

Public First Poll for Tesco

Fieldwork: 28th Apr - 6th May 2021
Interview method: Online Survey
Population represented: UK Adults
Sample size: 1010

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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135 Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a within a thirty minute journey and you receive £50, or keep access to local supermarkets? 275

136 Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £100, or keep access to local supermarkets? 277

137 Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £250, or keep access to local supermarkets? 279

138 Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £500, or keep access to local supermarkets? 281

139 Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £1,000, or keep access to local supermarkets? 283

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142 Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £25, or keep access to local supermarkets? 289

143 Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £50, or keep access to local supermarkets? 291

144 Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £100, or keep access to local supermarkets? 293

145 Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £250, or keep access to local supermarkets? 295

146 Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £500, or keep access to local supermarkets? 297

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154	Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £500, or keep access to your nearest Tesco?	313
155	Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £1,000, or keep access to your nearest Tesco?	315
156	Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £2,000, or keep access to your nearest Tesco?	317

(1.A) Do you have a favourable or unfavourable opinion of the following companies?: Tesco

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	4%	5%	4%	5%	7%	3%	3%	4%	4%	1%	3%	3%	1%	3%	0%	5%	3%	10%
Somewhat unfavourable	8%	9%	7%	6%	4%	12%	10%	11%	7%	6%	7%	4%	5%	1%	10%	3%	3%	14%
Neither favourable or unfavourable	24%	28%	21%	20%	23%	21%	26%	28%	26%	17%	22%	18%	24%	11%	17%	15%	20%	37%
Somewhat favourable	39%	35%	44%	37%	37%	39%	40%	39%	43%	47%	40%	46%	36%	46%	29%	28%	35%	26%
Very favourable	22%	22%	21%	31%	27%	23%	18%	17%	17%	29%	28%	27%	31%	39%	41%	50%	34%	6%
Don't know	2%	2%	3%	1%	3%	3%	3%	1%	3%	0%	0%	3%	3%	1%	3%	0%	4%	6%
Total Unfavourable:	12%	14%	11%	11%	10%	15%	13%	15%	11%	7%	10%	7%	6%	4%	10%	7%	7%	25%
Total Favourable:	61%	57%	66%	69%	64%	61%	58%	56%	60%	76%	68%	73%	67%	85%	70%	78%	70%	32%
Net:	-49%	-43%	-55%	-58%	-54%	-47%	-45%	-40%	-49%	-69%	-59%	-66%	-61%	-81%	-60%	-70%	-63%	-7%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Do you have a favourable or unfavourable opinion of the following companies?: Tesco

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	4%	3%	3%	7%	3%	2%	1%	6%	5%	4%	5%	7%	5%	4%	4%	5%	4%
Somewhat unfavourable	8%	8%	7%	10%	8%	12%	6%	7%	6%	11%	8%	11%	5%	11%	4%	4%	11%
Neither favourable or unfavourable	24%	23%	25%	23%	25%	23%	20%	29%	29%	29%	24%	22%	33%	25%	22%	20%	13%
Somewhat favourable	39%	46%	41%	35%	36%	34%	44%	36%	41%	38%	38%	37%	30%	34%	45%	56%	51%
Very favourable	22%	17%	24%	23%	24%	26%	25%	22%	15%	18%	21%	23%	24%	22%	25%	11%	21%
Don't know	2%	4%	1%	2%	3%	4%	3%	0%	3%	0%	5%	0%	2%	4%	1%	5%	0%
Total Unfavourable:	12%	12%	10%	17%	12%	14%	8%	13%	11%	15%	13%	18%	11%	15%	8%	9%	15%
Total Favourable:	61%	62%	64%	57%	60%	60%	69%	58%	56%	56%	58%	60%	54%	56%	69%	66%	71%
Net:	-49%	-51%	-54%	-40%	-48%	-46%	-61%	-45%	-45%	-40%	-45%	-42%	-43%	-41%	-61%	-58%	-56%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Do you have a favourable or unfavourable opinion of the following companies?: British Airways

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	5%	5%	4%	7%	4%	4%	2%	7%	4%	5%	3%	3%	4%	8%	5%	9%	3%	4%
Somewhat unfavourable	11%	14%	8%	13%	7%	10%	11%	14%	13%	11%	12%	10%	9%	10%	13%	8%	7%	12%
Neither favourable or unfavourable	39%	34%	44%	33%	39%	37%	45%	39%	38%	36%	32%	39%	33%	36%	35%	21%	27%	42%
Somewhat favourable	29%	29%	29%	27%	26%	31%	28%	28%	33%	33%	36%	30%	36%	29%	26%	39%	27%	24%
Very favourable	10%	12%	9%	13%	16%	11%	7%	7%	8%	11%	14%	11%	14%	12%	18%	21%	26%	8%
Don't know	6%	5%	7%	9%	7%	6%	8%	4%	3%	4%	3%	7%	4%	5%	4%	2%	8%	9%
Total Unfavourable:	16%	20%	12%	19%	12%	14%	13%	21%	17%	16%	14%	13%	13%	19%	18%	17%	11%	16%
Total Favourable:	39%	42%	37%	40%	42%	42%	35%	35%	42%	44%	50%	41%	50%	41%	44%	60%	54%	32%
Net:	-24%	-22%	-25%	-21%	-31%	-28%	-22%	-14%	-24%	-28%	-36%	-28%	-37%	-22%	-26%	-42%	-43%	-16%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Do you have a favourable or unfavourable opinion of the following companies?: British Airways

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	5%	6%	3%	3%	6%	3%	4%	4%	9%	4%	3%	1%	8%	4%	7%	7%	6%
Somewhat unfavourable	11%	12%	12%	11%	9%	6%	12%	18%	14%	15%	12%	7%	9%	10%	8%	11%	23%
Neither favourable or unfavourable	39%	28%	39%	45%	44%	31%	38%	32%	44%	40%	42%	44%	45%	39%	44%	34%	30%
Somewhat favourable	29%	38%	30%	27%	21%	33%	34%	25%	21%	33%	27%	33%	32%	29%	23%	34%	26%
Very favourable	10%	11%	9%	10%	10%	21%	8%	11%	9%	7%	9%	7%	4%	7%	12%	9%	9%
Don't know	6%	5%	6%	4%	11%	6%	5%	10%	3%	2%	7%	7%	2%	11%	6%	5%	5%
Total Unfavourable:	16%	18%	16%	14%	15%	10%	16%	22%	23%	19%	15%	8%	16%	15%	15%	17%	30%
Total Favourable:	39%	49%	39%	37%	31%	54%	42%	35%	30%	40%	36%	40%	37%	36%	35%	44%	35%
Net:	-24%	-31%	-24%	-24%	-16%	-44%	-26%	-14%	-7%	-21%	-21%	-33%	-20%	-21%	-20%	-27%	-6%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) Do you have a favourable or unfavourable opinion of the following companies?: Sports Direct

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	12%	16%	9%	12%	11%	12%	15%	8%	15%	13%	10%	10%	9%	11%	11%	7%	5%	16%
Somewhat unfavourable	23%	24%	21%	16%	20%	19%	27%	26%	26%	23%	17%	23%	24%	26%	23%	26%	17%	21%
Neither favourable or unfavourable	34%	31%	38%	24%	28%	32%	35%	43%	41%	32%	31%	38%	29%	33%	35%	24%	27%	37%
Somewhat favourable	19%	18%	20%	29%	27%	20%	17%	15%	10%	20%	28%	17%	23%	17%	18%	25%	20%	14%
Very favourable	6%	8%	5%	15%	8%	11%	3%	2%	1%	9%	10%	7%	12%	11%	10%	16%	22%	3%
Don't know	5%	4%	7%	4%	5%	6%	3%	6%	7%	3%	4%	5%	3%	3%	3%	2%	9%	9%
Total Unfavourable:	35%	40%	30%	28%	31%	32%	42%	33%	40%	35%	28%	33%	33%	37%	34%	32%	21%	37%
Total Favourable:	25%	26%	25%	43%	35%	31%	20%	17%	11%	29%	38%	24%	35%	27%	28%	41%	42%	17%
Net:	10%	14%	5%	-15%	-4%	1%	23%	16%	29%	6%	-10%	9%	-2%	9%	6%	-9%	-21%	19%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) Do you have a favourable or unfavourable opinion of the following companies?: Sports Direct

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	12%	15%	11%	13%	11%	9%	6%	18%	14%	12%	10%	12%	17%	19%	15%	7%	18%
Somewhat unfavourable	23%	32%	23%	18%	16%	21%	28%	23%	29%	21%	20%	10%	31%	20%	26%	15%	34%
Neither favourable or unfavourable	34%	28%	36%	40%	35%	24%	39%	32%	32%	42%	37%	44%	32%	33%	32%	40%	23%
Somewhat favourable	19%	16%	20%	21%	20%	27%	19%	16%	18%	16%	20%	19%	18%	15%	18%	17%	19%
Very favourable	6%	4%	5%	5%	11%	12%	3%	7%	5%	8%	5%	8%	3%	6%	5%	6%	7%
Don't know	5%	4%	5%	3%	8%	6%	6%	3%	3%	1%	8%	7%	0%	7%	5%	14%	0%
Total Unfavourable:	35%	47%	34%	31%	27%	30%	34%	41%	42%	33%	31%	22%	47%	39%	41%	22%	51%
Total Favourable:	25%	20%	25%	26%	31%	39%	22%	24%	23%	24%	24%	27%	21%	21%	22%	23%	25%
Net:	10%	27%	9%	5%	-4%	-9%	12%	18%	20%	9%	6%	-5%	27%	18%	19%	-1%	26%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.A) Do you have a favourable or unfavourable opinion of the following companies?: Facebook

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	22%	27%	16%	14%	15%	15%	26%	23%	32%	21%	18%	18%	14%	22%	23%	15%	15%	27%
Somewhat unfavourable	21%	21%	21%	21%	17%	21%	22%	20%	23%	20%	17%	16%	18%	22%	11%	15%	19%	25%
Neither favourable or unfavourable	27%	22%	31%	24%	21%	25%	27%	38%	26%	25%	25%	28%	31%	24%	34%	24%	22%	27%
Somewhat favourable	19%	18%	20%	24%	28%	20%	18%	13%	12%	22%	27%	23%	26%	21%	16%	32%	13%	10%
Very favourable	10%	10%	10%	15%	16%	14%	5%	6%	4%	12%	12%	13%	11%	11%	15%	12%	26%	7%
Don't know	3%	2%	3%	2%	2%	5%	2%	1%	3%	1%	1%	2%	1%	0%	1%	2%	5%	5%
Total Unfavourable:	42%	48%	37%	35%	32%	36%	49%	42%	55%	40%	34%	34%	31%	43%	35%	29%	33%	51%
Total Favourable:	29%	28%	30%	39%	44%	34%	22%	19%	16%	34%	39%	35%	37%	32%	31%	44%	40%	17%
Net:	14%	21%	7%	-4%	-11%	3%	26%	23%	39%	6%	-5%	-1%	-5%	11%	4%	-15%	-6%	35%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) Do you have a favourable or unfavourable opinion of the following companies?: Facebook

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	22%	30%	18%	21%	16%	25%	21%	18%	24%	26%	12%	16%	27%	26%	19%	19%	27%
Somewhat unfavourable	21%	28%	19%	18%	17%	16%	18%	23%	23%	18%	28%	21%	10%	22%	22%	20%	34%
Neither favourable or unfavourable	27%	21%	30%	29%	26%	23%	33%	18%	28%	28%	28%	32%	32%	26%	18%	25%	29%
Somewhat favourable	19%	13%	20%	19%	24%	19%	19%	24%	12%	22%	14%	15%	23%	14%	32%	26%	4%
Very favourable	10%	5%	9%	11%	14%	15%	6%	16%	10%	5%	11%	12%	5%	7%	9%	5%	5%
Don't know	3%	3%	3%	1%	3%	1%	3%	1%	2%	0%	6%	3%	2%	5%	0%	5%	0%
Total Unfavourable:	42%	58%	37%	39%	33%	41%	39%	41%	48%	44%	41%	37%	38%	48%	40%	39%	61%
Total Favourable:	29%	18%	30%	30%	38%	34%	25%	40%	22%	27%	25%	27%	28%	21%	41%	31%	9%
Net:	14%	40%	7%	9%	-5%	6%	15%	2%	26%	17%	16%	10%	10%	27%	-1%	8%	52%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) Do you have a favourable or unfavourable opinion of the following companies?: Microsoft

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	3%	4%	2%	2%	5%	3%	3%	2%	2%	3%	1%	2%	3%	2%	5%	1%	0%	5%
Somewhat unfavourable	7%	9%	6%	6%	10%	4%	8%	7%	7%	7%	6%	7%	6%	9%	10%	8%	3%	7%
Neither favourable or unfavourable	33%	30%	35%	29%	26%	34%	33%	34%	38%	31%	30%	31%	29%	31%	25%	34%	14%	37%
Somewhat favourable	37%	34%	40%	35%	38%	34%	38%	42%	36%	38%	40%	40%	39%	31%	35%	32%	62%	32%
Very favourable	16%	21%	12%	26%	17%	20%	14%	11%	11%	19%	20%	16%	20%	25%	23%	22%	17%	12%
Don't know	4%	2%	6%	2%	5%	5%	4%	3%	5%	2%	3%	5%	2%	2%	3%	3%	3%	7%
Total Unfavourable:	10%	13%	8%	8%	14%	8%	11%	9%	10%	10%	7%	9%	9%	10%	14%	9%	3%	12%
Total Favourable:	53%	55%	51%	61%	55%	54%	52%	54%	47%	57%	61%	56%	59%	57%	58%	54%	79%	44%
Net:	-43%	-43%	-44%	-53%	-41%	-47%	-40%	-45%	-37%	-47%	-54%	-47%	-51%	-46%	-44%	-45%	-76%	-33%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) Do you have a favourable or unfavourable opinion of the following companies?: Microsoft

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	3%	2%	1%	3%	6%	4%	0%	0%	3%	1%	3%	5%	5%	5%	3%	0%	11%
Somewhat unfavourable	7%	8%	4%	12%	5%	6%	8%	14%	4%	9%	7%	2%	8%	7%	7%	5%	12%
Neither favourable or unfavourable	33%	28%	35%	31%	36%	26%	34%	40%	32%	33%	33%	40%	29%	33%	35%	28%	23%
Somewhat favourable	37%	46%	43%	32%	27%	41%	36%	33%	45%	34%	41%	28%	36%	32%	37%	36%	50%
Very favourable	16%	13%	15%	17%	19%	22%	16%	12%	12%	22%	11%	20%	21%	17%	11%	24%	5%
Don't know	4%	3%	2%	4%	7%	1%	5%	1%	4%	1%	7%	3%	2%	6%	7%	7%	0%
Total Unfavourable:	10%	10%	5%	15%	11%	11%	8%	14%	6%	10%	9%	8%	13%	12%	11%	5%	23%
Total Favourable:	53%	59%	58%	49%	46%	63%	52%	45%	58%	56%	51%	48%	56%	49%	47%	60%	54%
Net:	-43%	-49%	-53%	-34%	-35%	-52%	-44%	-31%	-51%	-45%	-42%	-41%	-43%	-37%	-37%	-55%	-31%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) Do you have a favourable or unfavourable opinion of the following companies?: Disney

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	5%	7%	3%	6%	5%	4%	3%	6%	5%	6%	4%	4%	5%	6%	0%	4%	3%	5%
Somewhat unfavourable	10%	11%	8%	10%	9%	8%	8%	10%	11%	9%	10%	6%	7%	6%	11%	5%	3%	13%
Neither favourable or unfavourable	34%	36%	33%	22%	24%	31%	38%	38%	49%	32%	27%	33%	32%	40%	43%	33%	29%	37%
Somewhat favourable	29%	25%	32%	36%	29%	31%	30%	30%	20%	30%	34%	31%	30%	23%	20%	28%	30%	22%
Very favourable	18%	18%	18%	25%	30%	21%	14%	13%	7%	21%	23%	21%	25%	23%	24%	28%	29%	13%
Don't know	5%	4%	5%	1%	3%	5%	7%	2%	8%	1%	2%	4%	2%	2%	3%	2%	5%	10%
Total Unfavourable:	14%	18%	11%	16%	14%	12%	11%	16%	16%	16%	15%	11%	12%	12%	11%	9%	7%	18%
Total Favourable:	47%	43%	50%	61%	59%	52%	44%	43%	27%	50%	57%	52%	55%	46%	43%	56%	59%	36%
Net:	-32%	-25%	-39%	-45%	-45%	-40%	-32%	-27%	-11%	-35%	-42%	-42%	-43%	-34%	-32%	-47%	-53%	-18%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) Do you have a favourable or unfavourable opinion of the following companies?: Disney

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	5%	5%	4%	4%	6%	7%	4%	0%	4%	1%	4%	6%	2%	9%	5%	1%	15%
Somewhat unfavourable	10%	13%	10%	7%	7%	11%	9%	14%	7%	15%	8%	8%	7%	7%	9%	12%	5%
Neither favourable or unfavourable	34%	38%	30%	40%	31%	29%	37%	44%	41%	31%	34%	30%	35%	38%	33%	25%	31%
Somewhat favourable	29%	24%	36%	30%	26%	33%	29%	18%	32%	37%	21%	31%	30%	23%	24%	31%	48%
Very favourable	18%	15%	17%	17%	23%	19%	16%	20%	12%	16%	24%	19%	25%	15%	24%	19%	0%
Don't know	5%	4%	3%	3%	7%	1%	4%	4%	3%	0%	9%	6%	2%	8%	5%	12%	0%
Total Unfavourable:	14%	18%	13%	11%	13%	18%	13%	14%	11%	17%	12%	13%	9%	16%	14%	13%	20%
Total Favourable:	47%	39%	53%	46%	49%	52%	45%	38%	44%	53%	46%	50%	55%	38%	49%	50%	48%
Net:	-32%	-21%	-40%	-35%	-36%	-34%	-32%	-23%	-33%	-36%	-34%	-36%	-46%	-22%	-35%	-37%	-28%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) Do you have a favourable or unfavourable opinion of the following companies?: Greggs

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	3%	4%	3%	7%	5%	0%	5%	1%	2%	1%	4%	3%	5%	3%	7%	3%	0%	2%
Somewhat unfavourable	7%	8%	6%	6%	5%	7%	7%	10%	7%	8%	5%	7%	4%	7%	7%	10%	3%	6%
Neither favourable or unfavourable	31%	30%	33%	26%	27%	26%	31%	35%	41%	30%	30%	29%	32%	33%	32%	24%	28%	35%
Somewhat favourable	35%	34%	36%	30%	32%	45%	31%	40%	32%	38%	34%	36%	31%	30%	32%	33%	25%	34%
Very favourable	19%	21%	18%	30%	24%	16%	21%	12%	15%	20%	27%	20%	27%	22%	19%	28%	39%	15%
Don't know	4%	3%	5%	1%	6%	6%	5%	2%	4%	2%	1%	5%	2%	4%	4%	2%	5%	7%
Total Unfavourable:	10%	12%	8%	13%	10%	7%	12%	11%	9%	9%	8%	10%	9%	10%	14%	14%	3%	9%
Total Favourable:	54%	55%	54%	60%	57%	61%	52%	52%	47%	59%	61%	56%	58%	53%	50%	60%	64%	49%
Net:	-44%	-43%	-46%	-47%	-47%	-55%	-40%	-41%	-38%	-49%	-53%	-46%	-49%	-42%	-37%	-46%	-60%	-40%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.B) Do you have a favourable or unfavourable opinion of the following companies?: Greggs

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	3%	2%	2%	6%	4%	5%	0%	2%	5%	5%	2%	0%	3%	4%	2%	4%	11%
Somewhat unfavourable	7%	11%	6%	5%	6%	7%	7%	13%	4%	12%	3%	3%	2%	6%	9%	8%	16%
Neither favourable or unfavourable	31%	28%	34%	34%	29%	35%	35%	31%	34%	30%	31%	39%	24%	28%	26%	26%	19%
Somewhat favourable	35%	37%	36%	36%	30%	28%	34%	33%	33%	40%	35%	38%	46%	35%	37%	33%	47%
Very favourable	19%	18%	18%	18%	23%	23%	17%	16%	19%	13%	22%	17%	26%	18%	24%	25%	7%
Don't know	4%	4%	3%	2%	8%	2%	7%	6%	4%	0%	6%	3%	0%	8%	2%	3%	0%
Total Unfavourable:	10%	13%	8%	11%	10%	12%	7%	14%	9%	17%	5%	3%	4%	10%	11%	12%	27%
Total Favourable:	54%	55%	55%	54%	54%	51%	51%	49%	52%	53%	57%	55%	71%	54%	61%	58%	54%
Net:	-44%	-43%	-47%	-43%	-44%	-40%	-44%	-35%	-43%	-36%	-51%	-51%	-67%	-44%	-50%	-46%	-27%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) Do you have a favourable or unfavourable opinion of the following companies?: BP

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	7%	8%	5%	12%	11%	6%	6%	5%	3%	6%	6%	6%	5%	6%	5%	5%	8%	8%
Somewhat unfavourable	14%	18%	11%	19%	14%	14%	17%	13%	10%	14%	13%	12%	14%	14%	19%	10%	7%	17%
Neither favourable or unfavourable	47%	43%	52%	39%	35%	49%	45%	57%	57%	48%	44%	46%	48%	46%	43%	49%	33%	46%
Somewhat favourable	18%	18%	18%	13%	18%	19%	17%	18%	20%	20%	22%	19%	18%	17%	21%	22%	21%	13%
Very favourable	5%	7%	3%	6%	10%	6%	5%	2%	4%	8%	8%	7%	8%	9%	12%	7%	23%	3%
Don't know	9%	6%	11%	11%	12%	7%	11%	5%	7%	4%	8%	10%	6%	7%	0%	6%	8%	14%
Total Unfavourable:	21%	26%	16%	31%	25%	19%	22%	18%	13%	20%	19%	18%	19%	21%	24%	15%	15%	24%
Total Favourable:	23%	25%	21%	19%	28%	25%	22%	20%	24%	28%	29%	26%	27%	26%	33%	30%	45%	16%
Net:	-2%	0%	-5%	12%	-3%	-6%	1%	-2%	-11%	-8%	-11%	-8%	-8%	-5%	-9%	-15%	-30%	8%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) Do you have a favourable or unfavourable opinion of the following companies?: BP

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	7%	5%	5%	9%	8%	7%	4%	8%	11%	7%	11%	1%	5%	8%	4%	1%	13%
Somewhat unfavourable	14%	18%	12%	13%	13%	17%	17%	10%	18%	14%	19%	11%	10%	9%	12%	10%	21%
Neither favourable or unfavourable	47%	46%	52%	50%	43%	36%	47%	48%	47%	49%	39%	57%	55%	52%	50%	54%	43%
Somewhat favourable	18%	20%	15%	20%	16%	22%	20%	15%	14%	20%	14%	15%	29%	14%	17%	17%	23%
Very favourable	5%	7%	4%	4%	6%	10%	3%	6%	6%	2%	8%	6%	0%	4%	4%	5%	0%
Don't know	9%	5%	11%	5%	14%	7%	9%	13%	3%	8%	8%	9%	2%	14%	12%	13%	0%
Total Unfavourable:	21%	23%	18%	22%	20%	25%	21%	18%	29%	20%	30%	12%	15%	16%	16%	11%	34%
Total Favourable:	23%	26%	20%	23%	22%	32%	23%	21%	20%	23%	23%	22%	29%	18%	22%	22%	23%
Net:	-2%	-3%	-2%	-1%	-2%	-8%	-1%	-2%	9%	-3%	8%	-10%	-14%	-1%	-6%	-11%	11%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) Do you have a favourable or unfavourable opinion of the following companies?: Sky

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	9%	12%	6%	8%	6%	5%	7%	11%	16%	7%	4%	6%	5%	8%	10%	8%	0%	12%
Somewhat unfavourable	14%	16%	12%	11%	10%	14%	21%	16%	14%	13%	10%	17%	11%	13%	14%	12%	7%	17%
Neither favourable or unfavourable	30%	26%	35%	32%	27%	27%	31%	30%	33%	31%	30%	32%	29%	28%	26%	27%	27%	35%
Somewhat favourable	29%	27%	32%	28%	32%	34%	27%	29%	26%	30%	34%	32%	32%	26%	30%	28%	39%	20%
Very favourable	14%	17%	11%	18%	17%	17%	11%	11%	9%	17%	19%	10%	20%	22%	18%	24%	27%	10%
Don't know	4%	3%	4%	5%	7%	3%	3%	2%	3%	2%	2%	3%	3%	2%	3%	0%	0%	6%
Total Unfavourable:	23%	28%	18%	18%	16%	18%	27%	27%	29%	20%	14%	22%	16%	22%	23%	21%	7%	29%
Total Favourable:	43%	43%	43%	45%	50%	51%	39%	41%	35%	46%	53%	42%	52%	49%	47%	52%	66%	30%
Net:	-20%	-15%	-25%	-27%	-34%	-32%	-12%	-14%	-5%	-26%	-40%	-20%	-36%	-27%	-24%	-32%	-60%	-1%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) Do you have a favourable or unfavourable opinion of the following companies?: Sky

