



ICM Poll for Retail Week – Morrisons Survey

Fieldwork dates: 13th-15th March 2009

Interview Method: Online.

Population effectively sampled: All adults aged 18+

Sampling Method: Sample selected at random from the NewVista[™] 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: 1,018

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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Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 1

Q1. Which of the following best describes how you view Morrisons? Would you say they are a supermarket chain which has ...?

Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
Branches only in the North of England	36 4%	19 4%	16 3%	1 1%	9 6%	6 3%	2 1%	9 6%	8 4%	10 4%	10 3%	7 3%	9 4%	6 2%	3 1%	25 10%	2 1%	-
Most of its branches in the North of England but also a few in other parts of the country	196 19%	97 20%	99 19%	19 16%	31 19%	39 19%	24 14%	29 19%	54 26%	57 22%	66 22%	41 19%	31 13%	55 21%	42 16%	79 31%	17 12%	3 3%
Branches in many parts of the country, but not everywhere	339 33%	195 40%	144 27%	52 43%	47 29%	48 24%	57 33%	58 39%	76 36%	98 37%	106 36%	60 28%	75 31%	95 36%	103 38%	61 24%	54 37%	27 30%
Branches all over the country	323 32%	135 28%	188 36%	24 20%	53 33%	83 41%	73 43%	40 26%	51 24%	77 29%	81 27%	80 37%	85 35%	77 29%	87 33%	56 22%	56 39%	47 53%
Don't know	125 12%	43 9%	82 15%	24 20%	21 13%	26 13%	16 9%	15 10%	22 10%	22 8%	33 11%	25 12%	44 18%	33 12%	31 12%	32 13%	16 11%	13 14%

Morrisons Survey

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Table 1

Q1. Which of the following best describes how you view Morrisons? Would you say they are a supermarket chain which has ...?

Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
Branches only in the North of England	36 4%	11 3%	8 2%	2 6%	4 2%	4 3%	- -	9 4%	7 4%	2 15%	7 5%	- -	3 35%	- -	- -	- -	- -	* 3%	- -	- -	1 9%	1 7%
Most of its branches in the North of England but also a few in other parts of the country	196 19%	76 19%	70 20%	6 13%	39 25%	38 25%	2 18%	41 19%	39 19%	2 21%	19 14%	4 22%	- -	8 37%	7 37%	1 35%	1 19%	3 15%	1 6%	- -	2 18%	2 16%
Branches in many parts of the country, but not everywhere	339 33%	136 35%	121 35%	15 34%	59 38%	56 38%	3 34%	55 26%	54 27%	1 5%	51 37%	5 31%	3 38%	10 43%	9 46%	1 31%	1 16%	5 27%	4 32%	5 51%	3 27%	2 14%
Branches all over the country	323 32%	112 29%	96 28%	16 36%	38 24%	35 23%	3 34%	77 37%	72 36%	5 42%	59 42%	6 38%	2 27%	5 20%	3 17%	1 35%	3 44%	7 40%	4 30%	2 16%	4 34%	5 36%
Don't know	125 12%	56 14%	51 15%	5 11%	17 11%	16 11%	1 13%	29 14%	28 14%	2 16%	4 3%	2 10%	- -	- -	- -	- -	1 22%	3 15%	4 32%	3 33%	1 12%	4 27%

Morrisons Survey

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Absolutes/col percents

Table 2
Q2. Taking everything into consideration – for example product quality, value for money, range, own label, etc. and regardless of where you do your main grocery shop, how do you think Morrisons compares with Tesco? Would you say ...?
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
NET: Better	262 26%	114 23%	148 28%	20 16%	39 24%	39 19%	47 27%	53 35%	65 31%	61 23%	80 27%	57 27%	63 26%	58 22%	60 22%	82 33%	35 25%	26 30%
Morrisons is a lot better than Tesco	(5) 129 13%	52 11%	77 14%	11 9%	22 14%	19 9%	21 12%	26 17%	30 14%	33 13%	37 13%	31 14%	28 11%	26 10%	34 13%	51 20%	11 8%	8 9%
Morrisons is a little better	(4) 133 13%	61 13%	71 13%	9 7%	17 10%	20 10%	25 15%	27 18%	34 16%	28 10%	43 15%	27 12%	35 14%	33 12%	26 10%	31 12%	24 17%	19 21%
Morrisons and Tesco are about the same	(3) 277 27%	144 30%	133 25%	22 18%	40 25%	61 30%	55 32%	37 25%	62 29%	70 26%	64 22%	73 34%	70 29%	63 24%	84 31%	68 27%	42 29%	21 23%
Morrisons is not quite as good	(2) 204 20%	109 22%	95 18%	38 31%	38 23%	48 24%	36 21%	24 16%	21 10%	68 26%	60 20%	41 19%	36 15%	61 23%	49 19%	50 20%	28 19%	16 18%
Morrisons is not nearly as good as Tesco	(1) 95 9%	44 9%	52 10%	21 18%	22 14%	15 8%	15 9%	9 6%	12 6%	26 10%	37 13%	18 9%	14 6%	28 11%	26 10%	22 9%	13 9%	6 7%
NET: Not as good	300 29%	153 31%	147 28%	59 49%	60 37%	63 31%	52 30%	33 22%	33 16%	94 36%	97 33%	59 28%	50 20%	89 34%	75 28%	72 29%	41 29%	22 25%
Don't know	179 18%	77 16%	102 19%	20 17%	22 14%	39 19%	19 11%	28 18%	51 24%	40 15%	54 18%	24 11%	61 25%	56 21%	48 18%	29 12%	25 17%	21 23%
Mean	2.99	2.92	3.06	2.50	2.85	2.87	3.00	3.30	3.31	2.88	2.93	3.06	3.15	2.84	2.96	3.18	2.93	3.09
Standard deviation	1.21	1.16	1.26	1.23	1.29	1.11	1.17	1.21	1.15	1.21	1.29	1.18	1.14	1.20	1.20	1.28	1.13	1.15
Standard error	0.04	0.06	0.06	0.14	0.11	0.09	0.09	0.11	0.09	0.07	0.09	0.11	0.08	0.08	0.08	0.09	0.10	0.14

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Absolutes/col percents

Table 2
Q2. Taking everything into consideration â€” for example product quality, value for money, range, own label, etc. and regardless of where you do your main grocery shop, how do you think Morrisons compares with Tesco? Would you say ...?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sainsbury's	Sainsbury's	Sainsbury's Online	NET: ASDA	ASDA	ASDA Online	Morrisons	ALDI	Netto	NET: Waitrose	Waitrose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somerfield	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
NET: Better	262 26%	55 14%	53 15%	2 3%	38 24%	37 25%	2 21%	53 25%	50 25%	3 25%	85 61%	5 30%	3 39%	8 35%	7 35%	1 35%	3 47%	3 17%	3 22%	1 8%	2 15%	3 19%
Morrisons is a lot better than Tesco	(5) 129 13%	13 3%	13 4%	-	12 8%	12 8%	-	30 14%	28 14%	2 16%	60 43%	1 5%	1 14%	5 20%	3 17%	1 35%	-	1 4%	2 17%	1 8%	2 15%	2 14%
Morrisons is a little better	(4) 133 13%	42 11%	40 12%	2 3%	26 17%	24 16%	2 21%	23 11%	22 11%	1 9%	25 18%	4 25%	2 25%	3 14%	3 17%	-	3 47%	2 13%	1 5%	-	-	1 6%
Morrisons and Tesco are about the same	(3) 277 27%	111 28%	97 28%	13 30%	34 22%	34 23%	1 6%	56 27%	53 26%	3 29%	35 25%	8 46%	1 6%	10 43%	7 39%	3 65%	-	4 25%	2 19%	5 48%	6 52%	6 42%
Morrisons is not quite as good	(2) 204 20%	110 28%	92 26%	18 40%	28 18%	25 17%	3 37%	42 20%	40 20%	2 18%	11 8%	3 19%	1 12%	1 5%	1 6%	-	1 23%	3 16%	1 10%	1 15%	1 10%	-
Morrisons is not nearly as good as Tesco	(1) 95 9%	54 14%	48 14%	6 13%	15 10%	14 9%	2 23%	20 10%	20 10%	-	2 2%	-	-	2 7%	2 8%	-	-	2 9%	-	-	-	1 5%
NET: Not as good	300 29%	163 42%	140 40%	24 53%	44 28%	39 26%	5 59%	62 29%	60 30%	2 18%	14 10%	3 19%	1 12%	3 12%	3 14%	-	1 23%	4 25%	1 10%	1 15%	1 10%	1 5%
Don't know	179 18%	62 16%	56 16%	6 13%	40 26%	39 26%	1 13%	40 19%	36 18%	3 28%	6 4%	1 4%	4 43%	2 10%	2 13%	-	2 31%	6 33%	7 50%	3 29%	3 23%	5 34%
Mean	2.99	2.55	2.58	2.27	2.93	2.97	2.30	3.00	2.99	3.33	3.97	3.17	3.72	3.41	3.34	3.69	3.35	2.80	3.59	3.00	3.25	3.35
Standard deviation	1.21	1.03	1.06	0.77	1.20	1.19	1.19	1.25	1.26	1.16	1.10	0.84	1.18	1.15	1.19	1.10	1.06	1.13	1.24	0.88	0.97	1.10
Standard error	0.04	0.06	0.06	0.13	0.11	0.11	0.45	0.10	0.10	0.41	0.09	0.22	0.53	0.25	0.28	0.55	0.53	0.33	0.44	0.39	0.27	0.39

