



# Supermarkets

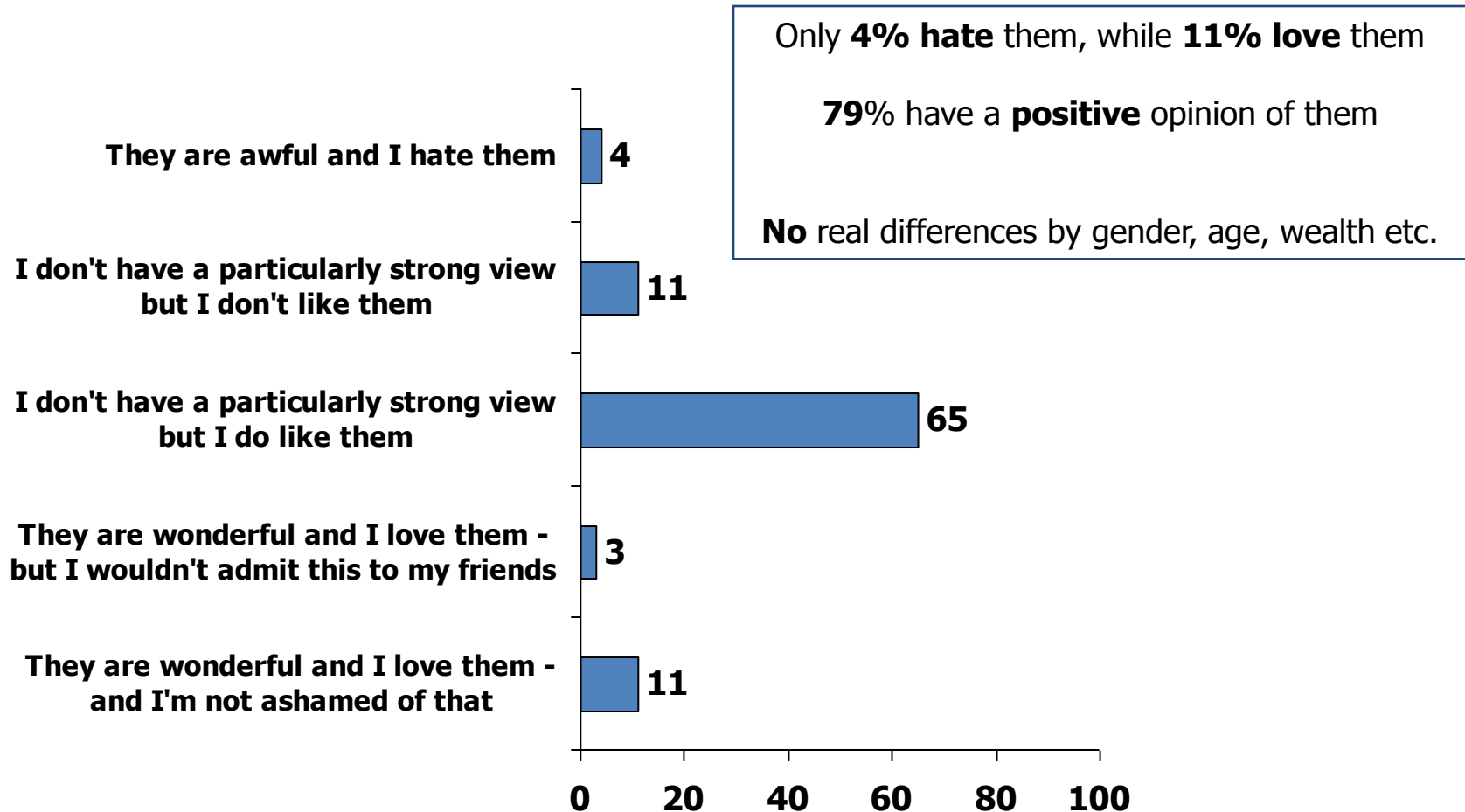
## BBC Today Programme

Presented by: GfK Consumer Products & Retail

GfK

# Supermarkets – Love them or hate them?

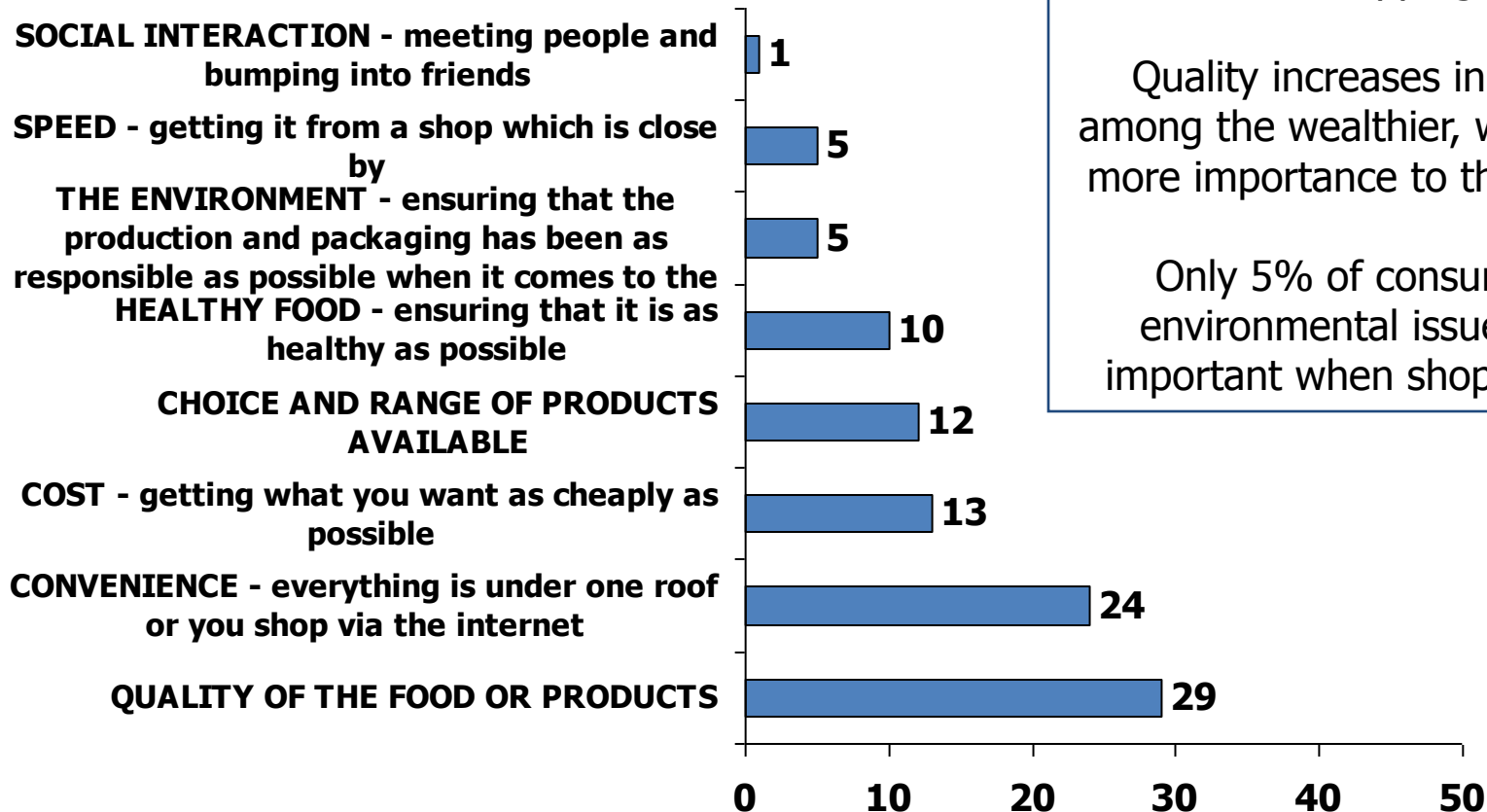
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*Q1. Which of the following statements, if any, best describes your general opinion of supermarkets?*

# What is most important when shopping for food?

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Quality (29%) and Convenience (24%) are the most important issues when shopping for food

Quality increases in importance among the wealthier, whilst cost is of more importance to the less well-off

