Britainthinks
Insight & Strategy

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passionate about food & drink

January 2021

Food and Drink Federation

Tackling Obesity Survey

Summary of findings about public attitudes to in-store promotions

britainthinks.com

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01 Introduction

Objectives and methodology

Objectives

- BritainThinks was commissioned by the Food and Drink Federation (FDF) to explore public attitudes and behaviours* in relation to food and drink shopping in supermarkets, including views of promotions.
- In the research, promotions were defined as including 2-for-1 deals or 2 for £5 deals

Methodology

- Online omnibus survey
- Fieldwork: 8th – 10th January 2021
- 2,024 GB adults aged 18+ (of whom 1,748 do at least some of their shopping in-store)
- Nationally-representative of the population in Great Britain by gender, age, region and socio-economic grade

This report presents a summary of some of the key findings from the survey in relation to views of promotions.

** The survey methodology used means that the findings are based on self-reported behaviour (or predicted behaviour)*

Key findings

1. A large majority of in-store shoppers (73%) say they usually or always purchase products that are on promotion when they do their food shopping.

2. Women, younger adults, parents of young children, BAME groups, and people more concerned about being able to afford their weekly shop more frequently purchase items on promotion.

3. Nearly two thirds (62%) of in-store shoppers agree that promotions are an important way to save money on food and drink. If there were no more promotions, a quarter (25%) of in-store shoppers would be concerned about being able to afford their shopping.

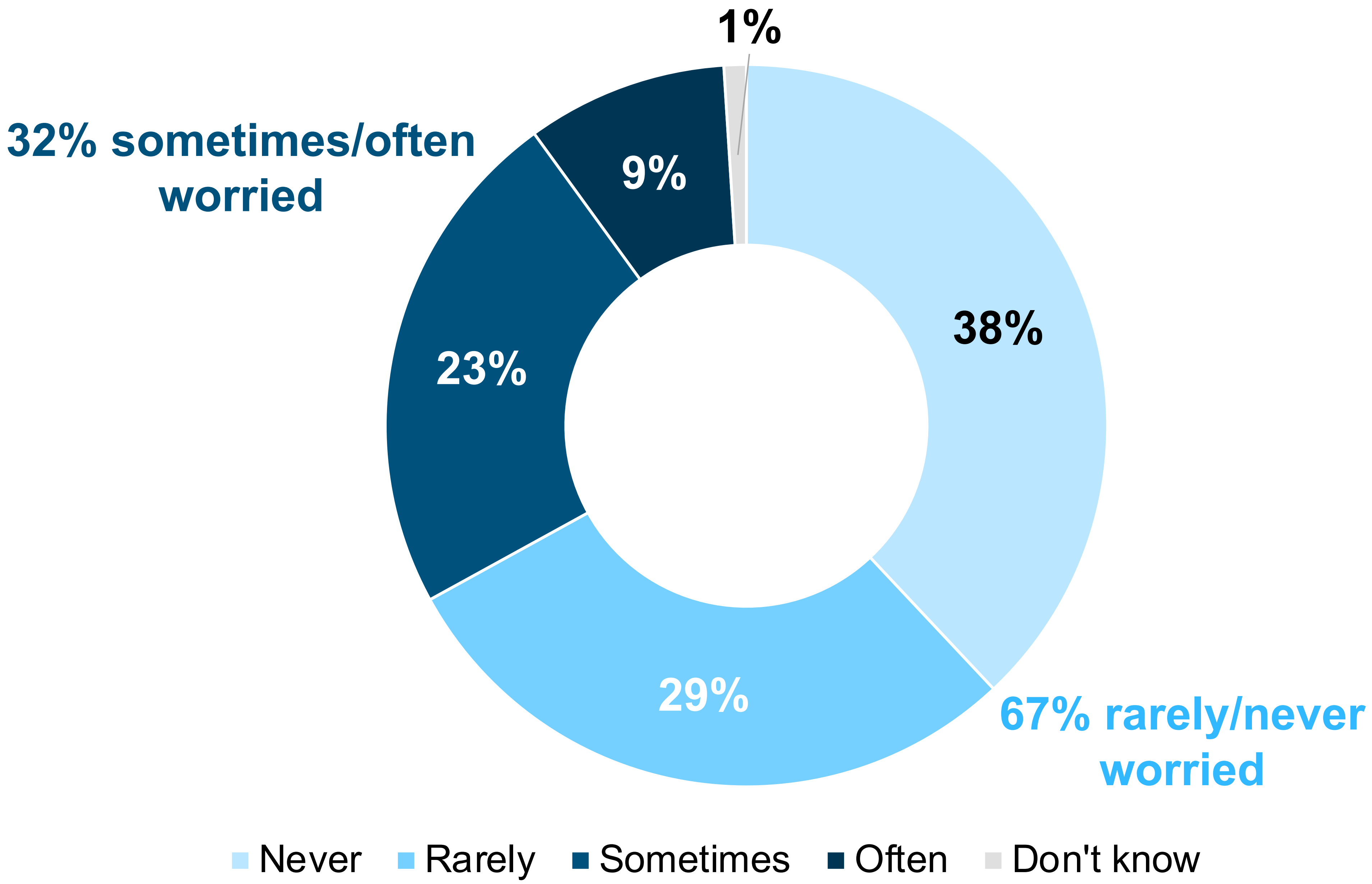
4. On balance, a large majority of in-store shoppers (72%) want retailers to continue offering promotions. They are widely seen as a way of keeping household costs down, stocking up on items for the future and trying new products or brands.