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	9%	8%	6%	10%	11%	5%	5%	5%	16%	5%	10%	6%	6%	14%	11%	13%	16%
Somewhat unfavourable	14%	17%	10%	19%	12%	16%	16%	15%	10%	17%	15%	9%	17%	14%	12%	9%	29%
Neither favourable or unfavourable	30%	31%	35%	25%	31%	30%	34%	36%	30%	28%	36%	27%	19%	28%	30%	27%	21%
Somewhat favourable	29%	27%	34%	33%	23%	32%	26%	28%	29%	34%	18%	38%	41%	25%	27%	33%	30%
Very favourable	14%	14%	14%	11%	16%	12%	14%	11%	11%	16%	14%	19%	16%	13%	18%	13%	5%
Don't know	4%	3%	2%	2%	8%	5%	5%	5%	3%	0%	7%	2%	2%	4%	2%	5%	0%
Total Unfavourable:	23%	25%	16%	28%	23%	21%	21%	19%	26%	22%	25%	15%	23%	28%	23%	22%	45%
Total Favourable:	43%	41%	47%	45%	38%	44%	40%	39%	41%	50%	32%	57%	57%	39%	45%	46%	34%
Net:	-20%	-16%	-32%	-16%	-15%	-23%	-19%	-20%	-15%	-29%	-7%	-42%	-34%	-11%	-22%	-24%	10%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) Do you have a favourable or unfavourable opinion of the following companies?: Starbucks

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very unfavourable	9%	11%	6%	7%	7%	6%	9%	9%	12%	10%	8%	8%	5%	6%	11%	13%	7%	11%
Somewhat unfavourable	20%	22%	18%	16%	17%	14%	26%	22%	23%	18%	14%	19%	19%	19%	20%	18%	4%	24%
Neither favourable or unfavourable	38%	37%	40%	28%	28%	44%	40%	41%	45%	35%	35%	37%	40%	39%	35%	27%	43%	42%
Somewhat favourable	21%	19%	23%	26%	29%	25%	17%	22%	12%	26%	32%	21%	23%	21%	18%	28%	11%	11%
Very favourable	7%	7%	8%	17%	15%	7%	2%	2%	3%	8%	10%	10%	12%	12%	14%	11%	25%	5%
Don't know	5%	4%	5%	6%	5%	4%	6%	3%	6%	3%	2%	5%	2%	3%	1%	3%	11%	7%
Total Unfavourable:	28%	33%	24%	23%	24%	20%	35%	32%	35%	28%	21%	27%	24%	25%	31%	31%	10%	35%
Total Favourable:	29%	26%	31%	43%	43%	32%	19%	25%	15%	34%	42%	31%	35%	32%	32%	39%	36%	15%
Net:	0%	6%	-6%	-20%	-19%	-12%	16%	7%	20%	-6%	-20%	-4%	-11%	-7%	0%	-8%	-25%	20%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) Do you have a favourable or unfavourable opinion of the following companies?: Starbucks

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very unfavourable	9%	10%	7%	10%	8%	11%	5%	9%	8%	9%	6%	7%	9%	11%	6%	12%	16%
Somewhat unfavourable	20%	25%	17%	20%	16%	21%	22%	17%	27%	15%	19%	18%	15%	15%	22%	25%	15%
Neither favourable or unfavourable	38%	36%	40%	42%	37%	29%	46%	39%	28%	52%	34%	41%	44%	41%	39%	26%	45%
Somewhat favourable	21%	18%	26%	19%	22%	18%	19%	24%	29%	20%	21%	25%	27%	18%	20%	25%	14%
Very favourable	7%	9%	5%	8%	8%	16%	3%	5%	4%	5%	13%	6%	4%	5%	8%	3%	5%
Don't know	5%	3%	6%	2%	9%	5%	5%	5%	3%	0%	6%	4%	2%	10%	5%	8%	5%
Total Unfavourable:	28%	34%	23%	30%	24%	32%	27%	26%	35%	24%	25%	25%	24%	26%	28%	37%	31%
Total Favourable:	29%	26%	31%	26%	30%	34%	22%	29%	34%	24%	34%	30%	30%	24%	28%	29%	19%
Net:	0%	8%	-8%	3%	-6%	-2%	5%	-3%	2%	-1%	-9%	-6%	-6%	2%	0%	8%	12%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) Which, if any, of the following do you use to buy food and/or household supplies? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Physical supermarket (large store)	85%	86%	84%	81%	83%	89%	87%	87%	82%	92%	89%	94%	88%	71%	80%	85%	90%	81%
Physical supermarket (convenience/express store, eg Tesco Express, Sainsbury Local etc)	43%	44%	42%	51%	53%	49%	40%	40%	28%	44%	74%	54%	70%	46%	42%	61%	64%	26%
Online supermarket	40%	37%	43%	31%	52%	43%	42%	36%	35%	39%	46%	36%	49%	89%	45%	51%	58%	36%
Local / corner shops / petrol station shops	30%	31%	29%	28%	30%	36%	32%	32%	25%	34%	41%	34%	37%	30%	24%	42%	37%	26%
Cash and carry / wholesale	6%	6%	6%	7%	11%	4%	5%	3%	6%	8%	7%	9%	16%	8%	14%	19%	21%	3%
None of the above	1%	1%	1%	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) Which, if any, of the following do you use to buy food and/or household supplies? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Physical supermarket (large store)	85%	85%	85%	85%	83%	79%	81%	83%	82%	85%	82%	86%	86%	90%	94%	86%	90%
Physical supermarket (convenience/express store, eg Tesco Express, Sainsbury Local etc)	43%	45%	51%	34%	39%	52%	44%	37%	38%	51%	35%	46%	26%	49%	40%	33%	45%
Online supermarket	40%	44%	43%	37%	35%	44%	42%	36%	50%	37%	41%	34%	48%	32%	43%	34%	36%
Local / corner shops / petrol station shops	30%	30%	31%	26%	33%	24%	28%	25%	28%	29%	37%	25%	32%	36%	32%	33%	56%
Cash and carry / wholesale	6%	6%	7%	8%	4%	8%	3%	5%	2%	12%	3%	1%	8%	13%	6%	5%	5%
None of the above	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	2%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Tesco

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	41%	43%	39%	42%	46%	38%	36%	46%	39%	55%	53%	55%	61%	56%	51%	49%	48%	4%
In the last month	22%	20%	25%	25%	26%	26%	17%	19%	21%	26%	26%	29%	29%	28%	34%	35%	18%	6%
In the last 3 months	10%	11%	9%	11%	7%	12%	12%	8%	9%	12%	9%	8%	4%	8%	5%	12%	19%	5%
In the last 6 months	5%	5%	5%	10%	5%	2%	6%	4%	5%	4%	6%	3%	1%	3%	7%	2%	7%	6%
In the last year	7%	6%	8%	5%	6%	5%	11%	8%	7%	2%	4%	3%	5%	1%	3%	3%	0%	19%
In the last 3 years	5%	5%	4%	1%	2%	6%	7%	6%	6%	1%	1%	1%	0%	3%	0%	0%	3%	16%
Less often	5%	5%	5%	3%	4%	4%	6%	6%	6%	0%	1%	1%	0%	0%	0%	0%	4%	19%
Never	5%	5%	4%	2%	4%	6%	6%	4%	6%	0%	0%	0%	0%	0%	0%	0%	0%	21%
Don't know	1%	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	3%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Tesco

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	41%	42%	41%	42%	39%	45%	49%	46%	51%	34%	35%	28%	26%	38%	34%	41%	60%
In the last month	22%	25%	20%	21%	22%	26%	15%	21%	16%	24%	17%	17%	39%	23%	29%	27%	35%
In the last 3 months	10%	10%	13%	6%	10%	11%	13%	6%	4%	9%	15%	11%	5%	10%	11%	8%	5%
In the last 6 months	5%	5%	5%	3%	7%	3%	4%	3%	6%	5%	9%	5%	4%	10%	6%	0%	0%
In the last year	7%	5%	7%	9%	7%	7%	8%	9%	6%	5%	11%	10%	11%	3%	5%	6%	0%
In the last 3 years	5%	4%	6%	5%	4%	1%	4%	5%	9%	11%	5%	4%	8%	5%	3%	6%	0%
Less often	5%	3%	5%	7%	4%	3%	3%	8%	3%	9%	3%	11%	5%	4%	5%	4%	0%
Never	5%	4%	3%	6%	6%	4%	3%	2%	4%	4%	6%	12%	2%	4%	7%	7%	0%
Don't know	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	3%	0%	1%	0%	2%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Asda

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	23%	21%	25%	28%	22%	30%	24%	19%	14%	22%	23%	23%	29%	23%	26%	31%	32%	24%
In the last month	16%	14%	17%	19%	17%	14%	13%	21%	12%	18%	17%	19%	18%	18%	13%	14%	29%	13%
In the last 3 months	12%	12%	12%	12%	15%	14%	10%	12%	8%	14%	16%	15%	17%	11%	14%	15%	13%	7%
In the last 6 months	9%	11%	6%	12%	11%	6%	10%	4%	9%	8%	13%	11%	8%	8%	15%	10%	0%	7%
In the last year	9%	8%	10%	5%	8%	10%	9%	10%	10%	9%	8%	8%	5%	10%	13%	6%	3%	9%
In the last 3 years	8%	9%	8%	4%	5%	6%	10%	13%	11%	7%	5%	8%	2%	14%	4%	10%	7%	11%
Less often	10%	10%	10%	6%	9%	6%	13%	7%	14%	9%	8%	7%	10%	8%	6%	4%	7%	12%
Never	13%	14%	11%	14%	9%	11%	10%	12%	19%	12%	8%	8%	9%	9%	9%	10%	7%	16%
Don't know	1%	1%	1%	0%	2%	2%	1%	1%	1%	1%	1%	0%	3%	0%	0%	0%	0%	2%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Asda

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	23%	15%	24%	25%	27%	24%	15%	17%	15%	10%	31%	37%	41%	27%	19%	16%	39%
In the last month	16%	15%	16%	16%	16%	16%	10%	13%	8%	17%	14%	11%	21%	24%	27%	13%	9%
In the last 3 months	12%	11%	14%	12%	10%	11%	16%	8%	5%	18%	12%	8%	13%	16%	10%	16%	7%
In the last 6 months	9%	13%	6%	9%	7%	11%	9%	5%	15%	10%	5%	4%	8%	7%	7%	15%	15%
In the last year	9%	10%	6%	10%	10%	2%	10%	16%	14%	9%	8%	7%	7%	9%	6%	15%	5%
In the last 3 years	8%	9%	9%	7%	8%	6%	11%	6%	17%	8%	9%	8%	0%	4%	12%	7%	10%
Less often	10%	10%	12%	6%	9%	14%	7%	17%	8%	9%	7%	15%	7%	5%	7%	9%	8%
Never	13%	13%	11%	12%	14%	13%	19%	18%	17%	18%	13%	9%	4%	6%	10%	6%	7%
Don't know	1%	2%	1%	1%	1%	2%	4%	0%	1%	0%	1%	0%	0%	0%	2%	2%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Sainsbury's

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	30%	31%	29%	28%	28%	29%	36%	30%	30%	31%	38%	31%	44%	20%	25%	33%	30%	30%
In the last month	19%	20%	18%	21%	17%	23%	19%	17%	19%	19%	16%	21%	25%	21%	32%	22%	20%	15%
In the last 3 months	12%	11%	13%	22%	13%	13%	6%	10%	11%	13%	14%	13%	11%	19%	13%	20%	23%	8%
In the last 6 months	8%	8%	7%	9%	9%	7%	7%	8%	6%	8%	9%	10%	8%	9%	17%	5%	0%	3%
In the last year	8%	7%	9%	4%	7%	8%	10%	8%	8%	7%	7%	9%	6%	11%	7%	2%	7%	9%
In the last 3 years	7%	7%	6%	4%	6%	4%	5%	11%	9%	7%	6%	7%	1%	11%	4%	7%	7%	7%
Less often	5%	4%	7%	2%	5%	4%	8%	7%	5%	5%	3%	3%	1%	2%	1%	8%	8%	8%
Never	10%	11%	10%	9%	13%	11%	10%	7%	11%	9%	6%	6%	3%	6%	0%	2%	0%	18%
Don't know	1%	0%	1%	1%	3%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	4%	2%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Sainsbury’s

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	30%	34%	36%	28%	21%	46%	37%	36%	36%	27%	23%	29%	18%	21%	22%	10%	33%
In the last month	19%	20%	22%	19%	15%	24%	15%	13%	26%	24%	16%	19%	37%	22%	12%	8%	18%
In the last 3 months	12%	15%	12%	10%	11%	14%	12%	19%	6%	14%	11%	8%	13%	13%	14%	11%	8%
In the last 6 months	8%	8%	5%	7%	11%	8%	7%	6%	5%	6%	10%	6%	7%	7%	7%	13%	15%
In the last year	8%	7%	8%	11%	5%	2%	12%	8%	9%	4%	12%	6%	6%	7%	9%	9%	7%
In the last 3 years	7%	5%	6%	6%	9%	1%	5%	6%	7%	9%	5%	11%	2%	5%	12%	15%	12%
Less often	5%	3%	4%	8%	8%	2%	3%	6%	6%	8%	4%	3%	10%	10%	8%	10%	0%
Never	10%	6%	6%	11%	19%	3%	8%	4%	3%	8%	17%	18%	7%	16%	16%	22%	7%
Don't know	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	2%	1%	0%	0%	0%	2%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Morrisons

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	16%	16%	17%	20%	14%	15%	15%	18%	17%	18%	17%	17%	16%	19%	19%	23%	38%	19%
In the last month	14%	14%	13%	8%	14%	13%	13%	19%	15%	15%	13%	13%	16%	10%	16%	20%	17%	12%
In the last 3 months	9%	10%	9%	9%	16%	11%	5%	7%	7%	10%	11%	12%	14%	13%	10%	12%	15%	7%
In the last 6 months	11%	11%	10%	14%	8%	11%	13%	8%	10%	10%	11%	12%	7%	13%	14%	8%	12%	8%
In the last year	10%	12%	9%	14%	11%	9%	15%	6%	8%	11%	12%	13%	10%	12%	12%	13%	3%	9%
In the last 3 years	9%	7%	11%	4%	7%	9%	12%	13%	10%	6%	7%	9%	7%	9%	13%	4%	0%	13%
Less often	11%	10%	11%	6%	14%	9%	12%	8%	13%	9%	13%	10%	15%	11%	9%	7%	8%	8%
Never	19%	20%	19%	23%	15%	23%	15%	20%	20%	19%	14%	14%	13%	13%	7%	12%	3%	22%
Don't know	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	4%	2%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Morrisons

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	16%	12%	15%	20%	19%	12%	8%	18%	17%	16%	26%	21%	38%	16%	14%	21%	0%
In the last month	14%	15%	13%	12%	15%	10%	9%	13%	14%	23%	12%	12%	10%	15%	25%	10%	0%
In the last 3 months	9%	9%	7%	11%	10%	13%	8%	7%	4%	7%	7%	14%	8%	14%	10%	10%	0%
In the last 6 months	11%	12%	10%	13%	8%	9%	12%	8%	13%	15%	11%	8%	7%	14%	10%	13%	0%
In the last year	10%	12%	10%	11%	8%	11%	12%	10%	9%	8%	12%	7%	10%	11%	11%	16%	0%
In the last 3 years	9%	9%	9%	8%	9%	9%	12%	12%	15%	11%	3%	11%	0%	5%	10%	8%	6%
Less often	11%	9%	15%	11%	8%	13%	8%	18%	9%	8%	9%	14%	18%	6%	7%	10%	15%
Never	19%	20%	20%	14%	23%	21%	28%	14%	16%	12%	19%	12%	9%	19%	14%	13%	80%
Don't know	1%	1%	0%	0%	0%	1%	2%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: MS

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	12%	12%	11%	8%	9%	9%	9%	19%	15%	14%	14%	10%	14%	12%	12%	12%	9%	9%
In the last month	16%	18%	15%	16%	16%	14%	12%	17%	20%	20%	18%	19%	22%	23%	20%	25%	37%	10%
In the last 3 months	12%	11%	13%	15%	13%	15%	10%	10%	10%	11%	17%	12%	16%	12%	15%	14%	5%	9%
In the last 6 months	11%	10%	12%	12%	12%	12%	10%	9%	13%	12%	13%	11%	18%	14%	11%	9%	15%	7%
In the last year	11%	10%	12%	9%	12%	10%	10%	7%	14%	11%	11%	10%	8%	11%	13%	9%	8%	10%
In the last 3 years	10%	9%	12%	9%	10%	10%	14%	8%	9%	8%	10%	16%	9%	13%	11%	9%	11%	10%
Less often	9%	8%	10%	8%	4%	9%	13%	10%	10%	6%	4%	8%	4%	5%	7%	10%	3%	17%
Never	18%	22%	14%	19%	22%	18%	21%	19%	10%	17%	12%	14%	7%	9%	10%	11%	9%	25%
Don't know	1%	1%	2%	3%	2%	2%	1%	1%	0%	1%	1%	0%	2%	1%	2%	0%	4%	2%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: MS

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	12%	16%	13%	9%	7%	18%	15%	17%	8%	9%	3%	9%	11%	9%	9%	11%	18%
In the last month	16%	24%	18%	11%	10%	19%	12%	20%	15%	18%	11%	16%	25%	18%	14%	10%	21%
In the last 3 months	12%	14%	10%	14%	9%	15%	14%	9%	11%	11%	16%	10%	15%	11%	8%	7%	13%
In the last 6 months	11%	10%	15%	12%	9%	10%	7%	11%	10%	16%	7%	6%	10%	16%	18%	17%	10%
In the last year	11%	13%	7%	11%	12%	15%	10%	5%	18%	6%	18%	8%	10%	6%	9%	12%	12%
In the last 3 years	10%	7%	12%	13%	9%	4%	14%	15%	9%	6%	15%	8%	9%	5%	14%	12%	14%
Less often	9%	5%	10%	10%	11%	7%	12%	9%	8%	8%	6%	18%	8%	10%	8%	5%	0%
Never	18%	9%	15%	20%	30%	13%	14%	13%	17%	23%	19%	24%	11%	24%	21%	23%	12%
Don't know	1%	2%	0%	0%	3%	0%	2%	1%	3%	3%	5%	1%	0%	0%	0%	2%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Waitrose

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	8%	8%	7%	6%	6%	3%	10%	9%	10%	9%	6%	6%	10%	9%	10%	11%	7%	7%
In the last month	7%	8%	5%	11%	8%	7%	5%	5%	6%	6%	8%	7%	14%	4%	7%	13%	18%	3%
In the last 3 months	7%	8%	7%	12%	10%	10%	4%	6%	3%	7%	12%	10%	11%	13%	15%	13%	20%	4%
In the last 6 months	6%	5%	6%	6%	7%	9%	3%	3%	5%	4%	8%	5%	6%	5%	9%	5%	0%	4%
In the last year	8%	8%	7%	10%	10%	4%	8%	7%	7%	9%	9%	10%	8%	10%	2%	7%	3%	6%
In the last 3 years	9%	10%	8%	6%	9%	8%	8%	7%	14%	10%	10%	12%	11%	12%	19%	4%	16%	9%
Less often	12%	11%	13%	13%	9%	15%	14%	11%	10%	11%	13%	10%	12%	15%	13%	13%	11%	12%
Never	43%	41%	44%	36%	39%	41%	47%	52%	41%	42%	33%	39%	27%	32%	23%	35%	25%	53%
Don't know	2%	1%	2%	1%	2%	3%	1%	1%	2%	2%	1%	0%	1%	1%	1%	0%	0%	3%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Waitrose

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	8%	11%	6%	7%	6%	13%	16%	13%	7%	10%	5%	4%	0%	2%	2%	5%	0%
In the last month	7%	12%	7%	5%	2%	14%	9%	6%	8%	7%	9%	2%	9%	6%	0%	0%	0%
In the last 3 months	7%	11%	7%	5%	5%	14%	14%	7%	8%	3%	2%	2%	5%	8%	6%	2%	0%
In the last 6 months	6%	7%	3%	9%	4%	12%	6%	7%	2%	10%	7%	4%	8%	3%	1%	2%	0%
In the last year	8%	5%	10%	8%	7%	10%	10%	13%	6%	6%	6%	4%	7%	6%	8%	7%	0%
In the last 3 years	9%	10%	11%	7%	6%	7%	9%	14%	11%	10%	9%	3%	5%	7%	9%	15%	13%
Less often	12%	11%	12%	14%	11%	9%	12%	14%	19%	10%	15%	17%	9%	12%	13%	3%	0%
Never	43%	31%	42%	43%	56%	19%	21%	26%	34%	45%	45%	61%	52%	56%	61%	64%	87%
Don't know	2%	1%	1%	1%	4%	1%	2%	0%	4%	0%	2%	3%	5%	0%	2%	2%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Aldi

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	23%	21%	24%	18%	21%	23%	25%	21%	26%	25%	23%	29%	25%	18%	25%	22%	34%	18%
In the last month	17%	17%	17%	22%	18%	23%	11%	12%	14%	19%	18%	20%	22%	16%	14%	23%	24%	16%
In the last 3 months	12%	10%	13%	11%	16%	9%	15%	7%	11%	13%	11%	10%	7%	15%	12%	15%	23%	11%
In the last 6 months	6%	6%	7%	10%	7%	7%	6%	5%	4%	6%	6%	8%	7%	11%	8%	11%	0%	5%
In the last year	7%	7%	6%	6%	8%	5%	8%	6%	8%	6%	6%	4%	5%	11%	14%	4%	0%	9%
In the last 3 years	9%	8%	10%	7%	8%	9%	13%	9%	8%	8%	11%	9%	10%	13%	7%	4%	8%	9%
Less often	7%	5%	8%	7%	5%	6%	6%	9%	7%	5%	7%	5%	6%	4%	2%	3%	5%	8%
Never	19%	25%	13%	19%	14%	17%	15%	29%	21%	17%	18%	14%	19%	10%	16%	18%	7%	21%
Don't know	1%	0%	2%	0%	2%	1%	2%	3%	0%	1%	0%	0%	0%	2%	2%	0%	0%	3%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Aldi

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	23%	20%	22%	23%	24%	16%	16%	10%	7%	23%	33%	38%	43%	34%	25%	27%	0%
In the last month	17%	17%	15%	19%	16%	14%	12%	8%	23%	22%	12%	19%	18%	32%	15%	12%	0%
In the last 3 months	12%	12%	13%	12%	10%	11%	9%	20%	12%	14%	12%	5%	10%	11%	13%	18%	0%
In the last 6 months	6%	6%	4%	8%	9%	8%	6%	7%	7%	7%	12%	5%	7%	5%	4%	6%	0%
In the last year	7%	7%	8%	4%	8%	10%	9%	16%	5%	3%	6%	6%	10%	4%	3%	4%	5%
In the last 3 years	9%	7%	14%	8%	7%	8%	12%	16%	12%	6%	2%	6%	3%	2%	15%	16%	20%
Less often	7%	7%	6%	7%	7%	9%	9%	9%	12%	6%	5%	7%	2%	2%	7%	2%	0%
Never	19%	23%	18%	18%	18%	24%	26%	13%	21%	15%	16%	13%	6%	10%	18%	12%	75%
Don't know	1%	1%	0%	1%	2%	0%	3%	0%	1%	3%	2%	1%	0%	0%	0%	2%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Lidl

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	20%	22%	19%	15%	20%	23%	22%	24%	20%	22%	18%	26%	23%	16%	24%	23%	16%	18%
In the last month	16%	16%	16%	24%	17%	15%	13%	16%	15%	16%	20%	14%	19%	12%	14%	23%	40%	16%
In the last 3 months	11%	11%	11%	12%	13%	10%	10%	7%	11%	12%	14%	11%	10%	16%	13%	6%	8%	6%
In the last 6 months	6%	6%	6%	8%	5%	5%	7%	7%	4%	7%	6%	8%	5%	4%	8%	8%	4%	4%
In the last year	10%	10%	9%	9%	12%	11%	10%	8%	9%	11%	9%	12%	9%	15%	15%	11%	8%	10%
In the last 3 years	9%	7%	11%	5%	8%	10%	10%	8%	12%	7%	9%	9%	7%	15%	6%	4%	0%	12%
Less often	8%	7%	8%	9%	9%	7%	7%	6%	7%	7%	7%	6%	9%	4%	6%	2%	20%	9%
Never	19%	21%	17%	19%	15%	17%	19%	22%	21%	18%	17%	14%	16%	17%	12%	23%	4%	22%
Don't know	1%	1%	2%	0%	2%	3%	2%	2%	1%	2%	0%	0%	2%	1%	2%	0%	0%	3%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Lidl

