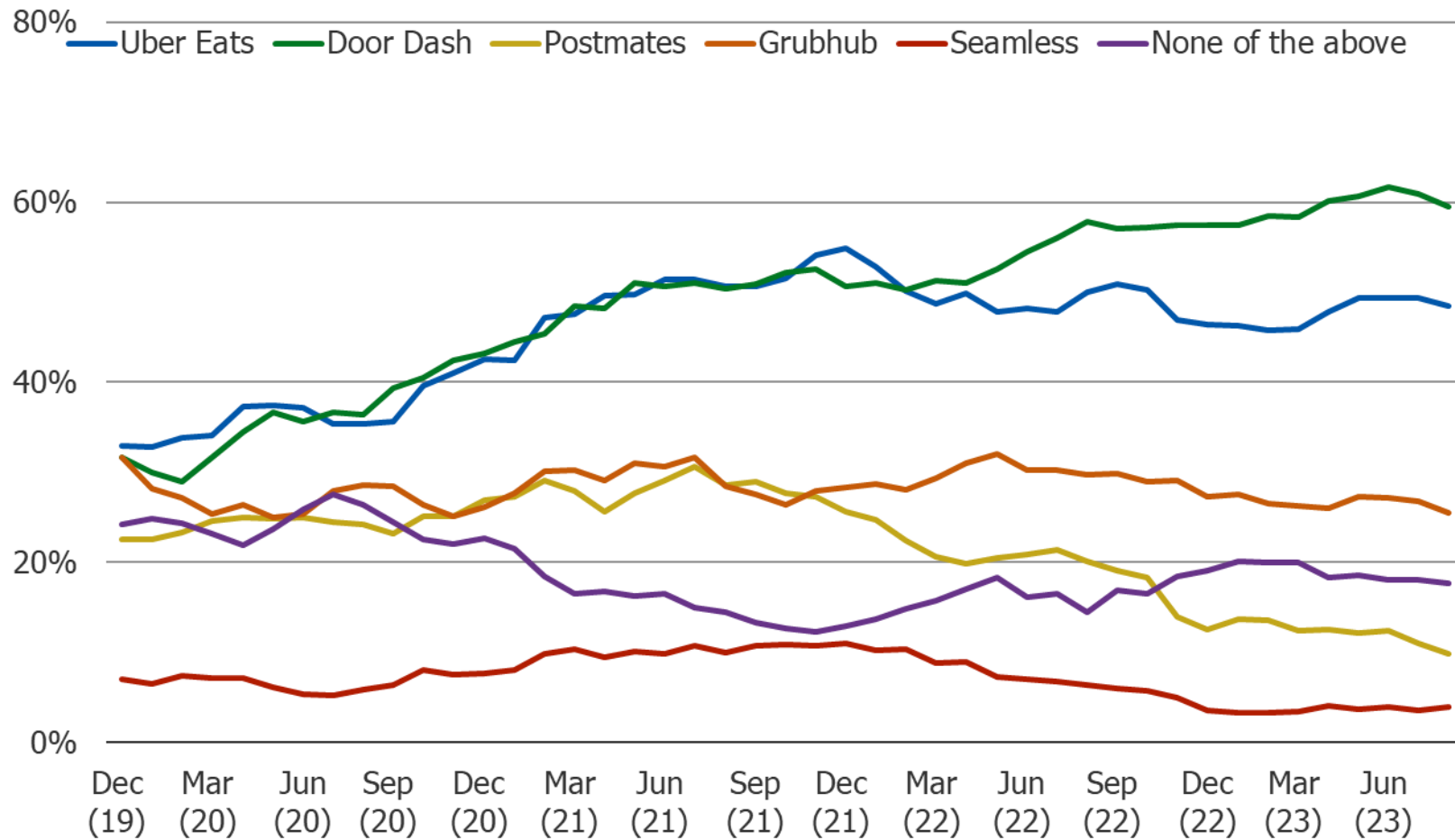


Weighted Average of above chart:  
Higher numbers = higher income



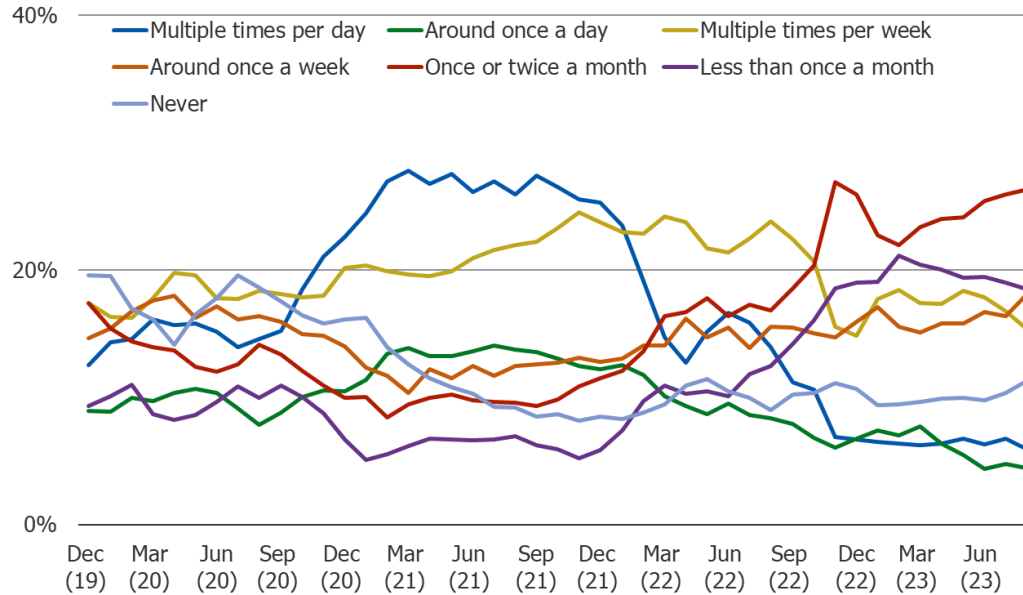
## Instacart Users: Uses the below regularly or occasionally