5. Only a minority of in-store shoppers (28%) believe promotions lead them to buy unhealthier products than they otherwise would.

02 Background views and behaviours

Around a third (32%) of the public sometimes or often worry about being able to afford their weekly food and drink shopping

Level of concern about ability to afford weekly food and drink shop(s)



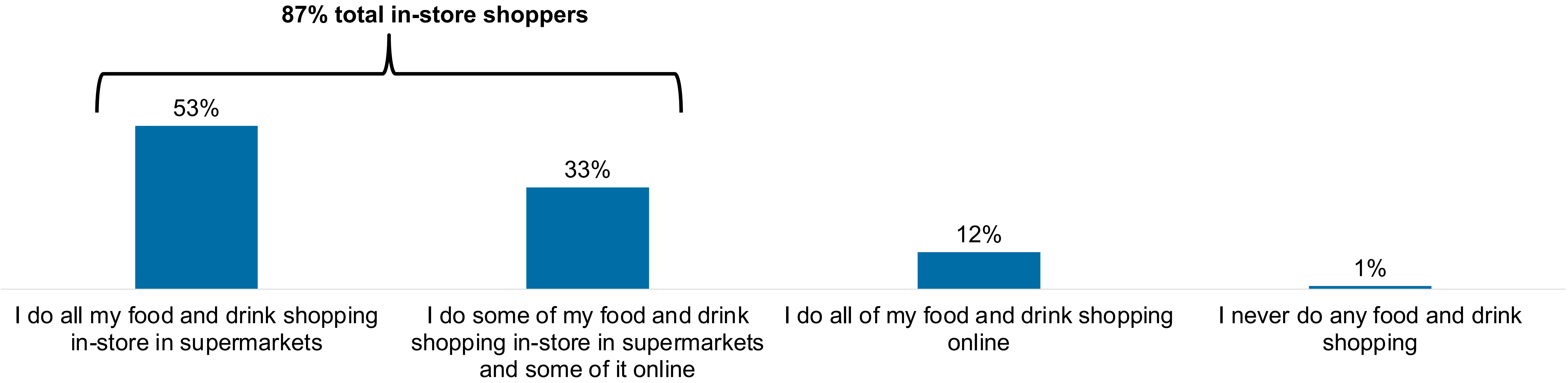
The following groups of people are all more likely to say they sometimes/often worry about affording their weekly shop:

- **Women** (38%) are more likely than men (25%)
- **People aged 25-34** (43%) **and 35-44** (40%) are more likely than those aged 55-64 (29%) and 65+ (11%)
- **Those with children under 18** (46%) are more likely than those without (27%)
- **BAME respondents** (46%) are more likely than white respondents (30%)
- **Those who are social grade DE** (41%) are more likely than those who are social grade AB (27%), C1 (31%) and C2 (29%)

Q9. How often, if at all, do you worry about being able to afford your weekly food and drink shop(s)? Base: All respondents (n=2024), women (n=1000), 25-34 year olds (n=368), 35-44 year olds (n=311), 55-64 year olds (n=299), 65+ (n=494), with children under 18 (n=516), without children under 18 (n=1504), BAME respondents (n=241), white respondents (n=1765), AB (n=591), C1 (n=557), C2 (n=388) and DE (n=488)

A large majority (87%) of the public do at least some of their food shopping in-store in supermarkets

Frequency of online and in-store food and drink shopping



Please note that throughout the remainder of the report will be focusing on in-store shoppers only i.e. those who say they either do all or some of their food and drink shopping in-store in supermarkets.

Q2 Which of the following statements best describes you? Base: All respondents (n=2,024)