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	20%	18%	22%	20%	21%	24%	16%	28%	23%	24%	12%	13%	12%	16%	25%	22%	38%
In the last month	16%	16%	19%	13%	17%	21%	12%	15%	11%	15%	13%	5%	17%	26%	17%	32%	10%
In the last 3 months	11%	9%	13%	15%	7%	11%	5%	13%	10%	14%	9%	14%	14%	9%	10%	15%	5%
In the last 6 months	6%	6%	4%	9%	6%	4%	8%	4%	4%	3%	10%	5%	13%	6%	6%	2%	17%
In the last year	10%	13%	8%	10%	8%	9%	13%	10%	5%	8%	11%	14%	11%	8%	9%	8%	13%
In the last 3 years	9%	9%	11%	7%	7%	7%	10%	12%	7%	7%	9%	16%	5%	7%	11%	7%	6%
Less often	8%	9%	7%	5%	9%	5%	11%	8%	8%	5%	11%	10%	7%	5%	8%	7%	0%
Never	19%	20%	15%	18%	23%	18%	22%	10%	30%	22%	21%	21%	21%	23%	14%	8%	4%
Don't know	1%	1%	1%	2%	2%	1%	3%	0%	1%	2%	3%	1%	0%	0%	0%	0%	7%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Ocado

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	1%	1%	2%	1%	3%	0%	1%	0%	2%	2%	1%	2%	1%	6%	1%	0%	0%	0%
In the last month	4%	4%	3%	8%	7%	5%	1%	1%	1%	5%	6%	4%	9%	7%	4%	12%	7%	1%
In the last 3 months	3%	4%	3%	9%	6%	4%	1%	1%	1%	3%	6%	3%	7%	5%	11%	9%	26%	2%
In the last 6 months	1%	1%	1%	2%	1%	2%	0%	0%	0%	2%	2%	2%	2%	3%	4%	2%	9%	0%
In the last year	2%	3%	0%	2%	3%	3%	2%	1%	0%	2%	3%	2%	6%	2%	2%	0%	0%	0%
In the last 3 years	3%	3%	3%	2%	4%	4%	2%	3%	2%	3%	5%	4%	2%	5%	3%	0%	0%	1%
Less often	5%	4%	6%	7%	5%	6%	5%	6%	1%	5%	7%	6%	9%	7%	5%	3%	0%	4%
Never	79%	78%	80%	67%	68%	72%	87%	86%	91%	76%	68%	77%	61%	63%	69%	73%	55%	88%
Don't know	2%	2%	2%	3%	4%	4%	1%	3%	1%	2%	3%	1%	3%	2%	0%	0%	3%	3%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Ocado

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	1%	2%	1%	1%	1%	3%	0%	0%	1%	3%	1%	0%	0%	2%	0%	4%	0%
In the last month	4%	5%	5%	4%	1%	9%	0%	2%	4%	5%	3%	4%	7%	4%	1%	0%	0%
In the last 3 months	3%	6%	3%	4%	1%	11%	1%	2%	1%	0%	5%	4%	2%	6%	0%	0%	0%
In the last 6 months	1%	1%	0%	1%	1%	2%	0%	1%	1%	0%	2%	0%	2%	1%	0%	0%	0%
In the last year	2%	2%	0%	4%	1%	2%	1%	0%	0%	5%	0%	2%	2%	5%	0%	2%	6%
In the last 3 years	3%	2%	4%	3%	2%	3%	6%	3%	3%	3%	2%	1%	0%	4%	1%	0%	0%
Less often	5%	3%	5%	5%	6%	8%	6%	5%	7%	5%	8%	3%	0%	6%	1%	0%	0%
Never	79%	77%	78%	76%	86%	56%	82%	85%	80%	77%	76%	84%	86%	71%	96%	92%	94%
Don't know	2%	3%	3%	2%	2%	5%	5%	1%	3%	1%	2%	3%	0%	2%	1%	2%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Co-op

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	16%	17%	16%	17%	18%	12%	19%	22%	12%	18%	18%	20%	21%	16%	21%	21%	25%	14%
In the last month	14%	13%	15%	19%	15%	15%	8%	13%	14%	14%	16%	17%	18%	19%	14%	24%	42%	9%
In the last 3 months	9%	7%	11%	12%	13%	6%	7%	9%	9%	10%	12%	9%	8%	12%	6%	15%	8%	6%
In the last 6 months	8%	10%	7%	15%	6%	10%	8%	6%	7%	9%	9%	10%	9%	8%	16%	9%	3%	4%
In the last year	8%	8%	8%	8%	8%	10%	11%	4%	8%	7%	8%	10%	9%	9%	13%	5%	0%	11%
In the last 3 years	8%	10%	7%	4%	9%	7%	10%	10%	9%	10%	8%	7%	8%	10%	7%	4%	0%	7%
Less often	13%	9%	17%	5%	10%	15%	11%	17%	19%	12%	12%	10%	10%	13%	15%	8%	11%	16%
Never	21%	24%	19%	18%	20%	25%	24%	17%	21%	19%	15%	16%	16%	12%	9%	14%	11%	30%
Don't know	1%	1%	2%	1%	1%	1%	1%	3%	0%	0%	1%	1%	1%	1%	0%	0%	0%	2%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Co-op

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	16%	19%	18%	14%	14%	10%	21%	11%	24%	21%	17%	14%	17%	13%	19%	20%	12%
In the last month	14%	15%	15%	13%	12%	14%	16%	16%	12%	19%	17%	10%	10%	11%	14%	17%	0%
In the last 3 months	9%	12%	8%	8%	8%	16%	11%	10%	5%	9%	8%	7%	10%	11%	6%	4%	5%
In the last 6 months	8%	6%	7%	10%	11%	9%	7%	9%	5%	10%	12%	9%	4%	4%	11%	9%	12%
In the last year	8%	4%	8%	13%	9%	11%	7%	13%	7%	8%	5%	6%	20%	6%	7%	9%	6%
In the last 3 years	8%	9%	10%	4%	10%	9%	5%	11%	9%	3%	8%	11%	7%	8%	9%	9%	17%
Less often	13%	11%	14%	15%	13%	10%	12%	8%	18%	12%	11%	18%	15%	15%	11%	12%	22%
Never	21%	23%	19%	21%	22%	20%	18%	20%	18%	17%	20%	23%	17%	32%	23%	18%	25%
Don't know	1%	1%	1%	1%	2%	1%	3%	1%	1%	0%	2%	2%	0%	0%	1%	2%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Iceland

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
In the last week	12%	10%	13%	18%	15%	12%	10%	8%	9%	11%	13%	12%	21%	8%	9%	16%	16%	11%
In the last month	16%	16%	16%	22%	15%	21%	13%	16%	10%	19%	22%	20%	22%	16%	25%	27%	45%	6%
In the last 3 months	11%	12%	11%	5%	10%	10%	12%	16%	13%	10%	11%	13%	10%	16%	17%	13%	20%	12%
In the last 6 months	9%	9%	8%	11%	9%	7%	8%	9%	8%	9%	10%	8%	8%	9%	4%	9%	0%	7%
In the last year	8%	7%	9%	7%	9%	6%	10%	8%	8%	8%	7%	8%	9%	14%	15%	13%	0%	8%
In the last 3 years	10%	12%	9%	7%	7%	12%	12%	7%	14%	13%	10%	10%	7%	14%	11%	4%	0%	8%
Less often	12%	12%	13%	5%	15%	12%	15%	12%	14%	10%	11%	14%	10%	11%	5%	3%	8%	18%
Never	20%	22%	19%	23%	18%	19%	18%	21%	24%	18%	14%	14%	12%	11%	12%	12%	11%	28%
Don't know	1%	1%	1%	2%	2%	2%	2%	1%	0%	2%	1%	1%	0%	1%	2%	3%	0%	2%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) You said that you shopped in physical supermarkets. When was the last time, if ever, you shopped at the following supermarkets?: Iceland

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
In the last week	12%	5%	10%	19%	16%	17%	11%	11%	10%	9%	14%	14%	10%	12%	5%	10%	18%
In the last month	16%	14%	14%	15%	20%	21%	12%	11%	14%	12%	22%	16%	23%	23%	9%	9%	13%
In the last 3 months	11%	14%	11%	10%	10%	10%	12%	12%	11%	12%	10%	11%	7%	12%	10%	14%	18%
In the last 6 months	9%	7%	9%	9%	10%	8%	8%	7%	12%	5%	10%	11%	9%	6%	12%	4%	17%
In the last year	8%	8%	10%	8%	6%	8%	9%	14%	1%	9%	3%	7%	18%	10%	6%	17%	0%
In the last 3 years	10%	10%	14%	8%	7%	9%	12%	9%	10%	19%	9%	1%	4%	8%	12%	21%	6%
Less often	12%	15%	11%	16%	8%	13%	9%	12%	15%	9%	10%	14%	14%	12%	15%	19%	10%
Never	20%	25%	19%	16%	21%	12%	23%	22%	25%	22%	20%	27%	15%	16%	33%	4%	19%
Don't know	1%	1%	1%	1%	2%	0%	2%	3%	1%	3%	2%	0%	0%	1%	0%	2%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) You said you shopped in a physical supermarket. Which physical supermarket do you do normally do your main shop at?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	908	440	464	115	170	135	133	152	203	348	249	236	108	126	66	62	25	205
Weighted	912	454	454	126	158	162	156	130	180	355	255	241	112	122	66	63	25	198
Tesco	28%	29%	26%	27%	32%	26%	22%	29%	28%	43%	26%	40%	27%	51%	36%	40%	28%	4%
One Stop	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	13%	11%	15%	18%	13%	19%	12%	10%	6%	10%	13%	12%	11%	9%	10%	9%	15%	19%
Sainsbury's	21%	23%	19%	20%	18%	19%	28%	20%	21%	18%	26%	17%	31%	13%	14%	24%	11%	22%
Morrisons	9%	8%	9%	9%	7%	8%	10%	8%	10%	7%	7%	6%	7%	8%	7%	12%	21%	16%
M&S	2%	2%	1%	0%	1%	0%	1%	5%	3%	2%	3%	0%	4%	1%	1%	0%	0%	1%
Waitrose	2%	3%	2%	1%	1%	2%	2%	2%	6%	1%	2%	1%	1%	2%	2%	1%	0%	5%
Aldi	12%	11%	14%	10%	13%	15%	12%	12%	11%	10%	13%	14%	8%	4%	16%	5%	12%	15%
Lidl	8%	9%	8%	8%	8%	7%	10%	8%	7%	5%	7%	8%	6%	3%	4%	5%	7%	11%
Ocado	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Co-op	1%	1%	2%	1%	4%	0%	1%	3%	1%	1%	1%	0%	1%	1%	1%	0%	0%	3%
Iceland	2%	2%	2%	6%	1%	1%	1%	1%	2%	2%	1%	2%	3%	1%	4%	4%	5%	1%
Other (Please Specify)	0%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) You said you shopped in a physical supermarket. Which physical supermarket do you do normally do your main shop at?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	908	239	236	184	238	128	116	76	73	65	85	71	39	100	90	48	17
Weighted	912	243	237	197	224	126	112	75	79	65	82	72	36	105	87	46	27
Tesco	28%	32%	27%	25%	27%	30%	30%	29%	31%	22%	22%	15%	19%	23%	33%	36%	54%
One Stop	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Asda	13%	6%	14%	15%	16%	13%	7%	8%	8%	8%	21%	21%	20%	18%	12%	9%	13%
Sainsbury's	21%	27%	22%	18%	15%	30%	26%	28%	28%	26%	17%	10%	6%	17%	18%	4%	21%
Morrisons	9%	7%	6%	13%	9%	4%	1%	7%	9%	15%	10%	18%	19%	10%	10%	11%	0%
M&S	2%	3%	1%	0%	2%	2%	2%	1%	1%	0%	1%	1%	2%	1%	3%	4%	5%
Waitrose	2%	5%	2%	1%	2%	3%	6%	5%	2%	2%	4%	1%	0%	0%	0%	2%	0%
Aldi	12%	8%	12%	13%	16%	4%	11%	6%	6%	14%	12%	20%	28%	22%	11%	18%	0%
Lidl	8%	8%	10%	9%	5%	9%	9%	7%	14%	8%	3%	7%	2%	6%	9%	12%	8%
Ocado	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Co-op	1%	0%	2%	2%	2%	1%	1%	1%	1%	3%	3%	1%	0%	1%	2%	4%	0%
Iceland	2%	0%	1%	2%	3%	2%	2%	2%	0%	0%	5%	1%	2%	2%	0%	0%	0%
Other (Please Specify)	0%	0%	1%	0%	0%	0%	1%	0%	0%	3%	1%	1%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) How often, on average, do you tend to visit a physical supermarket in total?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Almost every day	4%	5%	3%	6%	3%	5%	5%	4%	2%	4%	5%	6%	8%	2%	3%	10%	15%	3%
3+ times a week	15%	19%	12%	18%	21%	16%	16%	16%	7%	18%	23%	18%	27%	15%	16%	24%	23%	10%
Twice a week	27%	28%	25%	24%	27%	27%	28%	27%	26%	32%	30%	29%	34%	24%	26%	28%	22%	18%
Once a week	37%	33%	40%	38%	34%	42%	32%	35%	39%	36%	29%	39%	23%	23%	32%	29%	33%	46%
Once a fortnight	8%	8%	8%	10%	9%	7%	8%	6%	7%	7%	9%	5%	5%	14%	13%	7%	7%	6%
Less often	9%	7%	10%	3%	5%	3%	11%	11%	16%	3%	3%	4%	3%	21%	10%	2%	0%	16%
Don't know	1%	0%	1%	1%	0%	1%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.B) How often, on average, do you tend to visit a physical supermarket in total?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Almost every day	4%	5%	3%	3%	6%	8%	6%	6%	1%	3%	5%	3%	3%	2%	2%	5%	0%
3+ times a week	15%	15%	15%	18%	14%	24%	12%	18%	20%	15%	12%	10%	11%	15%	13%	9%	18%
Twice a week	27%	28%	26%	29%	24%	19%	22%	19%	20%	33%	33%	28%	36%	30%	32%	31%	30%
Once a week	37%	33%	39%	35%	40%	35%	36%	41%	40%	29%	36%	44%	44%	36%	32%	34%	42%
Once a fortnight	8%	10%	9%	7%	6%	8%	11%	10%	5%	10%	5%	7%	0%	10%	8%	12%	5%
Less often	9%	10%	7%	8%	9%	4%	13%	6%	14%	10%	10%	8%	4%	5%	13%	8%	5%
Don't know	1%	0%	0%	0%	2%	0%	0%	0%	1%	1%	0%	1%	2%	1%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) And how often, on average, do you pop into a supermarket for reasons other than your main food shop (eg grabbing a drink or snack, buying bread or milk, etc)?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Almost every day	4%	5%	3%	6%	4%	4%	3%	4%	2%	4%	4%	3%	4%	4%	6%	5%	7%	3%
3+ times a week	14%	17%	11%	17%	18%	20%	15%	11%	5%	15%	19%	16%	32%	11%	16%	26%	29%	7%
Twice a week	19%	19%	19%	24%	21%	23%	19%	15%	12%	20%	30%	26%	26%	19%	15%	30%	6%	11%
Once a week	27%	28%	26%	26%	31%	24%	25%	27%	27%	32%	27%	27%	22%	24%	29%	20%	27%	24%
Once a fortnight	8%	7%	10%	9%	10%	10%	8%	8%	6%	8%	7%	6%	3%	8%	8%	4%	6%	10%
Less often	26%	25%	28%	15%	12%	16%	30%	34%	46%	20%	13%	21%	14%	31%	26%	14%	20%	40%
Don't know	2%	1%	3%	2%	3%	3%	1%	0%	2%	0%	1%	1%	0%	3%	0%	0%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) And how often, on average, do you pop into a supermarket for reasons other than your main food shop (eg grabbing a drink or snack, buying bread or milk, etc)?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Almost every day	4%	3%	3%	4%	6%	4%	4%	6%	2%	4%	6%	2%	3%	1%	3%	3%	7%
3+ times a week	14%	15%	14%	13%	14%	23%	9%	18%	15%	16%	8%	6%	12%	15%	12%	9%	25%
Twice a week	19%	18%	20%	19%	18%	19%	19%	14%	17%	17%	14%	22%	30%	25%	18%	21%	11%
Once a week	27%	29%	26%	24%	28%	23%	30%	23%	30%	33%	32%	29%	26%	24%	19%	26%	31%
Once a fortnight	8%	7%	9%	11%	7%	10%	9%	16%	6%	4%	5%	7%	6%	7%	8%	11%	17%
Less often	26%	29%	26%	29%	22%	20%	28%	20%	29%	24%	32%	30%	22%	28%	37%	27%	10%
Don't know	2%	1%	2%	0%	5%	1%	1%	3%	2%	2%	3%	2%	2%	1%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Customer service

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	27%	26%	29%	35%	26%	15%	22%	34%	35%	31%	29%	28%	29%	36%	35%	41%	31%	20%
Somewhat important	45%	45%	44%	32%	43%	57%	46%	39%	47%	46%	48%	47%	49%	45%	35%	43%	48%	43%
Neither important or unimportant	20%	20%	21%	18%	25%	21%	23%	22%	13%	16%	17%	20%	16%	15%	25%	17%	8%	27%
Somewhat unimportant	4%	5%	3%	7%	3%	3%	4%	4%	3%	5%	4%	3%	3%	4%	3%	0%	8%	4%
Very unimportant	2%	3%	1%	6%	0%	2%	4%	1%	2%	2%	2%	0%	3%	0%	2%	0%	0%	3%
Don't know	1%	0%	2%	1%	3%	2%	1%	0%	1%	0%	1%	1%	0%	0%	0%	0%	4%	3%
Total Important:	72%	71%	73%	67%	69%	72%	68%	73%	81%	77%	77%	75%	78%	80%	70%	83%	80%	63%
Total Unimportant:	6%	9%	4%	13%	3%	5%	8%	5%	5%	7%	5%	4%	6%	4%	5%	0%	8%	7%
Net:	66%	63%	69%	54%	66%	67%	61%	68%	77%	70%	71%	72%	72%	76%	65%	83%	71%	56%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Customer service

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	27%	24%	29%	25%	32%	28%	24%	31%	30%	22%	29%	26%	15%	33%	32%	21%	32%
Somewhat important	45%	52%	42%	43%	40%	44%	53%	39%	43%	42%	44%	43%	60%	36%	41%	53%	61%
Neither important or unimportant	20%	18%	19%	24%	22%	22%	18%	21%	18%	29%	18%	20%	20%	26%	20%	16%	7%
Somewhat unimportant	4%	2%	7%	2%	3%	3%	2%	6%	5%	5%	6%	11%	0%	2%	3%	2%	0%
Very unimportant	2%	2%	2%	4%	2%	3%	2%	0%	3%	0%	3%	0%	5%	2%	3%	5%	0%
Don't know	1%	2%	2%	1%	0%	1%	1%	4%	1%	2%	1%	0%	0%	1%	1%	2%	0%
Total Important:	72%	76%	71%	68%	73%	72%	76%	69%	73%	64%	72%	69%	75%	69%	72%	74%	93%
Total Unimportant:	6%	4%	8%	6%	5%	6%	4%	6%	8%	5%	9%	11%	5%	4%	6%	7%	0%
Net:	66%	72%	63%	62%	67%	66%	72%	63%	65%	59%	63%	58%	69%	65%	66%	67%	93%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Low prices

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	47%	45%	49%	49%	57%	50%	43%	46%	37%	47%	52%	53%	52%	61%	42%	52%	43%	41%
Somewhat important	41%	41%	41%	35%	36%	42%	48%	41%	42%	41%	39%	38%	38%	33%	34%	35%	45%	43%
Neither important or unimportant	9%	11%	7%	13%	5%	5%	7%	11%	16%	9%	8%	7%	8%	6%	21%	12%	7%	11%
Somewhat unimportant	2%	1%	2%	2%	1%	1%	1%	1%	4%	2%	0%	1%	1%	0%	3%	2%	4%	3%
Very unimportant	1%	1%	0%	1%	0%	0%	2%	1%	2%	1%	0%	0%	1%	1%	0%	0%	0%	1%
Don't know	1%	0%	1%	0%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Total Important:	88%	85%	90%	84%	93%	92%	91%	87%	79%	88%	91%	91%	90%	93%	75%	87%	89%	84%
Total Unimportant:	2%	3%	2%	3%	1%	1%	2%	1%	5%	3%	1%	1%	2%	1%	3%	2%	4%	3%
Net:	85%	83%	88%	81%	92%	91%	89%	86%	74%	85%	91%	90%	88%	92%	72%	85%	85%	81%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Low prices

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	47%	37%	48%	48%	56%	47%	42%	46%	44%	50%	56%	51%	55%	51%	45%	43%	23%
Somewhat important	41%	46%	44%	38%	35%	42%	40%	40%	37%	43%	29%	45%	35%	40%	43%	43%	61%
Neither important or unimportant	9%	11%	4%	12%	9%	9%	12%	7%	15%	6%	11%	3%	5%	6%	10%	12%	17%
Somewhat unimportant	2%	2%	2%	2%	0%	1%	3%	5%	3%	0%	1%	0%	0%	1%	1%	0%	0%
Very unimportant	1%	1%	1%	0%	0%	0%	1%	1%	0%	0%	2%	0%	5%	1%	0%	2%	0%
Don't know	1%	2%	1%	0%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%
Total Important:	88%	83%	92%	86%	90%	89%	82%	86%	81%	94%	86%	96%	90%	91%	89%	86%	83%
Total Unimportant:	2%	4%	3%	2%	0%	1%	4%	7%	3%	0%	3%	0%	5%	2%	1%	2%	0%
Net:	85%	79%	89%	84%	90%	88%	78%	80%	78%	94%	82%	96%	84%	89%	87%	84%	83%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Special offers / promotions

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	32%	24%	40%	32%	40%	33%	26%	34%	27%	31%	33%	37%	39%	38%	31%	35%	28%	30%
Somewhat important	46%	51%	41%	45%	44%	48%	51%	44%	44%	49%	51%	48%	47%	48%	41%	52%	60%	38%
Neither important or unimportant	16%	18%	15%	17%	12%	14%	16%	17%	21%	14%	14%	11%	11%	11%	17%	7%	12%	25%
Somewhat unimportant	4%	5%	3%	3%	4%	1%	5%	4%	5%	5%	2%	2%	3%	3%	11%	4%	0%	3%
Very unimportant	2%	2%	1%	4%	0%	2%	1%	1%	2%	1%	1%	1%	1%	0%	0%	1%	0%	3%
Don't know	1%	0%	1%	0%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Total Important:	78%	75%	81%	76%	84%	81%	78%	78%	71%	80%	83%	85%	86%	86%	72%	88%	88%	68%
Total Unimportant:	5%	7%	4%	7%	4%	3%	6%	5%	7%	6%	3%	4%	4%	3%	11%	6%	0%	6%
Net:	73%	68%	77%	69%	80%	78%	72%	73%	63%	74%	80%	81%	82%	83%	61%	82%	88%	61%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Special offers / promotions

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	32%	22%	35%	32%	39%	33%	27%	36%	24%	33%	43%	28%	40%	32%	36%	30%	18%
Somewhat important	46%	57%	48%	42%	36%	47%	51%	44%	51%	54%	35%	50%	36%	46%	38%	49%	51%
Neither important or unimportant	16%	15%	10%	20%	21%	19%	17%	11%	20%	10%	15%	17%	13%	17%	19%	10%	24%
Somewhat unimportant	4%	4%	6%	3%	2%	1%	4%	7%	4%	1%	3%	4%	6%	3%	3%	11%	7%
Very unimportant	2%	1%	1%	2%	1%	0%	2%	1%	0%	2%	4%	1%	5%	1%	3%	0%	0%
Don't know	1%	1%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%
Total Important:	78%	79%	83%	74%	75%	80%	77%	80%	75%	87%	77%	78%	76%	78%	74%	80%	69%
Total Unimportant:	5%	5%	7%	6%	3%	1%	5%	8%	4%	3%	7%	6%	12%	4%	6%	11%	7%
Net:	73%	73%	76%	69%	72%	79%	72%	72%	71%	84%	70%	72%	64%	74%	68%	69%	62%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Loyalty card schemes

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	26%	25%	28%	25%	29%	28%	26%	23%	26%	27%	31%	28%	41%	36%	35%	38%	37%	17%
Somewhat important	38%	35%	40%	27%	44%	35%	34%	40%	43%	41%	38%	41%	30%	39%	42%	34%	33%	36%
Neither important or unimportant	20%	21%	20%	27%	13%	21%	26%	23%	15%	20%	20%	19%	17%	16%	21%	15%	19%	24%
Somewhat unimportant	8%	10%	7%	16%	6%	8%	7%	8%	7%	9%	6%	5%	6%	5%	0%	8%	8%	11%
Very unimportant	6%	8%	5%	6%	6%	4%	7%	7%	8%	4%	4%	7%	6%	2%	1%	4%	3%	11%
Don't know	1%	0%	1%	0%	2%	3%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%
Total Important:	64%	60%	67%	52%	73%	63%	60%	63%	69%	67%	69%	69%	71%	76%	78%	72%	70%	53%
Total Unimportant:	15%	18%	12%	21%	12%	13%	14%	15%	16%	13%	10%	12%	12%	8%	1%	13%	11%	22%
Net:	49%	42%	55%	31%	61%	51%	46%	48%	53%	55%	59%	57%	59%	68%	76%	59%	59%	31%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Loyalty card schemes

