National Consumer Agency

Market Research Findings:
Shopping and Pricing

March 2011

Research Conducted by

Table of Contents

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- Key Points
- Section 1: Shopping and Pricing
- Section 2: Grocery Shopping
- Research Background & Methodology
- Profile of Sample

Key Findings - I

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- 17% of consumers find it difficult to compare prices. Areas cited most difficult:
  - Building related services, Pharmacies, Supermarkets.
- 57% of consumers say price is the main influencing factor in determining where to shop.
- "Reasonable value for money" has changed notably from consumers' perspective since 2004 in the following areas;

  Increases: - Pubs (19%), Supermarkets (15%), Hairdressers (13%), Shops Selling Clothing (12%)

  Decreases: - Telecom Providers (18%), Local newsagents (15%), Holidays (13%), Dentists (12%), Banks (11%), Solicitors* (12%) and Auctioneers* (14%)

*Note: Over 50% of respondents recorded a "*Don't Know*" answer in relation to these sectors

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Key Findings - II

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- In relation to grocery shopping:
  - 72% choose where to shop based on price
  - 79% prefer long term lower prices instead of special offers and regular promotions.
  - 73% of consumers are more likely to pick up special offers while in their usual store than to visit a particular store based on specials offers advertised.
  - Overall Avg. Grocery Basket - Branded 65%, Own Brand 35%
    - Branded - Beer (89%), Tea/Coffee (84%), Baby Products (81%)
    - Own Brand - Toilet Tissue/Kitchen Rolls (74%), Household Cleaning Products (67%) and Milk (56%).

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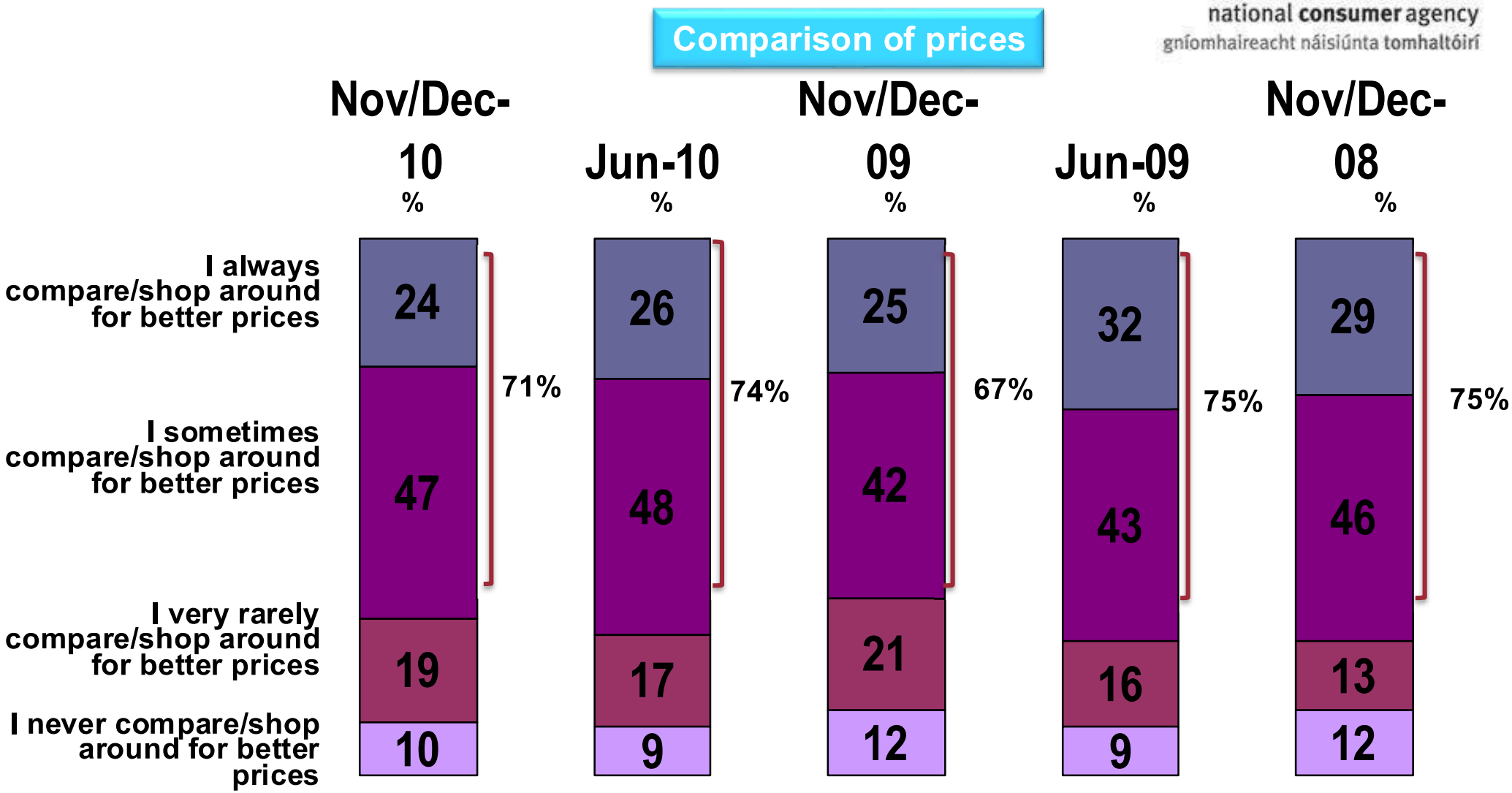
SECTION 1:
Shopping and Pricing

Shopping Around

(Base: All aged 15-74 – 1,000)



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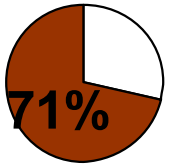
Most Likely to Shop Around In .... Within the Last 12 Months



(Base: All who compare/shop around for better prices – 707)

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Primary

	%
Supermarkets	75
Shops selling clothing/footwear	74
Petrol stations	57
Insurance products & services	52
Communication services including home phone, mobile, internet	45
Shops selling furniture or household appliances	45
Airlines	42
Energy suppliers	39

Secondary

	%
Restaurants, take-always or hotels	37
Personal care e.g. Hairdressers beauticians	35
Convenience stores/newsagents	32
Car dealers	30
TV services providers	30
Entertainment at home e.g. DVDs	29
Building and related services	28
Banking products services	25

Tertiary

	%
Pharmacies	23
Waste service`	22
Travel agents	20
Entertainment outside the home e.g. Cinema, concerts	20
Pubs	17
Bus & train transport	14
Education providers	13
Doctors, hospitals or other medicals	13

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Difficulty Comparing Prices?

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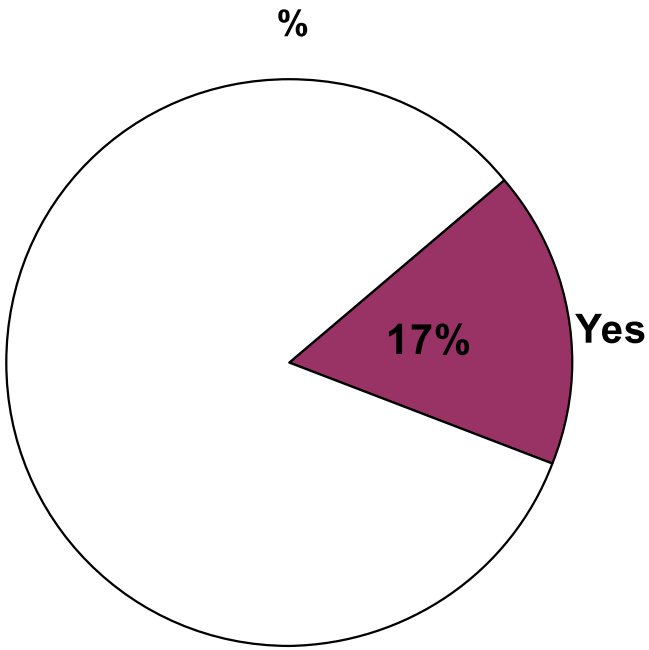
(Base: All aged 15-74 – 1,000)