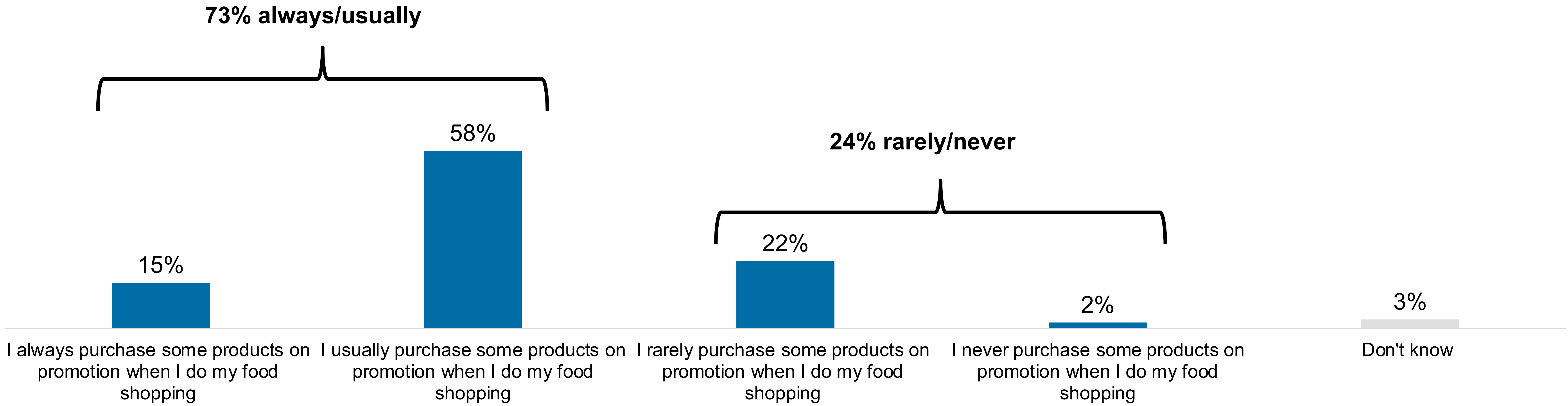
03 Impact of promotions on behaviour

Current behaviour

We asked in-store shoppers several questions about their current shopping behaviours

Almost three-quarters (73%) of in-store shoppers usually purchase products that are on promotion when they do their food shopping

Frequency of purchase of food and drink products on promotion



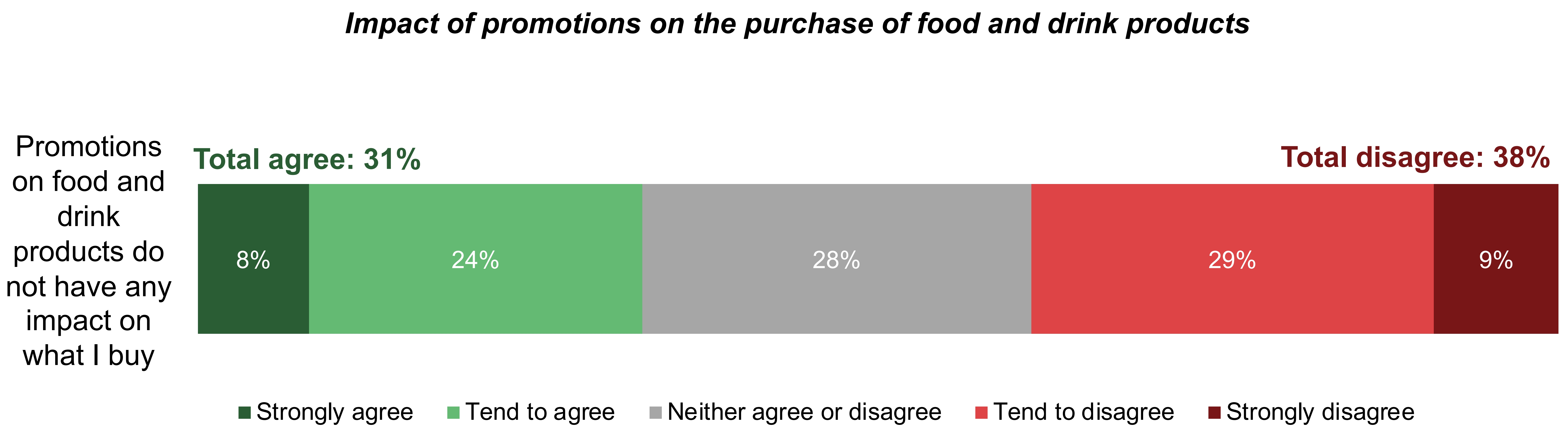
Q3. You are now going to be asked a series of questions about promotions on food and drink products by retailers. By promotion, we mean special offers such as 2-for-1 deals or 2 for £5. How often do you tend to purchase products that are on promotion when you do your food shopping? Base: all in-store shoppers (n=1748)

Women, younger adults, parents and those with affordability concerns are more likely to purchasing items on promotion

Women	Younger adults	Those with children under 18	Those who worry about affording their food shop	BAME groups
75% of women say they usually/always purchase products on promotion compared to 70% of men	83% of those aged 18-24 say they usually/always purchase products on promotion, compared to 61% of those aged 65+	81% of those with children under 18 say they usually/always purchase products on promotion, compared to 70% of those without children	80% of those sometimes/often concerned about affording their weekly food shop are more likely to purchase products on promotion compared to 70% rarely/never concerned	81% of BAME respondents say they usually/always purchase products on promotion compared to 71% of white respondents.

