



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 Region

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Inner Metro	490 33%	490 100%	- -	- -	150 37%	340 31%	360 31%	105 42%	24 34%	76 31%	104 33%	64 38%	1 14%	182 31%	161 30%	143 42%	4 10%	
Outer Metro	475 32%	- -	475 100%	- -	114 28%	361 33%	390 33%	65 26%	20 27%	58 23%	105 34%	49 29%	- -	185 32%	183 34%	94 27%	14 38%	
Regional	534 36%	- -	- -	534 100%	137 34%	398 36%	421 36%	83 33%	28 39%	115 46%	104 33%	54 33%	4 86%	213 37%	195 36%	107 31%	19 52%	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	

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 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Total	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Metro 18-34	327 22%	178 36%	149 31%	- -	102 25%	225 20%	250 21%	62 25%	15 21%	40 16%	92 29%	42 25%	- -	136 23%	114 21%	74 21%	3 9%	
Metro 35-49	297 20%	145 30%	152 32%	- -	73 18%	224 20%	246 21%	43 17%	8 10%	49 20%	50 16%	29 18%	- -	100 17%	118 22%	74 21%	7 18%	
Metro 50+	341 23%	167 34%	174 37%	- -	89 22%	252 23%	255 22%	65 26%	21 29%	45 18%	67 21%	41 25%	1 14%	132 23%	112 21%	90 26%	8 21%	
Regional 18-34	149 10%	- -	- -	149 28%	43 11%	105 10%	117 10%	21 8%	11 16%	43 17%	21 7%	15 9%	2 42%	51 9%	56 10%	36 10%	6 15%	
Regional 35-49	163 11%	- -	- -	163 31%	40 10%	123 11%	128 11%	25 10%	9 13%	41 17%	29 9%	22 13%	1 26%	62 11%	74 14%	25 7%	2 6%	
Regional 50+	223 15%	- -	- -	223 42%	53 13%	169 15%	177 15%	37 15%	8 11%	30 12%	54 17%	18 11%	1 18%	101 17%	65 12%	45 13%	11 30%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 State

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
QLD	295 20%	65 13%	72 15%	158 30%	73 18%	222 20%	239 20%	48 19%	8 11%	56 23%	65 21%	35 21%	- -	121 21%	108 20%	57 17%	8 22%
NSW	487 33%	162 33%	147 31%	179 33%	135 34%	352 32%	399 34%	65 26%	22 31%	75 30%	102 33%	53 32%	1 18%	190 33%	167 31%	116 34%	15 41%
VIC	393 26%	150 31%	140 29%	103 19%	107 27%	286 26%	299 26%	71 28%	22 30%	66 26%	83 26%	44 27%	3 56%	146 25%	137 25%	104 30%	6 16%
TAS	34 2%	7 1%	8 2%	19 4%	7 2%	27 2%	26 2%	6 2%	1 2%	4 2%	14 4%	2 1%	- -	9 2%	12 2%	10 3%	2 5%
SA	109 7%	38 8%	42 9%	29 5%	23 6%	86 8%	76 6%	23 9%	10 13%	21 8%	17 5%	17 10%	- -	48 8%	35 7%	24 7%	1 4%
WA	135 9%	51 10%	47 10%	38 7%	39 10%	96 9%	102 9%	30 12%	2 3%	24 10%	22 7%	6 4%	1 26%	54 9%	56 10%	22 7%	4 10%
ACT	28 2%	13 3%	15 3%	- -	11 3%	17 2%	18 2%	7 3%	3 4%	2 1%	4 1%	3 2%	- -	6 1%	14 3%	6 2%	1 3%
NT	19 1%	4 1%	6 1%	9 2%	5 1%	13 1%	13 1%	1 1%	4 5%	1 1%	6 2%	6 4%	- -	5 1%	9 2%	4 1%	- -
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (D2) Gender

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Male	401 27%	150 31%	114 24%	137 26%	401 100%	- -	308 26%	73 29%	20 27%	63 25%	83 27%	39 23%	1 26%	167 29%	112 21%	115 33%	8 22%
Female	1099 73%	340 69%	361 76%	398 74%	- -	1099 100%	863 74%	180 71%	52 73%	186 75%	230 73%	128 77%	3 74%	414 71%	428 79%	229 67%	29 78%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

(Q1a) Which of the following best characterises the way you typically do your grocery shopping?

[illegible]

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q1a) Which of the following best characterises the way you typically do your grocery shopping?

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Totals	1502 100%	491 100%	477 100%	534 100%	401 100%	1101 100%	1174 100%	253 100%	72 100%	249 100%	313 100%	168 101%	4 100%	581 100%	539 100%	346 101%	38 103%	

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 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q1b\_1) Out of 10 visits shopped for groceries at Supermarket

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			Dk	(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never		One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	11 1%	3 1%	3 1%	5 1%	2 *	9 1%	8 1%	2 1%	2 3%	2 1%	1 *	-	-	3 1%	5 1%	4 1%	-
1	11 1%	7 1%	3 1%	1 *	3 1%	8 1%	5 *	5 2%	1 1%	-	2 1%	2 1%	-	4 1%	2 *	6 2%	-
2	23 2%	12 2%	8 2%	3 1%	8 2%	15 1%	18 2%	4 2%	1 1%	3 1%	2 1%	1 1%	-	7 1%	11 2%	5 1%	-
3	33 2%	19 4%	11 2%	4 1%	10 2%	23 2%	22 2%	11 4%	-	6 2%	8 3%	1 *	-	9 2%	15 3%	8 2%	1 4%
4	27 2%	12 2%	9 2%	6 1%	5 1%	23 2%	22 2%	5 2%	1 1%	7 3%	7 2%	3 2%	-	10 2%	11 2%	7 2%	-
5	176 12%	60 12%	56 12%	60 11%	35 9%	141 13%	143 12%	24 9%	9 12%	27 11%	31 10%	11 7%	-	61 11%	64 12%	45 13%	5 15%
6	108 7%	44 9%	27 6%	36 7%	20 5%	87 8%	82 7%	21 8%	5 7%	18 7%	27 9%	8 5%	1 14%	28 5%	53 10%	23 7%	3 9%
7	118 8%	55 11%	31 7%	32 6%	41 10%	77 7%	95 8%	20 8%	3 4%	21 8%	20 6%	9 6%	-	22 4%	66 12%	30 9%	2 5%
8	210 14%	73 15%	76 16%	61 11%	57 14%	153 14%	168 14%	31 12%	11 15%	40 16%	44 14%	15 9%	-	75 13%	80 15%	51 15%	4 12%
9	117 8%	30 6%	38 8%	49 9%	40 10%	77 7%	84 7%	29 11%	4 6%	20 8%	24 8%	13 8%	-	41 7%	40 7%	33 9%	4 11%
10	665 44%	175 36%	212 45%	278 52%	180 45%	485 44%	525 45%	101 40%	37 51%	104 42%	147 47%	102 61%	4 86%	322 56%	193 36%	134 39%	16 45%



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 April 2008

Absolutes/col percents

(Q1b\_1) Out of 10 visits shopped for groceries at Supermarket

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Mean	8.00	7.53	8.04	8.41	8.15	7.95	8.03	7.80	8.19	7.99	8.18	8.73	9.42	8.44	7.68	7.78	8.13	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q1b\_2) Out of 10 visits shopped for groceries at Specialty shops

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			Dk	(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never		One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	722 48%	204 42%	226 48%	293 55%	206 51%	517 47%	567 48%	115 45%	38 53%	112 45%	162 52%	106 63%	4 86%	334 58%	218 40%	153 44%	18 49%
1	144 10%	40 8%	42 9%	62 12%	45 11%	99 9%	103 9%	35 14%	6 8%	27 11%	32 10%	14 9%	-	45 8%	60 11%	34 10%	6 16%
2	210 14%	70 14%	77 16%	63 12%	48 12%	161 15%	169 14%	30 12%	10 14%	43 17%	40 13%	14 9%	-	72 12%	82 15%	54 16%	1 2%
3	125 8%	54 11%	43 9%	27 5%	36 9%	89 8%	106 9%	14 6%	4 5%	24 9%	19 6%	10 6%	-	26 5%	67 12%	29 8%	3 7%
4	76 5%	31 6%	23 5%	22 4%	16 4%	60 6%	56 5%	15 6%	5 7%	7 3%	17 5%	5 3%	1 14%	23 4%	29 5%	19 6%	5 13%
5	145 10%	52 11%	42 9%	51 10%	31 8%	114 10%	113 10%	26 10%	6 9%	24 10%	27 9%	13 8%	-	58 10%	51 10%	33 9%	3 9%
6	25 2%	12 2%	7 1%	7 1%	8 2%	18 2%	24 2%	1 1%	-	4 2%	7 2%	1 1%	-	9 1%	10 2%	7 2%	-
7	22 1%	13 3%	6 1%	3 1%	6 1%	16 1%	12 1%	10 4%	-	4 2%	6 2%	1 *	-	4 1%	12 2%	5 1%	1 4%
8	14 1%	9 2%	4 1%	2 *	3 1%	11 1%	11 1%	3 1%	-	2 1%	1 *	1 1%	-	7 1%	4 1%	3 1%	-
9	6 *	2 *	3 1%	1 *	1 *	5 *	3 *	2 1%	1 1%	-	-	2 1%	-	1 *	1 *	4 1%	-
10	10 1%	3 1%	2 *	5 1%	2 *	8 1%	7 1%	2 1%	2 3%	2 1%	1 *	-	-	2 *	5 1%	4 1%	-

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 April 2008

Absolutes/col percents

(Q1b\_2) Out of 10 visits shopped for groceries at Specialty shops

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Mean	1.70	2.07	1.66	1.38	1.51	1.76	1.67	1.85	1.59	1.68	1.52	1.16	0.58	1.39	1.91	1.87	1.64	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q1b\_3) Out of 10 visits shopped for groceries at Convenience stores, service stations, milk bars

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	1289 86%	411 84%	406 85%	473 88%	336 84%	953 87%	1013 86%	210 83%	63 87%	209 84%	267 86%	158 95%	4 100%	533 92%	436 81%	291 85%	30 82%
1	97 6%	35 7%	31 7%	30 6%	32 8%	65 6%	67 6%	24 9%	6 8%	18 7%	20 6%	5 3%	-	25 4%	46 8%	22 6%	5 13%
2	60 4%	15 3%	24 5%	21 4%	17 4%	43 4%	47 4%	11 4%	3 3%	15 6%	11 3%	1 *	-	12 2%	31 6%	16 5%	2 5%
3	20 1%	9 2%	4 1%	7 1%	8 2%	12 1%	19 2%	1 *	-	3 1%	5 2%	1 1%	-	3 1%	11 2%	6 2%	-
4	16 1%	9 2%	6 1%	2 *	4 1%	12 1%	13 1%	3 1%	-	1 *	8 2%	2 1%	-	4 1%	8 1%	4 1%	-
5	6 *	4 1%	1 *	2 *	1 *	5 *	6 1%	-	-	1 *	2 1%	-	-	1 *	2 *	3 1%	-
6	2 *	1 *	1 *	-	-	2 *	1 *	1 *	-	1 *	-	-	-	-	1 *	1 *	-
7	5 *	5 1%	-	-	3 1%	2 *	3 *	2 1%	-	2 1%	-	-	-	3 1%	2 *	-	-
8	2 *	-	2 *	-	-	2 *	2 *	-	1 1%	-	-	-	-	-	2 *	-	-
9	1 *	1 *	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	1 *	-
Mean	0.30	0.40	0.30	0.21	0.33	0.29	0.30	0.35	0.22	0.33	0.31	0.11	0.00	0.17	0.41	0.35	0.22

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 April 2008

Absolutes/col percents

(Q1b\_3) Out of 10 visits shopped for groceries at Convenience stores, service stations, milk bars

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	



\*\*\* Weighted \*\*\*  
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 April 2008

Absolutes/col percents  
 (Q1c\_1) Percentage of shopping made at Supermarket

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
40	18 1%	10 2%	3 1%	5 1%	4 1%	14 1%	15 1%	2 1%	1 2%	5 2%	3 1%	-	-	6 1%	6 1%	6 2%	-
45	2 *	2 *	-	-	2 *	-	2 *	-	-	2 1%	-	-	-	-	2 *	-	-
50	102 7%	44 9%	32 7%	27 5%	24 6%	79 7%	83 7%	17 7%	2 2%	20 8%	20 6%	5 3%	-	33 6%	41 8%	26 8%	3 7%
55	1 *	-	-	1 *	-	1 *	-	1 *	-	1 *	-	-	-	-	1 *	-	-
60	124 8%	50 10%	34 7%	40 7%	28 7%	95 9%	94 8%	19 7%	10 14%	26 10%	31 10%	7 4%	1 14%	46 8%	39 7%	36 10%	2 5%
65	2 *	-	2 *	-	1 *	1 *	2 *	-	-	-	-	-	-	1 *	-	1 *	-
66	4 *	3 1%	1 *	1 *	2 *	2 *	4 *	-	-	2 1%	2 1%	-	-	3 1%	1 *	-	-
70	114 8%	49 10%	40 8%	26 5%	35 9%	79 7%	93 8%	18 7%	4 5%	18 7%	21 7%	7 4%	-	29 5%	53 10%	32 9%	1 2%
75	36 2%	15 3%	9 2%	13 2%	8 2%	29 3%	32 3%	5 2%	-	7 3%	5 1%	5 3%	-	10 2%	12 2%	12 4%	3 7%
80	269 18%	94 19%	90 19%	85 16%	76 19%	193 18%	209 18%	48 19%	11 16%	49 20%	60 19%	24 14%	1 26%	96 17%	102 19%	60 18%	10 27%
85	30 2%	6 1%	11 2%	13 2%	8 2%	22 2%	26 2%	3 1%	1 1%	2 1%	5 1%	3 2%	-	11 2%	12 2%	6 2%	2 5%
90	223 15%	61 13%	78 16%	84 16%	55 14%	169 15%	178 15%	40 16%	6 8%	31 12%	45 14%	30 18%	-	91 16%	87 16%	43 13%	2 5%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q1c\_1) Percentage of shopping made at Supermarket

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
94	1*	-	-	1*	-	1*	1*	-	-	-	-	-	-	1*	-	-	-
95	101 7%	25 5%	36 8%	40 7%	25 6%	76 7%	76 6%	21 8%	5 7%	21 8%	27 9%	16 9%	-	51 9%	38 7%	12 3%	1 2%
96	1*	1*	-	-	1*	-	-	1*	-	-	1*	-	-	-	-	1*	-
97	3*	-	-	3 1%	1*	2*	2*	1*	-	-	1*	1*	-	2*	1*	-	-
98	20 1%	7 1%	3 1%	10 2%	4 1%	17 2%	17 1%	3 1%	-	4 2%	4 1%	4 2%	-	3 1%	11 2%	5 2%	2 5%
99	34 2%	10 2%	9 2%	15 3%	13 3%	21 2%	24 2%	10 4%	-	5 2%	8 3%	6 3%	-	14 2%	11 2%	9 2%	1 2%
100	364 24%	84 17%	117 25%	162 30%	104 26%	260 24%	281 24%	48 19%	33 45%	52 21%	73 23%	58 35%	3 60%	169 29%	107 20%	77 22%	11 31%
Mean	81.02	75.84	82.11	84.81	81.89	80.71	81.17	79.11	85.40	79.85	81.96	88.12	89.10	83.32	80.50	77.72	83.89
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q1c\_2) Percentage of shopping made at Specialty shops

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	437 29%	117 24%	134 28%	186 35%	132 33%	305 28%	335 29%	66 26%	34 47%	64 26%	93 30%	65 39%	3 60%	190 33%	141 26%	95 28%	11 31%
1	36 2%	11 2%	10 2%	15 3%	13 3%	23 2%	27 2%	8 3%	-	4 2%	7 2%	6 3%	-	14 2%	11 2%	9 3%	1 2%
2	23 2%	5 1%	5 1%	14 3%	3 1%	20 2%	18 2%	5 2%	-	4 2%	5 1%	8 5%	-	7 1%	10 2%	5 2%	2 5%
3	6 *	-	2 *	4 1%	1 *	4 *	6 *	-	-	3 1%	2 1%	-	-	3 1%	3 *	-	-
4	3 *	2 *	-	1 *	1 *	3 *	3 *	1 *	-	2 1%	1 *	-	-	-	1 *	2 1%	-
5	107 7%	26 5%	35 7%	47 9%	26 7%	81 7%	79 7%	23 9%	5 7%	18 7%	29 9%	14 8%	-	53 9%	37 7%	14 4%	3 9%
7	2 *	-	-	2 *	-	2 *	1 *	1 *	-	-	1 *	-	-	1 *	1 *	-	-
8	3 *	1 *	1 *	1 *	-	3 *	3 *	-	-	-	1 *	-	-	1 *	2 *	-	-
9	5 *	2 *	2 *	1 *	3 1%	1 *	4 *	1 *	-	2 1%	1 *	-	-	2 *	1 *	2 1%	-
10	231 15%	62 13%	86 18%	83 16%	63 16%	168 15%	178 15%	45 18%	8 11%	39 16%	44 14%	28 17%	-	91 16%	95 18%	42 12%	3 9%
14	1 *	1 *	-	-	-	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q1c\_2) Percentage of shopping made at Specialty shops

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Someti mes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
15	39 3%	7 1%	15 3%	17 3%	11 3%	28 3%	36 3%	1 1%	2 2%	3 1%	11 3%	4 2%	- -	12 2%	18 3%	6 2%	3 8%
18	2 *	1 *	1 *	- -	- -	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -
19	1 *	- -	- -	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -
20	269 18%	97 20%	88 18%	85 16%	66 17%	203 18%	214 18%	38 15%	17 23%	57 23%	57 18%	23 14%	1 26%	109 19%	83 15%	71 21%	6 17%
25	38 3%	17 3%	12 3%	8 2%	9 2%	29 3%	34 3%	4 2%	- -	3 1%	5 1%	5 3%	- -	10 2%	12 2%	14 4%	3 7%
30	96 6%	47 10%	32 7%	17 3%	29 7%	67 6%	76 6%	18 7%	2 2%	15 6%	20 6%	4 3%	- -	25 4%	45 8%	25 7%	1 2%
34	4 *	3 1%	1 *	1 *	2 *	2 *	4 *	- -	- -	2 1%	2 1%	- -	- -	3 1%	1 *	- -	- -
40	59 4%	27 5%	14 3%	18 3%	11 3%	48 4%	47 4%	9 4%	3 4%	9 3%	14 4%	3 2%	1 14%	15 3%	26 5%	15 4%	2 5%
45	2 *	2 *	1 *	- -	2 *	1 *	2 *	- -	- -	2 1%	1 *	- -	- -	- -	2 *	1 *	- -
48	1 *	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -
50	82 5%	33 7%	26 5%	24 4%	16 4%	66 6%	65 6%	15 6%	2 3%	18 7%	14 5%	5 3%	- -	28 5%	32 6%	20 6%	1 4%
60	16 1%	7 1%	1 *	8 2%	6 1%	10 1%	15 1%	1 *	- -	3 1%	4 1%	- -	- -	7 1%	4 1%	5 1%	- -

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q1c\_2) Percentage of shopping made at Specialty shops

STATE, CITY/COUNTRY AREAS																	
LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Someti mes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
65	1*	-	1*	-	-	1*	-	1*	-	-	-	-	-	-	-	1*	-
67	4*	2*	-	2*	1*	3*	2*	21%	-	1*	21%	-	-	1*	2*	1*	12%
70	91%	61%	31%	1*	1*	81%	3*	62%	-	21%	1*	-	-	2*	51%	21%	-
75	4*	41%	-	-	1*	4*	2*	21%	-	-	-	-	-	-	2*	21%	-
78	1*	1*	-	-	-	1*	-	1*	-	-	-	-	-	-	-	1*	-
80	101%	61%	31%	-	31%	71%	71%	21%	-	1*	1*	11%	-	3*	31%	41%	-
90	5*	1*	31%	-	-	5*	3*	1*	11%	-	-	11%	-	2*	1*	21%	-
95	3*	2*	-	1*	-	3*	2*	1*	-	-	-	1*	-	2*	-	1*	-
98	1*	1*	-	-	-	1*	-	1*	-	-	-	-	-	-	-	1*	-
99	1*	-	-	1*	1*	-	1*	-	-	-	-	-	-	1*	-	-	-
100	2*	1*	1*	-	-	2*	1*	1*	-	-	-	-	-	1*	-	1*	-
Mean	15.79	20.11	15.21	12.36	14.03	16.44	15.64	17.75	11.16	16.08	14.37	10.45	10.90	13.90	16.23	18.49	13.74

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q1c\_2) Percentage of shopping made at Specialty shops

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q1c\_3) Percentage of shopping made at Convenience stores, service stations, milk bars etc

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	1135 76%	362 74%	367 77%	406 76%	280 70%	856 78%	893 76%	181 72%	58 81%	180 72%	231 74%	144 86%	4 100%	462 80%	395 73%	253 73%	27 75%
1	17 1%	9 2%	2 *	6 1%	5 1%	12 1%	14 1%	3 1%	-	7 3%	2 1%	1 *	-	6 1%	6 1%	5 1%	-
2	11 1%	4 1%	3 1%	4 1%	3 1%	8 1%	9 1%	2 1%	-	1 *	3 1%	1 *	-	2 *	7 1%	2 1%	-
3	9 1%	1 *	2 *	7 1%	1 *	8 1%	7 1%	2 1%	-	1 *	3 1%	2 1%	-	5 1%	4 1%	-	-
4	2 *	-	2 *	-	-	2 *	2 *	-	-	-	-	-	-	2 *	-	-	-
5	77 5%	20 4%	28 6%	29 5%	26 6%	52 5%	59 5%	18 7%	-	7 3%	15 5%	5 3%	-	21 4%	36 7%	16 5%	4 12%
7	2 *	-	-	2 *	-	2 *	2 *	-	-	2 1%	-	-	-	2 *	-	-	-
8	2 *	-	-	2 *	1 *	1 *	2 *	-	-	-	-	2 1%	-	-	1 *	1 *	-
10	120 8%	44 9%	36 8%	40 7%	47 12%	73 7%	85 7%	29 12%	6 8%	21 8%	24 8%	7 4%	-	34 6%	52 10%	30 9%	4 10%
15	6 *	1 *	1 *	3 1%	2 *	4 *	5 *	1 *	-	2 1%	1 *	-	-	2 *	4 1%	-	-
20	84 6%	27 6%	30 6%	27 5%	23 6%	61 6%	64 5%	13 5%	6 8%	21 8%	24 8%	4 2%	-	33 6%	21 4%	29 9%	-

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q1c\_3) Percentage of shopping made at Convenience stores, service stations, milk bars etc

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
25	5*	2*	2*	1*	31%	2*	4*	-	11%	-	21%	11%	-	41%	-	-	13%
30	121%	71%	1*	31%	41%	81%	111%	1*	-	21%	52%	1*	-	31%	51%	31%	-
35	1*	-	1*	-	1*	-	1*	-	-	-	-	-	-	1*	-	-	-
40	7*	31%	-	41%	31%	4*	71%	-	-	31%	-	-	-	-	51%	21%	-
45	1*	1*	-	-	-	1*	1*	1*	-	1*	1*	-	-	-	1*	1*	-
50	81%	71%	-	1*	41%	4*	81%	-	-	21%	21%	-	-	41%	31%	1*	-
60	2*	1*	1*	-	-	2*	-	1*	11%	-	-	-	-	-	1*	1*	-
Mean	3.18	4.05	2.69	2.83	4.09	2.85	3.18	3.14	3.44	4.07	3.67	1.43	0.00	2.78	3.27	3.80	2.38
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q2a) How far do you normally travel to get to your regular supermarket?

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
LESS THAN 1 KM	377 25%	166 34%	108 23%	102 19%	105 26%	271 25%	280 24%	73 29%	23 31%	60 24%	76 24%	46 28%	1 14%	128 22%	112 21%	131 38%	6 17%
1-2 kms	456 30%	167 34%	167 35%	122 23%	125 31%	332 30%	357 30%	77 30%	22 30%	85 34%	97 31%	44 26%	- -	164 28%	185 34%	95 28%	13 36%
3-5 kms	348 23%	124 25%	108 23%	116 22%	96 24%	252 23%	280 24%	55 22%	14 19%	60 24%	66 21%	48 29%	- -	142 25%	126 23%	75 22%	5 13%
5-10 kms	158 11%	27 5%	62 13%	69 13%	37 9%	121 11%	126 11%	23 9%	8 12%	22 9%	35 11%	15 9%	- -	60 10%	67 12%	27 8%	3 8%
More than 10 kms	161 11%	6 1%	29 6%	125 23%	38 9%	123 11%	128 11%	25 10%	6 8%	22 9%	39 12%	14 8%	4 86%	87 15%	49 9%	16 5%	9 26%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q2b) What is the furthest distance that you would be willing to travel to another supermarket as an alternative to your regular supermarket?

