



ICM Poll for Retail Week – Discounters Survey

Fieldwork dates: 22-25th August 2008

Interview Method: Online.

Population effectively sampled: All adults aged 18+

Sampling Method: Sample selected at random from the NewVistatm panel of 105,000 adults representative of the population within each government office region. Panel members are recruited via ICM's telephone and face to face surveys and via online recruitment and give detailed demographic and consumption data.

Sample size: 1,040

Data weighting: Data were weighted to the profile of all adults aged 18+. Data were weighted by sex, age, social class, household tenure, work status, number of cars in the household and whether or not respondent has taken a foreign holiday in the last 3 years. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 1

Q.1 Based on your own experience, do you think that people will carry on shopping more at food discounters such as Aldi, Lidl and Netto even when economic conditions improve, or do you think they will return to mainstream supermarkets?

Base: All respondents

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
They will carry on shopping with discounters	629 60%	302 61%	326 60%	83 68%	83 51%	123 60%	100 57%	100 65%	139 64%	164 61%	182 60%	129 59%	153 61%	147 54%	158 58%	160 62%	96 66%	67 74%	172 60%	456 60%
They will return to mainstream grocers	254 24%	126 25%	129 24%	18 14%	38 23%	52 25%	54 31%	39 25%	54 25%	71 26%	80 27%	58 27%	45 18%	81 30%	76 28%	58 23%	24 17%	15 16%	76 27%	178 24%
Don't know	157 15%	71 14%	86 16%	23 18%	44 27%	31 15%	21 12%	15 10%	24 11%	35 13%	39 13%	30 14%	52 21%	44 16%	39 14%	39 15%	26 18%	9 10%	37 13%	121 16%

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Base: All respondents

	Total	Region										Grocery shopping		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
They will carry on shopping with discounters	629 60%	67 74%	32 67%	68 56%	60 67%	46 47%	32 60%	61 64%	71 54%	76 54%	64 69%	51 65%	546 61%	83 59%
They will return to mainstream grocers	254 24%	15 16%	11 24%	27 22%	20 22%	33 34%	10 18%	24 25%	40 30%	41 29%	15 16%	19 24%	220 24%	35 25%
Don't know	157 15%	9 10%	4 8%	26 21%	9 10%	19 20%	12 22%	11 12%	21 16%	23 16%	14 15%	9 11%	134 15%	23 16%

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Table 2

Q.2 How would you rate product quality in stores such as Aldi, Lidl and Netto? It doesn't matter if you don't have personal experience, it's just your general impression we are interested in.

Base: All respondents

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
NET: Good	654 63%	302 60%	352 65%	84 68%	97 59%	116 56%	116 66%	99 64%	141 65%	160 59%	190 63%	133 61%	171 69%	158 58%	169 62%	165 64%	93 64%	68 75%	167 59%	486 64%
Very good (5)	215 21%	95 19%	120 22%	15 12%	20 12%	34 17%	43 24%	38 25%	64 30%	46 17%	57 19%	41 19%	71 29%	34 12%	57 21%	66 26%	34 24%	23 25%	49 17%	166 22%
Fairly good (4)	439 42%	207 41%	232 43%	69 56%	78 47%	82 40%	73 42%	61 39%	77 36%	114 42%	132 44%	93 42%	100 40%	124 45%	112 41%	99 39%	59 40%	45 49%	119 42%	320 42%
Neither good nor poor (3)	199 19%	109 22%	90 17%	23 18%	42 26%	48 24%	22 12%	31 20%	34 16%	52 19%	52 17%	51 24%	44 18%	60 22%	56 21%	48 19%	28 19%	8 9%	57 20%	143 19%
Fairly poor (2)	113 11%	51 10%	62 11%	13 11%	16 10%	23 11%	20 11%	15 9%	25 11%	42 15%	32 11%	19 8%	20 8%	31 11%	29 11%	27 11%	15 10%	10 11%	38 13%	74 10%
Very poor (1)	18 2%	5 1%	14 3%	1 1%	1 1%	3 1%	9 5%	2 1%	3 1%	4 1%	6 2%	3 1%	5 2%	6 2%	2 1%	6 2%	4 3%	- -	3 1%	15 2%
NET: Poor	131 13%	56 11%	75 14%	15 12%	18 11%	26 13%	29 16%	17 11%	27 13%	46 17%	38 13%	22 10%	26 10%	37 14%	31 11%	33 13%	20 13%	10 11%	42 15%	89 12%
Don't know	56 5%	33 7%	23 4%	2 1%	8 5%	15 7%	9 5%	8 5%	14 7%	13 5%	22 7%	12 5%	9 3%	18 6%	16 6%	11 4%	6 4%	5 6%	19 7%	37 5%
Mean	3.73	3.72	3.74	3.68	3.62	3.64	3.73	3.81	3.87	3.61	3.73	3.72	3.88	3.58	3.75	3.78	3.74	3.95	3.64	3.76
Standard deviation	0.99	0.94	1.03	0.87	0.87	0.96	1.13	0.98	1.04	1.01	0.98	0.93	1.00	0.95	0.95	1.04	1.04	0.91	0.98	0.99
Standard error	0.03	0.04	0.05	0.10	0.07	0.07	0.09	0.08	0.07	0.05	0.06	0.08	0.06	0.06	0.06	0.07	0.09	0.10	0.06	0.04

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Q.2 How would you rate product quality in stores such as Aldi, Lidl and Netto? It doesn't matter if you don't have personal experience, it's just your general impression we are interested in.

