

# VOICE-ACTIVATED ASSISTANT USERS ARE MORE LIKELY TO HAVE...

**+96%**   
USED HOME GROCERY DELIVERY IN THE PAST 12 MONTHS

**+71%**  
SHOPPED AT WHOLE FOODS IN THE LAST 30-DAYS 

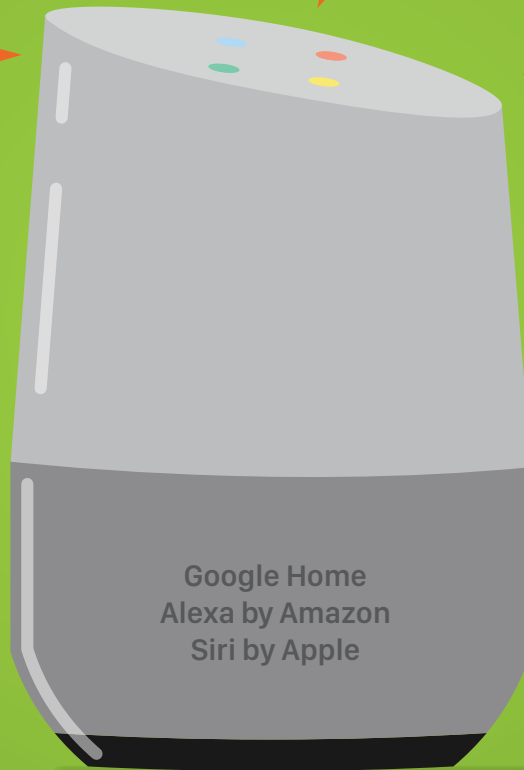
**+20%**  
EATEN FAST FOOD THREE OR MORE TIMES PER WEEK



**+54%**  
SHOPPED AT TRADER JOE'S IN THE LAST 30-DAYS



**+13%**   
EATEN AT A RESTAURANT THREE OR MORE TIMES PER WEEK



**+16%**  
SHOPPED AT KROGER IN THE LAST 30-DAYS 

"More likely" than the average U.S. adult 18+  
Source: 2017 SalesFuel Purchase Intent

**13%** OF ADULTS 18+ HAVE USED A VOICE ACTIVATED ASSISTANT IN THE LAST 30 DAYS

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