Measuring and Understanding Public Opinion:

Supermarket Offers

November 2016

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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Supermarket Offers

SPEED READ

- Multibuy discount or lower price for a single item?
- 64% of us prefer supermarkets to offer a single item at a lower price.
- 22% of us prefer supermarkets to offer a multibuy discount.
- Younger people prefer multibuy discounts.
- Main shoppers in the household are more likely to prefer single items at a lower price.
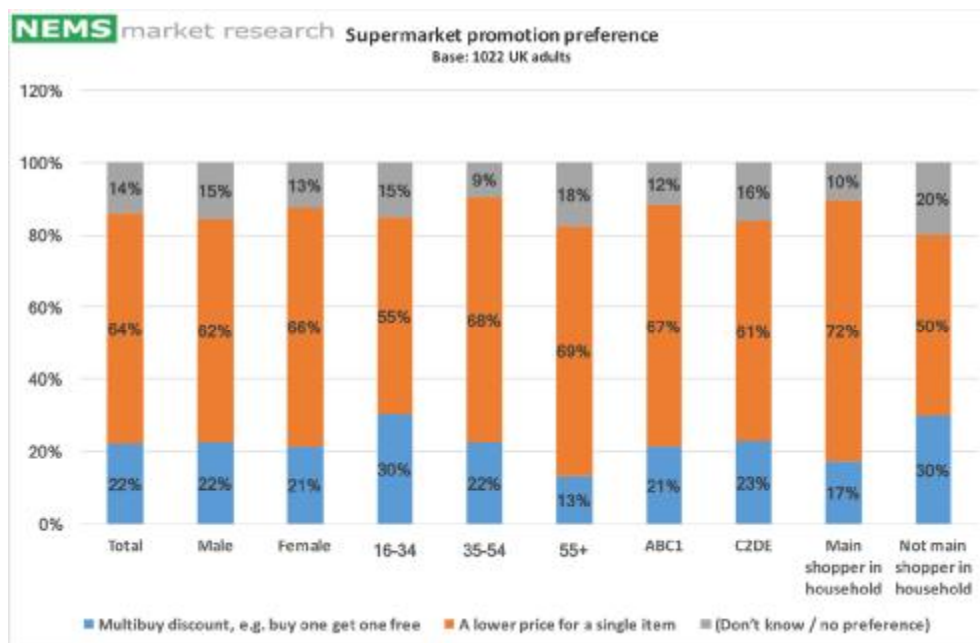
Supermarket Offers

Supermarkets' promotions such as multibuy discounts (e.g. Buy One Get One Free), or alternatively a lower price for a single item are something which splits opinion.

According to our research, just over a fifth of adults (22%) prefer a multibuy discount whereas two thirds (64%) prefer the item they want to to be at a lower unit price.
14% of the population have no preference.

Gender makes no difference to which of the two types of offer are preferred; they exhibit remarkable consistency. However, the two real differentiators are age and whether or not the person is the main shopper in the household or not.

30% of those aged 16-34 prefer multibuy discounts compared to just 13% among the population aged 55+.

The main shopper is much more likely to prefer a lower price for a single item (72%) and whilst that is still the case with those who are not the main shopper in the household, 50% prefer a lower price for a single item whereas 30% prefer a multibuy discount.

NEMS market research — Supermarket promotion preference
Base: 1022 UK adults

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	Main shopper in household	Not main shopper in household
(Don't know / no preference)	14%	15%	13%	15%	9%	18%	12%	16%	10%	20%
A lower price for a single item	64%	62%	66%	55%	68%	69%	67%	61%	72%	50%
Multibuy discount, e.g. buy one get one free	22%	22%	21%	30%	22%	13%	21%	23%	17%	30%

■ Multibuy discount, e.g. buy one get one free   ■ A lower price for a single item   ■ (Don't know / no preference)

Omnibus Data Tabulations
Supermarket Offers

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE		Main shopper in household		Not main shopper in household		Multibuy discount (Q01)		A lower price (Q01)		Don't know (Q01)

Q01 When you buy something from the supermarket which of these two types of promotion do you prefer? [PR]
Total sample

