

NEMS market research

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Measuring and Understanding Public Opinion: Food and grocery shopping habits April 2015

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, April 2015".

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



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Total Male Female 16-34 35-54 55+ AB C1 C2 DE

Mean score (main food and grocery shopping trips per year):

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

More than 3 times a week	1.6%	15	1.4%	7	1.7%	9	0.6%	2	1.6%	5	2.5%	8	0.6%	1	1.0%	3	2.5%	8	1.6%	3
2-3 times a week	6.8%	66	6.2%	29	7.4%	37	2.6%	8	7.7%	26	10.0%	32	9.2%	16	7.2%	21	5.0%	16	6.9%	13
Once a week	61.0%	595	64.6%	308	57.7%	287	62.0%	198	65.0%	220	55.8%	178	62.5%	111	50.7%	147	67.2%	215	65.2%	122
Once a fortnight	11.7%	114	9.5%	45	13.8%	69	15.9%	51	10.1%	34	9.1%	29	16.6%	29	13.3%	39	9.6%	31	8.2%	15
Once a month	7.0%	69	5.9%	28	8.1%	41	7.1%	22	8.5%	29	5.5%	17	3.5%	6	11.9%	34	6.3%	20	4.2%	8
Once every 2-3 months	0.1%	1	0.1%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.2%	1	0.0%	0
Less often	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
(Don't know / varies)	1.3%	13	0.7%	3	1.9%	9	0.9%	3	1.0%	3	2.1%	7	0.4%	1	1.5%	4	0.5%	1	3.3%	6
(Don't do a main food shop - just lots of small-scale shops)	10.4%	101	11.6%	55	9.2%	46	10.9%	35	6.0%	20	14.6%	46	6.8%	12	14.4%	42	8.7%	28	10.5%	20
Mean:	49.18		48.71		49.64		42.51		52.21		52.70		51.04		43.91		51.54		51.55	
Weighted base:	975		476		498		319		338		318		177		291		320		188	
Sample:	1000		482		518		142		422		436		164		280		333		223	

Q02 Where did you last go to do a main food and grocery shop? [PR]

Those who do a main food and grocery shop at Q01

Tesco	28.6%	250	30.6%	129	26.9%	121	29.6%	84	28.4%	90	27.9%	76	29.6%	49	30.5%	76	30.0%	87	22.6%	38
Sainsbury's	16.8%	146	16.6%	70	16.9%	77	10.5%	30	21.2%	67	18.1%	49	17.4%	29	22.0%	55	10.5%	31	19.2%	32
Asda	14.6%	128	12.3%	52	16.8%	76	14.3%	41	15.9%	50	13.5%	37	11.9%	20	13.4%	33	15.2%	44	18.1%	30
Morrisons	12.6%	110	10.7%	45	14.5%	65	12.4%	35	10.3%	33	15.7%	43	10.7%	18	9.0%	22	15.4%	45	15.2%	26
Aldi	8.3%	72	8.9%	37	7.7%	35	9.5%	27	8.0%	25	7.3%	20	8.1%	13	5.5%	14	9.7%	28	10.0%	17
Lidl	5.9%	52	6.6%	28	5.3%	24	7.7%	22	5.6%	18	4.5%	12	2.6%	4	5.9%	15	9.3%	27	3.4%	6
Waitrose	4.3%	38	2.8%	12	5.7%	26	2.8%	8	5.7%	18	4.3%	12	8.9%	15	4.5%	11	3.0%	9	1.8%	3
Co-Op / Co-Operative Food	2.4%	21	3.5%	15	1.3%	6	1.8%	5	1.5%	5	4.0%	11	3.6%	6	1.0%	2	2.6%	8	2.8%	5
Iceland	1.1%	9	1.0%	4	1.1%	5	0.0%	0	1.5%	5	1.7%	5	1.0%	2	0.0%	0	0.6%	2	3.5%	6
Marks & Spencer	0.4%	4	0.4%	2	0.5%	2	0.0%	0	0.3%	1	1.0%	3	0.0%	0	0.4%	1	1.0%	3	0.0%	0
Local independent food and grocery shop	0.3%	3	0.5%	2	0.2%	1	0.3%	1	0.4%	1	0.3%	1	0.5%	1	0.0%	0	0.7%	2	0.0%	0
Farmfoods	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Londis	0.1%	0	0.1%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0
(Don't know / can't remember)	4.5%	39	6.0%	25	3.1%	14	11.0%	31	1.0%	3	1.8%	5	5.3%	9	7.7%	19	2.1%	6	3.1%	5
Weighted base:	873		421		452		284		318		272		165		249		292		168	
Sample:	895		425		470		127		395		373		151		248		301		195	

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE
Mean score (spend per visit, £)										
Q03 Excluding spend on petrol or diesel, on your last main food and grocery shopping trip to (RETAILER MENTIONED AT Q02), how much did you spend?										
<i>Those who can recall the retailer they last used for a main food and grocery shop at Q02</i>										
Less than £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10 to £19	2.8%	23	1.7%	7	3.8%	17	0.9%	2	1.3%	4
£20 to £29	6.3%	52	6.9%	27	5.6%	25	3.7%	9	4.8%	15
£30 to £39	6.3%	53	7.1%	28	5.7%	25	4.9%	12	3.6%	11
£40 to £49	7.3%	61	7.2%	28	7.5%	33	3.5%	9	5.7%	18
£50 to £59	9.5%	80	8.7%	34	10.3%	45	8.7%	22	8.7%	27
£60 to £69	9.3%	77	7.7%	30	10.7%	47	13.5%	34	8.8%	28
£70 to £79	6.7%	56	8.3%	33	5.4%	23	6.6%	17	8.8%	28
£80 to £89	10.3%	86	12.6%	50	8.3%	36	15.6%	39	10.4%	33
£90 to £99	4.8%	40	2.1%	8	7.2%	32	5.3%	13	2.9%	8
£100 to £124	16.9%	141	15.8%	63	17.8%	78	16.5%	42	22.4%	70
£125 to £149	1.7%	14	2.1%	8	1.4%	6	0.4%	1	3.6%	11
£150 to £174	5.6%	47	5.9%	23	5.4%	24	6.8%	17	7.2%	23
£175 to £199	0.7%	6	0.3%	1	1.1%	5	1.3%	3	0.9%	3
£200 or more	3.1%	26	3.5%	14	2.7%	12	4.8%	12	3.1%	10
(Don't know / can't remember)	7.4%	62	8.5%	34	6.4%	28	7.3%	18	3.4%	11
(Would rather not say)	1.1%	9	1.4%	6	0.8%	3	0.0%	0	1.5%	5
<i>Mean:</i>	<i>79.30</i>	<i>80.42</i>	<i>78.32</i>	<i>88.15</i>	<i>87.34</i>	<i>59.81</i>	<i>80.58</i>	<i>74.16</i>	<i>86.74</i>	<i>70.85</i>
Weighted base:	834	396	438	252	315	267	156	229	286	163
Sample:	873	413	460	117	390	366	148	241	295	189

Mean score (main food and grocery shopping trips per year):

Q04 How frequently do you usually visit (RETAILER MENTIONED AT Q02) for food and grocery shopping? [PR]

Those who can recall the retailer they last used for a main food and grocery shop at Q02