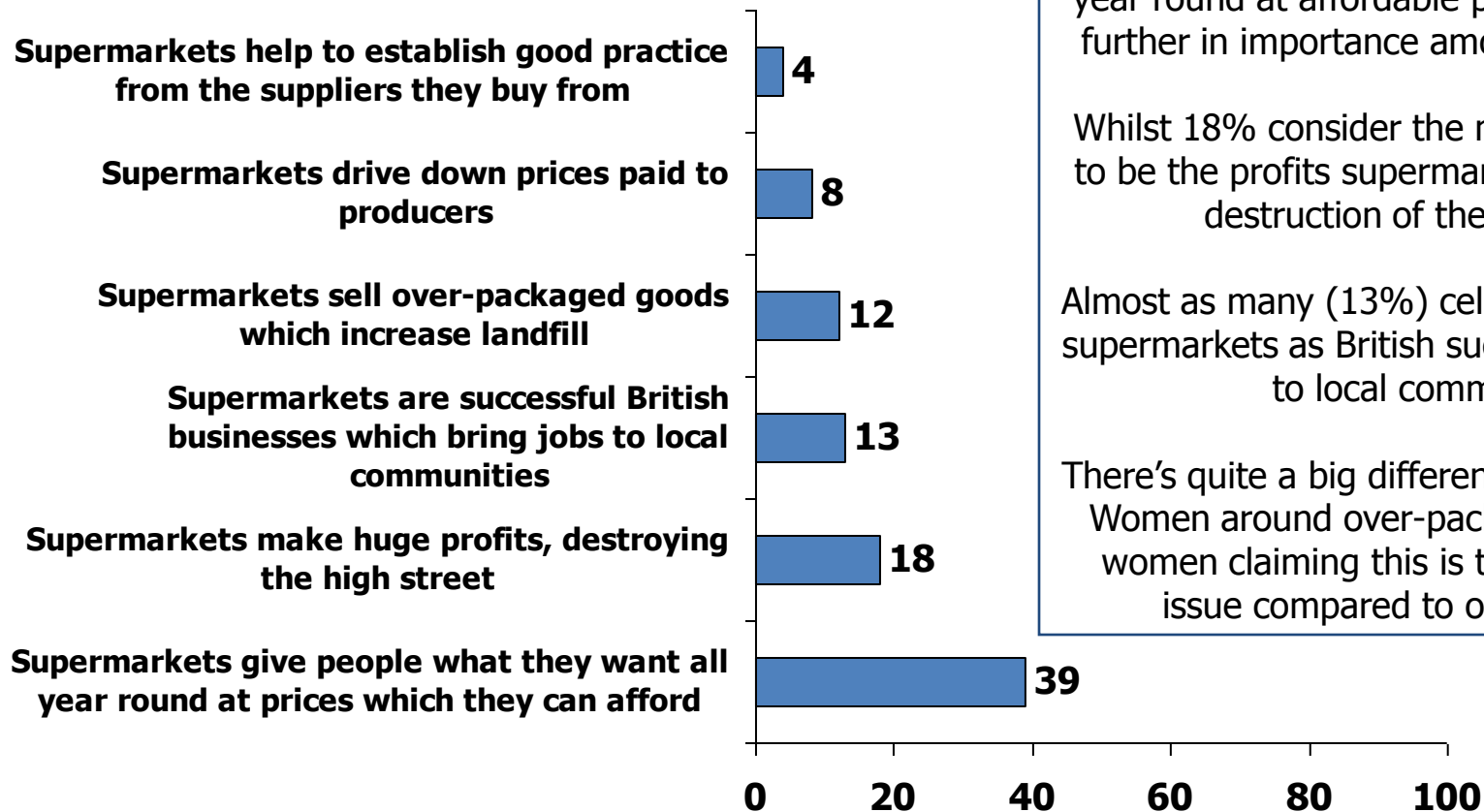
Only 5% of consumers claim environmental issues are most important when shopping for food

*Q2. Which ONE of the following statements, if any, is the most important issue to you when it comes to shopping for food?*

# Supermarkets – Good or Evil?

## MOST Important

4



39% say the most important issue is that supermarkets provide us with what we want all year round at affordable prices. This increases further in importance among the less well-off

Whilst 18% consider the most important issue to be the profits supermarkets make and their destruction of the high street,

Almost as many (13%) celebrate the success of supermarkets as British successes bringing jobs to local communities.