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	26%	27%	25%	24%	28%	32%	30%	30%	30%	32%	17%	14%	27%	25%	26%	23%	20%
Somewhat important	38%	39%	40%	36%	34%	32%	36%	42%	31%	32%	42%	49%	36%	32%	35%	49%	58%
Neither important or unimportant	20%	21%	18%	22%	22%	23%	19%	17%	29%	23%	14%	15%	26%	24%	19%	18%	15%
Somewhat unimportant	8%	7%	9%	10%	9%	9%	7%	6%	6%	6%	17%	12%	6%	8%	11%	6%	0%
Very unimportant	6%	5%	7%	7%	6%	4%	6%	5%	3%	7%	7%	7%	5%	10%	10%	5%	7%
Don't know	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	2%	3%	0%	1%	0%	0%	0%
Total Important:	64%	66%	66%	61%	62%	64%	66%	72%	61%	64%	59%	63%	63%	57%	61%	72%	78%
Total Unimportant:	15%	12%	15%	18%	15%	13%	13%	11%	9%	13%	25%	19%	11%	18%	20%	11%	7%
Net:	49%	54%	51%	43%	47%	51%	53%	62%	52%	51%	35%	43%	51%	40%	41%	61%	71%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Proximity to my home or work

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	38%	33%	42%	38%	38%	40%	39%	34%	37%	38%	37%	36%	33%	47%	33%	38%	41%	39%
Somewhat important	43%	43%	42%	40%	42%	39%	45%	47%	42%	42%	43%	44%	51%	37%	46%	54%	49%	44%
Neither important or unimportant	14%	17%	12%	14%	15%	16%	13%	13%	15%	16%	15%	17%	11%	12%	17%	6%	11%	13%
Somewhat unimportant	2%	3%	2%	2%	2%	1%	2%	6%	3%	2%	3%	2%	4%	2%	0%	0%	0%	1%
Very unimportant	2%	3%	1%	7%	1%	1%	0%	0%	3%	1%	2%	1%	1%	2%	4%	3%	0%	2%
Don't know	1%	1%	1%	0%	1%	2%	1%	0%	2%	1%	0%	1%	0%	0%	0%	0%	0%	2%
Total Important:	80%	77%	84%	77%	80%	79%	84%	82%	79%	80%	80%	79%	84%	84%	78%	91%	89%	82%
Total Unimportant:	4%	6%	3%	9%	3%	3%	2%	6%	5%	4%	5%	3%	5%	4%	4%	3%	0%	4%
Net:	76%	71%	81%	68%	78%	76%	82%	76%	73%	76%	75%	77%	79%	80%	74%	88%	89%	78%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Proximity to my home or work

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	38%	34%	43%	34%	38%	38%	36%	38%	45%	38%	38%	34%	48%	36%	39%	33%	20%
Somewhat important	43%	50%	42%	40%	38%	49%	44%	43%	37%	36%	38%	43%	39%	44%	40%	49%	46%
Neither important or unimportant	14%	12%	10%	21%	17%	8%	15%	13%	11%	22%	14%	17%	11%	15%	14%	18%	29%
Somewhat unimportant	2%	2%	2%	2%	5%	2%	0%	4%	4%	4%	5%	3%	0%	2%	3%	0%	5%
Very unimportant	2%	1%	3%	2%	2%	3%	3%	1%	0%	0%	5%	3%	2%	1%	1%	0%	0%
Don't know	1%	2%	1%	1%	1%	0%	2%	1%	3%	0%	0%	0%	0%	1%	3%	0%	0%
Total Important:	80%	84%	85%	74%	76%	88%	80%	80%	82%	74%	76%	78%	87%	80%	78%	82%	66%
Total Unimportant:	4%	2%	5%	4%	7%	5%	3%	5%	4%	4%	10%	5%	2%	3%	4%	0%	5%
Net:	76%	82%	80%	71%	69%	83%	77%	75%	78%	70%	66%	72%	85%	77%	74%	82%	61%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Easy car parking

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	36%	32%	41%	29%	28%	29%	42%	37%	50%	41%	32%	40%	27%	38%	43%	40%	41%	35%
Somewhat important	33%	33%	34%	23%	37%	39%	32%	37%	31%	33%	35%	36%	30%	30%	33%	30%	27%	33%
Neither important or unimportant	13%	13%	12%	17%	12%	15%	14%	10%	7%	12%	13%	13%	17%	13%	14%	23%	19%	13%
Somewhat unimportant	4%	5%	3%	9%	6%	3%	1%	3%	3%	3%	4%	4%	4%	6%	3%	2%	4%	4%
Very unimportant	13%	15%	10%	21%	14%	11%	10%	12%	9%	10%	15%	6%	23%	12%	7%	6%	11%	12%
Don't know	2%	1%	2%	1%	2%	4%	1%	1%	0%	1%	1%	2%	0%	1%	0%	0%	0%	2%
Total Important:	70%	65%	74%	52%	66%	67%	74%	74%	81%	74%	67%	75%	57%	68%	76%	69%	67%	69%
Total Unimportant:	16%	20%	13%	30%	20%	14%	11%	14%	11%	13%	19%	10%	26%	18%	10%	7%	14%	16%
Net:	53%	45%	61%	22%	45%	54%	63%	60%	70%	61%	48%	66%	30%	51%	66%	62%	53%	53%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Easy car parking

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	36%	39%	33%	43%	30%	25%	37%	37%	38%	40%	46%	41%	39%	35%	30%	39%	35%
Somewhat important	33%	39%	35%	29%	30%	32%	28%	34%	37%	38%	29%	25%	36%	41%	32%	33%	50%
Neither important or unimportant	13%	10%	9%	14%	18%	17%	13%	9%	8%	14%	10%	10%	11%	11%	15%	20%	7%
Somewhat unimportant	4%	3%	6%	3%	4%	2%	4%	6%	4%	3%	3%	13%	4%	3%	3%	0%	0%
Very unimportant	13%	8%	16%	10%	15%	24%	16%	14%	10%	5%	11%	7%	6%	8%	17%	8%	7%
Don't know	2%	2%	1%	1%	3%	0%	2%	0%	2%	0%	1%	3%	3%	3%	2%	0%	0%
Total Important:	70%	78%	68%	73%	61%	57%	65%	71%	76%	78%	74%	67%	75%	75%	62%	72%	86%
Total Unimportant:	16%	11%	22%	12%	19%	26%	20%	20%	14%	7%	14%	20%	10%	10%	20%	8%	7%
Net:	53%	67%	45%	60%	42%	31%	45%	51%	62%	71%	60%	47%	65%	65%	42%	63%	78%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Public transport links

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	12%	10%	15%	19%	18%	12%	7%	10%	8%	11%	16%	13%	20%	24%	16%	12%	24%	11%
Somewhat important	16%	16%	16%	23%	21%	17%	10%	13%	14%	16%	21%	17%	27%	14%	16%	30%	38%	11%
Neither important or unimportant	25%	27%	23%	22%	20%	32%	22%	29%	24%	25%	27%	25%	27%	20%	20%	19%	7%	23%
Somewhat unimportant	15%	16%	14%	17%	11%	10%	19%	12%	19%	13%	13%	14%	8%	11%	14%	16%	7%	18%
Very unimportant	30%	30%	29%	17%	27%	23%	40%	36%	34%	32%	22%	28%	18%	29%	31%	23%	20%	34%
Don't know	2%	2%	3%	1%	3%	5%	2%	0%	1%	2%	1%	2%	0%	1%	2%	0%	4%	3%
Total Important:	28%	26%	31%	42%	39%	29%	17%	23%	22%	27%	37%	30%	47%	38%	32%	41%	62%	22%
Total Unimportant:	45%	46%	43%	35%	38%	33%	59%	48%	53%	46%	35%	43%	26%	41%	45%	39%	28%	52%
Net:	-16%	-20%	-13%	8%	1%	-4%	-42%	-25%	-31%	-18%	2%	-12%	21%	-3%	-13%	2%	35%	-30%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Public transport links

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	12%	9%	9%	10%	19%	25%	12%	10%	10%	8%	18%	8%	6%	12%	7%	6%	0%
Somewhat important	16%	15%	20%	15%	14%	23%	15%	7%	9%	16%	16%	16%	29%	16%	18%	12%	23%
Neither important or unimportant	25%	23%	21%	27%	31%	26%	19%	25%	28%	18%	20%	24%	21%	40%	21%	30%	21%
Somewhat unimportant	15%	18%	17%	14%	10%	14%	14%	13%	16%	19%	16%	20%	12%	6%	14%	25%	20%
Very unimportant	30%	31%	31%	33%	23%	12%	34%	43%	36%	36%	28%	29%	33%	21%	38%	27%	36%
Don't know	2%	4%	2%	1%	2%	0%	6%	3%	1%	2%	1%	2%	0%	5%	1%	0%	0%
Total Important:	28%	24%	29%	25%	33%	48%	27%	16%	19%	25%	34%	24%	34%	28%	25%	18%	23%
Total Unimportant:	45%	49%	48%	47%	33%	26%	48%	56%	51%	56%	45%	49%	45%	28%	53%	52%	56%
Net:	-16%	-25%	-19%	-22%	0%	23%	-21%	-40%	-32%	-31%	-10%	-25%	-11%	0%	-27%	-34%	-34%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Range and variety of goods

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	49%	44%	54%	42%	47%	43%	50%	54%	57%	53%	48%	53%	45%	58%	52%	43%	43%	46%
Somewhat important	41%	42%	40%	35%	44%	49%	40%	40%	36%	39%	41%	41%	41%	37%	35%	40%	44%	42%
Neither important or unimportant	7%	10%	4%	13%	7%	6%	9%	6%	4%	6%	8%	5%	12%	2%	8%	11%	9%	10%
Somewhat unimportant	1%	3%	0%	7%	1%	0%	1%	0%	1%	1%	2%	1%	2%	3%	4%	6%	0%	0%
Very unimportant	0%	1%	0%	0%	0%	0%	0%	1%	2%	1%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	1%	1%	1%	2%	1%	2%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	4%	1%
Total Important:	90%	86%	94%	78%	91%	92%	90%	94%	93%	92%	89%	94%	86%	95%	87%	83%	87%	88%
Total Unimportant:	2%	3%	0%	7%	1%	0%	1%	1%	3%	2%	2%	1%	2%	3%	4%	6%	0%	0%
Net:	88%	83%	94%	70%	91%	92%	89%	93%	91%	90%	86%	93%	83%	92%	83%	77%	87%	88%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Range and variety of goods

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	49%	51%	53%	44%	49%	44%	43%	49%	45%	50%	54%	50%	41%	52%	53%	61%	61%
Somewhat important	41%	40%	39%	45%	39%	41%	50%	40%	48%	43%	34%	40%	47%	38%	37%	33%	39%
Neither important or unimportant	7%	6%	5%	8%	11%	11%	4%	7%	6%	7%	10%	9%	10%	7%	7%	7%	0%
Somewhat unimportant	1%	2%	2%	2%	0%	5%	2%	1%	0%	0%	2%	0%	0%	2%	0%	0%	0%
Very unimportant	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	2%	0%	1%	0%	0%
Don't know	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	1%	3%	0%	0%
Total Important:	90%	91%	92%	89%	88%	84%	92%	89%	93%	93%	88%	91%	88%	89%	89%	93%	100%
Total Unimportant:	2%	2%	3%	3%	0%	5%	3%	3%	0%	0%	2%	0%	2%	2%	1%	0%	0%
Net:	88%	89%	89%	86%	88%	79%	90%	86%	93%	93%	86%	91%	86%	87%	88%	93%	100%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Quality of food on sale

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	60%	57%	64%	51%	53%	51%	63%	72%	73%	62%	58%	65%	58%	65%	64%	70%	59%	59%
Somewhat important	32%	33%	30%	33%	37%	42%	31%	25%	24%	31%	36%	31%	38%	32%	22%	24%	41%	32%
Neither important or unimportant	5%	7%	3%	10%	7%	6%	5%	2%	1%	4%	4%	4%	4%	2%	6%	6%	0%	7%
Somewhat unimportant	1%	1%	1%	2%	2%	0%	0%	1%	1%	1%	2%	0%	0%	0%	3%	0%	0%	1%
Very unimportant	1%	2%	0%	3%	1%	0%	2%	1%	2%	1%	1%	0%	1%	1%	5%	0%	0%	0%
Don't know	1%	0%	1%	1%	1%	2%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%
Total Important:	92%	90%	94%	84%	90%	92%	94%	96%	96%	93%	93%	96%	96%	97%	87%	94%	100%	91%
Total Unimportant:	2%	3%	2%	4%	2%	0%	2%	1%	3%	2%	3%	0%	1%	1%	8%	0%	0%	1%
Net:	90%	88%	93%	79%	88%	92%	92%	95%	94%	91%	90%	96%	95%	96%	79%	94%	100%	91%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Quality of food on sale

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	60%	65%	59%	60%	59%	50%	54%	66%	62%	62%	70%	55%	54%	66%	66%	53%	73%
Somewhat important	32%	30%	34%	32%	31%	38%	39%	26%	34%	30%	23%	37%	36%	23%	28%	41%	27%
Neither important or unimportant	5%	2%	3%	5%	10%	8%	4%	6%	2%	8%	4%	5%	7%	5%	5%	3%	0%
Somewhat unimportant	1%	2%	1%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	3%	0%	0%	0%
Very unimportant	1%	1%	2%	1%	1%	1%	1%	1%	0%	0%	2%	1%	2%	1%	1%	3%	0%
Don't know	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Total Important:	92%	94%	93%	92%	89%	88%	94%	92%	96%	92%	93%	92%	91%	90%	94%	94%	100%
Total Unimportant:	2%	3%	3%	2%	1%	2%	2%	3%	0%	0%	3%	3%	2%	4%	1%	3%	0%
Net:	90%	92%	90%	90%	89%	86%	92%	89%	96%	92%	90%	90%	89%	85%	93%	92%	100%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Trust in supermarket brand

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	36%	33%	39%	38%	32%	31%	34%	42%	38%	37%	38%	37%	36%	46%	32%	40%	25%	34%
Somewhat important	43%	40%	46%	28%	51%	46%	43%	41%	46%	45%	42%	39%	41%	38%	42%	41%	53%	46%
Neither important or unimportant	17%	20%	13%	23%	11%	17%	22%	15%	12%	14%	16%	19%	16%	13%	17%	13%	22%	16%
Somewhat unimportant	3%	6%	0%	10%	3%	3%	2%	1%	2%	3%	3%	3%	7%	1%	7%	5%	0%	2%
Very unimportant	1%	1%	1%	0%	1%	1%	0%	0%	2%	1%	0%	1%	1%	1%	1%	2%	0%	1%
Don't know	1%	0%	1%	0%	1%	2%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%
Total Important:	79%	73%	85%	67%	84%	77%	76%	83%	84%	81%	81%	77%	77%	84%	74%	81%	78%	79%
Total Unimportant:	4%	7%	1%	10%	4%	4%	2%	1%	4%	4%	3%	4%	8%	2%	9%	6%	0%	3%
Net:	75%	66%	84%	57%	80%	73%	74%	82%	80%	77%	78%	73%	69%	83%	66%	74%	78%	76%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Trust in supermarket brand

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	36%	30%	33%	39%	42%	34%	36%	29%	44%	31%	39%	35%	40%	36%	40%	36%	20%
Somewhat important	43%	49%	46%	39%	37%	38%	43%	53%	38%	45%	43%	48%	43%	37%	43%	44%	55%
Neither important or unimportant	17%	14%	16%	18%	19%	22%	15%	17%	12%	19%	15%	14%	15%	23%	12%	15%	12%
Somewhat unimportant	3%	4%	3%	4%	2%	6%	3%	1%	4%	4%	2%	2%	2%	0%	2%	5%	13%
Very unimportant	1%	1%	1%	1%	1%	0%	2%	0%	0%	2%	0%	1%	0%	2%	2%	0%	0%
Don't know	1%	2%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%
Total Important:	79%	79%	80%	78%	78%	72%	79%	82%	82%	76%	82%	83%	83%	73%	83%	80%	75%
Total Unimportant:	4%	5%	4%	4%	3%	6%	5%	1%	4%	6%	2%	3%	2%	2%	4%	5%	13%
Net:	75%	74%	76%	74%	76%	66%	74%	81%	78%	70%	80%	80%	80%	72%	79%	75%	62%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: How much that supermarket gives back to the community

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	11%	10%	12%	20%	12%	12%	9%	9%	8%	12%	14%	15%	16%	21%	18%	18%	26%	6%
Somewhat important	33%	30%	36%	26%	37%	29%	30%	37%	38%	36%	36%	34%	31%	30%	25%	34%	33%	29%
Neither important or unimportant	37%	37%	37%	33%	30%	42%	40%	36%	40%	36%	34%	35%	35%	32%	36%	35%	30%	41%
Somewhat unimportant	8%	11%	5%	12%	10%	7%	6%	8%	6%	6%	8%	6%	12%	10%	6%	4%	0%	8%
Very unimportant	8%	10%	6%	8%	6%	7%	13%	9%	8%	8%	5%	9%	5%	5%	16%	7%	7%	10%
Don't know	2%	2%	2%	1%	5%	3%	3%	1%	0%	1%	1%	2%	0%	2%	0%	2%	4%	5%
Total Important:	44%	40%	49%	46%	49%	41%	40%	46%	46%	48%	51%	49%	48%	51%	42%	52%	59%	36%
Total Unimportant:	16%	21%	11%	20%	16%	14%	18%	17%	14%	14%	14%	15%	17%	15%	22%	12%	7%	19%
Net:	28%	19%	37%	26%	33%	27%	21%	29%	31%	34%	37%	33%	31%	36%	20%	40%	51%	17%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(36.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: How much that supermarket gives back to the community

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	11%	9%	6%	15%	17%	13%	12%	13%	10%	8%	18%	8%	9%	16%	5%	12%	6%
Somewhat important	33%	38%	36%	28%	30%	39%	31%	26%	31%	25%	33%	35%	32%	29%	37%	39%	44%
Neither important or unimportant	37%	36%	36%	42%	36%	29%	38%	42%	39%	51%	33%	38%	45%	37%	32%	36%	36%
Somewhat unimportant	8%	9%	9%	5%	8%	10%	6%	9%	9%	7%	2%	10%	8%	7%	13%	2%	15%
Very unimportant	8%	5%	10%	10%	7%	7%	10%	7%	10%	9%	11%	5%	2%	8%	12%	9%	0%
Don't know	2%	3%	3%	0%	3%	1%	3%	2%	1%	0%	3%	3%	4%	4%	1%	2%	0%
Total Important:	44%	47%	42%	43%	46%	52%	43%	40%	41%	33%	51%	43%	41%	44%	42%	50%	50%
Total Unimportant:	16%	14%	20%	15%	15%	18%	15%	16%	18%	16%	13%	16%	10%	15%	25%	11%	15%
Net:	28%	32%	22%	28%	31%	35%	27%	24%	23%	17%	38%	27%	30%	30%	16%	40%	35%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Other services that supermarket offers (eg. pharmacy, recycling etc)

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	891	431	456	115	169	134	130	150	193	344	246	235	107	117	63	62	25	201
Weighted	896	445	447	126	157	162	152	128	171	352	252	240	111	114	63	63	25	194
Very important	10%	9%	11%	17%	14%	11%	8%	8%	5%	11%	13%	12%	14%	15%	19%	19%	21%	7%
Somewhat important	27%	24%	30%	29%	31%	30%	20%	25%	27%	31%	33%	30%	31%	32%	26%	39%	34%	16%
Neither important or unimportant	35%	39%	31%	30%	33%	32%	38%	38%	37%	33%	31%	35%	34%	28%	39%	27%	10%	37%
Somewhat unimportant	16%	15%	16%	10%	12%	14%	18%	20%	19%	15%	13%	14%	12%	14%	8%	7%	11%	21%
Very unimportant	11%	12%	10%	12%	8%	9%	14%	10%	11%	9%	9%	7%	9%	11%	7%	9%	20%	16%
Don't know	2%	1%	2%	1%	3%	4%	2%	0%	1%	1%	1%	2%	0%	0%	0%	0%	4%	4%
Total Important:	37%	33%	41%	47%	45%	41%	28%	32%	32%	42%	46%	42%	45%	47%	45%	57%	56%	22%
Total Unimportant:	26%	27%	26%	23%	20%	23%	32%	30%	30%	24%	22%	22%	21%	25%	16%	16%	31%	37%
Net:	11%	6%	15%	24%	24%	17%	-4%	2%	2%	18%	23%	20%	24%	22%	30%	41%	25%	-15%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) Thinking about the physical supermarket you choose for your main shop, how important or unimportant are the following factors to you when choosing which supermarket to go to?: Other services that supermarket offers (eg. pharmacy, recycling etc)

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	891	234	231	183	232	126	112	73	73	65	84	69	38	99	87	48	17
Weighted	896	239	233	196	219	124	108	72	79	65	81	70	35	104	85	46	27
Very important	10%	9%	10%	11%	10%	18%	8%	6%	11%	8%	11%	8%	10%	10%	5%	11%	12%
Somewhat important	27%	32%	22%	24%	31%	30%	24%	23%	26%	22%	30%	24%	28%	27%	24%	34%	43%
Neither important or unimportant	35%	33%	35%	38%	33%	37%	37%	34%	36%	33%	35%	31%	29%	36%	36%	30%	33%
Somewhat unimportant	16%	11%	19%	19%	13%	8%	16%	18%	17%	18%	13%	19%	24%	15%	19%	16%	5%
Very unimportant	11%	12%	11%	8%	11%	6%	10%	15%	8%	17%	11%	12%	9%	8%	16%	8%	7%
Don't know	2%	2%	3%	0%	1%	1%	4%	3%	1%	2%	0%	4%	0%	3%	0%	2%	0%
Total Important:	37%	41%	32%	34%	41%	48%	32%	30%	37%	30%	41%	32%	38%	38%	29%	44%	55%
Total Unimportant:	26%	23%	30%	27%	25%	15%	26%	33%	26%	35%	24%	32%	32%	23%	35%	24%	12%
Net:	11%	18%	2%	7%	16%	33%	5%	-3%	12%	-6%	17%	1%	6%	14%	-6%	20%	43%

Note:

BASE: Respondents who shop in a physical supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) On average, across all your various trips, how much time would you say that you spend shopping in person for food or groceries in a normal week?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Less than 30 minutes	17%	18%	17%	14%	22%	13%	16%	20%	19%	12%	12%	12%	10%	22%	19%	12%	15%	25%
30 minutes - Up to 60 minutes	46%	46%	46%	46%	46%	46%	48%	46%	42%	48%	45%	49%	46%	40%	43%	38%	42%	45%
Over 60 minutes - Up to 90 minutes	22%	22%	22%	29%	19%	24%	19%	23%	23%	23%	29%	26%	21%	24%	24%	29%	31%	19%
Over 90 minutes - Up to 120 minutes	8%	9%	7%	5%	7%	8%	11%	6%	11%	11%	7%	9%	15%	6%	10%	14%	0%	4%
Over 2 hours - Up to 3 hours	3%	3%	3%	2%	2%	5%	3%	2%	3%	3%	4%	2%	4%	3%	3%	4%	8%	3%
Over 3 hours - Up to 4 hours	1%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%	2%	1%	1%	1%	1%	0%	0%
Over 4 hours	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	3%	2%	3%	3%	3%	4%	3%	1%	2%	2%	1%	2%	2%	4%	0%	3%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) On average, across all your various trips, how much time would you say that you spend shopping in person for food or groceries in a normal week?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Less than 30 minutes	17%	15%	16%	17%	23%	22%	18%	19%	13%	16%	19%	16%	16%	15%	18%	17%	16%
30 minutes - Up to 60 minutes	46%	44%	52%	43%	42%	43%	43%	50%	49%	51%	47%	43%	36%	42%	48%	52%	44%
Over 60 minutes - Up to 90 minutes	22%	24%	20%	25%	20%	21%	25%	22%	24%	17%	23%	21%	19%	31%	21%	10%	29%
Over 90 minutes - Up to 120 minutes	8%	11%	6%	9%	7%	5%	8%	6%	8%	7%	7%	11%	25%	8%	7%	10%	6%
Over 2 hours - Up to 3 hours	3%	4%	2%	3%	2%	6%	2%	1%	1%	1%	2%	5%	4%	1%	1%	8%	0%
Over 3 hours - Up to 4 hours	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%
Over 4 hours	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Don't Know	3%	1%	3%	2%	5%	1%	2%	2%	4%	5%	3%	4%	0%	3%	2%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) What services do you use a physical supermarket for, if any? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Regular main food shop	72%	72%	72%	67%	68%	78%	73%	75%	72%	82%	76%	80%	75%	62%	63%	69%	85%	68%
Picking up bread or milk / a "top-up shop"	60%	61%	58%	62%	54%	63%	66%	63%	52%	68%	69%	68%	70%	66%	53%	62%	56%	46%
Buying clothes	29%	24%	35%	25%	31%	37%	29%	31%	23%	36%	39%	41%	35%	43%	31%	39%	37%	19%
Pharmacy or picking up a prescription	15%	13%	18%	17%	16%	19%	13%	17%	12%	17%	19%	22%	17%	23%	24%	22%	26%	11%
Buying a newspaper	20%	23%	18%	11%	16%	21%	16%	28%	28%	26%	25%	26%	31%	27%	22%	26%	18%	14%
Dropping off recycling	14%	15%	13%	8%	12%	18%	16%	16%	14%	19%	18%	20%	18%	18%	16%	10%	20%	9%
Donating spare food	10%	8%	11%	11%	9%	11%	9%	9%	8%	12%	13%	16%	20%	19%	6%	15%	10%	7%
Taking out cash	26%	28%	25%	24%	24%	32%	30%	27%	22%	32%	35%	35%	33%	32%	30%	33%	47%	16%
Key cutting	5%	5%	4%	5%	5%	6%	4%	4%	3%	6%	6%	7%	8%	7%	13%	8%	11%	2%
Phone repair	2%	2%	1%	3%	3%	3%	1%	0%	0%	1%	2%	2%	3%	2%	10%	4%	11%	0%
Car washing	6%	7%	6%	9%	7%	6%	8%	3%	6%	9%	9%	11%	16%	8%	13%	18%	13%	4%
Accessing wifi	5%	5%	5%	14%	6%	7%	1%	2%	1%	7%	8%	8%	12%	10%	5%	11%	7%	1%
Foreign currency	5%	6%	4%	3%	5%	8%	7%	5%	4%	7%	6%	8%	7%	10%	8%	8%	15%	3%
Booking holidays	2%	2%	1%	8%	2%	2%	1%	0%	0%	3%	3%	2%	10%	4%	5%	9%	4%	1%
Having a haircut	1%	2%	1%	3%	4%	1%	0%	0%	0%	1%	3%	1%	3%	2%	1%	5%	7%	0%
Other (Please Specify)	1%	2%	1%	1%	0%	1%	1%	2%	4%	1%	1%	2%	1%	3%	4%	1%	0%	2%
I don't use physical supermarkets for anything	9%	7%	11%	8%	8%	7%	9%	10%	12%	2%	3%	3%	1%	13%	8%	7%	3%	18%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) What services do you use a physical supermarket for, if any? Please select all that apply