3 or more times a week	4.8%	40	5.6%	22	4.2%	18	4.4%	11	4.8%	15	5.3%	14	3.0%	5	4.3%	10	5.4%	15	6.4%	10
2-3 times a week	11.9%	99	10.5%	41	13.2%	58	5.9%	15	13.4%	42	15.8%	42	13.5%	21	13.4%	31	10.3%	29	11.1%	18
Once a week	58.0%	484	62.6%	248	53.9%	236	61.9%	156	55.5%	175	57.3%	153	57.5%	90	54.6%	125	61.9%	177	56.8%	92
Once a fortnight	12.9%	108	10.8%	43	14.8%	65	16.7%	42	12.5%	39	9.7%	26	14.4%	22	14.6%	33	10.9%	31	12.6%	21
Once a month	8.2%	68	6.5%	26	9.7%	42	9.3%	23	7.5%	24	8.0%	21	6.6%	10	9.0%	21	8.2%	23	8.6%	14
Once every 2-3 months	1.5%	13	1.6%	6	1.5%	6	0.5%	1	2.7%	8	1.1%	3	3.1%	5	1.7%	4	1.0%	3	0.6%	1
Less often	0.2%	2	0.1%	0	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	2	0.0%	0
(Don't know / varies)	2.4%	20	2.3%	9	2.5%	11	1.3%	3	2.9%	9	2.8%	8	1.9%	3	2.5%	6	1.7%	5	3.9%	6
<i>Mean:</i>	<i>64.15</i>	<i>65.86</i>	<i>62.61</i>	<i>57.43</i>	<i>64.99</i>	<i>69.62</i>	<i>61.13</i>	<i>63.39</i>	<i>64.50</i>	<i>67.58</i>										
Weighted base:	834	396	438	252	315	267	156	229	286	163										
Sample:	873	413	460	117	390	366	148	241	295	189										

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE										
SEX Sex of respondent																				
Male	48.9%	476	100.0%	476	0.0%	0	50.6%	161	50.3%	170	45.7%	145	55.3%	98	44.0%	128	53.0%	169	43.3%	81
Female	51.1%	498	0.0%	0	100.0%	498	49.4%	157	49.7%	168	54.3%	173	44.7%	79	56.0%	163	47.0%	150	56.7%	106
Weighted base:		975		476		498		319		338		318		177		291		320		188
Sample:		1000		482		518		142		422		436		164		280		333		223
AGE To ensure we get a representative sample, could I ask how old you are ?																				
16 to 24	15.1%	148	15.9%	76	14.4%	72	46.3%	148	0.0%	0	0.0%	0	15.4%	27	17.6%	51	14.8%	47	11.7%	22
25 to 34	17.5%	171	17.9%	85	17.2%	86	53.7%	171	0.0%	0	0.0%	0	18.7%	33	15.3%	44	24.9%	80	7.4%	14
35 to 44	18.4%	179	18.9%	90	17.9%	89	0.0%	0	53.0%	179	0.0%	0	22.1%	39	18.8%	55	21.2%	68	9.4%	18
45 to 54	16.3%	159	16.8%	80	15.8%	79	0.0%	0	47.0%	159	0.0%	0	17.7%	31	19.0%	55	16.2%	52	10.9%	21
55 to 64	13.1%	128	13.4%	64	12.8%	64	0.0%	0	0.0%	0	40.1%	128	13.5%	24	13.8%	40	11.5%	37	14.5%	27
65 +	19.6%	191	17.1%	81	21.9%	109	0.0%	0	0.0%	0	59.9%	191	12.6%	22	15.5%	45	11.5%	37	46.1%	87
Weighted base:		975		476		498		319		338		318		177		291		320		188
Sample:		1000		482		518		142		422		436		164		280		333		223
SG1 Socio-economic group																				
AB	18.1%	177	20.5%	98	15.9%	79	18.9%	60	20.9%	71	14.5%	46	100.0%	177	0.0%	0	0.0%	0	0.0%	0
C1	29.8%	291	26.8%	128	32.6%	163	30.0%	95	32.5%	110	26.8%	85	0.0%	0	100.0%	291	0.0%	0	0.0%	0
C2	32.8%	320	35.6%	169	30.1%	150	39.8%	127	35.3%	119	23.1%	73	0.0%	0	0.0%	0	100.0%	320	0.0%	0
DE	19.3%	188	17.1%	81	21.4%	106	11.3%	36	11.3%	38	35.7%	114	0.0%	0	0.0%	0	0.0%	0	100.0%	188
Weighted base:		975		476		498		319		338		318		177		291		320		188
Sample:		1000		482		518		142		422		436		164		280		333		223
EMP Which of the following best describes your current employment status ? [PR]																				
Working full-time (30+ hours a week)	48.1%	469	60.8%	289	36.0%	179	55.1%	175	66.0%	223	22.1%	70	56.1%	99	51.4%	149	54.5%	174	24.5%	46
Part-time	14.7%	144	5.5%	26	23.6%	118	17.1%	54	18.9%	64	8.0%	26	18.8%	33	15.4%	45	15.9%	51	7.9%	15
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.2%	138	13.2%	63	15.1%	75	25.9%	82	11.9%	40	4.9%	16	9.6%	17	16.4%	48	14.4%	46	14.8%	28
Not working (retired / invalid)	22.5%	220	20.6%	98	24.4%	122	0.6%	2	3.3%	11	64.9%	207	15.4%	27	16.8%	49	13.9%	44	52.8%	99
(Refused)	0.5%	4	0.0%	0	0.9%	4	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	4	0.0%	0
Weighted base:		975		476		498		319		338		318		177		291		320		188
Sample:		1000		482		518		142		422		436		164		280		333		223

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE										
HLD Size of household																				
One	22.5%	220	23.1%	110	21.9%	109	5.9%	19	15.8%	54	46.2%	147	16.8%	30	20.3%	59	17.0%	54	40.8%	77
Two	29.8%	291	27.8%	133	31.8%	158	23.5%	75	27.1%	92	39.1%	124	27.1%	48	36.6%	106	24.7%	79	30.6%	57
Three	17.2%	168	19.6%	94	14.9%	74	25.1%	80	18.1%	61	8.4%	27	16.6%	29	17.0%	49	20.6%	66	12.3%	23
Four	20.7%	202	23.2%	111	18.3%	91	28.7%	92	29.3%	99	3.6%	11	29.5%	52	18.0%	52	25.2%	81	8.9%	17
Five or more	8.5%	83	6.0%	29	10.8%	54	14.5%	46	9.6%	32	1.3%	4	9.9%	17	5.3%	15	11.9%	38	6.3%	12
(Refused)	1.2%	12	0.2%	1	2.2%	11	2.3%	7	0.0%	0	1.4%	5	0.0%	0	2.8%	8	0.5%	2	1.1%	2
Weighted base:		975		476		498		319		338		318		177		291		320		188
Sample:		1000		482		518		142		422		436		164		280		333		223
ADU How many adults aged 16 years or older, including yourself, live in your household ?																				
One	25.5%	248	25.0%	119	25.9%	129	11.5%	37	18.6%	63	46.9%	149	18.5%	33	22.3%	65	21.3%	68	44.1%	83
Two	51.0%	498	49.8%	237	52.3%	260	54.1%	172	59.7%	202	38.8%	123	57.0%	101	52.2%	152	51.8%	166	42.3%	79
Three	13.5%	131	14.2%	68	12.8%	64	18.4%	59	13.4%	45	8.7%	28	12.9%	23	13.4%	39	17.5%	56	7.2%	14
Four	7.2%	70	9.1%	43	5.4%	27	12.1%	39	6.2%	21	3.4%	11	7.6%	13	10.0%	29	7.2%	23	2.5%	5
Five	1.5%	14	1.1%	5	1.8%	9	2.5%	8	1.6%	5	0.3%	1	4.0%	7	0.0%	0	0.8%	3	2.4%	5
Six or more	0.4%	4	0.7%	3	0.1%	1	0.0%	0	0.6%	2	0.6%	2	0.0%	0	0.2%	1	0.8%	3	0.4%	1
(Refused)	0.9%	9	0.2%	1	1.6%	8	1.4%	4	0.0%	0	1.4%	5	0.0%	0	1.8%	5	0.5%	2	1.1%	2
Weighted base:		975		476		498		319		338		318		177		291		320		188
Sample:		1000		482		518		142		422		436		164		280		333		223
CHI How many children live in your household, aged 15 years and under ?																				
None	67.8%	661	71.7%	342	64.1%	320	50.5%	161	57.2%	193	96.5%	307	59.1%	105	74.8%	217	59.8%	191	79.1%	148
One	11.5%	113	9.8%	47	13.2%	66	18.7%	60	14.3%	48	1.5%	5	14.2%	25	8.8%	26	12.8%	41	11.1%	21
Two	13.9%	136	14.4%	69	13.4%	67	18.8%	60	22.1%	75	0.4%	1	22.1%	39	10.6%	31	18.3%	59	3.8%	7
Three	3.3%	32	2.0%	10	4.6%	23	5.2%	17	4.7%	16	0.0%	0	1.4%	3	2.9%	8	5.4%	17	2.3%	4
Four	2.2%	21	1.8%	9	2.5%	12	4.6%	15	1.7%	6	0.2%	1	3.1%	5	0.2%	0	3.3%	10	2.6%	5
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
Six or more	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
(Refused)	1.2%	12	0.2%	1	2.2%	11	2.3%	7	0.0%	0	1.4%	5	0.0%	0	2.8%	8	0.5%	2	1.1%	2
Weighted base:		975		476		498		319		338		318		177		291		320		188
Sample:		1000		482		518		142		422		436		164		280		333		223