 # All others 4% or less

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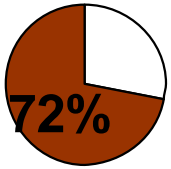
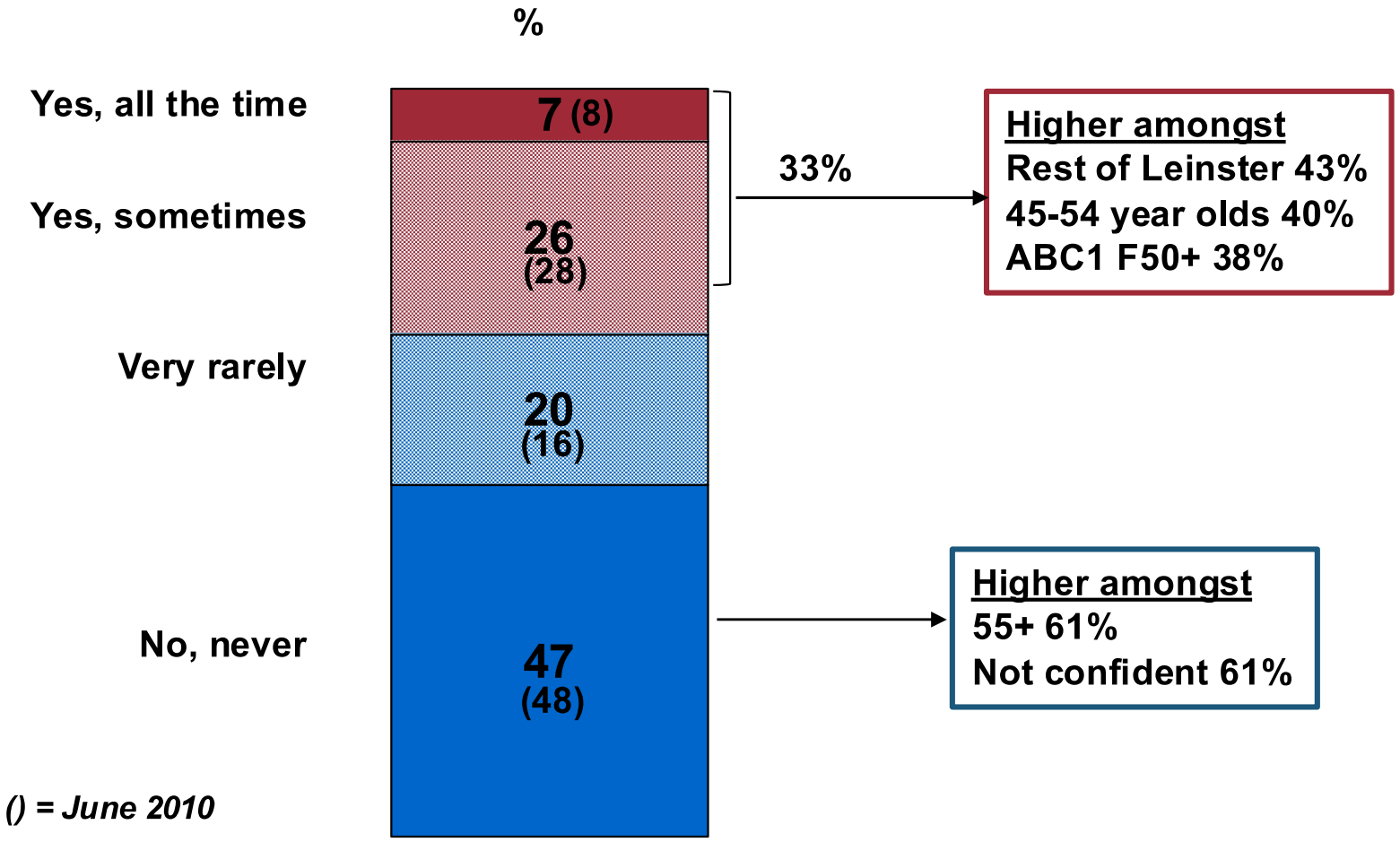
Frequency of Using Price Comparison Sites



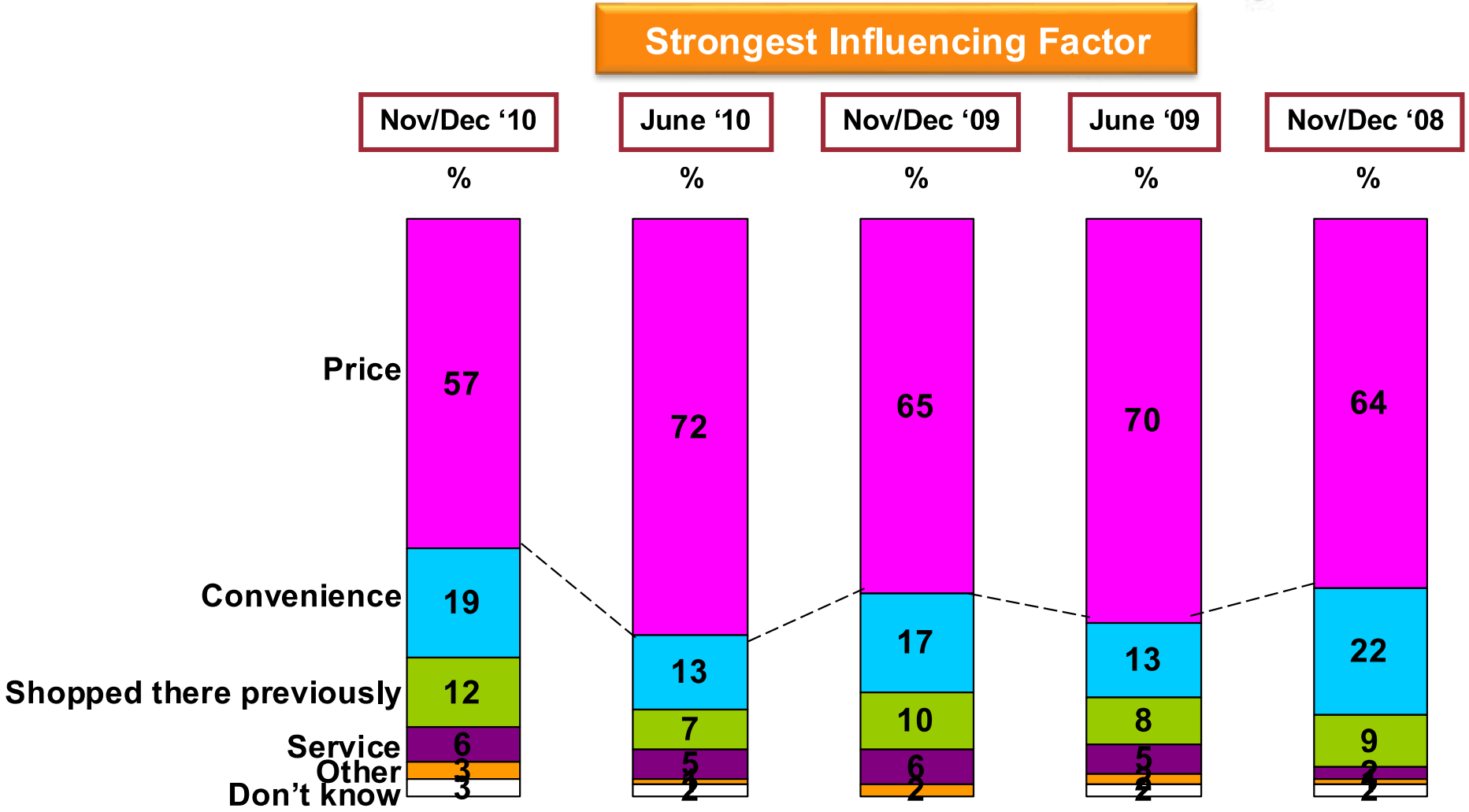
(Base: All who use the internet – 724)



() = June 2010

Key Influencing Factors in Determining Where to Shop

(Base: All Aged 15-74 – 1,000)



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Most Important Factors in Deciding where to Shop for Goods/Services – I

(Base: All aged 15-74 – 1,000)

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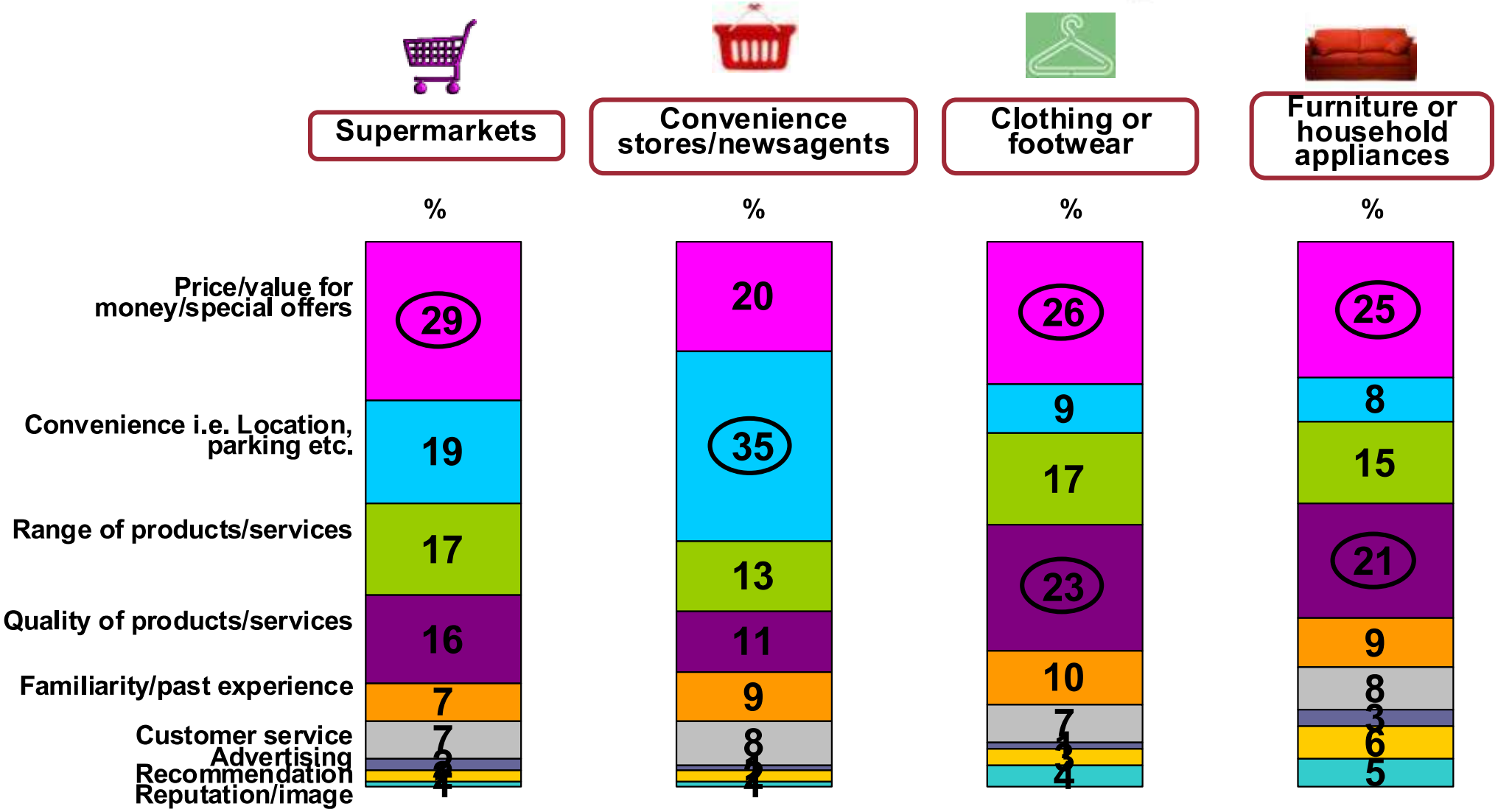

