

Retail Week Environment Survey

Fieldwork : July 28th-30th 2006

Absolutes/col percents

Table 1

Q.1 Regardless of which one you shop at, which of these big supermarkets do you think is the most environmentally friendly?

Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	486	516	85	128	184	178	184	243	328	228	148	298	263	260	249	142	88
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
Tesco	283 28%	129 27%	153 29%	41 37%	55 32%	52 26%	40 24%	40 26%	54 27%	61 24%	91 31%	53 25%	78 31%	68 25%	72 27%	66 27%	44 31%	34 38%
Asda	184 18%	80 17%	104 20%	27 25%	32 19%	43 21%	25 15%	26 17%	30 15%	36 14%	47 16%	55 26%	46 18%	34 13%	38 15%	66 27%	19 13%	26 30%
Waitrose	165 16%	73 15%	91 18%	14 13%	35 21%	34 17%	35 21%	23 16%	23 11%	64 25%	61 21%	19 9%	21 8%	81 30%	47 18%	12 5%	24 18%	1 1%
Sainsbury's	156 16%	82 17%	74 14%	17 15%	22 13%	34 17%	25 15%	24 16%	34 17%	42 17%	39 14%	35 17%	39 16%	49 18%	37 14%	33 13%	21 15%	15 18%
Morrisons	121 12%	69 14%	52 10%	9 8%	17 10%	15 8%	20 12%	22 15%	37 18%	18 7%	25 9%	31 15%	47 19%	10 4%	40 15%	50 20%	15 11%	6 7%
None of them	42 4%	21 4%	21 4%	1 1%	6 3%	9 5%	10 6%	9 6%	7 4%	17 7%	14 5%	7 3%	5 2%	18 7%	10 4%	7 3%	6 4%	1 1%
Don't know	52 5%	27 6%	25 5%	1 1%	3 2%	12 6%	15 9%	7 4%	15 8%	14 6%	14 5%	10 5%	15 6%	7 3%	17 7%	13 5%	10 7%	5 6%

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Table 2

Q.2 Do you think the big retail chains - and I am not just including supermarkets here - are generally doing enough to reduce the impact they have on the environment?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	486	516	85	128	184	178	184	243	328	228	148	298	263	260	249	142	88
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
Yes	231 23%	109 23%	122 23%	38 35%	38 22%	36 18%	36 21%	33 22%	50 25%	43 17%	65 22%	57 27%	66 26%	58 22%	45 17%	68 27%	34 24%	26 30%
No	673 67%	324 67%	350 67%	61 55%	122 72%	144 72%	123 72%	105 70%	118 59%	189 76%	204 70%	131 62%	149 60%	192 72%	190 73%	145 59%	91 65%	55 63%
Don't know/ not thought about it	98 10%	48 10%	49 9%	11 10%	10 6%	20 10%	11 7%	13 9%	32 16%	19 7%	22 7%	23 11%	35 14%	17 6%	25 10%	34 14%	15 11%	7 8%

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Table 3

Q.3 In your opinion what are the main things retailers could do to help YOU reduce the impact YOU have on the environment as a result of shopping at their stores?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	486	516	85	128	184	178	184	243	328	228	148	298	263	260	249	142	88
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
Reduce/ simplify packaging/ have less plastic/ cardboard waste	359 36%	166 35%	193 37%	21 19%	69 40%	78 39%	70 41%	63 42%	58 29%	110 44%	127 44%	53 25%	70 28%	111 42%	102 39%	75 30%	47 34%	23 26%
Use packaging that can be recycled/ use biodegradable packaging/ avoid plastic bags	297 30%	135 28%	162 31%	27 25%	66 39%	61 30%	67 39%	44 29%	32 16%	88 35%	90 31%	66 32%	52 21%	85 32%	85 32%	54 22%	48 34%	26 29%
Stock more locally produced products that didn't need transportation/ don't have to travel so far	102 10%	61 13%	41 8%	8 7%	9 6%	21 10%	29 17%	22 14%	13 6%	37 15%	35 12%	21 10%	9 3%	27 10%	25 10%	24 10%	15 11%	11 13%
Not automatically put everything in plastic bags/ not put everything in separate plastic bags/ use fewer plastic bags	94 9%	41 9%	52 10%	3 2%	23 14%	19 9%	16 9%	14 10%	19 10%	25 10%	29 10%	14 7%	26 10%	33 12%	31 12%	15 6%	10 7%	4 5%
Improve recycling facilities/ have somewhere you could recycle at or near to their stores	76 8%	33 7%	43 8%	10 9%	21 12%	15 7%	15 9%	7 4%	9 4%	19 8%	30 10%	15 7%	13 5%	17 6%	18 7%	22 9%	15 11%	4 5%
Use plastic bags that could be used many times/ make them more durable/ stronger	46 5%	18 4%	29 6%	9 8%	9 5%	9 5%	6 4%	6 4%	8 4%	16 6%	17 6%	7 3%	7 3%	11 4%	7 3%	10 4%	12 8%	7 8%
Stock more environmentally friendly goods such as low energy light-bulbs	44 4%	21 4%	23 4%	7 7%	7 4%	12 6%	8 5%	7 5%	2 1%	15 6%	21 7%	3 2%	5 2%	19 7%	6 2%	6 3%	4 3%	8 9%

