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Measuring and Understanding Public Opinion:

Online Food Shopping

April 2017



This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:
<http://www.nemsmr.co.uk/omnibus/default.aspx>

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Online Food Shopping

SPEED READ

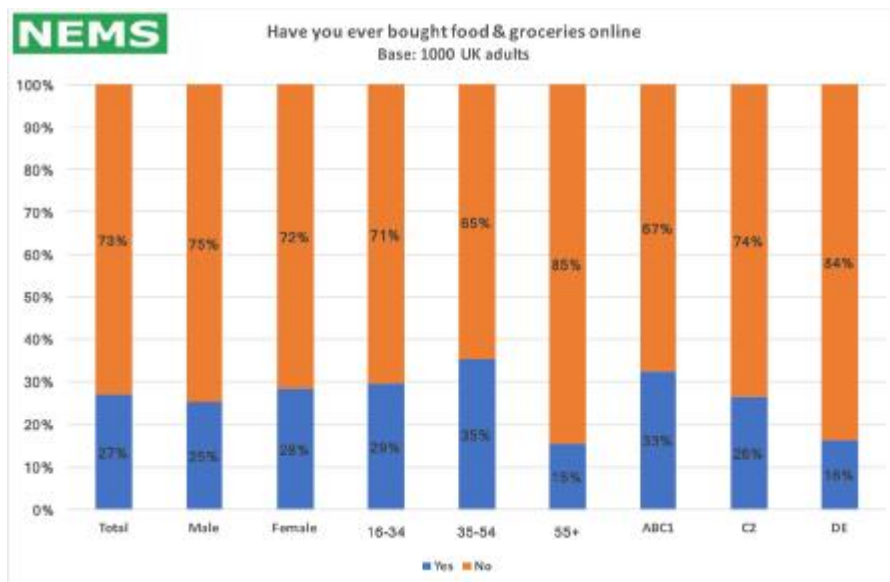
- More than a quarter of the UK adult population have bought food and groceries online.
- Reflecting its dominance in the overall grocery market, Tesco leads the way in terms of popularity / usage for buying food and groceries online.
- Convenience is the biggest factor driving the usage of buying food and groceries online.
- Substituted products and not being able to check the sell / use by dates are the biggest bugbears.
- Improvements still need to be made judging by the number of people who have bought food and groceries online only once.

Have you ever bought food & groceries online?

According to our research more than a quarter of the adult population (27%) have bought food and groceries online.

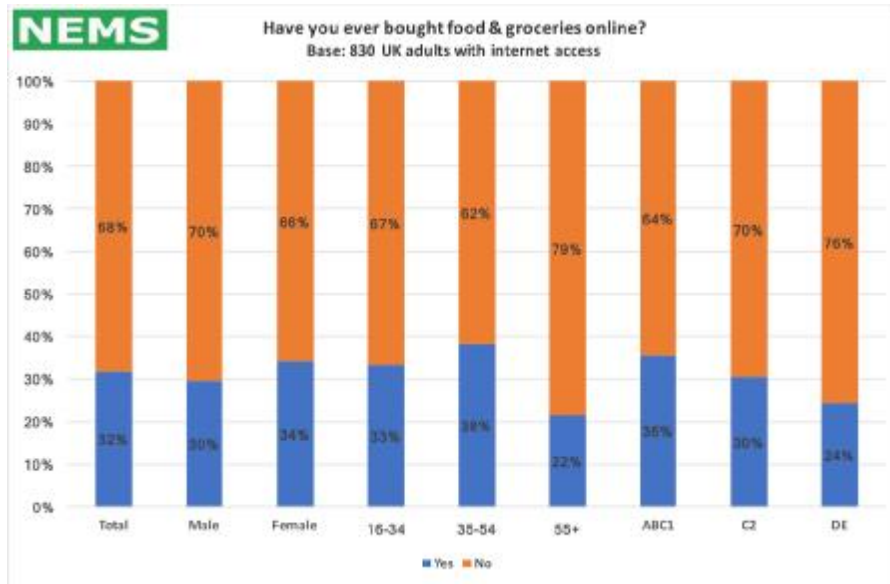
The highest uptake is among those aged 35-54 (35%) with those aged 55+ the least likely to buy their food online - just 16% of this age group shop this way.

Those in the ABC1 socio-economic groups are twice as likely to shop for food and groceries online compared to DEs.



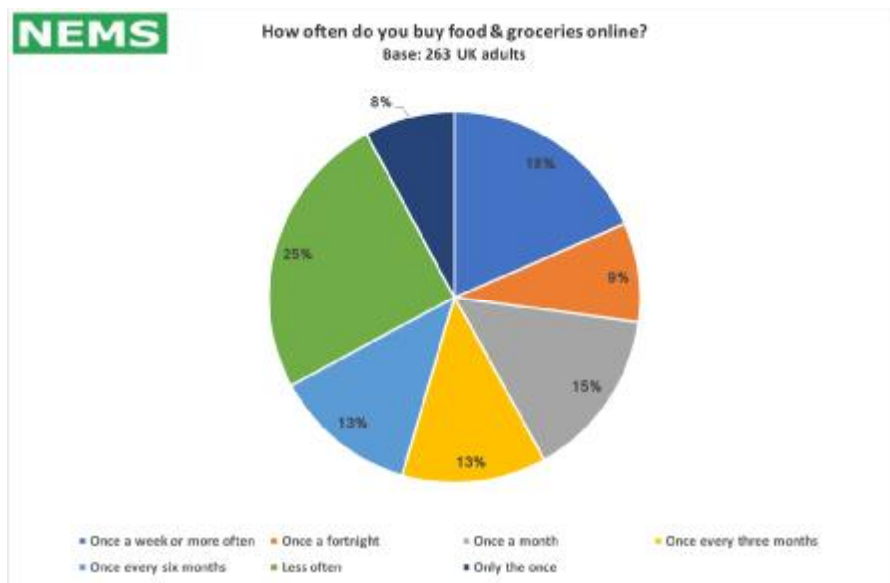
When we only look at those who have access to the internet (83% of the UK population), a similar pattern emerges, just the precise percentages are slightly different.