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Regular main food shop	72%	72%	70%	77%	72%	70%	75%	76%	70%	65%	75%	69%	68%	78%	74%	70%	69%
Picking up bread or milk / a "top-up shop"	60%	57%	64%	56%	63%	52%	63%	61%	64%	62%	65%	47%	63%	59%	67%	59%	58%
Buying clothes	29%	25%	31%	32%	31%	25%	28%	20%	26%	35%	25%	26%	28%	39%	37%	36%	21%
Pharmacy or picking up a prescription	15%	20%	15%	15%	13%	20%	15%	10%	18%	15%	24%	6%	16%	18%	10%	11%	17%
Buying a newspaper	20%	26%	20%	23%	14%	18%	21%	15%	22%	20%	19%	20%	31%	18%	25%	16%	32%
Dropping off recycling	14%	21%	12%	14%	8%	13%	14%	15%	10%	13%	10%	12%	18%	9%	24%	13%	27%
Donating spare food	10%	16%	8%	8%	5%	14%	11%	3%	12%	3%	8%	6%	9%	12%	7%	11%	16%
Taking out cash	26%	29%	24%	28%	25%	33%	14%	19%	28%	28%	31%	26%	19%	29%	34%	34%	14%
Key cutting	5%	6%	3%	6%	2%	5%	7%	8%	2%	7%	2%	2%	6%	4%	4%	5%	0%
Phone repair	2%	2%	1%	3%	1%	4%	1%	0%	2%	3%	3%	0%	0%	0%	0%	0%	7%
Car washing	6%	8%	8%	6%	3%	7%	8%	7%	2%	7%	12%	2%	9%	6%	2%	5%	12%
Accessing wifi	5%	4%	4%	4%	6%	9%	4%	4%	5%	4%	4%	5%	4%	3%	5%	6%	0%
Foreign currency	5%	8%	5%	5%	3%	4%	8%	7%	6%	1%	7%	4%	7%	6%	5%	2%	7%
Booking holidays	2%	1%	2%	3%	1%	5%	1%	0%	0%	1%	1%	3%	9%	2%	0%	0%	0%
Having a haircut	1%	1%	1%	1%	1%	1%	3%	0%	0%	0%	3%	0%	2%	2%	0%	0%	0%
Other (Please Specify)	1%	1%	1%	2%	2%	0%	1%	1%	2%	1%	3%	0%	4%	0%	4%	2%	7%
I don't use physical supermarkets for anything	9%	9%	7%	9%	11%	5%	9%	6%	13%	9%	9%	16%	10%	7%	7%	12%	9%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) Where do you regularly withdraw cash from, if at all? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Bank (Counter)	8%	8%	7%	11%	10%	7%	5%	5%	8%	10%	10%	7%	13%	9%	13%	14%	21%	6%
Bank (ATM)	38%	41%	36%	46%	38%	31%	38%	41%	37%	41%	46%	42%	57%	44%	44%	39%	60%	25%
Post Office	10%	9%	10%	9%	8%	11%	10%	8%	11%	11%	9%	13%	11%	13%	14%	13%	19%	11%
Supermarket ATM	39%	42%	37%	42%	37%	39%	44%	38%	36%	47%	51%	47%	42%	43%	43%	51%	55%	29%
ATM on the high street	34%	36%	32%	38%	37%	39%	33%	29%	30%	38%	43%	39%	49%	39%	43%	41%	50%	29%
Other, please specify	1%	1%	1%	0%	0%	1%	1%	3%	1%	1%	0%	2%	0%	1%	0%	1%	3%	1%
I don't regularly withdraw cash	25%	24%	25%	25%	28%	21%	26%	26%	22%	21%	22%	19%	17%	25%	20%	17%	7%	32%
Don't know	1%	0%	1%	1%	2%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%
Co-op & Spar atms	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ATM outside the supermarket	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CASH BACK IN SHOP	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Local ATM at Co-op	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Cashback from supermarket checkouts	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
supermarket checkout	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cash back in supermarket in normal times	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Corner shop ATM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%
cash back at local	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
petrol station	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Cash back at checkout	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) Where do you regularly withdraw cash from, if at all? Please select all that apply

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Bank (Counter)	8%	7%	8%	9%	6%	15%	6%	5%	5%	7%	6%	9%	10%	11%	2%	4%	0%
Bank (ATM)	38%	36%	38%	38%	40%	41%	35%	35%	35%	26%	45%	41%	39%	39%	35%	38%	61%
Post Office	10%	10%	6%	16%	8%	9%	9%	10%	4%	6%	14%	20%	7%	11%	5%	12%	12%
Supermarket ATM	39%	43%	35%	41%	38%	35%	28%	31%	38%	42%	41%	48%	35%	46%	42%	56%	44%
ATM on the high street	34%	33%	34%	31%	37%	35%	28%	25%	32%	33%	30%	36%	44%	44%	34%	32%	55%
Other, please specify	1%	1%	2%	1%	0%	0%	1%	3%	1%	1%	1%	1%	2%	1%	1%	0%	0%
I don't regularly withdraw cash	25%	24%	28%	20%	26%	26%	35%	29%	26%	25%	25%	21%	16%	16%	29%	17%	5%
Don't know	1%	1%	0%	0%	1%	1%	0%	2%	2%	0%	0%	0%	0%	1%	0%	2%	0%
Co-op & Spar atms	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
ATM outside the supermarket	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
CASH BACK IN SHOP	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Local ATM at Co-op	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Cashback from supermarket checkouts	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
supermarket checkout	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cash back in supermarket in normal times	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Corner shop ATM	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
cash back at local	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
petrol station	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Cash back at checkout	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) Which, if any, of the following Tesco services or stores do you regularly visit or use? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Tesco Superstore	37%	39%	35%	39%	39%	36%	34%	40%	34%	100%	39%	35%	33%	51%	39%	43%	38%	0%
Tesco Express	26%	26%	26%	48%	36%	27%	18%	20%	14%	27%	100%	34%	46%	30%	17%	28%	47%	0%
Tesco Extra	24%	23%	25%	18%	25%	33%	26%	25%	19%	23%	32%	100%	35%	31%	35%	37%	30%	0%
Tesco Metro	12%	14%	10%	17%	18%	15%	10%	11%	3%	11%	21%	17%	100%	12%	19%	22%	21%	0%
Tesco.com (online shopping)	15%	14%	17%	13%	23%	13%	14%	12%	16%	22%	18%	19%	16%	100%	30%	20%	18%	0%
Tesco Banking	7%	9%	6%	6%	7%	5%	7%	9%	10%	8%	5%	11%	12%	15%	100%	17%	7%	0%
Tesco Mobile	7%	6%	7%	11%	5%	5%	6%	10%	5%	8%	7%	10%	12%	9%	16%	100%	29%	0%
One Stop	3%	3%	3%	3%	4%	4%	3%	1%	1%	3%	5%	3%	5%	3%	3%	12%	100%	0%
None of the above	23%	22%	24%	13%	19%	19%	27%	25%	30%	0%	0%	0%	0%	0%	0%	0%	0%	100%
Don't know	2%	1%	2%	1%	3%	3%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Which, if any, of the following Tesco services or stores do you regularly visit or use? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Tesco Superstore	37%	40%	37%	36%	35%	33%	31%	44%	32%	38%	34%	26%	31%	40%	48%	44%	61%
Tesco Express	26%	30%	30%	19%	24%	36%	32%	24%	30%	28%	19%	23%	24%	28%	15%	20%	13%
Tesco Extra	24%	27%	24%	25%	20%	20%	25%	29%	23%	13%	28%	24%	19%	27%	29%	25%	30%
Tesco Metro	12%	14%	13%	11%	8%	28%	13%	9%	10%	4%	7%	7%	15%	11%	9%	2%	16%
Tesco.com (online shopping)	15%	18%	16%	12%	17%	19%	21%	15%	19%	13%	12%	11%	13%	9%	18%	18%	9%
Tesco Banking	7%	7%	8%	9%	7%	9%	7%	12%	9%	4%	9%	5%	4%	6%	6%	8%	10%
Tesco Mobile	7%	10%	5%	7%	5%	9%	9%	8%	4%	6%	7%	1%	6%	7%	11%	2%	0%
One Stop	3%	5%	3%	2%	2%	3%	2%	6%	5%	7%	3%	0%	0%	4%	0%	0%	0%
None of the above	23%	21%	22%	26%	23%	17%	17%	19%	22%	27%	26%	48%	32%	21%	20%	23%	0%
Don't know	2%	1%	2%	1%	3%	2%	1%	1%	0%	4%	1%	0%	3%	1%	3%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) What proportion of your shopping for food and other groceries do you do at Tesco?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
All of it (100%)	3%	4%	3%	4%	4%	0%	3%	4%	3%	3%	3%	3%	2%	10%	3%	4%	7%	0%
Vast majority (75-100%)	15%	14%	16%	15%	22%	16%	16%	11%	11%	21%	12%	20%	15%	26%	23%	23%	10%	2%
Majority (55%-74%)	13%	15%	12%	22%	14%	17%	5%	12%	11%	19%	18%	18%	19%	26%	28%	22%	24%	3%
Around half (45%-54%)	8%	8%	8%	10%	10%	11%	7%	6%	7%	12%	9%	8%	12%	12%	9%	11%	7%	1%
Significant minority (25%-44%)	15%	13%	17%	23%	16%	16%	14%	12%	11%	18%	28%	22%	25%	16%	14%	14%	24%	3%
Minority (1-15%)	29%	31%	28%	19%	21%	26%	37%	36%	35%	25%	28%	27%	25%	9%	21%	23%	18%	31%
None (0%)	16%	16%	16%	8%	13%	15%	18%	18%	21%	1%	1%	1%	2%	0%	2%	3%	10%	61%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) What proportion of your shopping for food and other groceries do you do at Tesco?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
All of it (100%)	3%	3%	2%	2%	6%	1%	7%	8%	4%	3%	1%	0%	2%	1%	4%	3%	5%
Vast majority (75-100%)	15%	13%	16%	15%	18%	15%	18%	13%	22%	10%	19%	9%	5%	11%	13%	19%	40%
Majority (55%-74%)	13%	18%	13%	12%	10%	17%	10%	18%	13%	15%	9%	14%	9%	12%	14%	16%	11%
Around half (45%-54%)	8%	10%	6%	10%	8%	13%	9%	6%	6%	8%	7%	2%	12%	5%	10%	16%	9%
Significant minority (25%-44%)	15%	17%	11%	17%	16%	17%	10%	13%	13%	17%	11%	15%	17%	21%	17%	14%	15%
Minority (1-15%)	29%	26%	37%	24%	28%	26%	37%	28%	31%	23%	33%	22%	39%	35%	29%	19%	20%
None (0%)	16%	14%	15%	20%	15%	12%	8%	16%	11%	25%	21%	39%	16%	15%	13%	13%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) What proportion of your shopping at Tesco do you do online as opposed to in-store?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	844	399	441	114	163	122	120	137	188	360	255	240	114	162	73	65	25	95
Weighted	850	418	428	126	151	148	141	117	167	368	261	245	118	156	74	66	26	90
All of it (100%)	6%	5%	8%	4%	9%	3%	6%	7%	9%	2%	2%	4%	2%	21%	8%	5%	8%	8%
Vast majority (75-100%)	7%	8%	6%	9%	12%	7%	8%	4%	4%	9%	6%	5%	6%	22%	9%	10%	10%	2%
Majority (55%-74%)	7%	9%	5%	12%	11%	12%	3%	2%	2%	6%	12%	6%	14%	10%	16%	11%	21%	5%
Around half (45%-54%)	7%	8%	6%	11%	9%	11%	4%	4%	4%	8%	9%	9%	9%	16%	13%	10%	12%	2%
Significant minority (25%-44%)	4%	3%	5%	5%	8%	3%	3%	3%	3%	6%	8%	6%	8%	10%	5%	5%	8%	1%
Minority (1-15%)	13%	13%	12%	13%	13%	13%	14%	17%	9%	15%	14%	15%	14%	17%	10%	9%	7%	12%
None (0%)	55%	54%	56%	45%	39%	51%	61%	62%	70%	55%	49%	55%	48%	4%	39%	49%	34%	70%

Note:

BASE: Those who do some or all of their food and grocery shopping at Tesco

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) What proportion of your shopping at Tesco do you do online as opposed to in-store?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	844	228	219	163	226	126	126	68	76	54	75	48	36	89	81	46	19
Weighted	850	233	220	176	214	125	121	68	81	53	72	49	33	94	79	44	30
All of it (100%)	6%	9%	5%	4%	8%	4%	10%	9%	13%	7%	4%	6%	6%	1%	5%	5%	11%
Vast majority (75-100%)	7%	8%	5%	7%	9%	9%	7%	6%	4%	4%	10%	9%	3%	9%	9%	10%	0%
Majority (55%-74%)	7%	9%	7%	6%	6%	16%	4%	3%	8%	12%	4%	8%	5%	4%	5%	5%	7%
Around half (45%-54%)	7%	6%	6%	12%	6%	12%	8%	9%	6%	9%	6%	4%	12%	3%	6%	4%	5%
Significant minority (25%-44%)	4%	5%	2%	6%	5%	3%	5%	1%	5%	5%	6%	0%	5%	6%	5%	2%	5%
Minority (1-15%)	13%	12%	19%	8%	12%	9%	11%	13%	13%	12%	19%	10%	8%	15%	14%	13%	24%
None (0%)	55%	51%	56%	58%	54%	45%	57%	59%	51%	51%	51%	64%	61%	63%	56%	59%	48%

Note:

BASE: Those who do some or all of their food and grocery shopping at Tesco

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) Which, if any, of the following do you regularly buy or pick up from Tesco, if any?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Food	67%	68%	67%	74%	65%	70%	67%	68%	63%	87%	85%	88%	84%	87%	76%	78%	61%	18%
Household goods, such as cleaning products	42%	40%	44%	40%	47%	44%	41%	43%	38%	60%	52%	63%	52%	71%	59%	64%	52%	6%
Pet food / products	20%	19%	21%	25%	21%	21%	24%	21%	10%	27%	30%	30%	25%	36%	25%	28%	32%	4%
Books	7%	4%	9%	7%	8%	7%	7%	7%	5%	12%	9%	11%	11%	13%	11%	12%	15%	1%
Toys / games	9%	9%	10%	11%	18%	16%	5%	2%	3%	16%	16%	19%	19%	15%	18%	20%	31%	0%
Clothing	18%	15%	22%	26%	24%	18%	14%	14%	14%	30%	27%	33%	27%	32%	24%	28%	22%	4%
No prescription medicines or pharmaceuticals	13%	12%	15%	7%	16%	15%	17%	11%	12%	21%	16%	24%	10%	25%	13%	20%	20%	0%
Prescription medicines or pharmaceuticals	8%	7%	9%	5%	14%	9%	5%	7%	6%	12%	10%	12%	9%	14%	10%	11%	35%	3%
None of the above	24%	22%	25%	12%	20%	20%	27%	25%	33%	5%	6%	4%	5%	5%	8%	9%	16%	77%
Don't know	1%	1%	1%	0%	4%	1%	1%	1%	1%	1%	1%	0%	2%	0%	0%	0%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) Which, if any, of the following do you regularly buy or pick up from Tesco, if any?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Food	67%	68%	67%	65%	70%	68%	73%	69%	72%	60%	64%	53%	57%	67%	74%	67%	84%
Household goods, such as cleaning products	42%	46%	42%	40%	42%	40%	46%	35%	53%	45%	37%	31%	30%	36%	51%	53%	48%
Pet food / products	20%	18%	18%	23%	22%	21%	19%	19%	31%	10%	19%	12%	20%	16%	18%	27%	41%
Books	7%	8%	8%	3%	7%	9%	4%	10%	5%	6%	8%	7%	4%	3%	5%	9%	14%
Toys / games	9%	10%	10%	12%	7%	13%	8%	8%	6%	7%	8%	5%	9%	11%	11%	10%	24%
Clothing	18%	14%	21%	21%	17%	21%	17%	14%	19%	17%	10%	13%	14%	19%	23%	34%	18%
No prescription medicines or pharmaceuticals	13%	14%	14%	13%	12%	15%	14%	18%	24%	14%	17%	8%	2%	15%	7%	6%	6%
Prescription medicines or pharmaceuticals	8%	12%	6%	5%	8%	12%	8%	9%	8%	9%	7%	1%	5%	9%	1%	9%	12%
None of the above	24%	23%	24%	26%	21%	16%	20%	22%	19%	32%	32%	42%	33%	22%	21%	23%	7%
Don't know	1%	0%	2%	0%	3%	1%	1%	2%	1%	0%	1%	0%	2%	1%	2%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) Thinking about the following qualities, how would you rate Tesco?: Cost and affordability

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	17%	18%	16%	26%	23%	13%	12%	11%	16%	23%	22%	14%	24%	31%	25%	26%	22%	6%
Somewhat strong	46%	45%	47%	50%	46%	50%	44%	42%	43%	51%	53%	57%	50%	49%	37%	51%	55%	26%
Neither strong or weak	23%	21%	24%	16%	17%	23%	24%	30%	25%	19%	17%	23%	18%	14%	33%	18%	9%	30%
Somewhat weak	8%	8%	7%	5%	7%	7%	11%	8%	8%	5%	6%	5%	7%	5%	4%	4%	14%	15%
Very weak	4%	4%	3%	3%	3%	4%	5%	5%	3%	2%	2%	1%	0%	1%	1%	1%	0%	10%
Don't know	4%	4%	4%	1%	4%	3%	4%	5%	5%	0%	0%	0%	1%	0%	0%	0%	0%	14%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Thinking about the following qualities, how would you rate Tesco?: Cost and affordability

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	17%	16%	17%	18%	15%	20%	18%	23%	16%	21%	16%	15%	8%	12%	15%	9%	20%
Somewhat strong	46%	50%	49%	41%	42%	53%	55%	44%	46%	40%	44%	33%	41%	39%	45%	58%	44%
Neither strong or weak	23%	21%	18%	25%	27%	20%	17%	20%	25%	29%	22%	22%	17%	31%	25%	14%	30%
Somewhat weak	8%	7%	10%	7%	7%	4%	6%	7%	8%	3%	7%	15%	13%	10%	10%	11%	0%
Very weak	4%	2%	2%	5%	5%	1%	3%	2%	2%	8%	2%	11%	7%	4%	0%	3%	6%
Don't know	4%	4%	3%	5%	4%	2%	2%	3%	3%	0%	9%	4%	14%	4%	5%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) Thinking about the following qualities, how would you rate Tesco?: Quality of goods available

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	21%	19%	23%	24%	30%	16%	19%	19%	19%	27%	25%	27%	27%	36%	32%	33%	27%	8%
Somewhat strong	49%	46%	51%	49%	46%	55%	50%	45%	46%	53%	56%	56%	48%	53%	44%	48%	52%	32%
Neither strong or weak	20%	24%	16%	17%	15%	19%	18%	25%	25%	17%	15%	15%	22%	9%	20%	14%	11%	28%
Somewhat weak	5%	5%	4%	5%	5%	5%	5%	4%	4%	2%	4%	1%	1%	1%	4%	5%	10%	10%
Very weak	2%	2%	2%	3%	1%	2%	3%	2%	1%	1%	0%	1%	0%	0%	0%	0%	0%	7%
Don't know	4%	4%	4%	2%	3%	3%	5%	5%	5%	0%	1%	0%	2%	0%	0%	0%	0%	14%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) Thinking about the following qualities, how would you rate Tesco?: Quality of goods available

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	21%	16%	22%	20%	27%	21%	19%	24%	20%	19%	20%	19%	17%	22%	22%	24%	30%
Somewhat strong	49%	53%	50%	47%	44%	46%	55%	46%	44%	49%	48%	43%	44%	48%	51%	60%	50%
Neither strong or weak	20%	20%	19%	20%	20%	24%	17%	20%	26%	25%	18%	23%	19%	21%	17%	9%	13%
Somewhat weak	5%	6%	3%	6%	3%	6%	6%	3%	4%	5%	5%	4%	5%	4%	5%	0%	0%
Very weak	2%	1%	1%	3%	2%	1%	2%	2%	3%	2%	0%	8%	3%	1%	0%	0%	6%
Don't know	4%	4%	4%	5%	3%	2%	2%	5%	3%	0%	9%	4%	12%	4%	5%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) Thinking about the following qualities, how would you rate Tesco?: Range of goods available

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	29%	27%	30%	29%	34%	26%	31%	26%	26%	38%	39%	35%	29%	45%	31%	39%	37%	12%
Somewhat strong	46%	45%	49%	45%	44%	50%	44%	47%	47%	48%	45%	53%	53%	44%	48%	45%	49%	39%
Neither strong or weak	16%	19%	13%	19%	12%	15%	16%	18%	16%	9%	13%	9%	15%	8%	15%	15%	14%	23%
Somewhat weak	3%	3%	3%	5%	4%	3%	1%	2%	3%	2%	3%	3%	1%	3%	6%	1%	0%	4%
Very weak	2%	2%	1%	1%	2%	2%	3%	3%	1%	1%	0%	0%	1%	0%	0%	0%	0%	6%
Don't know	4%	4%	4%	1%	4%	3%	5%	4%	6%	0%	0%	0%	1%	0%	0%	0%	0%	16%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) Thinking about the following qualities, how would you rate Tesco?: Range of goods available

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	29%	26%	31%	28%	30%	23%	31%	28%	29%	31%	28%	32%	24%	26%	32%	35%	27%
Somewhat strong	46%	51%	48%	44%	43%	52%	48%	44%	45%	42%	45%	38%	39%	49%	43%	55%	58%
Neither strong or weak	16%	16%	14%	14%	19%	18%	15%	19%	13%	22%	14%	16%	15%	20%	15%	2%	9%
Somewhat weak	3%	2%	3%	5%	3%	5%	2%	1%	8%	3%	2%	3%	7%	0%	3%	2%	0%
Very weak	2%	0%	1%	3%	3%	1%	2%	4%	1%	2%	0%	6%	3%	1%	1%	0%	6%
Don't know	4%	5%	3%	6%	3%	2%	2%	3%	3%	0%	10%	5%	12%	4%	6%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Thinking about the following qualities, how would you rate Tesco?: Trust in brand

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	21%	20%	22%	27%	30%	16%	19%	15%	18%	28%	27%	26%	22%	36%	31%	33%	26%	8%
Somewhat strong	42%	40%	44%	44%	38%	48%	38%	44%	40%	46%	50%	49%	56%	44%	33%	46%	39%	25%
Neither strong or weak	23%	24%	23%	16%	20%	19%	27%	28%	28%	20%	17%	21%	18%	18%	24%	18%	28%	31%
Somewhat weak	6%	7%	5%	9%	3%	8%	6%	4%	5%	4%	5%	3%	3%	1%	12%	0%	3%	8%
Very weak	5%	5%	4%	3%	5%	4%	5%	5%	5%	2%	1%	0%	0%	1%	0%	3%	3%	16%
Don't know	4%	4%	3%	1%	4%	3%	4%	5%	4%	0%	1%	0%	2%	0%	0%	0%	0%	13%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.B) Thinking about the following qualities, how would you rate Tesco?: Trust in brand

