

## **Measuring and Understanding Public Opinion: Secondary main food shopping destinations January 2014**

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This public opinion data has been collected and analysed by NEMS from a representative sample of UK adults. It contains basic breakdowns by demography, geography and any key interesting market sub-groups.

You are free to use the data, providing you acknowledge/reference the source as "NEMS Market Research, January 2014".

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.



	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>Mean score (main food shopping trips per month):</b>																
<b>Q01 How frequently do you do a main food and grocery shop? [PR]</b>																
Daily	1.9%	19	2.1%	10	1.8%	9	0.0%	0	2.0%	7	3.7%	12	1.5%	7	2.3%	12
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.2%	2	0.3%	1	0.2%	1	0.0%	0	0.0%	0	0.7%	2	0.3%	2	0.1%	1
Four times a week	0.6%	6	0.9%	4	0.3%	2	0.0%	0	0.7%	2	1.1%	3	0.5%	2	0.7%	3
Three times a week	2.4%	23	2.2%	10	2.6%	13	1.9%	6	1.8%	6	3.4%	11	3.5%	17	1.3%	6
Two times a week	8.4%	82	7.4%	34	9.4%	48	6.0%	19	9.1%	31	10.1%	32	6.1%	29	10.8%	53
At least once a week	65.3%	637	67.8%	316	63.0%	321	68.1%	217	65.8%	222	61.9%	197	68.7%	329	62.0%	307
At least once a fortnight	9.6%	94	8.8%	41	10.4%	53	10.5%	33	9.6%	33	8.7%	28	8.0%	38	11.1%	55
At least once a month	8.5%	83	7.0%	32	9.9%	50	10.9%	35	8.4%	28	6.2%	20	8.5%	41	8.5%	42
At least every two months	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1	0.1%	0
Less often	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0
(Don't know)	2.9%	28	3.7%	17	2.1%	11	2.5%	8	2.2%	7	3.9%	13	2.6%	13	3.1%	15
Mean:	4.66		4.76		4.58		3.85		4.63		5.52		4.59		4.74	
Weighted base:	975		466		509		318		338		319		479		495	
Sample:	1000		468		532		123		408		469		465		535	

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>Mean score (£):</b>																
<b>Q02 Thinking back to your last main food and grocery shopping trip, how much did you spend? [PR]</b>																
Less than £10	0.7%	7	1.0%	5	0.5%	2	0.0%	0	0.7%	2	1.5%	5	0.5%	2	0.9%	5
£10 - £19	2.2%	22	2.8%	13	1.7%	9	0.4%	1	1.7%	6	4.6%	15	2.0%	10	2.4%	12
£20 - £29	5.4%	53	8.0%	37	3.0%	15	4.6%	15	3.9%	13	7.8%	25	3.6%	17	7.2%	36
£30 - £39	5.4%	52	5.4%	25	5.3%	27	0.4%	1	4.1%	14	11.7%	37	5.4%	26	5.4%	27
£40 - £49	7.0%	69	6.6%	31	7.5%	38	5.7%	18	6.3%	21	9.2%	29	6.1%	29	8.0%	40
£50 - £59	11.3%	110	11.2%	52	11.3%	57	15.7%	50	7.7%	26	10.6%	34	10.2%	49	12.3%	61
£60 - £69	7.7%	75	6.1%	28	9.2%	47	4.0%	13	10.5%	36	8.5%	27	6.5%	31	8.9%	44
£70 - £79	6.0%	59	4.7%	22	7.3%	37	4.1%	13	7.0%	24	7.0%	22	6.4%	30	5.7%	28
£80 - £89	8.6%	83	8.9%	41	8.3%	42	8.6%	27	10.0%	34	7.0%	22	10.8%	52	6.4%	32
£90 - £99	3.8%	37	2.6%	12	4.8%	25	4.0%	13	3.3%	11	4.1%	13	4.6%	22	3.0%	15
£100 - £124	16.2%	158	14.0%	65	18.3%	93	19.6%	62	20.5%	69	8.4%	27	18.6%	89	14.0%	69
£125 - £149	5.0%	48	4.6%	22	5.3%	27	5.4%	17	6.8%	23	2.6%	8	3.8%	18	6.1%	30
£150 - £174	3.5%	34	4.4%	21	2.6%	13	5.5%	17	3.3%	11	1.6%	5	4.6%	22	2.4%	12
£175 - £199	0.6%	6	1.0%	5	0.3%	2	0.7%	2	1.0%	3	0.2%	0	1.1%	5	0.2%	1
£200 - £249	2.0%	20	2.5%	12	1.6%	8	0.0%	0	5.0%	17	0.9%	3	3.2%	15	1.0%	5
£250 or more	1.3%	12	0.7%	3	1.8%	9	1.6%	5	1.7%	6	0.4%	1	2.0%	10	0.5%	2
(Don't know / can't remember)	12.4%	121	14.4%	67	10.5%	54	19.5%	62	5.5%	19	12.6%	40	9.7%	46	15.0%	74
(Refused)	0.9%	9	0.9%	4	0.8%	4	0.4%	1	1.0%	3	1.3%	4	1.0%	5	0.7%	4
Mean:	84.73		82.50		86.67		91.81		95.40		65.86		92.55		76.69	
Weighted base:	975		466		509		318		338		319		479		495	
Sample:	1000		468		532		123		408		469		465		535	