Prepared by ICM Research



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Table 3

Q.3 In your opinion what are the main things retailers could do to help YOU reduce the impact YOU have on the environment as a result of shopping at their stores?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
Ensure good public transport connections to shops/ make it so you can get to shops on foot or bus without needing your car	44 4%	31 6%	13 2%	14 12%	1 1%	8 4%	10 6%	7 4%	4 2%	10 4%	13 4%	11 5%	10 4%	13 5%	6 2%	12 5%	10 7%	4 4%
Charge for plastic bags	43 4%	19 4%	24 5%	5 5%	5 3%	12 6%	9 5%	7 5%	4 2%	17 7%	13 5%	4 2%	9 4%	18 7%	6 2%	7 3%	5 4%	6 7%
Add an environmental levy to their prices/ make a donation to environmental bodies each time they sell something	35 4%	19 4%	17 3%	2 2%	6 4%	11 6%	2 1%	6 4%	8 4%	7 3%	9 3%	9 4%	10 4%	14 5%	8 3%	8 3%	2 2%	4 4%
Provide more information on the environmental effects of products/ have leaflets/ someone in store who could advise/ run public awareness campaigns	32 3%	13 3%	19 4%	7 7%	7 4%	7 4%	8 5%	2 1%	2 1%	11 5%	5 2%	11 5%	5 2%	8 3%	7 3%	13 5%	4 3%	1 1%
Something else	201 20%	98 20%	103 20%	26 24%	21 13%	41 21%	44 26%	30 20%	39 19%	61 24%	59 20%	39 19%	42 17%	62 23%	49 19%	57 23%	25 18%	10 11%
Don't know/ not really thought about it	224 22%	98 20%	126 24%	28 26%	39 23%	38 19%	20 12%	28 18%	70 35%	31 12%	50 17%	60 28%	82 33%	49 18%	59 23%	66 27%	23 16%	27 31%

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Table 4

Q.4 All in all would you be willing to pay a lot more for goods and services that were more environmentally-friendly, would you pay a little more or would you not be prepared to pay any more than you do now for more environmentally-friendly goods and services?

Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	486	516	85	128	184	178	184	243	328	228	148	298	263	260	249	142	88
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
NET: More	658	315	343	80	100	135	125	100	118	177	203	124	154	177	165	166	91	59
	66%	66%	66%	72%	58%	68%	73%	67%	59%	71%	70%	59%	62%	66%	63%	67%	65%	66%
A lot more	46	22	24	8	8	8	7	6	9	17	11	9	9	14	10	12	7	4
	5%	5%	5%	7%	5%	4%	4%	4%	4%	7%	4%	4%	4%	5%	4%	5%	5%	4%
A little more	612	293	319	72	91	128	117	94	109	159	192	115	144	164	155	154	84	55
	61%	61%	61%	65%	54%	64%	69%	63%	55%	64%	66%	55%	58%	61%	60%	63%	60%	62%
No more	316	154	162	27	69	60	42	45	73	65	85	79	86	81	89	76	46	24
	32%	32%	31%	24%	40%	30%	24%	30%	36%	26%	29%	38%	34%	30%	34%	31%	33%	28%
Don't know/ would depend/ varies	28	12	16	4	2	5	4	4	9	8	3	7	10	8	7	5	3	5
	3%	2%	3%	3%	1%	2%	2%	3%	5%	3%	1%	3%	4%	3%	3%	2%	2%	6%