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP					
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
LESS THAN 1 KM	134 9%	53 11%	35 7%	46 9%	32 8%	101 9%	102 9%	23 9%	9 12%	23 9%	25 8%	18 11%	- -	54 9%	42 8%	34 10%	4 10%	
1-2 kms	177 12%	82 17%	54 11%	41 8%	45 11%	131 12%	137 12%	29 12%	10 14%	33 13%	30 10%	27 16%	1 14%	66 11%	68 13%	40 12%	3 7%	
3-5 kms	410 27%	169 34%	141 30%	100 19%	111 28%	299 27%	323 28%	68 27%	19 26%	71 29%	93 30%	46 28%	- -	146 25%	146 27%	108 31%	10 26%	
5-10 kms	312 21%	95 19%	123 26%	93 17%	87 22%	225 20%	252 22%	49 19%	10 14%	53 21%	66 21%	33 20%	- -	121 21%	122 23%	65 19%	4 11%	
More than 10 kms	297 20%	49 10%	69 15%	179 33%	80 20%	217 20%	239 20%	45 18%	12 17%	46 19%	62 20%	14 8%	1 26%	101 17%	115 21%	70 20%	10 28%	
NOT WILLING TO TRAVEL ANY FURTHER	171 11%	42 9%	54 11%	75 14%	46 11%	125 11%	118 10%	39 15%	12 17%	23 9%	36 12%	29 17%	3 60%	92 16%	47 9%	26 8%	6 17%	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_1) Importance -Price

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	1172 78%	360 73%	390 82%	421 79%	308 77%	863 79%	1172 100%	-	-	187 75%	241 77%	123 74%	4 82%	471 81%	425 79%	245 71%	31 84%
1 - Very important	695 46%	173 35%	234 49%	288 54%	155 39%	539 49%	695 59%	-	-	108 44%	144 46%	66 40%	1 26%	288 50%	255 47%	127 37%	24 65%
2	282 19%	106 22%	96 20%	80 15%	97 24%	185 17%	282 24%	-	-	52 21%	52 17%	33 20%	-	110 19%	104 19%	66 19%	3 8%
3	195 13%	81 17%	61 13%	54 10%	56 14%	140 13%	195 17%	-	-	27 11%	45 14%	24 14%	3 56%	73 13%	66 12%	52 15%	4 10%
NET NEITHER/NOR	253 17%	105 21%	65 14%	83 15%	73 18%	180 16%	-	253 100%	-	40 16%	63 20%	32 19%	-	92 16%	89 16%	69 20%	3 8%
4	56 4%	24 5%	19 4%	12 2%	17 4%	39 4%	-	56 22%	-	9 4%	15 5%	9 5%	-	23 4%	22 4%	12 3%	-
5 - Neither / Nor	148 10%	58 12%	38 8%	52 10%	43 11%	104 9%	-	148 58%	-	20 8%	32 10%	19 12%	-	51 9%	50 9%	44 13%	3 8%
6	26 2%	13 3%	4 1%	9 2%	4 1%	22 2%	-	26 10%	-	5 2%	7 2%	2 1%	-	8 1%	8 1%	10 3%	-
7	23 2%	10 2%	4 1%	9 2%	9 2%	14 1%	-	23 9%	-	6 3%	8 3%	2 1%	-	11 2%	9 2%	4 1%	-
NET NOT IMPORTANT	72 5%	24 5%	20 4%	28 5%	20 5%	52 5%	-	-	72 100%	22 9%	9 3%	12 7%	-	16 3%	24 5%	29 8%	3 8%
8	28 2%	10 2%	8 2%	10 2%	7 2%	20 2%	-	-	28 38%	8 3%	5 2%	3 2%	-	6 1%	12 2%	10 3%	-
9	7 *	2 *	3 1%	2 *	2 *	5 *	-	-	7 9%	4 2%	2 1%	-	-	2 *	3 1%	1 *	1 2%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_1) Importance -Price

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	38 3%	12 3%	9 2%	17 3%	11 3%	27 2%	-	-	38 53%	9 4%	2 1%	10 6%	-	9 2%	10 2%	18 5%	2 6%
Mean	8.47	8.17	8.68	8.56	8.34	8.52	9.43	5.94	1.85	8.19	8.49	8.14	8.63	8.68	8.54	7.99	8.69
Don't know	3 *	1 *	-	2 *	-	3 *	-	-	-	-	-	-	1 18%	1 *	1 *	1 *	-
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_2) Importance -Travel time

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	855 57%	315 64%	267 56%	272 51%	231 58%	624 57%	712 61%	117 46%	25 35%	140 56%	177 57%	91 55%	1 32%	333 57%	303 56%	195 57%	25 68%
1 - Very important	338 23%	106 22%	107 23%	125 23%	76 19%	262 24%	284 24%	38 15%	15 21%	59 24%	68 22%	31 19%	1 18%	136 23%	110 20%	78 23%	15 41%
2	262 17%	109 22%	88 19%	65 12%	79 20%	184 17%	217 19%	40 16%	5 7%	51 20%	49 16%	32 19%	1 14%	103 18%	96 18%	58 17%	5 15%
3	255 17%	101 21%	72 15%	82 15%	77 19%	178 16%	210 18%	39 16%	5 7%	30 12%	60 19%	28 17%	- -	94 16%	97 18%	59 17%	5 13%
NET NEITHER/NOR	472 31%	138 28%	151 32%	183 34%	130 32%	342 31%	354 30%	96 38%	21 29%	83 33%	106 34%	49 29%	1 26%	175 30%	183 34%	109 32%	5 13%
4	120 8%	41 8%	39 8%	40 7%	32 8%	88 8%	98 8%	20 8%	3 3%	25 10%	26 8%	12 7%	- -	43 7%	53 10%	24 7%	- -
5 - Neither / Nor	267 18%	68 14%	83 17%	116 22%	73 18%	194 18%	204 17%	51 20%	13 17%	41 17%	64 21%	32 19%	1 26%	105 18%	100 19%	59 17%	4 10%
6	36 2%	13 3%	12 3%	10 2%	12 3%	24 2%	22 2%	11 4%	2 2%	10 4%	4 1%	1 *	- -	11 2%	9 2%	15 4%	- -
7	50 3%	16 3%	17 4%	17 3%	14 3%	36 3%	31 3%	15 6%	4 6%	7 3%	11 4%	4 3%	- -	17 3%	21 4%	11 3%	1 3%
NET NOT IMPORTANT	166 11%	35 7%	56 12%	74 14%	39 10%	127 12%	103 9%	39 15%	23 32%	24 10%	29 9%	25 15%	2 42%	69 12%	51 9%	39 11%	7 19%
8	60 4%	12 2%	18 4%	29 5%	10 3%	50 5%	36 3%	13 5%	11 16%	11 4%	7 2%	5 3%	- -	24 4%	20 4%	14 4%	2 6%
9	12 1%	3 1%	5 1%	5 1%	3 1%	9 1%	6 1%	5 2%	1 2%	2 1%	3 1%	2 1%	- -	5 1%	3 *	4 1%	1 2%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_2) Importance -Travel time

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	94 6%	20 4%	33 7%	40 8%	26 6%	68 6%	61 5%	21 8%	11 15%	11 4%	19 6%	18 11%	2 42%	40 7%	28 5%	22 6%	4 11%
Mean	7.30	7.63	7.25	7.03	7.28	7.30	7.53	6.66	5.78	7.44	7.32	7.00	5.04	7.30	7.32	7.24	7.46
Don't know	7 *	1 *	1 *	5 1%	1 *	6 1%	3 *	1 1%	3 3%	2 1%	1 *	1 1%	- -	4 1%	3 *	1 *	- -
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_3) Importance -Range of brands stocked

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	990 66%	303 62%	317 67%	371 69%	243 61%	747 68%	834 71%	135 53%	19 27%	158 63%	219 70%	109 66%	4 86%	385 66%	379 70%	204 59%	22 61%
1 - Very important	433 29%	121 25%	132 28%	180 34%	81 20%	351 32%	378 32%	40 16%	13 18%	63 25%	102 33%	48 29%	1 18%	180 31%	157 29%	87 25%	9 24%
2	302 20%	95 19%	107 23%	100 19%	81 20%	221 20%	254 22%	45 18%	3 4%	46 19%	69 22%	36 22%	1 26%	115 20%	123 23%	58 17%	6 16%
3	256 17%	87 18%	78 16%	91 17%	80 20%	175 16%	203 17%	50 20%	3 4%	48 19%	48 15%	26 15%	2 42%	90 16%	98 18%	59 17%	8 21%
NET NEITHER/NOR	372 25%	152 31%	108 23%	112 21%	114 28%	258 23%	259 22%	93 37%	20 28%	58 23%	78 25%	39 24%	1 14%	145 25%	120 22%	98 29%	8 22%
4	96 6%	48 10%	32 7%	16 3%	31 8%	65 6%	68 6%	22 9%	6 8%	10 4%	22 7%	13 8%	- -	32 5%	39 7%	25 7%	- -
5 - Neither / Nor	191 13%	67 14%	54 11%	71 13%	59 15%	132 12%	132 11%	54 21%	6 8%	26 11%	45 14%	20 12%	1 14%	81 14%	55 10%	49 14%	6 16%
6	46 3%	18 4%	15 3%	13 2%	12 3%	34 3%	32 3%	9 3%	5 7%	15 6%	4 1%	4 2%	- -	17 3%	18 3%	10 3%	1 2%
7	39 3%	19 4%	8 2%	12 2%	13 3%	26 2%	26 2%	9 4%	3 4%	6 3%	7 2%	2 1%	- -	15 3%	8 2%	14 4%	2 5%
NET NOT IMPORTANT	130 9%	33 7%	46 10%	51 10%	42 11%	88 8%	74 6%	24 9%	31 43%	33 13%	13 4%	15 9%	- -	44 8%	39 7%	42 12%	5 15%
8	66 4%	16 3%	25 5%	25 5%	15 4%	51 5%	36 3%	13 5%	16 22%	18 7%	5 2%	7 4%	- -	20 3%	22 4%	24 7%	1 3%
9	12 1%	4 1%	5 1%	4 1%	4 1%	8 1%	4 *	1 *	7 10%	4 1%	1 *	- -	- -	3 *	6 1%	4 1%	- -

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_3) Importance -Range of brands stocked

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	52 3%	13 3%	16 3%	23 4%	23 6%	29 3%	34 3%	10 4%	8 12%	12 5%	7 2%	8 5%	- -	22 4%	12 2%	14 4%	4 12%
Mean	7.75	7.65	7.76	7.83	7.37	7.89	8.03	7.17	5.22	7.38	8.13	7.80	8.33	7.83	7.95	7.36	7.10
Don't know	7 *	3 1%	4 1%	- -	2 *	5 *	5 *	1 *	2 2%	- -	2 1%	3 2%	- -	6 1%	1 *	- -	1 2%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_4) Importance -Range of types of products stocked

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	1055 70%	339 69%	343 72%	373 70%	271 68%	784 71%	877 75%	153 61%	24 33%	173 69%	237 76%	113 68%	4 86%	420 72%	391 73%	219 64%	26 70%
1 - Very important	452 30%	126 26%	163 34%	162 30%	97 24%	355 32%	395 34%	44 17%	12 16%	62 25%	108 34%	56 34%	1 18%	191 33%	162 30%	89 26%	9 26%
2	320 21%	110 22%	104 22%	106 20%	89 22%	231 21%	263 22%	50 20%	7 9%	54 22%	84 27%	27 16%	- -	127 22%	121 22%	65 19%	7 20%
3	284 19%	103 21%	75 16%	105 20%	85 21%	198 18%	219 19%	59 23%	5 7%	57 23%	46 15%	30 18%	3 68%	102 17%	108 20%	65 19%	9 25%
NET NEITHER/NOR	342 23%	126 26%	99 21%	117 22%	98 24%	245 22%	244 21%	84 33%	14 19%	49 20%	66 21%	37 22%	1 14%	132 23%	111 20%	94 27%	5 14%
4	104 7%	38 8%	35 7%	32 6%	25 6%	79 7%	77 7%	24 10%	3 4%	12 5%	21 7%	17 10%	- -	33 6%	43 8%	28 8%	- -
5 - Neither / Nor	171 11%	59 12%	47 10%	65 12%	49 12%	122 11%	120 10%	44 17%	7 9%	24 10%	37 12%	17 10%	1 14%	66 11%	50 9%	50 15%	4 12%
6	37 2%	17 3%	10 2%	10 2%	11 3%	27 2%	25 2%	8 3%	3 4%	8 3%	4 1%	1 1%	- -	21 4%	7 1%	9 3%	- -
7	30 2%	12 2%	8 2%	10 2%	14 3%	16 1%	21 2%	8 3%	1 1%	5 2%	4 1%	1 1%	- -	11 2%	10 2%	7 2%	1 2%
NET NOT IMPORTANT	94 6%	22 5%	30 6%	42 8%	29 7%	65 6%	47 4%	12 5%	35 48%	26 10%	8 3%	12 7%	- -	25 4%	37 7%	28 8%	5 14%
8	54 4%	16 3%	15 3%	22 4%	14 4%	39 4%	24 2%	7 3%	22 30%	13 5%	5 1%	7 4%	- -	14 2%	21 4%	19 5%	2 5%
9	12 1%	2 *	7 1%	3 1%	6 2%	6 1%	7 1%	1 *	4 5%	4 2%	1 *	- -	- -	4 1%	6 1%	2 1%	- -

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q3a\_4) Importance -Range of types of products stocked

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	28 2%	4 1%	8 2%	16 3%	9 2%	20 2%	16 1%	3 1%	9 13%	9 4%	3 1%	5 3%	- -	7 1%	10 2%	8 2%	3 9%
Mean	8.01	7.97	8.14	7.91	7.76	8.09	8.26	7.61	5.29	7.68	8.41	8.07	8.07	8.16	8.06	7.71	7.49
Don't know	8 1%	3 1%	3 1%	2 *	3 1%	5 *	4 *	4 1%	1 1%	1 1%	1 *	5 3%	- -	4 1%	1 *	3 1%	1 2%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q3a\_5) Importance -Availability of my favourite brands

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	1106 74%	340 69%	367 77%	398 74%	273 68%	833 76%	927 79%	154 61%	23 32%	179 72%	242 77%	127 76%	3 60%	429 74%	410 76%	239 70%	28 76%
1 - Very important	638 43%	181 37%	217 46%	240 45%	144 36%	495 45%	554 47%	69 27%	15 20%	95 38%	141 45%	75 45%	3 60%	252 43%	226 42%	144 42%	17 45%
2	297 20%	103 21%	95 20%	100 19%	77 19%	220 20%	236 20%	55 22%	6 9%	46 19%	70 22%	32 19%	- -	110 19%	126 23%	53 16%	9 23%
3	170 11%	57 12%	55 12%	58 11%	53 13%	118 11%	137 12%	31 12%	2 3%	38 15%	31 10%	19 12%	- -	67 12%	58 11%	42 12%	3 7%
NET NEITHER/NOR	275 18%	114 23%	70 15%	91 17%	89 22%	186 17%	178 15%	80 32%	15 21%	42 17%	55 18%	26 16%	2 40%	115 20%	89 17%	69 20%	1 4%
4	88 6%	37 7%	20 4%	31 6%	24 6%	64 6%	61 5%	23 9%	3 4%	19 8%	14 4%	11 7%	1 26%	34 6%	26 5%	27 8%	- -
5 - Neither / Nor	127 8%	47 10%	36 7%	44 8%	43 11%	84 8%	83 7%	38 15%	6 8%	17 7%	26 8%	14 8%	1 14%	58 10%	39 7%	30 9%	- -
6	30 2%	19 4%	6 1%	6 1%	12 3%	18 2%	14 1%	13 5%	2 3%	2 1%	8 2%	1 1%	- -	10 2%	12 2%	7 2%	- -
7	30 2%	11 2%	9 2%	10 2%	10 2%	20 2%	20 2%	6 2%	4 5%	4 2%	8 3%	- -	- -	13 2%	11 2%	4 1%	1 4%
NET NOT IMPORTANT	114 8%	34 7%	37 8%	44 8%	38 10%	76 7%	64 5%	17 7%	33 46%	28 11%	15 5%	12 7%	- -	33 6%	40 7%	36 10%	7 19%
8	48 3%	15 3%	16 3%	17 3%	22 5%	26 2%	25 2%	12 5%	11 16%	11 4%	7 2%	4 2%	- -	12 2%	19 4%	14 4%	2 6%
9	22 1%	7 1%	5 1%	10 2%	4 1%	17 2%	13 1%	1 *	8 11%	8 3%	1 *	1 1%	- -	4 1%	6 1%	10 3%	2 6%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q3a\_5) Importance -Availability of my favourite brands

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	45 3%	13 3%	16 3%	17 3%	13 3%	32 3%	26 2%	5 2%	14 20%	10 4%	7 2%	7 4%	- -	16 3%	15 3%	12 3%	2 7%
Mean	8.23	8.06	8.35	8.27	7.89	8.35	8.52	7.74	5.17	7.98	8.46	8.41	8.65	8.31	8.29	8.01	7.87
Don't know	5 *	2 *	1 *	2 *	1 *	4 *	3 *	1 1%	1 1%	- -	1 *	2 1%	- -	4 1%	- -	- -	1 2%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_6) Importance -Food Quality

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	1368 91%	444 91%	439 92%	485 91%	356 89%	1012 92%	1124 96%	208 82%	33 45%	212 85%	288 92%	151 90%	4 100%	537 93%	497 92%	302 88%	32 87%
1 - Very important	1021 68%	300 61%	345 73%	375 70%	234 58%	787 72%	866 74%	128 51%	25 35%	157 63%	230 74%	110 66%	4 86%	397 68%	384 71%	214 62%	27 73%
2	244 16%	98 20%	67 14%	79 15%	72 18%	172 16%	184 16%	53 21%	6 8%	39 16%	42 14%	26 16%	- -	102 17%	85 16%	56 16%	1 4%
3	104 7%	45 9%	27 6%	31 6%	50 13%	53 5%	74 6%	28 11%	2 2%	16 6%	15 5%	15 9%	1 14%	38 7%	29 5%	33 10%	4 11%
NET NEITHER/NOR	72 5%	25 5%	19 4%	28 5%	27 7%	45 4%	33 3%	31 12%	8 12%	15 6%	20 6%	8 5%	- -	27 5%	23 4%	19 6%	3 9%
4	18 1%	10 2%	4 1%	4 1%	2 *	16 1%	10 1%	8 3%	- -	2 1%	9 3%	3 2%	- -	6 1%	6 1%	5 1%	2 5%
5 - Neither / Nor	40 3%	10 2%	11 2%	19 4%	17 4%	23 2%	15 1%	19 8%	5 7%	10 4%	5 2%	4 2%	- -	15 3%	13 2%	11 3%	1 2%
6	7 *	2 *	2 *	3 1%	6 1%	1 *	5 *	- -	1 2%	1 *	1 *	- -	- -	4 1%	1 *	1 *	1 2%
7	8 1%	3 1%	3 1%	2 *	2 1%	5 *	2 *	4 2%	2 3%	2 1%	4 1%	1 *	- -	2 *	4 1%	2 1%	- -
NET NOT IMPORTANT	55 4%	21 4%	14 3%	20 4%	17 4%	38 3%	12 1%	13 5%	31 42%	22 9%	4 1%	6 3%	- -	13 2%	19 3%	22 6%	1 4%
8	16 1%	7 1%	3 1%	6 1%	8 2%	8 1%	7 1%	5 2%	4 5%	5 2%	1 *	1 1%	- -	4 1%	8 1%	4 1%	1 2%
9	18 1%	11 2%	4 1%	4 1%	5 1%	14 1%	3 *	4 2%	11 15%	11 5%	- -	1 *	- -	1 *	6 1%	11 3%	- -

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_6) Importance -Food Quality

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
10 - Not at all important	21 1%	3 1%	7 1%	10 2%	5 1%	16 1%	1 *	4 1%	16 22%	6 2%	3 1%	4 2%	- -	8 1%	5 1%	7 2%	1 2%	
Mean	9.20	9.08	9.33	9.20	8.94	9.30	9.53	8.68	5.75	8.75	9.40	9.19	9.71	9.31	9.29	8.91	9.10	
Don't know	4 *	1 *	3 1%	1 *	1 *	4 *	3 *	1 *	1 1%	- -	1 *	2 1%	- -	3 1%	1 *	1 *	- -	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_7) Importance -Parking

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	1058 71%	330 67%	347 73%	381 71%	272 68%	786 72%	888 76%	150 59%	18 25%	176 71%	226 72%	105 63%	4 86%	425 73%	394 73%	214 62%	26 70%
1 - Very important	593 40%	170 35%	207 44%	215 40%	135 34%	458 42%	503 43%	76 30%	12 17%	98 39%	137 44%	66 40%	1 18%	255 44%	215 40%	108 32%	15 40%
2	293 20%	104 21%	93 20%	96 18%	95 24%	198 18%	252 21%	37 14%	5 7%	50 20%	50 16%	27 16%	- -	115 20%	114 21%	57 16%	8 21%
3	172 11%	56 12%	47 10%	69 13%	43 11%	130 12%	133 11%	38 15%	1 1%	27 11%	39 12%	12 7%	3 68%	55 9%	65 12%	49 14%	3 9%
NET NEITHER/NOR	267 18%	83 17%	86 18%	98 18%	74 18%	193 18%	185 16%	62 24%	20 28%	42 17%	56 18%	36 21%	- -	105 18%	88 16%	70 20%	4 11%
4	89 6%	25 5%	30 6%	34 6%	21 5%	68 6%	68 6%	14 6%	7 9%	15 6%	18 6%	11 6%	- -	39 7%	26 5%	23 7%	1 2%
5 - Neither / Nor	133 9%	41 8%	43 9%	49 9%	43 11%	90 8%	91 8%	32 13%	10 14%	17 7%	36 11%	21 13%	- -	50 9%	47 9%	34 10%	2 5%
6	26 2%	7 1%	7 1%	12 2%	5 1%	21 2%	18 1%	7 3%	1 2%	4 2%	1 *	4 2%	- -	10 2%	10 2%	4 1%	2 5%
7	19 1%	10 2%	6 1%	4 1%	5 1%	14 1%	8 1%	8 3%	2 3%	6 3%	1 *	- -	- -	5 1%	6 1%	9 3%	- -
NET NOT IMPORTANT	171 11%	76 15%	41 9%	55 10%	55 14%	116 11%	98 8%	39 15%	34 46%	31 12%	30 10%	24 14%	1 14%	48 8%	58 11%	59 17%	7 19%
8	37 2%	18 4%	6 1%	13 2%	15 4%	22 2%	19 2%	6 2%	12 17%	9 4%	2 1%	6 3%	- -	14 2%	14 3%	10 3%	- -
9	23 2%	13 3%	4 1%	7 1%	8 2%	15 1%	12 1%	6 2%	5 8%	5 2%	7 2%	- -	- -	6 1%	7 1%	10 3%	- -

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_7) Importance -Parking

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	1117%	449%	317%	357%	328%	797%	676%	2711%	1622%	167%	217%	1811%	114%	295%	377%	4012%	719%
Mean	7.91	7.58	8.16	7.99	7.69	7.99	8.24	7.21	5.00	7.87	8.10	7.63	7.35	8.22	8.01	7.27	7.47
Don't know	3*	1*	1*	1*	-	3*	1*	21%	11%	-	1*	21%	-	3*	-	1*	-
Totals	1500100%	490100%	475100%	534100%	401100%	1099100%	1172100%	253100%	72100%	249100%	313100%	167100%	4100%	581100%	539100%	344100%	37100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q3a\_8) Importance -Store characteristics including cleanliness, layout, customer service and so on

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	1145 76%	346 71%	385 81%	414 77%	270 67%	875 80%	962 82%	157 62%	24 33%	189 76%	239 76%	123 74%	4 82%	443 76%	419 78%	254 74%	29 79%
1 - Very important	620 41%	159 32%	217 46%	244 46%	126 31%	494 45%	542 46%	65 26%	11 15%	105 42%	129 41%	65 39%	1 26%	244 42%	223 41%	138 40%	16 43%
2	302 20%	94 19%	104 22%	104 19%	75 19%	227 21%	251 21%	45 18%	6 9%	49 20%	71 23%	25 15%	2 42%	107 18%	120 22%	64 19%	10 28%
3	223 15%	94 19%	63 13%	66 12%	69 17%	154 14%	169 14%	48 19%	7 9%	35 14%	40 13%	33 20%	1 14%	92 16%	76 14%	52 15%	3 8%
NET NEITHER/NOR	260 17%	112 23%	68 14%	81 15%	100 25%	160 15%	178 15%	70 27%	12 17%	38 15%	60 19%	28 17%	1 18%	101 17%	91 17%	62 18%	6 15%
4	103 7%	47 10%	33 7%	24 4%	41 10%	62 6%	77 7%	22 9%	4 6%	11 4%	25 8%	9 5%	- -	35 6%	45 8%	22 6%	1 2%
5 - Neither / Nor	106 7%	49 10%	22 5%	35 7%	38 9%	69 6%	69 6%	31 12%	5 7%	12 5%	24 8%	16 9%	1 18%	44 8%	29 5%	29 9%	4 11%
6	24 2%	9 2%	8 2%	7 1%	11 3%	13 1%	17 1%	7 3%	- -	6 2%	6 2%	1 1%	- -	11 2%	7 1%	5 2%	- -
7	27 2%	6 1%	6 1%	15 3%	10 2%	17 2%	14 1%	9 4%	3 4%	9 4%	4 1%	2 1%	- -	11 2%	9 2%	6 2%	1 3%
NET NOT IMPORTANT	91 6%	31 6%	21 4%	39 7%	30 8%	61 6%	32 3%	24 10%	35 49%	22 9%	12 4%	13 8%	- -	34 6%	29 5%	28 8%	1 4%
8	40 3%	18 4%	11 2%	11 2%	12 3%	28 3%	20 2%	8 3%	13 18%	10 4%	3 1%	9 5%	- -	16 3%	12 2%	12 4%	1 2%
9	18 1%	7 1%	2 *	9 2%	7 2%	11 1%	2 *	7 3%	9 13%	7 3%	4 1%	1 1%	- -	5 1%	7 1%	6 2%	- -

