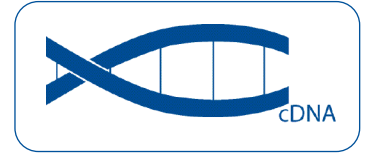


THINK RETAIL THINK VERDICT

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# Where Britain Shops 2009 Supermarkets

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# About Verdict Research

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## Authorative analysis...

Verdict's analysts and consultants work closely with retailers, suppliers, consultancies, investment banks and property companies to identify the key issues, sector and company data and strategies driving the changing retail market.

Our research identifies how retailers can enhance product, store and brand performance as well as the factors that determine future retail success. Our specialist instore auditing team continuously collects price and product data across locations, brands, fascias, ranges and retail sectors.

## Rigorous research methodology...

Our in-house retail expertise and rigorous research methodology ensure our reports provide complete and accurate analysis of the major players, issues and trends together with a detailed examination of the strategic implications for the retail market.

For key players in the retail industry, our reports are the first source of information on sector forecasts, retailer performance, store and product portfolio developments and trading strategy.

## Global, European and UK analysis across nine core sectors...

Verdict Research reports covers nine core sectors, five year forecasts, strategic issues, key locations, How Britain Shops consumer surveys and the main European retail markets. Also available are a daily news service, weekly newsletter and tailored consultancy portfolios to suit individual business information needs.

## Over 20 years of experience...

Verdict Research is the UK's leading authority on retailing and publishes unrivalled independent analysis of the retail industry. With over 20 years' experience, Verdict has close relationships with major UK retailers and access, at the highest level, to key executives working in the top 300 retailers to hear their first hand views. Verdict reports provide clients with a complete picture of the retail sector and unique forecasts to help UK retailers, manufacturers, service suppliers, city analysts, consultants and the media with strategic planning.

## A key source for independent analysis and comment...

Verdict Research is regarded as a key source by the BBC, ITV, Sky News and the UK's leading broadsheets including the FT, Times, The Independent and Daily Telegraph. Leading trade publications often refer to Verdict's opinion and research including Retail Week, Drapers, DIY Week, Cabinet Maker and The Grocer.

In addition Verdict regularly appears in the international media. News sources quoting Verdict analysts and data include CNN, the International Herald Tribune, The Australian, Los Angeles Times, and New York Times.



**“Verdict are the company of choice for any research analysis and insight into retailing”**

**Sir Stuart Rose**  
Executive Chairman  
Marks & Spencer

# Where Britain Shops 2009 Supermarkets



## What is Verdict's Consumer Dynamics Programme?

Verdict's consumer dynamics programme (cDNA) provides a series of analytical products and services based around retail consumer research including How Britain Shops, Where Britain Shops and the Consumer Satisfaction Index.

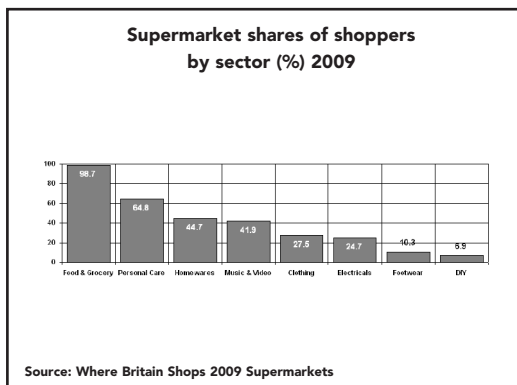
Over the past 10 years Verdict has conducted over 60,000 interviews with UK consumers about their shopping habits amongst other things asking them what they shop for, where they shop for it and what factors they look for when selecting a store. The result of this intensive and ongoing study is a wealth of data that tracks market trends, company performance and consumer behaviour. This, together with Verdict's analytical insight, makes the cDNA programme one of the most pre-eminent consumer research tools available for UK retailing.

## Research Methodology

On behalf of Verdict, GfK NOP Consumer has conducted a representative survey of 6,165 adults across the United Kingdom in October 2008, using face-to-face Computer Assisted Personal Interviewing (CAPI). The surveys were conducted in the respondent's homes and quotas were set in terms of age, sex and working status. The sample was then weighted to bring it into line with national population profiles, and throughout the reports weighted samples data is used. Individuals were asked in which sectors they personally shop and then answer a series of questions about their shopping habits in that particular sector.

**Where Britain Shops 2009 contains easily navigated data and insightful analysis enabling you to understand what drives customers to use each of the leading UK supermarkets. In addition our proprietary survey results will help you to identify the effects of initiatives taken by supermarkets and key marketplace events on consumer behaviour...**

**Where Britain Shops 2009 is part of a series of new reports published by Verdict Research...**



**"Providing detailed examination of the shopping habits of British consumers. At sector level each report analyses penetration of shoppers, shopping around, customer demographics and socio-economic trends..."**

- **Predict trends and identify key categories for growth** including customer profiles, stores usage and shoppers share by retailer, TV region and across sector shopping.
- **Improve resource allocation and targeting strategies using the demographic profiles by sector for UK supermarket** detailing gender, retailer share by sector and comparisons to all shoppers across clothing, DIY, electricals, food & grocery, footwear, homewares, music & video and personal care.
- **Benchmark against the leading UK supermarket with this report's individual retailer analysis** for Asda, Morrison, Sainsbury and Tesco.

### This report answers key questions including...

- Who is the typical supermarket shopper?
- How and why has this changed over the past year?
- What is the supermarket share of each main product category and by retailer?
- Which retailers have gained shoppers and why?
- Who are the winners and losers over the past year?

# Where Britain Shops 2009 Supermarket

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