Q3. You are now going to be asked a series of questions about promotions on food and drink products by retailers. By promotion, we mean special offers such as 2-for-1 deals or 2 for £5. How often do you tend to purchase products that are on promotion when you do your food shopping? Base: all in-store shoppers (n=1748), women (n=851), men (n=897), 18-24 year olds (n=180) 65+ (n=394), BAME (n=226), white (n=1504), with children under 18 (n=456), without children under 18 (n=1288), often/sometimes concerned about affording their shopping (n=568), rarely/never concerned about affording their shopping (n=1160)

Shoppers are as likely to agree as disagree that promotions have an impact on what they buy



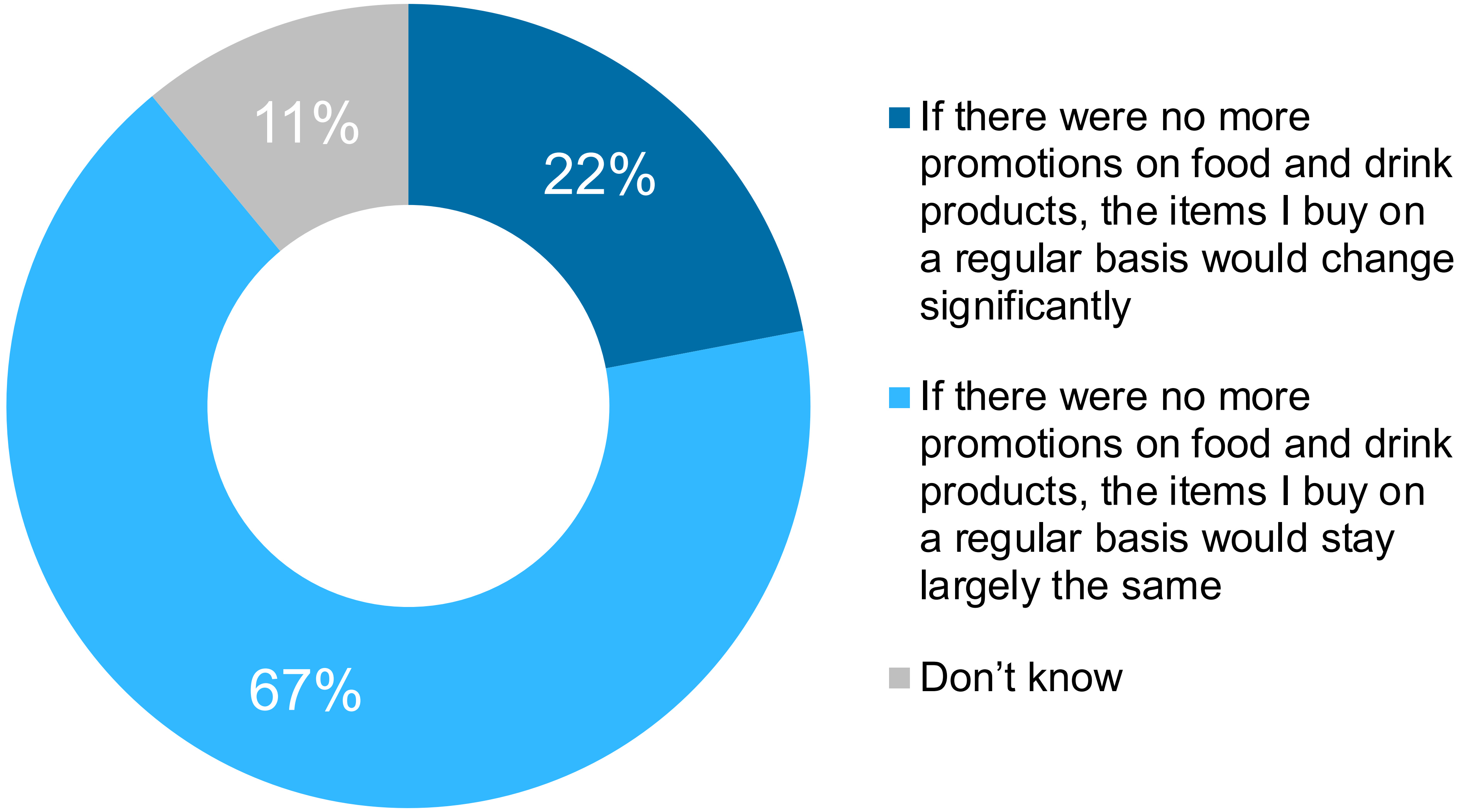
Q5. You are about to be shown a series of statements about promotions on food and drink by retailers. By promotion, we mean special offers such as 2-for-1 deals or 2 for £5. For each statement please state whether you agree or disagree with it.
Base: All in-store shoppers (n=1748)

Predicted behaviour

We asked in-store shoppers to predict their shopping behaviour in a hypothetical scenario where there were no more promotions on food and drink products

If there were no more promotions, only 1 in 5 (22%) of in-store shoppers believe the items they regularly buy would change *significantly*