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE		Main		Not main		Multibuy		A lower		Don't know
Multibuy discount, e.g. buy one get one free	21.9%	224	22.3%	115	21.4%	108	30.1%	101	22.4%	79	13.1%	43	21.1%	108	22.6%	116	17.2%	110	29.7%	113	100.0%	224	0.0%	0	0.0%	0
A lower price for a single item	64.1%	655	62.3%	322	66.0%	333	54.6%	183	68.1%	242	69.3%	231	67.0%	342	61.2%	313	72.3%	463	50.3%	192	0.0%	0	100.0%	655	0.0%	0
(Don't know / no preference)	14.0%	143	15.4%	80	12.6%	64	15.2%	51	9.5%	34	17.6%	59	11.9%	61	16.2%	83	10.4%	67	20.0%	76	0.0%	0	0.0%	0	100.0%	143
Weighted base:		1022		517		505		334		355		333		510		512		640		382		224		655		143
Sample:		1022		499		523		98		431		493		560		462		731		291		177		708		137

Q01 When you buy something from the supermarket which of these two types of promotion do you prefer? [PR]
Excludes don't know

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE		Main		Not main		Multibuy		A lower		Don't know
Multibuy discount, e.g. buy one get one free	25.5%	224	26.4%	115	24.5%	108	35.6%	101	24.7%	79	15.8%	43	24.0%	108	27.0%	116	19.3%	110	37.1%	113	100.0%	224	0.0%	0	0.0%	0
A lower price for a single item	74.6%	655	73.6%	322	75.5%	333	64.5%	183	75.3%	242	84.2%	231	76.0%	342	73.0%	313	80.7%	463	62.9%	192	0.0%	0	100.0%	655	0.0%	0
(Don't know / no preference)	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		879		437		442		283		321		274		450		429		574		305		224		655		0
Sample:		885		429		456		82		383		420		496		389		647		238		177		708		0

SEX Sex of respondent

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE		Main		Not main		Multibuy		A lower		Don't know
Male	50.6%	517	100.0%	517	0.0%	0	52.2%	175	52.0%	184	47.3%	158	53.3%	272	47.8%	245	41.4%	265	65.9%	251	51.6%	115	49.1%	322	55.6%	80
Female	49.4%	505	0.0%	0	100.0%	505	47.8%	160	48.0%	170	52.7%	175	46.7%	238	52.2%	267	58.6%	375	34.1%	130	48.4%	108	50.9%	333	44.4%	64
Weighted base:		1022		517		505		334		355		333		510		512		640		382		224		655		143
Sample:		1022		499		523		98		431		493		560		462		731		291		177		708		137

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

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE		Main		Not main		Multibuy		A lower		Don't know
16 to 24	15.2%	155	15.9%	82	14.4%	73	46.3%	155	0.0%	0	0.0%	0	15.1%	77	15.2%	78	3.0%	19	35.6%	136	27.0%	60	9.8%	64	21.3%	30
25 to 34	17.6%	179	17.9%	92	17.2%	87	53.7%	179	0.0%	0	0.0%	0	19.7%	101	15.4%	79	18.1%	116	16.6%	63	18.0%	40	18.1%	119	14.3%	20
35 to 44	18.4%	188	18.9%	98	17.9%	90	0.0%	0	53.0%	188	0.0%	0	21.0%	107	15.8%	81	21.7%	139	12.9%	49	20.5%	46	19.7%	129	9.4%	13
45 to 54	16.3%	167	16.8%	87	15.8%	80	0.0%	0	47.0%	167	0.0%	0	17.1%	87	15.5%	79	20.2%	129	9.8%	38	15.0%	34	17.2%	113	14.1%	20
55 to 64	13.1%	134	13.4%	69	12.8%	65	0.0%	0	0.0%	0	40.2%	134	10.6%	54	15.6%	80	14.5%	93	10.8%	41	8.1%	18	15.8%	104	8.6%	12
65 +	19.5%	199	17.1%	88	21.9%	111	0.0%	0	0.0%	0	59.8%	199	16.4%	84	22.6%	115	22.6%	144	14.3%	55	11.3%	25	19.4%	127	32.4%	46
Weighted base:		1022		517		505		334		355		333		510		512		640		382		224		655		143
Sample:		1022		499		523		98		431		493		560		462		731		291		177		708		137