Base: All respondents

	Total	Region										Grocery shopping		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
NET: Good	654 63%	68 75%	33 71%	75 62%	56 63%	58 59%	37 68%	62 64%	72 54%	86 61%	57 61%	50 63%	558 62%	96 68%
Very good	(5) 215 21%	23 25%	11 24%	32 26%	23 25%	15 15%	14 26%	23 24%	13 10%	21 15%	20 22%	20 25%	192 21%	23 16%
Fairly good	(4) 439 42%	45 49%	22 47%	44 36%	33 37%	43 44%	22 42%	39 41%	59 44%	65 46%	36 39%	30 38%	366 41%	73 52%
Neither good nor poor	(3) 199 19%	8 9%	6 13%	22 18%	20 22%	24 24%	6 11%	16 16%	30 23%	30 21%	22 23%	17 21%	174 19%	25 18%
Fairly poor	(2) 113 11%	10 11%	4 9%	16 13%	7 7%	8 8%	4 8%	15 15%	17 13%	14 10%	11 12%	7 9%	99 11%	14 10%
Very poor	(1) 18 2%	- -	1 2%	1 1%	4 5%	2 2%	3 6%	- -	5 4%	1 1%	1 1%	- -	18 2%	1 1%
NET: Poor	131 13%	10 11%	5 11%	17 14%	11 12%	10 10%	7 14%	15 15%	22 17%	15 11%	12 13%	7 9%	117 13%	14 10%
Don't know	56 5%	5 6%	2 5%	6 5%	3 3%	6 6%	4 7%	4 4%	8 6%	9 7%	2 2%	6 8%	51 6%	4 3%
Mean	3.73	3.95	3.86	3.78	3.73	3.67	3.80	3.76	3.47	3.69	3.70	3.86	3.73	3.76
Standard deviation	0.99	0.91	0.99	1.03	1.09	0.92	1.13	1.00	0.99	0.90	0.99	0.93	1.01	0.87
Standard error	0.03	0.10	0.15	0.09	0.11	0.10	0.16	0.11	0.08	0.08	0.11	0.11	0.03	0.08

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Table 3

Q.3 How do you rate the in-store experience of shopping at retailers such as Aldi, Lidl and Netto? Again it's just your general impression we are interested in.

Base: All respondents

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
NET: Pleasant	359 35%	171 34%	188 35%	28 23%	55 33%	66 32%	56 32%	66 43%	88 41%	86 32%	96 32%	74 34%	104 41%	77 28%	90 33%	96 37%	60 41%	35 38%	88 31%	271 36%
Very pleasant	(5) 10%	56 11%	50 9%	5 4%	13 8%	13 6%	20 12%	19 12%	36 16%	22 8%	19 6%	20 9%	45 18%	19 7%	31 12%	27 11%	20 14%	8 9%	26 9%	80 11%
Fairly pleasant	(4) 24%	115 23%	138 26%	23 19%	42 26%	52 25%	36 20%	47 31%	52 24%	64 24%	77 25%	54 25%	58 23%	58 21%	59 22%	69 27%	40 27%	27 30%	62 22%	191 25%
Average	(3) 38%	187 38%	211 39%	58 47%	67 41%	86 42%	68 39%	47 30%	72 33%	105 39%	118 39%	90 41%	86 34%	104 38%	110 40%	104 40%	46 31%	35 38%	119 42%	279 37%
Fairly unpleasant	(2) 16%	78 16%	87 16%	20 16%	23 14%	30 14%	30 17%	27 18%	35 16%	52 19%	53 18%	31 14%	29 12%	50 18%	43 16%	37 15%	23 16%	11 12%	50 18%	115 15%
Very unpleasant	(1) 3%	13 3%	16 3%	6 5%	5 3%	3 1%	8 4%	4 3%	4 2%	7 2%	12 4%	3 1%	8 3%	15 6%	5 2%	3 1%	3 2%	3 3%	6 2%	23 3%
NET: Unpleasant	194 19%	92 18%	103 19%	26 21%	27 16%	33 16%	38 22%	32 21%	39 18%	58 22%	65 22%	34 16%	37 15%	66 24%	48 18%	41 16%	26 18%	14 16%	57 20%	138 18%
Don't know	89 9%	49 10%	39 7%	12 9%	15 9%	22 11%	13 7%	10 6%	18 8%	21 8%	23 8%	21 10%	24 9%	26 10%	24 9%	16 6%	15 10%	7 8%	21 7%	68 9%
Mean	3.25	3.27	3.24	3.01	3.24	3.24	3.19	3.34	3.41	3.17	3.14	3.28	3.46	3.06	3.28	3.33	3.39	3.31	3.19	3.28
Standard deviation	0.97	0.99	0.96	0.89	0.92	0.86	1.03	1.02	1.03	0.95	0.95	0.90	1.06	1.00	0.96	0.92	1.02	0.95	0.94	0.98
Standard error	0.03	0.05	0.04	0.11	0.07	0.06	0.08	0.08	0.07	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.09	0.10	0.06	0.04

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Base: All respondents

	Total	Region										Grocery shopping		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
NET: Pleasant	359 35%	35 38%	15 33%	44 36%	37 41%	24 25%	23 43%	36 38%	34 26%	43 31%	37 40%	30 38%	320 36%	39 28%
Very pleasant	(5) 106 10%	8 9%	4 8%	13 11%	10 12%	5 5%	9 16%	15 15%	6 5%	13 9%	11 12%	12 15%	100 11%	6 4%
Fairly pleasant	(4) 253 24%	27 30%	12 25%	31 26%	27 30%	19 20%	14 27%	21 22%	28 21%	30 21%	25 27%	18 23%	220 25%	33 23%
Average	(3) 398 38%	35 38%	20 42%	49 40%	35 40%	49 50%	17 31%	35 36%	53 40%	51 36%	29 32%	27 34%	332 37%	67 48%
Fairly unpleasant	(2) 165 16%	11 12%	8 16%	19 16%	10 12%	12 12%	5 9%	19 20%	24 18%	27 19%	18 20%	12 15%	144 16%	21 15%
Very unpleasant	(1) 29 3%	3 3%	1 3%	1 1%	1 1%	3 4%	2 4%	1 1%	9 7%	6 4%	1 1%	- -	24 3%	6 4%
NET: Unpleasant	194 19%	14 16%	9 19%	20 17%	12 13%	15 15%	7 12%	21 22%	33 25%	32 23%	19 21%	12 15%	167 19%	27 19%
Don't know	89 9%	7 8%	3 6%	8 7%	5 6%	10 10%	7 13%	4 5%	11 9%	15 10%	7 8%	10 13%	81 9%	8 6%
Mean	3.25	3.31	3.20	3.32	3.41	3.12	3.50	3.31	2.98	3.14	3.33	3.44	3.28	3.09
Standard deviation	0.97	0.95	0.93	0.91	0.92	0.85	1.05	1.03	0.98	1.02	1.00	0.98	0.99	0.87
Standard error	0.03	0.10	0.15	0.08	0.10	0.10	0.15	0.11	0.08	0.10	0.11	0.12	0.03	0.08

Food Discounters Survey

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Absolutes/col percents

Table 4

Q.4 What would your reaction be if a discount food store such as Aldi, Lidl or Netto opened on your local high street?