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 3
Q3. Taking everything into consideration - for example product quality, value for money, range, own label, etc. - and regardless of where you do your main grocery shop, how do you think Morrisons compares with Sainsburys? Would you say ...?
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
NET: Better	301 30%	145 30%	156 29%	31 26%	40 25%	52 26%	59 35%	50 33%	69 33%	55 21%	87 30%	73 34%	86 35%	55 21%	87 33%	101 40%	37 26%	21 23%
Morrisons is a lot better than Sainsburys (5)	154 15%	69 14%	85 16%	17 14%	18 11%	32 16%	29 17%	24 16%	34 16%	23 9%	46 16%	40 19%	44 18%	29 11%	41 15%	59 23%	18 13%	7 8%
Morrisons is a little better (4)	147 14%	76 16%	71 13%	15 12%	21 13%	20 10%	31 18%	26 17%	35 16%	32 12%	41 14%	32 15%	42 17%	26 10%	46 17%	42 17%	19 13%	13 15%
Morrisons and Sainsburys are about the same (3)	202 20%	119 24%	83 16%	15 12%	21 13%	40 20%	40 23%	39 26%	48 23%	59 22%	46 16%	51 24%	45 19%	49 18%	58 22%	49 20%	32 22%	14 15%
Morrisons is not quite as good (2)	206 20%	96 20%	110 21%	29 24%	52 33%	46 23%	30 17%	23 15%	25 12%	67 25%	67 23%	45 21%	27 11%	60 23%	55 21%	48 19%	26 18%	17 19%
Morrisons is not nearly as good as Sainsburys (1)	115 11%	50 10%	65 12%	22 18%	25 15%	23 11%	16 9%	13 8%	17 8%	42 16%	34 11%	18 9%	21 8%	47 18%	15 6%	27 11%	20 14%	6 6%
NET: Not as good	321 32%	146 30%	175 33%	51 43%	77 48%	69 34%	45 27%	35 23%	42 20%	109 41%	100 34%	63 29%	48 20%	107 40%	70 26%	75 30%	47 33%	22 25%
Don't know	195 19%	79 16%	116 22%	23 19%	23 15%	41 20%	27 16%	27 18%	53 25%	41 16%	61 21%	27 13%	65 27%	55 21%	53 20%	26 10%	27 19%	33 37%
Mean	3.02	3.04	3.00	2.74	2.68	2.95	3.19	3.22	3.28	2.67	3.00	3.17	3.34	2.67	3.20	3.26	2.90	3.00
Standard deviation	1.32	1.26	1.38	1.41	1.30	1.34	1.27	1.24	1.26	1.23	1.36	1.29	1.31	1.32	1.21	1.37	1.31	1.21
Standard error	0.05	0.06	0.07	0.16	0.11	0.10	0.10	0.11	0.10	0.07	0.09	0.12	0.09	0.09	0.08	0.09	0.12	0.16

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Table 3
Q3. Taking everything into consideration - for example product quality, value for money, range, own label, etc. - and regardless of where you do your main grocery shop, how do you think Morrisons compares with Sainsburys? Would you say ...?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sainsbury's	Sainsbury's	Sainsbury's Online	NET: ASDA	ASDA	ASDA Online	Morrisons	ALDI	Netto	NET: Waitrose	Waitrose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somerfield	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
NET: Better	301	102	95	7	8	8	-	73	68	5	91	9	3	2	2	-	1	2	2	3	3	2
	30%	26%	27%	16%	5%	5%	-	35%	34%	41%	65%	55%	39%	8%	10%	-	23%	12%	17%	35%	24%	14%
Morrisons is a lot better than Sainsburys	(5)	154	45	43	2	1	1	39	37	2	55	2	2	2	2	-	-	2	2	1	1	2
		15%	11%	12%	5%	1%	1%	19%	19%	20%	39%	15%	26%	8%	10%	-	-	12%	12%	8%	7%	14%
Morrisons is a little better	(4)	147	57	53	5	6	6	34	31	2	35	7	1	-	-	-	1	-	1	3	2	-
		14%	15%	15%	11%	4%	4%	16%	16%	20%	25%	41%	13%	-	-	-	23%	-	5%	27%	17%	-
Morrisons and Sainsburys are about the same	(3)	202	81	69	12	29	28	34	34	1	20	6	3	9	6	3	1	2	3	3	3	6
		20%	21%	20%	28%	18%	19%	16%	17%	5%	14%	34%	41%	39%	33%	69%	12%	14%	25%	36%	27%	47%
Morrisons is not quite as good	(2)	206	78	70	9	52	50	46	43	3	17	1	-	5	5	-	1	4	1	-	1	-
		20%	20%	20%	20%	33%	34%	22%	21%	26%	12%	6%	-	21%	26%	-	16%	21%	5%	-	10%	-
Morrisons is not nearly as good as Sainsburys	(1)	115	37	29	8	43	38	22	22	-	5	-	-	6	4	1	-	1	1	-	-	1
		11%	9%	8%	18%	27%	25%	10%	11%	-	4%	-	-	25%	24%	31%	-	8%	6%	-	-	5%
NET: Not as good		321	115	98	17	95	87	67	64	3	22	1	-	11	9	1	1	5	1	-	1	1
		32%	29%	28%	38%	61%	59%	32%	32%	26%	16%	6%	-	46%	49%	31%	16%	29%	11%	-	10%	5%
Don't know		195	93	84	8	25	25	36	33	3	7	1	2	1	1	-	3	8	6	3	4	5
		19%	24%	24%	19%	16%	17%	17%	17%	28%	5%	4%	21%	6%	8%	-	49%	45%	47%	29%	38%	34%
Mean		3.02	2.98	3.04	2.57	2.02	2.06	3.14	3.12	3.49	3.89	3.66	3.82	2.41	2.42	2.39	3.13	2.75	3.23	3.61	3.34	3.27
Standard deviation		1.32	1.25	1.25	1.17	0.91	0.92	1.36	1.36	1.33	1.20	0.84	0.97	1.16	1.21	1.06	1.04	1.40	1.31	0.73	0.96	1.08
Standard error		0.05	0.07	0.08	0.21	0.08	0.08	0.11	0.11	0.47	0.10	0.23	0.40	0.24	0.28	0.53	0.60	0.44	0.44	0.33	0.29	0.38

