

MFI Survey

Fieldwork : August 18th-20th 2006

Absolutes/col percents

Table 1

Q.1 If you were shopping for a new kitchen or bedroom, which of the following describes how you would view going to MFI?

Base: All respondents

	Sex		Age						Social Class				Region					Shop at MFI		
	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	Would shop at MFI	MFI rej-ectors
Unweighted base	1007	475	532	68	167	211	193	173	195	307	267	181	252	268	262	247	141	89	429	385
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
It is the first place I would go	61	35	26	7	6	13	13	10	11	10	24	9	18	17	14	17	7	5	61	-
	6%	7%	5%	6%	4%	6%	7%	7%	6%	4%	8%	4%	7%	7%	5%	7%	5%	6%	14%	-
I would look at its ranges along with those of competitors	371	177	194	45	73	87	66	46	54	89	116	85	82	93	104	84	56	33	371	-
	37%	37%	37%	41%	43%	43%	39%	30%	27%	35%	40%	40%	32%	35%	40%	34%	40%	37%	86%	-
I would probably look at competitor's ranges first before I went to MFI	177	77	101	26	35	33	27	21	35	49	57	31	40	53	39	41	24	20	-	-
	18%	16%	19%	24%	21%	16%	16%	14%	17%	19%	20%	15%	16%	20%	15%	17%	17%	23%	-	-
I would only go to MFI as a last resort	79	46	33	8	10	17	15	10	19	24	19	16	20	23	21	21	7	6	-	79
	8%	10%	6%	8%	6%	8%	8%	7%	9%	10%	7%	7%	8%	9%	8%	8%	5%	7%	-	21%
I would not shop for a new kitchen or bedroom at MFI	302	140	162	23	46	49	49	63	72	76	71	68	87	74	78	81	45	24	-	302
	30%	29%	31%	21%	27%	24%	29%	41%	36%	30%	24%	32%	35%	28%	30%	33%	32%	27%	-	79%
Don't know	17	9	8	2	-	3	2	2	9	4	5	3	4	7	6	3	1	-	-	-
	2%	2%	2%	2%	-	1%	1%	1%	5%	2%	2%	2%	2%	3%	2%	1%	1%	-	-	-

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Table 2

Q.2 Overall, how would you rate the quality of MFI's products? It doesn't matter if you have never been there, it's just your general impression I am interested in. Would you say it is...