	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE		Main shopper in household		Not main shopper in household		Multibuy discount (Q01)		A lower price (Q01)		Don't know (Q01)	

SEG Socio-economic group

	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N
A	2.6%	26	3.4%	17	1.8%	9	1.9%	6	3.4%	12	2.4%	8	5.2%	26	0.0%	0	2.4%	15	3.0%	11	3.5%	8	2.2%	15	2.7%	4
B	16.1%	164	16.5%	85	15.7%	79	17.8%	59	18.0%	64	12.4%	41	32.2%	164	0.0%	0	17.4%	112	13.8%	53	14.1%	31	17.1%	112	14.5%	21
C1	31.3%	320	32.8%	169	29.7%	150	33.5%	112	33.5%	119	26.6%	89	62.6%	320	0.0%	0	30.2%	193	33.1%	126	30.6%	69	32.8%	215	25.1%	36
C2	22.9%	234	25.4%	131	20.4%	103	23.3%	78	24.7%	88	20.7%	69	0.0%	0	45.8%	234	22.8%	146	23.2%	89	21.7%	49	23.6%	154	21.9%	31
D	13.4%	137	12.4%	64	14.4%	73	14.8%	49	14.2%	50	11.1%	37	0.0%	0	26.7%	137	12.8%	82	14.4%	55	16.0%	36	12.4%	81	13.9%	20
E	13.7%	140	9.6%	49	18.0%	91	8.7%	29	6.2%	22	26.8%	89	0.0%	0	27.5%	140	14.4%	92	12.6%	48	14.0%	31	11.9%	78	21.9%	31
(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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1022		517		505		334		355		333		510		512		640		382		224		655		143
Sample:		1022		499		523		98		431		493		560		462		731		291		177		708		137

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

	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N
Working full-time (30+ hours a week)	44.8%	458	58.4%	302	31.0%	156	51.2%	171	65.0%	231	17.0%	56	50.3%	257	39.4%	202	43.2%	277	47.5%	181	40.1%	90	47.7%	312	39.2%	56
Part-time	14.1%	144	7.5%	39	20.9%	106	12.3%	41	19.4%	69	10.3%	34	15.5%	79	12.7%	65	15.8%	101	11.3%	43	16.5%	37	13.6%	89	13.1%	19
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	15.2%	155	12.3%	63	18.2%	92	33.1%	111	8.8%	31	4.0%	13	13.2%	67	17.2%	88	11.4%	73	21.6%	82	26.1%	58	12.1%	79	12.7%	18
Not working (retired / invalid)	24.8%	253	19.7%	102	30.0%	151	1.1%	4	5.8%	21	68.7%	229	21.0%	107	28.5%	146	29.4%	189	16.9%	64	16.0%	36	25.6%	168	34.6%	50
(Refused)	1.1%	11	2.2%	11	0.0%	0	2.3%	8	1.0%	3	0.0%	0	0.0%	0	2.2%	11	0.1%	1	2.7%	10	1.4%	3	1.1%	7	0.5%	1
Weighted base:		1022		517		505		334		355		333		510		512		640		382		224		655		143
Sample:		1022		499		523		98		431		493		560		462		731		291		177		708		137

ADU How many adults aged 16 years or older, including yourself, live in your household ?

	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N
One	23.2%	237	23.5%	121	22.9%	116	14.0%	47	18.7%	66	37.2%	124	20.5%	105	25.8%	132	32.5%	208	7.4%	28	16.3%	36	25.4%	166	23.8%	34
Two	46.3%	474	44.6%	230	48.2%	243	41.7%	139	50.3%	179	46.8%	156	53.4%	272	39.3%	201	48.5%	310	42.8%	163	40.3%	90	49.5%	324	41.6%	60
Three	20.0%	205	21.8%	113	18.2%	92	32.6%	109	17.6%	63	10.0%	33	17.5%	89	22.6%	116	12.3%	79	33.0%	126	27.9%	62	16.5%	108	23.8%	34
Four	7.0%	71	6.5%	34	7.5%	38	7.7%	26	10.4%	37	2.6%	9	5.7%	29	8.2%	42	5.3%	34	9.8%	37	10.3%	23	6.1%	40	5.9%	9
Five	1.6%	17	1.6%	8	1.7%	8	2.5%	8	1.6%	6	0.8%	3	1.1%	6	2.1%	11	0.7%	4	3.2%	12	0.4%	1	1.9%	13	2.1%	3
Six or more	0.6%	6	0.3%	2	0.9%	4	0.8%	3	0.5%	2	0.5%	2	0.3%	2	0.8%	4	0.0%	0	1.5%	6	2.0%	4	0.0%	0	1.1%	2
(Refused)	1.3%	13	1.7%	9	0.8%	4	0.7%	2	0.9%	3	2.3%	8	1.5%	8	1.1%	5	0.6%	4	2.4%	9	2.8%	6	0.7%	4	1.7%	2
Weighted base:		1022		517		505		334		355		333		510		512		640		382		224		655		143
Sample:		1022		499		523		98		431		493		560		462		731		291		177		708		137