<b>Q03 Was your last food and grocery shopping trip to the destination you most often go to when doing a main food and grocery shopping trip? [PR]</b>																
Yes	93.4%	910	94.1%	438	92.7%	472	95.5%	304	92.7%	313	92.0%	293	93.0%	446	93.7%	464
No	6.6%	65	5.9%	27	7.3%	37	4.5%	14	7.3%	25	8.0%	26	7.0%	34	6.3%	31
Weighted base:	975		466		509		318		338		319		479		495	
Sample:	1000		468		532		123		408		469		465		535	

<b>Q04 Why did you not go to your usual main food and grocery destination on your last main shopping trip? [MR]</b>																
<i>Those who visited an alternative destination for their last main food shopping trip at Q03</i>																
It was more convenient	29.3%	19	29.9%	8	28.8%	11	45.3%	7	30.8%	8	18.8%	5	26.8%	9	31.9%	10
Fancied a change	15.4%	10	12.6%	3	17.4%	7	10.3%	1	13.6%	3	20.0%	5	14.5%	5	16.4%	5
Better deals / value	13.7%	9	14.4%	4	13.1%	5	28.3%	4	3.0%	1	15.6%	4	13.4%	5	14.0%	4
Go where ever is cheapest	11.9%	8	14.5%	4	10.0%	4	8.1%	1	18.0%	4	8.2%	2	18.5%	6	4.7%	1
I have no regular pattern	9.8%	6	12.2%	3	8.0%	3	0.0%	0	14.5%	4	10.7%	3	10.1%	3	9.5%	3
They had what I needed	8.1%	5	5.8%	2	9.9%	4	8.0%	1	5.8%	1	10.6%	3	10.7%	4	5.4%	2
Greater range of goods	2.7%	2	1.5%	0	3.6%	1	0.0%	0	1.7%	0	5.3%	1	0.0%	0	5.7%	2
Had vouchers for retailer	2.4%	2	0.0%	0	4.1%	2	0.0%	0	4.6%	1	1.7%	0	1.1%	0	3.8%	1
Other	1.1%	1	0.0%	0	1.8%	1	0.0%	0	1.1%	0	1.6%	0	2.0%	1	0.0%	0
(Don't know / no reason stated)	8.4%	5	14.4%	4	4.0%	2	0.0%	0	8.2%	2	13.2%	3	6.2%	2	10.7%	3
Weighted base:	65		27		37		14		25		26		34		31	
Sample:	80		35		45		8		36		36		42		38	