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Absolutes/col percents

Table 4
Q4. Taking everything into consideration - for example product quality, value for money, range, own label, etc. - and regardless of where you do your main grocery shop, how do you think Morrisons compares with Asda? Would you say ...?
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
NET: Better	253 25%	130 27%	123 23%	15 12%	37 23%	49 25%	52 31%	40 27%	59 28%	87 33%	76 26%	42 20%	47 19%	74 28%	64 24%	70 28%	25 17%	19 22%
Morrisons is a lot better than Asda	(5) 118 12%	58 12%	60 11%	4 3%	20 12%	16 8%	27 16%	19 13%	31 15%	38 14%	36 12%	22 10%	23 9%	31 12%	33 13%	28 11%	14 10%	10 11%
Morrisons is a little better	(4) 135 13%	72 15%	63 12%	10 9%	18 11%	34 17%	25 15%	21 14%	27 13%	50 19%	40 14%	21 10%	25 10%	43 16%	31 12%	41 16%	11 8%	9 10%
Morrisons and Asda are about the same	(3) 298 29%	147 30%	151 28%	42 35%	53 33%	56 28%	39 23%	43 28%	65 31%	67 25%	87 29%	77 36%	66 27%	66 25%	82 31%	78 31%	51 35%	22 25%
Morrisons is not quite as good	(2) 174 17%	72 15%	102 19%	26 22%	29 18%	35 17%	37 22%	23 15%	24 11%	35 13%	55 19%	44 21%	40 17%	28 11%	58 22%	50 20%	26 18%	11 13%
Morrisons is not nearly as good as Asda	(1) 111 11%	51 11%	60 11%	24 20%	16 10%	22 11%	21 12%	17 11%	12 6%	26 10%	24 8%	24 11%	36 15%	28 10%	20 7%	35 14%	14 10%	14 16%
NET: Not as good	285 28%	123 25%	162 31%	50 42%	44 28%	56 28%	58 34%	40 27%	36 17%	61 23%	80 27%	68 32%	76 31%	56 21%	78 29%	85 34%	40 28%	26 29%
Don't know	182 18%	88 18%	94 18%	14 12%	26 16%	40 20%	22 13%	28 18%	52 25%	49 18%	53 18%	26 12%	55 22%	71 26%	43 16%	19 8%	28 19%	22 24%
Mean	2.97	3.03	2.91	2.48	2.98	2.92	3.01	3.02	3.26	3.17	3.03	2.85	2.78	3.11	3.00	2.90	2.87	2.84
Standard deviation	1.21	1.21	1.21	1.07	1.18	1.16	1.31	1.24	1.16	1.25	1.18	1.14	1.24	1.25	1.16	1.22	1.14	1.33
Standard error	0.04	0.06	0.06	0.12	0.10	0.09	0.11	0.11	0.09	0.07	0.08	0.11	0.08	0.09	0.08	0.08	0.10	0.17

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Absolutes/col percents

Table 4
Q4. Taking everything into consideration - for example product quality, value for money, range, own label, etc. - and regardless of where you do your main grocery shop, how do you think Morrisons compares with Asda? Would you say ...?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
NET: Better	253 25%	98 25%	90 26%	8 19%	37 24%	37 25%	1 6%	13 6%	13 7%	- -	73 52%	3 20%	2 27%	9 40%	7 35%	3 65%	3 39%	3 17%	4 27%	1 8%	4 32%	2 16%
Morrisons is a lot better than Asda	(5) 118 12%	44 11%	41 12%	3 6%	14 9%	14 10%	- -	5 2%	5 3%	- -	38 27%	2 14%	- -	5 21%	3 18%	1 35%	3 39%	- -	2 12%	1 8%	3 22%	2 12%
Morrisons is a little better	(4) 135 13%	55 14%	49 14%	6 13%	23 15%	23 15%	1 6%	8 4%	8 4%	- -	35 25%	1 6%	2 27%	4 19%	3 17%	1 31%	- -	3 17%	2 15%	- -	1 10%	1 4%
Morrisons and Asda are about the same	(3) 298 29%	127 33%	106 31%	21 47%	57 36%	53 36%	4 46%	41 19%	37 18%	4 37%	38 27%	9 57%	2 29%	8 33%	6 32%	1 35%	- -	3 18%	2 12%	2 20%	2 22%	6 44%
Morrisons is not quite as good	(2) 174 17%	54 14%	50 14%	4 9%	18 11%	14 9%	4 48%	70 33%	68 34%	2 17%	15 11%	3 19%	3 32%	3 14%	3 17%	- -	1 12%	3 19%	* 3%	3 27%	1 13%	1 5%
Morrisons is not nearly as good as Asda	(1) 111 11%	30 8%	27 8%	4 8%	7 5%	7 5%	- -	63 30%	62 31%	1 9%	7 5%	- -	1 12%	- -	- -	- -	- -	- -	1 6%	2 16%	* 4%	- -
NET: Not as good	285 28%	84 22%	76 22%	8 17%	25 16%	21 14%	4 48%	133 63%	130 65%	3 25%	22 16%	3 19%	4 44%	3 14%	3 17%	- -	1 12%	3 19%	1 8%	4 43%	2 17%	1 5%
Don't know	182 18%	81 21%	74 21%	7 17%	37 24%	37 25%	- -	24 11%	20 10%	4 38%	7 5%	1 4%	- -	3 13%	3 16%	- -	3 49%	8 45%	7 53%	3 29%	3 30%	5 34%
Mean	2.97	3.09	3.10	2.99	3.16	3.21	2.58	2.05	2.03	2.45	3.62	3.17	2.71	3.55	3.44	4.00	4.29	2.97	3.53	2.38	3.47	3.37
Standard deviation	1.21	1.14	1.16	0.98	1.02	1.03	0.64	0.99	0.99	0.78	1.16	0.93	1.06	1.05	1.07	0.96	1.53	0.86	1.37	1.26	1.34	0.92
Standard error	0.04	0.06	0.07	0.17	0.09	0.10	0.23	0.07	0.08	0.30	0.10	0.25	0.40	0.23	0.26	0.48	0.88	0.27	0.49	0.56	0.39	0.33

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 5
Q5. Where do you usually do your main grocery shopping?
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
NET: Tesco	391	192	199	49	64	91	62	50	75	112	117	79	84	106	108	76	66	35
	38%	39%	38%	41%	40%	45%	36%	33%	35%	42%	40%	37%	35%	40%	41%	30%	46%	39%
Tesco	347	174	173	42	54	76	61	45	68	97	104	72	74	96	94	65	61	31
	34%	36%	33%	35%	33%	38%	36%	30%	32%	37%	35%	34%	30%	36%	35%	26%	42%	35%
Tesco (Online)	44	18	26	7	10	16	1	5	6	15	13	7	10	10	14	12	5	3
	4%	4%	5%	6%	6%	8%	*	3%	3%	6%	4%	3%	4%	4%	5%	5%	4%	4%
NET: ASDA	211	83	128	37	36	41	37	30	30	41	48	55	67	34	49	78	24	27
	21%	17%	24%	31%	22%	20%	22%	20%	14%	16%	16%	26%	27%	13%	18%	31%	17%	30%
ASDA	200	81	119	36	33	36	37	29	29	38	47	52	62	31	45	74	23	27
	20%	17%	22%	30%	20%	18%	21%	19%	14%	14%	16%	24%	26%	12%	17%	29%	16%	30%
ASDA (Online)	11	2	9	1	3	5	1	1	1	3	1	3	4	3	4	4	1	-
	1%	*	2%	1%	2%	2%	*	*	*	1%	*	1%	2%	1%	1%	2%	*	-
NET: Sainsbury's	157	83	74	19	30	21	18	20	47	55	48	28	25	77	38	16	22	4
	15%	17%	14%	16%	19%	11%	11%	13%	22%	21%	16%	13%	10%	29%	14%	7%	15%	4%
Sainsbury's	148	78	70	18	29	18	16	20	46	54	44	27	23	74	36	14	20	4
	15%	16%	13%	15%	18%	9%	9%	13%	22%	20%	15%	13%	9%	28%	14%	5%	14%	4%
Sainsbury's (Online)	8	5	4	1	1	3	2	-	1	1	4	1	2	2	2	3	2	-
	1%	1%	1%	1%	1%	2%	1%	-	*	*	1%	1%	1%	1%	1%	1%	1%	-
Morrisons	140	64	76	3	17	30	31	27	32	27	45	35	33	20	40	60	10	10
	14%	13%	14%	2%	10%	15%	18%	18%	15%	10%	15%	16%	13%	7%	15%	24%	7%	12%
NET: Waitrose	23	14	9	3	3	3	2	3	9	14	7	2	1	14	7	2	-	-
	2%	3%	2%	2%	2%	2%	1%	2%	4%	5%	2%	1%	*	5%	3%	1%	-	-
Waitrose	19	11	8	3	3	2	2	3	7	11	6	2	1	11	5	2	-	-
	2%	2%	2%	2%	2%	1%	1%	2%	3%	4%	2%	1%	*	4%	2%	1%	-	-
Ocado (Waitrose on-line)	4	3	1	-	-	1	1	-	2	3	1	-	-	3	1	-	-	-
	*	1%	*	-	-	1%	*	-	1%	1%	*	-	-	1%	1%	-	-	-
LIDL	17	9	9	3	-	2	3	2	7	2	5	2	7	3	3	1	6	5
	2%	2%	2%	2%	-	1%	2%	1%	3%	1%	2%	1%	3%	1%	1%	*	4%	5%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 5
Q5. Where do you usually do your main grocery shopping?
Base: All respondents