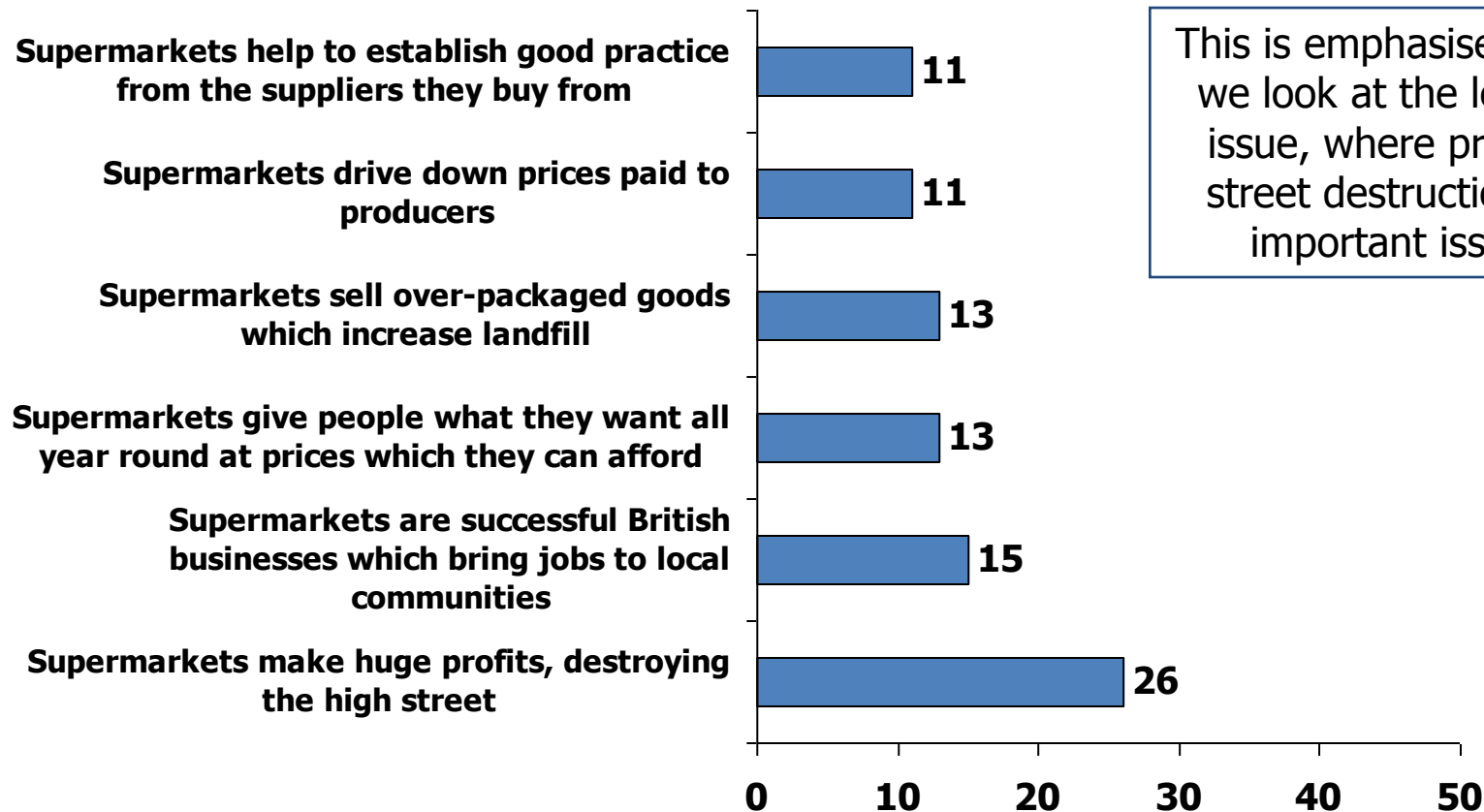
There's quite a big difference between Men and Women around over-packaging with 15% of women claiming this is the most important issue compared to only 9% of men

*Q3a I'm now going to read out 6 statements about supermarkets. Which ONE of these six issues, if any, is the MOST important to you?*