Base: All respondents

	Gender			Age						Social Class				Region					Children		
	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	Yes	No	
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747	
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755	
NET: Pleased	608 58%	281 56%	327 60%	58 47%	95 58%	111 54%	104 60%	101 66%	138 64%	154 57%	171 57%	124 57%	159 64%	151 56%	153 56%	152 59%	91 62%	62 67%	156 55%	452 60%	
Very pleased	(5) 30%	315 29%	146 31%	169 16%	20 21%	35 25%	51 30%	53 42%	66 42%	90 27%	73 28%	85 34%	74 33%	83 27%	72 29%	78 32%	81 34%	50 36%	33 36%	72 25%	242 32%
Fairly pleased	(4) 28%	294 27%	135 29%	159 31%	38 37%	60 29%	60 29%	52 23%	36 22%	48 30%	81 29%	86 23%	50 31%	76 29%	79 28%	75 27%	70 28%	41 32%	29 32%	84 30%	210 28%
Neither pleased nor displeased	(3) 34%	353 36%	179 32%	174 40%	49 35%	58 39%	80 33%	57 29%	45 29%	63 34%	91 35%	106 37%	80 30%	75 35%	95 36%	97 34%	88 33%	49 26%	24 26%	109 38%	244 32%
Fairly displeased	(2) 4%	41 5%	24 5%	17 3%	11 9%	4 2%	8 4%	8 4%	5 3%	6 3%	14 5%	12 4%	2 1%	12 5%	16 6%	9 3%	8 3%	2 2%	5 5%	11 4%	30 4%
Very displeased	(1) 1%	13 1%	4 1%	10 2%	- -	3 2%	2 1%	2 1%	1 1%	5 2%	6 2%	6 2%	2 1%	- -	6 2%	3 1%	2 1%	2 1%	- -	3 1%	10 1%
NET: Displeased	54 5%	27 5%	27 5%	11 9%	6 4%	10 5%	10 6%	6 4%	11 5%	20 7%	19 6%	4 2%	12 5%	22 8%	13 5%	10 4%	4 3%	5 5%	14 5%	40 5%	
Don't know	25 2%	12 2%	13 2%	5 4%	5 3%	5 2%	4 2%	2 2%	4 2%	6 2%	6 2%	10 5%	3 1%	4 2%	10 4%	7 3%	3 2%	1 1%	5 2%	20 3%	
Mean	3.84	3.81	3.87	3.57	3.76	3.75	3.85	4.05	4.00	3.76	3.78	3.92	3.93	3.73	3.82	3.88	3.94	3.99	3.75	3.88	
Standard deviation	0.96	0.95	0.96	0.88	0.88	0.91	0.96	0.97	1.03	0.99	0.98	0.92	0.91	1.00	0.94	0.94	0.93	0.92	0.93	0.97	
Standard error	0.03	0.04	0.04	0.11	0.07	0.06	0.07	0.07	0.07	0.05	0.06	0.08	0.06	0.06	0.06	0.06	0.08	0.10	0.05	0.04	

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	Total	Region										Grocery shopping		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
NET: Pleased	608 58%	62 67%	29 62%	64 53%	59 66%	45 46%	31 56%	64 67%	66 50%	85 61%	60 65%	44 56%	536 60%	72 52%
Very pleased	(5) 315 30%	33 36%	14 30%	29 24%	38 42%	17 17%	21 38%	31 33%	30 23%	42 30%	30 32%	30 38%	279 31%	35 25%
Fairly pleased	(4) 294 28%	29 32%	15 32%	34 28%	21 24%	28 29%	10 18%	33 34%	35 27%	44 31%	31 33%	14 18%	257 29%	37 26%
Neither pleased nor displeased	(3) 353 34%	24 26%	16 34%	48 39%	25 28%	44 45%	19 35%	26 27%	46 35%	49 35%	30 32%	27 34%	299 33%	54 39%
Fairly displeased	(2) 41 4%	5 5%	- -	5 4%	3 3%	4 4%	- -	4 4%	13 9%	4 3%	2 2%	2 3%	33 4%	8 6%
Very displeased	(1) 13 1%	- -	1 2%	1 1%	1 1%	2 2%	2 4%	2 2%	3 2%	3 2%	- -	- -	12 1%	1 1%
NET: Displeased	54 5%	5 5%	1 2%	6 5%	4 4%	5 6%	2 4%	5 5%	16 12%	6 5%	2 2%	2 3%	45 5%	9 7%
Don't know	25 2%	1 1%	1 3%	4 3%	2 2%	3 3%	3 5%	1 1%	4 3%	- -	1 1%	6 7%	20 2%	4 3%
Mean	3.84	3.99	3.90	3.74	4.05	3.57	3.92	3.93	3.61	3.84	3.95	3.99	3.86	3.72
Standard deviation	0.96	0.92	0.92	0.91	0.97	0.89	1.06	0.95	1.03	0.95	0.86	0.95	0.96	0.95
Standard error	0.03	0.10	0.14	0.08	0.10	0.10	0.15	0.10	0.08	0.08	0.09	0.11	0.03	0.09

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Table 5
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Class				Region			Children			
	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	Yes	No
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Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
Yes	624 60%	308 62%	316 58%	76 62%	96 59%	115 56%	102 58%	100 64%	135 62%	195 72%	191 63%	128 59%	111 44%	190 70%	144 53%	151 59%	86 59%	52 57%	157 55%	467 62%
No	416 40%	191 38%	225 42%	47 38%	68 41%	91 44%	73 42%	55 36%	82 38%	76 28%	111 37%	90 41%	139 56%	82 30%	128 47%	106 41%	60 41%	39 43%	128 45%	288 38%

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Table 5
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Region										Grocery shopping		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
Yes	624 60%	52 57%	30 65%	68 56%	53 59%	53 54%	34 63%	52 54%	96 73%	94 67%	52 56%	40 50%	539 60%	85 61%
No	416 40%	39 43%	16 35%	53 44%	37 41%	45 46%	20 37%	44 46%	36 27%	47 33%	41 44%	39 50%	361 40%	55 39%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 6
Marital Status
Base: All respondents