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>SEX Sex of respondent</b>																
Male	47.8%	466	100.0%	466	0.0%	0	49.5%	157	49.2%	166	44.6%	142	50.7%	243	44.9%	222
Female	52.2%	509	0.0%	0	100.0%	509	50.5%	161	50.8%	172	55.4%	177	49.3%	236	55.1%	273
Weighted base:		975		466		509		318		338		319		479		495
Sample:		1000		468		532		123		408		469		465		535
<b>AGE To ensure we get a representative sample, could I ask how old you are ?</b>																
16 to 24	15.1%	147	15.9%	74	14.4%	73	46.3%	147	0.0%	0	0.0%	0	13.1%	63	17.1%	84
25 to 34	17.5%	171	17.9%	83	17.2%	88	53.7%	171	0.0%	0	0.0%	0	22.4%	108	12.8%	63
35 to 44	18.4%	179	18.9%	88	17.9%	91	0.0%	0	53.0%	179	0.0%	0	19.8%	95	17.0%	84
45 to 54	16.3%	159	16.8%	78	15.8%	80	0.0%	0	47.0%	159	0.0%	0	17.3%	83	15.3%	76
55 to 64	13.1%	128	13.4%	62	12.8%	65	0.0%	0	0.0%	0	40.0%	128	13.1%	63	13.1%	65
65 +	19.6%	191	17.1%	80	21.9%	111	0.0%	0	0.0%	0	60.0%	191	14.3%	69	24.7%	122
Weighted base:		975		466		509		318		338		319		479		495
Sample:		1000		468		532		123		408		469		465		535
<b>SG1 Socio-economic group</b>																
AB	19.9%	194	20.5%	96	19.3%	98	20.6%	66	22.6%	76	16.4%	52	40.5%	194	0.0%	0
C1	29.3%	286	31.7%	148	27.1%	138	33.0%	105	30.1%	102	24.8%	79	59.5%	286	0.0%	0
C2	20.5%	200	25.8%	120	15.6%	79	18.5%	59	29.3%	99	13.2%	42	0.0%	0	40.3%	200
DE	30.3%	296	21.9%	102	38.0%	193	28.0%	89	18.1%	61	45.7%	146	0.0%	0	59.7%	296
Weighted base:		975		466		509		318		338		319		479		495
Sample:		1000		468		532		123		408		469		465		535
<b>EMP Which of the following best describes your current employment status ? [PR]</b>																
Working full-time (30+ hours a week)	43.6%	425	56.3%	262	32.0%	163	50.1%	159	63.9%	216	15.7%	50	58.1%	279	29.6%	147
Part-time	14.6%	142	4.5%	21	23.8%	121	15.5%	49	20.6%	70	7.3%	23	13.6%	65	15.6%	77
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	16.2%	158	15.3%	71	16.9%	86	31.5%	100	12.0%	41	5.3%	17	9.3%	44	22.8%	113
Not working (retired / invalid)	25.4%	248	23.7%	110	27.0%	137	2.9%	9	3.2%	11	71.4%	227	18.8%	90	31.8%	158
(Refused)	0.2%	2	0.2%	1	0.3%	1	0.0%	0	0.3%	1	0.4%	1	0.3%	1	0.1%	1
Weighted base:		975		466		509		318		338		319		479		495
Sample:		1000		468		532		123		408		469		465		535
<b>MAR Which of these best describes your current marital status ? [PR]</b>																
Married / Living as married	51.3%	500	51.1%	238	51.4%	262	33.5%	107	66.2%	224	53.2%	170	53.5%	257	49.1%	243
Single	28.0%	273	32.7%	152	23.7%	121	55.5%	177	18.6%	63	10.5%	33	28.1%	135	27.9%	138
Divorced	8.1%	79	5.7%	26	10.3%	53	7.1%	23	8.2%	28	9.0%	29	7.2%	34	9.0%	45
Widowed	8.7%	85	6.4%	30	10.9%	55	0.0%	0	1.5%	5	25.1%	80	6.4%	31	10.9%	54
Separated	2.8%	27	2.5%	12	3.1%	16	2.1%	7	5.0%	17	1.3%	4	2.8%	14	2.8%	14
(Refused)	1.1%	10	1.6%	8	0.6%	3	1.9%	6	0.5%	2	0.9%	3	2.0%	9	0.2%	1
Weighted base:		975		466		509		318		338		319		479		495
Sample:		1000		468		532		123		408		469		465		535
<b>CHI How many children live in your household, aged 15 years and under ?</b>																
None	74.2%	723	77.4%	360	71.2%	362	70.0%	223	55.2%	186	98.5%	314	70.7%	339	77.5%	384
One	10.1%	98	8.2%	38	11.8%	60	13.6%	43	15.5%	52	0.7%	2	12.2%	58	8.0%	40
Two	11.4%	111	10.6%	49	12.1%	62	12.4%	39	20.7%	70	0.4%	1	11.8%	56	11.0%	54
Three	2.9%	28	1.9%	9	3.8%	19	2.4%	8	6.1%	21	0.0%	0	3.2%	15	2.6%	13
Four	0.5%	5	0.5%	2	0.5%	3	0.7%	2	0.8%	3	0.0%	0	0.8%	4	0.2%	1
Five	0.6%	6	1.2%	6	0.0%	0	0.9%	3	0.8%	3	0.0%	0	0.5%	3	0.6%	3
Six or more	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0
(Refused)	0.3%	3	0.3%	1	0.4%	2	0.0%	0	0.5%	2	0.4%	1	0.5%	2	0.2%	1
Weighted base:		975		466		509		318		338		319		479		495
Sample:		1000		468		532		123		408		469		465		535

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>																
One	26.3%	256	27.1%	126	25.5%	130	19.3%	61	20.0%	68	39.9%	127	23.9%	115	28.6%	141
Two	46.4%	452	49.5%	230	43.5%	222	37.2%	118	53.0%	179	48.5%	155	53.2%	255	39.7%	197
Three	17.3%	168	15.3%	71	19.0%	97	25.8%	82	16.9%	57	9.1%	29	15.5%	74	18.9%	94
Four	7.1%	69	7.1%	33	7.1%	36	10.1%	32	8.9%	30	2.3%	7	4.8%	23	9.3%	46
Five	1.4%	13	0.0%	0	2.6%	13	3.6%	12	0.5%	2	0.0%	0	0.7%	4	2.0%	10
Six or more (Refused)	1.5%	14	1.0%	5	1.9%	10	4.0%	13	0.4%	1	0.0%	0	1.5%	7	1.4%	7
	0.2%	2	0.1%	0	0.3%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	1	0.1%	0
Weighted base:		975		466		509		318		338		319		479		495
Sample:		1000		468		532		123		408		469		465		535

