

DATAPOINTS

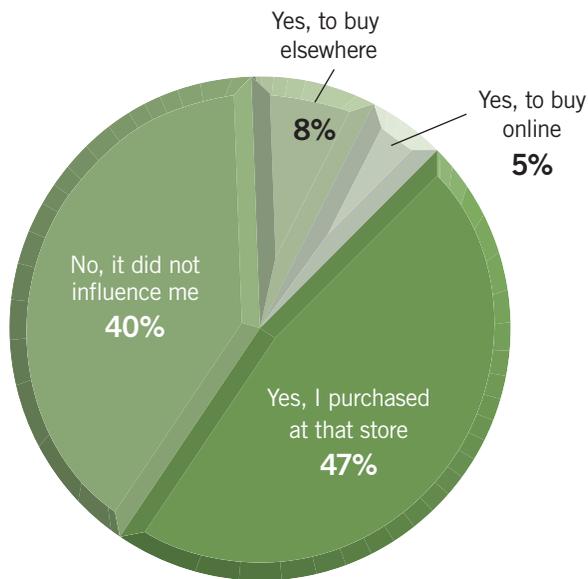
Smartphone-Assisted Shopping Appeals to All Ages

More than 60% of smartphone users said they use their mobile devices to compare prices in the grocery store, according to the Sprint Mobile Moment of Truth Survey, conducted in August by the Barkley ad agency, based in Kansas City, Mo. The survey polled 1,106 smartphone users about how they use their devices while shopping (See Page 26 for more on the survey.) Nearly half — 47% of respondents — said their mobile device influenced a purchase decision the last time they used it in a grocery store. One of

the key findings was that Millennials and those in older age groups reported similar smartphone usage patterns, with 57% of Millennials saying they use their smartphones to look for coupons while shopping for groceries, and 58% of older consumers saying they do so, for example. Seventy percent of all shoppers said they want to use their smartphones to redeem loyalty points.

SOURCE: Sprint Mobile Moment of Truth Survey

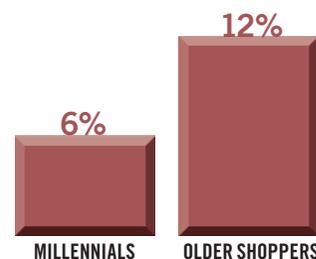
Did your mobile device influence your decision the last time you used it at a grocery store?



Which apps do you use regularly/occasionally while shopping?

	MILLENNIALS	OLDER SHOPPERS
Amazon.com	26%	21%
Facebook	18%	13%
Groupon	11%	11%
Target	11%	12%
QR Reader	9%	12%

Use Wal-Mart's App While Shopping



Which of the following ways do you use your smartphone when shopping at a grocery store?

	MILLENNIALS	OLDER SHOPPERS
Compare	61%	63%
Find Coupons	57%	58%
List	54%	51%
Text/email	47%	48%
Product Info	45%	42%

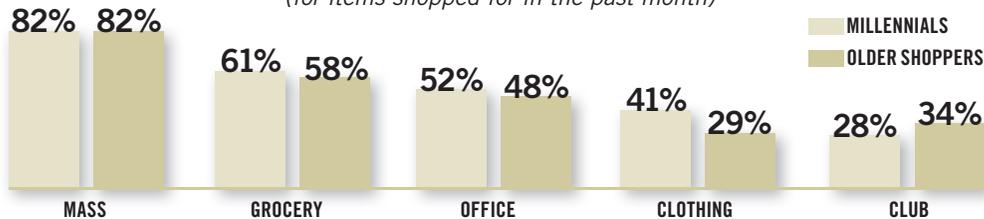
70%
Want to use their phone to redeem loyalty points.

10%

Use smartphones "most of the time" at grocery stores/mass merchants.

Where did you use your smartphone to help you shop?

(for items shopped for in the past month)



"I did use three apps in the store: Notes, of course, for my shopping list ... Pinterest to check out a chicken ranch taco recipe to see if I needed to purchase any ingredients ... and Amazon to check their price of eye drops."

— TARGET SHOPPER