	Gender			Age						Social Class				Region				Children		
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
Single	246 24%	115 23%	131 24%	82 66%	61 37%	43 21%	31 18%	20 13%	10 5%	56 21%	78 26%	40 19%	72 29%	61 22%	62 23%	68 27%	30 21%	24 27%	28 10%	218 29%
Married or co-habiting (including Civil Partnership)	685 66%	330 66%	356 66%	40 32%	102 62%	149 72%	121 69%	119 77%	154 71%	194 72%	193 64%	160 73%	138 55%	183 67%	188 69%	156 61%	95 65%	64 70%	231 81%	455 60%
Widowed/ Separated/ Divorced	106 10%	55 11%	52 10%	- -	2 1%	14 7%	23 13%	15 10%	52 24%	20 8%	29 10%	18 8%	39 16%	28 10%	22 8%	31 12%	22 15%	3 4%	24 9%	82 11%
Refused	2 *	- -	2 *	2 2%	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 6
Marital Status
Base: All respondents

	Total	Region											Grocery shopping	
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
Single	246 24%	24 27%	11 25%	38 31%	19 21%	27 27%	10 18%	16 17%	45 34%	16 11%	21 22%	20 25%	196 22%	50 36%
Married or co-habiting (including Civil Partnership)	685 66%	64 70%	26 55%	72 59%	58 65%	66 68%	36 66%	70 73%	77 58%	106 76%	59 63%	52 66%	595 66%	90 64%
Widowed/ Separated/ Divorced	106 10%	3 4%	10 21%	9 7%	12 14%	5 5%	9 16%	10 10%	10 8%	18 13%	13 14%	7 9%	106 12%	- -
Refused	2 *	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	2 *	- -

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 7
Tenure
Base: All respondents

	Gender		Age						Social Class				Region					Children		
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
Owned outright (without mortgage)	340 33%	191 38%	149 27%	23 19%	16 10%	18 9%	52 30%	75 49%	156 72%	120 44%	96 32%	53 24%	71 28%	84 31%	87 32%	74 29%	70 48%	24 26%	19 7%	321 43%
Owned with a mortgage or loan	402 39%	192 39%	209 39%	23 18%	90 54%	133 65%	77 44%	49 32%	30 14%	112 41%	129 43%	101 46%	60 24%	120 44%	116 42%	92 36%	44 30%	30 33%	171 60%	231 31%
Rented from Council	134 13%	49 10%	85 16%	26 21%	22 13%	25 12%	23 13%	22 14%	15 7%	7 2%	22 7%	32 15%	74 30%	19 7%	38 14%	48 19%	13 9%	15 17%	45 16%	88 12%
Rented from housing association	45 4%	21 4%	24 5%	7 6%	7 4%	11 5%	10 6%	3 2%	7 3%	7 3%	12 4%	8 4%	18 7%	13 5%	7 2%	13 5%	8 6%	5 6%	20 7%	25 3%
Rented from someone else	100 10%	35 7%	65 12%	32 26%	27 16%	17 8%	11 6%	4 3%	8 4%	20 7%	37 12%	20 9%	23 9%	30 11%	20 7%	27 10%	10 7%	13 14%	28 10%	71 9%
Rent free	20 2%	10 2%	9 2%	13 10%	3 2%	1 *	2 1%	1 1%	* *	4 2%	5 2%	6 3%	4 2%	6 2%	5 2%	4 2%	1 1%	4 4%	1 *	19 2%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 7
Tenure
Base: All respondents

	Total	Region											Grocery shopping	
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
Owned outright (without mortgage)	340 33%	24 26%	13 29%	37 30%	24 27%	26 27%	27 50%	35 37%	36 27%	49 35%	43 46%	26 33%	287 32%	53 38%
Owned with a mortgage or loan	402 39%	30 33%	13 27%	46 38%	33 37%	40 41%	16 30%	40 42%	54 41%	66 47%	28 30%	35 45%	345 38%	56 40%
Rented from Council	134 13%	15 17%	15 33%	16 13%	17 19%	21 21%	5 9%	10 11%	15 12%	4 3%	9 9%	7 9%	121 13%	13 9%
Rented from housing association	45 4%	5 6%	2 4%	7 6%	4 4%	3 3%	2 4%	2 2%	6 5%	6 5%	6 7%	2 3%	43 5%	2 2%
Rented from someone else	100 10%	13 14%	4 8%	13 11%	10 11%	5 5%	4 7%	7 7%	19 14%	11 8%	6 7%	9 11%	96 11%	3 2%
Rent free	20 2%	4 4%	- -	3 2%	1 1%	3 3%	* 1%	2 2%	1 1%	5 4%	1 1%	* *	7 1%	12 9%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 8

Thinking about your household's food and grocery shopping, are you personally responsible for selecting HALF OR MORE of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Class				Region			Children			
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
Yes - half or more	900 87%	395 79%	505 93%	83 67%	146 89%	187 91%	160 91%	139 90%	184 85%	226 84%	270 90%	185 85%	218 87%	232 85%	237 87%	225 88%	130 89%	76 83%	263 92%	637 84%
No - less than half	140 13%	104 21%	36 7%	40 33%	18 11%	19 9%	15 9%	15 10%	33 15%	44 16%	31 10%	33 15%	31 13%	40 15%	36 13%	32 12%	17 11%	16 17%	22 8%	118 16%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 8

Thinking about your household's food and grocery shopping, are you personally responsible for selecting HALF OR MORE of the items to be bought from supermarkets and food shops?

Base: All respondents

	Total	Region											Grocery shopping	
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
Yes - half or more	900 87%	76 83%	44 94%	107 89%	74 83%	82 84%	49 90%	86 90%	119 90%	113 81%	81 88%	69 87%	900 100%	- -
No - less than half	140 13%	16 17%	3 6%	14 11%	16 17%	15 16%	5 10%	10 10%	13 10%	27 19%	11 12%	10 13%	- -	140 100%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 9
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
None	216	89	127	45	37	39	35	22	38	24	59	38	96	49	44	67	31	25	58	158
	21%	18%	23%	36%	23%	19%	20%	14%	17%	9%	20%	17%	38%	18%	16%	26%	21%	28%	20%	21%
1	432	231	201	24	70	80	72	65	122	116	126	91	100	104	121	113	63	31	107	326
	42%	46%	37%	19%	43%	39%	41%	42%	56%	43%	42%	42%	40%	38%	45%	44%	43%	34%	38%	43%
2	299	131	168	27	54	74	45	51	48	94	102	64	38	91	84	59	39	26	102	197
	29%	26%	31%	22%	33%	36%	26%	33%	22%	35%	34%	29%	15%	33%	31%	23%	26%	29%	36%	26%
3+	93	48	45	28	4	13	23	16	10	37	15	25	16	29	23	19	13	9	18	75
	9%	10%	8%	23%	2%	6%	13%	10%	4%	14%	5%	11%	6%	10%	9%	7%	9%	10%	6%	10%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 9
How many cars are there in your household?
Base: All respondents