Likelihood of changing items regularly bought if promotions were to end

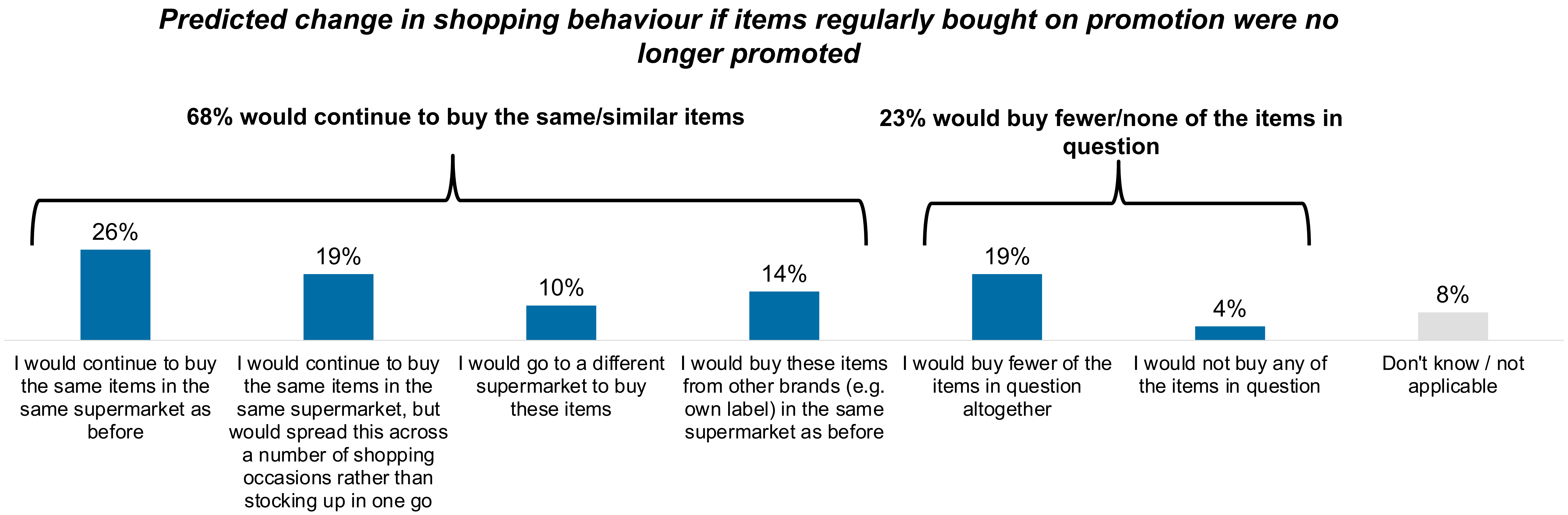


The following groups of people are all more likely to say that the items they buy on a regular basis would change if there were no more promotions:

- **People aged 18-24** (33%) are more likely compared to those aged 65+ (8%)
- **Those with children under 18** (32%) are more likely compared to those without children under 18 (18%)
- **Those sometimes/often concerned about affording their weekly shop** (34%) are more likely compared to those rarely/never concerned (16%)
- **BAME respondents** (35%) are more likely compared to white respondents (20%)

Q6. You are about to be shown a series of paired statements about promotions on food and drink by retailers. By promotion, we mean special offers such as 2-for-1 deals and 2 for £5. For each of the pairs, please indicate which of the two comes closest to your view. Base: All in-store shoppers (n=1748), 18-24 year olds (n=180) 65+ (n=394), BAME (n=226), white (n=1504), with children under 18 (n=456), without children under 18 (n=1288), often/sometimes concerned about affording their shopping (n=568), rarely/never concerned about affording their shopping (n=1160)

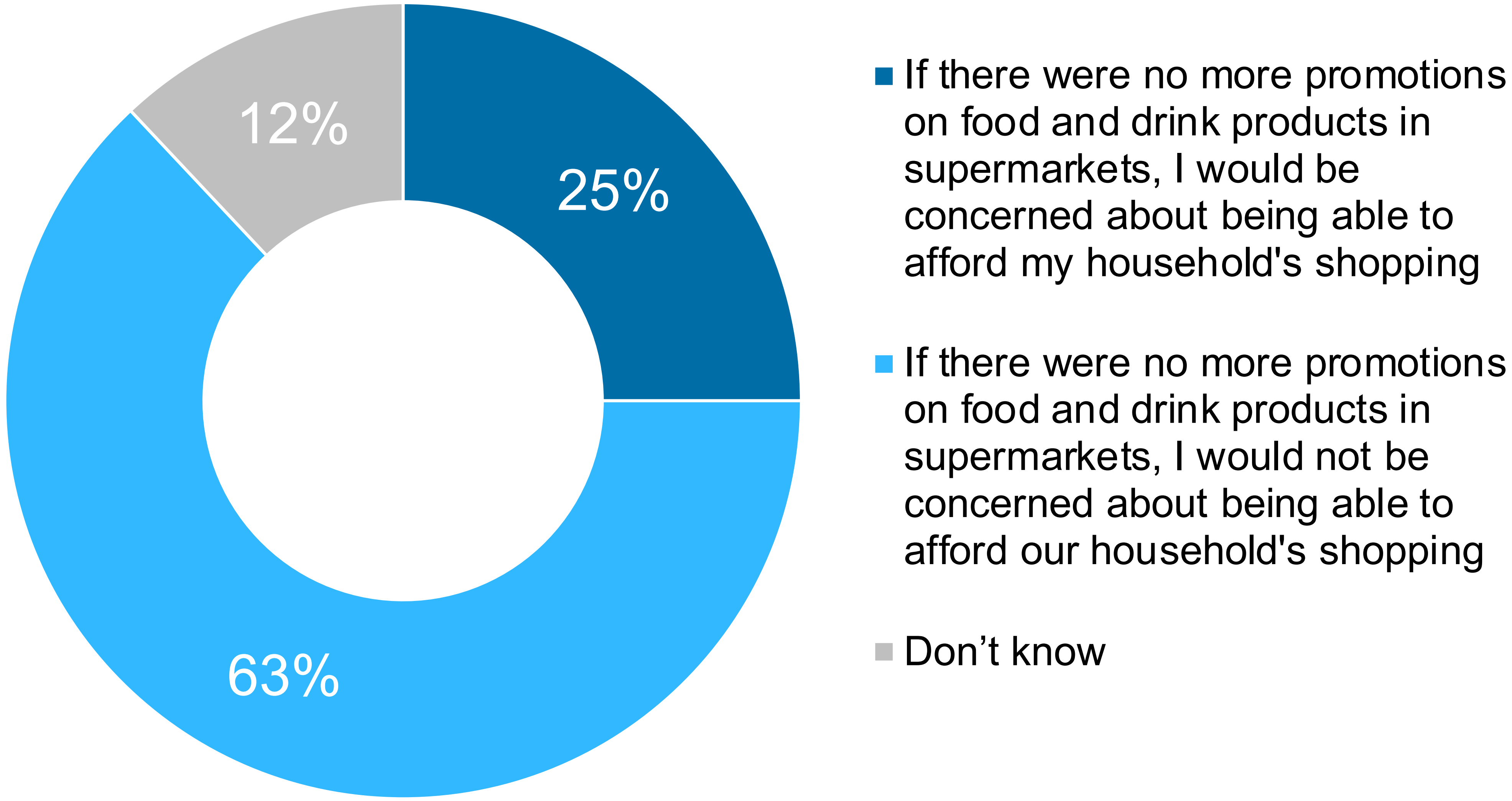
Two-thirds of in-store shoppers (68%) would buy the same items even without promotions, with a quarter (23%) buying fewer



