



Retail Week - January 2012 Supermarket Perceptions

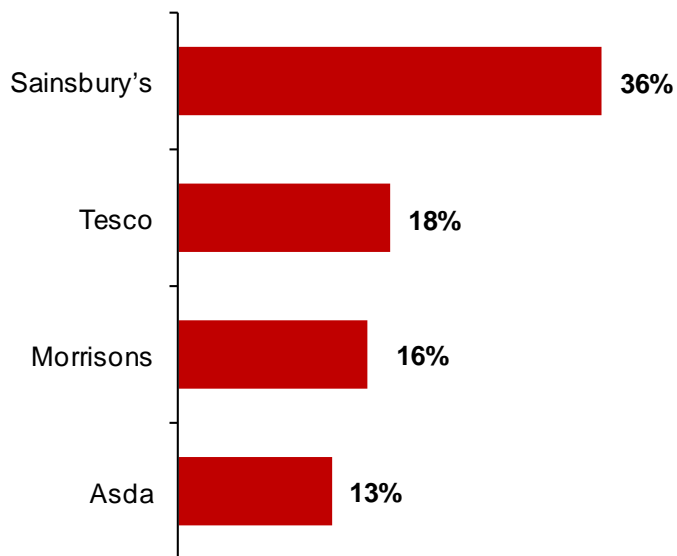
Technical details: Sample size of 2040. F/W dates: 27th-29th January 2012
This survey was conducted online

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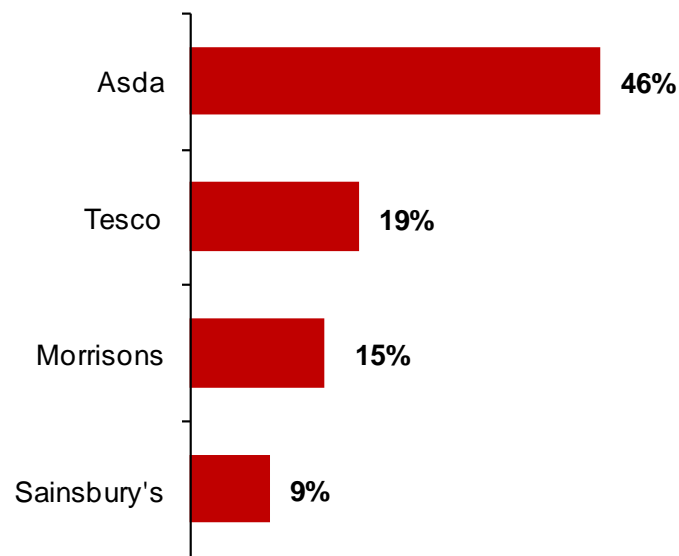
1. Thinking about the big four supermarkets, which of the following would you say is best for....

Product Quality?



Sainsbury's is the clear winner on product quality; at 36%, the grocer records twice as many votes than its nearest competitor Tesco. This association with Sainsbury's resonates strongest with ABC1s (43%). Younger consumers are significantly more likely to perceive Tesco as having strong product quality (18-34s, 20%) whilst Morrisons' perception of product quality is driven by older consumers (55+, 21%)

2. And which do you think is best for...Value?



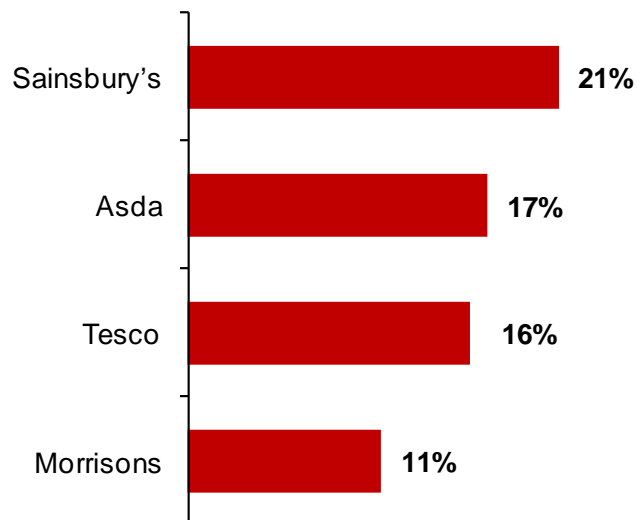
Asda is seen as best value, scoring significantly higher than all other grocers. This value perception for Asda is driven by women (50% vs 43% for men) and younger consumers (18-34, 51%). In second and third place respectively, Tesco and Morrisons show agreement across demographic groups when it comes to the level of value they offer. Sainsbury's value proposition is driven by older respondents



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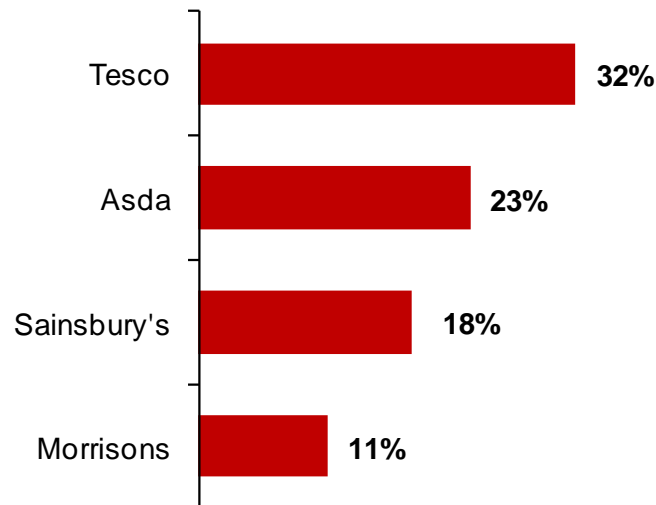


3. And which do you think is best for...Customer Service?



Customer service is less divisive than price and value. Sainsbury's scores highest at 21%, driven by ABC1s (25%) and 55-64 year olds (24%). C2DEs are driving the score up for Asda; 20% think the supermarket is best for customer service. Men are significantly more likely than women to think Morrisons offers the best customer service (14% vs 8%)

4. And which do you think is best for...Product Choice?



Tesco is perceived to offer the best choice of products, driven by men (34%) and 18-34 year olds (35%). Again it is C2DEs that are giving the title of best in class to Asda (28%). Sainsbury's is significantly more likely to be seen as having the best product choice by 25-34 year olds (22%)