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q3a\_8) Importance -Store characteristics including cleanliness, layout, customer service and so on

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	33 2%	7 1%	7 2%	19 4%	12 3%	21 2%	10 1%	10 4%	13 18%	5 2%	6 2%	3 2%	- -	13 2%	10 2%	10 3%	1 2%
Mean	8.34	8.07	8.62	8.33	7.89	8.50	8.71	7.54	5.07	8.18	8.45	8.19	8.58	8.34	8.43	8.17	8.56
Don't know	3 *	1 *	2 *	1 *	1 *	3 *	1 *	2 1%	1 1%	- -	1 *	2 1%	- -	3 *	- -	- -	1 2%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_9) Importance -Fuel Discounts

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	475 32%	144 29%	168 35%	163 31%	135 34%	340 31%	407 35%	40 16%	28 38%	86 35%	98 31%	61 36%	3 74%	187 32%	171 32%	107 31%	10 27%
1 - Very important	228 15%	55 11%	82 17%	91 17%	61 15%	167 15%	198 17%	14 6%	15 21%	31 12%	50 16%	39 23%	1 18%	96 17%	78 14%	45 13%	8 23%
2	117 8%	39 8%	43 9%	35 6%	31 8%	86 8%	96 8%	14 5%	7 10%	22 9%	22 7%	13 8%	- -	44 8%	44 8%	29 8%	- -
3	130 9%	50 10%	42 9%	38 7%	43 11%	88 8%	112 10%	12 5%	6 8%	34 14%	26 8%	9 6%	3 56%	47 8%	49 9%	33 10%	1 4%
NET NEITHER/NOR	459 31%	158 32%	133 28%	168 31%	111 28%	348 32%	371 32%	77 30%	11 15%	74 30%	105 34%	39 24%	- -	187 32%	169 31%	95 28%	9 26%
4	105 7%	28 6%	34 7%	43 8%	22 5%	84 8%	87 7%	15 6%	3 4%	14 6%	20 7%	12 7%	- -	35 6%	48 9%	19 6%	5 13%
5 - Neither / Nor	243 16%	90 18%	72 15%	81 15%	72 18%	171 16%	190 16%	48 19%	5 7%	39 16%	58 19%	25 15%	- -	102 18%	89 17%	48 14%	3 7%
6	55 4%	21 4%	15 3%	19 4%	6 2%	48 4%	50 4%	5 2%	- -	9 4%	18 6%	- -	- -	28 5%	15 3%	11 3%	1 3%
7	56 4%	19 4%	12 3%	26 5%	12 3%	45 4%	44 4%	9 4%	3 5%	13 5%	9 3%	3 2%	- -	22 4%	17 3%	16 5%	1 3%
NET NOT IMPORTANT	554 37%	186 38%	168 35%	201 38%	155 39%	399 36%	388 33%	133 53%	32 44%	86 35%	108 34%	64 38%	1 26%	203 35%	198 37%	139 40%	15 41%
8	115 8%	43 9%	39 8%	33 6%	31 8%	84 8%	81 7%	25 10%	9 12%	19 8%	21 7%	16 9%	- -	47 8%	40 7%	24 7%	4 10%
9	58 4%	20 4%	19 4%	19 4%	15 4%	43 4%	46 4%	11 4%	1 1%	10 4%	15 5%	4 2%	- -	19 3%	22 4%	16 5%	2 5%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_9) Importance -Fuel Discounts

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
10 - Not at all important	382 25%	124 25%	110 23%	148 28%	110 27%	272 25%	261 22%	97 38%	23 31%	58 23%	71 23%	44 27%	1 26%	137 24%	136 25%	99 29%	10 26%	
Mean	5.31	5.14	5.57	5.24	5.29	5.32	5.59	4.04	5.26	5.39	5.42	5.60	6.56	5.44	5.35	5.06	5.17	
Don't know	11 1%	2 *	6 1%	2 *	-	11 1%	6 1%	3 1%	1 2%	2 1%	2 1%	3 2%	-	4 1%	2 *	3 1%	2 7%	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_10) Importance -Customer Loyalty Programs such as Fly-Buys

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	260 17%	83 17%	89 19%	87 16%	68 17%	192 17%	203 17%	41 16%	15 21%	36 14%	62 20%	41 25%	– –	103 18%	93 17%	57 17%	7 18%
1 – Very important	103 7%	32 7%	36 8%	35 7%	25 6%	78 7%	76 7%	18 7%	9 12%	12 5%	22 7%	24 14%	– –	47 8%	30 6%	23 7%	3 7%
2	73 5%	19 4%	33 7%	21 4%	20 5%	54 5%	58 5%	11 4%	5 7%	12 5%	17 6%	6 4%	– –	30 5%	31 6%	11 3%	2 5%
3	83 6%	31 6%	20 4%	32 6%	24 6%	60 5%	69 6%	13 5%	1 2%	12 5%	23 7%	11 7%	– –	27 5%	31 6%	23 7%	2 6%
NET NEITHER/NOR	392 26%	134 27%	120 25%	137 26%	98 24%	294 27%	331 28%	47 18%	13 18%	80 32%	85 27%	37 22%	1 18%	153 26%	138 26%	95 28%	6 16%
4	61 4%	15 3%	24 5%	21 4%	19 5%	42 4%	53 4%	5 2%	3 4%	13 5%	9 3%	7 4%	– –	24 4%	25 5%	10 3%	2 5%
5 – Neither / Nor	219 15%	70 14%	65 14%	84 16%	49 12%	170 15%	184 16%	26 10%	8 11%	43 17%	58 19%	19 12%	1 18%	87 15%	68 13%	62 18%	3 8%
6	42 3%	16 3%	12 2%	14 3%	9 2%	32 3%	38 3%	4 1%	– –	9 4%	9 3%	3 2%	– –	15 3%	16 3%	10 3%	1 3%
7	70 5%	33 7%	19 4%	18 3%	21 5%	49 4%	56 5%	11 5%	2 3%	14 6%	9 3%	7 4%	– –	27 5%	29 5%	13 4%	– –
NET NOT IMPORTANT	839 56%	270 55%	264 56%	304 57%	231 57%	608 55%	631 54%	164 65%	42 57%	129 52%	162 52%	87 52%	4 82%	321 55%	305 57%	191 55%	24 64%
8	145 10%	50 10%	48 10%	47 9%	38 9%	108 10%	115 10%	28 11%	3 3%	24 10%	32 10%	16 10%	– –	61 10%	47 9%	35 10%	4 11%
9	93 6%	30 6%	38 8%	25 5%	24 6%	69 6%	78 7%	12 5%	2 3%	17 7%	21 7%	9 5%	– –	39 7%	30 6%	21 6%	2 6%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q3a\_10) Importance -Customer Loyalty Programs such as Fly-Buys

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	601 40%	190 39%	178 37%	232 43%	169 42%	432 39%	438 37%	125 49%	37 51%	89 36%	108 35%	63 38%	4 82%	221 38%	228 42%	134 39%	17 47%
Mean	3.90	3.87	4.04	3.79	3.78	3.94	4.00	3.43	3.88	3.97	4.19	4.37	1.89	3.99	3.81	3.91	3.61
Don't know	10 1%	2 *	2 *	6 1%	4 1%	6 1%	7 1%	1 *	3 3%	4 1%	4 1%	1 1%	- -	5 1%	4 1%	1 *	1 2%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_11) Importance -Attached liquor store

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	183 12%	61 12%	70 15%	52 10%	58 14%	125 11%	122 10%	43 17%	19 26%	33 13%	31 10%	19 12%	– –	69 12%	66 12%	42 12%	6 16%
1 - Very important	69 5%	19 4%	22 5%	28 5%	22 6%	46 4%	44 4%	15 6%	10 13%	15 6%	10 3%	8 5%	– –	27 5%	21 4%	18 5%	2 6%
2	44 3%	14 3%	22 5%	9 2%	10 3%	34 3%	23 2%	14 6%	6 9%	10 4%	9 3%	5 3%	– –	19 3%	15 3%	9 3%	1 2%
3	70 5%	28 6%	26 6%	16 3%	25 6%	45 4%	54 5%	13 5%	3 4%	9 3%	12 4%	6 4%	– –	23 4%	29 5%	15 5%	3 7%
NET NEITHER/NOR	341 23%	122 25%	94 20%	125 23%	119 30%	222 20%	278 24%	52 20%	11 16%	65 26%	60 19%	31 19%	– –	132 23%	108 20%	93 27%	7 20%
4	39 3%	17 3%	13 3%	10 2%	18 4%	22 2%	37 3%	2 1%	– –	8 3%	13 4%	2 1%	– –	18 3%	12 2%	8 2%	1 3%
5 - Neither / Nor	183 12%	56 11%	48 10%	79 15%	65 16%	118 11%	148 13%	27 11%	7 10%	41 16%	25 8%	20 12%	– –	64 11%	66 12%	48 14%	5 12%
6	46 3%	19 4%	11 2%	16 3%	10 3%	36 3%	33 3%	9 4%	3 5%	10 4%	11 3%	2 1%	– –	21 4%	11 2%	13 4%	– –
7	73 5%	31 6%	21 4%	21 4%	26 6%	47 4%	59 5%	13 5%	1 1%	7 3%	12 4%	7 4%	– –	29 5%	18 3%	24 7%	2 5%
NET NOT IMPORTANT	967 64%	306 62%	305 64%	356 67%	221 55%	746 68%	768 66%	155 61%	41 56%	149 60%	217 69%	113 68%	4 100%	375 65%	364 68%	207 60%	22 59%
8	135 9%	50 10%	37 8%	48 9%	26 7%	109 10%	111 9%	20 8%	3 5%	19 8%	36 12%	18 11%	2 44%	48 8%	57 11%	26 8%	4 10%
9	119 8%	44 9%	35 7%	40 8%	26 6%	93 9%	95 8%	23 9%	1 1%	20 8%	29 9%	10 6%	– –	46 8%	43 8%	29 8%	1 2%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_11) Importance -Attached liquor store

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	712 48%	213 43%	232 49%	268 50%	169 42%	544 49%	563 48%	112 44%	37 51%	110 44%	151 48%	86 52%	3 56%	280 48%	264 49%	152 44%	17 47%
Mean	3.28	3.38	3.33	3.15	3.74	3.12	3.19	3.53	4.05	3.59	3.04	3.09	1.87	3.25	3.20	3.43	3.54
Don't know	9 1%	1 *	7 1%	1 *	3 1%	6 1%	4 *	4 1%	2 2%	1 1%	4 1%	3 2%	- -	5 1%	1 *	1 *	2 5%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_12) Importance -Opening hours

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET IMPORTANT	791 53%	254 52%	263 55%	274 51%	234 58%	557 51%	660 56%	108 43%	20 28%	123 50%	181 58%	83 50%	3 58%	320 55%	286 53%	166 48%	19 51%
1 - Very important	351 23%	100 20%	125 26%	126 24%	98 24%	253 23%	297 25%	39 16%	13 18%	54 22%	74 24%	43 26%	1 18%	143 25%	123 23%	73 21%	12 32%
2	206 14%	74 15%	69 15%	63 12%	65 16%	141 13%	172 15%	32 13%	3 4%	37 15%	48 15%	13 8%	- -	78 13%	75 14%	47 14%	6 17%
3	234 16%	80 16%	69 14%	85 16%	71 18%	163 15%	192 16%	37 15%	5 6%	32 13%	59 19%	28 17%	2 40%	99 17%	88 16%	46 13%	1 2%
NET NEITHER/NOR	479 32%	169 34%	143 30%	167 31%	120 30%	360 33%	357 30%	98 39%	24 34%	81 32%	92 30%	52 31%	2 42%	172 30%	176 33%	124 36%	7 20%
4	105 7%	35 7%	37 8%	33 6%	27 7%	79 7%	87 7%	16 6%	3 3%	16 6%	19 6%	14 8%	2 42%	38 7%	41 8%	26 8%	- -
5 - Neither / Nor	261 17%	86 17%	76 16%	99 19%	62 16%	198 18%	191 16%	61 24%	9 12%	45 18%	49 16%	28 17%	- -	90 16%	96 18%	70 20%	5 13%
6	48 3%	27 5%	9 2%	12 2%	15 4%	32 3%	34 3%	6 2%	8 11%	11 5%	11 3%	3 2%	- -	19 3%	14 3%	13 4%	1 3%
7	66 4%	21 4%	22 5%	23 4%	15 4%	50 5%	46 4%	15 6%	5 7%	9 3%	13 4%	8 5%	- -	24 4%	25 5%	15 4%	1 4%
NET NOT IMPORTANT	227 15%	66 13%	68 14%	92 17%	47 12%	180 16%	152 13%	46 18%	28 38%	45 18%	39 13%	31 19%	- -	87 15%	77 14%	53 15%	11 29%
8	65 4%	22 4%	21 4%	22 4%	6 1%	60 5%	38 3%	18 7%	10 13%	16 6%	8 3%	7 4%	- -	27 5%	25 5%	12 3%	1 4%
9	26 2%	4 1%	13 3%	9 2%	6 1%	21 2%	17 1%	5 2%	4 6%	4 2%	8 2%	3 2%	- -	8 1%	10 2%	8 2%	1 3%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q3a\_12) Importance -Opening hours

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Base	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
10 - Not at all important	135 9%	41 8%	34 7%	61 11%	36 9%	99 9%	97 8%	24 9%	14 19%	25 10%	23 7%	21 13%	- -	52 9%	42 8%	33 9%	8 22%
Mean	6.96	6.95	7.15	6.81	7.23	6.86	7.18	6.46	5.14	6.76	7.18	6.73	7.94	7.04	7.01	6.80	6.36
Don't know	3 *	1 *	1 *	1 *	1 *	2 *	2 *	1 *	- -	- -	1 *	1 *	- -	2 *	- -	1 *	- -
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q4a) Do you always go to the same store for your supermarket shopping or do you sometimes go to other supermarket stores?

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Always shop at same store	725 48%	225 46%	226 48%	273 51%	193 48%	532 48%	551 47%	127 50%	44 61%	142 57%	175 56%	106 64%	3 68%	339 58%	230 43%	135 39%	20 56%
Often vary the store	771 51%	263 54%	248 52%	260 49%	205 51%	566 52%	616 53%	126 50%	28 39%	107 43%	138 44%	61 36%	1 32%	239 41%	309 57%	208 60%	16 44%
DON'T KNOW	4 *	2 *	1 *	1 *	3 1%	1 *	4 *	- -	- -	1 *	- -	- -	- -	3 1%	- -	1 *	- -
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q4b1) Why do you always shop at the same location?

Base:(Q4a) Same store

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Respondents	705	223	230	252	184	521	536	124	43	132	170	104	2	336	216	130	23	
Wtd. Resp.	725	225	226	273	193	532	551	127	44	142	175	106	3	339	230	135	20	
PRICE	114 16%	31 14%	43 19%	40 15%	37 19%	77 14%	106 19%	5 4%	3 7%	12 8%	25 14%	15 14%	3 100%	54 16%	47 20%	7 6%	6 29%	
TRAVEL TIME	366 51%	129 57%	109 48%	128 47%	117 61%	249 47%	272 49%	72 57%	21 46%	69 49%	89 51%	46 43%	– –	161 47%	107 47%	90 67%	9 42%	
RANGE OF TYPES OF PRODUCTS STOCKED	123 17%	39 17%	35 16%	48 18%	21 11%	102 19%	96 17%	22 17%	5 11%	23 16%	30 17%	18 17%	– –	60 18%	43 19%	14 10%	5 26%	
RANGE OF BRANDS STOCKED	87 12%	29 13%	25 11%	33 12%	15 8%	72 14%	71 13%	7 6%	9 19%	21 15%	21 12%	9 9%	– –	40 12%	31 13%	12 9%	3 17%	
AVAILABILITY OF FAVOURITE BRANDS	51 7%	15 7%	16 7%	20 7%	11 6%	40 8%	41 7%	6 4%	5 11%	8 6%	18 10%	7 7%	– –	25 7%	17 7%	7 5%	3 12%	
FOOD QUALITY	41 6%	12 5%	9 4%	20 7%	9 5%	32 6%	32 6%	6 5%	2 4%	8 6%	8 5%	4 3%	– –	20 6%	18 8%	3 2%	– –	
PARKING	60 8%	20 9%	16 7%	24 9%	19 10%	41 8%	44 8%	13 10%	4 9%	14 10%	15 8%	9 9%	– –	31 9%	18 8%	10 7%	1 7%	
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	175 24%	54 24%	52 23%	69 25%	44 23%	131 25%	137 25%	32 25%	6 14%	33 23%	43 25%	35 33%	– –	85 25%	59 26%	25 19%	5 26%	
FUEL DISCOUNTS	6 1%	4 2%	2 1%	– –	1 1%	4 1%	5 1%	– –	1 1%	3 2%	– –	1 1%	– –	3 1%	1 *	2 1%	– –	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q4b1) Why do you always shop at the same location?  
 Base:(Q4a) Same store

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	725	225	226	273	193	532	551	127	44	142	175	106	3	339	230	135	20	
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	13 2%	4 2%	4 2%	4 2%	2 1%	11 2%	13 2%	- -	- -	1 1%	5 3%	5 5%	- -	7 2%	4 2%	2 2%	- -	
ATTACHED LIQUOR STORE	2 *	1 *	1 *	- -	2 1%	- -	1 *	1 1%	- -	1 1%	1 *	- -	- -	1 *	- -	1 1%	- -	
OPENING HOURS	6 1%	2 1%	1 *	4 1%	2 1%	5 1%	5 1%	2 1%	- -	3 2%	1 *	- -	- -	5 1%	- -	2 1%	- -	
CUSTOMER SERVICE/PERSONAL SERVICE	51 7%	16 7%	13 6%	23 8%	12 6%	39 7%	36 6%	13 10%	2 5%	10 7%	12 7%	10 10%	- -	31 9%	10 4%	7 5%	3 16%	
CLOSE TO OTHER SHOPS	30 4%	11 5%	11 5%	7 3%	8 4%	21 4%	24 4%	5 4%	1 2%	6 5%	4 2%	5 5%	- -	12 4%	9 4%	8 6%	1 4%	
Convenience NFI	79 11%	30 13%	24 11%	25 9%	20 10%	59 11%	58 11%	18 14%	2 5%	18 13%	22 13%	14 13%	- -	33 10%	32 14%	13 10%	1 4%	
No other choice/it's the only one in town	34 5%	6 2%	6 3%	22 8%	10 5%	24 4%	22 4%	8 6%	4 9%	4 3%	8 4%	2 2%	- -	16 5%	7 3%	10 7%	2 9%	
Habit	18 3%	5 2%	3 2%	10 4%	4 2%	14 3%	18 3%	1 1%	- -	3 2%	6 4%	3 2%	- -	9 3%	5 2%	3 2%	2 9%	
Other	22 3%	5 2%	7 3%	10 4%	3 1%	20 4%	17 3%	5 4%	1 1%	3 2%	4 2%	7 6%	- -	15 4%	5 2%	1 1%	1 6%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q4b1) Why do you always shop at the same location?

Base:(Q4a) Same store

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neithe r/Nor	Not import ant	Often	Someti mes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other	
Wtd. Resp.	725	225	226	273	193	532	551	127	44	142	175	106	3	339	230	135	20	
DON'T KNOW	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	
Totals	1278 176%	412 183%	378 167%	488 178%	337 175%	942 177%	998 181%	214 168%	65 146%	242 171%	311 178%	192 180%	3 100%	608 180%	411 178%	217 160%	43 209%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q4b2) Why don't you always shop at the same location?

Base:(Q4a) Not the same store

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other	
Respondents	791	275	269	247	205	586	627	133	30	103	139	61	2	246	311	219	16	
Wtd. Resp.	771	263	248	260	205	566	616	126	28	107	138	61	1	239	309	208	16	
PRICE/CHEAPER	215 28%	57 22%	75 30%	82 32%	63 31%	152 27%	188 30%	20 16%	7 25%	30 28%	31 22%	10 17%	– –	61 25%	94 30%	57 27%	4 27%	
TRAVEL TIME/ OTHER IS CLOSER TO HOME/WORK	308 40%	102 39%	114 46%	92 35%	68 33%	240 42%	246 40%	56 44%	7 25%	37 35%	63 46%	26 43%	1 45%	87 37%	125 40%	89 43%	8 51%	
GIVES ME GREATER VARIETY	132 17%	51 19%	46 19%	35 13%	35 17%	97 17%	108 17%	18 15%	5 19%	14 13%	21 15%	12 19%	1 55%	38 16%	40 13%	51 25%	3 17%	
RANGE OF TYPES OF PRODUCTS STOCKED	142 18%	49 19%	44 18%	49 19%	36 17%	106 19%	114 19%	21 17%	6 23%	15 14%	22 16%	7 12%	– –	52 22%	53 17%	36 17%	1 8%	
RANGE OF BRANDS STOCKED	79 10%	24 9%	26 10%	30 12%	23 11%	57 10%	66 11%	12 9%	1 5%	10 9%	5 4%	5 8%	– –	25 10%	35 11%	19 9%	1 4%	
BETTER FOOD QUALITY	34 4%	13 5%	10 4%	12 4%	10 5%	25 4%	27 4%	5 4%	3 9%	4 3%	6 4%	3 5%	– –	7 3%	12 4%	15 7%	– –	
BETTER PARKING	25 3%	10 4%	8 3%	8 3%	7 4%	18 3%	16 3%	9 7%	1 3%	4 4%	3 2%	3 5%	– –	8 3%	14 4%	4 2%	– –	
BETTER STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	13 2%	4 1%	6 3%	3 1%	5 2%	9 2%	11 2%	2 2%	– –	4 4%	2 2%	1 2%	– –	5 2%	6 2%	3 1%	– –	
BETTER FUEL DISCOUNTS	4 1%	2 1%	– –	2 1%	1 *	4 1%	4 1%	– –	– –	– –	1 1%	1 1%	– –	1 *	1 *	2 1%	– –	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q4b2) Why don't you always shop at the same location?

Base:(Q4a) Not the same store

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	771	263	248	260	205	566	616	126	28	107	138	61	1	239	309	208	16
BETTER CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	2*	1*	-	21%	-	2*	2*	-	-	-	-	23%	-	-	1*	11%	-
OPENING HOURS	162%	73%	31%	62%	84%	81%	112%	54%	-	44%	43%	-	-	42%	52%	42%	210%
BETTER CUSTOMER SERVICE/PERSONAL SERVICE	111%	21%	52%	42%	31%	81%	81%	33%	-	22%	11%	-	-	1*	93%	1*	15%
Convenience	486%	2710%	94%	125%	157%	336%	366%	76%	517%	76%	118%	47%	-	146%	248%	115%	-
Close to other shops/bank/activities	132%	83%	31%	21%	21%	112%	102%	32%	-	-	22%	12%	-	31%	83%	11%	-
Like to try different store	233%	73%	83%	83%	74%	163%	173%	54%	12%	11%	22%	-	-	42%	134%	63%	-
Other	162%	73%	42%	52%	21%	143%	112%	54%	-	33%	11%	23%	-	31%	72%	52%	15%
DON'T KNOW	4*	31%	-	1*	11%	3*	3*	11%	-	-	11%	-	-	31%	1*	-	-
Totals	1087141%	374142%	362146%	351135%	285139%	802142%	878142%	173138%	35127%	134126%	177128%	76126%	1100%	315132%	447144%	306147%	21128%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q5a) Do you always shop at the same supermarket chain or do you regularly shop at more than one chain?

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Always shop at same chain	696 46%	205 42%	219 46%	272 51%	185 46%	512 47%	532 45%	122 48%	40 56%	133 53%	187 60%	112 67%	2 42%	340 59%	212 39%	125 36%	21 57%
Shop at more than one chain regularly	802 53%	284 58%	256 54%	262 49%	217 54%	585 53%	640 55%	130 51%	31 43%	116 47%	125 40%	55 33%	3 58%	240 41%	327 61%	219 64%	16 43%
DON'T KNOW	1 *	1 *	1 *	- -	- -	1 *	- -	1 *	1 1%	- -	1 *	- -	- -	1 *	- -	1 *	- -
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q5b1) Why do you always shop at the same supermarket?