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Table 5
Classification
Base: All respondents

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1002	486	516	85	128	184	178	184	243	328	228	148	298	263	260	249	142	88
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
Sex																		
Male	481 48%	481 100%	- -	61 55%	74 43%	93 46%	92 54%	70 46%	92 46%	130 52%	122 42%	131 62%	98 39%	129 48%	124 48%	119 48%	68 48%	41 47%
Female	521 52%	- -	521 100%	49 45%	97 57%	107 54%	78 46%	81 54%	108 54%	121 48%	169 58%	79 38%	152 61%	138 52%	137 52%	127 52%	72 52%	47 53%
Age																		
18-24	(21) 11%	110 13%	49 9%	110 100%	- -	- -	- -	- -	- -	32 13%	42 15%	23 11%	12 5%	28 10%	32 12%	36 15%	8 6%	6 7%
25-34	(29.5) 17%	170 15%	97 19%	- -	170 100%	- -	- -	- -	- -	51 21%	50 17%	50 24%	19 8%	49 18%	44 17%	38 16%	22 16%	17 20%
35-44	(39.5) 20%	200 19%	107 21%	- -	- -	200 100%	- -	- -	- -	56 23%	72 25%	48 23%	24 9%	59 22%	52 20%	48 19%	27 20%	14 16%
45-54	(49.5) 17%	170 19%	78 15%	- -	- -	- -	170 100%	- -	- -	48 19%	56 19%	40 19%	27 11%	46 17%	49 19%	33 13%	21 15%	22 25%
55-64	(59.5) 15%	150 14%	81 15%	- -	- -	- -	- -	150 100%	- -	34 14%	43 15%	27 13%	47 19%	40 15%	33 13%	39 16%	24 17%	14 16%
65+	(70) 20%	200 19%	108 21%	- -	- -	- -	- -	- -	200 100%	29 12%	28 10%	22 11%	121 48%	45 17%	51 20%	53 21%	37 27%	14 16%
Average age	46.56	46.26	46.83	21.00	29.50	39.50	49.50	59.50	70.00	43.22	42.85	42.76	57.40	45.66	45.97	46.20	49.88	46.75

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	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
<u>Social Class</u>																		
AB	251 25%	130 27%	121 23%	32 29%	51 30%	56 28%	48 28%	34 23%	29 14%	251 100%	-	-	-	80 30%	71 27%	43 18%	28 20%	28 32%
C1	291 29%	122 25%	169 32%	42 38%	50 29%	72 36%	56 33%	43 28%	28 14%	-	291 100%	-	-	90 34%	74 28%	66 27%	33 24%	28 32%
C2	211 21%	131 27%	79 15%	23 21%	50 29%	48 24%	40 23%	27 18%	22 11%	-	-	211 100%	-	50 19%	53 20%	65 26%	31 22%	12 13%
DE	250 25%	98 20%	152 29%	12 11%	19 11%	24 12%	27 16%	47 31%	121 61%	-	-	-	250 100%	47 17%	63 24%	72 29%	47 34%	21 23%
<u>Region</u>																		
North	334 33%	160 33%	174 33%	43 39%	55 33%	62 31%	55 32%	53 35%	66 33%	71 28%	94 32%	76 36%	93 37%	-	-	246 100%	-	88 100%
Midlands	312 31%	149 31%	163 31%	32 29%	54 31%	65 32%	53 31%	45 30%	64 32%	83 33%	85 29%	61 29%	83 33%	-	261 100%	-	51 37%	-
South	355 35%	172 36%	184 35%	36 33%	61 36%	74 37%	62 36%	52 35%	70 35%	96 38%	112 38%	73 35%	74 29%	267 100%	-	-	88 63%	-