Here a third of the population with internet access (32%) have bought food and groceries online. ABC1s are the socio-economic group most likely to frequently buy their food and groceries online.



How often do you buy food & groceries online?

Nearly one in five of us (18%) who do online food shopping do so at least once a week, however at the other end of the scale 8% of us have only ever done it the once and 25% buy food and groceries online less often than once every six months.

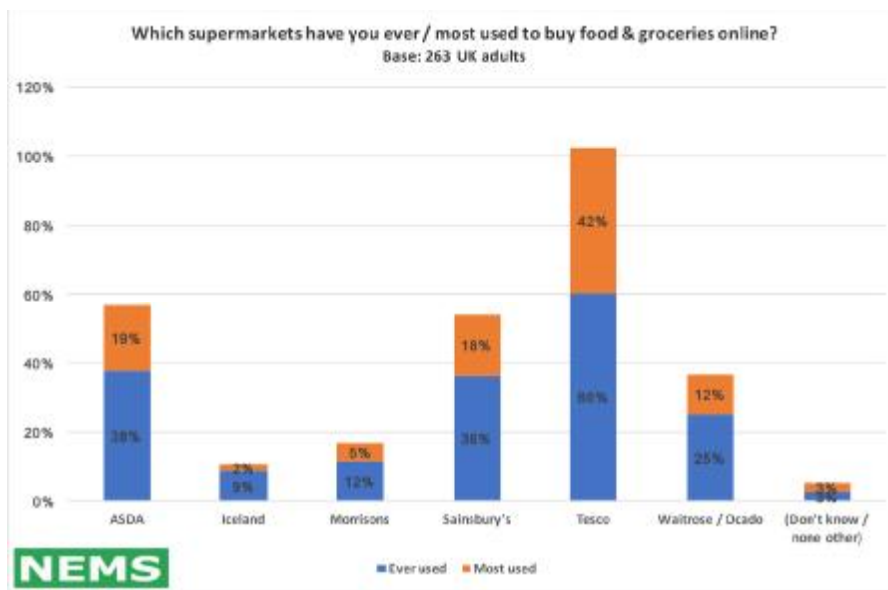


Which supermarkets have you ever / most used to buy food & groceries online?

Tesco leads the way both in terms of the supermarkets ever used to buy food and groceries online as well as the supermarket used the most for buying online. 60% of us have used Tesco and 42% of us use Tesco the most.

ASDA lies in second place, having been used 38% of us and 19% use ASDA the most, however close on its heels is Sainsbury's - 36% have ever used it and 18% use it the most.

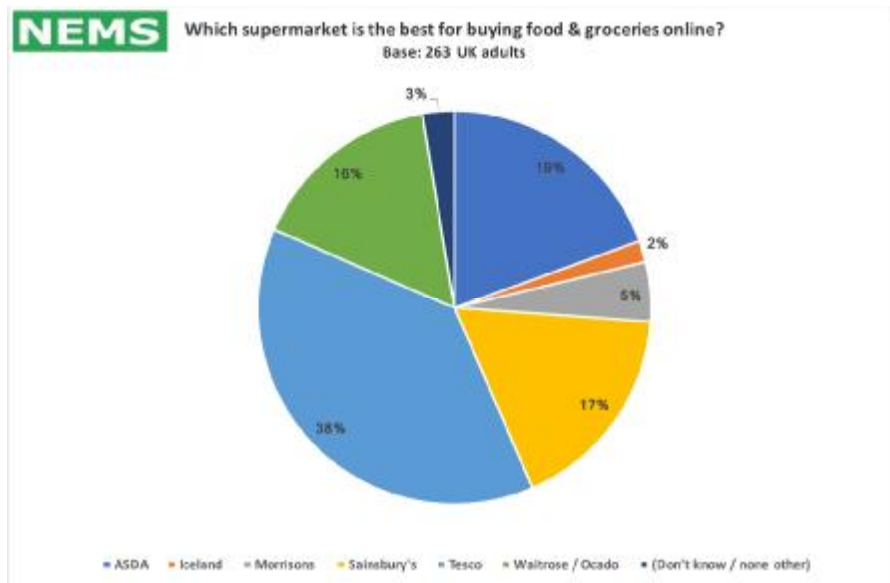
Despite the greater national representation of Morrison's stores, its absence of a comprehensive online service offering is shown by its being eclipsed by Waitrose / Ocado in terms of online food and groceries.



Which supermarket is the best for buying food & groceries online?

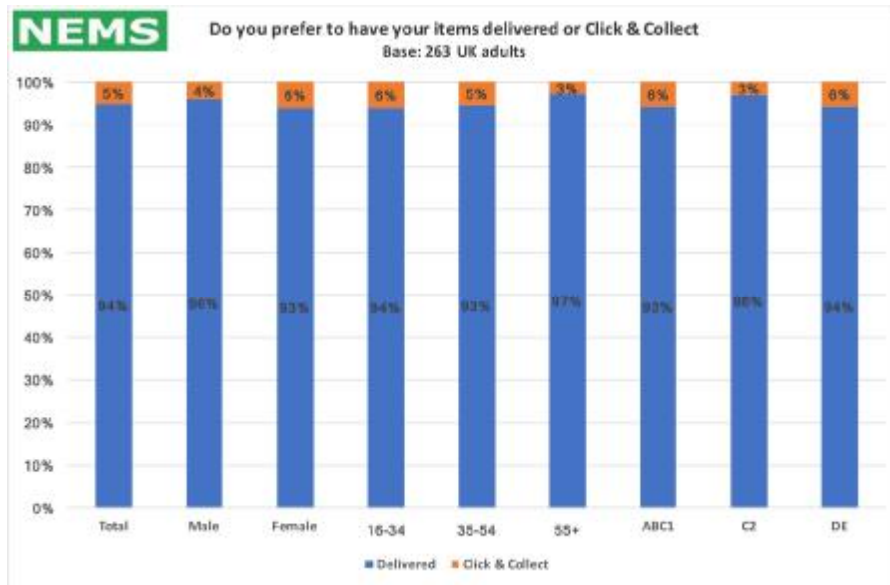
There is a close correlation between the supermarket used the most for buying food and groceries online and the perception of which supermarket is the best (after all in a competitive market place, other things being equal, why wouldn't we use the best), however there are some small differences. For example, although 42% of us use Tesco the most, 38% of us consider Tesco to be the best for buying food and groceries online.