Base: All respondents

	Sex			Age						Social Class				Region				Shop at MFI		
	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	Would shop at MFI	MFI rej-ectors
Unweighted base	1007	475	532	68	167	211	193	173	195	307	267	181	252	268	262	247	141	89	429	385
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
NET: Good	576	264	312	84	85	111	97	83	117	122	178	125	151	141	158	138	81	59	327	126
	57%	55%	60%	76%	50%	55%	57%	55%	58%	49%	61%	59%	60%	53%	60%	56%	58%	66%	76%	33%
Very good	(5) 123	56	67	17	15	20	22	23	26	22	41	23	36	33	27	30	22	12	79	12
	12%	12%	13%	16%	9%	10%	13%	15%	13%	9%	14%	11%	14%	12%	10%	12%	16%	14%	18%	3%
Quite good	(4) 454	208	245	67	70	91	75	59	91	100	137	102	115	108	131	108	59	47	248	115
	45%	43%	47%	60%	41%	45%	44%	39%	45%	40%	47%	48%	46%	40%	50%	44%	42%	53%	58%	30%
Neither good nor poor	(3) 169	88	81	14	42	39	24	25	25	54	52	27	36	54	39	37	27	11	65	67
	17%	18%	15%	12%	25%	19%	14%	16%	12%	21%	18%	13%	14%	20%	15%	15%	20%	13%	15%	18%
Quite poor	(2) 140	82	59	4	24	29	27	29	28	42	40	30	29	43	36	37	14	10	20	103
	14%	17%	11%	4%	14%	14%	16%	19%	14%	17%	14%	14%	11%	16%	14%	15%	10%	12%	5%	27%
Very poor	(1) 63	25	38	5	12	15	15	10	7	18	9	18	18	16	11	22	9	5	8	52
	6%	5%	7%	5%	7%	8%	9%	6%	3%	7%	3%	8%	7%	6%	4%	9%	6%	6%	2%	14%
NET: Poor	204	106	97	9	36	44	41	39	35	60	50	47	47	59	47	59	23	16	29	155
	20%	22%	19%	8%	21%	22%	24%	26%	17%	24%	17%	22%	19%	22%	18%	24%	17%	18%	7%	41%
Don't know	58	25	33	4	8	8	9	5	24	16	13	12	18	15	18	13	9	3	11	33
	6%	5%	6%	4%	5%	4%	5%	3%	12%	6%	4%	5%	7%	6%	7%	5%	6%	3%	3%	9%
Mean	3.46	3.41	3.50	3.82	3.32	3.37	3.38	3.39	3.57	3.28	3.57	3.42	3.52	3.39	3.52	3.37	3.54	3.59	3.88	2.80
Standard deviation	1.10	1.08	1.11	0.92	1.07	1.10	1.18	1.17	1.05	1.10	1.02	1.14	1.13	1.10	1.02	1.17	1.10	1.07	0.84	1.15
Standard error	0.04	0.05	0.05	0.11	0.08	0.08	0.09	0.09	0.08	0.06	0.06	0.09	0.07	0.07	0.07	0.08	0.10	0.11	0.04	0.06

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Table 3

Q.3 How would you rate MFI on providing value for money? Again, it doesn't matter if you have never been there, it's just your general impression I am interested in. Would you say it is...

Base: All respondents

	Sex			Age						Social Class				Region					Shop at MFI		
	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	Would shop at MFI	MFI rej-ectors	
Unweighted base	1007	475	532	68	167	211	193	173	195	307	267	181	252	268	262	247	141	89	429	385	
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381	
NET: Good	617	290	327	81	85	121	107	95	129	149	181	129	159	156	171	144	91	55	334	154	
	61%	60%	62%	73%	49%	60%	63%	63%	64%	59%	62%	61%	63%	58%	65%	58%	65%	63%	78%	40%	
Very good	(5)	139	66	73	13	13	21	20	31	34	42	25	38	34	34	33	19	19	88	27	
		14%	14%	14%	12%	8%	11%	12%	21%	13%	14%	12%	15%	13%	13%	13%	13%	21%	20%	7%	
Quite good	(4)	478	224	254	67	71	100	87	64	89	115	139	121	122	137	111	72	37	247	127	
		48%	46%	49%	61%	42%	49%	51%	42%	44%	46%	48%	49%	48%	45%	52%	45%	51%	42%	57%	33%
Neither good nor poor	(3)	173	87	86	12	47	38	28	22	25	44	53	35	41	55	40	39	26	14	72	73
		17%	18%	16%	11%	28%	19%	16%	15%	12%	17%	18%	17%	16%	20%	15%	16%	19%	15%	17%	19%
Quite poor	(2)	93	52	41	5	19	28	14	15	12	28	29	19	18	31	23	24	9	6	9	68
		9%	11%	8%	5%	11%	14%	8%	10%	6%	11%	10%	9%	7%	12%	9%	10%	7%	7%	2%	18%
Very poor	(1)	48	20	27	5	12	7	11	8	5	9	11	17	10	8	11	19	4	6	2	44
		5%	4%	5%	4%	7%	3%	7%	5%	2%	4%	4%	8%	4%	3%	4%	8%	3%	7%	*	12%
NET: Poor	141	72	69	10	31	34	25	23	17	37	40	36	28	39	33	43	13	12	10	112	
	14%	15%	13%	9%	18%	17%	15%	16%	9%	15%	14%	17%	11%	15%	13%	17%	9%	14%	2%	29%	
Don't know	76	35	42	8	9	8	11	10	30	23	18	12	24	18	18	22	11	7	15	43	
	8%	7%	8%	7%	5%	4%	6%	7%	15%	9%	6%	6%	9%	7%	7%	9%	8%	8%	3%	11%	
Mean	3.61	3.59	3.63	3.77	3.34	3.52	3.57	3.67	3.86	3.60	3.63	3.50	3.69	3.57	3.66	3.51	3.71	3.69	3.99	3.07	
Standard deviation	1.02	1.02	1.02	0.91	1.03	0.99	1.05	1.11	0.95	1.01	1.00	1.10	0.99	0.99	0.98	1.12	0.90	1.13	0.71	1.19	
Standard error	0.03	0.05	0.05	0.11	0.08	0.07	0.08	0.09	0.07	0.06	0.06	0.08	0.07	0.06	0.06	0.07	0.08	0.13	0.03	0.06	

