

# Key facts from him!'s Supermarket Tracking Programme

supermarket  
tracking programme

- Those with a loyalty card visit more frequently, are more impulsive, buy more items, spend more money and are more loyal to the store.
- Those shoppers who rate the store as “excellent” spend 23% more than those who rate it as “good”. The more satisfied shoppers are with their visit, the more they spend in store. It is as simple as that.
- Speed of purchase is critically important to supermarket shoppers. ‘Getting in and out of this shop as quickly as possible’ is more important (in all of the chains we interviewed at) than ‘finding the cheapest prices’.
- Two thirds of shoppers used the main till, 11% used the express tills and 8% of shoppers said they used the self serve tills. Those who use self serve rate ‘speed of service’ higher. It is the younger shoppers who are using self serve.
- 8% of shoppers failed to buy an item, higher than at convenience stores. “Out of stock” is cited as the main reason for failed purchases 1/4 said they “Couldn’t find it”. 4% failed to buy an item because the “Queue was too long”.

him! has spoken to over 3,900 supermarket shoppers at Asda, Morrisons, Sainsbury's, Tesco Metro, The Co-operative and Waitrose. Results available from £5,000.

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- The majority of shoppers are walking to the store; implications for bulky promotions.
- 18% of supermarket shoppers said that they bought something they didn't intend to when entering the store vs. 15% at convenience stores.
- Shoppers intended to buy 6.4 items on average but actually bought 8.0 items.
- Promotions are the number one driver of impulse purchases.
- Shoppers are cautious of rounded price points. 55% think the price is actually the same price as it is usually, 23% think a rounded price point means an item is dearer... do retailers need to start thinking about the next big price mechanic?
- 26% of supermarket shoppers noticed price marked packs, 12% said PMP encourage them to buy the products. But 15% of supermarket shoppers think a PMP is dearer than its usual price.
- 13% of shoppers say they currently do grocery shopping online.

For more information on him!'s Supermarkets Tracking Programme please contact [Katy.Moses@him.uk.com](mailto:Katy.Moses@him.uk.com) 07912 717 567 or visit [www.him.uk.com](http://www.him.uk.com)

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