

ERS Peer Review Plan

Preliminary Title: Who shops for groceries online?

Type of Report (ERR, EIB, EB) ERR

Agency: Economic Research Service [X] Influential Scientific Information
USDA [] Highly Influential Scientific Assessment

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Subject of Review: A notable and accelerating shift toward online grocery shopping is occurring. This report harnesses nationally representative data from the 2022 Eating and Health Module of the American Time Use Survey, which was sponsored by USDA's Economic Research Service, to examine the prevalence and frequency of online grocery shopping, the methods of receiving groceries purchased online, and the primary motivators prompting U.S. consumers to buy groceries online. The analysis reveals that about 1 in 5 individuals who contributed to household grocery shopping opted for purchasing groceries online at least once in the past month. Shoppers who were female, aged 15-24, non-Hispanic White, from a household with young children, more educated, or higher income were more likely to buy groceries online than their counterparts and shopped online more frequently. Grocery pick-up emerged as the predominant method for just over half of online grocery shoppers, and about 2 in 5 online grocery shoppers cited time constraints as the main reason they chose to buy groceries online. Given the potential for online grocery shopping to improve food access, foster healthier purchases, and alter the food retail landscape, examining its drivers can inform program, policy, and retailer decision-making.

Purpose of Review: The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.

Type of Review: [] Panel Review [X] Individual Reviewers

[] Alternative Process (Briefly Explain):

Timing of Review (Est.): Start: 2/7/2024 Completed: ---

Number of Reviewers: [X] 3 or fewer [] 4 to 10 [] More than 10

Primary Disciplines/Types of Expertise Needed for Review: Economists

Reviewers selected by: [X] Agency [] Designated Outside Organization