Omnibus Data Tabulations – Food & Grocery Spend

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE										
MAR Which of these best describes your current marital status ? [PR]																				
Married / Living as married	52.1%	508	49.9%	238	54.2%	270	39.1%	124	70.4%	238	45.6%	145	63.4%	112	50.4%	146	57.2%	183	35.3%	66
Single	30.7%	299	39.5%	188	22.3%	111	58.3%	186	19.9%	67	14.6%	46	22.9%	40	34.9%	101	31.4%	100	30.4%	57
Divorced	6.7%	65	4.8%	23	8.4%	42	0.0%	0	7.5%	25	12.5%	40	5.7%	10	7.8%	23	5.0%	16	8.7%	16
Widowed	8.3%	81	4.0%	19	12.5%	62	0.0%	0	0.9%	3	24.6%	78	4.8%	9	6.5%	19	3.7%	12	22.4%	42
Separated	1.1%	10	1.6%	7	0.6%	3	0.7%	2	0.9%	3	1.5%	5	1.6%	3	0.4%	1	1.1%	4	1.4%	3
(Refused)	1.1%	11	0.2%	1	2.0%	10	1.9%	6	0.3%	1	1.3%	4	1.6%	3	0.0%	0	1.6%	5	1.8%	3
Weighted base:		975		476		498		319		338		318		177		291		320		188
Sample:		1000		482		518		142		422		436		164		280		333		223

SR Standard Region:

North	4.5%	44	4.1%	19	4.9%	24	4.2%	13	4.8%	16	4.5%	14	3.8%	7	4.8%	14	5.1%	16	3.6%	7
Yorkshire / Humberside	10.5%	103	11.8%	56	9.3%	46	12.4%	39	8.0%	27	11.5%	36	8.7%	15	9.5%	28	10.6%	34	13.7%	26
East Midlands	3.9%	38	4.9%	23	2.9%	14	4.7%	15	4.2%	14	2.7%	9	5.2%	9	3.3%	9	5.2%	17	1.3%	2
West Midlands	5.3%	51	3.8%	18	6.7%	33	4.8%	15	4.2%	14	6.9%	22	5.7%	10	4.6%	13	3.9%	12	8.2%	15
East Anglia	8.5%	83	7.6%	36	9.4%	47	7.5%	24	8.8%	30	9.3%	29	7.4%	13	7.9%	23	6.3%	20	14.4%	27
South East	19.1%	186	15.6%	74	22.4%	112	16.3%	52	20.6%	70	20.2%	64	22.4%	40	19.5%	57	21.0%	67	12.1%	23
Greater London	12.6%	123	14.8%	71	10.5%	53	14.1%	45	13.7%	46	10.1%	32	8.7%	15	16.7%	49	9.6%	31	15.2%	28
South West	9.5%	93	7.7%	37	11.3%	56	10.2%	33	11.5%	39	6.8%	22	8.5%	15	7.6%	22	12.7%	41	8.0%	15
North West	10.9%	107	12.3%	58	9.7%	48	13.0%	41	10.6%	36	9.3%	29	12.6%	22	12.7%	37	8.8%	28	10.2%	19
Wales	5.7%	56	7.0%	33	4.5%	22	4.8%	15	6.0%	20	6.4%	20	7.7%	14	5.6%	16	6.6%	21	2.6%	5
Scotland	9.4%	92	10.5%	50	8.3%	42	8.1%	26	7.8%	26	12.5%	40	9.2%	16	7.8%	23	10.3%	33	10.7%	20
Northern Ireland	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:		975		476		498		319		338		318		177		291		320		188
Sample:		1000		482		518		142		422		436		164		280		333		223

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

Mean score (main food and grocery shopping trips per year):

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

More than 3 times a week	1.6%	15	2.4%	8	1.2%	4	1.0%	3
2-3 times a week	6.8%	66	5.3%	19	7.4%	23	7.9%	24
Once a week	61.0%	595	58.3%	209	67.0%	206	58.3%	180
Once a fortnight	11.7%	114	13.9%	50	6.8%	21	14.0%	43
Once a month	7.0%	69	6.2%	22	5.7%	17	9.4%	29
Once every 2-3 months	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	13	1.9%	7	1.1%	3	0.8%	2
(Don't do a main food shop - just lots of small-scale shops)	10.4%	101	11.6%	42	10.9%	33	8.6%	26
<i>Mean:</i>		<i>49.18</i>		<i>48.71</i>		<i>50.55</i>		<i>48.37</i>
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

Q02 Where did you last go to do a main food and grocery shop? [PR]

Those who do a main food and grocery shop at Q01

Tesco	28.6%	250	23.6%	75	34.3%	94	28.8%	81
Sainsbury's	16.8%	146	9.0%	29	18.1%	49	24.2%	68
Asda	14.6%	128	23.9%	76	9.8%	27	9.0%	25
Morrisons	12.6%	110	16.1%	51	14.0%	38	7.5%	21
Aldi	8.3%	72	10.6%	33	8.8%	24	5.2%	15
Lidl	5.9%	52	3.8%	12	6.3%	17	8.0%	23
Waitrose	4.3%	38	2.6%	8	2.6%	7	7.9%	22
Co-Op / Co-Operative Food	2.4%	21	2.4%	7	2.3%	6	2.5%	7
Iceland	1.1%	9	0.8%	3	1.1%	3	1.3%	4
Marks & Spencer	0.4%	4	0.2%	1	1.1%	3	0.0%	0
Local independent food and grocery shop	0.3%	3	0.5%	2	0.4%	1	0.0%	0
Farmfoods	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Londis	0.1%	0	0.0%	0	0.2%	0	0.0%	0
(Don't know / can't remember)	4.5%	39	6.6%	21	0.8%	2	5.8%	16
<i>Weighted base:</i>		<i>873</i>		<i>317</i>		<i>274</i>		<i>283</i>
Sample:		895		395		280		220

Mean score (spend per visit, £)

Q03 Excluding spend on petrol or diesel, on your last main food and grocery shopping trip to (RETAILER MENTIONED AT Q02), how much did you spend?