Base:(Q5a) Same chain

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	695	212	228	255	177	518	531	123	39	128	183	110	1	337	212	124	23
Wtd. Resp.	696	205	219	272	185	512	532	122	40	133	187	112	2	340	212	125	21
PRICE	131 19%	33 16%	52 24%	47 17%	34 18%	98 19%	121 23%	5 4%	5 12%	26 20%	35 18%	13 11%	– –	69 20%	39 19%	14 11%	8 40%
TRAVEL TIME/ CLOSE TO HOME/ WORK	283 41%	97 47%	92 42%	95 35%	93 50%	190 37%	216 41%	49 40%	16 40%	55 42%	71 38%	43 38%	2 100%	133 39%	80 37%	63 51%	7 32%
RANGE OF TYPES OF PRODUCTS STOCKED	110 16%	32 16%	41 19%	37 14%	24 13%	86 17%	91 17%	16 13%	4 9%	22 17%	40 21%	18 16%	– –	51 15%	36 17%	21 17%	4 19%
RANGE OF BRANDS STOCKED	84 12%	28 14%	29 13%	27 10%	20 11%	65 13%	72 13%	10 8%	2 6%	19 14%	28 15%	9 8%	– –	41 12%	25 12%	18 14%	1 5%
GIVES ME GREATER VARIETY	38 6%	13 6%	11 5%	14 5%	10 5%	28 6%	33 6%	5 4%	1 3%	7 5%	8 4%	9 8%	– –	13 4%	15 7%	10 8%	1 5%
BETTER FOOD QUALITY	57 8%	14 7%	12 6%	31 11%	14 8%	43 8%	42 8%	13 10%	3 6%	6 4%	23 12%	6 6%	– –	27 8%	21 10%	10 8%	– –
BETTER PARKING	32 5%	8 4%	5 2%	19 7%	11 6%	22 4%	24 4%	6 5%	2 6%	9 7%	4 2%	4 3%	– –	16 5%	11 5%	3 2%	2 11%
BETTER STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	122 18%	36 18%	40 18%	46 17%	33 18%	89 17%	86 16%	34 28%	2 5%	18 14%	35 19%	24 21%	– –	66 19%	39 19%	13 11%	4 18%
BETTER FUEL DISCOUNTS	3 *	1 1%	2 1%	– –	2 1%	1 *	3 1%	– –	– –	– –	2 1%	– –	– –	1 *	2 1%	– –	– –



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q5b1) Why do you always shop at the same supermarket?

Base:(Q5a) Same chain

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	696	205	219	272	185	512	532	122	40	133	187	112	2	340	212	125	21	
BETTER CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	28 4%	8 4%	10 5%	9 3%	8 4%	20 4%	23 4%	4 4%	1 2%	2 1%	9 5%	8 7%	- -	14 4%	10 5%	4 3%	-	
ATTACHED LIQUOR STORE	1 *	- -	1 *	- -	1 1%	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	-	
OPENING HOURS	12 2%	2 1%	3 2%	6 2%	4 2%	8 1%	7 1%	4 3%	- -	1 1%	2 1%	- -	- -	4 1%	2 1%	5 4%	-	
BETTER CUSTOMER SERVICE/PERSONAL SERVICE	44 6%	14 7%	8 4%	23 8%	10 5%	34 7%	33 6%	11 9%	1 2%	6 5%	7 4%	7 6%	- -	24 7%	13 6%	7 5%	2 8%	
CLOSE TO OTHER SHOPS	17 2%	10 5%	1 *	7 2%	4 2%	14 3%	13 2%	4 3%	1 2%	5 4%	4 2%	3 3%	- -	9 3%	4 2%	4 3%	1 4%	
Convenience	38 5%	17 8%	11 5%	10 4%	7 4%	31 6%	31 6%	4 3%	4 9%	14 10%	5 3%	8 7%	- -	16 5%	16 8%	4 4%	2 9%	
No choice/only one available	41 6%	3 1%	7 3%	31 11%	10 6%	31 6%	29 6%	6 5%	5 13%	3 2%	11 6%	6 5%	- -	18 5%	11 5%	10 8%	2 8%	
Habit	22 3%	6 3%	7 3%	9 3%	6 3%	17 3%	14 3%	7 6%	1 3%	- -	8 4%	7 6%	- -	14 4%	6 3%	1 1%	2 9%	
Work thre/ worked there	13 2%	3 2%	4 2%	6 2%	3 2%	10 2%	9 2%	4 3%	- -	2 2%	5 2%	1 1%	- -	8 2%	1 1%	4 3%	-	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q5b1) Why do you always shop at the same supermarket?

Base:(Q5a) Same chain

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	696	205	219	272	185	512	532	122	40	133	187	112	2	340	212	125	21
Dislike big supermarket chains/support little guys	8 1%	3 1%	2 1%	3 1%	1 1%	6 1%	7 1%	-	1 2%	-	1 *	-	-	6 2%	2 1%	-	-
Am a share holder/have shares	3 *	2 1%	1 *	1 *	1 1%	2 *	1 *	1 1%	1 3%	2 1%	-	1 1%	-	1 *	1 *	1 1%	-
Offers a delivery service	2 *	2 1%	-	-	-	2 *	-	1 1%	1 2%	1 *	-	1 1%	-	2 1%	-	-	-
Prefer it/like it	11 2%	2 1%	3 1%	6 2%	-	11 2%	8 2%	2 2%	-	3 2%	-	5 4%	-	5 2%	3 2%	-	2 11%
Other	13 2%	7 4%	2 1%	4 1%	3 2%	10 2%	10 2%	3 3%	-	1 *	5 3%	2 1%	-	4 1%	8 4%	1 1%	1 5%
DK/NOTHING	9 1%	1 1%	5 2%	3 1%	-	9 2%	4 1%	5 4%	-	-	5 2%	2 2%	-	5 2%	2 1%	2 2%	-
Totals	1124 161%	341 166%	348 159%	434 159%	298 161%	826 161%	877 165%	195 159%	50 124%	202 152%	308 165%	176 157%	2 100%	547 161%	346 163%	195 157%	38 185%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q5b2) Why don't you always shop at the same supermarket?

Base:(Q5a) Not the same chain

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	803	287	271	245	215	588	636	133	33	108	125	55	3	247	315	225	16
Wtd. Resp.	802	284	256	262	217	585	640	130	31	116	125	55	3	240	327	219	16
PRICE	267 33%	83 29%	92 36%	92 35%	84 39%	183 31%	236 37%	23 18%	8 27%	35 30%	33 26%	15 27%	1 44%	79 33%	112 34%	67 31%	9 55%
TRAVEL TIME/ OTHER IS CLOSER TO HOME/WORK	273 34%	108 38%	92 36%	73 28%	59 27%	215 37%	207 32%	56 43%	11 34%	42 36%	41 33%	18 33%	1 25%	75 31%	108 33%	86 40%	4 23%
RANGE OF TYPES OF PRODUCTS STOCKED	224 28%	85 30%	70 28%	69 26%	60 28%	165 28%	189 30%	27 21%	7 22%	31 26%	24 19%	16 30%	1 31%	63 26%	97 30%	64 29%	1 4%
RANGE OF BRANDS STOCKED	152 19%	51 18%	49 19%	52 20%	41 19%	112 19%	120 19%	25 19%	7 21%	24 21%	18 15%	11 21%	– –	39 16%	73 22%	38 17%	2 13%
FOOD QUALITY	50 6%	18 6%	12 5%	20 8%	11 5%	39 7%	40 6%	7 6%	3 9%	10 9%	9 7%	2 4%	– –	9 4%	21 6%	20 9%	– –
PARKING	21 3%	6 2%	5 2%	9 4%	6 3%	15 3%	14 2%	6 5%	1 2%	4 3%	3 3%	2 3%	– –	8 3%	10 3%	3 1%	– –
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	12 2%	5 2%	5 2%	2 1%	3 1%	10 2%	9 1%	3 2%	1 2%	2 1%	– –	3 5%	– –	3 1%	8 2%	1 1%	– –
FUEL DISCOUNTS	8 1%	4 1%	1 *	3 1%	1 *	7 1%	5 1%	1 1%	2 5%	1 1%	– –	1 1%	– –	3 1%	4 1%	1 *	– –

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q5b2) Why don't you always shop at the same supermarket?

Base:(Q5a) Not the same chain

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	802	284	256	262	217	585	640	130	31	116	125	55	3	240	327	219	16
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	6 1%	1 *	2 1%	3 1%	1 *	5 1%	5 1%	1 1%	1 2%	1 1%	2 2%	2 3%	-	3 1%	1 *	2 1%	-
OPENING HOURS	12 1%	8 3%	1 1%	2 1%	5 2%	7 1%	7 1%	5 4%	-	4 3%	2 1%	-	-	2 1%	7 2%	3 1%	-
CUSTOMER SERVICE/PERSONAL SERVICE	21 3%	7 2%	6 2%	8 3%	9 4%	12 2%	19 3%	2 1%	1 2%	4 3%	1 1%	1 1%	-	7 3%	8 2%	5 2%	2 11%
CLOSE TO OTHER SHOPS	12 2%	8 3%	1 *	4 2%	3 1%	10 2%	8 1%	4 3%	-	1 1%	1 1%	2 4%	-	1 1%	3 1%	7 3%	1 4%
Convenience	44 6%	19 7%	16 6%	9 4%	12 5%	33 6%	34 5%	7 6%	3 9%	9 8%	10 8%	-	-	12 5%	19 6%	12 6%	1 7%
For a change/like a change	21 3%	4 2%	6 2%	10 4%	3 1%	18 3%	15 2%	5 4%	1 3%	3 2%	3 3%	-	-	3 1%	13 4%	5 3%	-
Don't care/as long as I get what I need	7 1%	5 2%	-	3 1%	3 2%	4 1%	6 1%	1 1%	-	2 2%	-	-	-	4 2%	1 *	2 1%	-
Other	21 3%	6 2%	6 2%	9 3%	7 3%	14 2%	18 3%	4 3%	-	3 3%	3 3%	1 2%	-	6 3%	7 2%	6 3%	2 12%
DK/Nothing	7 1%	3 1%	2 1%	2 1%	3 1%	5 1%	7 1%	1 *	-	2 1%	4 3%	-	-	1 1%	4 1%	2 1%	-

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q5b2) Why don't you always shop at the same supermarket?

Base:(Q5a) Not the same chain

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neithe r/Nor	Not import ant	Often	Someti mes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	802	284	256	262	217	585	640	130	31	116	125	55	3	240	327	219	16
Totals	1162 145%	423 149%	367 144%	372 142%	309 143%	853 146%	939 147%	179 138%	44 139%	177 152%	155 124%	74 135%	3 100%	320 133%	497 152%	325 149%	20 128%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q6a) Which of the following supermarket chains do you shop at regularly, that is, at least once a month?

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
NET ANY MENTION	1498 100%	489 100%	475 100%	534 100%	401 100%	1097 100%	1171 100%	252 100%	72 100%	249 100%	313 100%	167 100%	4 100%	580 100%	539 100%	343 100%	37 100%	
NET COLES &/ OR Woolworths/ SAFeway	1355 90%	451 92%	442 93%	461 86%	362 90%	993 90%	1062 91%	231 91%	61 85%	249 100%	313 100%	167 100%	4 100%	520 89%	502 93%	305 89%	30 81%	
Coles/Bi-Lo	928 62%	341 70%	303 64%	284 53%	253 63%	675 61%	729 62%	156 62%	42 58%	153 62%	198 63%	106 64%	3 58%	326 56%	360 67%	226 66%	18 50%	
Woolworths/ Safeway	1067 71%	355 73%	345 73%	367 69%	299 74%	769 70%	840 72%	182 72%	44 61%	187 75%	234 75%	120 72%	4 100%	370 64%	416 77%	260 76%	22 61%	
ALDI	307 20%	96 20%	127 27%	84 16%	92 23%	215 20%	276 24%	18 7%	12 17%	- -	- -	- -	- -	106 18%	116 22%	75 22%	10 26%	
IGA	455 30%	127 26%	146 31%	182 34%	131 33%	323 29%	354 30%	83 33%	16 22%	- -	- -	- -	- -	131 22%	177 33%	133 39%	14 37%	
Foodworks	56 4%	17 3%	14 3%	26 5%	17 4%	38 4%	37 3%	17 7%	2 3%	- -	- -	- -	- -	16 3%	18 3%	22 6%	1 2%	
Franklins	59 4%	30 6%	19 4%	10 2%	21 5%	38 3%	48 4%	9 4%	2 3%	- -	- -	- -	- -	19 3%	14 3%	21 6%	5 14%	
NQR (Not Quite Right)	6 *	3 1%	3 1%	- -	1 *	6 1%	6 1%	- -	- -	- -	- -	- -	- -	1 *	3 1%	2 1%	- -	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q6a) Which of the following supermarket chains do you shop at regularly, that is, at least once a month?

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Independent/ local supermarket or grocery store	54 4%	32 7%	12 2%	10 2%	11 3%	43 4%	37 3%	15 6%	1 2%	-	-	-	-	18 3%	20 4%	14 4%	2 5%
Foodland	16 1%	6 1%	9 2%	2 *	2 1%	14 1%	12 1%	3 1%	1 2%	-	-	-	-	6 1%	6 1%	4 1%	1 2%
Other	25 2%	9 2%	9 2%	7 1%	5 1%	20 2%	17 1%	6 2%	2 2%	-	-	-	-	6 1%	9 2%	9 3%	2 4%
DK/DO NOT SHOP AT SUPERMARKET CHAIN/ SUPERMARKET	1 *	1 *	-	-	-	1 *	1 *	1 *	-	-	-	-	-	1 *	-	1 *	-
Totals	2974 198%	1018 208%	985 207%	971 182%	831 207%	2143 195%	2356 201%	491 194%	124 171%	340 137%	432 138%	226 136%	7 158%	998 172%	1139 211%	766 223%	74 201%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q6b) Which of the following do you shop at most often?

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET ANY	1498 100%	489 100%	475 100%	534 100%	401 100%	1097 100%	1171 100%	252 100%	72 100%	249 100%	313 100%	167 100%	4 100%	580 100%	539 100%	343 100%	37 100%
Coles/Bi-Lo	542 36%	204 42%	170 36%	168 31%	146 36%	396 36%	428 36%	92 36%	22 31%	111 45%	128 41%	75 45%	3 58%	223 38%	188 35%	127 37%	4 12%
Woolworths/ Safeway	656 44%	196 40%	216 45%	244 46%	166 41%	490 45%	505 43%	116 46%	34 48%	138 55%	185 59%	91 55%	2 42%	246 42%	256 48%	139 40%	16 43%
ALDI	86 6%	26 5%	38 8%	22 4%	26 6%	60 5%	78 7%	5 2%	3 5%	-	-	-	-	35 6%	30 5%	16 5%	5 15%
IGA	161 11%	39 8%	35 7%	86 16%	43 11%	118 11%	120 10%	30 12%	9 13%	-	-	-	-	56 10%	51 9%	48 14%	6 16%
Foodworks	9 1%	1 *	2 *	6 1%	6 1%	4 *	6 1%	2 1%	1 2%	-	-	-	-	1 *	5 1%	3 1%	-
Franklins	15 1%	8 2%	6 1%	2 *	7 2%	8 1%	13 1%	1 1%	1 1%	-	-	-	-	8 1%	1 *	3 1%	4 11%
Independent/ local supermarket or grocery store	8 1%	7 1%	1 *	- -	2 *	6 1%	4 *	3 1%	- -	-	-	-	-	4 1%	2 *	2 1%	-
Other	21 1%	8 2%	6 1%	7 1%	6 2%	15 1%	17 1%	3 1%	1 2%	-	-	-	-	7 1%	7 1%	5 1%	1 4%



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q6b) Which of the following do you shop at most often?

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neithe r/Nor	Not import ant	Often	Someti mes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Don't know/ Don't shop at supermarket chain/ supermarket	2 *	1 *	1 *	- -	- -	2 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	1 *	- -
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q7a) Do you ever shop or would you consider shopping at one of the smaller supermarket chains such as IGA, Foodworks or ALDI?

Base: (Q6a) COLES &/OR Woolworths/SAFEWAY ONLY

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	714	242	219	253	176	538	529	139	45	236	309	165	4	324	244	134	13
Wtd. Resp.	733	244	211	277	186	547	554	134	44	249	313	167	4	338	252	133	11
NET YES	562 77%	180 74%	163 77%	219 79%	146 78%	416 76%	428 77%	102 76%	31 72%	249 100%	313 100%	- -	- -	253 75%	196 78%	108 81%	4 37%
YES - SOMETIMES SHOP	249 34%	76 31%	58 27%	115 42%	63 34%	186 34%	187 34%	40 30%	22 50%	249 100%	- -	- -	- -	105 31%	88 35%	55 41%	1 7%
YES - WOULD CONSIDER	313 43%	104 43%	105 50%	104 37%	83 45%	230 42%	241 43%	63 47%	9 21%	- -	313 100%	- -	- -	149 44%	108 43%	53 40%	3 30%
NO	167 23%	64 26%	49 23%	54 20%	39 21%	128 23%	123 22%	32 24%	12 28%	- -	- -	167 100%	- -	82 24%	55 22%	24 18%	7 63%
DON'T KNOW	4 1%	1 *	- -	4 1%	1 1%	3 1%	4 1%	- -	- -	- -	- -	- -	4 100%	3 1%	1 *	1 *	- -
Totals	733 100%	244 100%	211 100%	277 100%	186 100%	547 100%	554 100%	134 100%	44 100%	249 100%	313 100%	167 100%	4 100%	338 100%	252 100%	133 100%	11 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q7b) Why would you sometimes consider shopping at smaller supermarket chains?

Base: (Q7a) Total Yes

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	545	175	169	201	136	409	409	103	33	236	309	-	-	242	190	108	5
Wtd. Resp.	562	180	163	219	146	416	428	102	31	249	313	-	-	253	196	108	4
PRICE	199 35%	48 27%	72 45%	78 36%	66 45%	134 32%	163 38%	26 25%	11 35%	84 34%	115 37%	-	-	91 36%	73 37%	34 31%	2 39%
TRAVEL TIME	150 27%	59 33%	38 23%	54 24%	44 30%	106 25%	107 25%	36 36%	7 21%	71 28%	79 25%	-	-	62 24%	55 28%	33 30%	1 16%
GREATER VARIETY/RANGE OF TYPES OF PRODUCTS	83 15%	32 18%	27 16%	24 11%	22 15%	61 15%	63 15%	17 16%	3 11%	26 11%	57 18%	-	-	38 15%	31 16%	14 13%	1 19%
GREATER VARIETY/RANGE OF BRANDS	46 8%	24 13%	12 8%	10 4%	9 6%	37 9%	37 9%	9 8%	1 2%	18 7%	28 9%	-	-	17 7%	17 8%	12 11%	-
AVAILABILITY OF MY FAVOURITE BRANDS	31 6%	9 5%	7 4%	16 7%	7 5%	24 6%	21 5%	9 8%	2 6%	15 6%	16 5%	-	-	17 7%	12 6%	2 2%	-
FOOD QUALITY	30 5%	14 8%	10 6%	7 3%	8 6%	22 5%	17 4%	5 5%	8 25%	14 6%	16 5%	-	-	11 4%	12 6%	8 7%	-
PARKING	9 2%	3 2%	2 1%	4 2%	2 1%	7 2%	5 1%	2 2%	1 5%	5 2%	4 1%	-	-	5 2%	2 1%	2 2%	-
NICER STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	21 4%	6 3%	4 2%	11 5%	2 1%	19 5%	18 4%	2 2%	1 4%	10 4%	10 3%	-	-	6 3%	9 5%	5 5%	-

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q7b) Why would you sometimes consider shopping at smaller supermarket chains?

Base: (Q7a) Total Yes

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other	
Wtd. Resp.	562	180	163	219	146	416	428	102	31	249	313	-	-	253	196	108	4	
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	4 1%	1 1%	2 1%	1 *	-	4 1%	3 1%	1 1%	-	1 *	3 1%	-	-	2 1%	2 1%	-	-	
ATTACHED LIQUOR STORE	1 *	-	1 *	1 *	-	1 *	1 *	1 1%	-	1 *	1 *	-	-	1 *	1 *	-	-	
OPENING HOURS	28 5%	12 7%	5 3%	11 5%	3 2%	25 6%	23 5%	4 4%	1 3%	16 6%	12 4%	-	-	13 5%	9 5%	5 5%	-	
CUSTOMER SERVICE/ PERSONAL SERVICE	14 2%	5 3%	2 1%	7 3%	4 3%	10 2%	10 2%	4 4%	-	8 3%	6 2%	-	-	8 3%	3 1%	3 3%	-	
CLOSE TO OTHER SHOPS	4 1%	2 1%	-	1 1%	-	4 1%	2 1%	1 1%	-	3 1%	1 *	-	-	1 *	1 *	2 2%	-	
Convenient	45 8%	20 11%	10 6%	15 7%	11 8%	34 8%	34 8%	11 11%	1 2%	23 9%	22 7%	-	-	20 8%	17 9%	8 7%	1 16%	
Support locals/ Small business	33 6%	9 5%	12 7%	12 5%	5 4%	28 7%	25 6%	7 7%	1 4%	13 5%	20 6%	-	-	13 5%	13 7%	5 5%	1 19%	
Curiosity/to see what they have	12 2%	4 2%	2 1%	5 3%	1 1%	11 3%	10 2%	1 1%	1 2%	4 2%	7 2%	-	-	7 3%	2 1%	2 2%	-	
To try it/For a change	9 2%	2 1%	3 2%	4 2%	-	9 2%	7 2%	2 2%	-	1 *	7 2%	-	-	6 2%	3 2%	-	-	
Other	27 5%	3 2%	8 5%	15 7%	6 4%	20 5%	24 6%	3 3%	1 2%	12 5%	15 5%	-	-	11 4%	11 6%	4 3%	1 26%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q7b) Why would you sometimes consider shopping at smaller supermarket chains?

Base: (Q7a) Total Yes

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	562	180	163	219	146	416	428	102	31	249	313	-	-	253	196	108	4	
DK/None	3 *	1 *	1 1%	1 *	- -	3 1%	2 *	- -	1 2%	1 *	2 1%	- -	- -	1 1%	- -	1 1%	- -	
Totals	748 133%	255 141%	217 133%	276 126%	192 131%	556 134%	570 133%	139 136%	38 123%	326 131%	422 135%	- -	- -	332 131%	271 138%	140 129%	6 135%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q7c) How frequently would you visit one of the smaller supermarket chains ?

Base: (Q7a) Yes-Sometimes shop

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	236	73	66	97	55	181	177	39	20	236	-	-	-	98	86	51	1
Wtd. Resp.	249	76	58	115	63	186	187	40	22	249	-	-	-	105	88	55	1
More than once a week	18 7%	6 8%	5 9%	7 6%	3 4%	16 8%	16 9%	3 6%	- -	18 7%	-	-	-	4 3%	10 11%	5 9%	-
Once a week	28 11%	9 12%	4 6%	16 14%	4 6%	25 13%	23 13%	3 9%	1 7%	28 11%	-	-	-	14 13%	8 10%	6 11%	-
Once a fortnight	37 15%	7 9%	15 27%	15 13%	9 14%	28 15%	28 15%	6 14%	4 18%	37 15%	-	-	-	17 16%	15 17%	5 9%	-
Once a month	89 36%	23 30%	19 34%	47 41%	28 44%	61 33%	64 34%	14 36%	11 51%	89 36%	-	-	-	40 38%	26 30%	22 40%	-
Once every 3 months	46 18%	16 22%	8 13%	22 19%	10 16%	36 19%	36 19%	6 14%	4 16%	46 18%	-	-	-	16 15%	18 21%	11 19%	1 100%
Once every 6 months	17 7%	8 11%	2 4%	6 5%	3 5%	14 7%	12 7%	4 10%	- -	17 7%	-	-	-	6 6%	8 9%	3 5%	-
Once a year or less often	5 2%	2 3%	2 3%	1 1%	2 3%	3 1%	3 2%	1 3%	- -	5 2%	-	-	-	3 3%	1 1%	1 1%	-
DON'T KNOW	9 4%	5 7%	2 3%	2 2%	5 8%	4 2%	4 2%	3 7%	2 8%	9 4%	-	-	-	5 5%	1 1%	2 4%	-
Totals	249 100%	76 100%	58 100%	115 100%	63 100%	186 100%	187 100%	40 100%	22 100%	249 100%	-	-	-	105 100%	88 100%	55 100%	1 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q7d) Satisfied are you with the choice of grocery retailers available to you

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
NET SATISFIED	1200 80%	402 82%	387 82%	411 77%	319 79%	881 80%	945 81%	196 77%	59 81%	201 81%	237 76%	134 80%	3 56%	480 83%	412 76%	277 80%	33 89%	
(5) Very satisfied	599 40%	186 38%	214 45%	199 37%	143 36%	456 42%	469 40%	97 38%	32 44%	113 45%	111 35%	58 35%	– –	234 40%	209 39%	138 40%	18 50%	
(4) Somewhat satisfied	602 40%	216 44%	173 36%	212 40%	176 44%	426 39%	476 41%	99 39%	27 37%	89 36%	126 40%	76 45%	3 56%	245 42%	204 38%	138 40%	14 39%	
(3) Neither satisfied nor dissatisfied	110 7%	32 6%	29 6%	49 9%	30 7%	80 7%	85 7%	23 9%	2 2%	17 7%	26 8%	15 9%	– –	34 6%	43 8%	31 9%	1 4%	
NET DISSATISFIED	182 12%	54 11%	57 12%	71 13%	50 12%	132 12%	134 11%	34 13%	12 16%	30 12%	46 15%	18 11%	2 44%	66 11%	79 15%	34 10%	2 5%	
(2) Somewhat dissatisfied	132 9%	39 8%	46 10%	47 9%	37 9%	95 9%	97 8%	26 10%	7 10%	22 9%	35 11%	13 8%	1 18%	50 9%	57 11%	22 7%	2 5%	
(1) Very Dissatisfied	50 3%	14 3%	11 2%	24 5%	13 3%	37 3%	37 3%	7 3%	4 6%	8 3%	11 4%	5 3%	1 26%	15 3%	22 4%	12 3%	– –	
Mean	4.05	4.07	4.13	3.97	4.00	4.07	4.07	4.00	4.04	4.12	3.94	4.01	2.87	4.09	3.97	4.08	4.37	
DON'T KNOW	8 1%	3 1%	2 *	3 1%	3 1%	5 *	8 1%	1 *	– –	1 *	3 1%	– –	– –	1 *	5 1%	2 *	1 2%	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q7e) Would consider shopping at smaller supermarket chains?