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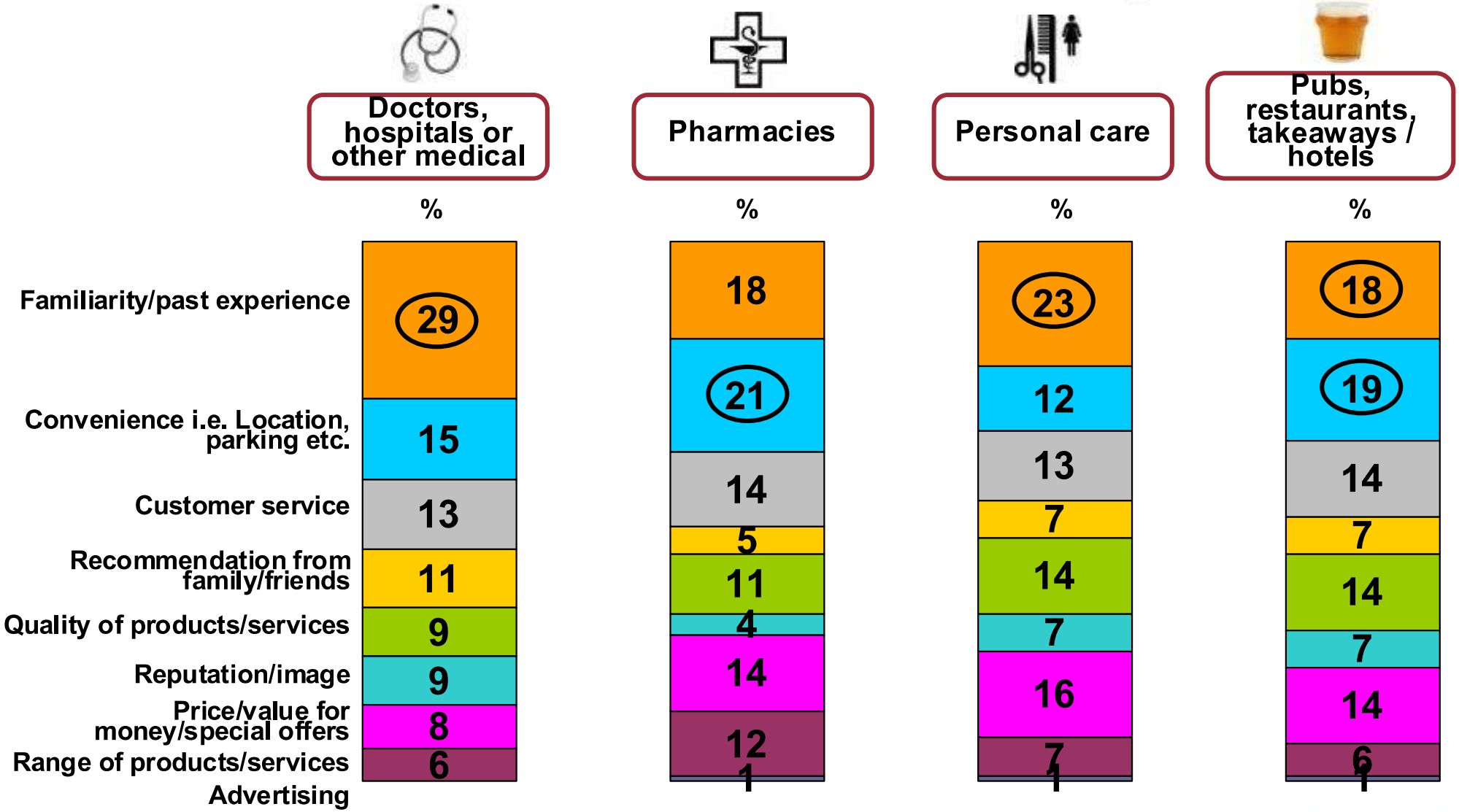
Most Important Factors in Deciding where to Shop for Goods/Services – II

(Base: All aged 15-74 – 1,000)



Most Important Factors in Deciding where to Shop for Goods/Services – III

(Base: All aged 15-74 – 1,000)

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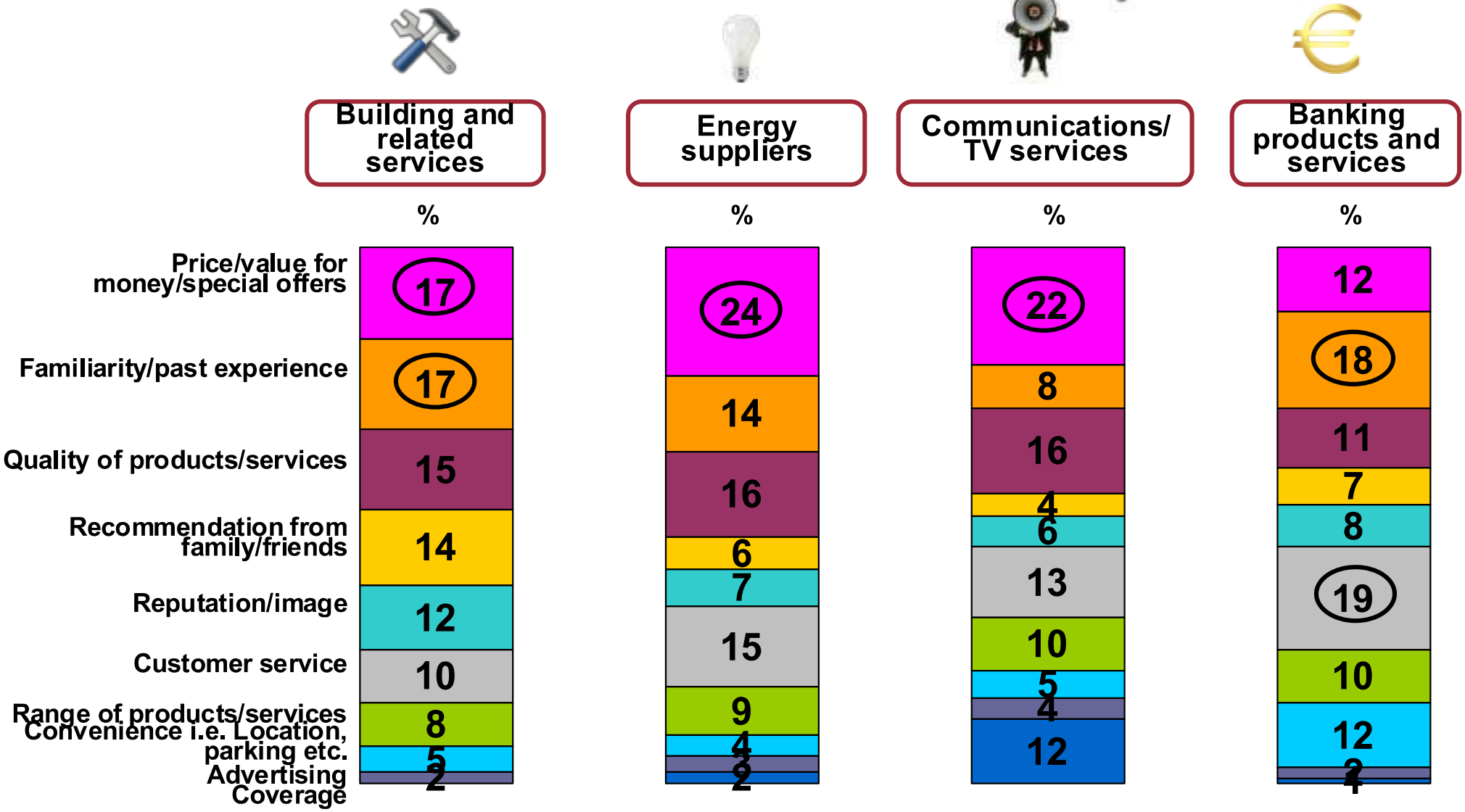

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Reasonable Value for Money?

