



## The Guide to...Grocery Shopping (February 2010)

- 93% of adults in Northern Ireland shop at least once a week for food, drink or household products and 30% shop every day.
- The most popular day for regular grocery shopping is Friday, with 22% of main shoppers active then, followed by Saturday and Thursday. The least popular days are Sunday and Tuesday.
- A third of main shoppers travel less than a mile to do their regular shop but 10% travel at least ten miles. 80% travel by car for their regular shopping.
- The most popular types of shop are high street or town centre supermarkets, used regularly by 50% of main shoppers, and out-of-town supermarkets (39%). A quarter of main shoppers regularly use a butcher and a fifth regularly use an independent grocer.
- In Northern Ireland the average main shopper spends £77 / €89 a week on groceries and household goods. Average spend on the main weekly shop is £61 / €70, similar to the British average spend of £60.
- The most popular grocers are Tesco and Asda, used by 62% and 34% of main shoppers, followed by Spar (29%), Lidl (25%), Iceland (25%) and M&S (19%). In Britain the most popular are Tesco (59%), Asda (38%), Sainsbury's (36%), Morrisons (31%) and the Co-operative (23%).
- Almost half of main shoppers say the most important factor when choosing a grocer is value for money, followed by low price (30%), locality (29%), range of products (25%) and quality of products (24%).
- Latest data shows that 29% of main shoppers think it's worth paying more for organic food, down from 37% in 2007 - perhaps a consequence of the economic downturn.
- However, the number of main shoppers regularly buying 'healthy option' products has stayed the same at 31% - equivalent to 230,000 people.
- The most often avoided food constituents are high fat, avoided by 28% of adults, high sugar (25%), high salt (24%) and high cholesterol (21%). 200,000 adults now avoid artificial colours or flavours.
- Source: Northern Ireland TGI 2009. Base: Adults 15+.