Those who can recall the retailer they last used for a main food and grocery shop at Q02

Less than £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10 to £19	2.8%	23	1.4%	4	3.5%	9	3.8%	10
£20 to £29	6.3%	52	6.9%	20	4.3%	12	7.6%	20
£30 to £39	6.3%	53	8.0%	24	5.1%	14	5.7%	15
£40 to £49	7.3%	61	7.4%	22	8.4%	23	6.2%	16
£50 to £59	9.5%	80	10.2%	30	10.0%	27	8.4%	22
£60 to £69	9.3%	77	10.4%	31	11.5%	31	5.8%	15
£70 to £79	6.7%	56	9.8%	29	6.4%	17	3.7%	10
£80 to £89	10.3%	86	9.4%	28	11.4%	31	10.3%	27
£90 to £99	4.8%	40	2.9%	9	6.7%	18	4.8%	13
£100 to £124	16.9%	141	16.1%	48	18.7%	51	15.9%	42
£125 to £149	1.7%	14	1.0%	3	1.2%	3	3.1%	8
£150 to £174	5.6%	47	4.2%	13	5.1%	14	7.7%	21
£175 to £199	0.7%	6	0.3%	1	0.3%	1	1.7%	4
£200 or more	3.1%	26	3.0%	9	0.7%	2	5.6%	15
(Don't know / can't remember)	7.4%	62	8.8%	26	4.2%	11	9.2%	25
(Would rather not say)	1.1%	9	0.4%	1	2.5%	7	0.5%	1
<i>Mean:</i>		<i>79.30</i>		<i>75.55</i>		<i>75.56</i>		<i>87.44</i>
Weighted base:		834		296		272		266
Sample:		873		381		278		214

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

Mean score (main food and grocery shopping trips per year):

Q04 How frequently do you usually visit (RETAILER MENTIONED AT Q02) for food and grocery shopping? [PR]

Those who can recall the retailer they last used for a main food and grocery shop at Q02

3 or more times a week	4.8%	40	5.1%	15	3.9%	11	5.5%	15
2-3 times a week	11.9%	99	11.5%	34	12.7%	35	11.5%	31
Once a week	58.0%	484	53.9%	159	62.4%	170	58.3%	155
Once a fortnight	12.9%	108	16.1%	48	8.8%	24	13.6%	36
Once a month	8.2%	68	8.1%	24	9.2%	25	7.2%	19
Once every 2-3 months	1.5%	13	1.1%	3	0.9%	2	2.6%	7
Less often	0.2%	2	0.1%	0	0.6%	2	0.0%	0
(Don't know / varies)	2.4%	20	4.2%	12	1.4%	4	1.4%	4
Mean:		64.15		64.03		63.55		64.91
Weighted base:		834		296		272		266
Sample:		873		381		278		214

SEX Sex of respondent

Male	48.9%	476	52.7%	189	45.5%	140	47.8%	148
Female	51.1%	498	47.3%	169	54.5%	167	52.2%	161
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

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

16 to 24	15.1%	148	17.2%	62	11.6%	36	16.2%	50
25 to 34	17.5%	171	16.1%	58	20.6%	63	16.1%	50
35 to 44	18.4%	179	15.4%	55	22.6%	70	17.7%	55
45 to 54	16.3%	159	15.4%	55	16.5%	51	17.1%	53
55 to 64	13.1%	128	12.6%	45	12.4%	38	14.3%	44
65 +	19.6%	191	23.2%	83	16.3%	50	18.6%	57
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

SG1 Socio-economic group

AB	18.1%	177	17.4%	62	20.2%	62	17.0%	52
C1	29.8%	291	29.3%	105	26.7%	82	33.6%	104
C2	32.8%	320	32.9%	118	35.1%	108	30.4%	94
DE	19.3%	188	20.5%	73	18.0%	55	19.1%	59
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

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

Working full-time (30+ hours a week)	48.1%	469	46.6%	167	48.6%	149	49.3%	152
Part-time	14.7%	144	12.8%	46	16.5%	51	15.1%	47
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.2%	138	13.4%	48	14.6%	45	14.7%	46
Not working (retired / invalid)	22.5%	220	27.2%	98	18.8%	58	20.8%	64
(Refused)	0.5%	4	0.0%	0	1.4%	4	0.0%	0
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

HLD Size of household

One	22.5%	220	23.4%	84	18.0%	55	26.1%	81
Two	29.8%	291	31.8%	114	29.7%	91	27.7%	86
Three	17.2%	168	17.1%	61	14.2%	44	20.3%	63
Four	20.7%	202	19.0%	68	27.0%	83	16.5%	51
Five or more	8.5%	83	7.7%	28	10.4%	32	7.5%	23
(Refused)	1.2%	12	1.0%	3	0.8%	2	1.9%	6
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

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

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

One	25.5%	248	24.6%	88	21.1%	65	30.9%	95
Two	51.0%	498	52.0%	187	55.1%	169	45.9%	142
Three	13.5%	131	13.8%	49	11.6%	36	15.0%	46
Four	7.2%	70	8.0%	29	8.4%	26	5.1%	16
Five	1.5%	14	1.3%	5	2.6%	8	0.5%	2
Six or more	0.4%	4	0.2%	1	0.4%	1	0.7%	2
(Refused)	0.9%	9	0.2%	1	0.8%	2	1.9%	6
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

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

None	67.8%	661	72.2%	259	61.7%	190	68.8%	213
One	11.5%	113	10.6%	38	13.2%	41	11.0%	34
Two	13.9%	136	10.2%	37	19.2%	59	13.0%	40
Three	3.3%	32	2.7%	10	2.6%	8	4.7%	15
Four	2.2%	21	3.3%	12	2.4%	8	0.6%	2
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.2%	12	1.0%	3	0.8%	2	1.9%	6
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

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

Married / Living as married	52.1%	508	50.3%	180	57.5%	177	48.8%	151
Single	30.7%	299	31.1%	112	27.7%	85	33.1%	102
Divorced	6.7%	65	7.1%	25	5.6%	17	7.2%	22
Widowed	8.3%	81	9.8%	35	5.6%	17	9.4%	29
Separated	1.1%	10	1.2%	4	1.5%	5	0.5%	1
(Refused)	1.1%	11	0.5%	2	2.0%	6	1.1%	3
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

SR Standard Region:

North	4.5%	44	12.2%	44	0.0%	0	0.0%	0
Yorkshire / Humberside	10.5%	103	28.4%	102	0.3%	1	0.0%	0
East Midlands	3.9%	38	0.5%	2	11.7%	36	0.0%	0
West Midlands	5.3%	51	2.4%	9	13.9%	43	0.0%	0
East Anglia	8.5%	83	0.0%	0	24.4%	75	2.6%	8
South East	19.1%	186	0.0%	0	12.6%	39	47.7%	147
Greater London	12.6%	123	0.0%	0	0.0%	0	39.9%	123
South West	9.5%	93	0.0%	0	20.2%	62	9.9%	31
North West	10.9%	107	27.5%	99	2.6%	8	0.0%	0
Wales	5.7%	56	3.3%	12	14.3%	44	0.0%	0
Scotland	9.4%	92	25.6%	92	0.0%	0	0.0%	0
Northern Ireland	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		975		358		307		309
Sample:		1000		442		311		247

	Total	Less than £50	£50 to £99	£100 to £149	£150+	Single person occupancy	Two occupants	Three or more occupants								
Mean score (main food and grocery shopping trips per year):																
Q01 How often do you do a main food and grocery shop? [PR]																
More than 3 times a week	1.6%	15	3.7%	7	0.4%	1	0.9%	1	3.7%	3	2.1%	5	1.1%	3	1.6%	7
2-3 times a week	6.8%	66	13.6%	26	6.5%	22	4.8%	8	0.8%	1	9.0%	20	7.5%	22	5.4%	25
Once a week	61.0%	595	73.7%	140	74.8%	254	63.5%	99	55.8%	45	52.7%	116	59.9%	174	65.8%	305
Once a fortnight	11.7%	114	5.6%	11	11.5%	39	22.4%	35	18.4%	15	9.4%	21	12.2%	35	12.5%	58
Once a month	7.0%	69	2.5%	5	6.1%	21	7.8%	12	20.5%	16	7.9%	17	8.5%	25	5.7%	27
Once every 2-3 months	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.8%	1	0.0%	0	0.5%	1	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	13	0.9%	2	0.7%	2	0.0%	0	0.0%	0	2.5%	6	0.8%	2	1.0%	5
(Don't do a main food shop - just lots of small-scale shops)	10.4%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	36	9.6%	28	8.1%	37
Mean:		49.18		67.99		52.43		48.45		46.93		49.23		48.20		49.78
Weighted base:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