	Gender		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	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
ALDI	16 2%	7 1%	10 2%	1 1%	3 2%	1 1%	5 3%	4 3%	2 1%	1 *	8 3%	2 1%	6 3%	* *	6 2%	7 3%	3 2%	- -
Local stores/High street/Market	14 1%	9 2%	4 1%	2 2%	5 3%	4 2%	1 1%	* *	1 *	1 1%	2 1%	5 2%	6 2%	3 1%	1 1%	2 1%	3 2%	4 4%
Co-op	13 1%	7 1%	7 1%	- -	2 1%	3 1%	1 1%	4 3%	3 2%	5 2%	2 1%	2 1%	4 2%	3 1%	1 *	1 1%	4 3%	4 4%
Somerfield	11 1%	6 1%	6 1%	1 1%	* *	- -	3 2%	4 3%	3 1%	3 1%	4 1%	- -	5 2%	2 1%	8 3%	- -	1 1%	1 1%
Iceland	9 1%	7 1%	3 1%	1 1%	1 *	2 1%	5 3%	2 1%	- -	- -	5 2%	2 1%	3 1%	1 *	4 1%	1 *	3 2%	1 1%
Netto	8 1%	4 1%	4 1%	2 1%	- -	1 *	1 1%	3 2%	2 1%	3 1%	1 *	- -	4 2%	1 *	1 *	6 2%	- -	- -
Marks & Spencer	6 1%	5 1%	1 *	- -	1 *	1 1%	1 1%	2 1%	1 1%	1 *	3 1%	3 1%	- -	4 1%	1 *	- -	1 1%	- -

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 5
Q5. Where do you usually do your main grocery shopping?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
NET: Tesco	391	391	347	44	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	38%	100%	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tesco	347	347	347	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	34%	89%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tesco (Online)	44	44	-	44	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	4%	11%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: ASDA	211	-	-	-	-	-	-	211	200	11	-	-	-	-	-	-	-	-	-	-	-	-
	21%	-	-	-	-	-	-	100%	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-
ASDA	200	-	-	-	-	-	-	200	200	-	-	-	-	-	-	-	-	-	-	-	-	-
	20%	-	-	-	-	-	-	95%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-
ASDA (Online)	11	-	-	-	-	-	-	11	-	11	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	5%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-
NET: Sainsbury's	157	-	-	-	157	148	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	15%	-	-	-	100%	100%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sainsbury's	148	-	-	-	148	148	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	15%	-	-	-	95%	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sainsbury's (Online)	8	-	-	-	8	-	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	5%	-	100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Morrisons	140	-	-	-	-	-	-	-	-	-	140	-	-	-	-	-	-	-	-	-	-	-
	14%	-	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
NET: Waitrose	23	-	-	-	-	-	-	-	-	-	-	-	23	19	4	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	100%	100%	100%	-	-	-	-	-	-	-
Waitrose	19	-	-	-	-	-	-	-	-	-	-	-	19	19	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	83%	100%	-	-	-	-	-	-	-	-
Ocado (Waitrose on- line)	4	-	-	-	-	-	-	-	-	-	-	-	4	-	4	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	17%	-	100%	-	-	-	-	-	-	-
LIDL	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100%	-	-	-	-

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 5
Q5. Where do you usually do your main grocery shopping?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
ALDI	16 2%	-	-	-	-	-	-	-	-	-	-	16 100%	-	-	-	-	-	-	-	-	-	-
Local stores/High street/Market	14 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	14 100%
Co-op	13 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	13 100%	-	-	-
Somerfield	11 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11 100%	-
Iceland	9 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	9 100%	-	-
Netto	8 1%	-	-	-	-	-	-	-	-	-	-	-	8 100%	-	-	-	-	-	-	-	-	-
Marks & Spencer	6 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6 100%	-	-	-	-	-

Morrisons Survey
ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 6
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender		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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
Yes	611	294	317	77	110	109	96	93	127	186	198	129	97	182	151	148	80	50
	60%	60%	60%	64%	68%	54%	56%	61%	60%	70%	67%	61%	40%	68%	57%	59%	56%	56%
No	407	194	213	44	52	92	76	59	85	79	97	84	147	85	116	103	63	40
	40%	40%	40%	36%	32%	46%	44%	39%	40%	30%	33%	39%	60%	32%	43%	41%	44%	44%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 6
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
Yes	611 60%	239 61%	212 61%	27 61%	104 66%	101 68%	3 34%	114 54%	106 53%	8 71%	91 65%	5 31%	4 52%	19 84%	17 88%	3 65%	6 91%	11 67%	6 43%	4 38%	5 42%	4 29%
No	407 40%	153 39%	135 39%	17 39%	53 34%	47 32%	6 66%	97 46%	94 47%	3 29%	49 35%	11 69%	4 48%	4 16%	2 12%	1 35%	1 9%	6 33%	8 57%	6 62%	7 58%	10 71%

Morrisons Survey
ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 7
Marital Status
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
Single	236 23%	130 27%	106 20%	88 73%	53 33%	52 26%	29 17%	11 8%	4 2%	61 23%	95 32%	27 13%	52 21%	85 32%	60 23%	47 19%	27 19%	17 19%
Married or co-habiting (including civil partnership)	635 62%	310 63%	325 61%	33 27%	103 64%	128 64%	115 67%	115 76%	140 66%	178 67%	152 52%	165 77%	139 57%	146 55%	161 61%	172 69%	97 68%	57 64%
Widowed, separated or divorced	144 14%	46 9%	98 18%	- -	4 2%	20 10%	28 16%	25 16%	68 32%	25 9%	45 15%	22 10%	53 22%	33 13%	44 16%	32 13%	19 13%	15 17%
Refused	3 *	3 1%	- -	- -	2 1%	2 1%	- -	- -	- -	* *	3 1%	- -	- -	2 1%	1 *	- -	- -	- -

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 7
Marital Status
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
Single	236 23%	88 23%	78 23%	10 23%	46 29%	45 31%	1 6%	46 22%	45 22%	1 9%	25 18%	4 26%	1 6%	5 20%	5 24%	-	3 53%	3 16%	1 5%	3 34%	2 15%	10 74%
Married or co-habiting (including civil partnership)	635 62%	249 64%	221 64%	28 62%	89 57%	82 56%	7 81%	140 66%	131 66%	9 78%	95 68%	8 51%	8 94%	15 64%	11 56%	4 100%	2 31%	9 56%	10 72%	3 28%	5 47%	3 20%
Widowed, separated or divorced	144 14%	53 14%	47 13%	7 15%	20 13%	19 13%	1 13%	25 12%	24 12%	2 14%	20 14%	4 23%	-	3 15%	3 18%	-	1 16%	5 28%	3 23%	4 38%	4 38%	1 6%
Refused	3 *	1 *	1 *	-	2 1%	2 1%	-	-	-	-	-	-	-	* 2%	* 2%	-	-	-	-	-	-	-