In contrast, although just 12% use Waitrose / Ocado the most, 16% of us regard it as the best for buying food and groceries online.



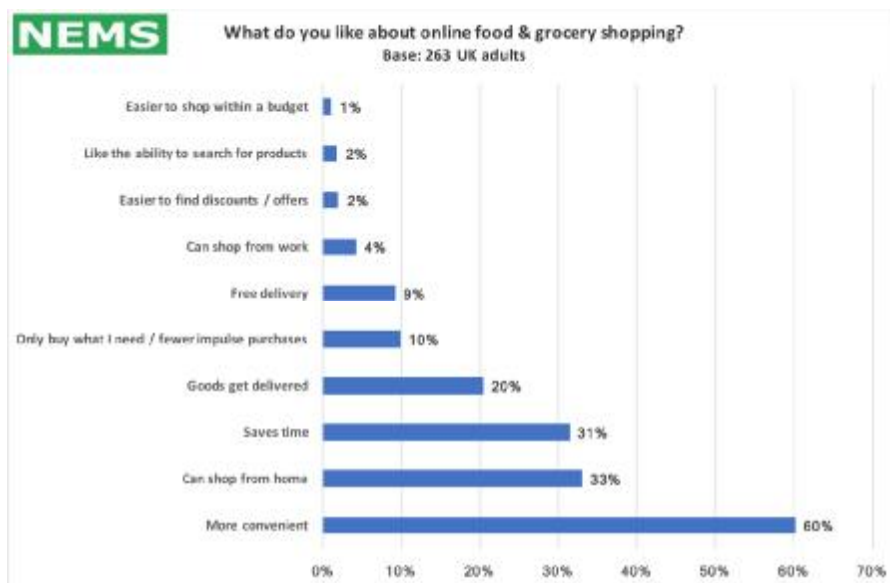
Delivered or Click & Collect?

As with other online shopping, having the items delivered is what everyone wants with more than nine out of ten (94%) preferring to receive orders this way. Click & Collect is a minority interest.



What do you like about online food & grocery shopping?

Although having the goods delivered is virtually how all of us to choose to receive our online food and grocery order this is not the most popular feature of online shopping. 60% of us consider it to be more convenient, 33% enjoy the fact that the shopping can be done at home, 31% of us like the time-saving benefits it brings and 20% like having the goods delivered to home.



What do you dislike about online food & grocery shopping?

38% of online food and grocery shoppers have no grumbles with regard to the process and service they receive when buying online. However, this does leave the majority with aspects that could be improved upon.

Men find less fault with the service they receive compared with women.

The number one complaint, cited by 23% of online shoppers, is the issue of substituted products, i.e. the ordered item being out of stock and the supermarket taking it upon themselves to provide an alternative.

A similar proportion dislike the inability to check the sell / use by dates. 13% of shoppers have experienced the wrong item being picked and dispatched.



Weighted:

April 2017

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE									
Q01 Have you ever bought food and groceries online?																		
Yes	26.9%	269	25.2%	121	28.4%	147	29.4%	96	35.2%	122	15.5%	51	32.5%	161	26.5%	65	16.4%	43
No	73.1%	731	74.8%	360	71.6%	371	70.6%	230	64.8%	225	84.5%	276	67.5%	334	73.5%	180	83.6%	217
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239

Q02 How often do you buy food and groceries online? [PR]

Those who have bought food and groceries online at Q01

Once a week or more often	18.3%	49	21.5%	26	15.6%	23	10.7%	10	22.4%	27	22.7%	12	21.5%	35	12.3%	8	15.0%	6
Once a fortnight	8.6%	23	6.8%	8	10.0%	15	9.9%	10	8.4%	10	6.4%	3	8.3%	13	8.1%	5	10.3%	4
Once a month	15.0%	40	13.3%	16	16.4%	24	14.0%	13	16.8%	21	12.5%	6	15.6%	25	17.7%	12	8.5%	4
Once every three months	12.9%	35	15.6%	19	10.6%	16	10.5%	10	14.0%	17	14.6%	7	16.2%	26	5.5%	4	11.5%	5
Once every six months	12.8%	34	11.2%	14	14.2%	21	13.9%	13	11.4%	14	14.4%	7	13.1%	21	15.5%	10	7.5%	3
Less often	24.8%	66	21.8%	26	27.2%	40	35.2%	34	16.5%	20	24.8%	13	19.6%	32	26.7%	17	41.1%	18
Only the once	7.8%	21	9.8%	12	6.0%	9	5.8%	6	10.6%	13	4.7%	2	5.7%	9	14.1%	9	6.0%	3
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39

Q03 Which of these supermarkets have used to buy food and groceries online? [MR/PR]