Q02 Where did you last go to do a main food and grocery shop? [PR]*Those who do a main food and grocery shop at Q01*

Tesco	28.6%	250	26.8%	51	31.1%	105	37.8%	59	27.9%	22	26.4%	48	24.2%	64	32.3%	138
Sainsbury's	16.8%	146	11.4%	22	14.5%	49	23.3%	36	27.8%	22	19.5%	36	18.8%	49	14.3%	61
Asda	14.6%	128	13.9%	26	14.4%	49	16.6%	26	21.5%	17	14.9%	27	16.7%	44	13.2%	56
Morrisons	12.6%	110	10.7%	20	17.3%	59	8.7%	14	9.1%	7	10.1%	19	15.5%	41	12.0%	51
Aldi	8.3%	72	15.0%	28	9.1%	31	2.7%	4	3.4%	3	6.6%	12	8.5%	22	8.9%	38
Lidl	5.9%	52	9.4%	18	6.4%	22	3.1%	5	4.0%	3	6.0%	11	4.2%	11	7.0%	30
Waitrose	4.3%	38	3.2%	6	5.1%	17	4.2%	7	4.0%	3	4.8%	9	3.8%	10	4.4%	19
Co-Op / Co-Operative Food	2.4%	21	6.7%	13	0.7%	2	0.9%	1	0.6%	1	4.8%	9	2.5%	7	1.2%	5
Iceland	1.1%	9	1.4%	3	0.9%	3	1.4%	2	0.8%	1	2.0%	4	1.5%	4	0.4%	2
Marks & Spencer	0.4%	4	0.9%	2	0.3%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.3%	1
Local independent food and grocery shop	0.3%	3	0.4%	1	0.2%	1	0.8%	1	0.0%	0	0.4%	1	0.0%	0	0.5%	2
Farmfoods	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Londis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.5%	39	0.2%	0	0.0%	0	0.0%	0	0.8%	1	2.7%	5	4.4%	11	5.4%	23
Weighted base:		873		190		339		155		80		183		263		427
Sample:		895		218		343		165		74		213		312		370

Mean score (spend per visit, £)**Q03 Excluding spend on petrol or diesel, on your last main food and grocery shopping trip to (RETAILER MENTIONED AT Q02), how much did you spend?***Those who can recall the retailer they last used for a main food and grocery shop at Q02*

Less than £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10 to £19	2.8%	23	12.4%	23	0.0%	0	0.0%	0	0.0%	0	7.2%	13	1.7%	4	1.5%	6
£20 to £29	6.3%	52	27.5%	52	0.0%	0	0.0%	0	0.0%	0	17.4%	31	6.1%	15	1.4%	6
£30 to £39	6.3%	53	27.9%	53	0.0%	0	0.0%	0	0.0%	0	14.8%	26	7.7%	19	1.8%	7
£40 to £49	7.3%	61	32.2%	61	0.0%	0	0.0%	0	0.0%	0	13.5%	24	10.7%	27	2.5%	10
£50 to £59	9.5%	80	0.0%	0	23.5%	80	0.0%	0	0.0%	0	12.0%	21	13.9%	35	5.8%	23
£60 to £69	9.3%	77	0.0%	0	22.8%	77	0.0%	0	0.0%	0	6.7%	12	12.4%	31	8.4%	34
£70 to £79	6.7%	56	0.0%	0	16.6%	56	0.0%	0	0.0%	0	2.7%	5	6.8%	17	8.5%	34
£80 to £89	10.3%	86	0.0%	0	25.5%	86	0.0%	0	0.0%	0	3.7%	7	6.6%	16	15.7%	63
£90 to £99	4.8%	40	0.0%	0	11.7%	40	0.0%	0	0.0%	0	2.5%	5	2.5%	6	7.2%	29
£100 to £124	16.9%	141	0.0%	0	0.0%	0	90.7%	141	0.0%	0	4.2%	7	15.5%	39	23.4%	94
£125 to £149	1.7%	14	0.0%	0	0.0%	0	9.3%	14	0.0%	0	0.8%	2	1.2%	3	2.4%	10
£150 to £174	5.6%	47	0.0%	0	0.0%	0	0.0%	0	59.4%	47	1.1%	2	3.6%	9	8.9%	36
£175 to £199	0.7%	6	0.0%	0	0.0%	0	0.0%	0	7.9%	6	0.0%	0	0.0%	0	1.5%	6
£200 or more	3.1%	26	0.0%	0	0.0%	0	0.0%	0	32.7%	26	0.0%	0	1.8%	4	5.3%	21
(Don't know / can't remember)	7.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	22	7.9%	20	5.1%	20
(Would rather not say)	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.7%	4	0.7%	3
Mean:		79.30		30.77		69.30		107.87		182.41		46.42		69.08		98.76
Weighted base:		834		190		339		155		79		179		251		404
Sample:		873		217		343		165		73		206		306		361

	Total	Less than £50	£50 to £99	£100 to £149	£150+	Single person occupancy	Two occupants	Three or more occupants
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Mean score (main food and grocery shopping trips per year):**Q04 How frequently do you usually visit (RETAILER MENTIONED AT Q02) for food and grocery shopping? [PR]***Those who can recall the retailer they last used for a main food and grocery shop at Q02*

3 or more times a week	4.8%	40	6.4%	12	2.8%	10	3.6%	6	9.5%	7	4.0%	7	2.6%	7	6.6%	27
2-3 times a week	11.9%	99	20.8%	40	11.3%	38	6.7%	10	7.5%	6	19.0%	34	14.5%	36	7.1%	29
Once a week	58.0%	484	61.1%	116	59.7%	202	53.7%	83	48.8%	39	55.6%	99	57.6%	145	59.4%	240
Once a fortnight	12.9%	108	6.0%	11	12.0%	41	19.7%	31	20.1%	16	10.0%	18	10.1%	25	15.9%	64
Once a month	8.2%	68	2.1%	4	9.6%	32	10.3%	16	13.5%	11	6.0%	11	10.9%	27	7.5%	30
Once every 2-3 months	1.5%	13	0.3%	1	1.5%	5	4.2%	7	0.5%	0	2.9%	5	1.3%	3	1.1%	4
Less often	0.2%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	20	3.2%	6	2.6%	9	1.8%	3	0.0%	0	1.5%	3	3.0%	8	2.4%	10
Mean:		64.15		79.89		58.89		53.45		66.66		68.45		61.42		63.93
Weighted base:		834		190		339		155		79		179		251		404
Sample:		873		217		343		165		73		206		306		361

SEX Sex of respondent

Male	48.9%	476	48.0%	91	45.9%	156	45.7%	71	49.4%	39	50.2%	110	45.6%	133	50.3%	234
Female	51.1%	498	52.0%	99	54.1%	183	54.3%	84	50.6%	40	49.8%	109	54.4%	158	49.7%	231
Weighted base:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

