



supermarket tracking programme

Did you know? ... In-store promotions influenced 57% of shoppers' buying habits

Asda, Morrisons, Sainsbury's and Tesco have all been busy increasing their number of smaller format high street outlets to their store portfolios as the fight for the 'top-up' shopper continues.

In 2009, him! research & consulting launched a supermarket shopper insight tracking programme to understand and benchmark the needs and opinions of shoppers at small and medium sized (3,000-25,000 sq ft) supermarkets on the high street.

The Supermarket Tracking Programme allows retailers and suppliers to better understand some of the 'who', 'what' and most importantly 'whys', to compliment sales and loyalty card data.

Now in its third year, this full disclosure shopper insight tracking programme will interview c.7,000 shoppers face-to-face at branches of Asda, Tesco Metro, Sainsbury's, Morrisons, Budgens, Mid Counties Co-operative, Midlands Co-operative, Southern Co-operative and The Co-operative.

All results are available by individual chain or by store size 3,000-10,000, 10,000-17,000 and 17,000-25,000 sq ft. Larger superstore options are also possible with sufficient levels of support.

How we do it

- Interview shoppers face-to-face at stores throughout the UK.
- Entry and exit interviews are conducted to compare intended with actual behaviour in-store.
- Interviews conducted across all times of day and days of the week.
- Category specific insights also available, as well as category shopper insights.
- In store check conducted to capture location, signage, cash machine, utility bill payment, lottery, chilled beers, wines, impulse soft drinks units, self scan checkout, queuing system, car park and much more.
- The 2011 study will take place in October.
- Full programme results available via him! online reporting website in November 2011.

him!
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For more information on him!'s
Supermarket Tracking Programme please contact
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Focus areas typically included:

- Who's shopping in these stores?
- What type of shopping mission are they on i.e. main shop, top-up or buying food-to-go?
- How often do they visit this store i.e. frequently (little and often) or more infrequently?
- What's important to small supermarket shoppers? Are their needs being met?
- What do shoppers plan to buy, and spend, when they arrive at the stores?
- What actually happens when they are in the store?
- How do shoppers rate the store on their own label range?
- Are promotions driving consumers to store? Are shoppers noticing, and picking up promotions once in-store?
- Are retailers able to trigger unplanned impulse sales? If so, how and in which categories?
- Do shoppers notice signage, if so, what materials are most effective?
- What improvements can be made at each store chain?
- What is the role of services in these stores?
- Loyalty card usage
- And much much more... contact us now to have your input into the questions we will be asking shoppers (deadline end of August 2011).

Why join the Supermarket Tracking Programme?

This invaluable insight will help shape your commercial decisions and future strategies and, because this is a syndicated study, insight is available at a fraction of the price compared to funding your own research.

Membership costs

Programme results available from just £4,999+VAT including online report access. Analytical & consultancy support through a dedicated client manager can also be added to your package for an additional fee.

There is an initial two year commitment to him!'s programmes or a 50% surcharge for one year membership.

Did you know?

In-store promotions affected 57% of shoppers' buying – either via product switching, or impulse/ unplanned purchasing.

1 in 5 shoppers don't use their loyalty cards, but shoppers that do use a loyalty card buy double the number of items and spend more...

74% of shoppers don't know what they will have for that evening's dinner. They're looking for ideas, and don't have a budget to stick to.

You think shoppers don't want to buy chilled beer in supermarkets? Think again.

Breakfast-on-the go from a supermarket? 46% of shoppers would

11% of shoppers used self service in 2010 (+3%p YoY). Those who use 'self service' tills are 36% less likely to buy something on impulse than those who use the main tills. Retailers must remember the 'arc of ease' in this area.

Source: Supermarket Tracking Programme 2010.
Register now for free weekly insight alerts by contacting Katy.Moses@him.uk.com

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