Base: (Q7a) No

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	165	66	50	49	39	126	117	36	12	-	-	165	-	80	53	25	8
Wtd. Resp.	167	64	49	54	39	128	123	32	12	-	-	167	-	82	55	24	7
PRICE	53 32%	19 31%	14 29%	19 35%	18 46%	35 27%	43 35%	6 21%	3 27%	-	-	53 32%	-	24 30%	17 31%	9 37%	2 33%
TRAVEL TIME	58 35%	28 44%	10 21%	19 36%	10 26%	48 37%	41 33%	10 33%	6 49%	-	-	58 35%	-	27 33%	18 32%	10 40%	3 42%
RANGE OF TYPES OF PRODUCTS STOCKED	47 28%	16 25%	23 47%	8 15%	12 30%	35 28%	33 27%	11 34%	3 24%	-	-	47 28%	-	19 23%	22 40%	7 27%	-
RANGE OF BRANDS STOCKED	29 17%	11 17%	8 17%	9 17%	10 26%	18 14%	19 15%	8 26%	2 13%	-	-	29 17%	-	10 12%	15 28%	3 14%	-
AVAILABILITY OF MY FAVOURITE BRANDS	8 5%	3 5%	2 4%	3 5%	-	8 6%	6 5%	-	2 13%	-	-	8 5%	-	6 7%	1 3%	1 3%	-
FOOD QUALITY	6 3%	2 3%	3 6%	1 2%	2 4%	4 3%	6 5%	-	-	-	-	6 3%	-	2 2%	2 3%	2 9%	1 16%
PARKING	3 2%	2 3%	-	1 2%	1 2%	2 2%	1 1%	2 6%	-	-	-	3 2%	-	2 2%	1 2%	-	-
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	10 6%	2 3%	2 5%	5 10%	-	10 8%	6 5%	3 8%	1 5%	-	-	10 6%	-	5 7%	2 3%	1 5%	3 36%



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q7e) Would consider shopping at smaller supermarket chains?

Base: (Q7a) No

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	167	64	49	54	39	128	123	32	12	-	-	167	-	82	55	24	7
CUSTOMER SERVICE/ PERSONAL SERVICE	1 1%	1 1%	-	1 1%	1 2%	1 1%	1 1%	1 2%	-	-	-	1 1%	-	1 1%	1 1%	-	-
CLOSE TO OTHER SHOPS	2 1%	1 1%	1 3%	-	1 2%	1 1%	1 1%	1 2%	-	-	-	2 1%	-	1 2%	1 1%	-	-
No other chains available in town	12 7%	4 6%	2 4%	7 12%	2 5%	10 8%	11 9%	1 5%	-	-	-	12 7%	-	9 11%	1 2%	2 7%	-
Out of habit	4 3%	2 3%	2 4%	1 1%	2 4%	2 2%	2 1%	2 8%	-	-	-	4 3%	-	2 3%	1 2%	1 3%	-
Other	12 7%	6 9%	5 11%	2 3%	4 10%	8 7%	8 6%	3 10%	2 14%	-	-	12 7%	-	6 7%	4 7%	2 9%	2 25%
DON'T KNOW	1 1%	-	-	1 2%	-	1 1%	-	1 4%	-	-	-	1 1%	-	-	1 2%	-	-
Totals	246 148%	96 152%	72 148%	77 142%	61 158%	185 144%	178 145%	50 157%	18 146%	-	-	246 148%	-	114 140%	87 158%	37 154%	11 152%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q8a\_1) Last 10 meat and fish purchases were made at a supermarket

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	296 20%	110 22%	94 20%	92 17%	80 20%	216 20%	225 19%	49 19%	22 31%	56 22%	56 18%	25 15%	- -	109 19%	101 19%	70 20%	16 44%
1	56 4%	16 3%	27 6%	14 3%	16 4%	41 4%	45 4%	12 5%	- -	8 3%	12 4%	6 4%	- -	14 2%	26 5%	15 4%	1 3%
2	76 5%	31 6%	22 5%	23 4%	23 6%	53 5%	64 5%	11 4%	2 2%	14 6%	12 4%	7 4%	1 14%	34 6%	22 4%	20 6%	- -
3	36 2%	13 3%	9 2%	13 3%	8 2%	28 3%	27 2%	6 2%	3 4%	7 3%	8 3%	3 2%	- -	14 2%	13 2%	8 2%	- -
4	36 2%	15 3%	9 2%	12 2%	8 2%	27 2%	28 2%	6 2%	2 2%	3 1%	9 3%	4 2%	- -	14 2%	15 3%	7 2%	- -
5	163 11%	50 10%	51 11%	62 12%	42 10%	121 11%	135 11%	22 9%	6 9%	34 13%	32 10%	17 10%	- -	66 11%	63 12%	28 8%	6 17%
6	40 3%	18 4%	10 2%	12 2%	14 3%	27 2%	28 2%	10 4%	2 2%	4 1%	6 2%	6 4%	1 18%	17 3%	13 2%	11 3%	- -
7	70 5%	32 7%	18 4%	20 4%	21 5%	49 4%	52 4%	13 5%	4 6%	7 3%	19 6%	6 3%	- -	25 4%	31 6%	13 4%	2 5%
8	146 10%	40 8%	60 13%	46 9%	34 8%	112 10%	110 9%	32 13%	3 4%	23 9%	30 10%	23 14%	- -	41 7%	73 14%	29 8%	2 5%
9	99 7%	27 5%	35 7%	38 7%	24 6%	75 7%	79 7%	14 6%	5 8%	18 7%	21 7%	7 4%	- -	30 5%	44 8%	24 7%	1 2%
10	482 32%	139 28%	141 30%	201 38%	132 33%	350 32%	379 32%	78 31%	23 32%	75 30%	107 34%	64 39%	3 68%	217 37%	137 25%	119 35%	9 25%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q8a\_1) Last 10 meat and fish purchases were made at a supermarket

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Mean	6.08	5.73	5.95	6.51	6.08	6.08	6.08	6.13	5.71	5.75	6.36	6.63	8.14	6.24	5.93	6.19	4.61	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	
Dk/Don't buy meat/fish	39 3%	17 4%	8 2%	13 2%	13 3%	25 2%	28 2%	7 3%	3 4%	4 2%	9 3%	2 1%	- -	12 2%	10 2%	14 4%	3 7%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q8a\_2) Last 10 meat and fish purchases were made at Specialty shops such as butchers, fishmongers and markets

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	520 35%	157 32%	150 31%	214 40%	145 36%	376 34%	407 35%	85 34%	26 36%	79 32%	117 37%	67 40%	3 68%	229 39%	148 27%	133 39%	12 32%
1	99 7%	27 5%	35 7%	38 7%	24 6%	75 7%	79 7%	14 6%	5 8%	18 7%	21 7%	7 4%	-	30 5%	44 8%	24 7%	1 2%
2	146 10%	40 8%	60 13%	46 9%	34 8%	112 10%	110 9%	32 13%	3 4%	23 9%	30 10%	23 14%	-	41 7%	73 14%	29 8%	2 5%
3	70 5%	32 7%	18 4%	20 4%	21 5%	49 4%	52 4%	13 5%	4 6%	7 3%	19 6%	6 3%	-	25 4%	31 6%	13 4%	2 5%
4	40 3%	18 4%	10 2%	12 2%	14 3%	27 2%	28 2%	10 4%	2 2%	4 1%	6 2%	6 4%	1 18%	17 3%	13 2%	11 3%	-
5	163 11%	50 10%	51 11%	62 12%	42 10%	121 11%	135 11%	22 9%	6 9%	34 13%	32 10%	17 10%	-	66 11%	63 12%	28 8%	6 17%
6	36 2%	15 3%	9 2%	12 2%	8 2%	27 2%	28 2%	6 2%	2 2%	3 1%	9 3%	4 2%	-	14 2%	15 3%	7 2%	-
7	36 2%	13 3%	9 2%	13 3%	8 2%	28 3%	27 2%	6 2%	3 4%	7 3%	8 3%	3 2%	-	14 2%	13 2%	8 2%	-
8	76 5%	31 6%	22 5%	23 4%	23 6%	53 5%	64 5%	11 4%	2 2%	14 6%	12 4%	7 4%	1 14%	34 6%	22 4%	20 6%	-
9	56 4%	16 3%	27 6%	14 3%	16 4%	41 4%	45 4%	12 5%	-	8 3%	12 4%	6 4%	-	14 2%	26 5%	15 4%	1 3%
10	257 17%	92 19%	86 18%	79 15%	67 17%	191 17%	196 17%	42 17%	19 26%	52 21%	47 15%	22 13%	-	97 17%	90 17%	56 16%	13 36%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q8a\_2) Last 10 meat and fish purchases were made at Specialty shops such as butchers, fishmongers and markets

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Mean	3.92	4.27	4.05	3.49	3.92	3.92	3.92	3.87	4.29	4.25	3.64	3.37	1.86	3.76	4.07	3.81	5.39
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%
Dk/Don't buy meat/fish	39 3%	17 4%	8 2%	13 2%	13 3%	25 2%	28 2%	7 3%	3 4%	4 2%	9 3%	2 1%	- -	12 2%	10 2%	14 4%	3 7%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q8a1) Which one of these would you shop at for meat and fish most often?

Base: (Q8a) Equal

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	156	53	51	52	39	117	127	24	5	28	30	18	-	61	58	29	8
Wtd. Resp.	163	50	51	62	42	121	135	22	6	34	32	17	-	66	63	28	6
Supermarket	70	24	15	30	20	49	56	9	5	14	14	5	-	30	21	15	3
	43%	49%	29%	49%	49%	41%	42%	40%	73%	41%	43%	29%	-	46%	33%	54%	54%
Specialty shops such as butchers, fishmongers and markets	94	26	37	31	21	72	79	13	2	20	18	12	-	36	42	13	3
	57%	51%	71%	51%	51%	59%	58%	60%	27%	59%	57%	71%	-	54%	67%	46%	46%
Totals	163	50	51	62	42	121	135	22	6	34	32	17	-	66	63	28	6
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q8b\_1) Why do you make most of your meat and fish purchases at the.. ?

Base: (Q8a/8a1) Majority visits done at supermarket

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other	
Respondents	913	281	300	332	239	674	710	157	43	134	198	109	3	368	314	214	18	
Wtd. Resp.	906	280	278	348	245	662	705	157	42	141	197	110	4	360	320	211	17	
PRICE	187 21%	45 16%	69 25%	73 21%	51 21%	136 21%	162 23%	20 13%	5 13%	24 17%	29 15%	14 13%	– –	64 18%	76 24%	43 20%	4 26%	
TRAVEL TIME	285 31%	86 31%	93 34%	105 30%	88 36%	197 30%	221 31%	54 35%	8 20%	43 30%	65 33%	28 26%	1 30%	102 28%	99 31%	81 38%	3 16%	
RANGE OF MEAT & FISH STOCKED	113 12%	46 16%	31 11%	36 10%	33 13%	80 12%	90 13%	17 11%	6 14%	17 12%	23 12%	13 12%	– –	56 15%	33 10%	23 11%	2 10%	
RANGE OF BRANDS STOCKED	41 4%	10 4%	16 6%	14 4%	7 3%	33 5%	30 4%	5 3%	6 14%	6 4%	10 5%	7 6%	– –	20 6%	13 4%	8 4%	– –	
FOOD QUALITY	153 17%	43 15%	52 19%	57 17%	32 13%	120 18%	124 18%	23 14%	6 14%	20 14%	24 12%	22 20%	– –	52 15%	65 20%	34 16%	1 9%	
PARKING	13 1%	3 1%	2 1%	8 2%	2 1%	11 2%	9 1%	2 1%	2 4%	5 4%	1 1%	1 1%	– –	4 1%	6 2%	3 1%	1 4%	
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	18 2%	6 2%	8 3%	4 1%	5 2%	13 2%	14 2%	4 2%	– –	4 3%	4 2%	1 1%	– –	6 2%	8 3%	3 1%	1 4%	
FUEL DISCOUNTS	2 *	– –	– –	2 *	– –	2 *	1 *	1 1%	– –	1 1%	– –	– –	– –	1 *	– –	1 *	– –	
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	1 *	– –	1 *	– –	– –	1 *	1 *	– –	– –	– –	– –	– –	– –	– –	1 *	– –	– –	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q8b\_1) Why do you make most of your meat and fish purchases at the.. ?

Base: (Q8a/8a1) Majority visits done at supermarket

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	906	280	278	348	245	662	705	157	42	141	197	110	4	360	320	211	17
OPENING HOURS	16 2%	10 3%	4 1%	2 1%	5 2%	11 2%	12 2%	4 3%	- -	1 *	5 2%	2 2%	- -	3 1%	4 1%	8 4%	- -
CUSTOMER SERVICE/ PERSONAL SERVICE	14 2%	2 1%	2 1%	11 3%	3 1%	11 2%	8 1%	6 4%	- -	1 1%	5 2%	- -	- -	8 2%	3 1%	3 1%	1 5%
Convenient	277 31%	90 32%	79 29%	107 31%	68 28%	209 32%	209 30%	52 33%	13 31%	40 29%	63 32%	38 34%	3 70%	106 29%	111 35%	56 26%	6 33%
Support locals	2 *	- -	- -	2 1%	- -	2 *	2 *	- -	- -	1 1%	- -	- -	- -	- -	2 1%	- -	- -
Lack of choice/ no choice	25 3%	2 1%	7 2%	16 5%	7 3%	18 3%	24 3%	1 *	1 3%	2 1%	8 4%	4 4%	- -	13 4%	6 2%	6 3%	1 5%
Can choose amount/weight/ quantity	6 1%	2 1%	2 1%	2 1%	- -	6 1%	6 1%	1 *	- -	1 1%	1 *	- -	- -	3 1%	3 1%	- -	1 4%
Can see what I'm buying	4 *	1 *	2 1%	2 *	1 *	3 1%	3 *	1 1%	- -	- -	1 *	1 1%	- -	1 *	2 1%	1 1%	- -
Other	49 5%	13 5%	12 4%	24 7%	11 5%	38 6%	37 5%	9 6%	3 6%	5 3%	7 3%	10 9%	- -	22 6%	17 5%	9 4%	1 9%
DK/None	9 1%	3 1%	2 1%	4 1%	1 *	8 1%	8 1%	1 *	- -	- -	2 1%	- -	- -	4 1%	2 1%	1 1%	1 6%
Totals	1213 134%	361 129%	381 137%	471 135%	314 128%	899 136%	959 136%	201 128%	50 120%	170 121%	246 124%	141 128%	4 100%	465 129%	449 141%	278 132%	22 130%



Base: (Q8a/8a1) Majority visits done at specialty shops

[illegible]

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q8b\_2) Why do you make most of your meat and fish purchases at the.. ?

Base: (Q8a/8a1) Majority visits done at specialty shops

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	555	193	189	173	143	411	439	89	27	104	106	54	1	209	209	119	17
CUSTOMER SERVICE/ PERSONAL SERVICE	51 9%	15 8%	19 10%	18 10%	13 9%	38 9%	38 9%	10 12%	2 9%	8 8%	12 11%	3 5%	- -	17 8%	21 10%	12 10%	1 5%
Convenient	6 1%	3 2%	2 1%	1 *	3 2%	3 1%	4 1%	1 1%	1 3%	1 1%	1 1%	- -	- -	2 1%	3 1%	1 1%	- -
Support locals	25 5%	9 5%	3 1%	13 8%	5 3%	20 5%	22 5%	3 4%	- -	6 6%	5 4%	2 3%	- -	8 4%	11 5%	4 3%	2 14%
Can choose amount/weight/ quantity	17 3%	3 2%	6 3%	7 4%	2 1%	15 4%	15 3%	2 2%	- -	- -	5 5%	5 9%	- -	10 5%	4 2%	1 1%	2 14%
Can see what I'm buying	1 *	1 *	- -	1 *	- -	1 *	1 *	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -
Other	40 7%	11 5%	15 8%	15 9%	6 4%	34 8%	31 7%	8 9%	1 4%	7 6%	6 6%	3 6%	- -	16 7%	15 7%	6 5%	3 17%
DK/None	3 1%	2 1%	1 *	1 *	1 1%	2 1%	3 1%	- -	- -	2 2%	- -	1 1%	- -	1 1%	2 1%	- -	- -
Totals	883 159%	314 163%	290 154%	279 161%	225 157%	658 160%	709 161%	138 156%	36 135%	153 147%	173 163%	83 153%	1 100%	341 163%	334 159%	183 154%	26 148%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q9a) Last 10 bread shops were made at a supermarket

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	229 15%	82 17%	69 15%	78 15%	59 15%	170 15%	158 14%	54 22%	16 22%	50 20%	48 15%	23 14%	- -	89 15%	71 13%	60 18%	8 22%
1	44 3%	16 3%	15 3%	13 2%	13 3%	31 3%	32 3%	8 3%	4 6%	6 2%	9 3%	4 3%	1 14%	6 1%	28 5%	9 2%	1 2%
2	52 3%	26 5%	14 3%	12 2%	14 4%	37 3%	38 3%	13 5%	1 1%	6 2%	9 3%	4 2%	- -	12 2%	28 5%	9 3%	2 6%
3	28 2%	13 3%	12 3%	3 1%	9 2%	20 2%	23 2%	5 2%	- -	3 1%	3 1%	1 1%	- -	4 1%	9 2%	15 4%	- -
4	31 2%	16 3%	10 2%	5 1%	13 3%	17 2%	25 2%	6 2%	- -	2 1%	5 2%	1 *	- -	12 2%	12 2%	6 2%	2 5%
5	134 9%	56 11%	37 8%	41 8%	28 7%	106 10%	106 9%	25 10%	4 5%	19 8%	28 9%	13 8%	1 26%	38 6%	57 11%	37 11%	3 7%
6	54 4%	20 4%	18 4%	15 3%	13 3%	41 4%	43 4%	9 4%	2 3%	8 3%	15 5%	4 2%	- -	20 4%	24 4%	9 3%	1 3%
7	47 3%	18 4%	16 3%	13 2%	12 3%	35 3%	34 3%	7 3%	5 7%	9 4%	3 1%	2 1%	- -	12 2%	20 4%	15 4%	1 2%
8	139 9%	43 9%	38 8%	58 11%	29 7%	110 10%	126 11%	10 4%	4 5%	27 11%	24 8%	17 10%	- -	49 8%	58 11%	29 9%	3 7%
9	102 7%	29 6%	37 8%	36 7%	35 9%	67 6%	86 7%	16 6%	- -	15 6%	28 9%	8 5%	- -	45 8%	34 6%	22 6%	1 2%
10	640 43%	171 35%	208 44%	261 49%	175 44%	465 42%	500 43%	100 39%	37 52%	103 41%	141 45%	90 54%	3 60%	294 51%	198 37%	133 39%	16 43%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q9a) Last 10 bread shops were made at a supermarket

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Mean	6.84	6.23	6.90	7.34	6.93	6.80	6.97	6.22	6.70	6.64	7.03	7.45	7.42	7.35	6.53	6.50	6.36	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	
Dk/Don't buy bread	21 1%	6 1%	5 1%	10 2%	8 2%	13 1%	11 1%	8 3%	2 2%	4 2%	5 2%	2 1%	- -	7 1%	6 1%	6 2%	2 4%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9a\_2) Last 10 bread shops were made at Specialty shops such as bakeries, market

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
0	712 47%	194 40%	226 48%	292 55%	201 50%	512 47%	556 47%	113 44%	41 57%	116 47%	165 53%	98 59%	3 60%	324 56%	222 41%	150 44%	17 48%	
1	106 7%	33 7%	35 7%	38 7%	33 8%	72 7%	88 7%	18 7%	- -	18 7%	25 8%	9 5%	- -	45 8%	36 7%	23 7%	1 2%	
2	127 8%	42 9%	41 9%	44 8%	29 7%	98 9%	114 10%	11 4%	2 3%	23 9%	19 6%	13 8%	- -	40 7%	58 11%	26 8%	3 7%	
3	52 3%	22 4%	18 4%	12 2%	13 3%	39 4%	41 3%	6 2%	5 7%	8 3%	4 1%	2 1%	- -	14 2%	24 4%	13 4%	2 5%	
4	41 3%	17 3%	12 2%	12 2%	11 3%	29 3%	30 3%	7 3%	3 4%	8 3%	11 4%	4 2%	- -	17 3%	15 3%	8 2%	- -	
5	131 9%	52 11%	36 8%	42 8%	24 6%	107 10%	98 8%	27 11%	6 8%	20 8%	26 8%	12 7%	1 26%	34 6%	56 10%	38 11%	3 7%	
6	30 2%	15 3%	12 3%	3 1%	12 3%	18 2%	27 2%	3 1%	- -	2 1%	3 1%	1 *	- -	12 2%	10 2%	6 2%	2 5%	
7	23 2%	10 2%	10 2%	2 *	6 1%	17 2%	19 2%	3 1%	- -	1 *	3 1%	1 1%	- -	3 1%	7 1%	12 4%	- -	
8	52 3%	27 6%	13 3%	12 2%	16 4%	36 3%	39 3%	13 5%	1 1%	6 2%	9 3%	4 2%	- -	12 2%	25 5%	12 4%	2 6%	
9	40 3%	13 3%	16 3%	11 2%	13 3%	27 2%	31 3%	7 3%	2 3%	5 2%	9 3%	3 2%	1 14%	5 1%	25 5%	10 3%	1 2%	
10	187 12%	65 13%	55 12%	67 13%	43 11%	144 13%	130 11%	44 18%	12 17%	42 17%	38 12%	20 12%	- -	75 13%	61 11%	45 13%	7 18%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9a\_2) Last 10 bread shops were made at Specialty shops such as bakeries, market

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Mean	2.92	3.43	2.85	2.51	2.75	2.98	2.78	3.57	2.97	3.06	2.68	2.34	2.58	2.42	3.20	3.23	3.61
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%
Dk/Don't buy bread	20 1%	6 1%	5 1%	9 2%	8 2%	12 1%	11 1%	7 3%	2 2%	4 2%	5 2%	2 1%	- -	6 1%	6 1%	6 2%	2 4%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9a\_3) Last 10 bread shops were made at Convenience store, service stations, milk bars

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
0	1395 93%	452 92%	446 94%	498 93%	367 92%	1028 94%	1088 93%	237 94%	68 93%	229 92%	289 92%	159 95%	4 100%	545 94%	501 93%	315 91%	36 97%	
1	33 2%	5 1%	12 2%	17 3%	12 3%	21 2%	28 2%	5 2%	-	8 3%	7 2%	1 *	-	8 1%	11 2%	14 4%	1 3%	
2	24 2%	11 2%	3 1%	10 2%	6 2%	18 2%	19 2%	5 2%	1 2%	1 1%	6 2%	4 2%	-	13 2%	5 1%	7 2%	-	
3	10 1%	8 2%	1 *	1 *	3 1%	7 1%	8 1%	2 1%	-	2 1%	2 1%	-	-	5 1%	5 1%	1 *	-	
4	8 1%	-	3 1%	4 1%	-	8 1%	6 *	-	2 3%	4 2%	2 1%	-	-	-	6 1%	1 *	-	
5	8 1%	4 1%	3 1%	1 *	4 1%	4 *	8 1%	-	-	2 1%	2 1%	1 *	-	3 1%	3 1%	2 1%	-	
6	4 *	1 *	1 *	2 *	2 *	2 *	1 *	2 1%	1 1%	-	3 1%	-	-	1 *	2 *	1 *	-	
7	1 *	1 *	-	-	1 *	1 *	-	1 1%	-	-	1 *	1 *	-	1 *	1 *	-	-	
8	2 *	1 *	1 *	-	1 *	1 *	1 *	1 *	-	-	-	-	-	1 *	1 *	-	-	
9	1 *	1 *	-	-	-	1 *	-	1 *	-	-	-	1 *	-	-	1 *	-	-	
10	14 1%	6 1%	6 1%	2 *	5 1%	9 1%	12 1%	1 *	1 1%	3 1%	3 1%	1 1%	-	6 1%	4 1%	4 1%	-	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9a\_3) Last 10 bread shops were made at Convenience store, service stations, milk bars

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Mean	0.25	0.34	0.25	0.17	0.32	0.23	0.25	0.23	0.32	0.31	0.29	0.21	0.00	0.24	0.27	0.26	0.03
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%
Dk/Don't buy bread	21 1%	6 1%	5 1%	10 2%	8 2%	13 1%	11 1%	8 3%	2 2%	4 2%	5 2%	2 1%	- -	7 1%	6 1%	6 2%	2 4%



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9a1) Which one of these would you shop at for bread most often?

Base: (Q9a) Equal

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	137	53	43	41	28	109	107	26	4	20	28	14	1	36	60	38	3
Wtd. Resp.	131	53	37	41	26	105	102	25	4	19	28	13	1	36	55	37	3
Supermarket	66 51%	28 53%	17 46%	21 52%	11 42%	55 53%	50 49%	14 57%	2 62%	13 68%	15 55%	5 41%	1 100%	21 58%	29 52%	14 38%	3 100%
Specialty shops such as bakeries, market	63 48%	24 45%	19 51%	20 48%	13 49%	50 47%	51 49%	11 43%	1 38%	6 32%	11 41%	7 59%	- -	15 42%	26 46%	22 59%	- -
Convenience store, service stations, milk bars etc.	2 2%	1 2%	1 3%	- -	2 8%	- -	2 2%	- -	- -	- -	1 4%	- -	- -	- -	1 2%	1 3%	- -
Totals	131 100%	53 100%	37 100%	41 100%	26 100%	105 100%	102 100%	25 100%	4 100%	19 100%	28 100%	13 100%	1 100%	36 100%	55 100%	37 100%	3 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9b\_1) Why do you make most of your bread purchases at the..?