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	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
<u>Working status</u>																		
Full-time	445 44%	267 56%	178 34%	50 45%	109 64%	127 64%	110 64%	44 29%	4 2%	134 53%	153 53%	119 56%	39 16%	125 47%	116 45%	98 40%	68 49%	38 43%
Part-time	112 11%	25 5%	87 17%	16 14%	17 10%	30 15%	22 13%	24 16%	3 1%	26 10%	41 14%	29 14%	17 7%	23 9%	36 14%	31 13%	11 8%	10 11%
Not working but seeking work or temporarily unemployed/sick	40 4%	17 3%	23 4%	3 3%	13 8%	10 5%	7 4%	6 4%	1 *	6 2%	13 5%	5 3%	15 6%	13 5%	15 6%	10 4%	1 1%	- -
Not working/not seeking work	100 10%	31 7%	68 13%	5 5%	21 12%	30 15%	25 15%	18 12%	- -	21 8%	27 9%	23 11%	29 12%	25 10%	13 5%	38 15%	10 7%	13 15%
Retired	260 26%	119 25%	141 27%	- -	1 *	2 1%	7 4%	58 39%	192 96%	46 18%	37 13%	32 15%	145 58%	58 22%	73 28%	60 25%	46 33%	22 25%
Student	42 4%	20 4%	22 4%	34 31%	8 5%	- -	- -	- -	- -	17 7%	20 7%	3 1%	3 1%	22 8%	7 3%	6 3%	3 2%	4 5%
Refused	3 *	2 *	1 *	2 2%	1 1%	1 *	- -	- -	- -	1 *	- -	- -	2 1%	- -	1 *	2 1%	- -	1 1%

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	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
Tenure																		
Own outright	320 32%	159 33%	161 31%	18 17%	18 10%	30 15%	41 24%	78 52%	136 68%	74 29%	88 30%	57 27%	102 41%	79 30%	90 34%	81 33%	50 36%	21 23%
Own with a mortgage	411 41%	190 40%	221 42%	51 46%	85 50%	129 64%	102 60%	36 24%	8 4%	131 52%	138 47%	97 46%	46 18%	117 44%	108 41%	94 38%	55 39%	38 43%
Council	130 13%	61 13%	70 13%	12 11%	31 18%	15 7%	18 11%	21 14%	32 16%	6 2%	26 9%	32 15%	66 26%	29 11%	25 10%	46 19%	15 11%	16 18%
Housing Assoc.	26 3%	12 2%	14 3%	3 2%	6 3%	4 2%	1 1%	5 3%	7 3%	3 1%	8 3%	3 2%	11 4%	10 4%	7 3%	4 2%	3 2%	2 3%
Rented from someone else	76 8%	37 8%	39 7%	19 18%	26 15%	15 8%	5 3%	5 3%	6 3%	25 10%	19 7%	16 8%	15 6%	20 8%	24 9%	13 5%	12 9%	6 7%
Rent free	7 1%	2 *	5 1%	3 3%	1 *	2 1%	* *	* *	1 *	3 1%	1 *	1 *	3 1%	3 1%	1 *	1 *	1 1%	1 1%
Refused	32 3%	20 4%	12 2%	4 3%	4 2%	6 3%	2 1%	5 3%	11 5%	9 4%	11 4%	4 2%	8 3%	9 3%	7 3%	7 3%	4 3%	4 5%

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	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
<u>Foreign Holiday in last 3 years</u>																		
Yes	621 62%	280 58%	341 66%	77 70%	114 67%	134 67%	114 67%	91 61%	91 46%	191 76%	196 67%	128 61%	107 43%	172 65%	166 64%	154 62%	77 55%	52 59%
No	381 38%	201 42%	179 34%	33 30%	56 33%	67 33%	56 33%	59 39%	109 54%	60 24%	95 33%	83 39%	144 57%	95 35%	95 36%	93 38%	63 45%	36 41%
<u>Number of cars</u>																		
None	202 20%	88 18%	114 22%	18 16%	28 16%	26 13%	22 13%	29 19%	79 40%	32 13%	41 14%	24 11%	105 42%	59 22%	41 16%	57 23%	28 20%	18 20%
1	436 43%	200 41%	236 45%	40 36%	80 47%	86 43%	69 40%	63 42%	98 49%	99 39%	128 44%	96 46%	112 45%	107 40%	107 41%	118 48%	56 40%	48 54%
2	283 28%	149 31%	134 26%	34 31%	52 31%	76 38%	58 34%	44 29%	18 9%	89 36%	91 31%	77 37%	25 10%	69 26%	93 36%	57 23%	47 34%	17 19%
3+	81 8%	44 9%	37 7%	18 16%	10 6%	13 7%	21 12%	14 9%	5 2%	30 12%	31 10%	13 6%	7 3%	32 12%	20 8%	14 6%	9 6%	6 6%