(Base: All aged 15-74 – 1,000)

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Primary

	%	
Supermarkets	(56)	71
Clothing	(50)	62
Hairdressers	(41)	54
Local newsagents	(66)	51
Local shops	(49)	47
Holidays	(56)	43
Local convenience stores	(44)	41
Restaurants	(32)	40

Secondary

	%	
Hotels	(33)	38
Telecom providers	(53)	35
Utilities	(43)	34
Chemists	(35)	34
Pubs	(15)	34
Trades people (31% Don't know)	(39)	32
Insurance	(22)	24
Doctors	(29)	24

Tertiary

	%	
Motor vehicles (31% Don't know)	(19)	23
Banks	(30)	19
Dentists	(29)	17
Financial products (28% Don't know)	(32)	16
Solicitors (53% Don't know)	(18)	6
Auctioneers (59% Don't know)	(19)	5

( ) Figures refer to Consumer Rights National Survey Report 2004

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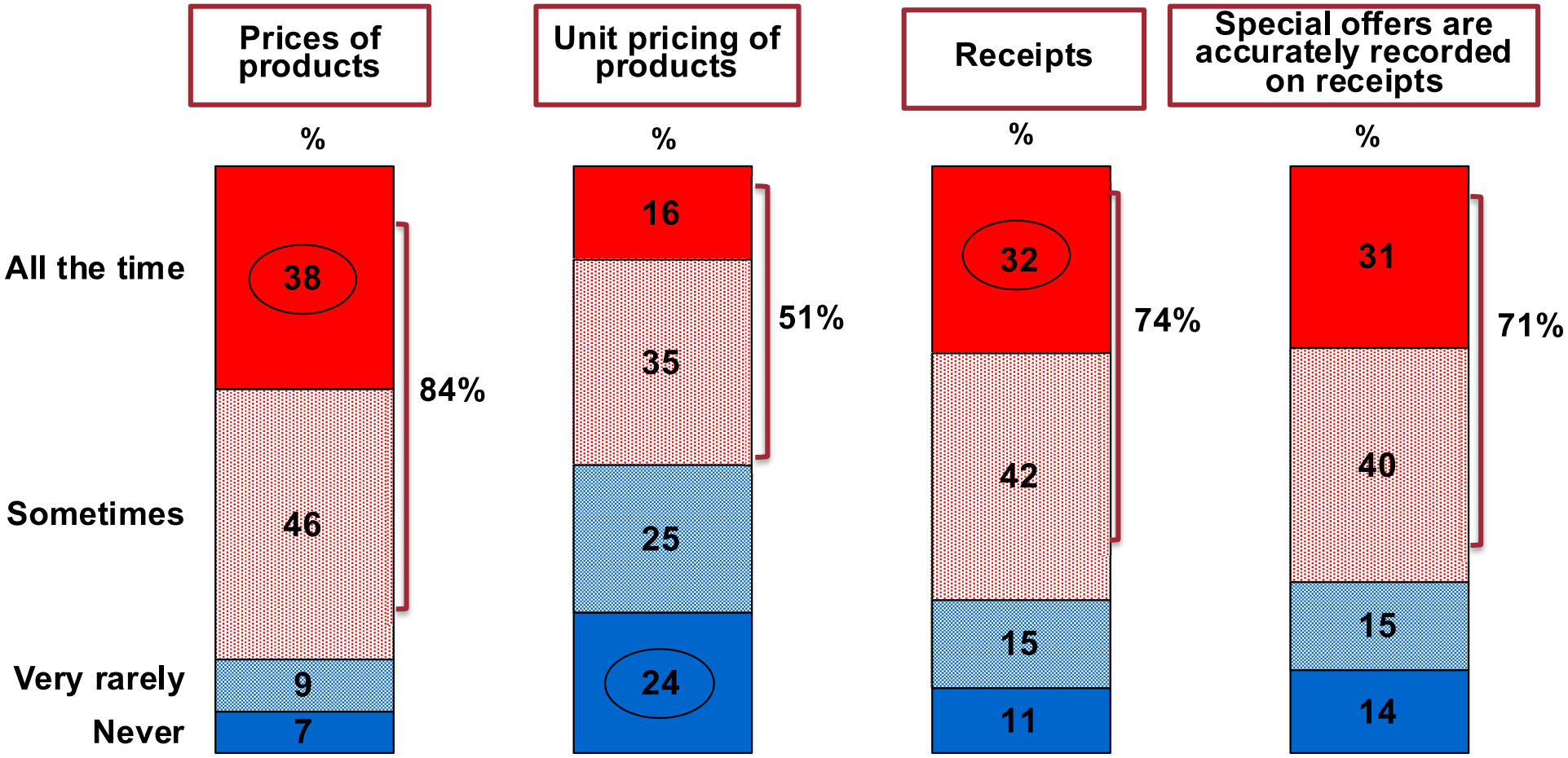
Incidence of Checking Prices

(Base: All aged 15-74 – 1,000)



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SECTION 2:
Grocery Shopping

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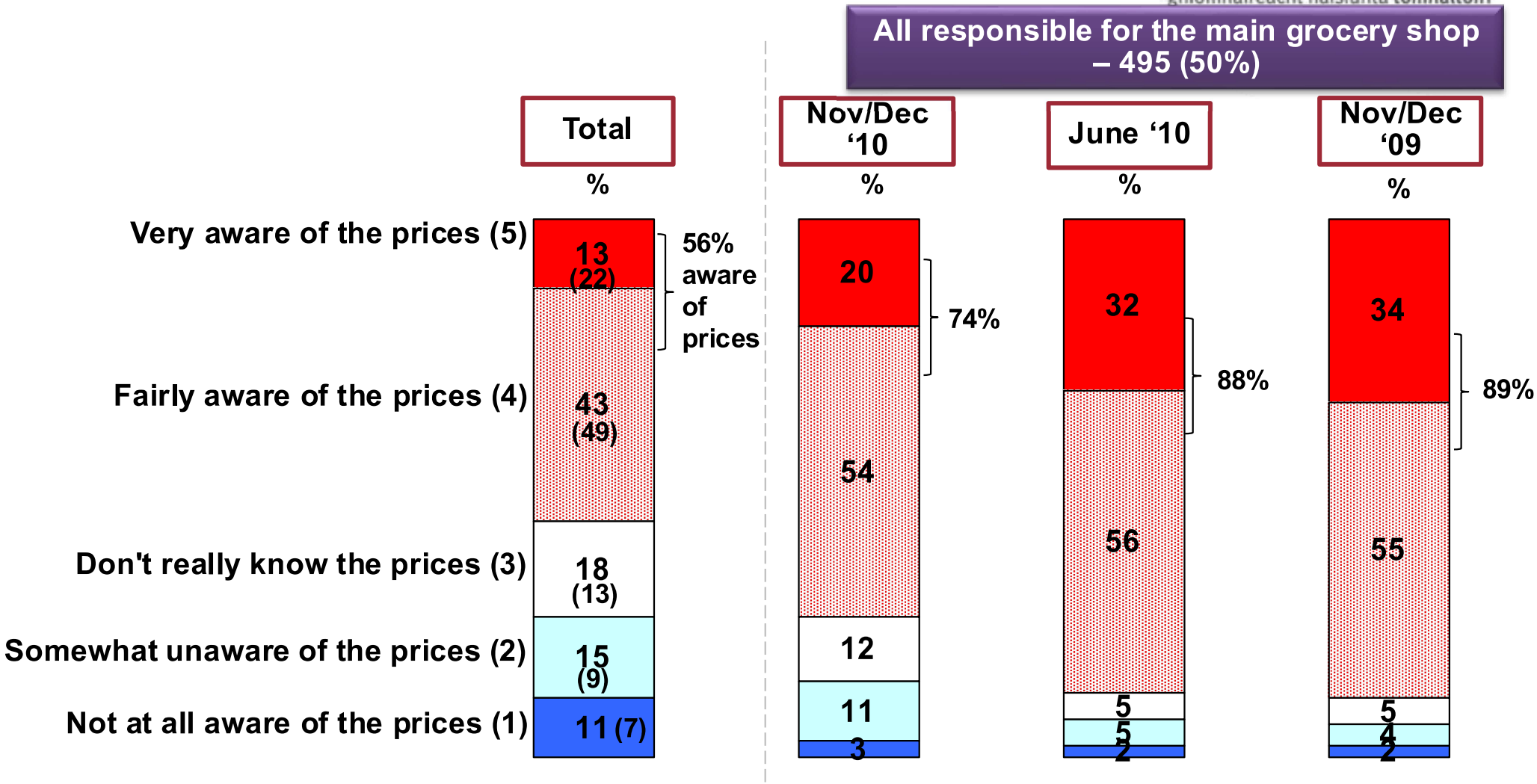
Overall Awareness of the Price of Everyday Goods