Morrisons Survey
ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 8
Tenure
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
Owned outright - without mortgage	333 33%	169 35%	164 31%	26 22%	31 19%	25 12%	44 26%	69 46%	137 65%	87 33%	88 30%	84 39%	75 31%	84 32%	99 37%	76 30%	46 32%	28 31%
Owned with a mortgage or loan	393 39%	199 41%	194 37%	32 26%	80 49%	120 60%	79 46%	52 35%	31 15%	132 50%	128 43%	90 42%	44 18%	96 36%	105 39%	103 41%	57 40%	32 36%
Rented from the council	131 13%	42 9%	89 17%	19 16%	12 8%	23 12%	29 17%	16 10%	32 15%	12 5%	25 8%	15 7%	79 32%	30 11%	29 11%	33 13%	17 12%	22 24%
Rented from a housing association	47 5%	19 4%	29 5%	6 5%	6 4%	12 6%	5 3%	8 5%	9 4%	4 2%	7 2%	10 5%	26 11%	17 6%	5 2%	13 5%	8 5%	5 5%
Rented from someone else	95 9%	46 9%	49 9%	28 23%	30 19%	18 9%	11 6%	6 4%	2 1%	25 9%	38 13%	14 7%	18 7%	31 12%	24 9%	24 9%	14 9%	2 2%
Rent free	19 2%	14 3%	5 1%	10 8%	2 1%	3 1%	4 2%	1 *	1 *	4 2%	10 3%	1 1%	4 2%	9 3%	5 2%	2 1%	2 2%	1 1%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 8
Tenure
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
Owned outright - without mortgage	333 33%	131 34%	117 34%	14 32%	61 39%	59 40%	2 27%	41 19%	39 19%	2 17%	52 37%	6 35%	2 18%	12 51%	11 58%	1 15%	5 79%	6 35%	2 14%	2 16%	6 55%	8 56%
Owned with a mortgage or loan	393 39%	151 39%	132 38%	18 41%	57 36%	52 35%	5 56%	96 46%	93 47%	3 30%	56 40%	3 21%	3 39%	11 47%	8 40%	3 85%	-	5 28%	5 34%	1 15%	2 18%	2 18%
Rented from the council	131 13%	42 11%	35 10%	7 16%	12 7%	12 8%	-	42 20%	39 20%	3 27%	16 11%	4 22%	4 43%	-	-	-	-	4 26%	4 28%	4 39%	-	-
Rented from a housing association	47 5%	17 4%	17 5%	-	8 5%	7 5%	1 10%	12 6%	11 6%	1 6%	6 4%	* 2%	-	-	-	-	1 12%	* 2%	2 13%	1 8%	* 4%	-
Rented from someone else	95 9%	43 11%	38 11%	5 10%	14 9%	13 9%	1 6%	17 8%	15 7%	2 14%	8 6%	3 19%	-	* 2%	* 2%	-	-	2 9%	2 11%	2 22%	3 24%	2 12%
Rent free	19 2%	7 2%	7 2%	-	5 3%	5 3%	-	3 1%	2 1%	1 5%	2 1%	-	-	-	-	-	1 9%	-	-	-	-	2 14%

Morrisons Survey
ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 9
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
Secondary school, high school, NVQ levels 1 to 3, etc.	538 53%	236 48%	301 57%	50 42%	68 42%	112 55%	105 61%	80 53%	122 58%	87 33%	139 47%	139 65%	173 71%	122 46%	168 63%	145 58%	67 46%	37 41%
University degree or equivalent professional qualification, NVQ level 4, etc.	321 32%	175 36%	146 28%	23 19%	67 41%	66 33%	49 29%	52 34%	65 31%	114 43%	108 37%	60 28%	38 16%	91 34%	62 23%	81 32%	56 39%	31 35%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	81 8%	38 8%	42 8%	9 7%	24 15%	18 9%	9 5%	9 6%	12 6%	47 18%	26 9%	2 1%	5 2%	30 11%	20 8%	13 5%	9 6%	9 10%
Still in full time education	32 3%	14 3%	18 3%	29 24%	1 *	1 1%	- -	1 1%	- -	9 3%	16 5%	- -	7 3%	8 3%	9 3%	4 1%	6 4%	5 5%
Refused	46 5%	25 5%	22 4%	10 8%	1 1%	5 3%	8 5%	9 6%	12 6%	8 3%	6 2%	12 6%	20 8%	16 6%	7 3%	9 3%	7 5%	8 9%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 9
What is the highest educational level that you have achieved to date?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
Secondary school, high school, NVQ levels 1 to 3, etc.	538 53%	196 50%	178 51%	19 43%	70 45%	66 45%	4 49%	128 61%	119 60%	9 79%	85 60%	11 67%	7 88%	7 30%	7 37%	-	1 16%	8 45%	8 57%	5 50%	7 63%	5 39%
University degree or equivalent professional qualification, NVQ level 4, etc.	321 32%	131 34%	115 33%	17 38%	57 37%	53 36%	4 51%	57 27%	54 27%	2 21%	42 30%	1 5%	-	9 41%	8 42%	1 35%	5 84%	6 33%	3 23%	3 35%	2 20%	4 26%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	81 8%	39 10%	33 9%	6 13%	17 11%	17 11%	-	6 3%	6 3%	-	5 4%	2 15%	1 12%	5 22%	2 13%	3 65%	-	* 3%	2 12%	1 15%	1 10%	1 10%
Still in full time education	32 3%	7 2%	5 2%	1 3%	9 6%	9 6%	-	10 5%	10 5%	-	1 1%	1 9%	-	2 7%	2 8%	-	-	1 5%	-	-	-	1 8%
Refused	46 5%	18 5%	16 5%	2 4%	3 2%	3 2%	-	11 5%	11 5%	-	7 5%	1 4%	-	-	-	-	-	3 15%	1 8%	-	1 7%	2 17%