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	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
<u>Internet Access</u>																		
At all	708 71%	351 73%	357 69%	94 85%	147 87%	177 88%	142 83%	93 62%	55 28%	217 87%	245 84%	151 72%	95 38%	204 76%	194 74%	154 63%	94 68%	62 71%
At home (net)	618 62%	312 65%	305 59%	84 76%	130 76%	155 77%	120 70%	79 52%	51 25%	197 78%	210 72%	133 63%	79 32%	185 69%	172 66%	125 51%	82 58%	54 62%
At work (net)	324 32%	158 33%	166 32%	29 26%	79 47%	92 46%	86 50%	34 22%	4 2%	133 53%	127 44%	45 21%	18 7%	104 39%	87 33%	66 27%	36 26%	30 34%
At home	359 36%	179 37%	180 35%	59 53%	63 37%	79 39%	54 31%	58 39%	47 23%	82 33%	109 38%	100 48%	68 27%	93 35%	102 39%	77 31%	57 41%	30 34%
At work	65 6%	24 5%	41 8%	4 4%	12 7%	16 8%	19 11%	13 9%	- -	18 7%	27 9%	12 6%	7 3%	12 5%	17 6%	19 8%	11 8%	7 7%
Both at home and at work	259 26%	134 28%	125 24%	25 23%	67 39%	76 38%	66 39%	20 14%	4 2%	114 46%	100 34%	33 16%	11 4%	92 35%	70 27%	48 19%	25 18%	24 27%
Somewhere else	26 3%	14 3%	11 2%	6 5%	5 3%	6 3%	2 1%	1 1%	4 2%	3 1%	8 3%	6 3%	9 4%	6 2%	6 2%	10 4%	2 1%	2 2%
Not at all	294 29%	130 27%	163 31%	17 15%	23 13%	23 12%	29 17%	57 38%	145 72%	33 13%	46 16%	60 28%	155 62%	63 24%	67 26%	92 37%	45 32%	26 29%

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Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
<u>What is the highest educational level that you have achieved to date?</u>																		
Secondary/ high school/ NVQ 1-3	560	267	293	68	73	117	93	93	116	87	159	144	170	140	144	152	81	43
	56%	56%	56%	62%	43%	58%	55%	62%	58%	35%	55%	68%	68%	52%	55%	62%	58%	49%
University degree or equivalent professional qualification/ NVQ4	240	111	128	33	54	53	41	29	30	101	88	24	27	74	71	43	27	26
	24%	23%	25%	30%	32%	26%	24%	20%	15%	40%	30%	11%	11%	28%	27%	17%	19%	29%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	87	50	37	3	29	14	24	12	5	49	21	13	4	30	23	16	11	7
	9%	10%	7%	2%	17%	7%	14%	8%	3%	20%	7%	6%	1%	11%	9%	6%	8%	8%
None of these	81	32	49	3	12	11	9	11	34	6	12	26	37	15	17	28	12	9
	8%	7%	9%	3%	7%	6%	5%	7%	17%	2%	4%	12%	15%	6%	6%	11%	8%	10%
Refused	34	21	13	4	3	5	3	5	14	8	10	4	12	8	6	8	8	3
	3%	4%	3%	3%	2%	3%	2%	4%	7%	3%	3%	2%	5%	3%	2%	3%	6%	4%