(Base: All aged 15-74 – 1,000)



( ) = June 2010

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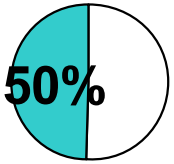
Main Reasons for Choice of Supermarket for Main Grocery Shop



(Base: All responsible for main grocery shop - 495)

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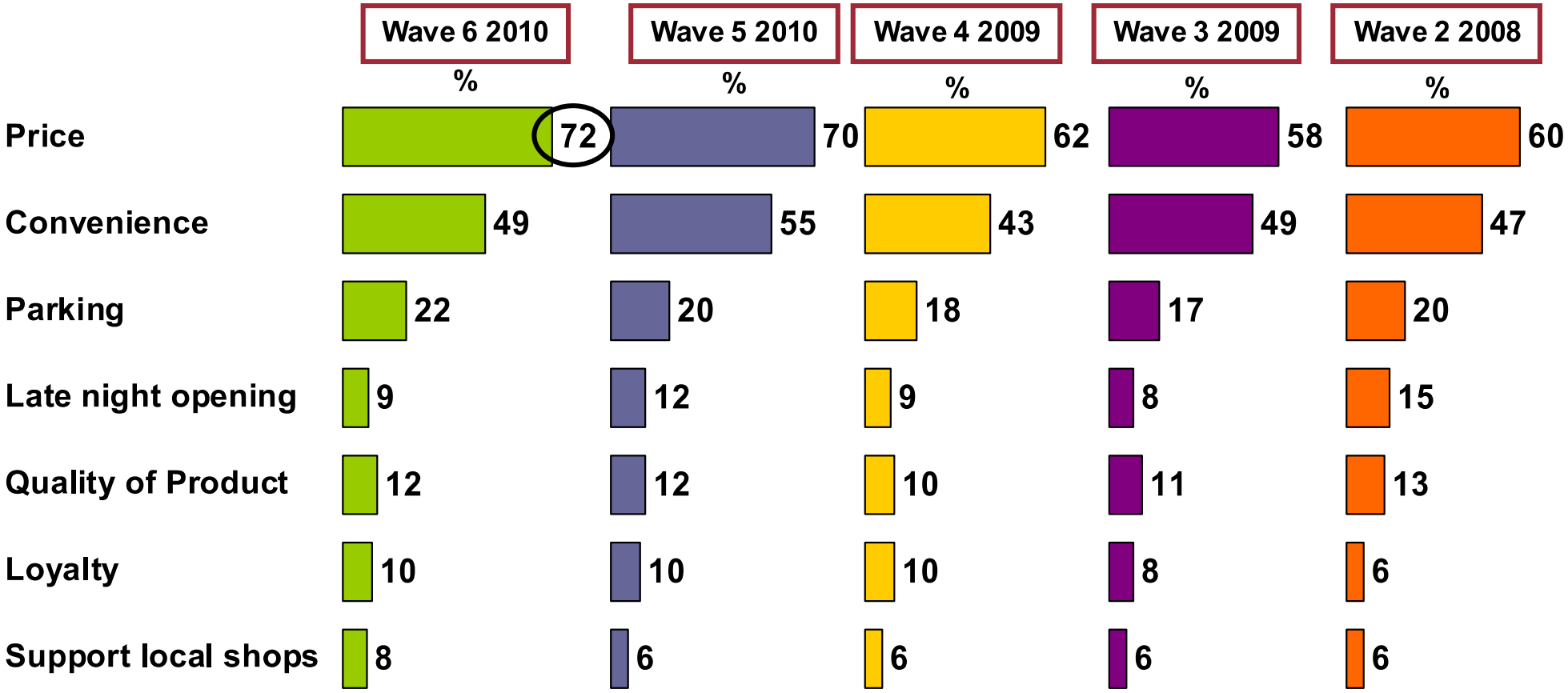

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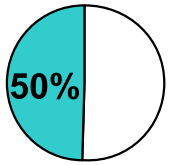
Own Brand Versus Regular Brand



(Base: All main grocery shoppers – 495)

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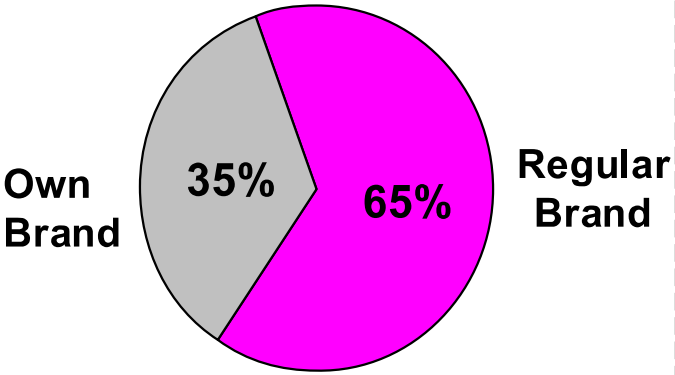
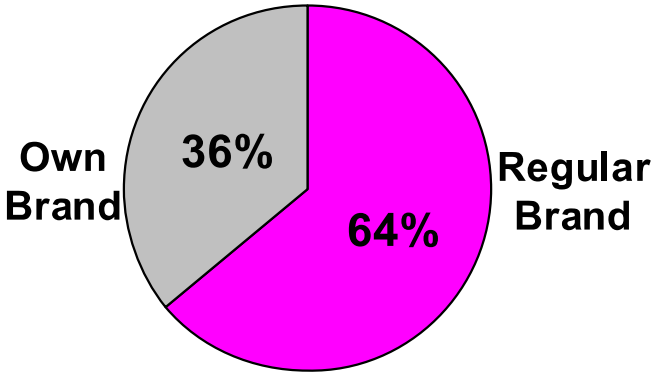
Nov/Dec 2010

%



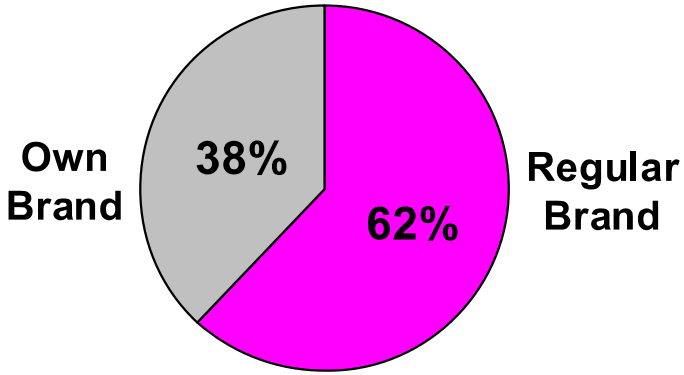
June 2010

%



Nov/Dec 2009

%



<u>Regular Brand Higher amongst:</u>
- Males (70%).
- 55+ (69%).
- Those who are not aware of the prices of everyday goods (69%).

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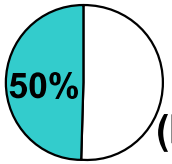
Own Brand Versus Regular Brand Preference – I



(Base: All responsible for grocery shop who purchase each of the products - 495)

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	Beer	Tea/Coffee	Baby Products	Breakfast cereal	Chocolate/ sweets
Regular brand	89	84	81	80	73
Own brand	11	16	19	20	27

	Yoghurts	Bread	Fresh meat	Frozen meat	Soft drinks
Regular brand	73	72	72	71	70
Own brand	27	28	28	29	30

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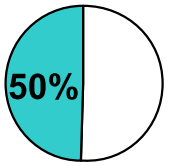
Own Brand Versus Regular Brand Preference – II



(Base: All responsible for grocery shop who purchase each of the products - 495)