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	21%	19%	23%	20%	20%	18%	24%	22%	20%	21%	24%	24%	3%	21%	23%	18%	16%
Somewhat strong	42%	43%	42%	37%	44%	40%	47%	44%	41%	38%	38%	32%	46%	40%	48%	45%	50%
Neither strong or weak	23%	25%	24%	19%	24%	29%	15%	22%	23%	27%	20%	22%	31%	28%	19%	29%	18%
Somewhat weak	6%	4%	5%	10%	5%	8%	7%	4%	8%	8%	7%	4%	0%	6%	2%	0%	10%
Very weak	5%	5%	2%	8%	4%	3%	4%	5%	4%	5%	3%	14%	7%	2%	2%	2%	6%
Don't know	4%	3%	4%	5%	3%	2%	3%	4%	3%	0%	7%	4%	12%	3%	6%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Thinking about the following qualities, how would you rate Tesco?: Service of staff

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	18%	17%	18%	21%	20%	16%	15%	18%	18%	26%	21%	20%	21%	37%	26%	22%	25%	6%
Somewhat strong	39%	38%	39%	39%	42%	43%	39%	35%	34%	43%	45%	50%	50%	39%	40%	49%	35%	23%
Neither strong or weak	28%	27%	29%	28%	25%	24%	31%	33%	28%	24%	27%	26%	22%	22%	30%	24%	36%	33%
Somewhat weak	5%	6%	5%	4%	3%	9%	5%	5%	6%	5%	4%	3%	3%	1%	0%	4%	3%	9%
Very weak	3%	4%	2%	5%	4%	1%	3%	2%	3%	2%	0%	1%	1%	1%	4%	0%	0%	7%
Don't know	7%	7%	7%	4%	6%	6%	7%	6%	12%	0%	3%	0%	4%	2%	1%	1%	0%	22%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Thinking about the following qualities, how would you rate Tesco?: Service of staff

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	18%	14%	17%	18%	24%	13%	18%	21%	14%	14%	23%	16%	19%	17%	26%	13%	24%
Somewhat strong	39%	42%	42%	36%	34%	39%	40%	39%	36%	43%	36%	33%	29%	38%	36%	57%	42%
Neither strong or weak	28%	28%	30%	25%	29%	33%	28%	26%	34%	27%	26%	28%	34%	32%	22%	18%	16%
Somewhat weak	5%	6%	5%	6%	5%	6%	9%	6%	5%	3%	3%	6%	3%	5%	6%	2%	12%
Very weak	3%	3%	0%	6%	3%	4%	1%	4%	4%	5%	0%	5%	3%	3%	1%	2%	6%
Don't know	7%	8%	7%	9%	5%	5%	4%	5%	6%	8%	12%	12%	12%	5%	10%	9%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Thinking about the following qualities, how would you rate Tesco?: Offering other services

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	14%	12%	16%	25%	21%	13%	11%	7%	9%	16%	19%	18%	22%	27%	17%	25%	16%	8%
Somewhat strong	35%	34%	37%	39%	37%	38%	36%	33%	32%	42%	43%	45%	34%	42%	39%	37%	47%	19%
Neither strong or weak	34%	35%	33%	26%	27%	33%	37%	43%	38%	33%	30%	31%	31%	24%	32%	32%	26%	37%
Somewhat weak	4%	4%	3%	3%	3%	5%	5%	4%	3%	3%	3%	1%	4%	2%	6%	1%	0%	6%
Very weak	3%	3%	2%	2%	1%	2%	3%	4%	2%	2%	1%	1%	3%	0%	0%	3%	3%	7%
Don't know	10%	12%	8%	6%	11%	9%	8%	9%	16%	4%	4%	4%	5%	5%	6%	3%	7%	23%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Thinking about the following qualities, how would you rate Tesco?: Offering other services

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	14%	12%	16%	12%	15%	16%	15%	15%	13%	8%	17%	16%	12%	14%	12%	10%	16%
Somewhat strong	35%	35%	36%	35%	36%	37%	40%	34%	39%	35%	37%	22%	31%	39%	30%	49%	22%
Neither strong or weak	34%	38%	30%	36%	33%	31%	34%	34%	34%	37%	32%	31%	33%	35%	36%	29%	55%
Somewhat weak	4%	4%	5%	2%	5%	4%	3%	6%	4%	2%	0%	7%	7%	1%	7%	2%	0%
Very weak	3%	1%	1%	5%	3%	3%	1%	1%	5%	3%	3%	4%	3%	1%	3%	1%	6%
Don't know	10%	10%	12%	10%	8%	8%	7%	10%	5%	15%	12%	21%	15%	9%	12%	9%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) Thinking about the following qualities, how would you rate Tesco?: Cleanliness of store

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	22%	21%	22%	29%	30%	16%	22%	13%	20%	27%	30%	29%	25%	36%	32%	27%	25%	8%
Somewhat strong	45%	44%	46%	39%	46%	53%	42%	49%	41%	50%	51%	48%	51%	44%	35%	49%	59%	30%
Neither strong or weak	20%	21%	20%	18%	13%	22%	24%	26%	20%	18%	14%	19%	20%	10%	21%	17%	13%	28%
Somewhat weak	4%	5%	3%	7%	4%	3%	3%	3%	4%	3%	4%	3%	4%	3%	5%	5%	0%	6%
Very weak	2%	3%	1%	3%	2%	1%	3%	2%	2%	2%	0%	0%	0%	0%	0%	0%	0%	6%
Don't know	7%	7%	7%	4%	6%	5%	7%	7%	12%	0%	1%	1%	1%	7%	7%	1%	3%	22%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Thinking about the following qualities, how would you rate Tesco?: Cleanliness of store

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	22%	17%	24%	21%	23%	17%	23%	22%	19%	20%	24%	26%	18%	22%	24%	23%	25%
Somewhat strong	45%	46%	47%	44%	42%	44%	48%	46%	38%	49%	40%	35%	45%	48%	47%	54%	52%
Neither strong or weak	20%	23%	20%	17%	20%	23%	19%	20%	31%	20%	20%	16%	24%	23%	16%	11%	12%
Somewhat weak	4%	5%	2%	6%	3%	9%	5%	5%	4%	1%	4%	5%	0%	0%	6%	2%	0%
Very weak	2%	1%	0%	4%	3%	2%	0%	4%	3%	2%	0%	5%	3%	2%	1%	0%	6%
Don't know	7%	8%	5%	7%	8%	6%	6%	5%	6%	8%	12%	13%	11%	4%	6%	10%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) Thinking about the following qualities, how would you rate Tesco?: Treating its staff well

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	13%	13%	14%	21%	19%	12%	11%	9%	9%	19%	19%	13%	20%	30%	18%	26%	24%	6%
Somewhat strong	28%	29%	27%	33%	32%	29%	26%	25%	22%	31%	33%	32%	28%	24%	19%	27%	34%	18%
Neither strong or weak	28%	28%	29%	24%	23%	36%	27%	32%	27%	24%	27%	33%	31%	19%	32%	29%	24%	32%
Somewhat weak	4%	5%	3%	7%	2%	4%	5%	4%	4%	4%	4%	3%	5%	2%	8%	4%	0%	5%
Very weak	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	0%	0%	1%	0%	2%	1%	0%	6%
Don't know	24%	23%	25%	13%	21%	16%	29%	28%	35%	20%	18%	19%	16%	24%	19%	12%	18%	33%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) Thinking about the following qualities, how would you rate Tesco?: Treating its staff well

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	13%	10%	14%	13%	16%	11%	16%	12%	10%	9%	15%	19%	13%	13%	13%	17%	11%
Somewhat strong	28%	27%	28%	27%	29%	26%	27%	19%	33%	31%	30%	19%	32%	28%	28%	31%	36%
Neither strong or weak	28%	30%	30%	29%	25%	29%	28%	32%	34%	33%	22%	28%	30%	26%	27%	23%	23%
Somewhat weak	4%	4%	3%	7%	4%	10%	7%	6%	2%	0%	3%	2%	0%	4%	2%	0%	10%
Very weak	2%	2%	1%	3%	3%	3%	1%	2%	1%	3%	1%	6%	5%	2%	1%	0%	6%
Don't know	24%	28%	24%	21%	23%	20%	21%	29%	19%	25%	29%	25%	20%	27%	29%	30%	14%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) Thinking about the following qualities, how would you rate Tesco?: Giving back to the community

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	14%	12%	16%	21%	21%	12%	11%	8%	11%	19%	19%	16%	21%	26%	18%	27%	14%	6%
Somewhat strong	34%	31%	38%	39%	36%	32%	34%	36%	31%	42%	37%	39%	33%	37%	40%	36%	57%	21%
Neither strong or weak	29%	31%	26%	25%	21%	35%	28%	36%	28%	24%	29%	33%	29%	21%	21%	19%	18%	29%
Somewhat weak	4%	6%	2%	3%	3%	5%	6%	4%	2%	4%	3%	3%	2%	1%	8%	4%	0%	6%
Very weak	2%	2%	2%	1%	3%	2%	3%	2%	2%	1%	1%	1%	2%	0%	0%	6%	7%	6%
Don't know	17%	18%	16%	10%	15%	14%	18%	14%	26%	10%	10%	8%	13%	15%	12%	9%	3%	33%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) Thinking about the following qualities, how would you rate Tesco?: Giving back to the community

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	14%	10%	16%	12%	17%	15%	16%	17%	9%	9%	18%	13%	9%	17%	12%	11%	12%
Somewhat strong	34%	34%	33%	34%	37%	30%	34%	34%	43%	37%	36%	28%	42%	26%	38%	43%	37%
Neither strong or weak	29%	26%	30%	33%	27%	30%	25%	27%	34%	27%	25%	25%	24%	36%	29%	23%	38%
Somewhat weak	4%	7%	3%	4%	2%	7%	5%	3%	3%	2%	2%	4%	3%	6%	2%	0%	7%
Very weak	2%	1%	1%	2%	3%	2%	2%	2%	1%	4%	1%	6%	3%	1%	0%	2%	6%
Don't know	17%	21%	17%	16%	13%	16%	17%	16%	11%	21%	19%	23%	19%	14%	19%	21%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) Thinking about the following qualities, how would you rate Tesco?: Reward points (eg Tesco Clubcard)

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very strong	23%	20%	26%	29%	29%	20%	22%	20%	19%	31%	30%	30%	35%	37%	29%	37%	44%	8%
Somewhat strong	39%	36%	41%	34%	40%	41%	35%	43%	39%	44%	41%	45%	35%	43%	30%	43%	40%	30%
Neither strong or weak	23%	25%	20%	25%	15%	22%	26%	23%	24%	17%	19%	18%	20%	14%	27%	12%	13%	28%
Somewhat weak	5%	7%	4%	4%	4%	9%	5%	4%	5%	3%	5%	4%	6%	2%	4%	4%	3%	7%
Very weak	4%	5%	3%	3%	4%	4%	7%	3%	3%	3%	1%	3%	2%	3%	10%	3%	0%	7%
Don't know	7%	7%	6%	5%	7%	4%	5%	8%	9%	1%	4%	1%	1%	1%	0%	0%	0%	21%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) Thinking about the following qualities, how would you rate Tesco?: Reward points (eg Tesco Clubcard)

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very strong	23%	21%	27%	20%	23%	20%	26%	30%	24%	23%	23%	19%	17%	27%	22%	17%	16%
Somewhat strong	39%	41%	37%	40%	38%	40%	43%	40%	36%	33%	40%	32%	49%	35%	41%	42%	31%
Neither strong or weak	23%	20%	24%	20%	25%	29%	18%	22%	22%	24%	18%	22%	18%	22%	23%	26%	23%
Somewhat weak	5%	8%	4%	7%	3%	4%	5%	2%	10%	7%	2%	9%	3%	7%	6%	2%	5%
Very weak	4%	4%	2%	5%	5%	1%	4%	3%	5%	4%	3%	6%	5%	4%	1%	3%	21%
Don't know	7%	7%	6%	9%	5%	5%	3%	5%	3%	9%	13%	12%	9%	5%	6%	10%	4%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) You said that you do most of your Tesco shopping online. Why you often shop online rather than in person? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	174	84	89	27	51	27	21	19	29	61	50	36	26	88	24	18	9	14
Weighted	177	91	84	32	47	32	24	16	26	64	53	37	25	83	25	18	10	13
More convenient	48%	46%	51%	40%	52%	55%	47%	43%	48%	56%	42%	59%	58%	62%	47%	79%	44%	30%
Too busy to go in person	14%	13%	14%	20%	12%	22%	13%	6%	3%	15%	17%	19%	18%	14%	9%	7%	46%	0%
Easier to find things	18%	17%	19%	26%	30%	18%	9%	0%	6%	20%	26%	23%	35%	16%	12%	21%	45%	14%
Don't want to carry heavy items	23%	16%	32%	23%	19%	22%	30%	32%	22%	24%	30%	34%	25%	25%	19%	18%	21%	31%
Find it better value	18%	23%	14%	27%	24%	25%	18%	0%	0%	18%	33%	29%	23%	15%	33%	21%	33%	0%
Easier with children	11%	12%	11%	18%	16%	18%	5%	0%	0%	14%	14%	20%	31%	6%	18%	21%	44%	0%
Health issues with mobility	12%	12%	12%	13%	12%	13%	8%	20%	10%	13%	9%	16%	22%	13%	12%	31%	22%	18%
Worried about Covid-19	38%	35%	42%	17%	38%	35%	41%	31%	67%	39%	40%	32%	38%	49%	40%	27%	31%	32%
Other (Please Specify)	7%	4%	11%	2%	2%	6%	5%	41%	6%	7%	6%	5%	0%	10%	6%	10%	0%	12%
Don't know	3%	1%	4%	4%	4%	4%	0%	6%	0%	0%	1%	3%	0%	2%	0%	0%	0%	16%

Note:

BASE: Respondents who do the majority of their Tesco shopping online

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) You said that you do most of your Tesco shopping online. Why you often shop online rather than in person? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	174	58	35	26	55	36	25	12	20	12	14	11	5	11	15	10	3
Weighted	177	61	37	29	51	38	24	12	21	12	13	11	5	13	14	9	5
More convenient	48%	50%	60%	29%	49%	47%	44%	23%	53%	38%	52%	55%	55%	52%	52%	64%	64%
Too busy to go in person	14%	12%	22%	16%	8%	21%	8%	19%	20%	18%	7%	9%	0%	7%	21%	0%	0%
Easier to find things	18%	10%	18%	30%	21%	22%	13%	25%	11%	10%	35%	17%	0%	5%	25%	34%	0%
Don't want to carry heavy items	23%	22%	32%	12%	25%	39%	27%	15%	5%	14%	11%	29%	13%	14%	38%	10%	37%
Find it better value	18%	21%	8%	31%	16%	20%	11%	0%	31%	19%	50%	8%	18%	27%	0%	0%	36%
Easier with children	11%	13%	8%	12%	12%	22%	8%	17%	0%	10%	34%	8%	0%	5%	7%	0%	0%
Health issues with mobility	12%	11%	14%	13%	12%	11%	6%	16%	9%	8%	16%	0%	69%	7%	19%	21%	0%
Worried about Covid-19	38%	37%	47%	44%	28%	30%	42%	16%	45%	31%	27%	44%	55%	42%	44%	49%	64%
Other (Please Specify)	7%	8%	2%	3%	12%	0%	6%	10%	5%	10%	11%	17%	27%	0%	24%	0%	0%
Don't know	3%	4%	0%	3%	4%	2%	0%	19%	10%	7%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who do the majority of their Tesco shopping online

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) And why do you choose to shop from Tesco, rather than another online store? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	174	84	89	27	51	27	21	19	29	61	50	36	26	88	24	18	9	14
Weighted	177	91	84	32	47	32	24	16	26	64	53	37	25	83	25	18	10	13
Value	35%	33%	38%	33%	35%	30%	46%	33%	33%	48%	42%	41%	38%	47%	21%	46%	34%	9%
Quality of goods available	34%	34%	35%	23%	38%	36%	27%	34%	47%	43%	35%	46%	16%	47%	27%	49%	41%	13%
Range of goods available	33%	27%	40%	12%	27%	46%	36%	50%	41%	38%	32%	46%	40%	45%	16%	37%	43%	20%
Reliability of delivery times	27%	29%	25%	28%	22%	17%	27%	34%	41%	38%	23%	23%	19%	39%	38%	30%	24%	22%
Availability of delivery slots	38%	38%	39%	36%	32%	45%	24%	37%	58%	50%	30%	46%	27%	52%	62%	49%	43%	8%
Substitutions are rarely required	18%	16%	21%	13%	21%	6%	26%	16%	27%	21%	21%	23%	22%	30%	25%	45%	21%	0%
Easy website to use	32%	24%	42%	11%	30%	35%	26%	45%	54%	33%	31%	41%	38%	46%	31%	51%	36%	9%
Regular offers	21%	16%	28%	20%	19%	20%	21%	32%	21%	18%	25%	34%	30%	30%	19%	36%	54%	5%
Clubcard rewards	38%	37%	41%	28%	34%	34%	50%	45%	51%	55%	49%	59%	35%	54%	45%	40%	24%	9%
Other (Please Specify)	7%	4%	10%	0%	4%	3%	10%	31%	7%	5%	4%	8%	0%	7%	2%	6%	0%	41%
Don't know	5%	1%	9%	5%	3%	11%	9%	6%	0%	0%	4%	5%	5%	4%	0%	0%	0%	9%

Note:

BASE: Respondents who do the majority of their Tesco shopping online

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) And why do you choose to shop from Tesco, rather than another online store? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	174	58	35	26	55	36	25	12	20	12	14	11	5	11	15	10	3
Weighted	177	61	37	29	51	38	24	12	21	12	13	11	5	13	14	9	5
Value	35%	34%	44%	28%	34%	30%	45%	32%	25%	42%	29%	46%	82%	23%	37%	28%	37%
Quality of goods available	34%	30%	42%	36%	33%	44%	26%	48%	23%	14%	27%	47%	13%	16%	50%	36%	73%
Range of goods available	33%	37%	33%	25%	33%	29%	38%	32%	43%	25%	21%	50%	45%	22%	57%	15%	0%
Reliability of delivery times	27%	25%	28%	30%	25%	20%	34%	15%	27%	25%	14%	24%	27%	41%	55%	10%	27%
Availability of delivery slots	38%	35%	50%	47%	29%	33%	27%	49%	41%	29%	52%	33%	55%	27%	53%	39%	64%
Substitutions are rarely required	18%	17%	20%	17%	18%	22%	19%	8%	9%	6%	14%	9%	37%	17%	44%	29%	0%
Easy website to use	32%	35%	31%	35%	27%	20%	18%	24%	44%	24%	49%	33%	27%	25%	60%	38%	64%
Regular offers	21%	19%	31%	24%	16%	30%	27%	16%	15%	9%	13%	8%	13%	0%	37%	18%	73%
Clubcard rewards	38%	29%	45%	48%	40%	32%	44%	41%	28%	46%	42%	38%	50%	31%	58%	52%	0%
Other (Please Specify)	7%	6%	5%	3%	11%	2%	10%	18%	6%	0%	0%	9%	13%	7%	20%	0%	0%
Don't know	5%	8%	0%	6%	5%	0%	5%	11%	19%	16%	7%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who do the majority of their Tesco shopping online

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) Which, if any, of the following services do you use any of the Tesco websites for? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Ordering food and groceries	25%	24%	26%	29%	36%	26%	21%	21%	19%	31%	38%	30%	32%	82%	39%	29%	40%	5%
Ordering clothes	6%	6%	5%	10%	10%	9%	4%	2%	1%	8%	13%	9%	14%	10%	11%	9%	27%	0%
Recipe ideass	10%	10%	10%	14%	17%	15%	5%	9%	4%	12%	16%	14%	16%	23%	14%	18%	35%	4%
Banking services	9%	11%	8%	12%	10%	6%	8%	11%	10%	11%	11%	14%	14%	17%	64%	20%	19%	2%
Mobile phone services	7%	9%	6%	10%	6%	5%	7%	7%	9%	9%	7%	10%	18%	8%	17%	47%	26%	2%
Ordering photos	3%	3%	3%	3%	7%	6%	1%	0%	0%	4%	5%	4%	7%	6%	11%	7%	10%	0%
None of the above	54%	54%	54%	45%	38%	56%	59%	60%	64%	47%	39%	47%	41%	6%	9%	22%	32%	84%
Don't know	4%	3%	4%	3%	6%	4%	7%	1%	2%	2%	4%	3%	6%	2%	1%	3%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) Which, if any, of the following services do you use any of the Tesco websites for? Please select all that apply

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Ordering food and groceries	25%	30%	26%	16%	28%	38%	30%	27%	27%	18%	21%	13%	17%	14%	26%	33%	24%
Ordering clothes	6%	6%	8%	5%	5%	10%	5%	2%	4%	6%	9%	9%	9%	4%	4%	2%	0%
Recipe ideass	10%	11%	13%	11%	7%	15%	14%	8%	12%	11%	7%	6%	4%	10%	11%	4%	9%
Banking services	9%	8%	12%	11%	7%	9%	13%	16%	10%	0%	7%	5%	10%	13%	9%	7%	5%
Mobile phone services	7%	10%	8%	7%	3%	10%	8%	11%	4%	5%	7%	3%	9%	8%	7%	3%	5%
Ordering photos	3%	4%	1%	5%	2%	6%	1%	1%	2%	4%	3%	2%	3%	4%	3%	2%	0%
None of the above	54%	52%	50%	61%	54%	42%	45%	54%	50%	58%	67%	65%	54%	60%	56%	50%	66%
Don't know	4%	3%	4%	1%	7%	1%	4%	4%	4%	8%	3%	5%	8%	3%	2%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) On average, how often do you place an order on a delivery from the Tesco website?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Multiple times a week	2%	2%	1%	5%	2%	3%	0%	1%	0%	2%	3%	2%	6%	3%	4%	8%	20%	0%
Every week or so	9%	11%	8%	12%	16%	10%	7%	6%	6%	12%	8%	9%	13%	32%	18%	17%	27%	0%
Every couple of weeks	6%	6%	5%	9%	11%	8%	4%	1%	3%	6%	8%	5%	7%	19%	13%	1%	0%	2%
Every month	5%	5%	4%	3%	8%	6%	3%	4%	5%	5%	9%	5%	6%	15%	8%	10%	3%	0%
Every few months	7%	5%	10%	9%	8%	4%	9%	10%	6%	11%	12%	10%	9%	21%	11%	7%	6%	1%
Less often	12%	8%	15%	8%	11%	19%	12%	13%	7%	11%	11%	14%	7%	6%	12%	16%	3%	9%
Never	58%	60%	56%	53%	41%	46%	64%	66%	73%	52%	46%	52%	52%	4%	34%	40%	37%	85%
Don't know	1%	1%	1%	1%	3%	3%	1%	0%	1%	1%	2%	2%	1%	1%	0%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) On average, how often do you place an order on a delivery from the Tesco website?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Multiple times a week	2%	2%	1%	1%	2%	6%	1%	4%	0%	2%	1%	0%	0%	0%	0%	3%	0%
Every week or so	9%	8%	9%	11%	11%	7%	10%	9%	15%	12%	11%	5%	11%	7%	8%	8%	12%
Every couple of weeks	6%	7%	6%	5%	6%	13%	10%	1%	4%	4%	5%	2%	3%	5%	3%	9%	5%
Every month	5%	7%	4%	3%	5%	7%	6%	6%	4%	4%	3%	7%	3%	2%	5%	2%	9%
Every few months	7%	10%	7%	6%	6%	12%	3%	6%	11%	7%	2%	3%	8%	6%	14%	11%	8%
Less often	12%	10%	16%	9%	11%	9%	13%	11%	13%	7%	14%	13%	16%	11%	8%	11%	18%
Never	58%	54%	55%	64%	58%	46%	55%	60%	50%	62%	63%	69%	58%	67%	62%	55%	48%
Don't know	1%	1%	2%	1%	1%	0%	2%	3%	3%	3%	0%	2%	2%	2%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) Have you or anyone else contracted Covid-19 / the Coronavirus since its outbreak in the UK from March 2020?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Yes - me or someone in my household had a positive test	9%	10%	8%	18%	10%	9%	10%	4%	6%	10%	13%	10%	9%	8%	14%	11%	13%	8%
Yes - me or someone in my household is most likely to have had it, although this was not confirmed by a test	7%	8%	6%	14%	12%	8%	6%	3%	2%	7%	11%	7%	13%	8%	10%	11%	7%	5%
No - no one in my household contracted it	82%	81%	84%	66%	76%	81%	82%	93%	92%	83%	74%	81%	75%	83%	73%	78%	77%	86%
Don't know	1%	1%	1%	2%	2%	2%	2%	0%	0%	1%	2%	3%	3%	1%	3%	0%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) Have you or anyone else contracted Covid-19 / the Coronavirus since its outbreak in the UK from March 2020?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Yes - me or someone in my household had a positive test	9%	8%	11%	12%	7%	17%	8%	10%	7%	10%	6%	11%	0%	15%	3%	7%	0%
Yes - me or someone in my household is most likely to have had it, although this was not confirmed by a test	7%	8%	9%	5%	6%	17%	6%	4%	3%	8%	9%	8%	3%	6%	2%	7%	0%
No - no one in my household contracted it	82%	82%	79%	84%	84%	64%	84%	84%	90%	82%	84%	80%	97%	76%	95%	83%	100%
Don't know	1%	1%	1%	0%	3%	2%	2%	2%	0%	0%	2%	1%	0%	3%	0%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) Which of the following types of shops have you used most regularly for food and general grocery shopping, since Covid-19 / the Coronavirus outbreak? Please select up to three