Those who have bought food and groceries online at Q01

ASDA	37.7%	101	34.2%	41	40.5%	60	43.2%	41	38.7%	47	24.7%	12	35.4%	57	41.7%	27	40.0%	17
Iceland	8.6%	23	2.2%	3	13.8%	20	4.2%	4	11.5%	14	9.7%	5	5.9%	10	6.9%	4	21.0%	9
Morrisons	11.4%	31	13.1%	16	10.0%	15	10.2%	10	13.3%	16	9.3%	5	10.0%	16	14.9%	10	11.5%	5
Sainsbury's	36.5%	98	37.8%	46	35.4%	52	26.4%	25	44.3%	54	36.6%	18	40.2%	65	35.6%	23	23.7%	10
Tesco	59.7%	160	56.2%	68	62.6%	92	54.1%	52	61.6%	75	65.8%	33	58.8%	95	53.2%	35	73.0%	31
Waitrose / Ocado	25.3%	68	23.9%	29	26.5%	39	16.6%	16	31.4%	38	27.1%	14	33.3%	54	13.3%	9	13.3%	6
(Don't know / none other)	3.0%	8	4.1%	5	2.1%	3	4.2%	4	2.1%	3	2.8%	1	2.4%	4	1.3%	1	7.9%	3
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39

Q04 Which of these supermarkets have used the most buy food and groceries online? [PR]

Those who have bought food and groceries online at Q01

ASDA	19.2%	51	16.5%	20	21.4%	31	23.4%	22	18.9%	23	11.8%	6	15.4%	25	27.2%	18	21.3%	9
Iceland	1.9%	5	0.0%	0	3.5%	5	1.4%	1	1.6%	2	3.7%	2	1.2%	2	0.0%	0	7.6%	3
Morrisons	5.2%	14	6.1%	7	4.5%	7	5.4%	5	6.1%	7	2.7%	1	1.7%	3	13.2%	9	6.3%	3
Sainsbury's	17.3%	47	19.5%	24	15.6%	23	16.7%	16	18.2%	22	16.6%	8	17.4%	28	24.3%	16	6.4%	3
Tesco	41.3%	111	40.8%	50	41.8%	61	37.1%	36	39.4%	48	54.0%	27	43.3%	70	30.7%	20	50.3%	21
Waitrose / Ocado	12.0%	32	13.0%	16	11.1%	16	11.8%	11	13.6%	17	8.4%	4	18.6%	30	3.3%	2	0.0%	0
(Don't know / none other)	3.0%	8	4.1%	5	2.1%	3	4.2%	4	2.1%	3	2.8%	1	2.4%	4	1.3%	1	7.9%	3
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39

Q05 Taking every into account from using the website, to paying and then receiving the items, which of these supermarkets is the best for buying food and groceries online? [PR]

Those who have bought food and groceries online at Q01

ASDA	19.6%	53	16.5%	20	22.1%	33	26.1%	25	16.5%	20	14.7%	7	14.7%	24	27.2%	18	26.6%	11
Iceland	1.7%	5	0.0%	0	3.2%	5	1.4%	1	1.2%	1	3.7%	2	0.9%	1	0.0%	0	7.6%	3
Morrisons	4.9%	13	5.0%	6	4.8%	7	4.4%	4	5.4%	7	4.7%	2	4.3%	7	5.5%	4	6.3%	3
Sainsbury's	17.1%	46	19.5%	24	15.2%	22	18.2%	17	16.8%	21	15.8%	8	18.5%	30	22.0%	14	4.4%	2
Tesco	37.6%	101	41.1%	50	34.6%	51	36.8%	35	35.4%	43	44.3%	22	36.7%	59	36.9%	24	42.0%	18
Waitrose / Ocado	16.1%	43	13.9%	17	17.9%	26	8.8%	8	22.7%	28	14.0%	7	22.6%	36	7.1%	5	5.1%	2
(Don't know / none other)	3.0%	8	4.1%	5	2.1%	3	4.2%	4	2.1%	3	2.8%	1	2.4%	4	1.3%	1	7.9%	3
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39

Q06 When you have bought food and groceries online do you prefer to have the items delivered or do you prefer to Click & Collect?

Those who have bought food and groceries online at Q01

Delivered	93.8%	252	95.1%	115	92.7%	136	93.0%	89	93.0%	113	97.1%	49	92.9%	149	95.7%	62	94.4%	40
Click & Collect	4.9%	13	4.0%	5	5.8%	8	5.8%	6	5.2%	6	2.9%	1	5.6%	9	3.0%	2	5.6%	2
(Don't know / no preference)	1.3%	3	1.0%	1	1.5%	2	1.2%	1	1.8%	2	0.0%	0	1.6%	2	1.3%	1	0.0%	0
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39

Weighted:

April 2017

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE									
Q07 What do you like about online food and grocery shopping? [PR]																		
<i>Those who have bought food and groceries online at Q01</i>																		
1st mention																		
More convenient	45.6%	122	48.1%	58	43.5%	64	45.4%	44	49.2%	60	37.1%	19	45.5%	73	50.3%	33	38.8%	17
Can shop from home	17.4%	47	13.0%	16	21.1%	31	10.3%	10	20.8%	25	23.0%	12	19.9%	32	10.4%	7	18.9%	8
Saves time	11.8%	32	13.3%	16	10.7%	16	15.7%	15	8.2%	10	13.4%	7	13.2%	21	9.3%	6	10.8%	5
Goods get delivered	9.2%	25	6.4%	8	11.6%	17	11.9%	11	8.9%	11	4.9%	2	9.1%	15	7.1%	5	12.9%	6
Only buy what I need / fewer impulse purchases	3.7%	10	6.4%	8	1.5%	2	4.2%	4	3.6%	4	2.7%	1	2.1%	3	10.0%	6	0.0%	0
Free delivery	1.6%	4	1.0%	1	2.1%	3	1.4%	1	1.0%	1	3.3%	2	0.0%	0	4.5%	3	3.2%	1
Easier to find discounts / offers	1.0%	3	2.2%	3	0.0%	0	0.9%	1	0.8%	1	1.4%	1	1.6%	3	0.0%	0	0.0%	0
Easier to shop within a budget	0.9%	2	1.2%	1	0.7%	1	1.5%	1	0.8%	1	0.0%	0	0.0%	0	2.2%	1	2.3%	1
Can shop from work	0.8%	2	0.0%	0	1.4%	2	1.5%	1	0.0%	0	1.2%	1	0.9%	1	0.0%	0	1.5%	1
Like the ability to search for products	0.6%	2	0.0%	0	1.1%	2	0.0%	0	1.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
(Don't know)	7.4%	20	8.4%	10	6.6%	10	7.1%	7	5.3%	6	13.0%	7	6.8%	11	6.1%	4	11.6%	5
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39
Other mention(s)																		
Saves time	19.2%	52	13.8%	17	23.6%	35	15.4%	15	22.4%	27	18.5%	9	19.1%	31	24.1%	16	12.0%	5
Can shop from home	15.3%	41	17.2%	21	13.7%	20	20.9%	20	12.2%	15	12.1%	6	16.1%	26	18.3%	12	7.2%	3
More convenient	14.2%	38	14.1%	17	14.4%	21	11.6%	11	13.5%	16	21.0%	11	14.3%	23	13.9%	9	14.6%	6
Goods get delivered	11.0%	30	10.1%	12	11.8%	17	11.9%	11	11.2%	14	9.0%	5	13.5%	22	8.2%	5	5.8%	2
Free delivery	7.5%	20	7.7%	9	7.3%	11	7.5%	7	7.0%	9	8.7%	4	9.1%	15	5.5%	4	4.4%	2
Only buy what I need / fewer impulse purchases	6.1%	16	5.9%	7	6.4%	9	4.9%	5	7.3%	9	5.6%	3	5.9%	9	5.5%	4	8.2%	3
Can shop from work	3.4%	9	2.3%	3	4.3%	6	0.8%	1	4.8%	6	5.0%	3	4.2%	7	0.7%	0	4.6%	2
Like the ability to search for products	1.2%	3	0.0%	0	2.2%	3	0.0%	0	1.8%	2	2.2%	1	0.6%	1	2.0%	1	2.6%	1
Easier to find discounts / offers	1.0%	3	0.4%	1	1.5%	2	0.0%	0	2.2%	3	0.0%	0	1.7%	3	0.0%	0	0.0%	0
Easier to shop within a budget	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
(Don't know)	48.1%	129	56.9%	69	40.9%	60	45.1%	43	49.9%	61	49.6%	25	43.6%	70	52.9%	34	58.2%	25
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39
Any mention																		
More convenient	59.8%	161	62.2%	76	57.9%	85	57.0%	55	62.8%	76	58.1%	29	59.8%	96	64.2%	42	53.4%	23
Can shop from home	32.7%	88	30.2%	37	34.7%	51	31.1%	30	32.9%	40	35.1%	18	36.0%	58	28.8%	19	26.2%	11
Saves time	31.0%	83	27.1%	33	34.3%	50	31.1%	30	30.6%	37	31.9%	16	32.3%	52	33.4%	22	22.8%	10
Goods get delivered	20.2%	54	16.4%	20	23.4%	34	23.7%	23	20.1%	24	13.9%	7	22.6%	36	15.4%	10	18.7%	8
Only buy what I need / fewer impulse purchases	9.8%	26	12.2%	15	7.8%	12	9.2%	9	10.9%	13	8.3%	4	7.9%	13	15.5%	10	8.2%	3
Free delivery	9.1%	24	8.7%	11	9.4%	14	8.9%	9	8.0%	10	12.0%	6	9.1%	15	10.0%	6	7.6%	3
Can shop from work	4.2%	11	2.3%	3	5.7%	8	2.3%	2	4.8%	6	6.2%	3	5.1%	8	0.7%	0	6.1%	3
Easier to find discounts / offers	2.0%	5	2.6%	3	1.5%	2	0.9%	1	3.1%	4	1.4%	1	3.3%	5	0.0%	0	0.0%	0
Like the ability to search for products	1.8%	5	0.0%	0	3.3%	5	0.0%	0	3.1%	4	2.2%	1	1.5%	2	2.0%	1	2.6%	1
Easier to shop within a budget	1.1%	3	1.6%	2	0.7%	1	1.5%	1	1.2%	1	0.0%	0	0.3%	1	2.2%	1	2.3%	1
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39

Weighted:

April 2017

	Total	Male		Female		16-34		35-54		55+		ABC1		C2		DE		
Q08 What do you dislike about online food and grocery shopping? [PR]																		
<i>Those who have bought food and groceries online at Q01</i>																		
1st mention																		
Can't check sell by / use by dates	19.0%	51	11.9%	15	24.8%	37	19.2%	18	20.8%	25	14.3%	7	22.0%	35	18.5%	12	8.3%	4
Substituted products	14.5%	39	16.7%	20	12.6%	19	17.5%	17	12.0%	15	14.7%	7	13.4%	22	20.5%	13	9.5%	4
Wrong items picked by staff	7.1%	19	8.5%	10	6.0%	9	8.3%	8	7.4%	9	4.2%	2	10.9%	17	1.8%	1	1.2%	0
Poorly designed websites	5.3%	14	7.2%	9	3.7%	5	9.3%	9	2.5%	3	4.4%	2	4.4%	7	7.8%	5	4.8%	2
Unable to pick own / see actual goods	5.0%	13	3.2%	4	6.4%	9	4.6%	4	3.9%	5	8.3%	4	3.7%	6	3.3%	2	12.2%	5
Limited choice / range	2.1%	6	0.7%	1	3.2%	5	0.0%	0	3.5%	4	2.8%	1	2.5%	4	0.0%	0	3.7%	2
Cost of delivery	2.0%	5	3.7%	5	0.6%	1	4.7%	5	0.7%	1	0.0%	0	2.5%	4	2.2%	1	0.0%	0
Having to wait in for the delivery	1.6%	4	0.3%	0	2.6%	4	1.3%	1	2.1%	3	0.7%	0	1.0%	2	4.0%	3	0.0%	0
End up buying more than if I went into the shop	1.5%	4	0.0%	0	2.8%	4	0.0%	0	1.5%	2	4.5%	2	0.4%	1	5.4%	4	0.0%	0
Risk of poor quality items	1.4%	4	0.5%	1	2.1%	3	0.0%	0	3.1%	4	0.0%	0	1.6%	3	0.0%	0	2.8%	1
More of a spontaneous shopper	0.8%	2	1.6%	2	0.1%	0	0.0%	0	1.5%	2	0.7%	0	0.2%	0	1.9%	1	1.2%	1
Risk of account being hacked	0.6%	2	0.0%	0	1.0%	2	0.0%	0	0.9%	1	0.9%	0	0.4%	1	1.2%	1	0.0%	0
Minimum spend	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.6%	1	1.5%	1	0.9%	1	0.0%	0	0.0%	0
Items missing	0.5%	1	0.5%	1	0.5%	1	0.0%	0	0.8%	1	0.9%	0	0.7%	1	0.0%	0	0.6%	0
No reduced items	0.2%	0	0.0%	0	0.3%	0	0.0%	0	0.4%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
(Don't know)	37.9%	102	45.1%	55	32.0%	47	34.9%	34	38.5%	47	42.1%	21	35.1%	56	33.3%	22	55.7%	24
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39
Other mention(s)																		
Substituted products	8.5%	23	1.4%	2	14.4%	21	6.5%	6	9.8%	12	9.2%	5	9.1%	15	8.7%	6	6.1%	3
Wrong items picked by staff	5.6%	15	6.8%	8	4.6%	7	10.3%	10	2.8%	3	3.3%	2	5.1%	8	7.5%	5	4.8%	2
Can't check sell by / use by dates	3.3%	9	5.6%	7	1.4%	2	5.6%	5	1.1%	1	4.2%	2	4.3%	7	3.0%	2	0.0%	0
Items missing	3.2%	8	5.8%	7	1.0%	1	3.2%	3	1.6%	2	6.9%	3	3.6%	6	4.0%	3	0.0%	0
Delivery time either earlier or later than planned	1.5%	4	1.5%	2	1.5%	2	0.0%	0	1.0%	1	5.6%	3	1.6%	3	2.3%	2	0.0%	0
End up buying more than if I went into the shop	1.5%	4	1.3%	2	1.7%	2	1.7%	2	0.0%	0	4.5%	2	0.0%	0	4.9%	3	1.8%	1
Unable to pick own / see actual goods	1.5%	4	0.4%	1	2.3%	3	3.1%	3	0.8%	1	0.0%	0	2.1%	3	0.0%	0	1.2%	1
Poorly designed websites	1.3%	4	2.5%	3	0.3%	0	3.2%	3	0.0%	0	0.9%	0	1.9%	3	0.7%	0	0.0%	0
Cost of delivery	1.1%	3	0.0%	0	2.0%	3	0.0%	0	1.8%	2	1.5%	1	1.3%	2	0.0%	0	1.8%	1
Limited choice / range	0.9%	2	0.4%	0	1.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	2.9%	2	1.2%	0
Risk of account being hacked	0.9%	2	1.3%	2	0.5%	1	0.0%	0	0.0%	0	4.5%	2	0.0%	0	2.3%	2	1.8%	1
Having to wait in for the delivery	0.7%	2	0.5%	1	0.9%	1	0.0%	0	0.6%	1	2.5%	1	1.2%	2	0.0%	0	0.0%	0
No reduced items	0.6%	2	1.3%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Risk of poor quality items	0.5%	1	0.0%	0	1.0%	1	1.5%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
(Don't know)	79.8%	214	86.0%	104	74.7%	110	76.2%	73	82.6%	101	80.2%	41	78.3%	126	79.2%	51	86.8%	37
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39

Weighted:

April 2017

	Total	Male		Female		16-34		35-54		55+		ABC1		C2		DE		
Any mention																		
Substituted products	23.0%	62	18.1%	22	27.1%	40	24.0%	23	21.8%	27	24.0%	12	22.5%	36	29.2%	19	15.6%	7
Can't check sell by / use by dates	22.3%	60	17.5%	21	26.3%	39	24.9%	24	21.9%	27	18.6%	9	26.3%	42	21.6%	14	8.3%	4
Wrong items picked by staff	12.7%	34	15.3%	19	10.6%	16	18.6%	18	10.2%	12	7.6%	4	15.9%	26	9.3%	6	5.9%	3
Poorly designed websites	6.6%	18	9.7%	12	4.0%	6	12.5%	12	2.5%	3	5.3%	3	6.3%	10	8.4%	5	4.8%	2
Unable to pick own / see actual goods	6.4%	17	3.6%	4	8.8%	13	7.7%	7	4.7%	6	8.3%	4	5.9%	9	3.3%	2	13.4%	6
Items missing	3.7%	10	6.3%	8	1.5%	2	3.2%	3	2.3%	3	7.8%	4	4.3%	7	4.0%	3	0.6%	0
Cost of delivery	3.1%	8	3.7%	5	2.6%	4	4.7%	5	2.5%	3	1.5%	1	3.8%	6	2.2%	1	1.8%	1
End up buying more than if I went into the shop	3.0%	8	1.3%	2	4.5%	7	1.7%	2	1.5%	2	9.1%	5	0.4%	1	10.3%	7	1.8%	1
Limited choice / range	3.0%	8	1.1%	1	4.5%	7	0.0%	0	5.4%	7	2.8%	1	2.5%	4	2.9%	2	4.9%	2
Having to wait in for the delivery	2.3%	6	0.8%	1	3.6%	5	1.3%	1	2.7%	3	3.2%	2	2.2%	4	4.0%	3	0.0%	0
Risk of poor quality items	1.9%	5	0.5%	1	3.1%	5	1.5%	1	3.1%	4	0.0%	0	2.5%	4	0.0%	0	2.8%	1
Delivery time either earlier or later than planned	1.5%	4	1.5%	2	1.5%	2	0.0%	0	1.0%	1	5.6%	3	1.6%	3	2.3%	2	0.0%	0
Risk of account being hacked	1.4%	4	1.3%	2	1.6%	2	0.0%	0	0.9%	1	5.4%	3	0.4%	1	3.6%	2	1.8%	1
More of a spontaneous shopper	0.8%	2	1.6%	2	0.1%	0	0.0%	0	1.5%	2	0.7%	0	0.2%	0	1.9%	1	1.2%	1
No reduced items	0.8%	2	1.3%	2	0.3%	0	0.0%	0	1.7%	2	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Minimum spend	0.5%	1	0.0%	0	1.0%	1	0.0%	0	0.6%	1	1.5%	1	0.9%	1	0.0%	0	0.0%	0
Weighted base:		269		121		147		96		122		51		161		65		43
Sample:		263		118		145		54		144		65		174		50		39