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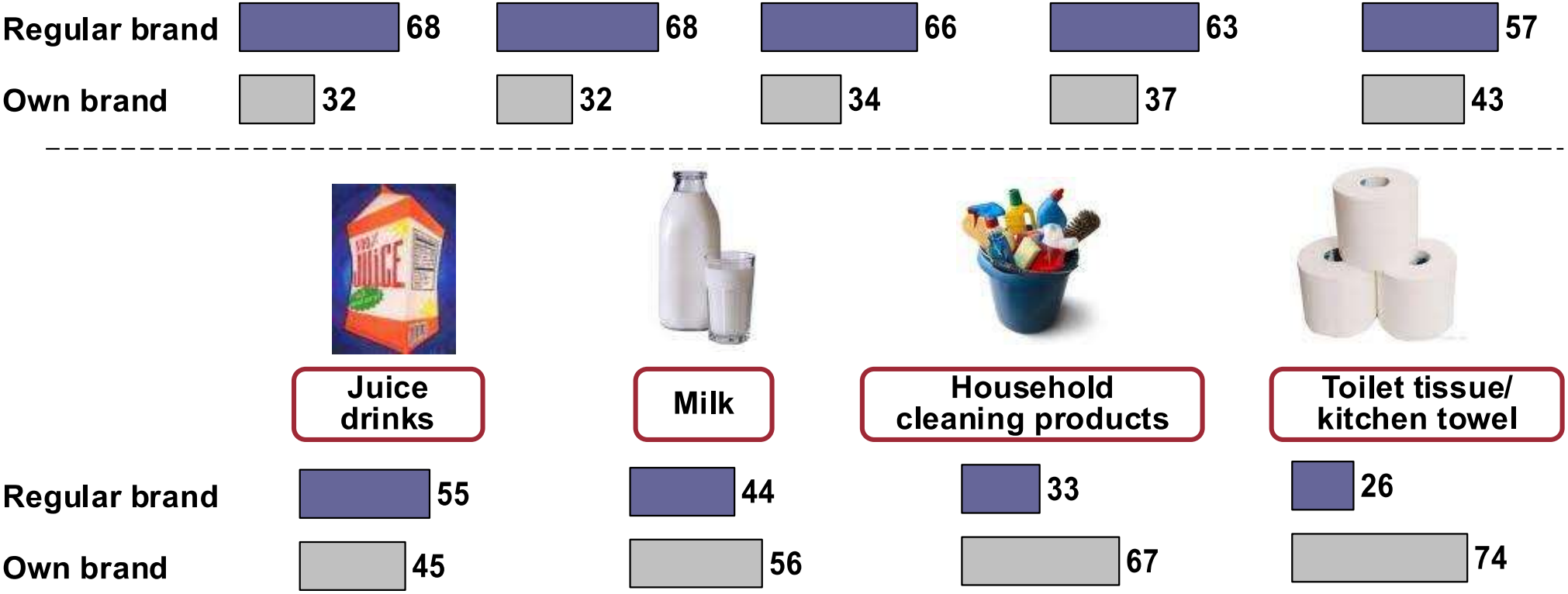

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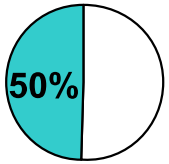
Change in Grocery Shopping Since the Start of the Year



(Base: All main grocery shoppers – 495)

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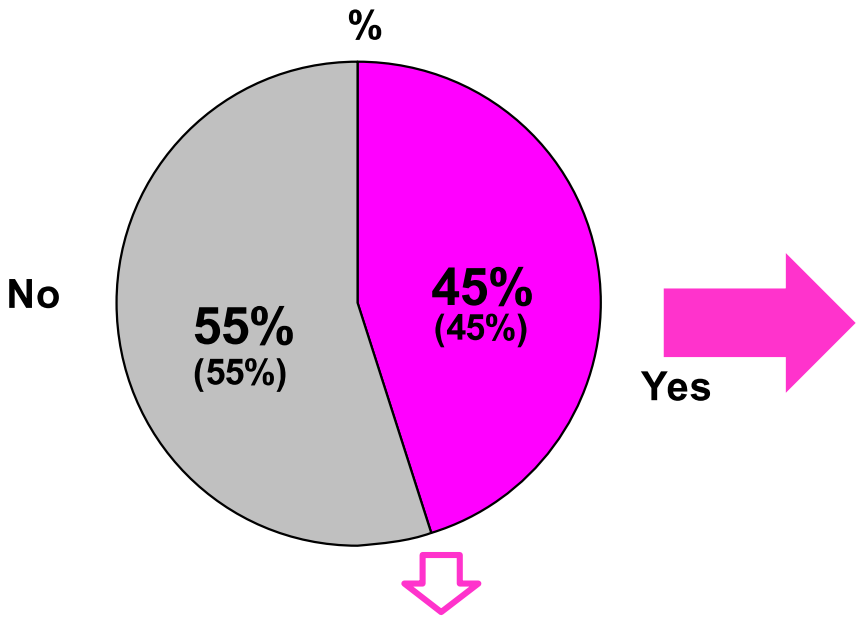
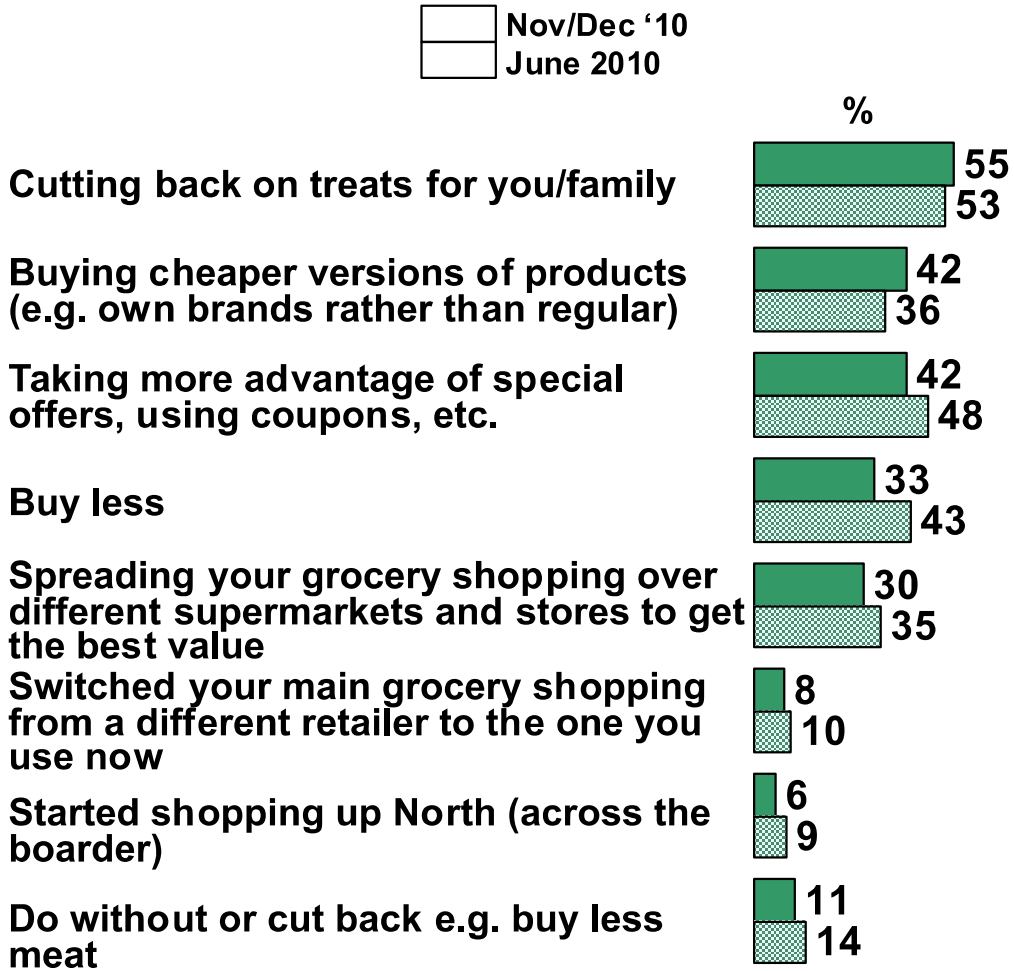
Change in Grocery Shopping



Male (39%) 33%
Female (47%) 49%



() = June 2010

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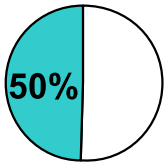
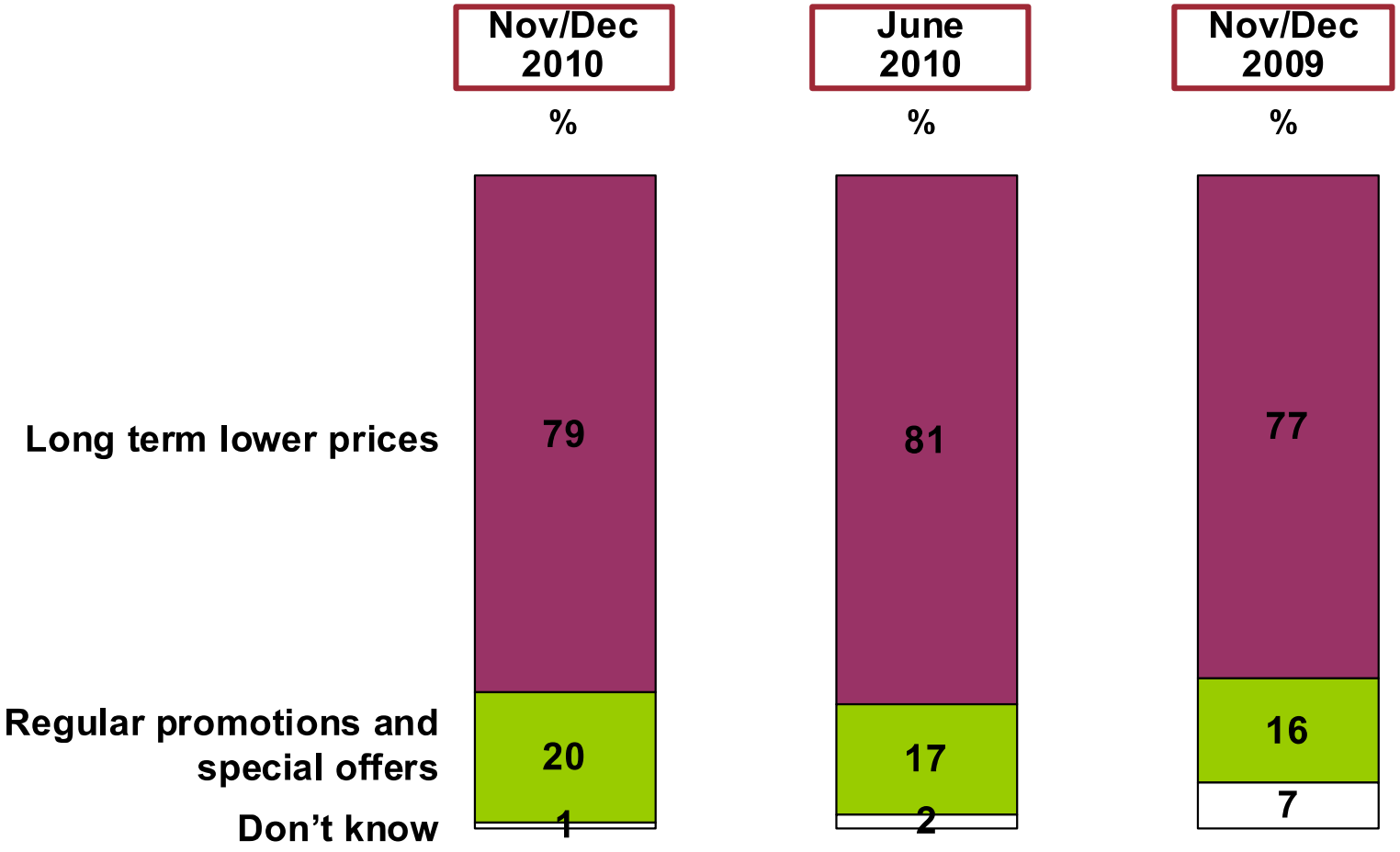
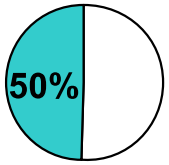
Preference for Price Cuts or Special Offers