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Large supermarkets	70%	71%	68%	60%	64%	75%	72%	73%	71%	79%	68%	79%	67%	55%	64%	58%	60%	68%
Small supermarkets	28%	27%	30%	33%	31%	30%	28%	31%	21%	29%	42%	29%	42%	26%	24%	36%	34%	22%
Convenience stores	20%	21%	19%	23%	22%	21%	23%	15%	15%	21%	29%	23%	29%	12%	17%	17%	37%	16%
Online delivery	31%	26%	35%	29%	38%	24%	33%	28%	32%	29%	35%	24%	30%	73%	39%	38%	35%	25%
Garages / filling stations	6%	6%	6%	3%	8%	7%	7%	8%	4%	6%	10%	8%	14%	4%	13%	19%	19%	3%
Newsagents	4%	5%	4%	4%	4%	3%	3%	5%	4%	3%	5%	5%	6%	2%	5%	10%	16%	3%
Independent shops like butchers, greengrocers, delis etc	15%	15%	14%	14%	11%	13%	10%	21%	20%	16%	16%	16%	20%	10%	20%	22%	19%	17%
Outdoor markets	4%	6%	2%	7%	6%	4%	1%	3%	3%	4%	5%	3%	8%	3%	13%	10%	10%	3%
Don't know	2%	2%	2%	4%	3%	1%	1%	0%	2%	1%	2%	1%	3%	1%	1%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) Which of the following types of shops have you used most regularly for food and general grocery shopping, since Covid-19 / the Coronavirus outbreak? Please select up to three

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Large supermarkets	70%	69%	69%	71%	69%	62%	68%	68%	73%	75%	69%	72%	63%	76%	66%	71%	75%
Small supermarkets	28%	28%	29%	30%	26%	35%	27%	31%	19%	32%	23%	26%	31%	29%	32%	29%	18%
Convenience stores	20%	21%	19%	17%	22%	20%	22%	18%	16%	22%	24%	19%	11%	27%	20%	12%	15%
Online delivery	31%	36%	32%	27%	26%	31%	31%	34%	35%	32%	34%	31%	35%	22%	35%	28%	9%
Garages / filling stations	6%	7%	5%	8%	4%	5%	5%	6%	4%	11%	9%	7%	0%	4%	5%	0%	25%
Newsagents	4%	3%	4%	3%	7%	3%	6%	0%	5%	6%	6%	7%	4%	0%	5%	1%	5%
Independent shops like butchers, greengrocers, delis etc	15%	18%	12%	17%	12%	18%	11%	16%	15%	13%	12%	14%	9%	17%	14%	15%	32%
Outdoor markets	4%	5%	2%	6%	3%	4%	2%	3%	4%	14%	3%	3%	6%	4%	0%	3%	5%
Don't know	2%	1%	3%	1%	2%	1%	3%	2%	3%	1%	1%	1%	3%	1%	1%	8%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) And which of those types of shops have you used more often than usual for food and general grocery shopping since the Covid-19 / the Coronavirus outbreak than before? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Large supermarkets	28%	28%	29%	26%	32%	30%	27%	30%	26%	35%	33%	34%	32%	21%	30%	39%	34%	21%
Small supermarkets	16%	17%	15%	20%	21%	15%	16%	17%	11%	22%	20%	19%	33%	17%	20%	25%	28%	8%
Convenience stores	14%	15%	13%	17%	16%	18%	15%	9%	9%	15%	23%	22%	24%	14%	16%	16%	29%	10%
Online delivery	26%	25%	27%	27%	30%	26%	24%	23%	26%	25%	31%	23%	25%	62%	32%	32%	33%	23%
Garages / filling stations	3%	3%	3%	3%	5%	1%	4%	5%	1%	3%	6%	4%	8%	3%	4%	7%	15%	2%
Newsagents	4%	5%	3%	8%	7%	2%	3%	2%	3%	2%	6%	4%	8%	1%	9%	9%	11%	4%
Independent shops like butchers, greengrocers, delis etc	10%	11%	9%	10%	9%	9%	5%	15%	13%	13%	10%	14%	14%	8%	24%	17%	13%	8%
Outdoor markets	3%	4%	2%	5%	7%	1%	1%	1%	1%	4%	4%	2%	5%	3%	6%	7%	10%	0%
None of the above	28%	29%	26%	22%	24%	28%	31%	29%	30%	27%	20%	23%	22%	18%	13%	11%	21%	38%
Don't know	2%	2%	3%	6%	3%	2%	1%	1%	1%	1%	3%	2%	2%	0%	0%	4%	9%	2%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) And which of those types of shops have you used more often than usual for food and general grocery shopping since the Covid-19 / the Coronavirus outbreak than before? Please select all that apply

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Large supermarkets	28%	27%	27%	28%	31%	27%	32%	24%	21%	31%	35%	23%	13%	39%	21%	37%	29%
Small supermarkets	16%	14%	19%	17%	15%	24%	19%	14%	6%	18%	11%	17%	19%	15%	13%	16%	27%
Convenience stores	14%	15%	11%	12%	16%	20%	9%	13%	13%	14%	17%	15%	9%	16%	9%	12%	12%
Online delivery	26%	32%	27%	22%	23%	29%	27%	26%	30%	23%	25%	27%	36%	20%	34%	18%	4%
Garages / filling stations	3%	4%	3%	3%	2%	4%	3%	4%	1%	2%	4%	1%	10%	3%	0%	1%	15%
Newsagents	4%	4%	3%	5%	4%	5%	8%	1%	0%	4%	7%	3%	2%	4%	3%	1%	5%
Independent shops like butchers, greengrocers, delis etc	10%	12%	9%	13%	6%	13%	9%	13%	4%	7%	7%	6%	13%	9%	12%	10%	34%
Outdoor markets	3%	4%	2%	4%	2%	7%	1%	2%	2%	3%	3%	2%	5%	1%	1%	3%	0%
None of the above	28%	29%	26%	30%	26%	23%	26%	27%	40%	28%	28%	32%	34%	22%	26%	22%	33%
Don't know	2%	1%	2%	1%	5%	1%	2%	1%	1%	2%	2%	1%	2%	3%	5%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) Since the onset of Covid-19 / the Coronavirus, have you experienced any of the following? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Started regular online food or grocery deliveries	22%	21%	23%	28%	30%	19%	18%	14%	23%	21%	30%	22%	26%	50%	25%	32%	40%	18%
Started regularly cooking from scratch at home	23%	20%	26%	30%	32%	24%	21%	21%	15%	28%	33%	25%	35%	26%	20%	31%	33%	15%
Using a different supermarket or shop for your regular food shop	16%	16%	17%	25%	18%	16%	17%	13%	11%	16%	21%	19%	28%	20%	33%	28%	27%	12%
None of the above	51%	55%	48%	35%	39%	50%	56%	65%	60%	49%	40%	51%	37%	32%	44%	41%	37%	62%
Don't know	1%	0%	2%	1%	3%	3%	1%	0%	0%	1%	1%	2%	2%	1%	0%	0%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) Since the onset of Covid-19 / the Coronavirus, have you experienced any of the following? Please select all that apply

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Started regular online food or grocery deliveries	22%	26%	25%	19%	18%	30%	25%	23%	21%	15%	26%	22%	27%	16%	18%	23%	5%
Started regularly cooking from scratch at home	23%	23%	28%	22%	20%	31%	27%	24%	15%	19%	19%	24%	17%	28%	19%	16%	31%
Using a different supermarket or shop for your regular food shop	16%	16%	18%	16%	16%	22%	14%	18%	20%	17%	22%	12%	19%	10%	14%	15%	5%
None of the above	51%	53%	44%	53%	56%	39%	48%	52%	56%	60%	48%	54%	54%	52%	59%	51%	59%
Don't know	1%	0%	2%	1%	2%	1%	2%	0%	0%	1%	3%	1%	0%	2%	0%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) In general, how safe or unsafe have you felt while shopping in a physical supermarket since the onset of Covid-19 / the Coronavirus?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very safe	15%	17%	13%	19%	19%	14%	12%	15%	13%	16%	15%	16%	13%	12%	15%	18%	26%	16%
Somewhat safe	44%	43%	45%	43%	43%	43%	43%	44%	46%	48%	45%	48%	46%	26%	46%	48%	43%	36%
Neither safe or unsafe	18%	20%	17%	19%	16%	22%	19%	21%	14%	19%	20%	19%	23%	23%	14%	18%	19%	20%
Somewhat unsafe	13%	13%	14%	12%	12%	14%	17%	11%	14%	12%	14%	11%	13%	20%	17%	11%	9%	14%
Very unsafe	4%	2%	5%	4%	4%	6%	2%	2%	3%	4%	3%	4%	2%	7%	1%	4%	0%	4%
N/A I have not shopped in a physical supermarket since the onset of Covid-19	5%	4%	6%	2%	3%	1%	7%	6%	10%	1%	1%	1%	1%	12%	6%	2%	0%	11%
Don't know	1%	1%	1%	1%	3%	1%	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) In general, how safe or unsafe have you felt while shopping in a physical supermarket since the onset of Covid-19 / the Coronavirus?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very safe	15%	13%	17%	16%	16%	13%	14%	24%	15%	17%	14%	17%	12%	12%	17%	11%	22%
Somewhat safe	44%	48%	42%	45%	39%	49%	45%	38%	37%	36%	47%	48%	56%	37%	43%	43%	52%
Neither safe or unsafe	18%	15%	15%	22%	21%	18%	20%	14%	23%	23%	14%	9%	14%	28%	15%	21%	14%
Somewhat unsafe	13%	14%	15%	11%	13%	14%	11%	17%	13%	16%	14%	14%	14%	15%	13%	12%	0%
Very unsafe	4%	4%	4%	3%	4%	3%	1%	4%	5%	2%	4%	5%	0%	3%	5%	7%	7%
N/A I have not shopped in a physical supermarket since the onset of Covid-19	5%	6%	5%	3%	6%	3%	9%	3%	7%	7%	5%	7%	4%	3%	6%	2%	5%
Don't know	1%	0%	2%	0%	2%	1%	1%	0%	0%	1%	2%	0%	0%	2%	0%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) You said that you or someone else in your household had contracted Covid-19 / the Coronavirus since March 2020. Where did you purchase medicines or drugs to alleviate symptoms (things like paracetamol, ibuprofen etc), if at all?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	157	80	77	38	41	25	23	13	17	59	60	40	25	25	17	14	6	29
Weighted	165	90	75	45	38	29	27	10	15	62	65	40	26	25	19	15	6	29
High street pharmacy (eg. Boots, Lloyds etc)	19%	21%	16%	22%	20%	19%	13%	15%	17%	22%	19%	16%	34%	4%	9%	12%	33%	25%
Online pharmacy	10%	12%	7%	11%	10%	24%	4%	0%	0%	16%	11%	10%	34%	24%	17%	41%	0%	7%
Online general store (eg. Amazon)	8%	10%	6%	10%	12%	7%	9%	0%	0%	14%	12%	13%	20%	15%	33%	9%	18%	0%
Online supermarket	16%	22%	8%	12%	24%	20%	13%	16%	0%	18%	24%	9%	27%	26%	9%	29%	52%	8%
Physical supermarkets	30%	33%	27%	32%	25%	31%	39%	32%	23%	31%	40%	34%	21%	25%	41%	11%	0%	18%
Convenience stores	14%	15%	13%	18%	23%	12%	4%	14%	0%	19%	26%	21%	32%	17%	20%	27%	36%	2%
Garages / filling stations	5%	5%	4%	6%	7%	4%	4%	0%	0%	8%	7%	5%	15%	8%	9%	6%	0%	0%
Newsagents	6%	9%	2%	6%	15%	4%	0%	8%	0%	3%	7%	5%	10%	4%	15%	22%	52%	0%
Other (Please Specify)	4%	2%	7%	4%	3%	0%	0%	0%	30%	2%	1%	4%	0%	0%	5%	0%	33%	9%
We didn't purchase medicines or drugs to alleviate symptoms	28%	18%	40%	25%	20%	21%	40%	54%	36%	30%	22%	33%	17%	26%	9%	11%	0%	34%
Don't know	2%	2%	2%	0%	2%	4%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	10%

Note:

BASE: Respondents who either themselves or had some in their household contract Covid since March 2020

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) You said that you or someone else in your household had contracted Covid-19 / the Coronavirus since March 2020. Where did you purchase medicines or drugs to alleviate symptoms (things like paracetamol, ibuprofen etc), if at all?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	157	45	49	32	31	45	17	10	9	13	13	15	1	22	4	8	0
Weighted	165	45	51	35	32	48	18	11	9	13	13	16	1	24	5	7	0
High street pharmacy (eg. Boots, Lloyds etc)	19%	27%	17%	22%	7%	23%	7%	9%	29%	28%	15%	12%	0%	25%	27%	0%	NaN%
Online pharmacy	10%	9%	9%	15%	9%	14%	12%	11%	0%	0%	0%	14%	100%	13%	0%	0%	NaN%
Online general store (eg. Amazon)	8%	7%	6%	14%	8%	8%	0%	20%	0%	0%	19%	5%	0%	18%	0%	0%	NaN%
Online supermarket	16%	17%	19%	21%	3%	9%	35%	18%	10%	24%	21%	20%	0%	12%	0%	0%	NaN%
Physical supermarkets	30%	25%	33%	20%	45%	24%	32%	0%	68%	9%	45%	29%	0%	49%	44%	12%	NaN%
Convenience stores	14%	7%	18%	19%	11%	15%	12%	18%	0%	13%	36%	5%	0%	13%	21%	0%	NaN%
Garages / filling stations	5%	2%	0%	14%	6%	2%	0%	0%	0%	9%	8%	11%	0%	13%	0%	0%	NaN%
Newsagents	6%	10%	4%	8%	2%	13%	0%	18%	0%	0%	0%	5%	0%	3%	0%	0%	NaN%
Other (Please Specify)	4%	8%	5%	2%	0%	2%	5%	0%	11%	0%	6%	13%	0%	7%	0%	0%	NaN%
We didn't purchase medicines or drugs to alleviate symptoms	28%	28%	27%	26%	34%	17%	32%	71%	10%	48%	10%	25%	0%	25%	29%	76%	NaN%
Don't know	2%	0%	2%	0%	5%	0%	0%	0%	0%	0%	0%	14%	0%	0%	0%	12%	NaN%

Note:

BASE: Respondents who either themselves or had some in their household contract Covid since March 2020

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Looking ahead at the next 12 months, are you optimistic or pessimistic about the likely state of the economy in your local area?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very optimistic	7%	10%	5%	12%	8%	9%	4%	6%	7%	9%	10%	9%	12%	6%	14%	14%	32%	5%
Somewhat optimistic	34%	32%	35%	29%	32%	34%	32%	36%	39%	36%	36%	34%	33%	32%	39%	44%	30%	28%
Neither optimistic or pessimistic	26%	25%	26%	32%	26%	27%	26%	27%	20%	25%	28%	27%	21%	23%	20%	23%	28%	25%
Somewhat pessimistic	21%	23%	21%	12%	19%	21%	26%	24%	24%	19%	18%	20%	27%	24%	22%	13%	7%	27%
Very pessimistic	8%	7%	8%	8%	10%	7%	9%	6%	7%	8%	5%	7%	5%	10%	4%	4%	0%	10%
Don't know	4%	3%	5%	7%	6%	3%	3%	2%	3%	3%	3%	4%	2%	5%	1%	3%	3%	5%
Total Optimistic:	41%	42%	40%	41%	40%	42%	35%	42%	46%	45%	46%	43%	45%	38%	53%	57%	62%	33%
Total Pessimistic:	29%	30%	29%	20%	28%	28%	36%	29%	32%	27%	23%	27%	32%	34%	26%	17%	7%	37%
Net:	12%	12%	12%	21%	12%	14%	0%	12%	14%	18%	23%	16%	13%	4%	27%	40%	56%	-4%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Looking ahead at the next 12 months, are you optimistic or pessimistic about the likely state of the economy in your local area?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very optimistic	7%	8%	7%	9%	5%	13%	8%	10%	2%	4%	6%	5%	5%	11%	3%	7%	5%
Somewhat optimistic	34%	37%	33%	36%	29%	34%	36%	31%	34%	37%	35%	35%	35%	26%	37%	34%	38%
Neither optimistic or pessimistic	26%	22%	24%	27%	31%	26%	27%	21%	25%	27%	28%	23%	27%	34%	22%	25%	10%
Somewhat pessimistic	21%	24%	23%	21%	18%	20%	22%	28%	22%	20%	17%	23%	27%	17%	21%	22%	31%
Very pessimistic	8%	7%	7%	5%	11%	6%	4%	8%	11%	9%	7%	9%	7%	8%	12%	7%	11%
Don't know	4%	2%	6%	2%	6%	3%	3%	3%	6%	4%	6%	4%	0%	4%	5%	5%	5%
Total Optimistic:	41%	46%	40%	45%	34%	46%	44%	41%	36%	41%	41%	40%	39%	37%	40%	40%	43%
Total Pessimistic:	29%	31%	30%	26%	29%	25%	26%	36%	33%	29%	24%	33%	34%	25%	33%	29%	42%
Net:	12%	15%	10%	19%	5%	21%	19%	5%	4%	12%	16%	8%	6%	13%	7%	11%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) Thinking about your local village, town or city, overall do you expect it to get better, worse or stay the same in the next 5 years?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Significantly better	6%	8%	4%	14%	8%	5%	6%	4%	3%	8%	9%	7%	10%	4%	10%	17%	19%	3%
Somewhat better	28%	28%	28%	26%	29%	29%	27%	28%	28%	30%	31%	30%	30%	24%	36%	28%	22%	21%
Stay the same	38%	37%	39%	36%	37%	40%	37%	38%	40%	38%	36%	36%	30%	43%	39%	42%	45%	42%
Somewhat worse	16%	17%	16%	10%	11%	16%	21%	20%	20%	15%	14%	18%	23%	18%	13%	10%	7%	19%
Significantly worse	5%	6%	4%	6%	5%	4%	4%	5%	5%	4%	3%	3%	1%	3%	2%	1%	0%	8%
Don't know	7%	4%	9%	7%	10%	6%	6%	6%	5%	6%	7%	6%	6%	8%	1%	3%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) Thinking about your local village, town or city, overall do you expect it to get better, worse or stay the same in the next 5 years?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Significantly better	6%	7%	5%	7%	6%	12%	6%	9%	0%	0%	7%	6%	4%	13%	3%	0%	4%
Somewhat better	28%	26%	33%	32%	21%	28%	29%	33%	20%	33%	21%	33%	25%	22%	27%	30%	52%
Stay the same	38%	41%	34%	38%	40%	34%	42%	40%	50%	39%	50%	29%	35%	36%	35%	40%	10%
Somewhat worse	16%	21%	15%	14%	15%	17%	13%	13%	16%	13%	9%	21%	21%	17%	22%	23%	23%
Significantly worse	5%	2%	4%	4%	8%	2%	2%	3%	6%	8%	4%	7%	7%	5%	8%	1%	11%
Don't know	7%	3%	9%	5%	9%	7%	9%	2%	8%	7%	9%	3%	7%	8%	6%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) Thinking about the area where you live and the surrounding area which you consider to be easily accessible by car or public transport, which of the following do you think your area offers, if any?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Lots of career opportunities for young people	14%	14%	14%	26%	17%	18%	9%	7%	10%	17%	19%	15%	30%	16%	26%	27%	19%	10%
Lots of places to meet friends and family for a tea or coffee or a snack	51%	49%	53%	44%	48%	46%	48%	60%	58%	55%	55%	54%	53%	53%	57%	56%	58%	47%
Convenient options for recycling	44%	44%	44%	28%	40%	35%	47%	52%	57%	46%	46%	48%	45%	49%	55%	58%	45%	41%
None of the above	23%	24%	21%	19%	22%	26%	26%	25%	18%	19%	16%	18%	16%	26%	14%	12%	14%	30%
Don't know	9%	6%	10%	8%	12%	11%	13%	2%	5%	7%	6%	8%	5%	6%	3%	5%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) Thinking about the area where you live and the surrounding area which you consider to be easily accessible by car or public transport, which of the following do you think your area offers, if any?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Lots of career opportunities for young people	14%	14%	16%	14%	13%	18%	15%	16%	15%	13%	19%	13%	9%	12%	11%	7%	12%
Lots of places to meet friends and family for a tea or coffee or a snack	51%	55%	53%	48%	45%	53%	52%	58%	52%	49%	49%	44%	52%	48%	56%	39%	52%
Convenient options for recycling	44%	49%	48%	42%	38%	42%	50%	49%	44%	43%	43%	37%	28%	43%	53%	39%	39%
None of the above	23%	22%	19%	22%	26%	15%	22%	18%	27%	26%	19%	26%	26%	25%	23%	27%	28%
Don't know	9%	6%	6%	9%	13%	5%	8%	5%	6%	8%	14%	11%	11%	11%	5%	14%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) Thinking about your local city, town, or village, which of the following things would cause you the most problems if all the local branches were to close? Please select up to three

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Supermarket	56%	53%	60%	56%	53%	57%	59%	57%	55%	62%	65%	59%	63%	60%	47%	57%	57%	48%
Banks	32%	30%	33%	28%	25%	29%	29%	38%	39%	31%	33%	33%	34%	29%	25%	30%	33%	26%
Butcher	7%	8%	7%	6%	7%	7%	3%	10%	10%	9%	7%	6%	9%	5%	15%	12%	3%	8%
Greengrocer	4%	3%	5%	4%	4%	4%	3%	2%	7%	3%	5%	6%	7%	7%	6%	13%	15%	2%
Cafe / coffee shops	11%	8%	13%	11%	16%	10%	9%	11%	8%	12%	12%	10%	13%	8%	5%	8%	11%	10%
Takeaway	10%	10%	10%	18%	18%	7%	10%	8%	2%	11%	17%	14%	18%	13%	11%	10%	11%	6%
Restaurant	10%	11%	9%	17%	17%	7%	10%	5%	5%	10%	16%	12%	15%	9%	19%	17%	16%	6%
Pub	15%	20%	11%	16%	16%	13%	13%	18%	16%	16%	15%	14%	20%	12%	23%	15%	16%	13%
Pharmacy	34%	31%	37%	27%	28%	29%	39%	39%	39%	35%	38%	34%	34%	38%	41%	27%	24%	28%
Library	13%	11%	14%	7%	13%	13%	8%	15%	16%	13%	11%	14%	21%	14%	11%	21%	14%	13%
None of the above would cause me problems if they were to close	14%	15%	13%	10%	9%	16%	14%	13%	18%	12%	7%	12%	6%	15%	15%	8%	8%	24%
Don't know	5%	4%	5%	5%	6%	6%	6%	2%	3%	4%	3%	6%	4%	4%	2%	3%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.B) Thinking about your local city, town, or village, which of the following things would cause you the most problems if all the local branches were to close? Please select up to three

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Supermarket	56%	57%	57%	56%	53%	56%	60%	41%	56%	44%	64%	60%	54%	62%	64%	47%	46%
Banks	32%	29%	32%	32%	32%	32%	33%	25%	20%	22%	31%	37%	31%	42%	40%	35%	16%
Butcher	7%	9%	5%	10%	6%	8%	5%	7%	7%	7%	6%	8%	9%	6%	6%	14%	8%
Greengrocer	4%	7%	3%	4%	3%	5%	3%	8%	3%	6%	6%	6%	7%	3%	2%	2%	0%
Cafe / coffee shops	11%	12%	11%	12%	9%	12%	11%	19%	8%	8%	11%	3%	12%	10%	18%	5%	8%
Takeaway	10%	11%	10%	8%	11%	14%	10%	6%	6%	9%	14%	14%	19%	3%	12%	7%	4%
Restaurant	10%	12%	12%	11%	5%	11%	11%	15%	8%	15%	7%	2%	16%	7%	9%	10%	13%
Pub	15%	16%	18%	16%	12%	12%	12%	14%	14%	20%	15%	13%	26%	17%	11%	21%	25%
Pharmacy	34%	34%	36%	34%	31%	30%	34%	27%	37%	36%	31%	40%	33%	29%	35%	39%	48%
Library	13%	15%	11%	11%	12%	17%	16%	13%	13%	8%	14%	9%	7%	11%	13%	5%	9%
None of the above would cause me problems if they were to close	14%	13%	14%	12%	16%	11%	13%	24%	19%	18%	10%	13%	13%	10%	11%	10%	27%
Don't know	5%	2%	5%	4%	8%	1%	3%	6%	6%	8%	7%	4%	0%	8%	2%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.A) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Pharmacy