Omnibus Data Tabulations
Supermarket Offers

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	Main shopper in household	Not main shopper in household	Multibuy discount (Q01)	A lower price (Q01)	Don't know (Q01)

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

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	Main shopper	Not main shopper	Multibuy	A lower price	Don't know
None	70.8% 724	73.4% 379	68.2% 345	66.7% 223	51.8% 184	95.1% 317	67.9% 346	73.7% 377	73.1% 468	67.0% 256	64.5% 144	71.7% 470	76.6% 110
One	13.6% 139	10.5% 54	16.9% 85	19.3% 65	19.3% 68	2.0% 7	13.0% 66	14.3% 73	12.9% 83	14.9% 57	16.5% 37	12.9% 84	12.7% 18
Two	9.8% 100	9.1% 47	10.5% 53	7.7% 26	20.7% 74	0.2% 1	12.7% 65	6.8% 35	9.3% 60	10.5% 40	11.8% 26	10.7% 70	2.3% 3
Three	3.4% 35	4.8% 25	2.0% 10	2.9% 10	6.6% 23	0.5% 2	3.8% 19	3.1% 16	3.3% 21	3.5% 14	2.5% 6	3.2% 21	5.7% 8
Four	0.5% 5	0.5% 3	0.5% 2	1.4% 5	0.1% 0	0.0% 0	0.8% 4	0.2% 1	0.5% 3	0.6% 2	0.0% 0	0.6% 4	1.0% 1
Five	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	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Six or more	0.2% 2	0.1% 0	0.3% 2	0.0% 0	0.6% 2	0.0% 0	0.4% 2	0.0% 0	0.3% 2	0.0% 0	0.0% 0	0.3% 2	0.0% 0
(Refused)	1.7% 17	1.7% 9	1.6% 8	1.9% 6	0.9% 3	2.2% 7	1.5% 8	1.8% 9	0.6% 4	3.4% 13	4.7% 10	0.6% 4	1.7% 2
Weighted base:	1022	517	505	334	355	333	510	512	640	382	224	655	143
Sample:	1022	499	523	98	431	493	560	462	731	291	177	708	137

HLD Size of household

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	Main shopper	Not main shopper	Multibuy	A lower price	Don't know
One	19.9% 203	21.9% 113	17.9% 90	9.5% 32	13.7% 49	36.9% 123	16.7% 85	23.1% 118	27.8% 178	6.7% 26	12.7% 29	21.6% 142	23.4% 33
Two	33.6% 343	31.6% 163	35.6% 180	31.6% 106	24.4% 87	45.4% 151	35.6% 181	31.6% 162	35.8% 229	29.8% 114	28.6% 64	36.2% 237	29.5% 42
Three	18.1% 185	18.8% 97	17.4% 88	24.4% 82	19.2% 68	10.6% 35	20.0% 102	16.2% 83	15.9% 102	21.8% 83	22.1% 50	16.4% 107	19.6% 28
Four	18.8% 192	18.0% 93	19.6% 99	23.1% 77	29.4% 104	3.1% 10	17.6% 90	20.0% 102	13.8% 89	27.1% 103	23.6% 53	17.9% 117	15.1% 22
Five or more	7.9% 81	8.0% 41	7.9% 40	9.5% 32	12.3% 44	1.7% 6	8.6% 44	7.3% 37	6.0% 39	11.2% 43	8.2% 18	7.3% 48	10.7% 15
(Refused)	1.7% 17	1.7% 9	1.6% 8	1.9% 6	0.9% 3	2.3% 8	1.5% 8	1.9% 8	0.6% 4	3.4% 13	4.7% 10	0.7% 4	1.7% 2
Weighted base:	1022	517	505	334	355	333	510	512	640	382	224	655	143
Sample:	1022	499	523	98	431	493	560	462	731	291	177	708	137