(Base: All responsible for the grocery shop – 495)



Special Offer Seekers?



(Base: All responsible for the grocery shop – 495)

Research Background and Methodology

Research Background and Methodology

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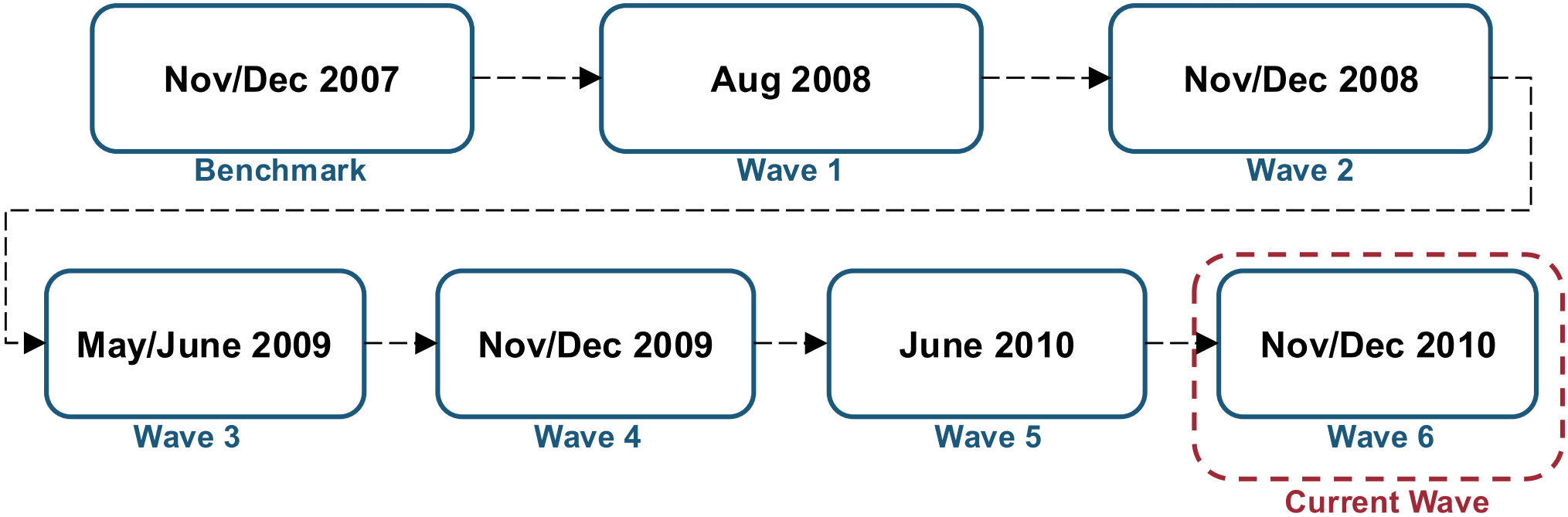

- The research was conducted by means of face-to-face interviewing with 1,000 people between the ages of 15-74.
- To ensure that the data is nationally representative, quotas were applied on the basis of age, gender and social class.
- Interviewing was conducted over a four week period in November/December 2010.

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Profile of Sample – I

(Base: All aged 15-74 – 1,000)

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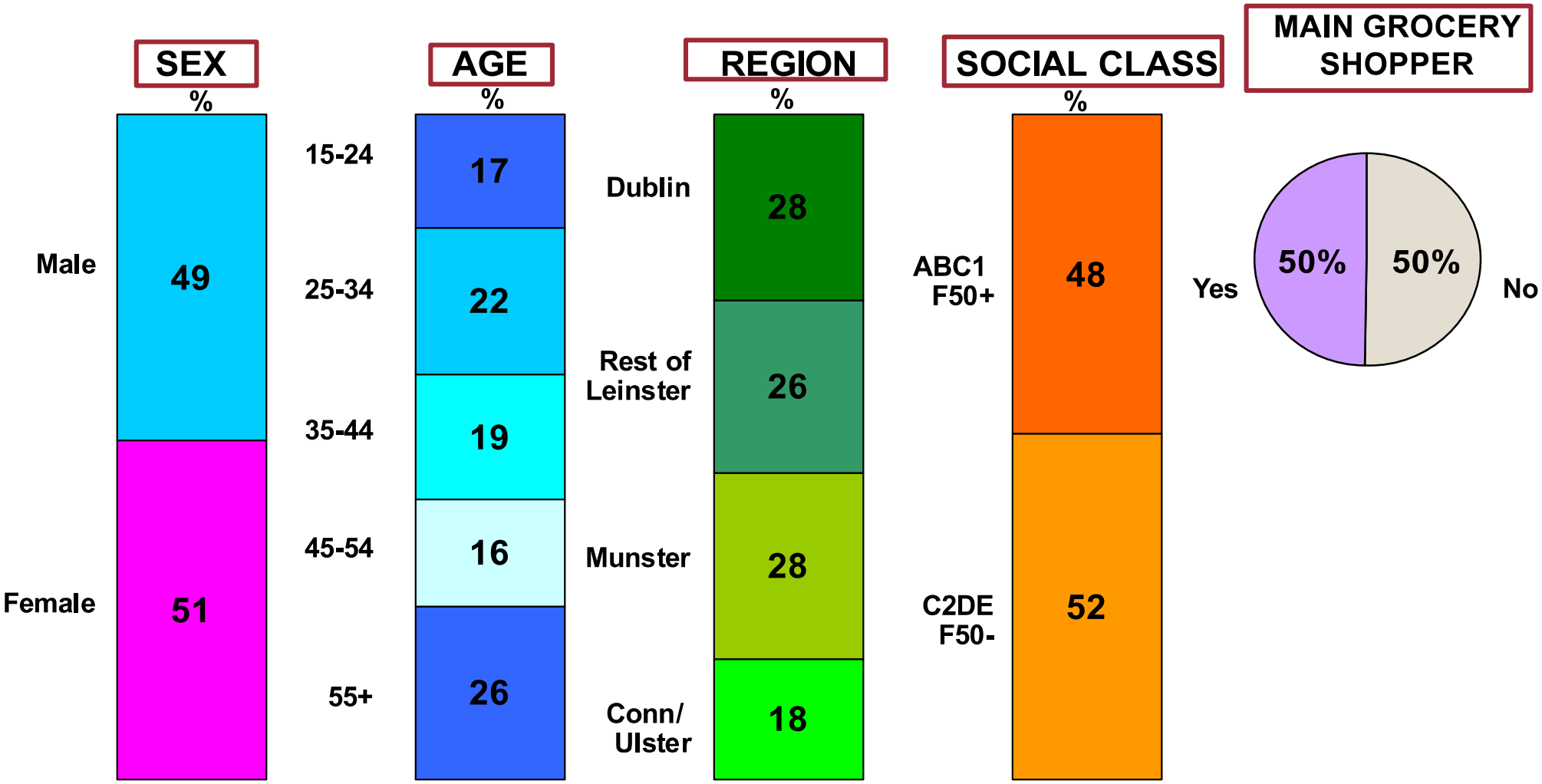

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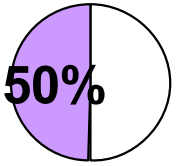
Profile of Sample – II – Main Grocery Shoppers



(Base: All Mainly Responsible for Grocery Shopping in Home – 495)