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

16 to 24	15.1%	148	3.6%	7	13.9%	47	14.0%	22	22.6%	18	0.0%	0	10.9%	32	25.0%	116
25 to 34	17.5%	171	13.9%	26	23.2%	78	13.5%	21	18.3%	15	8.6%	19	14.8%	43	23.5%	109
35 to 44	18.4%	179	13.0%	25	20.0%	68	32.6%	51	23.7%	19	13.3%	29	12.6%	37	24.4%	113
45 to 54	16.3%	159	12.6%	24	19.6%	66	20.1%	31	20.0%	16	11.1%	24	18.9%	55	17.1%	79
55 to 64	13.1%	128	15.4%	29	11.2%	38	13.9%	22	9.4%	7	17.8%	39	20.2%	59	6.4%	30
65 +	19.6%	191	41.7%	79	12.2%	41	5.9%	9	6.1%	5	49.2%	108	22.5%	66	3.7%	17
Weighted base:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

SG1 Socio-economic group

AB	18.1%	177	15.7%	30	19.0%	64	29.1%	45	14.4%	12	13.6%	30	16.5%	48	21.4%	99
C1	29.8%	291	28.6%	54	27.9%	95	30.0%	47	21.1%	17	26.8%	59	36.6%	106	27.0%	125
C2	32.8%	320	24.9%	47	39.6%	134	34.0%	53	44.1%	35	24.7%	54	27.2%	79	40.1%	186
DE	19.3%	188	30.8%	58	13.5%	46	6.9%	11	20.3%	16	34.9%	77	19.7%	57	11.6%	54
Weighted base:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

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

Working full-time (30+ hours a week)	48.1%	469	38.9%	74	51.5%	175	62.1%	96	61.7%	49	33.3%	73	44.8%	130	57.2%	265
Part-time	14.7%	144	9.7%	18	17.4%	59	18.3%	28	17.7%	14	5.4%	12	13.8%	40	19.7%	91
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.2%	138	7.2%	14	14.9%	51	10.0%	16	14.0%	11	7.5%	16	13.5%	39	17.8%	82
Not working (retired / invalid)	22.5%	220	44.2%	84	14.8%	50	9.6%	15	6.6%	5	53.8%	118	27.9%	81	4.4%	20
(Refused)	0.5%	4	0.0%	0	1.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	4
Weighted base:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

HLD Size of household

One	22.5%	220	49.9%	95	14.5%	49	5.8%	9	2.5%	2	100.0%	220	0.0%	0	0.0%	0
Two	29.8%	291	34.8%	66	31.2%	106	27.1%	42	17.7%	14	0.0%	0	100.0%	291	0.0%	0
Three	17.2%	168	6.4%	12	23.4%	79	22.8%	35	18.8%	15	0.0%	0	0.0%	0	36.2%	168
Four	20.7%	202	6.7%	13	20.8%	71	32.4%	50	38.0%	30	0.0%	0	0.0%	0	43.5%	202
Five or more	8.5%	83	0.8%	1	9.8%	33	12.0%	19	23.0%	18	0.0%	0	0.0%	0	17.8%	83
(Refused)	1.2%	12	1.4%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	12
Weighted base:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

	Total	Less than £50	£50 to £99	£100 to £149	£150+	Single person occupancy	Two occupants	Three or more occupants								
ADU How many adults aged 16 years or older, including yourself, live in your household ?																
One	25.5%	248	51.7%	98	18.3%	62	6.5%	10	9.6%	8	100.0%	220	4.3%	13	3.5%	16
Two	51.0%	498	39.4%	75	56.6%	192	66.8%	104	62.5%	50	0.0%	0	95.7%	278	47.2%	219
Three	13.5%	131	3.9%	7	17.4%	59	18.3%	28	19.2%	15	0.0%	0	0.0%	0	28.3%	131
Four	7.2%	70	3.2%	6	4.5%	15	6.6%	10	6.0%	5	0.0%	0	0.0%	0	15.2%	70
Five	1.5%	14	0.0%	0	2.7%	9	0.9%	1	1.9%	2	0.0%	0	0.0%	0	3.1%	14
Six or more (Refused)	0.4%	4	0.4%	1	0.3%	1	0.9%	1	0.8%	1	0.0%	0	0.0%	0	0.8%	4
	0.9%	9	1.4%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	9
Weighted base:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

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

None	67.8%	661	89.5%	170	65.2%	221	52.2%	81	28.6%	23	100.0%	220	95.7%	278	35.2%	163
One	11.5%	113	5.5%	11	10.7%	36	14.3%	22	26.9%	21	0.0%	0	4.3%	13	21.5%	100
Two	13.9%	136	3.6%	7	17.7%	60	23.3%	36	26.4%	21	0.0%	0	0.0%	0	29.2%	136
Three	3.3%	32	0.0%	0	4.7%	16	3.1%	5	12.4%	10	0.0%	0	0.0%	0	7.0%	32
Four	2.2%	21	0.0%	0	1.5%	5	7.1%	11	5.7%	5	0.0%	0	0.0%	0	4.5%	21
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
Six or more (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
	1.2%	12	1.4%	3	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	12
Weighted base:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

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

Married / Living as married	52.1%	508	32.5%	62	63.4%	215	70.5%	109	69.4%	55	2.2%	5	71.0%	207	63.8%	296
Single	30.7%	299	31.4%	60	23.0%	78	21.3%	33	28.4%	23	44.3%	97	20.5%	60	30.7%	142
Divorced	6.7%	65	14.4%	27	5.6%	19	3.9%	6	0.9%	1	18.7%	41	5.1%	15	1.9%	9
Widowed	8.3%	81	18.9%	36	4.3%	15	3.8%	6	0.0%	0	31.2%	68	2.6%	8	1.1%	5
Separated	1.1%	10	1.4%	3	1.4%	5	0.5%	1	1.3%	1	2.6%	6	0.2%	0	0.9%	4
(Refused)	1.1%	11	1.5%	3	2.3%	8	0.0%	0	0.0%	0	1.1%	2	0.6%	2	1.6%	7
Weighted base:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

SR Standard Region:

North	4.5%	44	4.6%	9	5.0%	17	3.5%	6	3.1%	2	3.7%	8	6.4%	18	3.7%	17
Yorkshire / Humberside	10.5%	103	9.1%	17	11.8%	40	11.7%	18	5.9%	5	11.2%	25	8.5%	25	11.5%	53
East Midlands	3.9%	38	2.2%	4	6.7%	23	3.3%	5	2.1%	2	1.2%	3	3.4%	10	5.4%	25
West Midlands	5.3%	51	4.3%	8	7.4%	25	5.8%	9	1.5%	1	4.3%	10	6.8%	20	4.7%	22
East Anglia	8.5%	83	9.2%	17	8.7%	30	7.3%	11	3.1%	2	7.1%	16	10.4%	30	8.0%	37
South East	19.1%	186	17.3%	33	15.8%	53	22.5%	35	32.1%	26	22.7%	50	14.7%	43	20.1%	93
Greater London	12.6%	123	15.1%	29	10.8%	37	10.7%	17	15.6%	12	14.2%	31	12.8%	37	11.8%	55
South West	9.5%	93	10.5%	20	9.9%	34	11.8%	18	8.2%	7	6.0%	13	9.3%	27	11.3%	53
North West	10.9%	107	7.3%	14	13.3%	45	9.4%	15	5.9%	5	11.2%	25	12.9%	38	9.5%	44
Wales	5.7%	56	8.2%	16	4.2%	14	7.5%	12	6.3%	5	6.8%	15	5.8%	17	5.2%	24
Scotland	9.4%	92	12.2%	23	6.4%	22	6.5%	10	16.2%	13	11.4%	25	9.0%	26	8.7%	40
Northern Ireland	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:		975		190		339		155		80		220		291		464
Sample:		1000		218		343		165		74		253		344		403

Total	Asda (Q02)	Morrisons (Q02)	Sainsbury's (Q02)	Tesco (Q02)	Aldi / Lidl (Q02)	M&S / Waitrose	Big 4 combined (Q02)
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Mean score (main food and grocery shopping trips per year):