**IS2 ISBA region**

Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.7%	85	10.4%	49	7.1%	36	8.5%	27	8.7%	29	8.9%	28	5.3%	25	12.0%	59
North / Borders	5.9%	58	5.0%	23	6.8%	34	3.7%	12	8.5%	29	5.4%	17	5.4%	26	6.4%	32
Lancashire	12.1%	118	13.1%	61	11.2%	57	11.6%	37	11.9%	40	12.9%	41	12.8%	61	11.5%	57
Yorkshire	9.6%	94	10.0%	46	9.3%	47	13.3%	42	7.9%	27	7.8%	25	8.7%	42	10.5%	52
Wales & South West	11.2%	109	7.7%	36	14.4%	73	8.9%	28	11.0%	37	13.7%	44	10.9%	52	11.5%	57
Midlands	16.6%	162	16.0%	74	17.1%	87	11.8%	38	17.6%	59	20.3%	65	17.1%	82	16.1%	80
East England	7.3%	71	8.4%	39	6.3%	32	8.5%	27	7.5%	25	5.8%	19	6.4%	31	8.1%	40
London	19.3%	188	20.6%	96	18.1%	92	21.6%	69	18.1%	61	18.3%	58	24.5%	117	14.3%	71
Southern	9.3%	90	8.8%	41	9.7%	50	12.1%	39	8.7%	29	7.0%	22	8.9%	43	9.6%	47
Weighted base:		975		466		509		318		338		319		479		495
Sample:		1000		468		532		123		408		469		465		535

**SHO Are you the person responsible for most of the shopping in the household ?**

Yes	76.4%	745	61.7%	287	89.8%	457	62.2%	198	82.4%	278	84.2%	268	77.3%	371	75.6%	374
No	23.5%	229	38.2%	178	10.0%	51	37.8%	120	17.2%	58	15.8%	50	22.7%	109	24.2%	120
(Don't know)	0.1%	1	0.1%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1
Weighted base:		975		466		509		318		338		319		479		495
Sample:		1000		468		532		123		408		469		465		535

Total North (inc. Scotland) Midlands (inc. Wales) Southern

Mean score (main food shopping trips per month):

Q01 How frequently do you do a main food and grocery shop? [PR]

Daily	1.9%	19	1.9%	7	2.5%	8	1.2%	4
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.2%	2	0.2%	1	0.5%	2	0.0%	0
Four times a week	0.6%	6	0.9%	3	0.1%	0	0.8%	2
Three times a week	2.4%	23	2.5%	9	3.1%	10	1.5%	4
Two times a week	8.4%	82	11.6%	41	7.2%	23	6.0%	18
At least once a week	65.3%	637	61.9%	220	65.5%	211	69.1%	206
At least once a fortnight	9.6%	94	7.6%	27	8.5%	27	13.2%	39
At least once a month	8.5%	83	10.3%	36	9.7%	31	5.1%	15
At least every two months	0.1%	1	0.1%	0	0.2%	1	0.0%	0
Less often	0.1%	1	0.2%	1	0.0%	0	0.0%	0
(Don't know)	2.9%	28	2.8%	10	2.7%	9	3.1%	9
Mean:		4.66		4.81		4.79		4.35
Weighted base:		975		354		322		299
Sample:		1000		446		312		242

Mean score (£):

Q02 Thinking back to your last main food and grocery shopping trip, how much did you spend? [PR]

Less than £10	0.7%	7	1.0%	4	0.6%	2	0.5%	2
£10 - £19	2.2%	22	1.5%	5	2.9%	9	2.3%	7
£20 - £29	5.4%	53	8.0%	28	3.4%	11	4.5%	13
£30 - £39	5.4%	52	5.3%	19	6.0%	19	4.8%	14
£40 - £49	7.0%	69	7.5%	26	8.2%	26	5.3%	16
£50 - £59	11.3%	110	10.7%	38	14.6%	47	8.3%	25
£60 - £69	7.7%	75	7.0%	25	12.5%	40	3.4%	10
£70 - £79	6.0%	59	6.4%	23	7.6%	24	3.9%	12
£80 - £89	8.6%	83	8.6%	30	6.7%	22	10.6%	32
£90 - £99	3.8%	37	3.6%	13	3.3%	11	4.4%	13
£100 - £124	16.2%	158	16.2%	58	13.3%	43	19.4%	58
£125 - £149	5.0%	48	2.9%	10	4.8%	15	7.6%	23
£150 - £174	3.5%	34	3.1%	11	4.7%	15	2.5%	8
£175 - £199	0.6%	6	0.3%	1	0.9%	3	0.7%	2
£200 - £249	2.0%	20	1.2%	4	1.7%	6	3.4%	10
£250 or more	1.3%	12	1.9%	7	0.8%	3	0.9%	3
(Don't know / can't remember)	12.4%	121	14.4%	51	6.5%	21	16.3%	49
(Refused)	0.9%	9	0.3%	1	1.3%	4	1.1%	3
Mean:		84.73		81.62		81.36		92.59
Weighted base:		975		354		322		299
Sample:		1000		446		312		242

Q03 Was your last food and grocery shopping trip to the destination you most often go to when doing a main food and grocery shopping trip? [PR]

Yes	93.4%	910	90.5%	321	92.8%	299	97.4%	291
No	6.6%	65	9.5%	34	7.2%	23	2.6%	8
Weighted base:		975		354		322		299
Sample:		1000		446		312		242

Q04 Why did you not go to your usual main food and grocery destination on your last main shopping trip? [MR]

Those who visited an alternative destination for their last main food shopping trip at Q03