	Total	Region										Grocery shopping		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
None	216 21%	25 28%	13 28%	28 23%	26 29%	18 19%	14 25%	11 11%	39 29%	10 7%	18 19%	15 19%	199 22%	17 12%
1	432 42%	31 34%	24 52%	53 44%	35 39%	34 35%	22 40%	52 55%	51 39%	53 38%	42 45%	35 45%	397 44%	36 25%
2	299 29%	26 29%	6 12%	30 25%	23 26%	34 35%	16 30%	27 28%	34 26%	57 41%	22 24%	23 29%	249 28%	50 35%
3+	93 9%	9 10%	4 8%	9 8%	5 6%	12 12%	3 5%	6 6%	8 6%	20 15%	11 11%	6 7%	55 6%	38 27%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 10

Which of the following best describes your current working status?

Base: All respondents

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
Working full time (30+ hrs a week)	468 45%	265 53%	203 37%	64 52%	114 69%	131 64%	104 60%	46 29%	9 4%	138 51%	161 54%	109 50%	60 24%	127 47%	127 47%	114 44%	55 37%	45 49%	149 52%	319 42%
Working part time (8-29 hrs a week)	125 12%	33 7%	92 17%	11 9%	16 10%	25 12%	26 15%	27 17%	20 9%	30 11%	40 13%	28 13%	28 11%	33 12%	34 12%	29 11%	17 11%	12 13%	50 17%	75 10%
Not working but seeking work or temporarily unemployed/sick	27 3%	17 3%	10 2%	7 5%	3 2%	7 3%	9 5%	1 1%	1 *	2 1%	5 2%	1 1%	19 7%	6 2%	8 3%	10 4%	4 3%	- -	7 3%	20 3%
Not working/Not seeking work	37 4%	17 3%	20 4%	- -	4 3%	11 6%	11 7%	10 7%	- -	2 1%	7 2%	4 2%	24 10%	9 3%	17 6%	6 2%	5 3%	1 1%	4 1%	33 4%
Retired on state pension ONLY	71 7%	33 7%	38 7%	- -	- -	- -	- -	13 8%	58 27%	5 2%	3 1%	6 3%	57 23%	9 3%	23 8%	19 8%	16 11%	4 4%	1 *	70 9%
Retired with a private pension	168 16%	120 24%	48 9%	- -	- -	- -	3 2%	39 25%	125 58%	72 27%	48 16%	38 17%	10 4%	52 19%	36 13%	38 15%	33 23%	8 9%	4 1%	164 22%
Student	36 3%	8 2%	28 5%	33 26%	2 1%	- -	- -	- -	1 1%	10 4%	20 7%	1 1%	4 2%	8 3%	1 1%	16 6%	1 1%	10 11%	5 2%	32 4%
House person/Housewife/ Househusband	108 10%	5 1%	103 19%	9 7%	26 16%	31 15%	21 12%	20 13%	2 1%	12 5%	16 5%	32 15%	48 19%	27 10%	28 10%	24 10%	16 11%	12 13%	67 23%	42 6%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 10

Which of the following best describes your current working status?

Base: All respondents

	Total	Region											Grocery shopping	
		Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
Working full time (30+ hrs a week)	468 45%	45 49%	15 32%	60 49%	39 44%	56 57%	17 31%	29 31%	69 52%	58 42%	38 41%	42 53%	386 43%	82 59%
Working part time (8-29 hrs a week)	125 12%	12 13%	6 13%	14 11%	10 11%	7 7%	7 13%	20 21%	15 11%	19 13%	9 10%	7 9%	114 13%	11 8%
Not working but seeking work or temporarily unemployed/sick	27 3%	- -	1 3%	5 4%	3 4%	2 2%	1 2%	1 1%	6 4%	* *	3 3%	5 6%	24 3%	3 2%
Not working/Not seeking work	37 4%	1 1%	- -	5 4%	1 1%	7 7%	1 2%	8 8%	3 2%	6 5%	4 4%	2 3%	34 4%	3 2%
Retired on state pension ONLY	71 7%	4 4%	5 11%	7 5%	8 9%	2 2%	6 11%	13 13%	4 3%	5 4%	10 11%	8 10%	65 7%	6 4%
Retired with a private pension	168 16%	8 9%	9 19%	14 11%	15 17%	10 11%	16 30%	14 15%	17 13%	35 25%	17 18%	11 14%	144 16%	24 17%
Student	36 3%	10 11%	2 4%	10 9%	4 4%	1 1%	1 1%	- -	6 4%	2 1%	- -	- -	25 3%	11 8%
House person/Housewife/ Househusband	108 10%	12 13%	8 17%	6 5%	10 11%	13 14%	5 9%	10 10%	13 10%	14 10%	11 12%	5 6%	108 12%	- -

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 11

What is the highest educational level that you have achieved to date?

Base: All respondents

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
Secondary/ high school/ NVQ 1-3	600 58%	262 53%	338 62%	62 50%	86 53%	128 62%	114 65%	97 63%	112 52%	95 35%	151 50%	167 77%	187 75%	147 54%	163 60%	149 58%	97 66%	45 49%	187 66%	413 55%
University degree or equivalent professional qualification/ NVQ4	318 31%	175 35%	143 27%	34 28%	56 34%	57 28%	52 30%	45 29%	74 34%	114 42%	118 39%	40 19%	46 18%	90 33%	88 32%	67 26%	43 30%	30 32%	77 27%	242 32%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	83 8%	50 10%	33 6%	3 2%	19 11%	18 9%	9 5%	11 7%	24 11%	51 19%	16 5%	9 4%	7 3%	27 10%	19 7%	21 8%	6 4%	11 12%	16 6%	67 9%
Still in full time education	25 2%	4 1%	20 4%	22 18%	2 1%	- -	- -	- -	- -	10 4%	13 4%	- -	1 1%	4 2%	- -	14 5%	1 1%	6 6%	3 1%	21 3%
Refused	14 1%	7 1%	7 1%	2 1%	1 1%	3 1%	- -	1 1%	7 3%	* *	2 1%	2 1%	9 4%	4 2%	2 1%	7 3%	- -	- -	2 1%	12 2%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 11

What is the highest educational level that you have achieved to date?