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Table 4

Q.4 How would you rate MFI on providing customer service? Again, it's just your general impression I am interested in. Would you say it is...

Base: All respondents

	Sex		Age						Social Class				Region					Shop at MFI			
	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	Would shop at MFI	MFI rej-ectors	
Unweighted base	1007	475	532	68	167	211	193	173	195	307	267	181	252	268	262	247	141	89	429	385	
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381	
NET: Good	513 51%	234 48%	279 53%	67 61%	77 45%	100 50%	81 48%	79 52%	109 54%	108 43%	152 52%	110 52%	143 57%	119 44%	145 55%	125 51%	76 54%	47 53%	282 65%	131 34%	
Very good	(5) 10%	101 12%	58 8%	43 9%	10 9%	8 5%	14 7%	12 7%	22 14%	34 17%	21 9%	32 11%	20 9%	28 11%	17 6%	28 11%	29 12%	19 13%	9 10%	65 15%	24 6%
Quite good	(4) 41%	412 36%	176 45%	236 52%	57 40%	68 40%	86 42%	69 40%	57 38%	75 37%	87 34%	120 41%	90 42%	116 46%	102 38%	117 45%	96 39%	58 41%	39 44%	217 50%	107 28%
Neither good nor poor	(3) 19%	193 20%	97 18%	96 19%	21 28%	47 28%	50 25%	34 20%	20 13%	21 10%	50 20%	64 22%	37 18%	41 16%	61 23%	46 18%	45 18%	23 16%	17 19%	82 19%	71 19%
Quite poor	(2) 9%	88 11%	52 7%	36 7%	8 7%	10 6%	18 9%	18 10%	15 10%	19 9%	32 13%	27 9%	17 8%	12 5%	24 9%	20 7%	24 10%	14 10%	6 6%	22 5%	50 13%
Very poor	(1) 6%	62 6%	30 6%	31 6%	6 5%	12 7%	9 5%	12 7%	14 10%	8 4%	15 6%	13 5%	19 9%	15 6%	22 8%	13 5%	15 6%	5 3%	7 8%	8 2%	52 14%
NET: Poor	149 15%	82 17%	67 13%	13 12%	22 13%	28 14%	29 17%	29 19%	27 14%	47 19%	40 14%	36 17%	27 11%	46 17%	33 12%	39 16%	19 13%	12 14%	30 7%	102 27%	
Don't know	152 15%	70 15%	82 16%	9 9%	25 15%	24 12%	26 15%	23 15%	44 22%	47 19%	36 12%	29 14%	41 16%	42 16%	38 15%	38 15%	22 16%	12 14%	38 9%	77 20%	
Mean	3.47	3.43	3.51	3.58	3.34	3.43	3.36	3.44	3.68	3.33	3.51	3.41	3.61	3.30	3.57	3.47	3.61	3.48	3.78	3.00	
Standard deviation	1.06	1.10	1.02	0.97	1.00	0.97	1.07	1.23	1.10	1.09	1.01	1.13	1.02	1.07	1.01	1.09	1.02	1.08	0.86	1.23	
Standard error	0.04	0.06	0.05	0.12	0.08	0.07	0.08	0.10	0.09	0.07	0.07	0.09	0.07	0.07	0.07	0.08	0.09	0.12	0.04	0.07	