It was more convenient	29.3%	19	26.4%	9	30.7%	7	37.6%	3
Fancied a change	15.4%	10	15.5%	5	20.4%	5	0.0%	0
Better deals / value	13.7%	9	17.3%	6	8.1%	2	14.4%	1
Go where ever is cheapest	11.9%	8	16.9%	6	8.6%	2	0.0%	0
I have no regular pattern	9.8%	6	5.8%	2	8.5%	2	30.7%	2
They had what I needed	8.1%	5	3.6%	1	17.5%	4	0.0%	0
Greater range of goods	2.7%	2	1.2%	0	5.8%	1	0.0%	0
Had vouchers for retailer	2.4%	2	2.0%	1	1.8%	0	5.6%	0
Other	1.1%	1	2.0%	1	0.0%	0	0.0%	0
(Don't know / no reason stated)	8.4%	5	13.4%	5	0.0%	0	11.8%	1
Weighted base:		65		34		23		8
Sample:		80		45		26		9

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
<b>SEX Sex of respondent</b>				
Male	47.8% 466	50.7% 180	44.8% 144	47.5% 142
Female	52.2% 509	49.3% 175	55.2% 178	52.5% 157
Weighted base:	975	354	322	299
Sample:	1000	446	312	242

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

16 to 24	15.1% 147	16.3% 58	12.5% 40	16.5% 49
25 to 34	17.5% 171	16.9% 60	14.7% 47	21.4% 64
35 to 44	18.4% 179	18.2% 64	21.4% 69	15.4% 46
45 to 54	16.3% 159	17.2% 61	15.0% 48	16.6% 49
55 to 64	13.1% 128	12.7% 45	14.7% 47	11.9% 36
65 +	19.6% 191	18.8% 67	21.8% 70	18.2% 54
Weighted base:	975	354	322	299
Sample:	1000	446	312	242

**SG1 Socio-economic group**

AB	19.9% 194	19.8% 70	20.7% 67	19.1% 57
C1	29.3% 286	23.7% 84	27.8% 89	37.5% 112
C2	20.5% 200	26.9% 96	14.0% 45	19.8% 59
DE	30.3% 296	29.5% 105	37.5% 121	23.5% 70
Weighted base:	975	354	322	299
Sample:	1000	446	312	242

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	43.6% 425	44.9% 159	39.1% 126	46.9% 140
Part-time	14.6% 142	13.3% 47	16.8% 54	13.7% 41
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	16.2% 158	16.3% 58	17.9% 58	14.1% 42
Not working (retired / invalid)	25.4% 248	25.4% 90	25.9% 83	24.8% 74
(Refused)	0.2% 2	0.0% 0	0.2% 1	0.5% 1
Weighted base:	975	354	322	299
Sample:	1000	446	312	242

**MAR Which of these best describes your current marital status ? [PR]**

Married / Living as married	51.3% 500	56.0% 199	52.2% 168	44.7% 134
Single	28.0% 273	25.4% 90	24.5% 79	34.8% 104
Divorced	8.1% 79	7.1% 25	8.8% 28	8.6% 26
Widowed	8.7% 85	7.1% 25	9.5% 30	9.8% 29
Separated	2.8% 27	4.2% 15	2.8% 9	1.2% 3
(Refused)	1.1% 10	0.2% 1	2.2% 7	0.9% 3
Weighted base:	975	354	322	299
Sample:	1000	446	312	242

**CHI How many children live in your household, aged 15 years and under ?**

None	74.2% 723	76.0% 270	70.8% 228	75.6% 226
One	10.1% 98	8.3% 30	12.3% 39	9.8% 29
Two	11.4% 111	11.3% 40	11.7% 38	11.1% 33
Three	2.9% 28	2.6% 9	3.8% 12	2.2% 7
Four	0.5% 5	0.4% 2	1.1% 3	0.0% 0
Five	0.6% 6	0.8% 3	0.0% 0	0.9% 3
Six or more	0.1% 1	0.3% 1	0.0% 0	0.0% 0
(Refused)	0.3% 3	0.1% 0	0.4% 1	0.5% 1
Weighted base:	975	354	322	299
Sample:	1000	446	312	242

	Total	North (inc. Scotland)		Midlands (inc. Wales)		Southern		
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>								
One	26.3%	256	27.6%	98	24.4%	79	26.6%	80
Two	46.4%	452	45.5%	161	50.9%	164	42.5%	127
Three	17.3%	168	17.6%	62	16.5%	53	17.7%	53
Four	7.1%	69	7.1%	25	5.4%	17	8.9%	27
Five	1.4%	13	1.8%	7	0.3%	1	1.9%	6
Six or more	1.5%	14	0.3%	1	2.5%	8	1.8%	5
(Refused)	0.2%	2	0.1%	0	0.0%	0	0.5%	1
Weighted base:		975		354		322		299
Sample:		1000		446		312		242