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

More than 3 times a week	1.6%	15	0.8%	1	2.7%	3	1.8%	3	1.5%	4	0.3%	0	3.9%	2	1.6%	10
2-3 times a week	6.8%	66	9.1%	12	6.8%	7	7.8%	11	4.5%	11	8.8%	11	10.7%	4	6.6%	42
Once a week	61.0%	595	66.3%	85	76.7%	85	68.6%	100	67.8%	170	77.1%	96	64.5%	27	69.2%	439
Once a fortnight	11.7%	114	12.1%	16	8.5%	9	11.6%	17	18.3%	46	8.9%	11	13.7%	6	13.8%	88
Once a month	7.0%	69	10.2%	13	4.9%	5	8.5%	12	7.1%	18	3.3%	4	7.2%	3	7.7%	49
Once every 2-3 months	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.3%	13	1.6%	2	0.4%	0	1.7%	2	0.8%	2	0.9%	1	0.0%	0	1.1%	7
(Don't do a main food shop - just lots of small-scale shops)	10.4%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>49.18</i>		<i>53.55</i>		<i>58.67</i>		<i>55.40</i>		<i>51.08</i>		<i>55.68</i>		<i>62.11</i>		<i>53.89</i>
Weighted base:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665

Q02 Where did you last go to do a main food and grocery shop? [PR]

Those who do a main food and grocery shop at Q01

Tesco	28.6%	250	0.0%	0	0.0%	0	0.0%	0	100.0%	250	0.0%	0	0.0%	0	39.4%	250
Sainsbury's	16.8%	146	0.0%	0	0.0%	0	100.0%	146	0.0%	0	0.0%	0	0.0%	0	23.1%	146
Asda	14.6%	128	100.0%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.1%	128
Morrisons	12.6%	110	0.0%	0	100.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.4%	110
Aldi	8.3%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.2%	72	0.0%	0	0.0%	0
Lidl	5.9%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.8%	52	0.0%	0	0.0%	0
Waitrose	4.3%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	90.8%	38	0.0%	0
Co-Op / Co-Operative Food	2.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	4	0.0%	0
Local independent food and grocery shop	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<i>Weighted base:</i>		<i>873</i>		<i>128</i>		<i>110</i>		<i>146</i>		<i>250</i>		<i>124</i>		<i>41</i>		<i>635</i>
Sample:		895		145		123		143		254		123		42		665

Mean score (spend per visit, £)

Q03 Excluding spend on petrol or diesel, on your last main food and grocery shopping trip to (RETAILER MENTIONED AT Q02), how much did you spend?

Those who can recall the retailer they last used for a main food and grocery shop at Q02

Less than £10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£10 to £19	2.8%	23	0.8%	1	0.4%	0	3.1%	5	2.8%	7	3.2%	4	8.7%	4	2.0%	13
£20 to £29	6.3%	52	2.7%	3	3.8%	4	2.2%	3	5.9%	15	13.6%	17	6.6%	3	4.0%	25
£30 to £39	6.3%	53	10.2%	13	6.2%	7	4.3%	6	3.6%	9	11.2%	14	2.3%	1	5.6%	35
£40 to £49	7.3%	61	7.1%	9	8.0%	9	5.2%	8	8.1%	20	9.4%	12	1.2%	1	7.2%	46
£50 to £59	9.5%	80	8.8%	11	12.9%	14	8.9%	13	11.3%	28	7.4%	9	1.7%	1	10.5%	67
£60 to £69	9.3%	77	11.3%	14	9.1%	10	5.9%	9	11.0%	28	8.3%	10	12.6%	5	9.6%	61
£70 to £79	6.7%	56	9.1%	12	10.0%	11	4.6%	7	5.7%	14	7.2%	9	4.7%	2	6.9%	44
£80 to £89	10.3%	86	3.1%	4	14.5%	16	9.1%	13	10.8%	27	15.1%	19	17.4%	7	9.5%	60
£90 to £99	4.8%	40	5.9%	8	6.6%	7	4.9%	7	3.3%	8	4.3%	5	8.0%	3	4.8%	30
£100 to £124	16.9%	141	19.9%	25	9.6%	11	21.4%	31	22.9%	57	6.5%	8	9.2%	4	19.6%	125
£125 to £149	1.7%	14	0.3%	0	2.7%	3	3.2%	5	0.6%	1	0.8%	1	6.5%	3	1.5%	10
£150 to £174	5.6%	47	6.9%	9	5.7%	6	7.1%	10	5.9%	15	2.6%	3	6.1%	3	6.3%	40
£175 to £199	0.7%	6	3.3%	4	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.0%	6
£200 or more	3.1%	26	3.2%	4	0.9%	1	8.0%	12	2.2%	6	2.2%	3	1.7%	1	3.5%	22
(Don't know / can't remember)	7.4%	62	6.1%	8	7.1%	8	11.4%	17	4.4%	11	7.4%	9	13.2%	5	6.8%	43
(Would rather not say)	1.1%	9	1.4%	2	2.6%	3	0.5%	1	0.7%	2	0.7%	1	0.0%	0	1.1%	7
<i>Mean:</i>		<i>79.30</i>		<i>84.14</i>		<i>75.06</i>		<i>96.11</i>		<i>79.73</i>		<i>64.55</i>		<i>78.56</i>		<i>83.44</i>
Weighted base:		834		128		110		146		250		124		41		635
Sample:		873		145		123		143		254		123		42		665

	Total	Asda (Q02)	Morrisons (Q02)	Sainsbury's (Q02)	Tesco (Q02)	Aldi / Lidl (Q02)	M&S / Waitrose	Big 4 combined (Q02)
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Mean score (main food and grocery shopping trips per year):**Q04 How frequently do you usually visit (RETAILER MENTIONED AT Q02) for food and grocery shopping? [PR]***Those who can recall the retailer they last used for a main food and grocery shop at Q02*

3 or more times a week	4.8%	40	4.2%	5	4.7%	5	1.6%	2	8.3%	21	2.1%	3	3.4%	1	5.3%	34
2-3 times a week	11.9%	99	15.3%	20	11.3%	12	10.5%	15	10.0%	25	9.6%	12	13.5%	6	11.4%	73
Once a week	58.0%	484	49.7%	64	57.9%	64	62.3%	91	58.5%	146	65.3%	81	55.3%	23	57.5%	365
Once a fortnight	12.9%	108	16.3%	21	9.0%	10	8.7%	13	15.4%	39	14.1%	18	13.1%	5	12.9%	82
Once a month	8.2%	68	10.5%	13	13.8%	15	11.5%	17	6.2%	15	3.3%	4	3.3%	1	9.6%	61
Once every 2-3 months	1.5%	13	1.5%	2	0.0%	0	2.4%	3	0.5%	1	1.2%	1	11.4%	5	1.0%	7
Less often	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	20	2.5%	3	3.4%	4	3.0%	4	1.1%	3	2.9%	4	0.0%	0	2.2%	14
Mean:		64.15		63.69		63.04		55.73		70.57		57.69		59.52		64.50
Weighted base:		834		128		110		146		250		124		41		635
Sample:		873		145		123		143		254		123		42		665

SEX Sex of respondent

Male	48.9%	476	40.5%	52	40.8%	45	47.7%	70	51.4%	129	52.4%	65	32.4%	13	46.5%	295
Female	51.1%	498	59.5%	76	59.2%	65	52.3%	77	48.6%	121	47.6%	59	67.6%	28	53.5%	339
Weighted base:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665