SEX Sex of respondent

Male	48.2%	482	100.0%	482	0.0%	0	49.5%	162	49.7%	172	45.3%	148	48.6%	241	59.0%	145	37.2%	97
Female	51.8%	518	0.0%	0	100.0%	518	50.5%	165	50.3%	174	54.7%	179	51.4%	254	41.0%	101	62.8%	163
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239

AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	15.1%	151	15.8%	76	14.5%	75	46.3%	151	0.0%	0	0.0%	0	14.7%	73	15.2%	37	15.8%	41
25 to 34	17.5%	175	17.8%	86	17.3%	90	53.7%	175	0.0%	0	0.0%	0	19.3%	96	18.1%	44	13.6%	35
35 to 44	18.4%	184	18.7%	90	18.0%	93	0.0%	0	53.0%	184	0.0%	0	20.6%	102	21.7%	53	11.0%	29
45 to 54	16.3%	163	17.0%	82	15.6%	81	0.0%	0	47.0%	163	0.0%	0	17.1%	85	17.1%	42	13.9%	36
55 to 64	13.1%	131	13.7%	66	12.5%	65	0.0%	0	0.0%	0	40.0%	131	14.1%	70	15.0%	37	9.4%	24
65 +	19.6%	196	17.0%	82	22.0%	114	0.0%	0	0.0%	0	60.0%	196	14.2%	70	13.0%	32	36.3%	94
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239

SEG Socio-economic group

A	2.8%	28	3.6%	17	2.2%	11	2.7%	9	3.2%	11	2.6%	9	5.7%	28	0.0%	0	0.0%	0
B	17.5%	175	18.0%	87	17.1%	88	18.6%	61	19.0%	66	14.7%	48	35.4%	175	0.0%	0	0.0%	0
C1	29.2%	292	28.4%	137	29.9%	155	30.2%	99	31.7%	110	25.4%	83	58.9%	292	0.0%	0	0.0%	0
C2	24.5%	245	30.0%	145	19.4%	101	25.0%	82	27.4%	95	21.0%	69	0.0%	0	100.0%	245	0.0%	0
D	11.8%	118	8.9%	43	14.5%	75	10.1%	33	14.6%	51	10.5%	34	0.0%	0	0.0%	0	45.4%	118
E	14.2%	142	11.2%	54	17.0%	88	13.3%	43	4.1%	14	25.7%	84	0.0%	0	0.0%	0	54.6%	142
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239

Weighted:

April 2017

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE									
EMP Which of the following best describes your current employment status ? [PR]																		
Working full-time (30+ hours a week)	41.8%	418	52.5%	253	31.8%	165	46.6%	152	61.0%	211	16.6%	54	46.8%	232	58.3%	143	16.5%	43
Part-time	16.8%	168	8.8%	42	24.2%	125	13.9%	45	20.7%	72	15.4%	50	18.8%	93	18.5%	45	11.3%	29
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	10.5%	105	9.4%	45	11.5%	59	15.7%	51	11.6%	40	4.0%	13	9.5%	47	5.9%	15	16.5%	43
Not working (retired / invalid)	30.4%	304	29.0%	140	31.6%	164	21.8%	71	6.6%	23	64.1%	209	24.2%	120	16.7%	41	55.1%	143
(Refused)	0.7%	7	0.3%	2	1.0%	5	2.0%	6	0.1%	0	0.0%	0	0.7%	3	0.6%	1	0.7%	2
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239
ADU How many adults aged 16 years or older, including yourself, live in your household ?																		
One	31.0%	310	32.0%	154	30.1%	156	22.8%	74	26.6%	92	43.9%	143	25.1%	124	22.6%	55	50.3%	131
Two	48.2%	482	48.4%	233	48.0%	249	53.1%	173	45.3%	157	46.4%	152	52.3%	259	53.3%	131	35.6%	92
Three	12.4%	124	12.4%	60	12.4%	64	13.9%	46	17.1%	59	5.8%	19	14.7%	73	14.4%	35	6.1%	16
Four	5.3%	53	5.6%	27	5.1%	27	5.1%	17	8.3%	29	2.5%	8	5.5%	27	7.7%	19	2.8%	7
Five	0.9%	9	0.8%	4	1.0%	5	1.1%	4	0.8%	3	0.8%	2	0.3%	2	0.8%	2	1.9%	5
Six or more	0.6%	6	0.3%	2	0.8%	4	1.0%	3	0.8%	3	0.0%	0	0.6%	3	0.7%	2	0.6%	2
(Refused)	1.6%	16	0.5%	2	2.6%	13	3.0%	10	1.1%	4	0.6%	2	1.5%	7	0.6%	1	2.6%	7
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239
CHI How many children live in your household, aged 15 years and under ?																		
None	77.6%	776	79.3%	382	76.0%	394	71.9%	235	64.8%	225	96.9%	317	73.6%	364	73.2%	180	89.5%	232
One	8.5%	85	8.8%	42	8.2%	43	9.1%	30	14.5%	50	1.6%	5	9.7%	48	10.8%	27	4.1%	11
Two	8.3%	83	8.0%	38	8.5%	44	10.1%	33	13.9%	48	0.6%	2	10.9%	54	9.9%	24	1.8%	5
Three	3.0%	30	2.7%	13	3.4%	18	4.7%	15	4.3%	15	0.0%	0	3.6%	18	3.7%	9	1.4%	4
Four	0.5%	5	0.2%	1	0.7%	4	0.7%	2	0.7%	2	0.0%	0	0.2%	1	1.5%	4	0.0%	0
Five	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0
Six or more	0.2%	2	0.5%	2	0.0%	0	0.5%	2	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.6%	2
(Refused)	1.7%	17	0.5%	2	2.8%	14	3.0%	10	1.1%	4	1.0%	3	1.7%	8	0.6%	1	2.6%	7
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239
HLD Size of household																		
One	28.9%	289	30.5%	147	27.3%	141	21.0%	68	22.4%	78	43.5%	142	22.3%	110	20.6%	51	49.2%	128
Two	35.7%	357	36.4%	175	35.1%	182	36.6%	120	25.8%	90	45.3%	148	37.5%	186	36.3%	89	31.8%	82
Three	12.9%	129	12.4%	60	13.3%	69	13.5%	44	18.6%	64	6.3%	20	14.3%	71	15.8%	39	7.5%	19
Four	14.5%	145	14.4%	69	14.5%	75	18.1%	59	22.4%	78	2.4%	8	17.6%	87	18.2%	45	4.9%	13
Five or more	6.4%	64	5.8%	28	6.9%	36	7.8%	25	9.6%	33	1.6%	5	6.6%	33	8.5%	21	4.1%	11
(Refused)	1.7%	17	0.5%	2	2.8%	14	3.0%	10	1.1%	4	1.0%	3	1.7%	8	0.6%	1	2.6%	7
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239
SHO Are you the person responsible for most of the shopping in the household ?																		
Yes	78.5%	785	68.2%	329	88.0%	456	69.2%	226	81.1%	281	84.9%	277	75.2%	372	78.7%	193	84.4%	219
No	21.2%	212	31.5%	152	11.7%	61	30.3%	99	18.4%	64	15.1%	50	24.7%	122	20.8%	51	15.1%	39
(Don't know)	0.3%	3	0.3%	1	0.4%	2	0.4%	1	0.5%	2	0.0%	0	0.1%	0	0.6%	1	0.5%	1
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239
INT Do you have access to the internet ?																		
Yes	83.1%	831	83.5%	402	82.7%	429	86.2%	282	92.0%	319	70.5%	231	89.9%	445	86.0%	211	67.4%	175
No	13.1%	131	12.6%	61	13.6%	71	8.6%	28	6.0%	21	25.1%	82	7.3%	36	10.9%	27	26.2%	68
(Don't know)	3.8%	38	3.9%	19	3.7%	19	5.2%	17	2.0%	7	4.3%	14	2.8%	14	3.1%	8	6.4%	17
Weighted base:		1000		482		518		327		347		327		495		245		260
Sample:		1000		500		500		196		404		400		550		211		239

Omnibus Data Tabulations Online Food Shopping

Weighted:

April 2017

	Total	Male	Female	16-34	35-54	55+	ABC1	C2	DE									
IS2 ISBA region																		
Ulster	2.8%	28	2.9%	14	2.6%	14	2.2%	7	1.8%	6	4.3%	14	2.4%	12	2.7%	7	3.5%	9
Scotland	8.4%	84	10.1%	49	6.8%	35	6.3%	21	7.5%	26	11.3%	37	5.6%	28	8.4%	21	13.5%	35
North / Borders	6.5%	65	6.6%	32	6.3%	33	7.6%	25	2.8%	10	9.2%	30	5.3%	26	5.0%	12	10.1%	26
Lancashire	11.8%	118	12.3%	59	11.3%	58	15.3%	50	10.1%	35	10.0%	33	12.2%	61	11.4%	28	11.2%	29
Yorkshire	10.0%	100	9.0%	43	10.9%	57	8.0%	26	8.0%	28	14.0%	46	8.0%	40	8.3%	20	15.2%	40
Wales & South West	11.1%	111	9.0%	43	13.0%	67	14.0%	46	10.4%	36	8.8%	29	10.0%	49	13.6%	33	10.8%	28
Midlands	14.4%	144	12.4%	60	16.3%	85	13.1%	43	19.7%	68	10.2%	34	13.0%	64	16.7%	41	15.1%	39
East England	7.7%	77	8.0%	38	7.5%	39	6.2%	20	5.2%	18	12.0%	39	7.0%	35	7.9%	19	9.0%	23
London	18.4%	184	19.6%	95	17.3%	90	19.0%	62	24.0%	83	12.0%	39	25.9%	128	16.1%	40	6.5%	17
Southern	9.0%	90	10.1%	49	7.9%	41	8.2%	27	10.5%	37	8.1%	27	10.6%	53	9.9%	24	5.0%	13
Weighted base:	1000	482	518	327	347	327	495	245	260									
Sample:	1000	500	500	196	404	400	550	211	239									