IS2 ISBA region

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE	Main shopper	Not main shopper	Multibuy	A lower price	Don't know
Ulster	2.6% 26	1.2% 6	4.0% 20	1.7% 6	1.8% 6	4.2% 14	2.1% 11	3.0% 15	2.6% 17	2.5% 10	2.6% 6	2.8% 18	1.4% 2
Scotland	8.8% 89	9.5% 49	8.0% 40	8.1% 27	8.2% 29	10.0% 33	9.3% 48	8.2% 42	11.2% 72	4.6% 18	8.9% 20	9.5% 62	5.1% 7
North / Borders	6.3% 64	5.0% 26	7.6% 39	5.2% 17	6.5% 23	7.2% 24	6.2% 31	6.4% 33	8.3% 53	2.9% 11	6.1% 14	5.5% 36	10.2% 15
Lancashire	11.3% 115	10.7% 55	11.8% 60	11.1% 37	11.5% 41	11.1% 37	12.0% 61	10.5% 54	12.2% 78	9.7% 37	10.5% 24	12.2% 80	8.1% 12
Yorkshire	9.9% 101	7.5% 39	12.3% 62	5.5% 18	6.3% 22	18.2% 61	8.2% 42	11.6% 59	9.4% 60	10.7% 41	8.0% 18	9.7% 63	13.8% 20
Wales & South West	11.3% 115	14.0% 72	8.5% 43	12.3% 41	13.0% 46	8.5% 28	11.4% 58	11.1% 57	10.9% 70	11.9% 45	5.1% 11	11.4% 75	20.1% 29
Midlands	15.9% 163	20.5% 106	11.2% 57	16.1% 54	18.0% 64	13.6% 45	16.8% 86	15.1% 77	13.1% 84	20.7% 79	19.5% 44	15.3% 100	13.4% 19
East England	7.1% 73	7.6% 39	6.7% 34	10.2% 34	6.4% 23	4.8% 16	5.2% 27	9.1% 46	7.3% 47	6.9% 26	7.6% 17	6.6% 44	8.7% 12
London	17.4% 178	14.0% 72	20.9% 106	17.2% 58	19.2% 68	15.8% 53	19.6% 100	15.3% 78	16.0% 102	19.9% 76	19.5% 44	17.8% 117	12.6% 18
Southern	9.5% 97	10.1% 52	8.9% 45	12.7% 43	9.2% 33	6.6% 22	9.2% 47	9.7% 50	9.0% 57	10.3% 39	12.2% 27	9.2% 60	6.7% 10
Weighted base:	1022	517	505	334	355	333	510	512	640	382	224	655	143
Sample:	1022	499	523	98	431	493	560	462	731	291	177	708	137

Demographics

Weighted:

Omnibus Data Tabulations
Supermarket Offers

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	Total		Male		Female		16-34		35-54		55+		ABC1		C2DE		Main shopper in household		Not main shopper in household		Multibuy discount (Q01)		A lower price (Q01)		Don't know (Q01)	

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

Yes - main	51.6%	527	37.5%	194	66.0%	333	35.4%	118	57.9%	205	61.2%	204	49.0%	250	54.2%	277	82.4%	527	0.0%	0	39.9%	89	58.1%	381	40.2%	58
Yes - joint main	11.1%	113	13.8%	71	8.2%	42	5.1%	17	17.6%	63	10.1%	34	13.8%	70	8.4%	43	17.6%	113	0.0%	0	9.5%	21	12.6%	83	6.5%	9
No	37.2%	381	48.6%	251	25.6%	129	59.5%	199	24.2%	86	28.8%	96	37.3%	190	37.2%	190	0.0%	0	99.7%	381	50.2%	112	29.3%	192	53.3%	76
(Don't know)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.0%	0
Weighted base:		1022		517		505		334		355		333		510		512		640		382		224		655		143
Sample:		1022		499		523		98		431		493		560		462		731		291		177		708		137