**IS2 ISBA region**

Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.7%	85	23.9%	85	0.0%	0	0.0%	0
North / Borders	5.9%	58	16.3%	58	0.0%	0	0.0%	0
Lancashire	12.1%	118	33.4%	118	0.0%	0	0.0%	0
Yorkshire	9.6%	94	26.4%	94	0.0%	0	0.0%	0
Wales & South West	11.2%	109	0.0%	0	27.7%	89	6.7%	20
Midlands	16.6%	162	0.0%	0	50.2%	162	0.0%	0
East England	7.3%	71	0.0%	0	22.1%	71	0.0%	0
London	19.3%	188	0.0%	0	0.0%	0	63.1%	188
Southern	9.3%	90	0.0%	0	0.0%	0	30.2%	90
Weighted base:		975		354		322		299
Sample:		1000		446		312		242

**SHO Are you the person responsible for most of the shopping in the household ?**

Yes	76.4%	745	77.7%	275	80.4%	259	70.6%	211
No	23.5%	229	22.3%	79	19.2%	62	29.4%	88
(Don't know)	0.1%	1	0.0%	0	0.4%	1	0.0%	0
Weighted base:		975		354		322		299
Sample:		1000		446		312		242

	Total	Main shopper (SHO)	Not main shopper (SHO)	Visit other food retailer (Q03)	Weekly main food shoppers (Q01)	Fortnightly main food shoppers (Q01)	Less frequent than fortnightly (Q01)
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**Mean score (main food shopping trips per month):**

**Q01 How frequently do you do a main food and grocery shop? [PR]**

Daily	1.9%	19	2.4%	18	0.5%	1	10.4%	7	2.4%	19	0.0%	0	0.0%	0
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.2%	2	0.3%	2	0.0%	0	1.5%	1	0.3%	2	0.0%	0	0.0%	0
Four times a week	0.6%	6	0.8%	6	0.0%	0	0.0%	0	0.8%	6	0.0%	0	0.0%	0
Three times a week	2.4%	23	2.2%	17	2.9%	7	3.7%	2	3.0%	23	0.0%	0	0.0%	0
Two times a week	8.4%	82	8.8%	65	7.4%	17	10.0%	6	10.7%	82	0.0%	0	0.0%	0
At least once a week	65.3%	637	64.4%	480	68.2%	157	44.0%	29	82.8%	637	0.0%	0	0.0%	0
At least once a fortnight	9.6%	94	9.8%	73	8.9%	21	3.6%	2	0.0%	0	100.0%	94	0.0%	0
At least once a month	8.5%	83	9.3%	69	5.9%	14	17.3%	11	0.0%	0	0.0%	0	98.2%	83
At least every two months	0.1%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Less often	0.1%	1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
(Don't know)	2.9%	28	1.8%	14	6.2%	14	9.4%	6	0.0%	0	0.0%	0	0.0%	0
Mean:		4.66		4.77		4.30		7.14		5.39		2.00		0.99
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

**Mean score (£):**

**Q02 Thinking back to your last main food and grocery shopping trip, how much did you spend? [PR]**

Less than £10	0.7%	7	0.8%	6	0.4%	1	3.6%	2	0.9%	7	0.0%	0	0.0%	0
£10 - £19	2.2%	22	2.7%	20	0.5%	1	2.5%	2	2.5%	19	0.0%	0	0.9%	1
£20 - £29	5.4%	53	5.3%	39	5.9%	14	4.9%	3	6.3%	49	2.8%	3	1.9%	2
£30 - £39	5.4%	52	6.8%	51	0.8%	2	4.2%	3	6.2%	48	3.3%	3	0.0%	0
£40 - £49	7.0%	69	7.8%	58	4.7%	11	6.0%	4	7.4%	57	8.0%	8	3.4%	3
£50 - £59	11.3%	110	11.7%	87	9.7%	22	16.8%	11	12.3%	95	9.8%	9	4.5%	4
£60 - £69	7.7%	75	9.5%	71	1.9%	4	4.9%	3	8.1%	62	3.9%	4	8.4%	7
£70 - £79	6.0%	59	6.7%	50	3.9%	9	4.3%	3	6.8%	52	4.3%	4	2.3%	2
£80 - £89	8.6%	83	9.4%	70	6.0%	14	8.6%	6	8.6%	66	12.4%	12	6.7%	6
£90 - £99	3.8%	37	4.4%	33	1.7%	4	6.6%	4	4.2%	32	3.7%	3	1.6%	1
£100 - £124	16.2%	158	17.4%	129	12.7%	29	8.1%	5	16.5%	127	11.2%	10	24.0%	20
£125 - £149	5.0%	48	3.9%	29	8.6%	20	2.9%	2	3.3%	25	17.7%	17	7.7%	7
£150 - £174	3.5%	34	3.2%	24	4.3%	10	2.7%	2	2.9%	22	3.1%	3	10.6%	9
£175 - £199	0.6%	6	0.8%	6	0.0%	0	0.0%	0	0.4%	3	0.0%	0	1.2%	1
£200 - £249	2.0%	20	1.7%	13	3.0%	7	4.4%	3	1.5%	11	6.9%	6	2.6%	2
£250 or more	1.3%	12	1.3%	10	1.0%	2	2.3%	1	0.2%	2	3.0%	3	9.0%	8
(Don't know / can't remember)	12.4%	121	6.0%	44	33.2%	76	16.6%	11	11.0%	84	9.6%	9	15.1%	13
(Refused)	0.9%	9	0.6%	4	1.8%	4	0.7%	0	0.9%	7	0.3%	0	0.0%	0
Mean:		84.73		82.13		96.80		83.67		77.50		107.64		128.14
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