Base: All respondents

	Total	Region											Grocery shopping	
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
Secondary/ high school/ NVQ 1-3	600 58%	45 49%	30 65%	65 54%	53 60%	58 59%	32 59%	59 62%	66 50%	80 57%	65 70%	46 58%	523 58%	77 55%
University degree or equivalent professional qualification/ NVQ4	318 31%	30 32%	11 24%	32 27%	24 26%	32 32%	18 33%	30 32%	52 39%	38 27%	25 27%	26 33%	276 31%	43 30%
Higher university degree/ Doctorate/ MBA/ NVQ 5 or equivalent	83 8%	11 12%	3 7%	10 8%	8 9%	8 8%	3 6%	6 6%	11 8%	16 12%	2 3%	5 6%	76 8%	7 5%
Still in full time education	25 2%	6 6%	2 4%	10 9%	1 1%	-	1 1%	-	2 2%	2 2%	-	-	16 2%	9 6%
Refused	14 1%	-	-	4 3%	3 4%	-	-	*	1 1%	3 2%	-	2 2%	9 1%	5 3%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 12

Do you have any children aged 18 or under?**Base: All respondents**

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
No	755 73%	388 78%	367 68%	100 81%	93 57%	82 40%	116 66%	149 97%	214 99%	204 75%	221 73%	147 68%	183 73%	209 77%	197 72%	171 67%	113 77%	65 72%	- -	755 100%
NET: Yes	285 27%	111 22%	174 32%	23 19%	71 43%	124 60%	59 34%	5 3%	2 1%	67 25%	81 27%	71 32%	67 27%	64 23%	75 28%	85 33%	34 23%	26 28%	285 100%	- -
Yes: Aged under 5	114 11%	35 7%	79 15%	20 16%	53 32%	39 19%	2 1%	- -	- -	24 9%	33 11%	33 15%	24 10%	28 10%	30 11%	35 14%	8 5%	14 15%	114 40%	- -
Yes: Aged 5-10	122 12%	47 9%	75 14%	7 6%	40 25%	59 29%	15 8%	2 1%	- -	26 10%	26 9%	39 18%	31 12%	22 8%	39 14%	34 13%	16 11%	11 13%	122 43%	- -
Yes: Aged 11-16	122 12%	54 11%	68 13%	- -	8 5%	73 35%	37 21%	2 1%	2 1%	30 11%	31 10%	30 14%	32 13%	29 11%	29 11%	36 14%	19 13%	10 11%	122 43%	- -
Yes: Aged 17-18	40 4%	19 4%	22 4%	- -	- -	11 5%	25 14%	3 2%	1 1%	9 3%	14 5%	9 4%	8 3%	8 3%	11 4%	10 4%	10 7%	2 2%	40 14%	- -

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 12

Do you have any children aged 18 or under?**Base: All respondents**

	Total	Region											Grocery shopping	
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
No	755 73%	65 72%	35 76%	77 64%	59 65%	62 63%	44 82%	70 73%	97 73%	112 80%	68 74%	65 83%	637 71%	118 84%
NET: Yes	285 27%	26 28%	11 24%	43 36%	31 35%	36 37%	10 18%	26 27%	35 27%	29 20%	24 26%	14 17%	263 29%	22 16%
Yes: Aged under 5	114 11%	14 15%	6 12%	19 16%	10 12%	14 15%	- -	9 10%	15 11%	13 9%	8 8%	6 8%	106 12%	8 6%
Yes: Aged 5-10	122 12%	11 13%	6 13%	16 13%	12 13%	21 22%	4 8%	16 17%	12 9%	10 7%	12 13%	2 3%	106 12%	16 12%
Yes: Aged 11-16	122 12%	10 11%	4 9%	16 13%	16 18%	11 11%	8 14%	10 10%	14 11%	15 11%	11 12%	8 10%	112 12%	10 7%
Yes: Aged 17-18	40 4%	2 2%	- -	6 5%	3 4%	5 5%	3 5%	4 5%	6 4%	2 2%	7 8%	1 1%	40 4%	1 *

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 13

What was your age on your last birthday?**Base: All respondents**

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
18-24	124 12%	30 6%	93 17%	124 100%	-	-	-	-	-	25 9%	37 12%	24 11%	38 15%	26 10%	22 8%	47 18%	6 4%	22 24%	23 8%	100 13%
25-34	165 16%	60 12%	105 19%	-	165 100%	-	-	-	-	41 15%	55 18%	43 20%	26 11%	40 15%	47 17%	43 17%	17 12%	18 19%	71 25%	93 12%
35-44	206 20%	97 20%	108 20%	-	-	206 100%	-	-	-	57 21%	60 20%	35 16%	53 21%	51 19%	63 23%	53 20%	24 17%	14 16%	124 43%	82 11%
45-54	175 17%	90 18%	85 16%	-	-	-	175 100%	-	-	39 14%	56 19%	41 19%	39 16%	49 18%	47 17%	32 12%	33 23%	14 15%	59 21%	116 15%
55-64	155 15%	74 15%	81 15%	-	-	-	-	155 100%	-	38 14%	39 13%	44 20%	34 13%	48 17%	36 13%	35 13%	23 15%	14 15%	5 2%	149 20%
65+	216 21%	148 30%	69 13%	-	-	-	-	-	216 100%	71 26%	55 18%	31 14%	59 24%	58 21%	57 21%	48 19%	43 29%	10 11%	2 1%	214 28%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 13