Morrisons Survey
ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 10
How many cars are there in your household?
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
None	212 21%	80 16%	131 25%	25 21%	34 21%	49 24%	34 20%	25 17%	44 21%	38 15%	50 17%	25 12%	98 40%	62 23%	45 17%	51 20%	26 18%	28 31%
1	423 42%	195 40%	228 43%	35 29%	63 39%	80 40%	74 43%	63 42%	108 51%	95 36%	128 43%	92 43%	108 44%	105 39%	123 46%	107 43%	50 35%	38 42%
2	292 29%	169 35%	123 23%	38 31%	48 30%	55 27%	48 28%	56 37%	48 23%	100 38%	98 33%	70 33%	24 10%	72 27%	77 29%	74 29%	54 38%	15 17%
3+	91 9%	44 9%	46 9%	23 19%	16 10%	18 9%	15 9%	7 5%	12 5%	31 12%	19 6%	26 12%	15 6%	28 10%	22 8%	19 8%	14 9%	9 10%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 10
How many cars are there in your household?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
None	212 21%	76 19%	58 17%	18 40%	38 24%	33 22%	4 52%	41 19%	35 18%	5 48%	20 14%	7 41%	5 57%	1 3%	- -	1 19%	1 22%	5 31%	3 25%	8 80%	3 23%	5 34%
1	423 42%	162 41%	149 43%	13 29%	62 39%	58 39%	4 48%	88 42%	86 43%	2 17%	67 48%	6 39%	2 18%	9 40%	7 38%	2 50%	3 39%	7 42%	4 32%	2 20%	7 64%	4 31%
2	292 29%	121 31%	110 32%	11 24%	36 23%	36 24%	- -	67 32%	64 32%	3 27%	39 28%	3 19%	- -	12 52%	11 57%	1 31%	2 31%	4 23%	5 38%	- -	1 13%	1 9%
3+	91 9%	33 8%	29 8%	3 7%	21 14%	21 14%	- -	15 7%	14 7%	1 8%	14 10%	- -	2 25%	1 4%	1 5%	- -	1 9%	1 5%	1 4%	- -	- -	3 25%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 11
Which of the following best describes your current working status?
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
Working full time (30+ hrs a week)	458 45%	281 57%	178 34%	51 42%	108 67%	133 66%	104 61%	56 37%	7 3%	145 55%	159 54%	110 52%	44 18%	115 43%	120 45%	113 45%	73 51%	38 42%
Working part time (8-29 hrs a week)	122 12%	33 7%	89 17%	8 6%	22 14%	29 14%	29 17%	18 12%	17 8%	23 9%	40 13%	43 20%	17 7%	37 14%	38 14%	25 10%	10 7%	13 15%
Not working but seeking work or temporarily unemployed/sick	49 5%	24 5%	25 5%	10 8%	8 5%	13 7%	11 6%	5 4%	1 1%	6 2%	9 3%	5 2%	29 12%	18 7%	7 3%	13 5%	5 3%	6 6%
Not working/Not seeking work	24 2%	11 2%	13 2%	2 1%	2 1%	5 2%	7 4%	8 5%	-	3 1%	1 *	2 1%	18 7%	3 1%	7 3%	5 2%	3 2%	4 5%
Retired on state pension ONLY	86 8%	23 5%	64 12%	-	-	-	* *	11 7%	75 35%	6 2%	5 2%	7 3%	68 28%	18 7%	23 9%	26 10%	14 10%	6 6%
Retired with a private pension	149 15%	82 17%	67 13%	1 1%	-	1 *	4 3%	37 24%	106 50%	57 22%	53 18%	22 10%	17 7%	41 15%	41 15%	35 14%	21 15%	12 13%
Student	44 4%	24 5%	20 4%	40 33%	2 1%	1 1%	-	1 *	-	11 4%	18 6%	4 2%	9 4%	13 5%	14 5%	8 3%	6 4%	2 2%
House person/Housewife/ Househusband	86 8%	11 2%	75 14%	10 8%	19 12%	20 10%	17 10%	15 10%	5 2%	13 5%	11 4%	21 10%	41 17%	22 8%	17 7%	26 10%	11 8%	9 10%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 11
Which of the following best describes your current working status?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
Working full time (30+ hrs a week)	458 45%	200 51%	179 51%	22 49%	61 39%	56 38%	5 55%	90 43%	85 42%	5 47%	62 44%	9 57%	2 25%	9 41%	7 36%	3 65%	2 35%	3 19%	3 19%	5 53%	5 40%	7 52%
Working part time (8-29 hrs a week)	122 12%	44 11%	38 11%	6 14%	18 11%	17 11%	1 11%	21 10%	21 10%	1 5%	24 17%	1 9%	- -	1 3%	1 3%	- -	1 16%	5 30%	4 31%	* 4%	1 13%	1 4%
Not working but seeking work or temporarily unemployed/sick	49 5%	15 4%	14 4%	2 4%	10 7%	9 6%	1 15%	10 5%	10 5%	- -	3 2%	1 4%	1 6%	2 9%	1 7%	1 19%	1 9%	2 10%	1 10%	2 19%	* 4%	1 5%
Not working/Not seeking work	24 2%	5 1%	4 1%	1 2%	4 3%	4 2%	1 6%	10 5%	10 5%	- -	2 2%	- -	- -	- -	- -	- -	- -	* 2%	- -	- -	1 5%	2 12%
Retired on state pension ONLY	86 8%	33 9%	28 8%	6 13%	10 6%	10 7%	- -	16 8%	16 8%	- -	17 12%	2 11%	2 22%	- -	- -	- -	- -	3 15%	3 21%	- -	1 5%	- -
Retired with a private pension	149 15%	50 13%	46 13%	4 10%	37 23%	36 24%	1 12%	19 9%	18 9%	1 9%	20 14%	2 14%	1 12%	8 36%	8 40%	1 15%	3 40%	1 8%	3 19%	2 16%	3 28%	2 12%
Student	44 4%	14 4%	11 3%	3 7%	11 7%	11 7%	- -	14 7%	14 7%	- -	1 1%	- -	- -	3 12%	3 14%	- -	- -	1 5%	- -	- -	- -	1 5%
House person/Housewife/ Househusband	86 8%	29 7%	28 8%	* 1%	7 4%	7 5%	- -	31 15%	27 14%	4 40%	10 7%	1 5%	3 35%	- -	- -	- -	- -	2 12%	- -	1 8%	1 6%	2 11%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 12
Do you have any children aged 18 or under?
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
No	754 74%	371 76%	383 72%	96 79%	113 70%	90 45%	111 65%	136 90%	208 98%	200 76%	230 78%	143 67%	182 74%	198 74%	207 78%	173 69%	107 75%	68 76%
NET: Yes	255 25%	112 23%	143 27%	20 17%	48 30%	109 54%	61 35%	14 9%	3 1%	63 24%	62 21%	69 32%	61 25%	65 24%	59 22%	74 30%	36 25%	21 23%
Yes: Aged under 5	72 7%	26 5%	46 9%	11 9%	31 20%	29 14%	1 *	- -	- -	19 7%	20 7%	19 9%	14 6%	17 6%	22 8%	23 9%	9 6%	1 1%
Yes: Aged 5-10	99 10%	42 9%	56 11%	9 8%	26 16%	49 24%	13 8%	2 1%	- -	21 8%	30 10%	19 9%	29 12%	29 11%	20 8%	30 12%	13 9%	7 8%
Yes: Aged 11-15	121 12%	56 12%	65 12%	- -	13 8%	62 31%	41 24%	4 3%	2 1%	32 12%	29 10%	40 19%	20 8%	33 12%	23 9%	38 15%	16 11%	11 13%
Yes: Aged 16-18	59 6%	28 6%	31 6%	- -	- -	25 13%	23 13%	9 6%	1 1%	13 5%	13 4%	13 6%	20 8%	12 5%	11 4%	19 7%	13 9%	4 5%
Refused	9 1%	6 1%	3 1%	4 4%	1 1%	2 1%	- -	1 1%	1 *	2 1%	3 1%	2 1%	2 1%	4 1%	1 *	4 2%	- -	1 1%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 12
Do you have any children aged 18 or under?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
No	754 74%	295 75%	264 76%	31 69%	120 77%	116 78%	4 51%	137 65%	131 66%	6 54%	111 79%	12 71%	6 66%	17 75%	15 77%	3 65%	6 100%	13 77%	11 82%	4 43%	10 86%	12 89%
NET: Yes	255 25%	94 24%	80 23%	14 31%	37 23%	32 22%	4 49%	69 33%	64 32%	5 46%	29 21%	4 24%	3 34%	5 23%	4 21%	1 35%	-	4 23%	2 18%	5 57%	2 14%	1 7%
Yes: Aged under 5	72 7%	29 8%	26 7%	4 8%	12 8%	10 7%	2 20%	19 9%	16 8%	3 25%	5 3%	1 5%	-	3 13%	2 8%	1 35%	-	*	-	1 15%	-	1 7%
Yes: Aged 5-10	99 10%	33 8%	21 6%	12 27%	14 9%	14 9%	1 9%	27 13%	25 12%	2 21%	13 10%	2 11%	2 21%	2 9%	1 3%	1 35%	-	2 13%	1 7%	1 8%	*	1 7%
Yes: Aged 11-15	121 12%	43 11%	35 10%	8 18%	6 4%	6 4%	-	37 17%	37 18%	-	20 14%	2 14%	1 13%	3 14%	2 10%	1 35%	-	1 7%	1 10%	5 50%	2 14%	-
Yes: Aged 16-18	59 6%	28 7%	27 8%	1 2%	9 6%	6 4%	2 28%	15 7%	15 8%	-	4 3%	-	-	-	-	-	-	1 4%	1 9%	-	1 6%	-
Refused	9 1%	3 1%	3 1%	-	-	-	-	4 2%	4 2%	-	1 *	1 4%	-	*	*	-	-	-	-	-	-	1 5%

Morrisons Survey
ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 13
What was your age on your last birthday?
Base: All respondents

	Gender		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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
18-24	121 12%	64 13%	57 11%	121 100%	-	-	-	-	-	34 13%	37 13%	19 9%	31 13%	40 15%	36 14%	19 8%	17 12%	8 9%
25-34	161 16%	56 11%	105 20%	-	161 100%	-	-	-	-	55 21%	55 18%	28 13%	23 9%	47 17%	38 14%	41 16%	19 14%	16 18%
35-44	202 20%	94 19%	107 20%	-	-	202 100%	-	-	-	50 19%	64 22%	49 23%	38 16%	59 22%	37 14%	59 24%	30 21%	16 18%
45-54	171 17%	92 19%	79 15%	-	-	-	171 100%	-	-	37 14%	50 17%	54 25%	31 13%	27 10%	56 21%	40 16%	28 20%	20 23%
55-64	151 15%	95 19%	56 11%	-	-	-	-	151 100%	-	39 15%	32 11%	36 17%	44 18%	35 13%	42 16%	42 17%	22 15%	11 13%
65+	212 21%	87 18%	125 24%	-	-	-	-	-	212 100%	50 19%	57 19%	28 13%	76 31%	59 22%	58 22%	50 20%	27 19%	18 20%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