**Q03 Was your last food and grocery shopping trip to the destination you most often go to when doing a main food and grocery shopping trip? [PR]**

Yes	93.4%	910	93.4%	696	93.2%	214	0.0%	0	94.1%	724	97.5%	91	86.7%	73
No	6.6%	65	6.6%	49	6.8%	16	100.0%	65	5.9%	45	2.5%	2	13.3%	11
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

**Q04 Why did you not go to your usual main food and grocery destination on your last main shopping trip? [MR]**

*Those who visited an alternative destination for their last main food shopping trip at Q03*

It was more convenient	29.3%	19	27.8%	14	34.0%	5	29.3%	19	26.1%	12	60.2%	1	41.4%	5
Fancied a change	15.4%	10	17.0%	8	10.3%	2	15.4%	10	13.6%	6	20.3%	0	26.2%	3
Better deals / value	13.7%	9	14.1%	7	12.1%	2	13.7%	9	16.2%	7	0.0%	0	0.0%	0
Go where ever is cheapest	11.9%	8	12.4%	6	10.4%	2	11.9%	8	13.9%	6	0.0%	0	8.5%	1
I have no regular pattern	9.8%	6	10.8%	5	6.6%	1	9.8%	6	11.9%	5	0.0%	0	8.5%	1
They had what I needed	8.1%	5	10.7%	5	0.0%	0	8.1%	5	11.7%	5	0.0%	0	0.0%	0
Greater range of goods	2.7%	2	2.8%	1	2.7%	0	2.7%	2	0.9%	0	0.0%	0	12.1%	1
Had vouchers for retailer	2.4%	2	3.1%	2	0.0%	0	2.4%	2	2.6%	1	0.0%	0	3.3%	0
Other	1.1%	1	0.6%	0	2.6%	0	1.1%	1	1.5%	1	0.0%	0	0.0%	0
(Don't know / no reason stated)	8.4%	5	3.6%	2	23.6%	4	8.4%	5	5.4%	2	19.5%	0	0.0%	0
Weighted base:		65		49		16		65		45		2		11
Sample:		80		61		19		80		61		4		7



	Total	Main shopper (SHO)		Not main shopper (SHO)		Visit other food retailer (Q03)		Weekly main food shoppers (Q01)		Fortnightly main food shoppers (Q01)		Less frequent than fortnightly (Q01)	
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**SEX Sex of respondent**

Male	47.8%	466	38.6%	287	77.5%	178	42.2%	27	48.8%	375	43.6%	41	38.4%	32
Female	52.2%	509	61.4%	457	22.5%	52	57.8%	37	51.2%	394	56.4%	53	61.6%	52
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

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

16 to 24	15.1%	147	8.8%	66	35.6%	82	14.5%	9	14.6%	112	15.2%	14	18.6%	16
25 to 34	17.5%	171	17.8%	133	16.7%	38	7.7%	5	16.9%	130	20.5%	19	22.6%	19
35 to 44	18.4%	179	19.7%	147	14.0%	32	16.6%	11	18.0%	139	23.2%	22	20.0%	17
45 to 54	16.3%	159	17.7%	132	11.8%	27	21.5%	14	16.9%	130	11.5%	11	14.8%	12
55 to 64	13.1%	128	13.9%	104	10.3%	24	21.8%	14	13.3%	102	10.4%	10	12.2%	10
65 +	19.6%	191	22.1%	164	11.6%	27	17.8%	12	20.3%	156	19.2%	18	11.8%	10
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

**SG1 Socio-economic group**

AB	19.9%	194	20.6%	153	17.7%	41	20.7%	13	21.0%	161	16.6%	16	13.5%	11
C1	29.3%	286	29.2%	217	29.7%	68	31.3%	20	29.3%	225	24.5%	23	36.1%	30
C2	20.5%	200	18.3%	136	27.7%	64	19.2%	12	19.6%	150	25.6%	24	23.4%	20
DE	30.3%	296	32.0%	238	25.0%	57	28.8%	19	30.2%	232	33.3%	31	26.9%	23
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

**EMP Which of the following best describes your current employment status ? [PR]**

Working full-time (30+ hours a week)	43.6%	425	41.7%	311	49.8%	114	52.1%	34	42.7%	329	37.9%	36	55.2%	47
Part-time	14.6%	142	16.0%	119	10.0%	23	13.7%	9	14.4%	111	14.2%	13	16.4%	14
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	16.2%	158	13.7%	102	24.3%	56	10.9%	7	16.0%	123	24.2%	23	13.3%	11
Not working (retired / invalid)	25.4%	248	28.6%	213	15.1%	35	23.2%	15	26.6%	204	23.2%	22	15.1%	13
(Refused)	0.2%	2	0.0%	0	0.9%	2	0.0%	0	0.2%	2	0.6%	1	0.0%	0
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