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Table 5
Classification
Base: All respondents

	Sex			Age						Social Class				Region				Shop at MFI			
	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	Would shop at MFI	MFI rej-ecters	
Unweighted base	1007	475	532	68	167	211	193	173	195	307	267	181	252	268	262	247	141	89	429	385	
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381	
Sex																					
Male	483	483	-	46	82	90	88	79	99	136	147	108	92	130	119	122	74	39	212	186	
	48%	100%	-	42%	48%	44%	51%	52%	49%	54%	50%	51%	37%	48%	45%	49%	52%	44%	49%	49%	
Female	524	-	524	64	89	112	83	72	103	115	145	104	159	138	143	126	67	50	220	195	
	52%	-	100%	58%	52%	56%	49%	48%	51%	46%	50%	49%	63%	52%	55%	51%	48%	56%	51%	51%	
Age																					
18-24	(21)	111	46	64	111	-	-	-	-	30	41	19	21	38	18	31	12	11	52	31	
		11%	10%	12%	100%	-	-	-	-	12%	14%	9%	8%	14%	7%	13%	9%	12%	12%	8%	
25-34	(29.5)	171	82	89	-	171	-	-	-	58	53	36	24	58	44	31	29	9	79	56	
		17%	17%	17%	-	100%	-	-	-	23%	18%	17%	9%	22%	17%	13%	20%	11%	18%	15%	
35-44	(39.5)	201	90	112	-	-	201	-	-	47	68	52	35	61	54	40	29	17	100	66	
		20%	19%	21%	-	-	100%	-	-	19%	23%	24%	14%	23%	21%	16%	21%	19%	23%	17%	
45-54	(49.5)	171	88	83	-	-	-	171	-	44	52	42	33	45	50	45	19	12	79	63	
		17%	18%	16%	-	-	-	100%	-	17%	18%	20%	13%	17%	19%	18%	14%	13%	18%	17%	
55-64	(59.5)	151	79	72	-	-	-	-	151	31	40	34	47	28	44	39	21	19	56	73	
		15%	16%	14%	-	-	-	-	100%	12%	14%	16%	19%	11%	17%	16%	15%	21%	13%	19%	
65+	(70)	201	99	103	-	-	-	-	-	201	42	39	28	93	37	53	61	30	21	66	91
		20%	20%	20%	-	-	-	-	-	100%	17%	13%	13%	37%	14%	20%	25%	21%	24%	15%	24%
Average age		46.56	47.36	45.83	21.00	29.50	39.50	49.50	59.50	70.00	44.26	43.61	45.37	53.29	42.67	47.98	48.38	46.60	49.03	44.51	49.31