Filter: Respondents who use Instacart regularly or occasionally

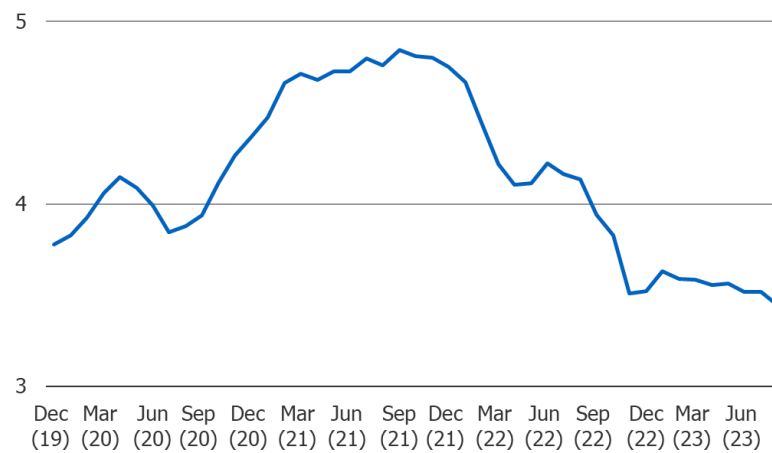


# Instacart Users: Food delivery app usage frequency

Filter: Respondents who use Instacart regularly or occasionally

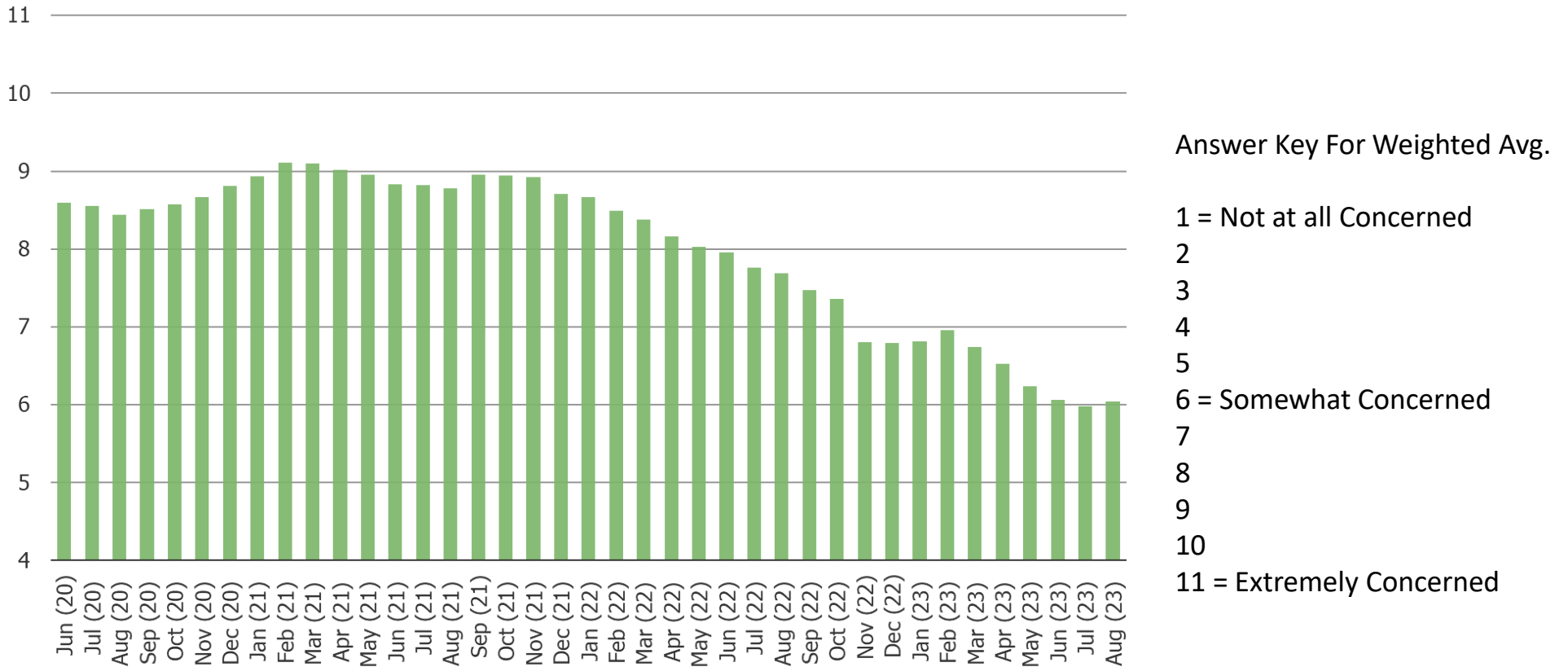


Weighted Average of above chart:  
Higher numbers = more frequent



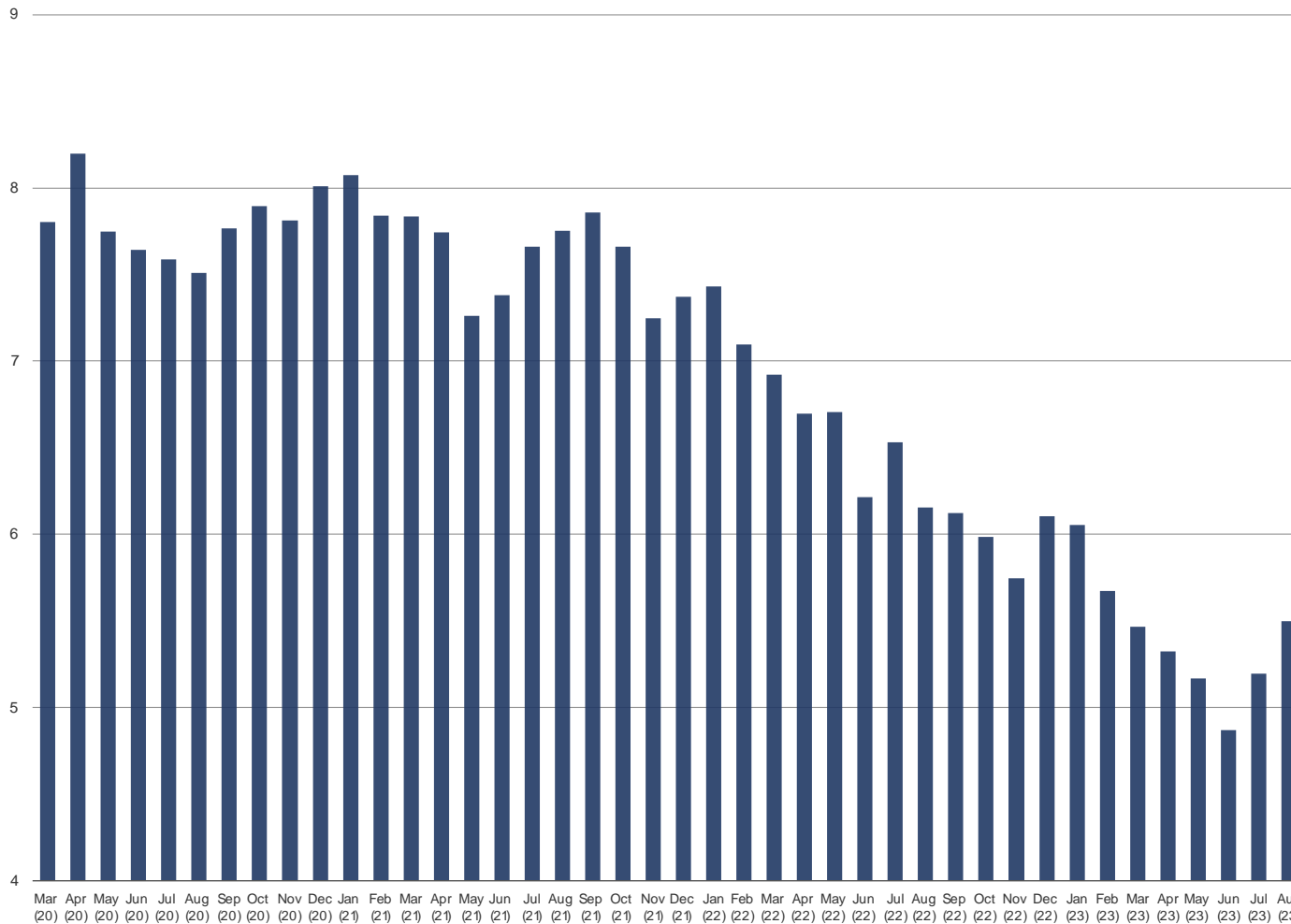
## Instacart Users: Covid Concern (Higher Numbers = More Concerned)

Filter: Respondents who use Instacart regularly or occasionally



## All respondents: Covid Concern (Higher Numbers = More Concerned)

Filter: Respondents who use Instacart regularly or occasionally



Answer Key For Weighted Avg.

- 1 = Not at all Concerned
- 2
- 3
- 4
- 5
- 6 = Somewhat Concerned
- 7
- 8
- 9
- 10
- 11 = Extremely Concerned