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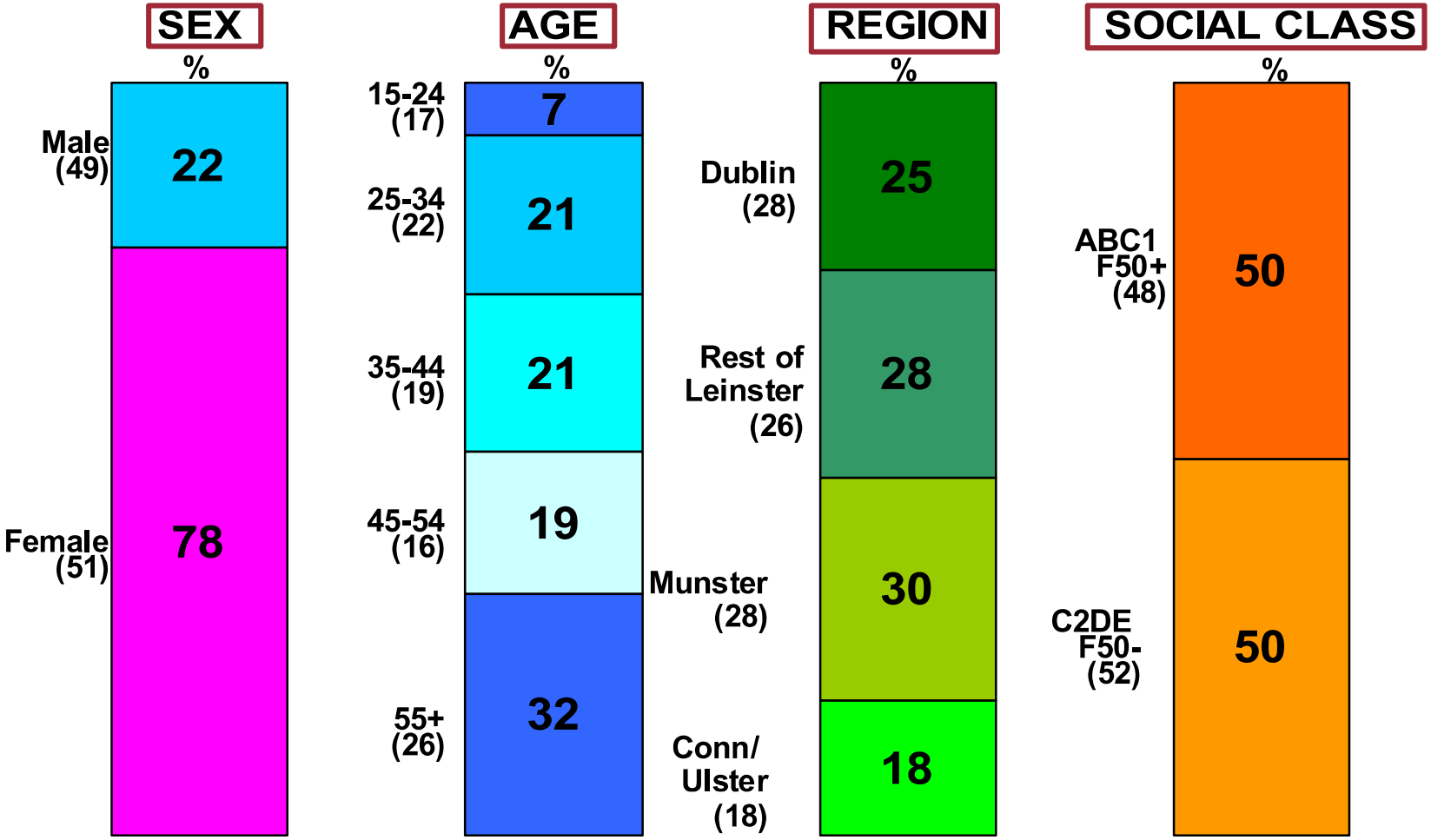

( ) = Total Sample

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Profile of Sample – III – Internet Use

(Base: All aged 15-74 – 1,000)

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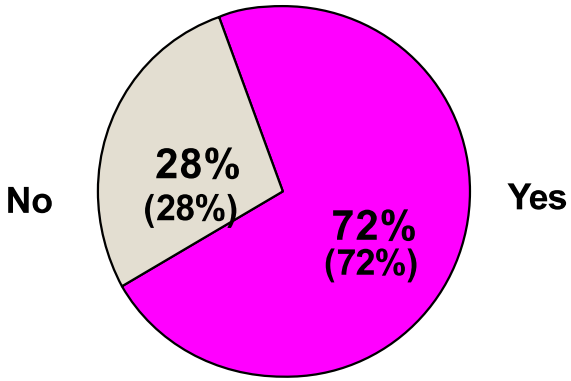
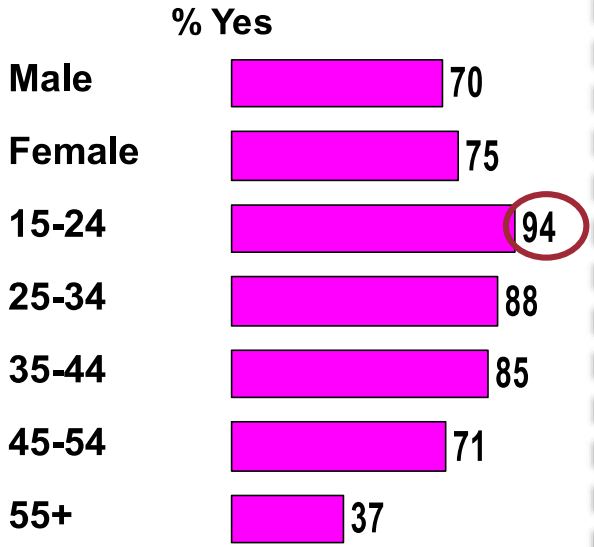
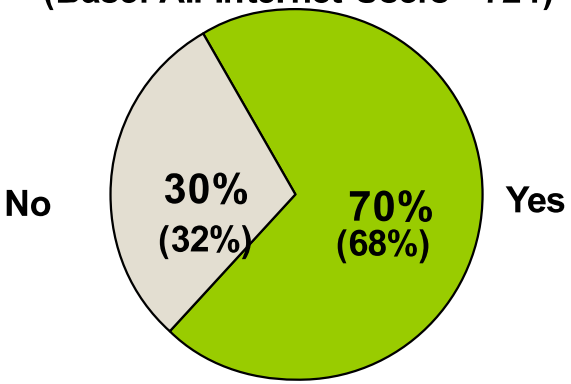
USE INTERNET

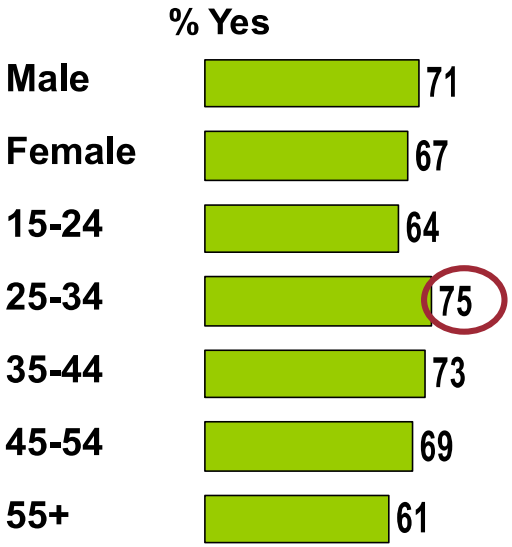




EVER PURCHASED ONLINE

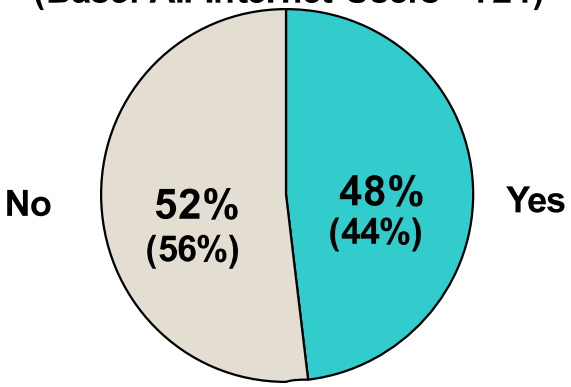
(Base: All Internet Users - 724)

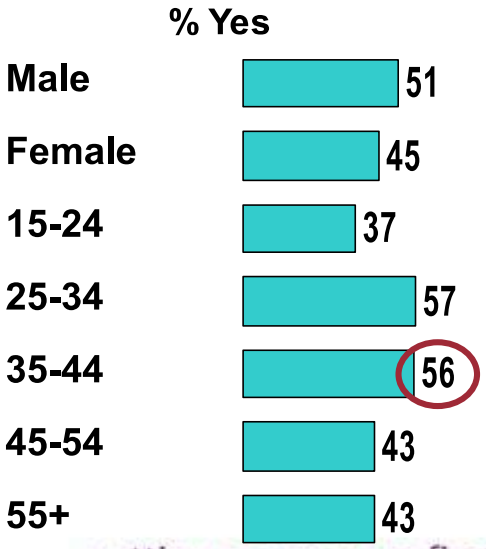




BANKING ONLINE

(Base: All Internet Users - 724)





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() = figures from June 2010