Base:(Q9a) Majority visits done at supermarket

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1046	316	353	377	274	772	836	158	49	165	221	121	3	446	354	223	24
Wtd. Resp.	1055	315	336	404	278	776	845	157	50	176	227	126	4	443	366	223	24
PRICE	240 23%	55 17%	88 26%	97 24%	60 22%	180 23%	209 25%	21 14%	9 18%	36 20%	46 20%	14 11%	- -	103 23%	77 21%	50 22%	11 46%
TRAVEL TIME	262 25%	72 23%	79 24%	111 27%	81 29%	180 23%	209 25%	40 26%	11 23%	38 21%	55 24%	34 27%	1 30%	105 24%	87 24%	64 29%	5 23%
RANGE OF PRODUCTS STOCKED	142 13%	48 15%	46 14%	49 12%	34 12%	108 14%	110 13%	25 16%	7 13%	20 11%	34 15%	13 10%	- -	63 14%	58 16%	20 9%	1 3%
RANGE OF BRANDS STOCKED	104 10%	42 13%	26 8%	36 9%	23 8%	80 10%	77 9%	20 13%	7 14%	17 10%	32 14%	11 9%	- -	48 11%	33 9%	22 10%	1 3%
AVAILABILITY OF MY FAVOURITE BRANDS	90 9%	29 9%	34 10%	27 7%	20 7%	70 9%	75 9%	11 7%	5 10%	8 4%	13 6%	11 9%	- -	32 7%	27 7%	30 13%	3 11%
FOOD QUALITY	106 10%	37 12%	34 10%	35 9%	33 12%	73 9%	85 10%	15 10%	6 12%	19 11%	18 8%	12 9%	- -	39 9%	42 11%	25 11%	1 3%
PARKING	10 1%	3 1%	3 1%	3 1%	4 1%	6 1%	6 1%	3 2%	1 1%	3 1%	2 1%	1 1%	- -	3 1%	4 1%	2 1%	1 3%
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	20 2%	9 3%	6 2%	6 1%	9 3%	11 1%	13 2%	7 5%	- -	6 3%	4 2%	2 2%	- -	8 2%	7 2%	5 2%	1 3%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9b\_1) Why do you make most of your bread purchases at the..?

Base: (Q9a) Majority visits done at supermarket

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other	
Wtd. Resp.	1055	315	336	404	278	776	845	157	50	176	227	126	4	443	366	223	24	
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	1*	-	1*	-	-	1*	1*	-	-	-	-	-	-	-	1*	-	-	
OPENING HOURS	20 2%	8 2%	3 1%	9 2%	9 3%	11 1%	15 2%	5 3%	-	5 3%	6 3%	2 1%	-	8 2%	5 1%	7 3%	-	
CUSTOMER SERVICE/ PERSONAL SERVICE	13 1%	1 *	3 1%	9 2%	3 1%	10 1%	9 1%	2 1%	2 4%	4 2%	3 1%	-	2 49%	3 1%	8 2%	2 1%	-	
Convenience	236 22%	75 24%	69 21%	92 23%	72 26%	164 21%	181 21%	43 27%	9 19%	41 23%	59 26%	34 27%	1 21%	106 24%	86 23%	38 17%	6 26%	
Already there / shopping for other things/ can do it in one go	78 7%	29 9%	28 8%	21 5%	12 4%	65 8%	67 8%	8 5%	3 6%	15 8%	19 8%	10 8%	-	34 8%	24 7%	19 9%	-	
Timing / saves time	10 1%	3 1%	4 1%	3 1%	2 1%	8 1%	9 1%	-	1 2%	4 2%	2 1%	-	-	4 1%	7 2%	-	-	
Only shop around / no choice	11 1%	1 *	2 1%	8 2%	3 1%	8 1%	10 1%	1 1%	1 1%	-	3 1%	3 2%	-	3 1%	5 1%	3 1%	-	
Support locals / small business / industry	1 *	-	-	1 *	-	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9b\_1) Why do you make most of your bread purchases at the..?

Base: (Q9a) Majority visits done at supermarket

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other	
Wtd. Resp.	1055	315	336	404	278	776	845	157	50	176	227	126	4	443	366	223	24	
Specialty loaves / gluten free / no preservatives	7 1%	4 1%	2 1%	1 *	2 1%	5 1%	5 1%	- -	1 3%	2 1%	1 *	1 1%	- -	4 1%	2 1%	1 *	- -	
Don't eat / buy much / one loaf per week	14 1%	6 2%	1 *	7 2%	5 2%	8 1%	13 1%	1 1%	- -	1 1%	3 1%	1 1%	- -	3 1%	7 2%	4 2%	1 3%	
Fresh / freshness	1 *	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	
Lasts longer / keeps fresher	11 1%	4 1%	1 *	6 2%	4 1%	7 1%	8 1%	3 2%	- -	2 1%	3 1%	2 1%	- -	4 1%	4 1%	3 1%	- -	
OTHER	31 3%	5 2%	14 4%	12 3%	5 2%	26 3%	28 3%	1 *	3 5%	6 4%	5 2%	3 3%	- -	13 3%	9 2%	6 3%	4 15%	
DK/Nothing	8 1%	3 1%	2 1%	2 *	1 *	6 1%	5 1%	2 1%	- -	2 1%	2 1%	- -	- -	3 1%	3 1%	1 *	1 5%	
Totals	1414 134%	432 137%	446 133%	536 133%	382 137%	1031 133%	1137 135%	209 133%	65 129%	227 129%	308 136%	153 121%	4 100%	587 132%	495 135%	300 134%	34 143%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9b\_2) Why do you make most of your bread purchases at the..?

Base:(Q9a) Majority visits done at specialty store

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	405	165	130	110	99	306	299	86	20	64	75	38	1	122	156	114	13
Wtd. Resp.	400	158	125	116	104	296	297	84	19	65	74	36	1	123	156	109	11
PRICE	65 16%	26 16%	23 19%	16 13%	23 22%	42 14%	55 19%	7 9%	2 12%	9 14%	8 11%	9 25%	- -	25 20%	25 16%	10 10%	5 41%
TRAVEL TIME	32 8%	19 12%	7 6%	7 6%	12 11%	21 7%	26 9%	5 6%	1 3%	4 5%	5 7%	4 11%	- -	8 7%	12 8%	11 10%	1 11%
RANGE OF PRODUCTS STOCKED	64 16%	29 18%	20 16%	14 12%	20 19%	44 15%	45 15%	16 19%	2 12%	6 10%	15 20%	7 19%	1 100%	18 15%	23 15%	21 19%	2 16%
RANGE OF BRANDS STOCKED	27 7%	9 6%	6 5%	11 10%	8 7%	20 7%	20 7%	6 7%	1 6%	12 18%	5 7%	- -	- -	14 11%	7 4%	7 6%	- -
AVAILABILITY OF MY FAVOURITE BRANDS	32 8%	14 9%	13 10%	5 4%	5 5%	27 9%	26 9%	5 6%	1 3%	3 5%	4 6%	- -	1 100%	9 7%	16 10%	7 7%	- -
FOOD QUALITY	239 60%	101 64%	73 58%	65 56%	53 51%	187 63%	179 60%	53 63%	7 37%	33 50%	52 71%	25 71%	- -	74 60%	93 60%	67 62%	5 43%
PARKING	3 1%	1 *	1 1%	2 2%	- -	3 1%	1 *	- -	2 10%	3 4%	- -	- -	- -	1 1%	2 1%	1 1%	- -
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	8 2%	4 3%	3 2%	1 1%	2 2%	7 2%	7 2%	- -	1 4%	2 4%	1 1%	- -	- -	2 1%	4 3%	1 1%	2 15%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9b\_2) Why do you make most of your bread purchases at the..?

Base: (Q9a) Majority visits done at specialty store

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP					
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other	
Wtd. Resp.	400	158	125	116	104	296	297	84	19	65	74	36	1	123	156	109	11	
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	4 1%	-	2 1%	2 2%	-	4 1%	4 1%	-	-	1 2%	2 2%	1 2%	-	2 1%	1 1%	1 1%	-	
OPENING HOURS	3 1%	1 1%	2 1%	-	-	3 1%	2 1%	1 1%	-	1 1%	-	-	-	-	1 1%	2 2%	-	
CUSTOMER SERVICE/ PERSONAL SERVICE	8 2%	1 1%	4 3%	3 3%	1 1%	7 2%	6 2%	2 3%	-	-	2 2%	2 5%	-	2 1%	-	6 6%	-	
Convenience	5 1%	1 *	2 2%	2 1%	2 2%	2 1%	2 1%	2 2%	1 4%	2 3%	-	-	-	1 1%	1 *	2 2%	-	
Already there / shopping for other things/ can do it in one go	2 1%	1 *	-	2 1%	-	2 1%	1 *	1 1%	-	-	-	-	-	1 1%	1 1%	1 1%	-	
Only shop around / no choice	1 *	-	-	1 1%	1 1%	-	-	-	1 6%	-	-	-	-	-	-	1 1%	-	
Support locals / small business / industry	16 4%	7 4%	4 3%	5 4%	6 6%	10 3%	13 4%	3 4%	-	3 5%	1 2%	-	-	6 5%	3 2%	7 6%	-	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9b\_2) Why do you make most of your bread purchases at the..?

Base:(Q9a) Majority visits done at specialty store

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other	
Wtd. Resp.	400	158	125	116	104	296	297	84	19	65	74	36	1	123	156	109	11	
Specialty loaves / gluten free / no preservatives	12 3%	6 4%	5 4%	1 1%	4 4%	7 3%	10 3%	2 2%	-	3 5%	-	1 3%	-	3 3%	5 3%	3 3%	-	
Don't eat / buy much / one loaf per week	1 *	-	1 1%	-	1 1%	-	1 *	-	-	1 2%	-	-	-	-	1 1%	-	-	
Fresh / freshness	10 2%	4 3%	3 2%	3 3%	2 2%	8 3%	5 2%	5 6%	-	-	-	-	-	1 1%	4 3%	4 4%	-	
Taste / prefer taste / better taste	6 2%	1 *	1 1%	5 4%	-	6 2%	4 1%	2 2%	-	2 3%	1 2%	1 2%	-	2 2%	3 2%	1 1%	1 6%	
OTHER	17 4%	6 4%	6 5%	4 4%	2 2%	14 5%	12 4%	5 6%	-	2 3%	-	1 2%	-	5 4%	9 6%	3 3%	-	
DK/Nothing	1 *	-	-	1 1%	-	1 *	1 *	-	-	-	-	-	-	-	1 1%	-	-	
Totals	556 139%	231 146%	176 140%	150 129%	142 136%	414 140%	422 142%	115 137%	19 100%	86 133%	96 131%	51 141%	1 200%	174 141%	211 136%	155 142%	15 131%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9b\_3) Why do you make most of your bread purchases at the..?

Base: (Q9a) Majority visits done at convenience store

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	26	12	10	4	11	15	18	6	2	3	7	4	-	9	10	7	-
Wtd. Resp.	25	11	10	5	11	14	19	5	2	5	7	3	-	8	12	6	-
PRICE	5 20%	2 21%	1 7%	2 42%	2 19%	3 20%	4 23%	1 13%	-	1 26%	1 15%	1 25%	-	1 18%	2 16%	2 30%	-
TRAVEL TIME	10 40%	5 46%	5 51%	-	6 55%	4 27%	8 45%	1 13%	1 63%	3 74%	2 30%	-	-	4 56%	3 24%	3 48%	-
RANGE OF PRODUCTS STOCKED	1 3%	1 6%	-	-	1 6%	-	-	1 13%	-	-	-	1 25%	-	1 8%	-	-	-
RANGE OF BRANDS STOCKED	2 8%	1 12%	1 7%	-	1 6%	1 9%	1 3%	1 13%	1 37%	-	1 9%	1 25%	-	1 16%	1 6%	-	-
AVAILABILITY OF MY FAVOURITE BRANDS	3 10%	-	1 7%	2 41%	2 17%	1 5%	1 3%	2 37%	-	-	2 26%	1 25%	-	-	2 16%	1 11%	-
FOOD QUALITY	6 23%	2 17%	3 29%	1 25%	-	6 41%	5 28%	1 13%	-	1 26%	1 9%	1 25%	-	2 22%	3 24%	1 22%	-
Convenience	3 11%	1 10%	2 18%	-	2 15%	1 8%	2 12%	1 13%	-	-	-	-	-	1 8%	2 19%	-	-
Already there / shopping for other things/ can do it in one go	1 3%	-	-	1 17%	-	1 6%	1 4%	-	-	-	1 11%	-	-	1 10%	-	-	-



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q9b\_3) Why do you make most of your bread purchases at the..?

Base: (Q9a) Majority visits done at convenience store

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	25	11	10	5	11	14	19	5	2	5	7	3	-	8	12	6	-
Don't eat / buy much / one loaf per week	1 4%	1 10%	-	-	-	1 8%	1 6%	-	-	-	-	-	-	-	1 9%	-	-
DK/Nothing	1 3%	1 6%	-	-	-	1 5%	-	1 13%	-	-	1 9%	-	-	-	1 6%	-	-
Totals	31 123%	14 127%	11 118%	6 125%	13 117%	18 128%	23 125%	6 125%	2 100%	6 126%	8 109%	3 125%	-	11 138%	14 119%	6 111%	-

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q10a\_1) Last 10 fruit & vegetable shops were made at a supermarket  
 Supermarket

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	213 14%	85 17%	75 16%	54 10%	52 13%	162 15%	166 14%	35 14%	12 17%	34 14%	50 16%	20 12%	1 18%	99 17%	66 12%	40 12%	7 20%
1	71 5%	23 5%	30 6%	18 3%	14 3%	58 5%	60 5%	11 4%	1 1%	19 8%	8 3%	8 5%	- -	26 4%	28 5%	17 5%	- -
2	101 7%	47 10%	28 6%	26 5%	26 6%	76 7%	85 7%	14 6%	2 3%	16 6%	17 6%	5 3%	- -	25 4%	43 8%	28 8%	5 14%
3	46 3%	19 4%	10 2%	17 3%	14 4%	32 3%	38 3%	8 3%	- -	2 1%	8 2%	3 2%	- -	10 2%	22 4%	12 4%	2 4%
4	53 4%	24 5%	17 4%	11 2%	17 4%	35 3%	37 3%	8 3%	7 9%	2 1%	8 3%	1 *	1 14%	20 3%	24 5%	8 2%	- -
5	177 12%	64 13%	62 13%	50 9%	49 12%	128 12%	143 12%	28 11%	6 8%	37 15%	26 8%	16 10%	- -	61 11%	64 12%	47 14%	4 11%
6	58 4%	19 4%	21 4%	18 3%	9 2%	49 4%	48 4%	7 3%	3 4%	11 4%	15 5%	6 4%	- -	20 3%	30 6%	7 2%	1 3%
7	68 5%	27 6%	21 4%	20 4%	19 5%	49 4%	51 4%	13 5%	4 5%	14 6%	20 6%	6 4%	- -	23 4%	33 6%	13 4%	- -
8	103 7%	31 6%	42 9%	30 6%	25 6%	78 7%	79 7%	21 8%	3 4%	13 5%	25 8%	12 7%	- -	37 6%	39 7%	24 7%	3 7%
9	101 7%	33 7%	24 5%	44 8%	31 8%	70 6%	73 6%	21 8%	7 9%	18 7%	19 6%	17 10%	- -	27 5%	44 8%	30 9%	1 3%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q10a\_1) Last 10 fruit & vegetable shops were made at a supermarket  
 Supermarket

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP					
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
10	508 34%	117 24%	145 31%	245 46%	145 36%	362 33%	391 33%	86 34%	28 39%	83 33%	116 37%	73 44%	3 68%	232 40%	145 27%	118 34%	13 37%	
Mean	6.12	5.36	5.86	7.05	6.37	6.03	6.05	6.30	6.61	6.05	6.40	7.04	7.35	6.29	5.89	6.25	5.81	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	
Dk/Don't buy fruit & Veg	6 *	2 *	2 *	2 *	2 1%	4 *	5 *	- -	1 1%	- -	2 1%	1 *	- -	3 1%	2 *	- -	1 2%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10a\_2) Last 10 fruit & vegetable shops were made at Specialty shops such as fruiterer, market

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			Dk	(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never		One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	530 35%	123 25%	152 32%	255 48%	153 38%	377 34%	409 35%	87 34%	32 44%	89 36%	123 39%	74 45%	3 68%	240 41%	152 28%	124 36%	14 39%
1	101 7%	34 7%	22 5%	45 8%	29 7%	72 7%	73 6%	22 9%	7 9%	18 7%	18 6%	16 10%	-	27 5%	46 9%	28 8%	1 3%
2	100 7%	29 6%	39 8%	31 6%	23 6%	77 7%	78 7%	19 8%	3 4%	13 5%	23 7%	12 7%	-	33 6%	39 7%	25 7%	3 7%
3	63 4%	27 6%	23 5%	13 2%	18 5%	45 4%	46 4%	16 6%	2 2%	9 4%	18 6%	6 4%	-	23 4%	29 5%	10 3%	-
4	57 4%	19 4%	20 4%	18 3%	9 2%	48 4%	47 4%	7 3%	3 4%	11 4%	15 5%	6 4%	-	20 3%	29 5%	7 2%	1 3%
5	176 12%	63 13%	62 13%	50 9%	49 12%	126 12%	141 12%	27 11%	7 10%	38 15%	27 9%	16 10%	-	60 10%	64 12%	47 14%	4 11%
6	53 4%	24 5%	17 4%	11 2%	17 4%	35 3%	37 3%	8 3%	7 9%	2 1%	8 3%	1 *	1 14%	20 3%	24 5%	8 2%	-
7	50 3%	22 4%	11 2%	17 3%	16 4%	34 3%	40 3%	10 4%	1 1%	2 1%	8 3%	4 2%	-	10 2%	24 4%	14 4%	2 4%
8	94 6%	43 9%	25 5%	26 5%	24 6%	70 6%	82 7%	11 4%	2 2%	16 6%	16 5%	4 2%	-	25 4%	39 7%	25 7%	5 14%
9	74 5%	25 5%	30 6%	19 4%	16 4%	58 5%	62 5%	11 4%	1 1%	20 8%	8 3%	8 5%	-	26 4%	31 6%	17 5%	-
10	202 13%	81 17%	72 15%	48 9%	46 12%	156 14%	157 13%	35 14%	9 12%	32 13%	48 15%	19 11%	1 18%	95 16%	62 11%	38 11%	7 18%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10a\_2) Last 10 fruit & vegetable shops were made at Specialty shops such as fruiterer, market

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
Mean	3.82	4.59	4.09	2.86	3.58	3.90	3.90	3.65	3.08	3.83	3.56	2.96	2.65	3.68	4.03	3.66	4.19	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	
Dk/Don't buy fruit & Veg	6 *	2 *	2 *	2 *	2 1%	4 *	5 *	- -	1 1%	- -	2 1%	1 *	- -	3 1%	2 *	- -	1 2%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10a\_3) Last 10 fruit & vegetable shops were made at Convenience store, service stations, milk bars etc.

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
0	1460 97%	478 98%	464 98%	518 97%	391 98%	1069 97%	1145 98%	245 97%	67 93%	236 95%	306 98%	165 99%	4 100%	575 99%	520 96%	329 96%	37 100%
1	19 1%	6 1%	6 1%	7 1%	7 2%	12 1%	12 1%	6 2%	1 1%	6 2%	1 *	1 1%	-	1 *	10 2%	8 2%	-
2	8 1%	3 1%	2 *	3 1%	2 *	7 1%	7 1%	1 *	-	2 1%	2 1%	-	-	4 1%	4 1%	1 *	-
3	5 *	2 *	1 *	3 1%	1 *	4 *	3 *	-	2 3%	2 1%	3 1%	-	-	-	3 *	2 1%	-
4	1 *	-	1 *	-	-	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-
5	4 *	-	-	4 1%	-	4 *	2 *	-	2 3%	3 1%	-	-	-	1 *	-	3 1%	-
6	1 *	1 *	-	-	-	1 *	1 *	-	-	-	-	-	-	-	1 *	-	-
10	1 *	-	1 *	1 *	1 *	1 *	1 *	-	1 1%	-	-	-	-	1 *	1 *	-	-
Mean	0.06	0.05	0.05	0.09	0.05	0.07	0.05	0.05	0.31	0.12	0.05	0.01	0.00	0.03	0.08	0.10	0.00
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%
Dk/Don't buy fruit & Veg	6 *	2 *	2 *	2 *	2 1%	4 *	5 *	-	1 1%	-	2 1%	1 *	-	3 1%	2 *	-	1 2%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10a1) Which one of these would you shop at for fruit and vegetables most often?

Base: (Q10a) Equal

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	185	68	64	53	53	132	148	29	8	37	25	18	-	64	68	48	5
Wtd. Resp.	175	63	62	50	49	126	142	27	6	37	26	16	-	61	64	46	4
Supermarket	77	22	31	23	21	56	59	16	3	17	15	5	-	31	25	19	2
	44%	35%	51%	46%	43%	44%	41%	57%	46%	46%	56%	31%	-	51%	38%	42%	42%
Specialty shops such as fruiterer, market	98	41	31	27	28	70	84	12	3	20	12	11	-	29	40	27	2
	56%	65%	49%	54%	57%	56%	59%	43%	54%	54%	44%	69%	-	49%	62%	58%	58%
Totals	175	63	62	50	49	126	142	27	6	37	26	16	-	61	64	46	4
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10b.1) Why do you make most of your fruit and vegetables purchases at the..?

Base:(Q10a/10a1) Majority visits done at supermarket

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	901	253	301	347	241	660	690	162	47	141	203	114	2	369	301	211	21
Wtd. Resp.	917	252	285	380	251	666	702	165	47	156	209	119	3	370	315	212	20
PRICE	142 15%	47 19%	50 17%	45 12%	35 14%	106 16%	119 17%	16 10%	6 13%	28 18%	26 13%	14 12%	– –	50 13%	58 18%	30 14%	4 20%
TRAVEL TIME	304 33%	83 33%	85 30%	136 36%	102 41%	202 30%	234 33%	55 33%	14 29%	50 32%	56 27%	43 36%	3 100%	117 31%	101 32%	80 38%	7 33%
RANGE OF PRODUCTS STOCKED	109 12%	35 14%	31 11%	43 11%	30 12%	80 12%	86 12%	18 11%	5 10%	21 14%	26 12%	10 9%	– –	49 13%	33 11%	27 13%	–
RANGE OF BRANDS STOCKED	52 6%	20 8%	18 6%	14 4%	12 5%	40 6%	40 6%	8 5%	4 9%	8 5%	16 8%	5 4%	– –	29 8%	13 4%	10 5%	– –
FOOD QUALITY	162 18%	46 18%	59 21%	58 15%	36 14%	127 19%	123 18%	34 20%	5 11%	26 17%	35 16%	19 16%	– –	74 20%	48 15%	37 17%	3 14%
PARKING	15 2%	10 4%	1 *	4 1%	6 3%	8 1%	7 1%	4 3%	3 7%	3 2%	5 2%	4 3%	– –	3 1%	9 3%	3 1%	1 3%
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	18 2%	5 2%	6 2%	6 2%	6 3%	11 2%	11 2%	7 4%	– –	4 2%	5 3%	2 1%	– –	7 2%	3 1%	6 3%	1 4%
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	1 *	– –	1 *	– –	– –	1 *	1 *	– –	– –	– –	– –	– –	– –	– –	1 *	– –	– –



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10b.1) Why do you make most of your fruit and vegetables purchases at the..?

Base:(Q10a/10a1) Majority visits done at supermarket

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	917	252	285	380	251	666	702	165	47	156	209	119	3	370	315	212	20
ATTACHED LIQUOR STORE	1 *	- -	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -
OPENING HOURS	23 3%	11 5%	5 2%	7 2%	5 2%	18 3%	17 2%	6 4%	- -	2 1%	6 3%	3 2%	- -	4 1%	9 3%	10 5%	- -
CUSTOMER SERVICE/ PERSONAL SERVICE	13 1%	1 1%	3 1%	9 2%	5 2%	8 1%	11 2%	2 1%	- -	4 2%	2 1%	1 1%	- -	5 1%	4 1%	4 2%	- -
Convenience / one stop shop	287 31%	91 36%	100 35%	96 25%	75 30%	212 32%	216 31%	60 36%	10 21%	44 29%	73 35%	45 38%	- -	111 30%	111 35%	58 27%	9 45%
Not much choice / don't have a chice	34 4%	2 1%	6 2%	26 7%	7 3%	27 4%	22 3%	8 5%	4 8%	4 2%	11 5%	4 3%	- -	12 3%	11 4%	10 5%	- -
Support locals / small business	2 *	- -	- -	2 1%	- -	2 *	2 *	- -	- -	1 1%	- -	- -	- -	- -	2 1%	- -	- -
No fresh food shops / no fruit and vegetable shops	26 3%	1 1%	8 3%	16 4%	6 3%	19 3%	19 3%	6 3%	1 2%	4 2%	5 2%	- -	- -	10 3%	6 2%	10 5%	- -
Buy organic produce /	1 *	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -
Other	17 2%	5 2%	7 2%	6 1%	4 2%	13 2%	12 2%	3 2%	2 4%	3 2%	3 2%	1 1%	- -	10 3%	5 2%	2 1%	- -

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10b\_1) Why do you make most of your fruit and vegetables purchases at the..?