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	Sex		Age						Social Class				Region				Shop at MFI			
	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	Would shop at MFI	MFI rej-ectors
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
<u>Social Class</u>																				
AB	252	136	115	30	58	47	44	31	42	252	-	-	-	81	66	57	32	16	99	100
	25%	28%	22%	27%	34%	24%	26%	20%	21%	100%	-	-	-	30%	25%	23%	23%	18%	23%	26%
C1	292	147	145	41	53	68	52	40	39	-	292	-	-	84	67	65	52	25	139	90
	29%	30%	28%	37%	31%	34%	30%	26%	19%	-	100%	-	-	31%	25%	26%	37%	28%	32%	24%
C2	211	108	104	19	36	52	42	34	28	-	-	211	-	50	63	55	27	17	94	83
	21%	22%	20%	17%	21%	26%	25%	22%	14%	-	-	100%	-	19%	24%	22%	19%	19%	22%	22%
DE	252	92	159	21	24	35	33	47	93	-	-	-	252	53	67	71	30	31	100	107
	25%	19%	30%	19%	14%	17%	19%	31%	46%	-	-	-	100%	20%	25%	29%	21%	36%	23%	28%
<u>Region</u>																				
North	336	161	175	42	41	57	57	58	82	73	89	71	102	-	-	248	-	89	139	132
	33%	33%	33%	38%	24%	28%	33%	38%	41%	29%	31%	34%	41%	-	-	100%	-	100%	32%	35%
Midlands	314	143	171	24	50	66	57	54	62	78	84	76	77	-	262	-	51	-	139	120
	31%	30%	33%	22%	29%	33%	33%	36%	31%	31%	29%	36%	30%	-	100%	-	37%	-	32%	32%
South	357	180	177	45	80	79	57	39	58	101	119	65	73	268	-	-	89	-	153	129
	35%	37%	34%	41%	47%	39%	33%	26%	29%	40%	41%	31%	29%	100%	-	-	63%	-	35%	34%

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	Sex		Age						Social Class				Region				Shop at MFI			
	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	Would shop at MFI	MFI rej-ectors
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
Working status																				
Full-time	447	271	176	51	102	125	110	55	4	143	158	103	44	123	116	99	77	33	186	170
	44%	56%	34%	46%	60%	62%	64%	36%	2%	57%	54%	49%	17%	46%	44%	40%	55%	37%	43%	45%
Part-time	113	23	90	13	18	33	24	21	4	21	44	34	14	34	34	25	12	8	60	29
	11%	5%	17%	11%	11%	16%	14%	14%	2%	8%	15%	16%	6%	13%	13%	10%	9%	9%	14%	8%
Not working but seeking work or temporarily unemployed/sick	41	21	20	5	15	11	4	5	-	2	9	8	22	10	13	14	2	3	25	11
	4%	4%	4%	5%	9%	5%	3%	4%	-	1%	3%	4%	9%	4%	5%	6%	1%	3%	6%	3%
Not working/not seeking work	110	20	90	7	33	29	25	16	-	21	12	25	52	39	28	19	15	8	51	45
	11%	4%	17%	6%	19%	15%	14%	11%	-	8%	4%	12%	21%	15%	11%	8%	11%	10%	12%	12%
Retired	257	128	130	-	-	3	8	53	193	54	51	39	113	50	65	80	32	30	88	121
	26%	26%	25%	-	-	1%	5%	35%	96%	21%	18%	19%	45%	19%	25%	32%	23%	33%	20%	32%
Student	38	19	19	35	2	1	-	-	-	12	18	3	5	13	8	11	-	7	21	6
	4%	4%	4%	32%	1%	*	-	-	-	5%	6%	2%	2%	5%	3%	4%	-	8%	5%	6%
Refused	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-
	*	*	-	-	1%	-	-	-	-	-	-	-	*	-	-	-	1%	-	*	-

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Base: All respondents

	Sex		Age						Social Class				Region				Shop at MFI			
	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	Would shop at MFI	MFI rej-ecters
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
Tenure																				
Own outright	322	169	153	18	13	19	51	76	146	80	94	56	92	61	86	91	48	36	117	151
	32%	35%	29%	16%	8%	9%	30%	50%	72%	32%	32%	27%	37%	23%	33%	37%	34%	41%	27%	40%
Own with a mortgage	413	194	219	54	94	128	80	42	16	136	136	97	44	113	111	97	63	28	202	128
	41%	40%	42%	49%	55%	64%	46%	28%	8%	54%	46%	46%	17%	42%	42%	39%	45%	32%	47%	34%
Council	131	46	85	18	25	25	21	22	20	4	25	34	68	45	29	34	8	15	49	53
	13%	10%	16%	16%	15%	13%	13%	14%	10%	2%	8%	16%	27%	17%	11%	14%	5%	17%	11%	14%
Housing Assoc.	31	12	19	1	7	7	2	3	11	3	4	6	19	10	8	7	2	4	15	13
	3%	3%	4%	1%	4%	3%	1%	2%	5%	1%	1%	3%	7%	4%	3%	3%	1%	5%	3%	3%
Rented from someone else	72	43	29	16	24	13	10	4	5	20	21	13	18	29	14	13	13	2	32	22
	7%	9%	6%	15%	14%	7%	6%	3%	3%	8%	7%	6%	7%	11%	6%	5%	9%	2%	7%	6%
Rent free	8	7	1	3	1	2	1	2	-	2	2	2	1	3	2	1	1	*	4	3
	1%	1%	*	2%	*	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Refused	29	13	17	1	8	7	6	3	5	7	10	3	9	7	11	4	5	2	13	11
	3%	3%	3%	1%	5%	4%	3%	2%	2%	3%	4%	1%	4%	3%	4%	2%	4%	2%	3%	3%