Q4. Imagine there were no more promotions on food and drink items in your usual supermarket. By promotions, we mean special offers such as 2-for-1 deals or 2 for £5. Now think about those items which you tend to buy on promotion. Which of the following statements comes closest to describing what you would do in the event that were there no more promotions on food and drink products in your usual supermarket? Base: All in-store shoppers who purchase products on promotion (n=1661)

If there were no more promotions, a quarter (25%) of in-store shoppers would be concerned about being able to afford their shopping

Concerns around affording household shopping without promotions



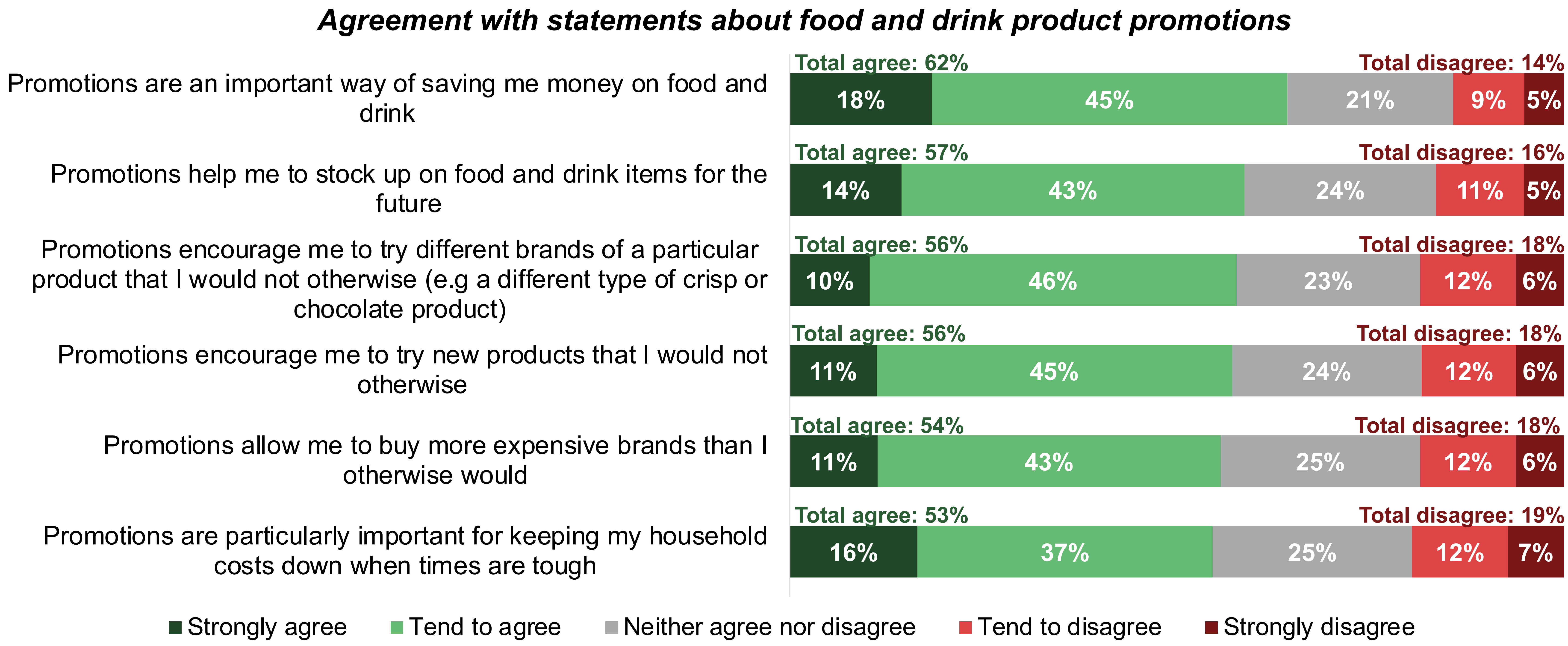
The following groups of people are all more likely to say that they would be concerned about being able to afford their household's shopping if there were no more promotions on food and drink products:

- **People aged 18-24** (32%) are more likely compared to those aged 65+ (11%)
- **Those with children under 18** (35%) are more likely compared to those without children under 18 (22%)
- **Those sometimes/often concerned about affording their weekly shop** (46%) are more likely compared to those rarely/never concerned (15%)
- **BAME respondents** (35%) are more likely compared to white respondents (24%)
- **Those who usually/always purchase items on promotion** (31%) more likely compared to those who rarely/ never do (8%)

Q6. You are about to be shown a series of paired statements about promotions on food and drink by retailers. By promotion, we mean special offers such as 2-for-1 deals and 2 for £5. For each of the pairs, please indicate which of the two comes closest to your view. Base: All in-store shoppers (n=1748), 18-24 year olds (n=180) 65+ (n=394), BAME (n=226), white (n=1504), with children under 18 (n=456), without children under 18 (n=1288), often/sometimes concerned about affording their shopping (n=568), rarely/never concerned about affording their shopping (n=1160), usually/always purchase items on promotion (n=1266), never/rarely purchase items on promotion (n=424)

04 Attitudes towards promotions

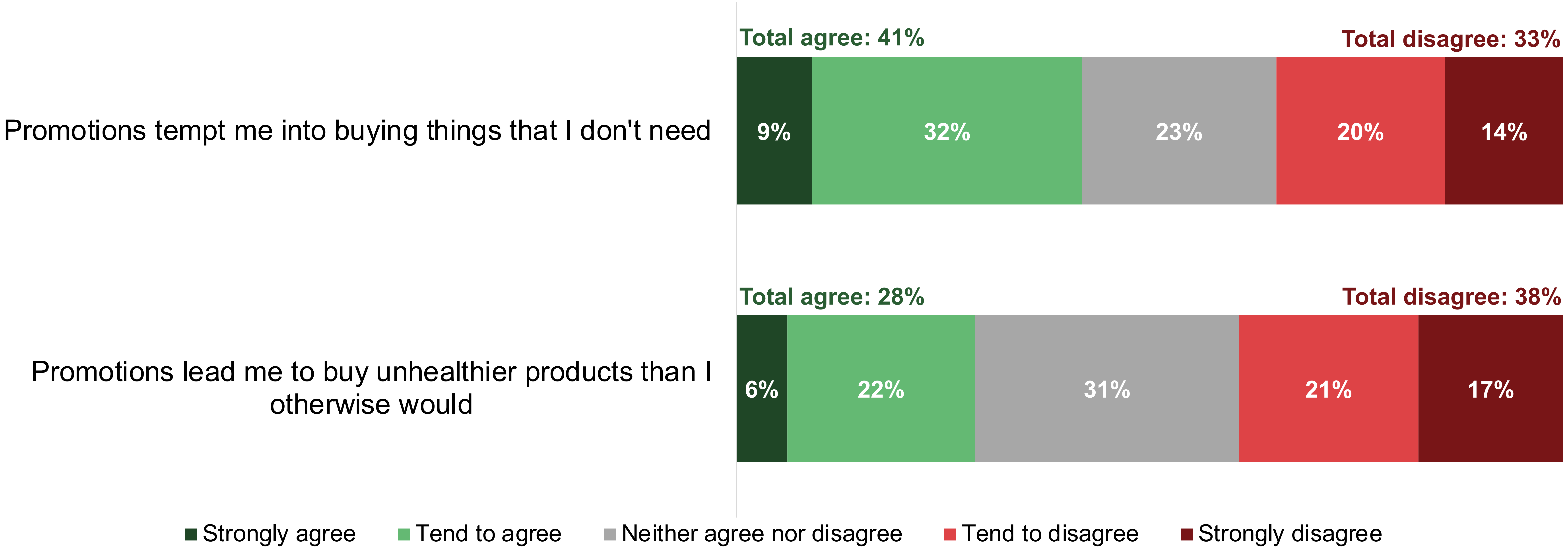
There is relatively widespread recognition of a variety of benefits of promotions, particularly in terms of saving money and stocking up



Q5. You are about to be shown a series of statements about promotions on food and drink by retailers. By promotion, we mean special offers such as 2-for-1 deals or 2 for £5. For each statement please state whether you agree or disagree with it.
Base: All in-store shoppers (n=1748)

A significant minority believe promotions tempt them into buying unnecessary things and, to a lesser extent, unhealthier products