Base:(Q10a/10a1) Majority visits done at supermarket

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	917	252	285	380	251	666	702	165	47	156	209	119	3	370	315	212	20
DK/None	6 1%	2 1%	- -	4 1%	3 1%	3 *	3 *	2 1%	1 2%	1 1%	- -	- -	- -	1 *	- -	4 2%	1 5%
Totals	1211 132%	358 142%	383 134%	470 124%	333 133%	878 132%	925 132%	229 138%	55 115%	203 130%	269 129%	151 126%	3 100%	482 130%	415 132%	289 136%	25 125%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10b 2) Why do you make most of your fruit and vegetables purchases at the..?

Base:(Q10a/10a1) Majority visits done at specialty store

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	587	244	195	148	147	440	469	94	23	94	104	50	2	211	221	138	17
Wtd. Resp.	572	236	187	149	148	424	463	86	22	91	101	47	1	206	219	130	16
PRICE	241 42%	96 41%	86 46%	58 39%	74 50%	166 39%	218 47%	19 22%	4 19%	30 32%	39 39%	17 37%	– –	98 48%	87 40%	47 36%	8 52%
TRAVEL TIME	31 5%	11 5%	11 6%	10 6%	10 7%	21 5%	26 6%	6 7%	– –	5 5%	8 8%	2 5%	– –	6 3%	18 8%	7 5%	1 4%
RANGE OF PRODUCTS STOCKED	101 18%	49 21%	33 17%	20 13%	31 21%	70 17%	83 18%	17 20%	1 5%	12 14%	20 20%	10 22%	– –	39 19%	34 15%	27 21%	1 5%
RANGE OF BRANDS STOCKED	16 3%	6 2%	7 4%	3 2%	1 1%	14 3%	11 2%	3 4%	1 5%	3 3%	4 4%	2 4%	– –	7 3%	3 2%	5 4%	– –
FOOD QUALITY	411 72%	174 74%	128 68%	109 73%	96 65%	315 74%	330 71%	65 75%	15 70%	63 69%	82 81%	32 68%	1 100%	142 69%	164 75%	95 73%	9 60%
PARKING	2 *	– –	1 1%	1 1%	– –	2 *	1 *	1 1%	– –	1 1%	– –	1 2%	– –	1 *	1 *	1 *	– –
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	8 1%	3 1%	4 2%	1 1%	– –	8 2%	6 1%	1 1%	1 5%	2 2%	1 1%	1 1%	– –	2 1%	4 2%	2 2%	– –
FUEL DISCOUNTS	1 *	– –	1 *	– –	– –	1 *	1 *	– –	– –	1 1%	– –	– –	– –	– –	– –	1 *	– –
OPENING HOURS	1 *	1 *	1 *	– –	– –	1 *	1 *	1 1%	– –	1 1%	– –	– –	– –	1 *	– –	1 *	– –

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10b 2) Why do you make most of your fruit and vegetables purchases at the..?

Base:(Q10a/10a1) Majority visits done at specialty store

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	572	236	187	149	148	424	463	86	22	91	101	47	1	206	219	130	16
CUSTOMER SERVICE/ PERSONAL SERVICE	12 2%	4 2%	7 4%	2 1%	2 1%	10 2%	9 2%	3 3%	- -	1 1%	2 2%	- -	- -	4 2%	4 2%	4 3%	- -
Convenience / one stop shop	12 2%	10 4%	- -	2 2%	6 4%	7 2%	9 2%	1 1%	2 11%	3 4%	3 2%	1 1%	- -	1 1%	8 4%	3 2%	- -
Support locals / small business	48 8%	15 7%	17 9%	16 11%	7 5%	40 10%	33 7%	13 15%	2 8%	5 6%	7 7%	8 16%	- -	19 9%	15 7%	13 10%	2 12%
No fresh food shops / no fruit and vegetable shops	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -
Buy organic produce /	8 1%	5 2%	3 2%	- -	- -	8 2%	3 1%	4 5%	- -	1 1%	- -	- -	- -	3 1%	1 *	4 3%	- -
Other	9 2%	1 1%	4 2%	4 3%	- -	9 2%	9 2%	- -	- -	1 2%	1 1%	- -	- -	1 *	4 2%	4 3%	1 4%
DK/None	5 1%	1 *	1 *	3 2%	2 2%	3 1%	4 1%	1 1%	- -	- -	- -	1 2%	- -	3 2%	2 1%	- -	- -
Totals	906 159%	376 160%	301 161%	229 154%	230 156%	676 160%	746 161%	133 154%	27 123%	128 140%	166 164%	75 160%	1 100%	327 158%	343 156%	214 165%	22 137%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q10b\_3) Why do you make most of your fruit and vegetables purchases at the..?

Base:(Q10a/10a1) Majority visits done at convenience store

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	4	1	2	1	1	3	2	1	1	-	-	-	-	1	3	-	-
Wtd. Resp.	4	1	2	1	1	3	2	1	1	-	-	-	-	1	3	-	-
PRICE	1 30%	-	1 63%	-	-	1 39%	-	1 100%	-	-	-	-	-	-	1 39%	-	-
FOOD QUALITY	4 100%	1 100%	2 100%	1 100%	1 100%	3 100%	2 100%	1 100%	1 100%	-	-	-	-	1 100%	3 100%	-	-
Not much choice / don't have a chice	1 18%	-	1 37%	-	-	1 23%	-	-	1 100%	-	-	-	-	-	1 23%	-	-
Totals	5 148%	1 100%	3 200%	1 100%	1 100%	5 161%	2 100%	2 200%	1 200%	-	-	-	-	1 100%	5 161%	-	-

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q11a) Compare grocery prices from one supermarket to another before you buy your groceries?

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET YES	681 45%	191 39%	229 48%	261 49%	179 45%	502 46%	590 50%	61 24%	28 39%	105 42%	132 42%	47 28%	1 26%	250 43%	269 50%	147 43%	15 41%
YES - ALWAYS	258 17%	64 13%	94 20%	100 19%	73 18%	184 17%	234 20%	13 5%	9 12%	34 14%	48 15%	19 12%	- -	96 16%	103 19%	53 16%	6 16%
YES - SOMETIMES	423 28%	127 26%	135 29%	161 30%	106 26%	318 29%	356 30%	48 19%	20 27%	71 28%	85 27%	28 16%	1 26%	154 27%	167 31%	93 27%	9 24%
NO - NEVER	819 55%	299 61%	246 52%	274 51%	222 55%	597 54%	581 50%	192 76%	44 61%	144 58%	180 58%	120 72%	3 74%	331 57%	270 50%	197 57%	22 59%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q11b) How do you compare prices before you do your usual grocery shopping?

Base: (Q11a) Yes

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	692	197	251	244	182	510	604	62	24	104	128	47	1	258	262	157	15
Wtd. Resp.	681	191	229	261	179	502	590	61	28	105	132	47	1	250	269	147	15
BROCHURES/ LETTER DROPS	525 77%	128 67%	184 80%	213 82%	126 70%	399 80%	454 77%	47 77%	23 84%	88 83%	97 73%	35 75%	1 100%	195 78%	213 79%	104 71%	12 83%
ADVERTISEMENTS - NEWSPAPER	110 16%	26 14%	36 16%	48 19%	27 15%	83 17%	100 17%	7 11%	4 13%	14 14%	14 11%	4 9%	- -	37 15%	34 13%	33 23%	6 39%
ADVERTISEMENTS - TV/RADIO	61 9%	18 9%	20 9%	24 9%	13 7%	49 10%	49 8%	5 9%	7 25%	5 5%	10 8%	2 5%	- -	16 7%	28 10%	13 9%	4 30%
VISIT STORES AND COMPARE	175 26%	64 34%	50 22%	61 23%	52 29%	123 25%	151 26%	19 31%	6 21%	15 14%	25 19%	15 33%	- -	57 23%	77 29%	39 27%	1 10%
Personal experience / experience	8 1%	2 1%	4 2%	1 *	2 1%	6 1%	6 1%	- -	1 4%	- -	3 3%	- -	- -	2 1%	4 1%	1 1%	1 7%
Compare with previous dockets	6 1%	5 3%	- -	1 *	2 1%	4 1%	5 1%	1 2%	- -	2 2%	1 1%	- -	- -	1 *	1 *	4 3%	- -
Word of mouth	6 1%	- -	3 1%	3 1%	2 1%	5 1%	6 1%	- -	- -	1 1%	2 1%	- -	- -	2 1%	3 1%	- -	2 13%
Memory	4 1%	1 1%	2 1%	1 *	2 1%	2 *	3 1%	1 1%	- -	- -	1 *	- -	- -	2 1%	1 *	1 1%	- -
Online / internet	5 1%	2 1%	2 1%	1 *	2 1%	3 1%	5 1%	- -	- -	- -	- -	- -	- -	2 1%	2 1%	- -	- -
OTHER	13 2%	5 3%	3 1%	5 2%	4 2%	10 2%	12 2%	1 1%	- -	1 1%	3 3%	2 4%	- -	2 1%	7 3%	3 2%	1 7%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q11b) How do you compare prices before you do your usual grocery shopping?

Base: (Q11a) Yes

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	681	191	229	261	179	502	590	61	28	105	132	47	1	250	269	147	15	
DON'T KNOW	13 2%	5 3%	7 3%	2 1%	7 4%	6 1%	10 2%	4 6%	- -	2 2%	5 4%	- -	- -	5 2%	7 2%	2 1%	- -	
Totals	927 136%	257 134%	310 135%	360 138%	237 132%	690 137%	801 136%	83 137%	41 146%	127 121%	161 122%	59 127%	1 100%	321 129%	377 140%	200 136%	28 189%	



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q11c) Compare prices across a wide range of products or just on certain products?

Base: (Q11a) Yes

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	692	197	251	244	182	510	604	62	24	104	128	47	1	258	262	157	15
Wtd. Resp.	681	191	229	261	179	502	590	61	28	105	132	47	1	250	269	147	15
WIDE RANGE	235 34%	62 33%	71 31%	101 39%	60 34%	174 35%	211 36%	12 19%	12 43%	43 41%	43 32%	12 25%	- -	82 33%	91 34%	56 38%	6 38%
CERTAIN PRODUCTS ONLY	420 62%	121 63%	148 65%	152 58%	112 62%	309 62%	358 61%	47 78%	13 48%	60 57%	83 63%	35 74%	1 100%	160 64%	168 62%	84 57%	8 55%
DON'T KNOW/DEPENDS	26 4%	8 4%	10 4%	8 3%	7 4%	19 4%	21 4%	2 3%	3 9%	2 2%	6 5%	1 1%	- -	8 3%	10 4%	7 5%	1 7%
Totals	681 100%	191 100%	229 100%	261 100%	179 100%	502 100%	590 100%	61 100%	28 100%	105 100%	132 100%	47 100%	1 100%	250 100%	269 100%	147 100%	15 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q12a) Would change to another local supermarket if it was 10% cheaper than your current supermarket for the same products that you normally buy?

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP					
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
NET LIKELY	1213 81%	392 80%	389 82%	432 81%	320 80%	892 81%	992 85%	174 69%	45 62%	211 85%	267 85%	120 72%	4 86%	465 80%	454 84%	271 79%	23 63%	
(4) Very likely	814 54%	234 48%	261 55%	318 60%	222 55%	591 54%	694 59%	85 34%	32 45%	148 59%	168 54%	70 42%	2 44%	312 54%	309 57%	174 50%	19 51%	
(3) Somewhat likely	399 27%	158 32%	128 27%	113 21%	98 25%	301 27%	298 25%	89 35%	13 18%	64 26%	99 32%	50 30%	2 42%	153 26%	145 27%	98 28%	4 12%	
NET UNLIKELY	263 18%	91 19%	77 16%	95 18%	72 18%	191 17%	164 14%	74 29%	24 33%	35 14%	42 13%	40 24%	1 14%	107 18%	77 14%	66 19%	13 34%	
(2) Somewhat unlikely	155 10%	52 11%	49 10%	54 10%	44 11%	111 10%	97 8%	48 19%	10 14%	20 8%	30 10%	19 11%	1 14%	62 11%	49 9%	40 12%	4 11%	
(1) Definitely unlikely	108 7%	40 8%	27 6%	41 8%	28 7%	80 7%	67 6%	26 10%	14 19%	15 6%	12 4%	21 13%	- -	45 8%	28 5%	26 8%	9 23%	
Mean	3.30	3.21	3.34	3.35	3.31	3.30	3.40	2.94	2.92	3.40	3.37	3.05	3.29	3.28	3.38	3.24	2.93	
DON'T KNOW	24 2%	7 1%	9 2%	8 2%	8 2%	15 1%	16 1%	5 2%	3 5%	3 1%	3 1%	6 4%	- -	9 2%	9 2%	6 2%	1 3%	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q12b) Likely would you be to change to another local supermarket if it was  
 5% cheaper than your current supermarket for the same products that you normally buy?

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET LIKELY	892 59%	264 54%	297 62%	330 62%	227 57%	665 60%	751 64%	109 43%	31 42%	165 66%	192 62%	73 44%	1 18%	346 60%	332 62%	195 57%	19 51%
(4) Very likely	396 26%	98 20%	117 25%	181 34%	104 26%	292 27%	349 30%	30 12%	16 22%	70 28%	82 26%	37 22%	- -	166 29%	132 24%	89 26%	9 25%
(3) Somewhat likely	496 33%	167 34%	180 38%	150 28%	124 31%	372 34%	402 34%	79 31%	14 20%	94 38%	110 35%	36 22%	1 18%	180 31%	200 37%	107 31%	9 25%
NET UNLIKELY	579 39%	211 43%	170 36%	198 37%	164 41%	415 38%	402 34%	139 55%	38 53%	80 32%	114 36%	90 54%	4 82%	222 38%	201 37%	141 41%	17 46%
(2) Somewhat unlikely	359 24%	134 27%	105 22%	120 22%	103 26%	256 23%	263 22%	79 31%	17 23%	52 21%	80 25%	49 29%	4 82%	134 23%	138 26%	82 24%	5 13%
(1) Definitely unlikely	220 15%	78 16%	65 14%	78 15%	61 15%	160 15%	139 12%	59 23%	21 29%	28 11%	34 11%	42 25%	- -	88 15%	63 12%	59 17%	12 33%
Mean	2.73	2.60	2.75	2.82	2.69	2.74	2.83	2.32	2.37	2.85	2.79	2.42	2.18	2.75	2.75	2.67	2.44
DON'T KNOW	29 2%	14 3%	8 2%	6 1%	10 3%	19 2%	20 2%	5 2%	4 5%	4 2%	6 2%	3 2%	- -	13 2%	7 1%	8 2%	1 3%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q12c) And in addition to the normal pricing, how helpful do you think it is to have the price per unit of measure also shown?

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neithe r/Nor	Not import ant	Often	Someti mes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
NET HELPFUL	1140 76%	370 76%	371 78%	399 75%	330 82%	810 74%	889 76%	196 77%	53 73%	192 77%	232 74%	122 73%	4 100%	434 75%	417 77%	261 76%	29 80%
(5) Very helpful	786 52%	242 49%	267 56%	277 52%	223 56%	562 51%	616 53%	132 52%	36 50%	131 53%	162 52%	79 47%	4 100%	289 50%	302 56%	176 51%	20 55%
(4) Somewhat helpful	355 24%	129 26%	104 22%	122 23%	107 27%	248 23%	273 23%	64 25%	17 24%	61 24%	70 22%	43 26%	- -	145 25%	116 21%	85 25%	9 25%
(3) Neither helpful nor unhelpful	193 13%	64 13%	59 12%	70 13%	35 9%	158 14%	153 13%	33 13%	7 10%	27 11%	49 16%	19 11%	- -	79 14%	63 12%	47 14%	3 9%
NET UNHELPFUL	145 10%	48 10%	40 8%	56 11%	32 8%	112 10%	114 10%	21 8%	10 13%	26 11%	28 9%	21 13%	- -	56 10%	53 10%	32 9%	3 9%
(2) Somewhat unhelpful	90 6%	33 7%	27 6%	31 6%	25 6%	66 6%	73 6%	14 6%	3 4%	20 8%	18 6%	10 6%	- -	34 6%	33 6%	23 7%	1 2%
(1) Very unhelpful	54 4%	15 3%	13 3%	26 5%	8 2%	47 4%	41 3%	7 3%	7 9%	7 3%	9 3%	11 7%	- -	23 4%	21 4%	9 3%	2 6%
Mean	4.17	4.14	4.24	4.13	4.29	4.12	4.17	4.20	4.04	4.18	4.16	4.04	5.00	4.13	4.21	4.17	4.22
DON'T KNOW	22 1%	7 2%	6 1%	9 2%	3 1%	18 2%	16 1%	3 1%	2 3%	4 2%	4 1%	4 3%	- -	11 2%	6 1%	4 1%	1 2%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q13a) How important is the brand name of the product when you purchase grocery items?

Would you say the brand name of the product is....?

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
NET IMPORTANT	999 67%	339 69%	316 67%	345 64%	252 63%	748 68%	779 67%	174 69%	44 61%	165 66%	213 68%	117 70%	3 60%	386 66%	362 67%	226 66%	25 69%	
Very Important	392 26%	134 27%	118 25%	140 26%	98 24%	293 27%	299 25%	68 27%	25 34%	61 25%	86 28%	46 28%	- -	145 25%	145 27%	91 26%	10 28%	
Somewhat Important	608 41%	205 42%	198 42%	205 38%	154 38%	454 41%	481 41%	106 42%	20 28%	104 42%	127 41%	71 43%	3 60%	240 41%	217 40%	135 39%	15 41%	
NET NOT IMPORTANT	496 33%	150 31%	158 33%	188 35%	149 37%	346 32%	392 33%	75 30%	28 39%	82 33%	99 32%	49 29%	2 40%	193 33%	176 33%	117 34%	11 31%	
Not very Important	369 25%	119 24%	114 24%	136 25%	117 29%	252 23%	287 24%	56 22%	25 34%	62 25%	75 24%	36 22%	- -	140 24%	137 25%	85 25%	7 20%	
Not at all Important	126 8%	30 6%	44 9%	52 10%	32 8%	94 9%	105 9%	19 7%	3 4%	20 8%	24 8%	13 8%	2 40%	53 9%	39 7%	31 9%	4 12%	
Mean	2.85	2.91	2.82	2.81	2.79	2.87	2.83	2.90	2.91	2.84	2.88	2.91	2.20	2.83	2.87	2.83	2.85	
DON'T KNOW	5 *	2 *	1 *	2 *	- -	5 *	1 *	4 2%	- -	2 1%	- -	1 *	- -	2 *	1 *	1 *	- -	
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q13a1) Which types of products do you always choose based on the brand?

Base: (Q13a) Important

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1035	355	343	337	250	785	803	182	48	163	217	121	2	401	366	241	27
Wtd. Resp.	999	339	316	345	252	748	779	174	44	165	213	117	3	386	362	226	25
Drinks	564 56%	198 59%	184 58%	182 53%	160 63%	405 54%	452 58%	95 54%	17 38%	84 51%	126 59%	75 64%	1 30%	215 56%	205 57%	132 59%	12 48%
Snackfood	417 42%	132 39%	153 48%	132 38%	97 38%	321 43%	328 42%	75 43%	15 33%	69 42%	88 41%	61 52%	- -	158 41%	159 44%	92 41%	8 32%
Pasta & rice	427 43%	153 45%	124 39%	150 43%	103 41%	324 43%	341 44%	65 37%	19 44%	76 46%	93 44%	46 39%	1 30%	161 42%	147 41%	107 47%	12 48%
Nappies	151 15%	47 14%	54 17%	50 15%	39 16%	112 15%	123 16%	16 9%	12 28%	27 16%	23 11%	13 11%	2 70%	55 14%	64 18%	30 13%	2 7%
Toiletries & beauty products	627 63%	214 63%	199 63%	214 62%	139 55%	488 65%	492 63%	108 62%	26 58%	96 58%	134 63%	77 66%	2 70%	225 58%	239 66%	148 66%	14 57%
Dairy products including cheese	648 65%	219 65%	206 65%	223 65%	144 57%	505 67%	501 64%	114 65%	32 71%	111 67%	127 60%	73 63%	1 30%	239 62%	236 65%	155 68%	18 70%
Condiments such as sauces	529 53%	167 49%	172 54%	190 55%	119 47%	409 55%	411 53%	94 54%	24 53%	79 48%	106 50%	60 51%	- -	194 50%	189 52%	132 58%	14 57%
Canned Food	64 6%	14 4%	19 6%	31 9%	10 4%	54 7%	52 7%	10 6%	2 5%	12 7%	11 5%	2 2%	- -	26 7%	28 8%	8 4%	2 7%
Tea	25 2%	9 3%	7 2%	8 2%	1 1%	23 3%	19 2%	4 2%	2 4%	2 1%	8 4%	3 2%	- -	7 2%	12 3%	6 2%	- -
Dog Food/Cat Food/Pet Food	25 2%	5 2%	12 4%	8 2%	3 1%	22 3%	18 2%	7 4%	- -	3 2%	4 2%	2 1%	- -	7 2%	12 3%	6 2%	1 3%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q13a1) Which types of products do you always choose based on the brand?

Base:(Q13a) Important

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Important	Neither/Nor	Not important	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	999	339	316	345	252	748	779	174	44	165	213	117	3	386	362	226	25
Cleaning agents	46 5%	12 4%	20 6%	14 4%	6 2%	41 5%	41 5%	4 2%	1 2%	8 5%	7 3%	3 3%	- -	12 3%	23 6%	8 4%	3 11%
Bread	30 3%	15 4%	4 1%	10 3%	8 3%	21 3%	22 3%	4 2%	4 9%	4 3%	7 3%	1 1%	- -	6 2%	11 3%	12 5%	- -
Breakfast cereal	74 7%	25 7%	23 7%	27 8%	15 6%	59 8%	60 8%	14 8%	1 1%	4 2%	18 8%	8 7%	- -	24 6%	32 9%	15 7%	3 11%
Laundry detergent	35 4%	10 3%	16 5%	9 3%	2 1%	33 4%	30 4%	3 2%	1 3%	9 5%	6 3%	2 2%	- -	10 3%	18 5%	8 4%	- -
Frozen food	18 2%	5 1%	4 1%	9 3%	7 3%	11 2%	16 2%	2 1%	1 1%	- -	8 4%	4 3%	- -	9 2%	7 2%	2 1%	1 3%
Margarine	4 *	1 *	1 *	1 *	2 1%	2 *	4 *	- -	- -	- -	- -	- -	- -	- -	2 *	2 1%	- -
Meat	9 1%	4 1%	1 *	4 1%	2 1%	7 1%	8 1%	1 *	- -	2 1%	3 1%	1 1%	- -	5 1%	3 1%	1 *	- -
All taht I buy/ everything	5 *	- -	2 1%	3 1%	- -	5 1%	3 *	2 1%	- -	- -	- -	2 2%	- -	1 *	2 1%	2 1%	- -
Coffee	28 3%	11 3%	7 2%	10 3%	2 1%	27 4%	23 3%	3 2%	2 4%	5 3%	7 3%	3 2%	- -	10 2%	12 3%	6 3%	- -
Flour	4 *	3 1%	- -	1 *	1 *	3 *	1 *	2 1%	1 1%	- -	1 *	1 1%	- -	2 1%	1 *	1 *	- -
Soups	6 1%	2 1%	3 1%	1 *	3 1%	3 *	5 1%	1 1%	- -	- -	1 1%	2 1%	- -	2 *	1 *	2 1%	1 4%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q13a1) Which types of products do you always choose based on the brand?

Base:(Q13a) Important

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Wtd. Resp.	999	339	316	345	252	748	779	174	44	165	213	117	3	386	362	226	25
Paper products	18 2%	6 2%	9 3%	3 1%	1 *	16 2%	15 2%	2 1%	1 2%	1 *	4 2%	4 3%	- -	5 1%	7 2%	5 2%	1 4%
Confectionary	8 1%	2 1%	3 1%	2 1%	2 1%	6 1%	5 1%	3 1%	- -	1 *	4 2%	- -	- -	3 1%	5 1%	- -	- -
Cooking Oil	6 1%	2 1%	1 *	3 1%	2 1%	4 *	6 1%	- -	- -	- -	3 1%	2 2%	- -	1 *	2 1%	3 1%	- -
Jams	5 *	- -	1 *	3 1%	3 1%	2 *	3 *	2 1%	- -	- -	3 1%	1 1%	- -	3 1%	1 *	1 *	- -
Baby products	5 1%	1 *	2 1%	2 1%	- -	5 1%	5 1%	- -	- -	- -	- -	1 1%	2 70%	5 1%	- -	1 *	- -
Gardening products	4 *	2 1%	2 1%	- -	- -	4 1%	2 *	2 1%	- -	- -	1 1%	- -	- -	1 *	3 1%	1 *	- -
Other	2 *	- -	2 1%	- -	- -	2 *	2 *	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -
Other Food Products	7 1%	- -	1 *	5 2%	1 1%	5 1%	4 1%	1 1%	1 2%	- -	2 1%	1 1%	- -	4 1%	2 *	- -	1 3%
Other Non-Food Product	45 4%	16 5%	17 6%	11 3%	11 4%	34 5%	38 5%	6 4%	1 1%	5 3%	7 3%	9 8%	- -	17 4%	15 4%	10 5%	2 9%
DON'T KNOW	24 2%	7 2%	9 3%	8 2%	7 3%	17 2%	15 2%	6 3%	3 7%	3 2%	5 2%	4 4%	- -	9 2%	4 1%	9 4%	2 7%
Totals	3858 386%	1282 379%	1259 398%	1316 382%	890 353%	2969 397%	3046 391%	644 370%	165 371%	600 363%	804 376%	459 391%	8 300%	1414 366%	1443 398%	905 401%	96 382%



\*\*\* Weighted \*\*\*  
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Absolutes/col percents

(Q13a2) What do you do when your preferred brand is not available?