What was your age on your last birthday?**Base: All respondents**

	Region											Grocery shopping		
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
18-24	124 12%	22 24%	10 21%	26 21%	11 13%	12 12%	- -	3 3%	18 14%	8 6%	6 7%	7 9%	83 9%	40 29%
25-34	165 16%	18 19%	4 9%	22 18%	17 19%	21 22%	4 8%	15 15%	22 17%	18 13%	13 14%	11 14%	146 16%	18 13%
35-44	206 20%	14 16%	8 17%	27 22%	18 20%	26 27%	7 14%	21 22%	30 23%	21 15%	17 18%	16 20%	187 21%	19 13%
45-54	175 17%	14 15%	6 14%	15 13%	10 11%	16 17%	14 25%	16 17%	23 17%	26 18%	20 21%	15 19%	160 18%	15 11%
55-64	155 15%	14 15%	3 6%	16 13%	16 18%	12 12%	9 17%	13 13%	23 17%	25 18%	14 15%	11 14%	139 15%	15 11%
65+	216 21%	10 11%	15 33%	15 13%	17 19%	10 10%	20 37%	28 29%	16 12%	42 30%	23 25%	19 24%	184 20%	33 23%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 14
Gender
Base: All respondents

	Gender		Age					Social Class				Region			Children					
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
Male	499	499	-	30	60	97	90	74	148	162	152	81	104	122	146	116	84	31	111	388
	48%	100%	-	25%	36%	47%	51%	48%	68%	60%	50%	37%	42%	45%	54%	45%	57%	34%	39%	51%
Female	541	-	541	93	105	108	85	81	69	108	149	138	146	150	126	141	63	61	174	367
	52%	-	100%	75%	64%	53%	49%	52%	32%	40%	50%	63%	58%	55%	46%	55%	43%	66%	61%	49%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 14
Gender
Base: All respondents

	Total	Region										Grocery shopping		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
Male	499 48%	31 34%	18 38%	50 42%	48 53%	41 42%	30 56%	56 58%	53 40%	70 50%	54 58%	49 62%	395 44%	104 74%
Female	541 52%	61 66%	29 62%	70 58%	42 47%	57 58%	24 44%	40 42%	80 60%	70 50%	39 42%	30 38%	505 56%	36 26%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 15

Which of the following ITV regions do you live in?

Base: All respondents

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
ITV1 Anglia	84 8%	51 10%	33 6%	3 2%	13 8%	21 10%	14 8%	11 7%	21 10%	25 9%	26 9%	16 7%	17 7%	- -	84 31%	- -	- -	- -	23 8%	60 8%
ITV1 Border	7 1%	- -	7 1%	2 1%	5 3%	- -	- -	1 1%	- -	1 *	3 1%	2 1%	1 *	- -	- -	4 2%	- -	3 3%	1 *	6 1%
ITV1 Central	190 18%	95 19%	95 18%	21 17%	36 22%	43 21%	34 19%	24 16%	32 15%	44 16%	51 17%	51 23%	45 18%	12 4%	165 60%	- -	14 9%	* *	53 19%	137 18%
ITV1 Granada	122 12%	53 11%	69 13%	24 20%	19 12%	27 13%	19 11%	17 11%	16 8%	33 12%	35 12%	16 7%	38 15%	1 *	3 1%	116 45%	2 1%	- -	44 16%	78 10%
ITV1 London	170 16%	69 14%	100 19%	22 18%	30 18%	34 16%	26 15%	30 19%	28 13%	51 19%	57 19%	33 15%	29 12%	162 60%	7 3%	- -	- -	- -	45 16%	125 17%
ITV1 Meridian	107 10%	55 11%	52 10%	2 2%	8 5%	19 9%	25 14%	19 12%	33 15%	31 11%	32 11%	26 12%	18 7%	98 36%	- -	- -	9 6%	- -	22 8%	85 11%
ITV1 Tyne Tees	50 5%	21 4%	29 5%	10 8%	4 3%	10 5%	6 4%	3 2%	17 8%	10 4%	16 5%	3 1%	21 8%	- -	- -	50 20%	- -	- -	13 5%	37 5%
ITV1 Wales	44 4%	26 5%	18 3%	- -	3 2%	5 2%	11 6%	8 5%	18 8%	10 4%	13 4%	13 6%	9 4%	- -	- -	- -	44 30%	- -	7 2%	38 5%
ITV1 West	41 4%	19 4%	22 4%	1 1%	9 5%	9 5%	9 5%	3 2%	10 4%	15 5%	9 3%	7 3%	10 4%	- -	- -	- -	41 28%	- -	15 5%	26 3%
ITV1 Westcountry	36 3%	25 5%	11 2%	5 4%	3 2%	6 3%	6 3%	8 5%	8 4%	8 3%	11 4%	8 4%	9 4%	- -	- -	- -	36 25%	- -	7 3%	29 4%
ITV1 Yorkshire	99 10%	53 11%	46 9%	11 9%	18 11%	17 8%	11 6%	19 12%	23 11%	21 8%	24 8%	22 10%	33 13%	- -	14 5%	86 33%	- -	- -	29 10%	71 9%
STV	89 9%	30 6%	58 11%	22 17%	16 10%	14 7%	14 8%	12 8%	10 5%	22 8%	26 9%	22 10%	19 8%	- -	- -	- -	- -	89 97%	25 9%	63 8%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 15
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Region											Grocery shopping	
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
ITV1 Anglia	84 8%	-	-	-	-	-	-	77 81%	-	-	-	6 8%	72 8%	11 8%
ITV1 Border	7 1%	3 3%	-	4 4%	-	-	-	-	-	-	-	-	5 1%	2 2%
ITV1 Central	190 18%	* *	-	-	-	95 97%	7 13%	7 7%	1 *	11 8%	6 7%	63 79%	163 18%	27 19%
ITV1 Granada	122 12%	-	-	116 96%	-	3 3%	2 4%	-	1 1%	-	-	1 1%	111 12%	11 8%
ITV1 London	170 16%	-	-	-	-	-	-	7 8%	130 98%	33 23%	-	-	146 16%	24 17%
ITV1 Meridian	107 10%	-	-	-	-	-	-	-	1 1%	97 69%	9 10%	-	91 10%	16 11%
ITV1 Tyne Tees	50 5%	-	47 100%	-	4 4%	-	-	-	-	-	-	-	46 5%	5 3%
ITV1 Wales	44 4%	-	-	-	-	-	44 82%	-	-	-	-	-	39 4%	5 4%
ITV1 West	41 4%	-	-	-	-	-	1 1%	-	-	-	41 44%	-	39 4%	2 2%
ITV1 Westcountry	36 3%	-	-	-	-	-	-	-	-	-	36 39%	-	29 3%	8 5%
ITV1 Yorkshire	99 10%	-	-	-	86 96%	-	-	4 5%	-	-	-	9 12%	86 10%	13 10%
STV	89 9%	89 97%	-	-	-	-	-	-	-	-	-	-	73 8%	16 11%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 16
Social class
Base: All respondents