Table 13
What was your age on your last birthday?
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
18-24	121 12%	49 13%	42 12%	7 15%	19 12%	18 12%	1 10%	37 18%	36 18%	1 12%	3 2%	1 9%	2 21%	3 12%	3 14%	- -	- -	3 15%	- -	1 7%	1 8%	2 16%
25-34	161 16%	64 16%	54 16%	10 23%	30 19%	29 20%	1 11%	36 17%	33 16%	3 26%	17 12%	3 16%	- -	3 13%	3 16%	- -	1 9%	- -	2 18%	1 8%	* 4%	5 37%
35-44	202 20%	91 23%	76 22%	16 35%	21 14%	18 12%	3 38%	41 19%	36 18%	5 44%	30 22%	1 8%	1 6%	3 15%	2 10%	1 35%	1 23%	2 15%	3 21%	2 20%	- -	4 29%
45-54	171 17%	62 16%	61 18%	1 1%	18 12%	16 11%	2 28%	37 18%	37 18%	1 5%	31 22%	5 31%	1 12%	2 10%	2 8%	1 19%	1 16%	3 20%	1 7%	5 49%	3 28%	1 9%
55-64	151 15%	50 13%	45 13%	5 10%	20 13%	20 14%	- -	30 14%	29 15%	1 5%	27 20%	4 25%	3 39%	3 12%	3 15%	- -	2 34%	2 9%	4 28%	2 16%	4 37%	* 3%
65+	212 21%	75 19%	68 20%	6 15%	47 30%	46 31%	1 12%	30 14%	29 15%	1 9%	32 23%	2 11%	2 22%	9 38%	7 36%	2 46%	1 19%	7 41%	3 26%	- -	3 23%	1 6%

Morrisons Survey
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	Gender		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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
Male	489	489	-	64	56	94	92	95	87	152	131	110	95	125	129	125	71	39
	48%	100%	-	53%	35%	47%	54%	63%	41%	57%	45%	51%	39%	47%	48%	50%	50%	43%
Female	529	-	529	57	105	107	79	56	125	113	164	104	149	142	138	127	72	51
	52%	-	100%	47%	65%	53%	46%	37%	59%	43%	55%	49%	61%	53%	52%	50%	50%	57%

Morrisons Survey

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
Male	489	192	174	18	83	78	5	83	81	2	64	7	4	14	11	3	5	9	7	7	6	9
	48%	49%	50%	41%	53%	53%	54%	39%	40%	17%	46%	40%	52%	60%	58%	69%	84%	50%	49%	70%	50%	67%
Female	529	199	173	26	74	70	4	128	119	9	76	10	4	9	8	1	1	9	7	3	6	4
	52%	51%	50%	59%	47%	47%	46%	61%	60%	83%	54%	60%	48%	40%	42%	31%	16%	50%	51%	30%	50%	33%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

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

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
ITV1 Anglia	107 10%	47 10%	60 11%	15 12%	24 15%	18 9%	15 9%	16 11%	19 9%	28 11%	26 9%	33 16%	19 8%	15 5%	89 34%	3 1%	-	-
ITV1 Border	10 1%	6 1%	4 1%	-	3 2%	3 1%	3 2%	* *	1 *	3 1%	2 1%	5 2%	* *	-	-	8 3%	-	2 2%
ITV1 Central	173 17%	87 18%	86 16%	26 22%	19 12%	29 15%	45 26%	19 13%	35 16%	33 13%	55 19%	35 17%	49 20%	13 5%	145 54%	2 1%	12 8%	2 2%
ITV1 Granada	109 11%	50 10%	59 11%	8 7%	14 9%	31 15%	28 16%	12 8%	15 7%	20 8%	38 13%	25 12%	26 11%	-	1 *	106 42%	1 1%	1 1%
ITV1 London	180 18%	87 18%	93 18%	33 27%	33 21%	35 17%	19 11%	21 14%	38 18%	71 27%	58 20%	19 9%	32 13%	164 62%	14 5%	2 1%	-	-
ITV1 Meridian	82 8%	37 8%	45 8%	4 3%	9 5%	20 10%	9 5%	15 10%	24 11%	27 10%	14 5%	24 11%	16 7%	74 28%	-	-	7 5%	-
ITV1 Tyne Tees	46 5%	26 5%	20 4%	4 4%	6 4%	13 6%	1 *	12 8%	10 5%	7 3%	9 3%	11 5%	19 8%	-	-	46 18%	-	-
ITV1 Wales	52 5%	26 5%	26 5%	11 9%	9 6%	11 5%	8 4%	6 4%	8 4%	10 4%	17 6%	12 5%	13 5%	-	-	-	52 36%	-
ITV1 West	28 3%	13 3%	15 3%	3 3%	3 2%	7 3%	2 1%	5 4%	8 4%	9 4%	12 4%	2 1%	4 2%	-	1 *	-	27 19%	-
ITV1 Westcountry	45 4%	21 4%	24 4%	2 2%	7 4%	7 4%	13 7%	8 5%	8 4%	11 4%	15 5%	8 4%	12 5%	1 *	-	1 *	44 30%	-
ITV1 Yorkshire	102 10%	52 11%	50 9%	7 6%	19 12%	12 6%	11 6%	25 16%	29 14%	23 9%	31 10%	21 10%	28 11%	-	17 6%	84 33%	1 1%	-
STV	85 8%	36 7%	49 9%	8 7%	16 10%	15 7%	18 11%	11 7%	17 8%	22 8%	18 6%	20 10%	25 10%	-	*	-	-	85 95%

Morrisons Survey

ONLINE Fieldwork : 13th - 15th March 2009

Absolutes/col percents

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

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
ITV1 Anglia	107 10%	58 15%	53 15%	5 11%	17 11%	16 11%	1 9%	19 9%	17 8%	2 22%	7 5%	2 11%	-	1 5%	1 6%	-	1 16%	-	-	-	2 16%	-
ITV1 Border	10 1%	5 1%	3 1%	2 4%	-	-	-	-	-	-	3 2%	-	-	-	-	-	-	-	-	-	-	2 13%
ITV1 Central	173 17%	64 16%	54 16%	10 24%	24 16%	24 16%	1 10%	33 16%	33 17%	-	29 21%	4 26%	1 12%	4 15%	2 8%	50%	-	2 13%	1 7%	4 39%	5 42%	1 11%
ITV1 Granada	109 11%	38 10%	35 10%	4 8%	6 4%	5 3%	2 19%	36 17%	34 17%	2 18%	19 13%	5 29%	1 12%	-	-	-	-	* 2%	1 4%	1 11%	-	2 11%
ITV1 London	180 18%	67 17%	58 17%	8 18%	56 36%	56 38%	-	22 11%	20 10%	3 25%	14 10%	-	1 14%	10 44%	8 43%	2 50%	3 40%	1 7%	2 15%	1 8%	1 8%	2 14%
ITV1 Meridian	82 8%	33 9%	32 9%	2 4%	20 13%	18 12%	2 27%	12 6%	12 6%	-	6 4%	* 2%	-	4 19%	4 22%	-	1 21%	1 8%	1 9%	-	1 6%	1 7%
ITV1 Tyne Tees	46 5%	5 1%	2 1%	3 6%	5 3%	4 2%	1 11%	14 7%	13 6%	1 9%	16 12%	1 6%	4 43%	1 6%	1 7%	-	-	-	* 3%	-	-	-
ITV1 Wales	52 5%	27 7%	25 7%	2 6%	4 2%	4 3%	-	6 3%	6 3%	1 5%	4 3%	1 9%	-	-	-	-	-	4 25%	1 7%	2 16%	-	3 19%
ITV1 West	28 3%	7 2%	7 2%	-	8 5%	6 4%	2 23%	7 3%	7 4%	-	1 1%	-	-	-	-	-	1 23%	2 12%	-	-	1 6%	-
ITV1 Westcountry	45 4%	19 5%	17 5%	1 3%	7 5%	7 5%	-	9 4%	9 4%	-	3 2%	1 9%	-	-	-	-	-	-	3 26%	1 15%	1 7%	-
ITV1 Yorkshire	102 10%	34 9%	30 9%	4 8%	6 4%	6 4%	-	27 13%	25 12%	2 20%	28 20%	1 6%	2 19%	2 11%	2 13%	-	-	1 4%	1 4%	-	1 9%	-
STV	85 8%	35 9%	31 9%	3 8%	3 2%	3 2%	-	25 12%	25 12%	-	9 6%	-	-	-	-	-	-	5 28%	4 26%	1 11%	1 7%	3 25%