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Not buy the product at all	326 22%	85 17%	104 22%	138 26%	64 16%	262 24%	231 20%	71 28%	24 33%	49 20%	77 25%	46 27%	2 42%	129 22%	117 22%	67 20%	14 39%
Buy a different brand	726 48%	250 51%	237 50%	239 45%	213 53%	512 47%	583 50%	116 46%	26 36%	127 51%	158 51%	81 49%	1 26%	279 48%	258 48%	177 51%	12 31%
Buy a generic or home brand	149 10%	47 10%	51 11%	51 10%	55 14%	94 9%	118 10%	18 7%	12 16%	31 12%	28 9%	15 9%	1 14%	63 11%	46 8%	39 11%	1 4%
Go to another store to get the preferred brand	271 18%	98 20%	77 16%	97 18%	59 15%	212 19%	216 18%	46 18%	9 12%	38 15%	47 15%	23 14%	1 18%	97 17%	109 20%	57 17%	8 21%
DON'T KNOW	27 2%	11 2%	7 1%	10 2%	10 2%	18 2%	24 2%	2 1%	1 2%	4 2%	2 1%	2 1%	- -	13 2%	10 2%	3 1%	2 5%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
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Absolutes/col percents

(Q13b) Do you ever buy generic products, that is home brands or store own brands?

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
YES	1215 81%	386 79%	387 81%	442 83%	317 79%	898 82%	962 82%	194 77%	57 79%	210 84%	254 81%	119 71%	4 82%	469 81%	443 82%	275 80%	29 78%
NO	281 19%	103 21%	87 18%	91 17%	83 21%	198 18%	208 18%	58 23%	15 21%	39 16%	58 19%	46 28%	1 18%	110 19%	95 18%	69 20%	8 20%
DON'T KNOW	4 *	1 *	1 *	1 *	1 *	2 *	2 *	1 1%	- -	- -	- -	1 1%	- -	2 *	1 *	1 *	1 2%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q13c) Why do you buy generic products?  
 (Q13b) Yes

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1182	381	397	404	307	875	933	193	54	193	247	114	3	461	422	272	28
Wtd. Resp.	1215	386	387	442	317	898	962	194	57	210	254	119	4	469	443	275	29
PRICE/CHEAPER	808 67%	258 67%	259 67%	291 66%	207 65%	601 67%	662 69%	110 57%	36 62%	152 72%	168 66%	84 71%	2 51%	319 68%	288 65%	186 68%	17 59%
BETTER VALUE FOR MONEY	191 16%	55 14%	56 14%	80 18%	57 18%	134 15%	147 15%	31 16%	12 21%	30 14%	43 17%	15 13%	1 18%	78 17%	69 16%	41 15%	3 10%
BETTER QUALITY THAN BRAND NAMES	178 15%	42 11%	56 15%	80 18%	45 14%	133 15%	138 14%	29 15%	9 15%	34 16%	36 14%	12 10%	– –	54 11%	74 17%	42 15%	8 29%
Same quality as other brands/no difference	96 8%	30 8%	36 9%	30 7%	23 7%	73 8%	77 8%	18 9%	1 1%	19 9%	20 8%	10 8%	– –	33 7%	33 7%	24 9%	6 20%
That is available/no other choice	32 3%	13 3%	5 1%	14 3%	10 3%	22 2%	22 2%	6 3%	5 8%	2 1%	6 2%	5 4%	1 31%	8 2%	16 4%	7 3%	1 2%
To try the prduct/if it's good to buy again	43 4%	11 3%	17 4%	15 3%	8 3%	35 4%	34 4%	6 3%	3 5%	4 2%	13 5%	3 2%	– –	14 3%	18 4%	10 4%	1 5%
When the brand I want not available	27 2%	7 2%	14 4%	6 1%	6 2%	21 2%	21 2%	4 2%	1 2%	3 1%	6 2%	1 1%	– –	10 2%	12 3%	4 1%	1 2%
Like generics/ like the taste/ like the quality	21 2%	8 2%	4 1%	9 2%	8 2%	13 1%	17 2%	2 1%	2 4%	1 1%	7 3%	3 2%	– –	10 2%	3 1%	7 2%	2 8%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q13c) Why do you buy generic products?  
 (Q13b) Yes

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	1215	386	387	442	317	898	962	194	57	210	254	119	4	469	443	275	29
Australian made & owned	17 1%	6 2%	3 1%	7 2%	6 2%	11 1%	12 1%	4 2%	- -	6 3%	3 1%	1 1%	- -	8 2%	8 2%	1 *	- -
Convenience	5 *	2 *	2 1%	1 *	3 1%	2 *	4 *	- -	1 1%	- -	1 *	- -	- -	1 *	1 *	3 1%	- -
When quality doesn't matter	5 *	4 1%	1 *	- -	2 1%	3 *	5 *	- -	- -	- -	1 *	1 1%	- -	3 1%	1 *	1 *	- -
Don't know/no reason	5 *	3 1%	2 *	- -	1 *	5 1%	4 *	2 1%	- -	- -	2 1%	1 1%	- -	2 *	- -	4 1%	- -
Buy only certain products (sugar, flour, foil, wrap)	12 1%	5 1%	4 1%	3 1%	5 2%	7 1%	10 1%	2 1%	- -	- -	1 *	3 2%	- -	5 1%	4 1%	3 1%	- -
If it's non food product	3 *	1 *	1 *	1 *	1 *	3 *	2 *	1 1%	- -	- -	1 *	- -	- -	1 *	1 *	1 *	- -
Other	43 4%	21 5%	15 4%	8 2%	10 3%	33 4%	28 3%	12 6%	3 4%	6 3%	8 3%	2 2%	- -	15 3%	21 5%	6 2%	1 2%
Totals	1486 122%	466 121%	476 123%	545 123%	391 124%	1095 122%	1184 123%	228 117%	71 124%	257 122%	314 124%	140 117%	4 100%	562 120%	550 124%	338 123%	39 138%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q14) Have you ever shopped at an ALDI supermarket?

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
YES	841 56%	266 54%	301 63%	274 51%	233 58%	608 55%	695 59%	98 39%	46 64%	148 59%	138 44%	69 42%	3 60%	309 53%	327 61%	189 55%	16 44%
NO	645 43%	216 44%	170 36%	258 48%	164 41%	481 44%	465 40%	152 60%	25 35%	99 40%	173 55%	93 56%	2 40%	263 45%	210 39%	152 44%	21 56%
DON'T KNOW	14 1%	8 2%	4 1%	3 1%	4 1%	10 1%	11 1%	3 1%	1 1%	2 1%	2 1%	4 3%	- -	9 1%	2 *	3 1%	- -
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q14b) Why have you shopped at ALDI?  
 (Q14a) Yes

	STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other	
Respondents	834	266	313	255	220	614	690	100	43	138	137	68	2	310	312	194	18	
Wtd. Resp.	841	266	301	274	233	608	695	98	46	148	138	69	3	309	327	189	16	
PRICE/CHEAPER	434 52%	129 49%	179 60%	125 46%	104 45%	330 54%	387 56%	33 34%	13 28%	72 48%	42 30%	27 39%	– –	173 56%	162 50%	88 47%	10 64%	
BETTER VALUE FOR MONEY	79 9%	16 6%	40 13%	22 8%	26 11%	52 9%	70 10%	1 1%	8 16%	12 8%	8 6%	1 2%	– –	23 8%	35 11%	17 9%	3 17%	
BETTER QUALITY PRODUCTS	103 12%	30 11%	49 16%	24 9%	29 12%	74 12%	84 12%	12 12%	7 15%	5 4%	13 9%	2 3%	– –	40 13%	41 13%	19 10%	3 19%	
CLOSER LOCATION/ CONVENIENCE	151 18%	64 24%	45 15%	41 15%	44 19%	107 18%	116 17%	22 23%	13 28%	32 22%	31 22%	9 12%	– –	44 14%	64 19%	40 21%	3 17%	
SELL NON-GROCERY ITEMS	16 2%	3 1%	8 3%	4 2%	5 2%	11 2%	12 2%	2 2%	2 4%	2 2%	1 1%	2 3%	– –	3 1%	8 2%	5 3%	– –	
BETTER VARIETY	57 7%	12 5%	27 9%	18 6%	17 7%	40 7%	48 7%	5 5%	4 10%	7 5%	6 5%	3 4%	– –	22 7%	27 8%	8 4%	– –	
Novelty/new/ wanted to see/ curious	138 16%	39 15%	35 12%	64 24%	45 19%	93 15%	110 16%	23 24%	4 9%	22 15%	38 27%	18 26%	3 100%	51 16%	50 15%	37 20%	– –	
Recommendation-family, friends	22 3%	4 2%	10 3%	8 3%	4 2%	18 3%	16 2%	1 1%	4 9%	4 3%	7 5%	1 2%	– –	8 3%	10 3%	4 2%	– –	
Specific Items/ products	27 3%	9 3%	12 4%	6 2%	8 3%	19 3%	24 3%	– –	3 7%	6 4%	4 3%	1 2%	– –	12 4%	9 3%	4 2%	1 9%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q14b) Why have you shopped at ALDI?  
 (Q14a) Yes

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	841	266	301	274	233	608	695	98	46	148	138	69	3	309	327	189	16
Friends/family shop there/ prefer	27 3%	10 4%	4 1%	13 5%	12 5%	15 3%	16 2%	7 8%	5 10%	4 2%	5 4%	6 9%	- -	10 3%	7 2%	10 5%	1 5%
Well set out/ laid out/ easy to find things	11 1%	- -	5 2%	5 2%	1 1%	9 2%	9 1%	- -	1 2%	2 1%	- -	1 1%	- -	3 1%	7 2%	1 1%	- -
Smaller shops/ prefer to support smaller	4 *	1 *	1 *	2 1%	- -	4 1%	4 1%	- -	- -	- -	- -	- -	- -	1 *	3 1%	- -	- -
Customer service/ quick/ friendly/ good	13 2%	5 2%	6 2%	1 *	2 1%	10 2%	13 2%	- -	- -	- -	1 1%	- -	- -	4 1%	6 2%	3 1%	- -
Advertising/ specials/ catalogues	9 1%	3 1%	3 1%	3 1%	3 1%	6 1%	8 1%	1 1%	- -	4 2%	1 *	1 2%	- -	4 1%	3 1%	2 1%	- -
Parking - convenient/ plenty	4 1%	1 *	2 1%	2 1%	3 1%	2 *	4 1%	- -	- -	1 *	- -	- -	- -	- -	2 1%	3 1%	- -
Other	51 6%	23 9%	10 3%	19 7%	18 8%	34 6%	42 6%	7 7%	2 5%	7 5%	3 2%	6 9%	- -	14 5%	22 7%	15 8%	1 4%
DK/Nothing	20 2%	6 2%	10 3%	4 1%	5 2%	15 2%	18 3%	1 1%	1 2%	2 1%	7 5%	3 4%	- -	10 3%	7 2%	2 1%	- -
Totals	1165 138%	356 134%	446 148%	362 132%	325 140%	839 138%	980 141%	116 118%	67 146%	182 123%	167 121%	82 118%	3 100%	423 137%	462 141%	258 136%	22 135%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q14c) Why haven't you ever shopped at ALDI?  
 (Q14a) No

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	650	225	183	242	168	482	466	153	29	96	170	93	2	267	212	151	21
Wtd. Resp.	645	216	170	258	164	481	465	152	25	99	173	93	2	263	210	152	21
TOO FAR AWAY/ NOT CONVENIENT	310 48%	103 48%	65 38%	142 55%	82 50%	228 47%	226 48%	72 47%	11 44%	48 49%	95 55%	38 41%	2 100%	129 49%	93 44%	78 51%	10 50%
POOR QUALITY	12 2%	4 2%	7 4%	1 *	4 2%	8 2%	10 2%	1 1%	1 3%	- -	5 3%	6 6%	- -	8 3%	1 *	3 2%	1 3%
UNKNOWN BRAND/ NO KNOWN BRANDS	84 13%	25 11%	28 16%	31 12%	16 9%	68 14%	65 14%	17 11%	1 4%	11 11%	17 10%	26 28%	- -	33 13%	29 14%	20 13%	2 8%
Don't know where they are	15 2%	11 5%	4 2%	1 *	2 1%	13 3%	11 2%	4 2%	1 3%	2 2%	2 1%	3 3%	- -	9 3%	4 2%	2 2%	- -
Not available in yhe state/ city/in my area	106 16%	32 15%	25 15%	48 19%	25 15%	81 17%	72 16%	27 18%	6 24%	12 12%	33 19%	11 12%	- -	32 12%	43 21%	25 17%	5 25%
Never heard of them	38 6%	10 5%	18 11%	11 4%	8 5%	31 6%	28 6%	8 5%	3 11%	3 3%	2 1%	6 7%	- -	13 5%	17 8%	8 5%	2 9%
Limited range of products/no variety	15 2%	3 1%	7 4%	5 2%	7 4%	8 2%	11 2%	4 2%	- -	2 2%	5 3%	3 3%	- -	5 2%	8 4%	2 1%	- -
Don't like layout/not se well/hard to find things	13 2%	4 2%	8 5%	1 *	5 3%	8 2%	12 3%	1 1%	- -	1 1%	7 4%	2 2%	- -	5 2%	4 2%	4 3%	- -
Don't like it/ doesn't suit me	5 1%	2 1%	- -	3 1%	1 *	4 1%	2 *	2 1%	1 3%	1 1%	1 1%	1 1%	- -	1 *	2 1%	1 1%	- -



\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (Q14c) Why haven't you ever shopped at ALDI?  
 (Q14a) No

STATE, CITY/COUNTRY AREAS																		
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other	
Wtd. Resp.	645	216	170	258	164	481	465	152	25	99	173	93	2	263	210	152	21	
Didn't have the opportunity	6 1%	4 2%	-	2 1%	-	6 1%	3 1%	2 2%	-	-	4 2%	-	-	6 2%	-	-	-	
I am happy where I go now	5 1%	2 1%	1 1%	2 1%	2 1%	3 1%	3 1%	-	1 5%	1 1%	1 *	1 1%	-	1 *	2 1%	-	1 7%	
OTHER	22 3%	10 5%	6 3%	6 2%	6 4%	16 3%	15 3%	6 4%	1 3%	4 4%	7 4%	1 1%	-	9 3%	9 4%	4 3%	-	
DON'T KNOW	52 8%	23 10%	12 7%	17 6%	17 10%	35 7%	36 8%	15 10%	1 3%	17 17%	10 6%	2 2%	-	24 9%	14 7%	12 8%	1 5%	
Totals	681 106%	232 107%	181 106%	268 104%	173 105%	509 106%	495 106%	159 104%	25 100%	102 103%	190 110%	99 106%	2 100%	275 104%	226 108%	159 105%	22 108%	

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q15) How often do you purchase grocery items over the internet?

STATE, CITY/COUNTRY AREAS																	
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Never	1417 95%	451 92%	448 94%	519 97%	377 94%	1040 95%	1100 94%	244 96%	70 97%	231 93%	298 95%	160 96%	4 100%	545 94%	511 95%	326 95%	37 100%
Rarely	49 3%	24 5%	16 3%	9 2%	14 3%	35 3%	46 4%	3 1%	- -	5 2%	9 3%	5 3%	- -	20 3%	17 3%	12 3%	- -
Sometimes	23 2%	13 3%	6 1%	3 1%	8 2%	14 1%	17 1%	4 2%	1 1%	10 4%	4 1%	2 1%	- -	13 2%	7 1%	3 1%	- -
Often	11 1%	3 1%	5 1%	3 1%	2 1%	9 1%	8 1%	2 1%	1 1%	3 1%	1 *	- -	- -	2 *	5 1%	4 1%	- -
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q16) Statement applies to Australian consumers overall?

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Overall Australians get very good value for money when they purchase everyday groceries	80 5%	28 6%	27 6%	25 5%	17 4%	63 6%	61 5%	16 6%	3 5%	18 7%	14 5%	9 5%	– –	31 5%	28 5%	20 6%	2 4%
Overall Australians get good value for money when they purchase everyday groceries	325 22%	133 27%	92 19%	101 19%	94 23%	232 21%	243 21%	64 25%	18 25%	56 23%	75 24%	34 21%	1 14%	127 22%	100 19%	90 26%	9 25%
Overall Australians get average value for money when they purchase everyday groceries	687 46%	221 45%	212 45%	253 47%	181 45%	506 46%	545 47%	115 45%	25 34%	117 47%	151 48%	81 48%	1 18%	266 46%	261 48%	145 42%	15 42%
Overall Australians get slightly poor value for money when they purchase everyday groceries	248 17%	77 16%	79 17%	91 17%	66 17%	181 17%	197 17%	38 15%	13 17%	42 17%	45 14%	22 13%	3 68%	106 18%	89 17%	51 15%	2 4%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents

(Q16) Statement applies to Australian consumers overall?

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Overall Australians get very poor value for money when they purchase everyday groceries	127 8%	21 4%	52 11%	54 10%	36 9%	91 8%	109 9%	8 3%	9 12%	13 5%	23 7%	14 8%	- -	39 7%	54 10%	26 8%	8 21%
DON'T KNOW	33 2%	10 2%	13 3%	11 2%	8 2%	26 2%	17 1%	12 5%	4 6%	3 1%	5 2%	7 4%	- -	13 2%	7 1%	12 3%	1 4%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (D1) Age groups

		STATE, CITY/COUNTRY AREAS																
		LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
		Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39	
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37	
UNDER 40 18 to 19		21 1%	3 1%	7 1%	11 2%	9 2%	12 1%	12 1%	4 1%	6 8%	4 2%	3 1%	2 1%	- -	- -	9 2%	13 4%	- -
	20 to 24	70 5%	35 7%	23 5%	11 2%	32 8%	38 3%	51 4%	17 7%	2 2%	12 5%	15 5%	14 8%	- -	30 5%	22 4%	15 4%	2 5%
	25 to 29	159 11%	70 14%	40 8%	49 9%	49 12%	111 10%	134 11%	19 8%	7 10%	27 11%	39 12%	30 18%	- -	66 11%	54 10%	36 10%	4 10%
	30 to 34	225 15%	69 14%	79 17%	77 14%	56 14%	169 15%	169 14%	43 17%	12 17%	41 16%	55 18%	12 7%	2 42%	90 15%	86 16%	46 13%	3 9%
	35 to 39	126 8%	52 11%	35 7%	39 7%	31 8%	95 9%	105 9%	16 6%	3 5%	27 11%	23 7%	10 6%	- -	44 8%	58 11%	24 7%	- -
40 PLUS 44	40 to 44	152 10%	39 8%	59 12%	54 10%	39 10%	113 10%	123 10%	27 11%	2 3%	26 10%	23 7%	22 13%	1 26%	53 9%	59 11%	36 11%	4 12%
	45 to 49	183 12%	54 11%	59 12%	70 13%	43 11%	140 13%	146 12%	26 10%	11 16%	38 15%	32 10%	19 11%	- -	64 11%	75 14%	39 11%	4 12%
	50 to 54	115 8%	35 7%	43 9%	38 7%	29 7%	86 8%	89 8%	21 8%	5 7%	13 5%	25 8%	12 7%	- -	39 7%	40 7%	32 9%	4 10%
	55 to 59	109 7%	27 6%	37 8%	45 9%	28 7%	81 7%	81 7%	23 9%	5 6%	18 7%	25 8%	9 5%	1 18%	38 7%	38 7%	30 9%	4 10%
	60 to 64	115 8%	28 6%	39 8%	47 9%	28 7%	87 8%	91 8%	20 8%	5 6%	15 6%	23 7%	10 6%	1 14%	46 8%	39 7%	24 7%	5 14%
	65 to 69	70 5%	24 5%	17 4%	30 6%	14 3%	56 5%	51 4%	15 6%	4 6%	11 4%	11 4%	5 3%	- -	30 5%	19 4%	19 5%	2 6%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (D1) Age groups

		STATE, CITY/COUNTRY AREAS																
		LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
		Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Wtd. Resp.		1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
70+		148 10%	50 10%	38 8%	61 11%	43 11%	105 10%	115 10%	22 9%	11 15%	18 7%	37 12%	19 11%	– –	73 13%	40 7%	30 9%	4 12%
REFUSED		7 *	4 1%	1 *	2 *	1 *	6 1%	5 *	1 1%	– –	1 *	1 *	3 2%	– –	6 1%	1 *	– –	– –
Totals		1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (D3) Household income

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET			(Q1a) FREQUENCY OF SHOP				
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Up to \$20,000	198 13%	53 11%	61 13%	84 16%	53 13%	145 13%	165 14%	24 10%	8 11%	36 14%	37 12%	20 12%	1 18%	89 15%	52 10%	48 14%	9 24%
\$21,000 – \$40,000	236 16%	69 14%	67 14%	100 19%	57 14%	179 16%	193 16%	35 14%	8 12%	39 16%	41 13%	17 10%	– –	91 16%	92 17%	46 13%	7 18%
\$41,000 – \$60,000	303 20%	88 18%	90 19%	125 23%	72 18%	231 21%	242 21%	46 18%	13 18%	51 21%	62 20%	38 23%	2 42%	138 24%	91 17%	70 20%	4 10%
\$61,000 – \$80,000	201 13%	63 13%	73 15%	65 12%	48 12%	152 14%	158 14%	30 12%	13 17%	37 15%	38 12%	24 14%	– –	67 11%	87 16%	45 13%	2 5%
\$81,000 – \$100,000	154 10%	58 12%	44 9%	52 10%	51 13%	103 9%	119 10%	29 12%	6 8%	28 11%	42 13%	16 9%	1 14%	59 10%	61 11%	33 10%	1 3%
\$101,000+	250 17%	107 22%	80 17%	62 12%	88 22%	162 15%	171 15%	59 23%	20 27%	36 14%	63 20%	26 16%	1 26%	68 12%	112 21%	64 19%	6 17%
Don't Know/ Not Sure	62 4%	16 3%	25 5%	21 4%	8 2%	54 5%	46 4%	15 6%	1 2%	8 3%	12 4%	12 7%	– –	28 5%	12 2%	16 5%	6 17%
REFUSED	96 6%	36 7%	36 7%	24 5%	23 6%	73 7%	78 7%	15 6%	3 4%	15 6%	18 6%	14 8%	– –	41 7%	31 6%	22 6%	2 5%
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%

\*\*\* Weighted \*\*\*  
 (83108571) Consumer Grocery Study  
 April 2008

Absolutes/col percents  
 (D4) Is your household structure.....?

	STATE, CITY/COUNTRY AREAS																
	LOCATION				(D2) GENDER		(Q3a) PRICE DRIVEN			(Q7a) SMALLER SUPERMARKET				(Q1a) FREQUENCY OF SHOP			
	Total	Inner Metro	Outer Metro	Regional	Male	Female	Import ant	Neither/Nor	Not import ant	Often	Sometimes	Never	Dk	One large shop/ week	One large + few small	Number of small	Other
Respondents	1500	500	500	500	392	1108	1167	257	73	236	309	165	4	585	527	350	39
Wtd. Resp.	1500	490	475	534	401	1099	1172	253	72	249	313	167	4	581	539	344	37
Two parent family	590 39%	146 30%	227 48%	217 41%	122 30%	468 43%	489 42%	76 30%	25 34%	109 44%	126 40%	55 33%	3 68%	213 37%	253 47%	109 32%	16 44%
Couple, no children	208 14%	93 19%	58 12%	57 11%	78 19%	130 12%	150 13%	44 17%	14 19%	32 13%	45 14%	24 14%	– –	92 16%	66 12%	45 13%	4 12%
Couple, children no longer at home	197 13%	56 11%	49 10%	92 17%	42 10%	155 14%	146 12%	35 14%	15 20%	22 9%	36 11%	20 12%	1 32%	91 16%	63 12%	36 11%	6 17%
Single parent family	126 8%	35 7%	45 9%	47 9%	26 6%	101 9%	112 10%	12 5%	3 4%	27 11%	24 8%	11 6%	– –	53 9%	51 9%	19 6%	3 9%
Single person household	235 16%	93 19%	61 13%	81 15%	82 20%	153 14%	169 14%	54 21%	12 17%	38 15%	49 16%	34 20%	– –	88 15%	56 10%	86 25%	5 14%
Group household	108 7%	45 9%	27 6%	36 7%	41 10%	67 6%	78 7%	25 10%	4 6%	18 7%	22 7%	18 11%	– –	28 5%	43 8%	37 11%	– –
Other (Specify)	26 2%	19 4%	3 1%	4 1%	7 2%	19 2%	21 2%	5 2%	– –	2 1%	10 3%	5 3%	– –	9 2%	6 1%	9 3%	2 5%
Refused	10 1%	3 1%	5 1%	2 *	4 1%	6 1%	8 1%	2 1%	– –	– –	1 *	1 *	– –	7 1%	2 *	1 *	– –
Totals	1500 100%	490 100%	475 100%	534 100%	401 100%	1099 100%	1172 100%	253 100%	72 100%	249 100%	313 100%	167 100%	4 100%	581 100%	539 100%	344 100%	37 100%