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# Spotlighting the Shopper Community

Shoppers are an important part of the Instacart community, connecting households with the everyday essentials they need to thrive.

Individuals across North America choose the Instacart platform as a flexible earnings opportunity that fits into their lives.

# The shopper community is **600,000+ strong**

The shopper community is diverse and includes busy parents who need the flexibility to take care of their kids, college students, caregivers, and retirees who are looking to make extra income.<sup>1</sup>

1. An overview of shoppers is detailed in "Who Shops with Instacart."

#### **Who Shoppers Are**

Shoppers are independent contractors who fulfill orders on the Instacart marketplace. They choose when, how, and where they want to work by accepting orders placed by customers whenever it fits into their schedules. Shoppers have the ability to choose batches that best suit their availability and needs—selecting batches based on the retailer, drop-off location, and how many items are included.



### Who Shops with Instacart?<sup>2</sup>

#### 66

As a disabled United States veteran, shopping on the Instacart platform has been a true lifesaver. Not only do my earnings help supplement my

pension, but shopping provides much needed structure to my day and has helped me enter the middle class."



**BENJAMIN** Shopper, Pennsylvania

#### 66

I've been shopping with Instacart for almost 4 years, and what has kept me with the platform is the flexibility to create a schedule that works best for both me and my son. As a busy single mom, I rely on a few different sources of income, and being able to earn extra money by shopping any time I've needed or wanted to has been essential for me."

HABIBA Shopper, Massachusetts



2. As part of our continued effort to develop an even greater understanding of the shopper community, Instacart completed a national survey of shoppers from across the U.S. In 2022, we surveyed over 2,000 shoppers to better understand what motivates them to shop with Instacart and what aspects of the experience they value most.







**60%** are 18 to 24 years old



2 out of 3 have some college education or higher



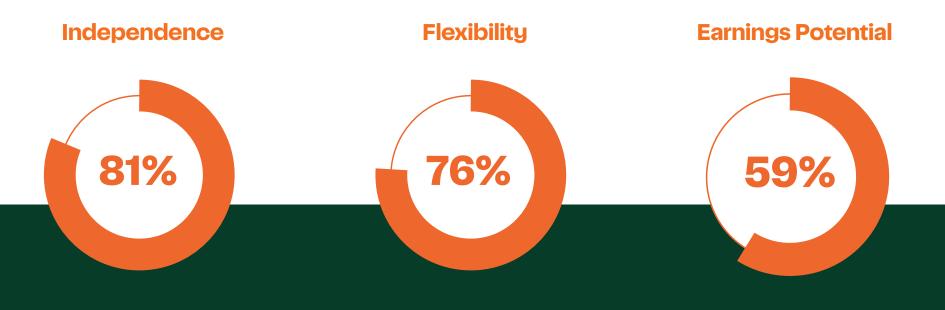
**11%** are college students





## Shoppers Choose Instacart for Flexible Earning Opportunities

Overwhelmingly, shoppers say they choose to earn income through the Instacart platform because of the freedom and independence they get with a flexible schedule. Flexibility and independence give them the ability to earn on their own terms.



**81%** of shoppers strongly prefer to be independent contractors rather than employees because it allows shoppers to fit app-based work between other life priorities. In fact, 88% of shoppers have other sources of income. **76%** of shoppers say the ability to be their own boss and set their own hours is the main reason they shop and 58% say they would stop shopping with Instacart if they were required to work a set schedule. **59%** of shoppers say their motivation for shopping is the ability to earn on their own terms.

# **Shoppers are Engaged in Their Communities**

Shoppers are essential in the lives of so many people and the communities they serve.



#### 95%

of shoppers say that Instacart helps provide food access to community members like the elderly or those with disabilities

### 83%

of shoppers say that working with Instacart makes them feel like they're giving back to the community

74% are registered voters

**10,000+** shoppers mobilized around advocacy issues in the past two years

SUMMER Shopper, California



"My husband and I are both app-based drivers. He's also a public high school teacher and I'm a stay-at-home-mom of four. With shopping I can take care of my kids and then when I'm ready, I log on and I go to work. I need that flexibility. I started app-based driving because I needed something extra to earn for my family."



#### have a favorable view of Instacart

Nearly **9 in 10 shoppers** have a favorable view of Instacart and more than 83% would recommend shopping on the Instacart platform to others. Additionally, 81% of shoppers agree that Instacart makes them feel valued, cares about them, offers wellpaying opportunities, and is looking out for them by protecting their flexibility.

Most shoppers (79%) say Instacart is unique among app-based platforms. Instacart shoppers are at least 3x as likely to say that Instacart makes them **feel more valued** & more safe than other rideshare or meal delivery companies.

# Our Continued Commitment to the Shopper Community

The shopper community is diverse, with unique motivations for shopping with Instacart. Shoppers overwhelmingly value the freedom and independence a flexible schedule allows, along with the ability to earn on their own terms. Instacart has recently <u>renewed our</u> <u>commitments</u> to the shopper community to improve the shopping experience. As we continue to build upon our commitments, we will partner with Instacart shoppers to ensure that we build product features, make meaningful policy changes, and advocate for solutions that invest in more support and recognition for shoppers—all based on their feedback.



# Our Promise to Shoppers

- 1. Support while shoppers shop: Instacart is committed to proactively providing shoppers with the support and safety that makes their shopping experience as seamless as possible and protects them while they work. Whether they shop to pay for the day-to-day or to save for the future, we're here to help shoppers make it happen.
  - Live phone support while on the go
  - In-store navigation for faster shopping
  - Prioritizing shopper safety
- 2. Ingredients to earn on their terms: We strive to equip the shopper community with information on the best way to earn, so they can earn what they need, when they need it. Whether their goal is to make some quick cash or to save for something bigger, features like Instant Cashout and progress tracking help them maximize their effort. How much they work, which batches they take and how far they drive — it's all up to them.
  - Tip protection for zeroed out tips
  - Faster access to earnings
  - Encouraging higher tips

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#### **3.** A community built on best intent: We believe best intent goes both ways. We act with consideration and compassion for the Instacart community and ask that shoppers and customers assume the best of us and each other. If things don't go to plan, we'll handle the situation with the utmost attention, care and concern to find the best possible outcome for everyone.

- Redesigned ratings system
- Improving the post batch experience
- Greater access to information
- 4. Recognition and rewards for the best of the bunch: We know that being a shopper takes care, commitment and effort. At Instacart, we recognize hard work and reward the strongest shoppers with impactful incentives that help them stand out to their customers, improve their access to earnings and reach their personal goals.
  - Cart Star rewards program

Building on these shopper commitments will be a primary focus for our company in the months and years ahead, as we continue to make improvements based on these core commitments and in response to direct shopper feedback. We're recommitting to the shopper community because it's important for us to build a lasting relationship with shoppers—one that is rooted in trust and action.

By continuing to build a culture and platform based on support, flexible earnings, community, and recognition, we will enhance the shopper experience and usher in a new promise to provide the flexible earnings they crave, delivered with care.