Morrisons Survey
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Absolutes/col percents

Table 16
Social class
Base: All respondents

	Gender		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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
AB	265 26%	152 31%	113 21%	34 28%	55 34%	50 25%	37 21%	39 26%	50 24%	265 100%	-	-	-	98 37%	57 21%	52 21%	34 24%	24 26%
C1	295 29%	131 27%	164 31%	37 31%	55 34%	64 32%	50 29%	32 21%	57 27%	-	295 100%	-	-	73 27%	87 32%	70 28%	48 34%	18 20%
C2	214 21%	110 22%	104 20%	19 16%	28 18%	49 24%	54 31%	36 24%	28 13%	-	-	214 100%	-	46 17%	60 22%	59 23%	28 19%	22 24%
DE	244 24%	95 20%	149 28%	31 26%	23 14%	38 19%	31 18%	44 29%	76 36%	-	-	-	244 100%	50 19%	63 24%	71 28%	34 24%	27 30%

Morrisons Survey

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Absolutes/col percents

Table 16
Social class
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
AB	265 26%	112 28%	97 28%	15 33%	55 35%	54 36%	1 15%	41 20%	38 19%	3 28%	27 19%	1 5%	3 39%	14 59%	11 58%	3 65%	1 9%	2 14%	5 35%	- -	3 24%	1 10%
C1	295 29%	117 30%	104 30%	13 29%	48 31%	44 30%	4 46%	48 23%	47 23%	1 6%	45 32%	8 47%	1 12%	7 30%	6 29%	1 35%	3 52%	5 31%	2 17%	5 58%	4 33%	2 12%
C2	214 21%	79 20%	72 21%	7 15%	28 18%	27 18%	1 15%	55 26%	52 26%	3 27%	35 25%	2 9%	- -	2 8%	2 10%	- -	3 39%	2 13%	2 18%	2 16%	- -	5 35%
DE	244 24%	84 22%	74 21%	10 23%	25 16%	23 16%	2 24%	67 32%	62 31%	4 39%	33 24%	6 38%	4 49%	1 3%	1 3%	- -	- -	7 41%	4 30%	3 26%	5 43%	6 43%

Morrisons Survey

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Absolutes/col percents

Table 17
GO Regions
Base: All respondents

	Gender			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	1018	472	546	90	168	213	177	161	209	340	265	122	291	270	256	259	148	85
Weighted base	1018	489	529	121	161	202	171	151	212	265	295	214	244	267	267	251	144	90
Scotland	90 9%	39 8%	51 10%	8 7%	16 10%	16 8%	20 12%	11 7%	18 8%	24 9%	18 6%	22 10%	27 11%	-	-	-	-	90 100%
North East	46 5%	27 5%	19 4%	5 4%	8 5%	11 5%	1 *	10 7%	12 5%	8 3%	9 3%	9 4%	20 8%	-	-	46 18%	-	-
North West	118 12%	56 11%	62 12%	9 8%	17 11%	33 16%	29 17%	13 9%	16 7%	24 9%	38 13%	31 15%	25 10%	-	-	118 47%	-	-
Yorks & Humber	88 9%	42 9%	46 9%	5 4%	16 10%	15 8%	10 6%	19 12%	23 11%	20 8%	23 8%	18 9%	26 11%	-	-	88 35%	-	-
West Midlands	96 9%	51 10%	45 8%	18 15%	7 4%	11 5%	32 19%	6 4%	21 10%	18 7%	35 12%	18 8%	25 10%	-	96 36%	-	-	-
Wales	53 5%	27 5%	26 5%	11 9%	9 6%	11 5%	8 5%	6 4%	8 4%	10 4%	18 6%	12 5%	14 6%	-	-	-	53 37%	-
Eastern	94 9%	52 11%	42 8%	9 7%	17 11%	14 7%	17 10%	16 10%	21 10%	25 9%	24 8%	26 12%	18 8%	-	94 35%	-	-	-
London	129 13%	69 14%	61 11%	28 23%	22 14%	24 12%	20 12%	13 9%	22 10%	57 22%	40 13%	9 4%	24 10%	129 48%	-	-	-	-
South East	137 13%	56 12%	81 15%	12 10%	24 15%	35 18%	7 4%	22 15%	37 17%	41 15%	33 11%	37 18%	26 11%	137 52%	-	-	-	-
South West	91 9%	45 9%	46 9%	6 5%	11 7%	19 10%	20 12%	16 11%	18 9%	24 9%	31 10%	16 7%	20 8%	-	-	-	91 63%	-
East Midlands	77 8%	26 5%	51 10%	9 8%	14 9%	12 6%	6 4%	20 13%	15 7%	15 6%	27 9%	16 7%	20 8%	-	77 29%	-	-	-

Morrisons Survey

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Absolutes/col percents

Table 17
GO Regions
Base: All respondents

	Main Grocery Shop																					
	Total	NET: Tesco	Tesco	Tesco Online	NET: Sains- bury's	Sains- bury's	Sains- bury's Online	NET: ASDA	ASDA	ASDA Online	Morri- sons	ALDI	Netto	NET: Wait- rose	Wait- rose	Ocado	Marks & Spencer	LIDL	Co-op	Iceland	Somer- field	Local stores
Unweighted base	1018	396	355	41	158	150	8	203	192	11	140	15	7	25	21	4	6	17	15	8	15	13
Weighted base	1018	391	347	44	157	148	8	211	200	11	140	16	8	23	19	4	6	17	13	9	11	14
Scotland	90 9%	35 9%	31 9%	3 8%	4 2%	4 3%	-	27 13%	27 13%	-	10 7%	-	-	-	-	-	-	5 28%	4 26%	1 11%	1 7%	4 28%
North East	46 5%	6 2%	3 1%	3 6%	5 3%	4 3%	1 11%	16 8%	15 8%	1 9%	12 8%	1 6%	4 43%	1 6%	1 7%	-	-	-	* 3%	-	-	-
North West	118 12%	44 11%	38 11%	6 13%	6 4%	4 3%	2 19%	38 18%	36 18%	2 18%	20 14%	5 29%	1 12%	-	-	-	-	* 2%	1 4%	1 11%	-	2 16%
Yorks & Humber	88 9%	27 7%	23 7%	4 8%	6 4%	6 4%	-	23 11%	22 11%	1 9%	28 20%	1 6%	2 19%	1 3%	1 4%	-	-	1 4%	1 4%	-	-	-
West Midlands	96 9%	35 9%	29 8%	5 12%	9 5%	9 6%	-	19 9%	19 10%	-	15 11%	4 22%	1 12%	1 6%	-	1 35%	-	2 13%	1 7%	4 39%	4 37%	1 4%
Wales	53 5%	27 7%	25 7%	2 6%	4 2%	4 3%	-	6 3%	6 3%	1 5%	5 3%	1 9%	-	-	-	-	-	4 25%	1 7%	2 16%	-	3 24%
Eastern	94 9%	52 13%	48 14%	4 10%	17 11%	17 11%	1 9%	11 5%	10 5%	2 17%	5 3%	2 11%	-	3 13%	3 16%	-	1 16%	3 3%	-	-	2 16%	-
London	129 13%	49 13%	46 13%	4 8%	43 27%	43 29%	-	13 6%	10 5%	3 25%	10 7%	-	1 14%	6 26%	4 21%	2 50%	1 22%	1 7%	2 15%	1 8%	1 8%	2 14%
South East	137 13%	57 15%	51 15%	6 14%	34 22%	32 21%	2 27%	21 10%	21 11%	-	10 7%	* 2%	-	8 35%	7 39%	1 15%	3 40%	1 8%	1 9%	-	1 6%	1 7%
South West	91 9%	39 10%	36 10%	3 6%	18 11%	16 11%	2 23%	18 8%	18 9%	-	5 4%	1 9%	-	-	-	-	1 23%	2 10%	3 26%	1 15%	1 13%	-
East Midlands	77 8%	22 6%	17 5%	4 10%	12 8%	11 8%	1 10%	18 9%	16 8%	2 17%	20 14%	1 4%	-	2 10%	2 13%	-	-	-	-	-	2 14%	1 7%