# Supermarkets – Good or Evil?

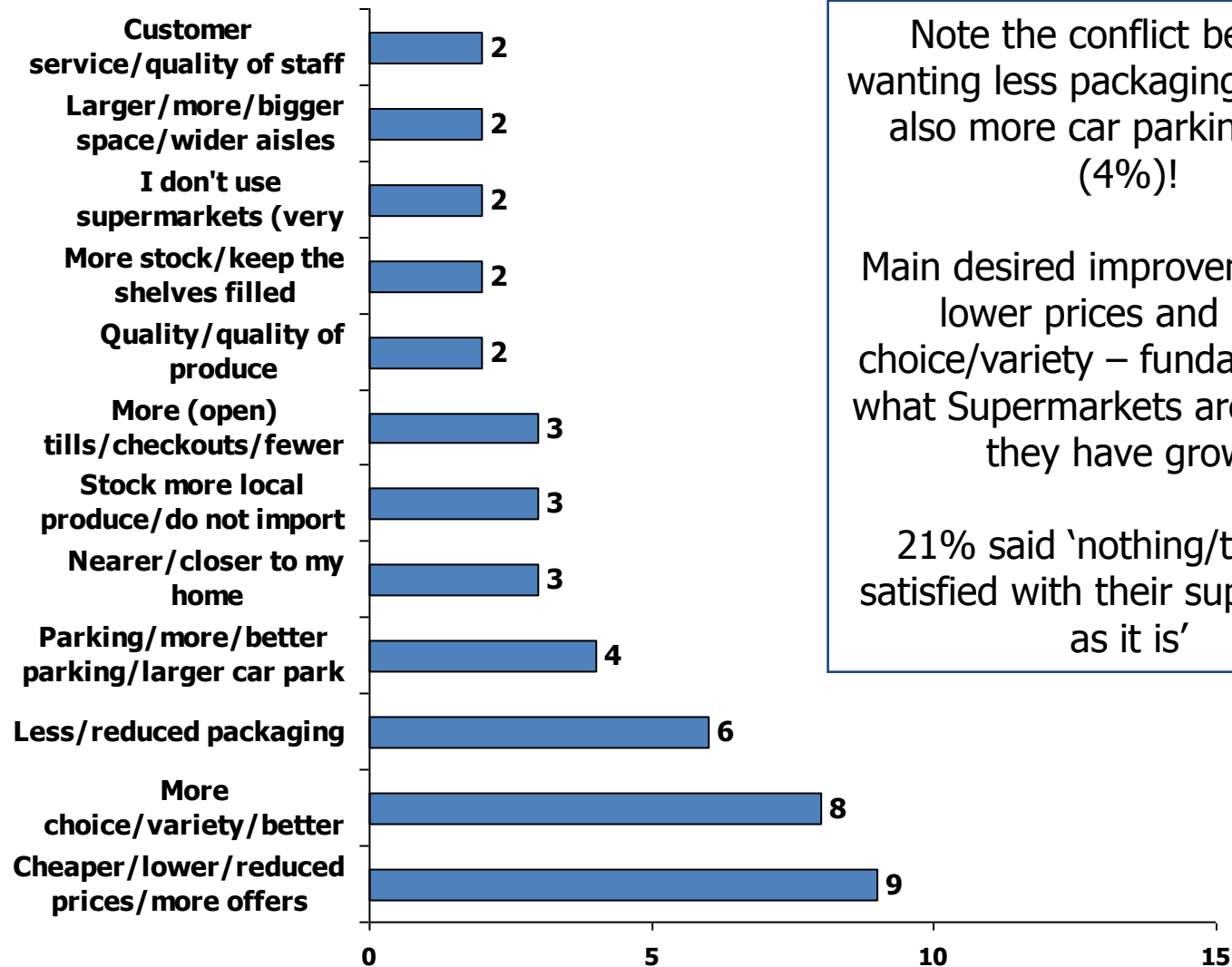
## LEAST Important

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*Q3b And which ONE of these six issues, if any, is the LEAST important to you?*

# Supermarkets – What could make them better?



Note the conflict between wanting less packaging (6%) but also more car parking space (4%)!

