



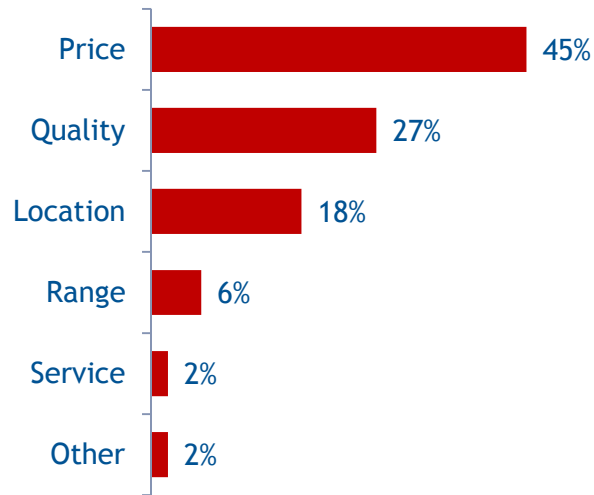
Retail Week - March 2013 Price Matching Schemes

Technical details: Sample size of 2040. F/W dates: 22nd - 24th March 2013
This survey was conducted online

Retail Week Poll - Price Matching Schemes (March 2013)

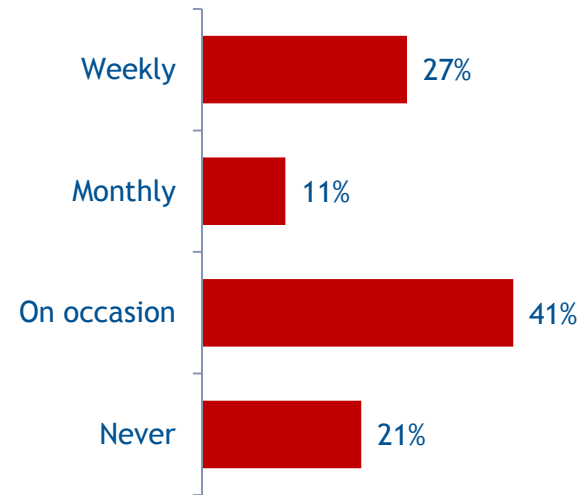


1. Thinking about how you decide where to buy your groceries, which of the following is the most important to you?



The key claimed driver of grocery store choice is Price (45%) followed by Quality (27%) and Location (18%). Price is even more important to people aged 25-34 who are more likely to be at the family lifestage (51%) and those from more downmarket social grades (C2DE 55%), whilst Quality is more important to those aged 65+ (33%) and more upmarket groups (AB 34%). Service is significantly more likely to be mentioned by 18-24 year olds (7%) than people in general

2. How often do you compare the price of products between supermarkets?

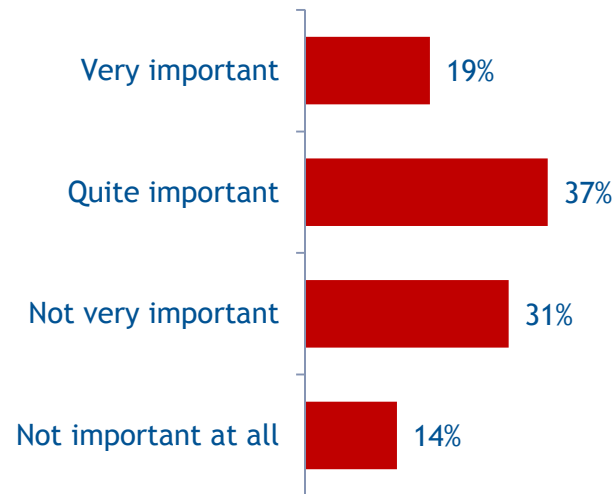


One in four consumers (27%) claim they compare supermarket prices on a weekly basis whilst a third (38%) claim they do so monthly. Those groups who are most likely to compare prices weekly are those aged 25-34 who are more likely to be at the family lifestage (30%) and those from more downmarket social grades (31%). People aged 18-24 are most likely to never compare supermarket prices

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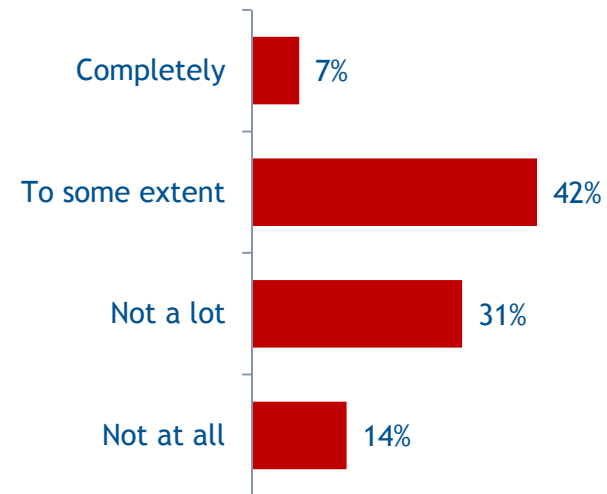


3. How important are price-matching schemes (e.g. Sainsbury's Brand Match, Tesco's Price Promise) in determining where you shop?



More than one in two people (57%) claim that price matching schemes are important in determining where they shop. It is particularly important for those aged 25-34 who are more likely to be at the family lifestage (68%), whilst the schemes are less likely to have any relevance to older age groups (55+ = 53% not very important/ not important at all)

4. How much do you trust that price claims by supermarkets are accurate?



Around one in two people (49%) trust that the price claims made by supermarkets are accurate (at least to some extent). Again, it is those aged 25-34 who have the highest levels of trust (64%) whilst the older age groups are more cynical about the price claims made (55+ = 58% not a lot/ not at all)