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MFI Survey

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Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex			Age						Social Class				Region					Shop at MFI	
	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	Would shop at MFI	MFI rej-ectors
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
Foreign Holiday in last 3 years																				
Yes	624	299	325	76	108	131	109	99	100	190	191	121	122	180	154	150	90	50	286	219
	62%	62%	62%	69%	63%	65%	64%	66%	50%	75%	65%	57%	49%	67%	59%	61%	64%	57%	66%	57%
No	383	184	198	35	63	70	62	52	101	62	101	90	129	88	108	97	50	38	146	163
	38%	38%	38%	31%	37%	35%	36%	34%	50%	25%	35%	43%	51%	33%	41%	39%	36%	43%	34%	43%
Number of cars																				
None	203	70	134	20	39	24	24	32	65	23	56	18	107	73	36	59	14	21	80	84
	20%	14%	26%	18%	23%	12%	14%	21%	32%	9%	19%	9%	42%	27%	14%	24%	10%	24%	19%	22%
1	438	211	227	37	69	100	62	60	111	110	126	104	98	117	123	91	68	39	179	162
	44%	44%	43%	33%	40%	49%	36%	40%	55%	44%	43%	49%	39%	44%	47%	37%	49%	44%	41%	42%
2	284	154	130	33	48	68	65	48	23	97	87	61	39	60	81	75	44	24	136	102
	28%	32%	25%	29%	28%	34%	38%	32%	12%	38%	30%	29%	15%	22%	31%	30%	31%	27%	32%	27%
3+	82	48	33	21	15	10	21	12	2	23	23	27	8	18	23	22	14	4	37	33
	8%	10%	6%	19%	9%	5%	12%	8%	1%	9%	8%	13%	3%	7%	9%	9%	10%	5%	8%	9%

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	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	Would shop at MFI	MFI rej-ectors
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
Internet Access																				
At all	723	352	370	100	155	181	136	84	66	224	237	136	126	212	181	170	101	60	335	252
	72%	73%	71%	91%	91%	90%	79%	55%	33%	89%	81%	64%	50%	79%	69%	69%	72%	67%	78%	66%
At home (net)	632	317	315	88	127	166	120	74	56	198	211	121	102	185	161	142	92	52	300	217
	63%	66%	60%	80%	74%	82%	70%	49%	28%	79%	72%	57%	41%	69%	61%	57%	65%	59%	70%	57%
At work (net)	317	168	149	40	82	96	68	28	2	137	119	42	19	99	73	77	42	25	129	124
	31%	35%	28%	37%	48%	48%	40%	19%	1%	54%	41%	20%	7%	37%	28%	31%	30%	29%	30%	32%
At home	359	169	190	52	60	79	62	51	55	78	106	87	88	100	95	79	55	30	186	111
	36%	35%	36%	47%	35%	39%	36%	34%	27%	31%	36%	41%	35%	37%	36%	32%	39%	34%	43%	29%
At work	43	20	23	4	15	9	10	5	-	16	14	8	4	13	7	14	5	3	15	17
	4%	4%	4%	3%	9%	5%	6%	3%	-	7%	5%	4%	2%	5%	3%	6%	4%	4%	4%	5%
Both at home and at work	273	148	125	37	67	86	58	24	2	120	105	33	15	85	66	63	36	22	114	106
	27%	31%	24%	33%	39%	43%	34%	16%	1%	48%	36%	16%	6%	32%	25%	26%	26%	25%	26%	28%
Somewhere else	47	15	32	8	13	6	5	4	10	9	12	7	19	13	12	14	4	4	20	18
	5%	3%	6%	7%	8%	3%	3%	3%	5%	3%	4%	4%	8%	5%	5%	6%	3%	5%	5%	5%
Not at all	283	131	152	10	16	19	36	67	135	28	55	74	126	56	80	78	39	29	97	128
	28%	27%	29%	9%	9%	9%	21%	45%	67%	11%	19%	35%	50%	21%	31%	31%	28%	33%	22%	33%
Refused	2	-	2	-	-	2	-	-	-	-	-	2	-	-	2	-	-	-	-	2
	*	-	*	-	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	-	*