Main desired improvements are lower prices and more choice/variety – fundamental to what Supermarkets are and why they have grown

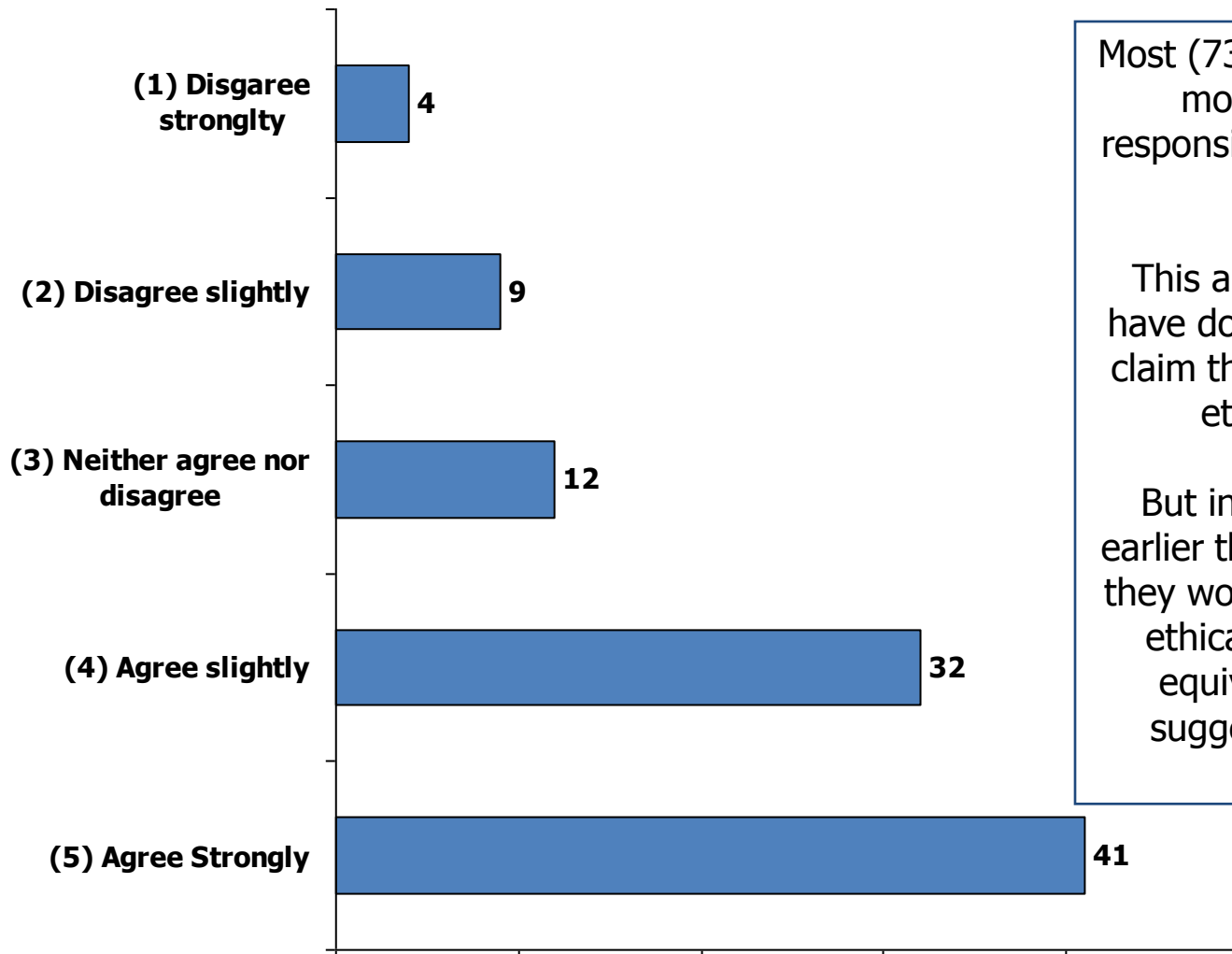
21% said 'nothing/they are satisfied with their supermarket as it is'

***Q4 What one thing do you think would make the supermarket which you use most often better than it is at the moment?***



# I am prepared to spend more money to buy food that has been produced in an environmentally responsible manner

7



Most (73%/ 3/4) claim they will spend more to get environmentally responsible food (having driven to the supermarket by car!)