**MAR Which of these best describes your current marital status ? [PR]**

Married / Living as married	51.3%	500	51.6%	384	50.2%	115	61.0%	39	52.8%	406	43.7%	41	46.5%	39
Single	28.0%	273	22.6%	169	45.3%	104	16.6%	11	27.0%	208	34.7%	32	32.3%	27
Divorced	8.1%	79	10.3%	77	0.9%	2	15.2%	10	7.9%	61	9.3%	9	9.6%	8
Widowed	8.7%	85	10.6%	79	2.7%	6	6.7%	4	8.7%	67	8.9%	8	3.6%	3
Separated	2.8%	27	3.6%	27	0.2%	0	0.0%	0	3.2%	24	2.8%	3	0.4%	0
(Refused)	1.1%	10	1.2%	9	0.6%	1	0.6%	0	0.5%	4	0.6%	1	7.6%	6
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

**CHI How many children live in your household, aged 15 years and under ?**

None	74.2%	723	72.8%	542	78.8%	181	78.5%	51	73.8%	567	73.5%	69	76.6%	65
One	10.1%	98	10.3%	77	9.3%	21	9.2%	6	9.0%	69	16.9%	16	15.9%	13
Two	11.4%	111	12.8%	95	6.9%	16	7.5%	5	13.3%	102	6.2%	6	2.8%	2
Three	2.9%	28	3.2%	24	1.9%	4	4.8%	3	2.8%	21	2.9%	3	4.7%	4
Four	0.5%	5	0.7%	5	0.0%	0	0.0%	0	0.4%	3	0.0%	0	0.0%	0
Five	0.6%	6	0.0%	0	2.4%	6	0.0%	0	0.3%	3	0.0%	0	0.0%	0
Six or more	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
(Refused)	0.3%	3	0.2%	1	0.8%	2	0.0%	0	0.3%	3	0.6%	1	0.0%	0
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

	Total	Main shopper (SHO)		Not main shopper (SHO)		Visit other food retailer (Q03)		Weekly main food shoppers (Q01)		Fortnightly main food shoppers (Q01)		Less frequent than fortnightly (Q01)		
<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>														
One	26.3%	256	32.7%	243	5.5%	13	25.3%	16	26.0%	200	26.4%	25	24.3%	21
Two	46.4%	452	45.0%	335	50.9%	117	35.4%	23	47.7%	367	37.1%	35	50.0%	42
Three	17.3%	168	14.8%	110	25.2%	58	22.0%	14	18.8%	145	19.6%	18	4.2%	4
Four	7.1%	69	4.8%	35	14.7%	34	15.5%	10	5.5%	42	12.6%	12	13.3%	11
Five	1.4%	13	1.0%	8	2.5%	6	0.0%	0	1.2%	9	3.9%	4	0.4%	0
Six or more	1.5%	14	1.7%	13	0.6%	1	1.8%	1	0.5%	4	0.0%	0	7.7%	6
(Refused)	0.2%	2	0.0%	0	0.6%	1	0.0%	0	0.2%	1	0.6%	1	0.0%	0
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

**IS2 ISBA region**

Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.7%	85	7.8%	58	11.7%	27	13.2%	9	8.0%	62	9.7%	9	9.0%	8
North / Borders	5.9%	58	6.4%	48	4.4%	10	12.4%	8	6.7%	51	0.8%	1	5.9%	5
Lancashire	12.1%	118	12.6%	94	10.7%	25	7.4%	5	12.2%	93	8.2%	8	18.7%	16
Yorkshire	9.6%	94	10.2%	76	7.7%	18	19.2%	12	9.6%	74	10.2%	10	10.6%	9
Wales & South West	11.2%	109	11.9%	88	9.0%	21	9.8%	6	11.8%	91	6.1%	6	4.5%	4
Midlands	16.6%	162	17.7%	132	12.8%	30	18.7%	12	15.0%	115	21.1%	20	26.5%	22
East England	7.3%	71	6.8%	50	9.0%	21	8.7%	6	7.8%	60	4.8%	5	6.7%	6
London	19.3%	188	18.6%	138	21.7%	50	6.8%	4	19.3%	148	25.8%	24	14.8%	12
Southern	9.3%	90	8.1%	60	13.0%	30	3.7%	2	9.6%	74	13.4%	13	3.4%	3
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73

**SHO Are you the person responsible for most of the shopping in the household ?**

Yes	76.4%	745	100.0%	745	0.0%	0	76.0%	49	76.4%	587	78.1%	73	83.9%	71
No	23.5%	229	0.0%	0	99.4%	229	24.0%	16	23.4%	180	21.9%	21	16.1%	14
(Don't know)	0.1%	1	0.0%	0	0.6%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Weighted base:		975		745		230		65		769		94		84
Sample:		1000		810		190		80		811		85		73