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	Sex		Age							Social Class				Region				Shop at MFI		
	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	Would shop at MFI	MFI rej-ecters
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
What is the highest educational level that you have achieved to date?																				
Secondary/ high school/ NVQ 1-3	561	246	315	69	90	111	90	88	114	82	167	142	170	140	142	139	81	60	254	203
	56%	51%	60%	62%	52%	55%	53%	58%	56%	33%	57%	67%	68%	52%	54%	56%	57%	68%	59%	53%
University degree or equivalent professional qualification/ NVQ4	246	128	118	25	55	60	44	29	32	107	74	34	31	72	66	61	31	16	97	102
	24%	27%	23%	23%	32%	30%	26%	19%	16%	42%	25%	16%	12%	27%	25%	24%	22%	18%	23%	27%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	74	53	20	7	17	15	16	10	8	45	20	4	5	32	11	18	7	5	30	23
	7%	11%	4%	6%	10%	8%	9%	7%	4%	18%	7%	2%	2%	12%	4%	7%	5%	6%	7%	6%
None of these	91	40	51	9	3	5	15	20	38	11	22	26	31	19	32	19	16	5	38	37
	9%	8%	10%	8%	2%	3%	9%	13%	19%	4%	8%	12%	12%	7%	12%	8%	12%	6%	9%	10%
Refused	35	16	19	-	6	10	6	4	9	7	8	5	15	6	11	11	4	2	12	17
	3%	3%	4%	-	3%	5%	3%	3%	5%	3%	3%	2%	6%	2%	4%	5%	3%	2%	3%	4%