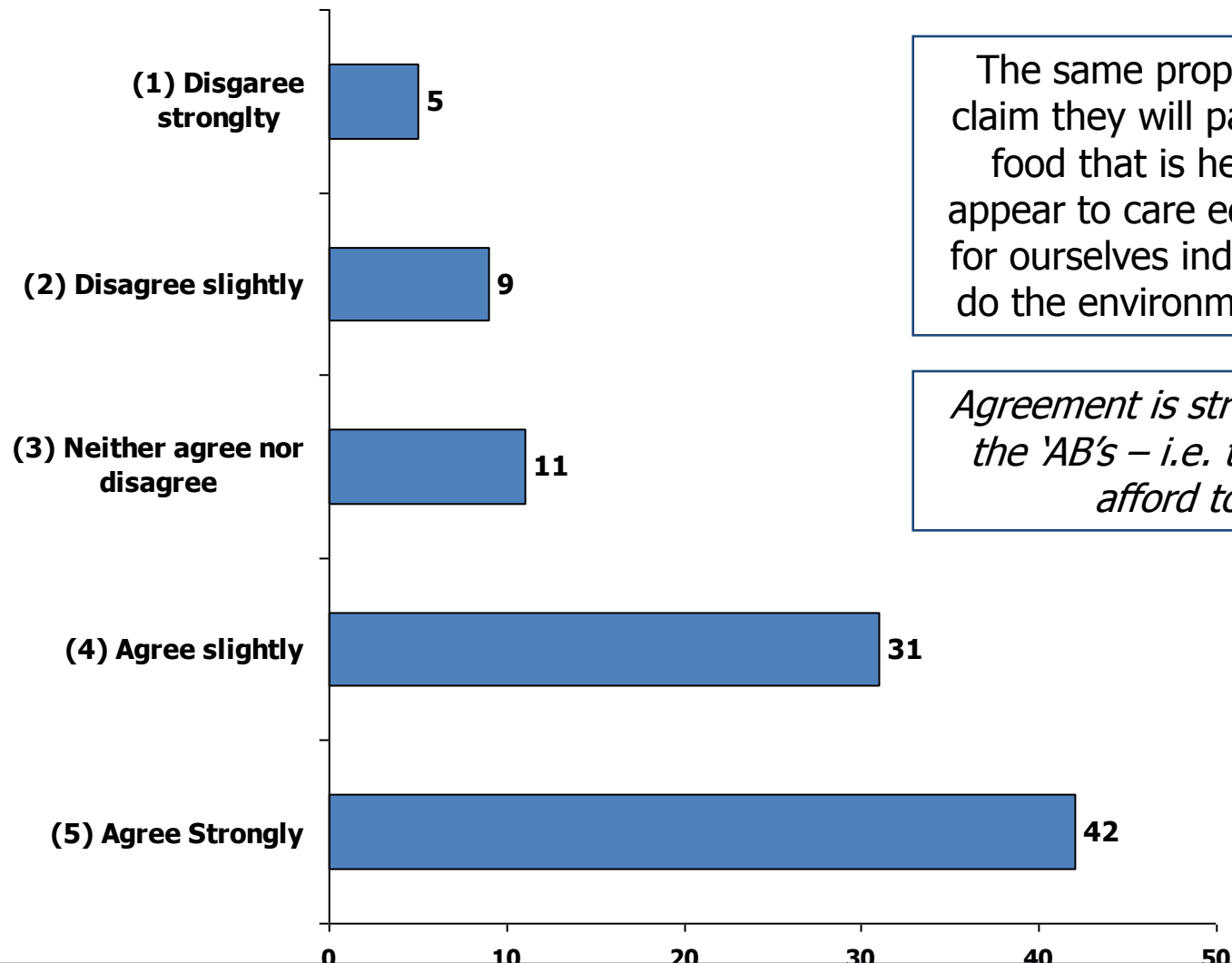
This aligns with other research we have done in which c. 60% of people claim they will pay 10% premium for ethically sourced products

But in a similar survey conducted earlier this year only 30% agreed that they would pay a 5-10% premium for ethical groceries compared to an equivalent non-ethical product, suggesting attitudes are shifting quickly.

***Q5 Please tell me how much you agree or disagree with each of the following statements***

# I am prepared to spend more money to buy food that is healthier

8



The same proportion (73%) claim they will pay more to get food that is healthier – we appear to care equally as much for ourselves individually as we do the environment around us

*Agreement is stronger amongst the 'AB's – i.e. those that can afford to care?*

***Q5 Please tell me how much you agree or disagree with each of the following statements***