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
AB	270 26%	162 33%	108 20%	25 20%	41 25%	57 28%	39 22%	38 25%	71 33%	270 100%	-	-	-	80 29%	71 26%	59 23%	38 26%	23 25%	67 23%	204 27%
C1	302 29%	152 30%	149 28%	37 30%	55 33%	60 29%	56 32%	39 25%	55 25%	-	302 100%	-	-	90 33%	74 27%	71 28%	40 27%	27 30%	81 28%	221 29%
C2	218 21%	81 16%	138 25%	24 19%	43 26%	35 17%	41 23%	44 28%	31 14%	-	-	218 100%	-	61 22%	62 23%	41 16%	33 23%	22 24%	71 25%	147 20%
DE	250 24%	104 21%	146 27%	38 31%	26 16%	53 26%	39 22%	34 22%	59 27%	-	-	-	250 100%	42 15%	65 24%	87 34%	36 25%	20 22%	67 23%	183 24%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 16
Social class
Base: All respondents

	Total	Region										Grocery shopping		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
AB	270 26%	23 25%	10 22%	31 25%	18 20%	26 26%	13 24%	26 27%	41 31%	39 28%	25 27%	19 24%	226 25%	44 32%
C1	302 29%	27 30%	16 34%	37 31%	18 20%	28 29%	16 29%	29 30%	42 32%	47 34%	24 26%	17 22%	270 30%	31 22%
C2	218 21%	22 24%	1 3%	16 13%	24 27%	27 28%	14 25%	14 15%	28 21%	33 23%	19 21%	20 26%	185 21%	33 24%
DE	250 24%	20 22%	20 42%	37 31%	30 33%	16 16%	12 22%	27 28%	21 16%	21 15%	24 26%	22 28%	218 24%	31 22%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 17
Regions
Base: All respondents

	Gender			Age						Social Class				Region					Children	
	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	Yes	No
Unweighted base	1040	514	526	71	167	214	183	176	229	361	270	138	271	293	247	263	146	91	293	747
Weighted base	1040	499	541	124	165	206	175	155	216	270	302	218	250	272	272	257	147	92	285	755
Scotland	92 9%	31 6%	61 11%	22 17%	18 11%	14 7%	14 8%	14 9%	10 5%	23 8%	27 9%	22 10%	20 8%	-	-	-	-	92 100%	26 9%	65 9%
North East	47 4%	18 4%	29 5%	10 8%	4 3%	8 4%	6 4%	3 2%	15 7%	10 4%	16 5%	1 1%	20 8%	-	-	47 18%	-	-	11 4%	35 5%
North West	121 12%	50 10%	70 13%	26 21%	22 13%	27 13%	15 9%	16 10%	15 7%	31 11%	37 12%	16 7%	37 15%	-	-	121 47%	-	-	43 15%	77 10%
Yorks & Humber	89 9%	48 10%	42 8%	11 9%	17 10%	18 9%	10 6%	16 10%	17 8%	18 7%	18 6%	24 11%	30 12%	-	-	89 35%	-	-	31 11%	59 8%
West Midlands	98 9%	41 8%	57 10%	12 10%	21 13%	26 13%	16 9%	12 8%	10 5%	26 10%	28 9%	27 13%	16 6%	-	98 36%	-	-	-	36 13%	62 8%
Wales	54 5%	30 6%	24 4%	-	4 2%	7 4%	14 8%	9 6%	20 9%	13 5%	16 5%	14 6%	12 5%	-	-	-	54 37%	-	10 3%	44 6%
Eastern	96 9%	56 11%	40 7%	3 2%	15 9%	21 10%	16 9%	13 8%	28 13%	26 10%	29 9%	14 6%	27 11%	-	96 35%	-	-	-	26 9%	70 9%
London	132 13%	53 11%	80 15%	18 15%	22 14%	30 14%	23 13%	23 15%	16 8%	41 15%	42 14%	28 13%	21 8%	132 48%	-	-	-	-	35 12%	97 13%
South East	140 13%	70 14%	70 13%	8 7%	18 11%	21 10%	26 15%	25 16%	42 19%	39 14%	47 16%	33 15%	21 9%	140 52%	-	-	-	-	29 10%	112 15%
South West	93 9%	54 11%	39 7%	6 5%	13 8%	17 8%	20 11%	14 9%	23 11%	25 9%	24 8%	19 9%	24 10%	-	-	-	93 63%	-	24 9%	68 9%
East Midlands	79 8%	49 10%	30 5%	7 6%	11 6%	16 8%	15 9%	11 7%	19 9%	19 7%	17 6%	20 9%	22 9%	-	79 29%	-	-	-	14 5%	65 9%

Food Discounters Survey

ONLINE Fieldwork : 22nd - 25th August 2008

Absolutes/col percents

Table 17
Regions
Base: All respondents

	Total	Region											Grocery shopping	
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Half or more	Less than half
Unweighted base	1040	91	43	126	94	86	55	85	167	126	91	76	920	120
Weighted base	1040	92	47	121	89	98	54	96	132	140	93	79	900	140
Scotland	92 9%	92 100%	-	-	-	-	-	-	-	-	-	-	76 8%	16 11%
North East	47 4%	-	47 100%	-	-	-	-	-	-	-	-	-	44 5%	3 2%
North West	121 12%	-	-	121 100%	-	-	-	-	-	-	-	-	107 12%	14 10%
Yorks & Humber	89 9%	-	-	-	89 100%	-	-	-	-	-	-	-	74 8%	16 11%
West Midlands	98 9%	-	-	-	-	98 100%	-	-	-	-	-	-	82 9%	15 11%
Wales	54 5%	-	-	-	-	-	54 100%	-	-	-	-	-	49 5%	5 4%
Eastern	96 9%	-	-	-	-	-	-	96 100%	-	-	-	-	86 10%	10 7%
London	132 13%	-	-	-	-	-	-	-	132 100%	-	-	-	119 13%	13 9%
South East	140 13%	-	-	-	-	-	-	-	-	140 100%	-	-	113 13%	27 19%
South West	93 9%	-	-	-	-	-	-	-	-	-	93 100%	-	81 9%	11 8%
East Midlands	79 8%	-	-	-	-	-	-	-	-	-	-	79 100%	69 8%	10 7%