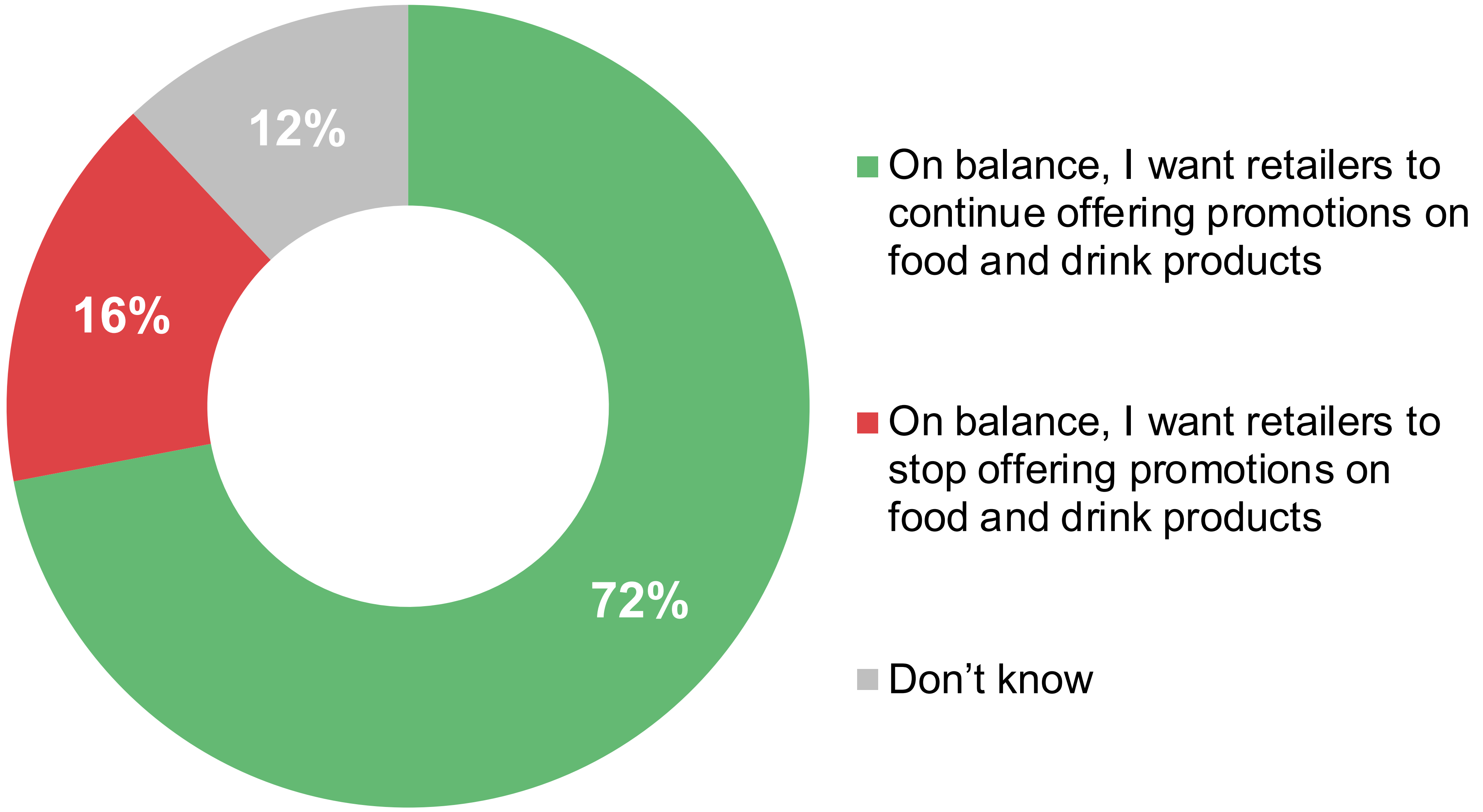
Agreement with statements about food and drink product promotions



Q5. You are about to be shown a series of statements about promotions on food and drink by retailers. By promotion, we mean special offers such as 2-for-1 deals or 2 for £5. For each statement please state whether you agree or disagree with it.
Base: All in-store shoppers (n=1748)

The vast majority of in-store shoppers say that, on balance, they want retailers to continue offering promotions on food and drink

Level of support for a continuation of promotions on food and drink



The following groups of people are all more likely to say that they want promotions on food and drink products to continue:

- **Those aged 25-34 (71%), 35-44 (80%), 45-54 (76%), 55-64 (72%)** are more likely compared to those aged 65+ (63%)
- **Those with children aged 11-18 (79%)** are more likely compared to those with children aged 0-10 (71%) and those without children (71%)
- **Those who usually/always purchase items on promotion** (80%) more likely compared to those who rarely/never do (53%)

Q6. You are about to be shown a series of paired statements about promotions on food and drink by retailers. By promotion, we mean special offers such as 2-for-1 deals and 2 for £5. For each of the pairs, please indicate which of the two comes closest to your view. Base: All in-store shoppers (n=1748), aged 25-34 (n=341), 35-44 (n=264), 45-54 (n=305), 55-64 (n=264), 65+ (n=394), with children aged 11-18 (n=248), with children 0-10 (n=288), without children (n=1288), usually/always purchase items on promotion (n=1266), never/rarely purchase items on promotion (n=424)

Thank you

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