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

16 to 24	15.1%	148	15.1%	19	15.2%	17	13.0%	19	10.6%	26	15.3%	19	6.3%	3	12.8%	81
25 to 34	17.5%	171	16.7%	21	16.6%	18	7.4%	11	23.0%	58	24.2%	30	12.9%	5	17.0%	108
35 to 44	18.4%	179	21.6%	28	14.7%	16	31.2%	46	17.2%	43	19.6%	24	20.2%	8	20.9%	133
45 to 54	16.3%	159	17.9%	23	14.9%	16	14.8%	22	18.9%	47	15.1%	19	26.0%	11	17.0%	108
55 to 64	13.1%	128	9.5%	12	13.3%	15	14.6%	21	12.6%	31	10.6%	13	15.1%	6	12.6%	80
65 +	19.6%	191	19.1%	24	25.3%	28	19.1%	28	17.8%	45	15.2%	19	19.5%	8	19.7%	125
Weighted base:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665

SG1 Socio-economic group

AB	18.1%	177	15.4%	20	15.9%	18	19.6%	29	19.5%	49	14.2%	18	35.5%	15	18.1%	115
C1	29.8%	291	26.1%	33	20.3%	22	37.4%	55	30.3%	76	23.0%	29	29.3%	12	29.4%	186
C2	32.8%	320	34.7%	44	40.6%	45	20.9%	31	35.0%	87	44.7%	56	27.7%	11	32.7%	207
DE	19.3%	188	23.8%	30	23.2%	26	22.1%	32	15.2%	38	18.1%	22	7.5%	3	19.9%	126
Weighted base:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665

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

Working full-time (30+ hours a week)	48.1%	469	48.1%	61	39.2%	43	54.9%	80	52.3%	131	48.8%	61	46.6%	19	49.8%	316
Part-time	14.7%	144	16.5%	21	15.8%	17	13.0%	19	14.2%	36	16.9%	21	18.3%	8	14.7%	93
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	14.2%	138	14.5%	19	12.5%	14	8.2%	12	13.3%	33	16.3%	20	21.9%	9	12.3%	78
Not working (retired / invalid)	22.5%	220	20.9%	27	28.5%	31	23.8%	35	20.1%	50	18.0%	22	13.3%	5	22.6%	143
(Refused)	0.5%	4	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	4
Weighted base:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665

HLD Size of household

One	22.5%	220	21.4%	27	16.8%	19	24.5%	36	19.4%	48	18.7%	23	27.7%	11	20.5%	130
Two	29.8%	291	34.4%	44	36.8%	41	33.7%	49	25.5%	64	26.8%	33	23.9%	10	31.2%	198
Three	17.2%	168	12.5%	16	18.4%	20	12.8%	19	22.6%	57	23.8%	30	22.7%	9	17.6%	112
Four	20.7%	202	18.6%	24	16.9%	19	23.1%	34	24.6%	61	16.5%	21	23.4%	10	21.7%	138
Five or more	8.5%	83	13.1%	17	8.9%	10	5.9%	9	7.8%	19	14.2%	18	0.0%	0	8.6%	55
(Refused)	1.2%	12	0.0%	0	2.1%	2	0.0%	0	0.2%	0	0.0%	0	2.3%	1	0.4%	3
Weighted base:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665

	Total	Asda (Q02)	Morrisons (Q02)	Sainsbury's (Q02)	Tesco (Q02)	Aldi / Lidl (Q02)	M&S / Waitrose	Big 4 combined (Q02)
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ADU How many adults aged 16 years or older, including yourself, live in your household ?

One	25.5%	248	26.4%	34	19.2%	21	25.8%	38	23.0%	58	20.6%	26	28.9%	12	23.7%	150
Two	51.0%	498	58.4%	75	51.8%	57	60.8%	89	52.9%	132	51.6%	64	54.6%	23	55.7%	353
Three	13.5%	131	11.7%	15	17.2%	19	6.4%	9	16.0%	40	20.3%	25	11.4%	5	13.1%	83
Four	7.2%	70	1.9%	2	4.5%	5	5.4%	8	6.8%	17	4.5%	6	2.7%	1	5.1%	32
Five	1.5%	14	1.0%	1	4.6%	5	0.6%	1	0.7%	2	3.1%	4	0.0%	0	1.4%	9
Six or more	0.4%	4	0.5%	1	0.6%	1	1.0%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	4
(Refused)	0.9%	9	0.0%	0	2.1%	2	0.0%	0	0.2%	0	0.0%	0	2.3%	1	0.4%	3
Weighted base:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665

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

None	67.8%	661	59.8%	76	73.5%	81	65.7%	96	64.9%	162	65.6%	81	63.7%	26	65.5%	416
One	11.5%	113	15.3%	20	8.9%	10	14.9%	22	9.5%	24	12.3%	15	14.4%	6	11.8%	75
Two	13.9%	136	11.4%	15	11.2%	12	16.2%	24	19.3%	48	13.7%	17	19.7%	8	15.6%	99
Three	3.3%	32	6.7%	9	1.4%	2	2.2%	3	3.1%	8	8.4%	10	0.0%	0	3.3%	21
Four	2.2%	21	6.8%	9	2.9%	3	0.9%	1	2.9%	7	0.0%	0	0.0%	0	3.2%	21
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
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.2%	12	0.0%	0	2.1%	2	0.0%	0	0.2%	0	0.0%	0	2.3%	1	0.4%	3
Weighted base:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665

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

Married / Living as married	52.1%	508	55.2%	71	51.0%	56	58.5%	86	57.4%	143	59.5%	74	57.1%	24	56.1%	356
Single	30.7%	299	26.3%	34	28.6%	32	23.5%	34	25.6%	64	31.9%	40	18.6%	8	25.8%	164
Divorced	6.7%	65	8.7%	11	7.2%	8	6.4%	9	6.2%	15	4.5%	6	11.0%	5	6.9%	44
Widowed	8.3%	81	8.9%	11	6.7%	7	9.8%	14	8.9%	22	3.7%	5	10.3%	4	8.7%	55
Separated	1.1%	10	0.9%	1	0.4%	0	1.2%	2	1.2%	3	0.0%	0	3.0%	1	1.0%	6
(Refused)	1.1%	11	0.0%	0	6.1%	7	0.5%	1	0.9%	2	0.3%	0	0.0%	0	1.5%	10
Weighted base:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665

SR Standard Region:

North	4.5%	44	9.3%	12	4.4%	5	5.4%	8	2.7%	7	2.9%	4	0.0%	0	4.9%	31
Yorkshire / Humberside	10.5%	103	19.6%	25	17.1%	19	2.8%	4	7.6%	19	14.1%	17	0.0%	0	10.5%	67
East Midlands	3.9%	38	1.3%	2	8.8%	10	3.0%	4	4.5%	11	4.8%	6	2.1%	1	4.2%	27
West Midlands	5.3%	51	8.0%	10	8.2%	9	3.9%	6	2.8%	7	5.9%	7	13.0%	5	5.0%	32
East Anglia	8.5%	83	4.8%	6	8.6%	9	6.8%	10	12.9%	32	5.7%	7	3.3%	1	9.1%	58
South East	19.1%	186	11.8%	15	9.3%	10	32.0%	47	24.2%	60	8.6%	11	35.7%	15	20.9%	133
Greater London	12.6%	123	4.1%	5	8.2%	9	22.3%	33	9.1%	23	16.5%	20	20.4%	8	11.0%	70
South West	9.5%	93	9.2%	12	7.6%	8	8.5%	12	10.3%	26	16.1%	20	1.8%	1	9.2%	58
North West	10.9%	107	16.4%	21	14.9%	16	6.6%	10	9.4%	23	7.6%	9	16.1%	7	11.1%	71
Wales	5.7%	56	5.9%	8	3.4%	4	3.9%	6	7.5%	19	6.7%	8	4.1%	2	5.6%	36
Scotland	9.4%	92	9.7%	12	9.6%	11	5.0%	7	9.2%	23	11.1%	14	3.5%	1	8.4%	53
Northern Ireland	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:		975		128		110		146		250		124		41		635
Sample:		1000		145		123		143		254		123		42		665