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	Sex		Age							Social Class				Region					Shop at MFI	
	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	Would shop at MFI	MFI rej-ecters
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
Marital Status																				
Single	232	128	104	83	64	29	26	15	15	60	79	40	54	85	48	47	36	16	108	79
	23%	27%	20%	75%	37%	14%	15%	10%	7%	24%	27%	19%	21%	32%	18%	19%	26%	18%	25%	21%
Married/ co-habiting	548	270	277	28	94	137	108	93	87	154	158	141	95	135	154	134	77	47	244	208
	54%	56%	53%	25%	55%	68%	63%	62%	43%	61%	54%	66%	38%	50%	59%	54%	55%	53%	57%	55%
Widowed/ separated/ divorced	202	75	126	-	6	29	32	40	94	32	48	28	94	42	52	61	22	25	70	85
	20%	16%	24%	-	4%	14%	19%	26%	47%	13%	16%	13%	37%	15%	20%	25%	16%	28%	16%	22%
Refused	25	9	16	-	7	6	5	3	5	6	8	3	9	6	9	5	4	1	10	10
	3%	2%	3%	-	4%	3%	3%	2%	3%	2%	3%	1%	4%	2%	3%	2%	3%	1%	2%	3%
Children																				
None aged 18 or under	665	343	322	92	75	56	107	141	194	172	184	126	182	170	174	172	87	62	267	255
	66%	71%	61%	83%	44%	28%	63%	93%	96%	68%	63%	60%	72%	63%	66%	69%	62%	70%	62%	67%
NET: Yes	312	127	185	19	90	138	56	8	1	72	96	82	61	91	78	70	48	24	151	114
	31%	26%	35%	17%	52%	68%	33%	6%	1%	29%	33%	39%	24%	34%	30%	28%	34%	27%	35%	30%
NET: Yes any aged 15 or under	286	117	170	19	89	129	44	5	1	66	90	75	55	81	73	65	45	22	141	102
	28%	24%	32%	17%	52%	64%	26%	3%	1%	26%	31%	36%	22%	30%	28%	26%	32%	25%	33%	27%
- Aged under 5	131	47	84	13	66	45	6	2	-	28	45	30	28	38	24	34	25	10	72	39
	13%	10%	16%	11%	38%	22%	3%	1%	-	11%	15%	14%	11%	14%	9%	14%	18%	11%	17%	10%
- Aged 5-10	152	57	95	5	47	75	24	1	-	37	43	42	30	38	42	36	22	13	70	58
	15%	12%	18%	4%	27%	37%	14%	1%	-	15%	15%	20%	12%	14%	16%	15%	15%	15%	16%	15%
- Aged 11-15	126	57	69	3	16	72	30	3	1	24	38	38	25	33	38	25	18	12	54	52
	12%	12%	13%	3%	9%	36%	18%	2%	1%	9%	13%	18%	10%	12%	15%	10%	13%	13%	12%	14%
- Aged 16-18	67	29	38	2	4	31	26	5	-	20	19	18	9	22	19	13	8	5	24	33
	7%	6%	7%	2%	2%	15%	15%	3%	-	8%	6%	9%	4%	8%	7%	5%	6%	6%	6%	9%
Refused	31	14	17	-	7	8	8	2	6	7	11	3	9	7	11	6	5	2	13	12
	3%	3%	3%	-	4%	4%	4%	1%	3%	3%	4%	1%	4%	3%	4%	2%	4%	2%	3%	3%

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	Sex		Age						Social Class				Region				Shop at MFI			
	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	Would shop at MFI	MFI rej-ectors
Weighted base	1007	483	524	111	171	201	171	151	201	252	292	211	252	268	262	248	140	89	432	381
Grocery shopping status																				
I am the main grocery shopper in the household	647 64%	210 43%	437 83%	36 32%	110 64%	132 66%	125 73%	98 65%	146 72%	148 59%	188 64%	127 60%	185 73%	162 60%	173 66%	165 67%	90 64%	57 64%	270 63%	252 66%
I regularly do the main grocery shop	705 70%	257 53%	448 86%	46 42%	114 67%	150 74%	129 75%	107 71%	159 79%	167 66%	204 70%	142 67%	191 76%	179 67%	186 71%	182 74%	95 67%	63 71%	305 71%	268 70%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	798 79%	350 72%	448 86%	82 74%	133 78%	160 79%	143 83%	121 80%	159 79%	202 80%	232 80%	164 78%	199 79%	210 78%	200 76%	203 82%	109 78%	76 86%	354 82%	295 77%
I do not do grocery shopping	118 12%	97 20%	21 4%	27 24%	19 11%	18 9%	16 9%	20 13%	19 9%	22 9%	41 14%	36 17%	20 8%	33 12%	38 15%	19 8%	23 17%	5 6%	46 11%	48 12%
Refused	15 1%	5 1%	10 2%	- -	5 3%	3 2%	3 1%	2 1%	2 1%	4 2%	2 1%	1 1%	7 3%	3 1%	7 3%	3 1%	1 *	1 1%	4 1%	7 2%

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