Retail Week Environment Survey

Fieldwork : July 28th-30th 2006

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
<u>Marital Status</u>																		
Single	233 23%	133 28%	100 19%	87 79%	57 33%	28 14%	29 17%	16 11%	16 8%	51 20%	87 30%	49 23%	47 19%	84 31%	55 21%	61 25%	19 13%	15 17%
Married/ co-habiting	545 54%	265 55%	280 54%	19 17%	102 60%	143 71%	109 64%	87 58%	84 42%	164 65%	146 50%	132 63%	103 41%	131 49%	156 60%	126 51%	83 60%	49 56%
Widowed/ separated/ divorced	192 19%	64 13%	128 25%	- -	7 4%	24 12%	32 19%	41 27%	88 44%	28 11%	48 16%	26 12%	90 36%	44 16%	44 17%	51 21%	33 24%	21 23%
Refused	31 3%	18 4%	13 3%	4 3%	4 2%	5 3%	2 1%	5 3%	12 6%	8 3%	10 3%	4 2%	10 4%	8 3%	7 3%	8 3%	5 3%	3 4%
<u>Children</u>																		
None aged 18 or under	681 68%	321 67%	360 69%	93 84%	89 52%	66 33%	105 62%	138 92%	190 95%	163 65%	187 64%	125 59%	206 82%	185 69%	179 68%	162 66%	103 74%	53 60%
NET: Yes	293 29%	141 29%	152 29%	14 13%	78 46%	131 65%	62 36%	7 5%	1 *	79 31%	96 33%	81 39%	37 15%	76 28%	75 29%	77 31%	33 24%	32 36%
NET: Yes any aged 15 or under	265 26%	122 25%	142 27%	14 13%	76 45%	124 62%	47 28%	3 2%	1 *	73 29%	91 31%	66 32%	34 14%	69 26%	62 24%	69 28%	32 23%	32 36%
- Aged under 5	101 10%	45 9%	55 11%	13 12%	47 27%	33 17%	7 4%	1 *	-	31 13%	31 11%	25 12%	13 5%	22 8%	32 12%	26 11%	10 7%	10 11%
- Aged 5-10	121 12%	47 10%	74 14%	1 1%	46 27%	67 33%	7 4%	1 1%	-	35 14%	44 15%	26 13%	16 6%	35 13%	28 11%	24 10%	17 12%	17 20%
- Aged 11-15	134 13%	62 13%	72 14%	-	20 12%	68 34%	42 25%	3 2%	1 *	32 13%	50 17%	35 16%	17 7%	39 15%	27 10%	34 14%	16 12%	18 21%
- Aged 16-18	70 7%	37 8%	34 6%	-	6 4%	28 14%	30 18%	5 4%	-	14 5%	24 8%	23 11%	9 4%	15 6%	22 8%	21 8%	6 4%	7 8%
Refused	28 3%	19 4%	9 2%	4 3%	3 2%	3 2%	4 2%	6 4%	9 4%	8 3%	8 3%	4 2%	8 3%	6 2%	8 3%	7 3%	3 2%	3 4%

Retail Week Environment Survey

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Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	1002	481	521	110	170	200	170	150	200	251	291	211	250	267	261	246	140	88
<u>Grocery shopping status</u>																		
I am the main grocery shopper in the household	645 64%	218 45%	427 82%	34 31%	119 70%	129 64%	105 62%	106 71%	152 76%	141 56%	186 64%	128 61%	190 76%	167 63%	168 64%	161 65%	86 62%	63 72%
I regularly do the main grocery shop	696 69%	260 54%	436 84%	43 39%	131 77%	137 68%	115 67%	111 74%	159 79%	166 66%	201 69%	133 63%	196 78%	186 70%	185 71%	164 66%	92 66%	69 78%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	733 73%	315 65%	418 80%	68 62%	132 77%	154 77%	119 70%	103 68%	157 78%	190 76%	213 73%	145 69%	184 74%	191 72%	192 74%	176 71%	102 73%	72 81%
I do not do grocery shopping	151 15%	115 24%	36 7%	32 29%	23 14%	29 15%	30 17%	21 14%	16 8%	36 15%	45 16%	39 18%	31 12%	47 17%	37 14%	40 16%	18 13%	9 11%
Refused	21 2%	15 3%	6 1%	3 2%	1 1%	3 2%	2 1%	5 3%	7 3%	5 2%	8 3%	2 1%	5 2%	4 1%	5 2%	7 3%	3 2%	2 2%