

# DATAPOINTS

## Study Shows Shoppers' Digital, Health Trends

Consumers continue to ramp up their use of digital technologies, although grocery shoppers tend to employ such tools less than U.S. shoppers overall, according to Acosta's "The Why? Behind The Buy" survey for spring 2013. The survey, which polled a random sample of 2,021 shoppers — plus an additional 1,012 Hispanic shoppers for the Hispanic version — also revealed details about economic trends and how shoppers access health information.

SOURCE: Acosta Spring 2013 The Why? Behind the Buy surveys

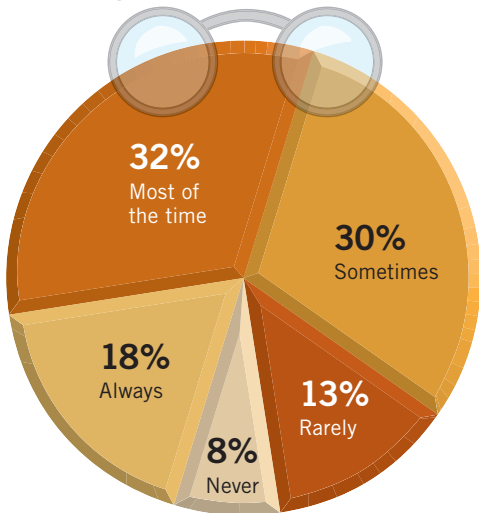
### Hispanics Prefer Rating Systems

(% who said a food rating system\* would be "extremely" or "very" useful)

Hispanics .....69%  
Total U.S. Shoppers.....38%

\*Such as Guiding Stars or Nutrition iQ

### Reading Product Nutrition Labels



35% of Hispanics say TV/radio is No. 1 source of info on healthy eating (vs. 18% of total pop.)

### PRIMARY RESOURCES FOR EATING HEALTHY

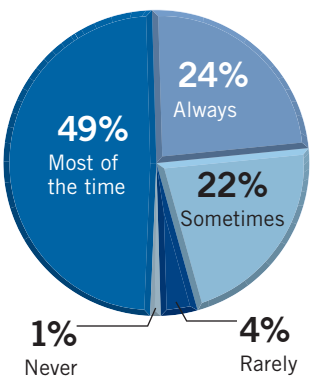
INTERNET .....	47%
FOOD PRODUCT LABELS .....	42%
NEWSPAPERS, MAGAZINES, ETC. ....	34%
FAMILY/FRIENDS .....	32%
MEDICAL PROFESSIONAL .....	28%
TV/RADIO .....	18%
WEIGHT LOSS/DIETING ORGANIZATION .....	9%
OTHER.....	2%
NONE OF THE ABOVE .....	15%

“Although many shoppers are using interactive/digital tools/sites, a significant percentage of them are not using these tools in their grocery shopping process.”

SOURCE: Acosta's The Why? Behind The Buy

### Making Healthy Choices

(Do you feel confident selecting healthy foods when grocery shopping?)



61%

of shoppers say eating healthy is more expensive

## Digital Engagement Lags in Grocery

(% of shoppers who use each regularly)