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1007	479	522	126	187	144	145	167	238	363	259	242	115	162	75	67	28	239
Weighted	1007	492	509	137	174	173	170	142	211	371	265	247	119	156	76	68	28	229
Under 15 minutes	76%	75%	77%	67%	65%	73%	83%	84%	84%	78%	74%	78%	66%	73%	71%	61%	47%	78%
15 - 30 minutes	18%	18%	18%	22%	21%	22%	13%	14%	15%	19%	19%	20%	28%	21%	18%	29%	35%	14%
31 - 60 minutes	3%	4%	2%	5%	7%	2%	1%	2%	1%	2%	5%	0%	4%	4%	10%	9%	14%	2%
Over 1 hour	0%	1%	0%	0%	2%	1%	0%	0%	0%	1%	0%	0%	1%	1%	1%	1%	0%	0%
Don't know the nearest	3%	3%	2%	6%	5%	3%	3%	0%	1%	1%	2%	1%	2%	2%	0%	0%	3%	5%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(69.B) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Pharmacy

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1007	265	259	205	267	142	136	79	85	72	97	79	43	107	94	54	19
Weighted	1007	269	259	219	249	140	131	79	91	71	91	81	40	111	91	51	30
Under 15 minutes	76%	74%	78%	79%	75%	72%	79%	80%	69%	80%	69%	78%	79%	76%	81%	85%	75%
15 - 30 minutes	18%	21%	19%	13%	17%	20%	16%	15%	23%	15%	19%	16%	17%	18%	16%	12%	25%
31 - 60 minutes	3%	3%	1%	4%	4%	5%	2%	3%	3%	4%	5%	3%	2%	3%	1%	0%	0%
Over 1 hour	0%	1%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	3%	1%	0%	2%	0%
Don't know the nearest	3%	1%	2%	5%	4%	4%	3%	1%	4%	0%	7%	2%	0%	2%	3%	2%	0%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.A) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Locksmith

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1007	481	520	125	186	144	146	167	239	362	257	241	116	162	75	67	28	239
Weighted	1007	494	507	137	173	173	171	142	211	370	263	246	120	156	76	68	28	229
Under 15 minutes	36%	38%	33%	30%	35%	38%	35%	40%	35%	37%	36%	38%	34%	29%	34%	34%	34%	35%
15 - 30 minutes	30%	30%	30%	29%	28%	35%	34%	28%	26%	31%	31%	29%	35%	30%	24%	35%	31%	31%
31 - 60 minutes	7%	9%	6%	10%	11%	5%	5%	7%	7%	10%	8%	6%	9%	11%	18%	17%	19%	4%
Over 1 hour	1%	2%	1%	5%	2%	1%	0%	0%	1%	1%	1%	1%	1%	2%	5%	1%	3%	1%
Don't know the nearest	26%	21%	29%	25%	23%	21%	26%	25%	32%	22%	24%	26%	22%	29%	19%	13%	13%	30%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(70.B) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Locksmith

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1007	266	258	204	268	142	136	81	84	72	97	78	43	107	94	54	19
Weighted	1007	270	258	218	250	140	131	81	90	71	91	80	40	111	91	51	30
Under 15 minutes	36%	35%	38%	34%	35%	32%	42%	44%	38%	36%	33%	34%	29%	36%	28%	35%	39%
15 - 30 minutes	30%	37%	32%	25%	24%	34%	29%	30%	31%	27%	26%	30%	37%	21%	35%	30%	42%
31 - 60 minutes	7%	6%	5%	11%	9%	9%	4%	5%	5%	7%	8%	8%	8%	8%	10%	7%	14%
Over 1 hour	1%	2%	0%	4%	0%	4%	0%	0%	0%	4%	3%	0%	0%	2%	1%	0%	0%
Don't know the nearest	26%	20%	24%	26%	31%	21%	26%	21%	25%	26%	30%	28%	25%	33%	27%	27%	5%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.A) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Phone repair shop

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1008	481	521	126	187	144	146	167	238	364	258	242	116	161	75	67	28	240
Weighted	1008	494	508	137	174	173	171	142	211	372	264	247	120	156	76	68	28	230
Under 15 minutes	36%	37%	35%	36%	35%	38%	34%	40%	33%	36%	36%	38%	35%	31%	32%	35%	24%	35%
15 - 30 minutes	33%	31%	36%	39%	28%	38%	32%	33%	31%	35%	38%	35%	35%	30%	37%	41%	44%	31%
31 - 60 minutes	9%	10%	7%	8%	10%	7%	7%	9%	10%	10%	10%	10%	11%	11%	16%	16%	23%	6%
Over 1 hour	2%	2%	2%	2%	5%	2%	1%	1%	2%	2%	3%	2%	3%	3%	3%	0%	0%	3%
Don't know the nearest	20%	20%	20%	15%	22%	14%	25%	17%	24%	16%	14%	15%	15%	25%	12%	8%	10%	25%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(71.B) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Phone repair shop

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1008	266	259	205	267	143	135	81	84	72	97	79	43	107	94	54	19
Weighted	1008	270	259	219	249	141	130	81	90	71	91	81	40	111	91	51	30
Under 15 minutes	36%	31%	37%	40%	38%	34%	37%	35%	38%	34%	33%	36%	33%	40%	32%	41%	43%
15 - 30 minutes	33%	40%	33%	31%	29%	39%	34%	30%	30%	25%	38%	35%	41%	33%	28%	25%	42%
31 - 60 minutes	9%	8%	8%	11%	6%	8%	7%	13%	4%	9%	7%	10%	8%	6%	17%	9%	5%
Over 1 hour	2%	3%	1%	3%	2%	1%	1%	1%	5%	7%	2%	0%	3%	2%	4%	2%	0%
Don't know the nearest	20%	18%	21%	16%	24%	18%	21%	21%	23%	24%	20%	19%	16%	19%	20%	22%	10%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.A) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Recycling dropoff

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1008	481	521	125	187	144	146	167	239	364	259	242	116	161	75	67	28	239
Weighted	1008	494	508	137	174	173	171	142	211	372	265	247	120	156	76	68	28	229
Under 15 minutes	53%	55%	51%	33%	44%	54%	63%	60%	59%	55%	48%	53%	43%	44%	51%	50%	27%	56%
15 - 30 minutes	27%	26%	29%	27%	28%	25%	25%	25%	31%	30%	28%	28%	36%	35%	24%	19%	43%	25%
31 - 60 minutes	6%	7%	5%	11%	10%	8%	2%	5%	3%	5%	9%	7%	9%	7%	21%	15%	19%	2%
Over 1 hour	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	3%	7%	1%
Don't know the nearest	12%	11%	13%	27%	16%	13%	10%	8%	6%	10%	12%	11%	10%	14%	4%	12%	3%	16%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(72.B) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Recycling dropoff

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1008	266	258	205	268	143	136	81	84	72	97	78	43	107	94	54	19
Weighted	1008	270	258	219	250	141	131	81	90	71	91	80	40	111	91	51	30
Under 15 minutes	53%	55%	56%	53%	46%	35%	60%	59%	59%	49%	45%	54%	47%	54%	67%	48%	72%
15 - 30 minutes	27%	31%	29%	24%	25%	33%	26%	28%	24%	21%	28%	29%	43%	25%	24%	31%	11%
31 - 60 minutes	6%	6%	4%	10%	6%	12%	5%	6%	5%	11%	5%	6%	2%	5%	2%	11%	5%
Over 1 hour	1%	1%	1%	0%	1%	1%	2%	1%	0%	3%	2%	0%	3%	1%	0%	0%	0%
Don't know the nearest	12%	6%	10%	12%	22%	19%	8%	7%	12%	16%	20%	11%	6%	15%	7%	11%	12%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.A) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Car wash

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1008	481	521	125	187	144	146	167	239	363	258	242	116	162	74	67	28	240
Weighted	1007	493	508	136	174	173	171	142	211	371	263	247	120	156	74	68	28	230
Under 15 minutes	55%	56%	53%	45%	42%	53%	62%	63%	61%	56%	51%	60%	46%	47%	48%	49%	43%	58%
15 - 30 minutes	25%	24%	27%	26%	29%	30%	23%	20%	24%	28%	32%	27%	25%	28%	23%	29%	36%	19%
31 - 60 minutes	5%	6%	3%	6%	8%	6%	3%	4%	3%	5%	5%	4%	11%	7%	16%	10%	8%	3%
Over 1 hour	1%	1%	1%	0%	3%	1%	0%	0%	0%	1%	1%	0%	1%	2%	3%	1%	7%	0%
Don't know the nearest	15%	13%	16%	24%	19%	10%	13%	13%	12%	10%	10%	8%	18%	16%	10%	10%	6%	20%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(73.B) NOT including the services provided by your local supermarket, roughly how long would it take you to travel to the nearest following services? : Car wash

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1008	265	259	205	268	142	135	81	85	72	97	79	43	107	94	54	19
Weighted	1007	269	259	218	250	139	130	81	91	71	91	81	40	111	91	51	30
Under 15 minutes	55%	55%	56%	55%	51%	46%	62%	58%	56%	49%	49%	56%	59%	60%	51%	52%	63%
15 - 30 minutes	25%	29%	26%	23%	23%	24%	20%	26%	22%	24%	28%	28%	28%	23%	32%	33%	22%
31 - 60 minutes	5%	5%	3%	7%	4%	4%	4%	3%	3%	10%	8%	5%	4%	2%	6%	2%	10%
Over 1 hour	1%	2%	0%	0%	0%	1%	0%	0%	0%	4%	0%	0%	5%	0%	0%	2%	0%
Don't know the nearest	15%	9%	14%	15%	22%	26%	14%	13%	19%	13%	15%	11%	4%	15%	12%	12%	5%

Note:

BASE: Those who responded

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.A) Have you ever worked at a supermarket? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Yes - I currently work at one	3%	3%	3%	5%	4%	3%	1%	2%	1%	2%	4%	4%	3%	2%	2%	7%	10%	1%
Yes - I worked there for as my main job in the past	6%	9%	3%	6%	6%	8%	4%	7%	4%	6%	7%	5%	6%	5%	9%	7%	5%	6%
Yes - I worked there as a part time job in the past	7%	5%	9%	10%	9%	9%	9%	3%	3%	8%	7%	11%	7%	8%	15%	11%	0%	3%
Yes - I worked there as a short term or summer job	4%	3%	4%	3%	5%	4%	3%	3%	4%	3%	4%	5%	6%	6%	7%	7%	3%	2%
Yes - I worked there in another context	1%	2%	1%	2%	2%	1%	0%	2%	1%	1%	2%	1%	4%	0%	2%	6%	7%	1%
No	80%	79%	82%	75%	75%	76%	85%	83%	87%	82%	77%	75%	76%	79%	69%	66%	75%	87%
Don't know	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(74.B) Have you ever worked at a supermarket? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Yes - I currently work at one	3%	2%	1%	2%	5%	2%	5%	4%	1%	1%	4%	2%	3%	1%	2%	2%	5%
Yes - I worked there for as my main job in the past	6%	2%	5%	8%	8%	9%	7%	9%	4%	4%	5%	2%	5%	6%	6%	2%	4%
Yes - I worked there as a part time job in the past	7%	6%	8%	7%	7%	8%	11%	13%	6%	1%	5%	4%	6%	9%	5%	6%	7%
Yes - I worked there as a short term or summer job	4%	5%	4%	3%	3%	5%	2%	4%	7%	3%	4%	3%	10%	3%	1%	4%	0%
Yes - I worked there in another context	1%	2%	1%	0%	2%	2%	1%	0%	2%	5%	1%	0%	2%	1%	0%	0%	0%
No	80%	83%	81%	81%	77%	74%	76%	70%	83%	86%	81%	90%	77%	80%	88%	84%	84%
Don't know	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.A) Which supermarket(s) have you worked at? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	169	87	81	25	39	30	21	26	28	61	50	53	25	28	23	20	4	31
Weighted	170	91	78	28	36	36	23	22	25	62	51	54	25	29	23	20	4	28
Tesco	23%	23%	24%	14%	20%	34%	20%	31%	21%	28%	30%	28%	19%	28%	24%	36%	21%	19%
One Stop	1%	2%	1%	0%	2%	0%	5%	0%	3%	1%	1%	1%	0%	3%	5%	0%	0%	0%
Asda	13%	13%	14%	6%	10%	16%	15%	7%	25%	16%	7%	16%	5%	11%	11%	17%	24%	27%
Sainsbury's	18%	22%	13%	21%	25%	23%	10%	15%	10%	12%	25%	15%	22%	17%	27%	4%	0%	9%
Morrisons	9%	11%	7%	16%	10%	6%	11%	8%	3%	10%	11%	5%	3%	9%	11%	8%	0%	11%
M&S	7%	9%	5%	9%	10%	10%	0%	0%	9%	11%	6%	10%	5%	6%	9%	11%	0%	7%
Waitrose	4%	3%	5%	6%	2%	2%	4%	4%	7%	3%	1%	4%	0%	3%	4%	4%	0%	6%
Aldi	4%	3%	6%	9%	8%	3%	0%	0%	3%	5%	7%	4%	14%	3%	4%	12%	0%	0%
Lidl	4%	3%	5%	6%	5%	4%	0%	4%	3%	3%	4%	5%	3%	5%	13%	0%	0%	6%
Ocado	0%	0%	1%	0%	0%	0%	0%	0%	3%	0%	1%	1%	0%	0%	0%	0%	0%	0%
Co-op	14%	11%	17%	24%	18%	3%	22%	8%	6%	17%	9%	12%	19%	13%	4%	17%	22%	10%
Iceland	3%	2%	5%	3%	0%	7%	5%	4%	3%	3%	10%	5%	8%	5%	0%	0%	32%	3%
Other	16%	15%	18%	10%	6%	16%	4%	34%	36%	13%	12%	22%	18%	14%	17%	19%	0%	11%
Don't know	3%	3%	2%	2%	5%	0%	5%	0%	4%	0%	2%	2%	4%	0%	8%	5%	0%	10%

Note:

BASE: Respondents who have worked in a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(75.B) Which supermarket(s) have you worked at? Please select all that apply

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	169	39	45	35	49	33	25	20	15	10	14	6	9	19	10	6	2
Weighted	170	40	46	37	46	34	25	20	15	9	13	6	8	20	10	6	3
Tesco	23%	25%	15%	18%	35%	15%	24%	27%	31%	29%	26%	0%	10%	31%	36%	14%	38%
One Stop	1%	2%	0%	0%	4%	5%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%
Asda	13%	10%	13%	23%	7%	14%	17%	12%	0%	11%	20%	0%	32%	14%	18%	0%	0%
Sainsbury's	18%	16%	17%	19%	21%	23%	7%	24%	49%	10%	44%	0%	14%	4%	0%	16%	0%
Morrisons	9%	17%	7%	7%	6%	7%	0%	9%	6%	0%	5%	54%	0%	20%	0%	38%	0%
M&S	7%	5%	6%	11%	5%	8%	7%	7%	0%	33%	20%	0%	8%	0%	0%	0%	0%
Waitrose	4%	5%	2%	2%	7%	5%	6%	5%	6%	0%	11%	0%	0%	0%	0%	0%	0%
Aldi	4%	0%	9%	5%	3%	14%	0%	0%	0%	0%	5%	0%	0%	3%	0%	16%	0%
Lidl	4%	2%	6%	5%	1%	3%	3%	11%	0%	0%	5%	29%	0%	0%	0%	0%	0%
Ocado	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%
Co-op	14%	12%	16%	13%	13%	14%	23%	15%	13%	10%	17%	16%	27%	3%	8%	0%	0%
Iceland	3%	2%	3%	4%	6%	6%	5%	0%	0%	0%	5%	0%	0%	6%	8%	0%	0%
Other	16%	19%	19%	15%	13%	8%	17%	20%	6%	18%	0%	0%	10%	28%	48%	16%	62%
Don't know	3%	0%	4%	0%	5%	3%	5%	5%	0%	0%	4%	15%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who have worked in a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.A) Overall, how satisfied, were you with your experience working in a supermarket? If you worked at more than one supermarket in the past, please think of your latest experience.

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	169	87	81	25	39	30	21	26	28	61	50	53	25	28	23	20	4	31
Weighted	170	91	78	28	36	36	23	22	25	62	51	54	25	29	23	20	4	28
Very satisfied	19%	17%	22%	19%	23%	6%	27%	21%	26%	19%	18%	15%	11%	23%	10%	24%	22%	28%
Somewhat satisfied	48%	43%	54%	44%	48%	63%	45%	38%	43%	51%	55%	60%	53%	49%	55%	57%	78%	40%
Neither satisfied or unsatisfied	16%	17%	14%	16%	16%	11%	23%	14%	16%	12%	16%	12%	21%	12%	15%	9%	0%	11%
Somewhat unsatisfied	5%	6%	4%	5%	5%	3%	5%	8%	8%	6%	4%	4%	4%	3%	8%	0%	0%	6%
Very unsatisfied	10%	13%	6%	15%	8%	12%	0%	16%	8%	11%	5%	5%	6%	13%	7%	9%	0%	14%
Don't Know	2%	3%	0%	0%	0%	6%	0%	4%	0%	2%	2%	4%	4%	0%	4%	0%	0%	0%
Total Satisfied:	67%	60%	76%	63%	71%	68%	72%	59%	68%	70%	73%	75%	64%	71%	65%	81%	100%	69%
Total Unsatisfied:	15%	20%	10%	21%	13%	15%	5%	24%	15%	16%	9%	9%	11%	16%	15%	9%	0%	20%
Net:	52%	40%	65%	42%	58%	53%	67%	35%	53%	53%	64%	66%	53%	55%	50%	72%	100%	48%

Note:

BASE: Respondents who have worked in a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(76.B) Overall, how satisfied, were you with your experience working in a supermarket? If you worked at more than one supermarket in the past, please think of your latest experience.

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	169	39	45	35	49	33	25	20	15	10	14	6	9	19	10	6	2
Weighted	170	40	46	37	46	34	25	20	15	9	13	6	8	20	10	6	3
Very satisfied	19%	13%	20%	22%	22%	26%	11%	6%	13%	20%	24%	14%	18%	27%	44%	14%	0%
Somewhat satisfied	48%	69%	38%	41%	45%	55%	51%	59%	54%	52%	28%	50%	41%	42%	28%	38%	62%
Neither satisfied or unsatisfied	16%	5%	17%	23%	17%	17%	16%	10%	13%	9%	6%	16%	31%	22%	19%	0%	38%
Somewhat unsatisfied	5%	5%	9%	6%	2%	0%	7%	9%	6%	0%	14%	0%	0%	5%	0%	33%	0%
Very unsatisfied	10%	6%	13%	8%	11%	2%	11%	16%	7%	19%	28%	0%	10%	5%	10%	16%	0%
Don't Know	2%	2%	3%	0%	2%	0%	3%	0%	7%	0%	0%	20%	0%	0%	0%	0%	0%
Total Satisfied:	67%	82%	58%	63%	67%	81%	62%	65%	67%	72%	52%	64%	59%	69%	72%	52%	62%
Total Unsatisfied:	15%	11%	22%	14%	14%	2%	18%	25%	13%	19%	42%	0%	10%	9%	10%	48%	0%
Net:	52%	70%	36%	49%	54%	79%	43%	41%	54%	53%	10%	64%	50%	59%	62%	4%	62%

Note:

BASE: Respondents who have worked in a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.A) Thinking back to your experience in a supermarket which of the following, if any, were true for you? If you worked at more than one supermarket in the past, please think of your latest experience. Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	169	87	81	25	39	30	21	26	28	61	50	53	25	28	23	20	4	31
Weighted	170	91	78	28	36	36	23	22	25	62	51	54	25	29	23	20	4	28
I enjoyed my time working at a supermarket	44%	40%	50%	17%	38%	48%	57%	48%	62%	44%	38%	58%	27%	48%	39%	43%	0%	60%
It gave me skills and experience that I have drawn on in the rest of my career	22%	24%	20%	42%	26%	22%	18%	18%	3%	19%	31%	23%	22%	32%	28%	35%	57%	23%
I made new friends while working at a supermarket	32%	30%	36%	35%	26%	28%	33%	41%	37%	31%	26%	30%	16%	30%	21%	29%	0%	53%
I would have found it difficult to find another equivalent job opportunity	9%	10%	7%	15%	8%	3%	7%	15%	7%	11%	8%	7%	20%	6%	0%	17%	43%	15%
I found working at a supermarket boring	27%	29%	24%	38%	33%	23%	35%	14%	15%	23%	21%	21%	40%	32%	34%	38%	43%	19%
None of the above	11%	13%	10%	7%	11%	12%	5%	19%	15%	19%	6%	8%	8%	10%	11%	4%	0%	11%
Don't know	1%	0%	3%	0%	0%	3%	5%	0%	0%	0%	2%	2%	5%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who have worked in a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(77.B) Thinking back to your experience in a supermarket which of the following, if any, were true for you? If you worked at more than one supermarket in the past, please think of your latest experience. Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	169	39	45	35	49	33	25	20	15	10	14	6	9	19	10	6	2
Weighted	170	40	46	37	46	34	25	20	15	9	13	6	8	20	10	6	3
I enjoyed my time working at a supermarket	44%	41%	43%	40%	53%	38%	51%	30%	60%	29%	48%	66%	35%	39%	55%	52%	62%
It gave me skills and experience that I have drawn on in the rest of my career	22%	28%	12%	34%	17%	36%	39%	14%	10%	32%	21%	30%	0%	17%	8%	0%	0%
I made new friends while working at a supermarket	32%	27%	23%	47%	33%	27%	24%	48%	25%	29%	31%	65%	36%	18%	72%	0%	62%
I would have found it difficult to find another equivalent job opportunity	9%	9%	6%	7%	12%	13%	7%	9%	10%	20%	6%	0%	0%	8%	0%	16%	0%
I found working at a supermarket boring	27%	28%	31%	23%	26%	28%	15%	30%	15%	19%	55%	0%	27%	23%	29%	70%	38%
None of the above	11%	14%	11%	9%	12%	3%	11%	10%	24%	19%	6%	20%	23%	17%	10%	0%	0%
Don't know	1%	0%	0%	3%	3%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Respondents who have worked in a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.A) Has anyone else in your immediate family ever worked at a supermarket?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Yes - someone in my immediate family currently works at one	6%	5%	7%	10%	9%	5%	6%	5%	4%	6%	8%	8%	3%	4%	2%	7%	15%	8%
Yes - someone in my immediate family worked there as a full time job in the past	7%	9%	5%	5%	13%	6%	6%	8%	3%	6%	7%	5%	8%	8%	12%	10%	9%	6%
Yes - someone in my immediate family worked there as a part time job in the past	7%	7%	7%	13%	5%	8%	6%	8%	6%	7%	7%	9%	9%	7%	11%	6%	8%	6%
Yes - someone in my immediate family worked there as a short term or summer job	4%	3%	5%	5%	3%	1%	2%	5%	6%	3%	4%	3%	5%	4%	6%	4%	7%	4%
Yes - someone in my immediate family worked there in another context	1%	1%	1%	2%	1%	1%	0%	1%	2%	2%	2%	1%	2%	1%	3%	0%	0%	2%
No	75%	76%	73%	65%	68%	78%	80%	74%	80%	78%	71%	75%	71%	76%	68%	71%	65%	75%
Don't know	2%	1%	2%	2%	2%	2%	2%	1%	0%	0%	3%	0%	4%	1%	0%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(78.B) Has anyone else in your immediate family ever worked at a supermarket?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Yes - someone in my immediate family currently works at one	6%	4%	6%	8%	8%	3%	6%	19%	1%	7%	12%	6%	2%	5%	3%	3%	5%
Yes - someone in my immediate family worked there as a full time job in the past	7%	4%	7%	7%	9%	6%	10%	5%	8%	7%	8%	3%	7%	5%	6%	8%	9%
Yes - someone in my immediate family worked there as a part time job in the past	7%	4%	9%	9%	8%	12%	10%	5%	7%	7%	7%	3%	6%	5%	8%	6%	9%
Yes - someone in my immediate family worked there as a short term or summer job	4%	4%	3%	6%	2%	5%	3%	8%	1%	3%	0%	5%	0%	5%	5%	2%	5%
Yes - someone in my immediate family worked there in another context	1%	3%	1%	0%	1%	3%	0%	0%	3%	3%	1%	1%	0%	2%	0%	0%	0%
No	75%	82%	75%	70%	71%	72%	71%	64%	78%	72%	73%	83%	79%	78%	77%	77%	82%
Don't know	2%	1%	1%	1%	3%	1%	2%	2%	2%	1%	1%	0%	6%	1%	2%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.A) Which supermarket(s) have those in your immediate family worked at?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	185	91	93	31	41	22	18	35	38	61	50	42	28	30	21	14	6	43
Weighted	180	91	87	31	37	27	20	30	34	58	51	40	27	28	23	14	6	39
Tesco	22%	25%	18%	25%	29%	14%	16%	22%	21%	23%	23%	29%	31%	30%	28%	47%	17%	16%
One Stop	2%	3%	1%	9%	3%	0%	0%	0%	0%	1%	6%	0%	4%	0%	0%	7%	17%	0%
Asda	16%	14%	17%	10%	14%	23%	5%	16%	22%	15%	13%	9%	15%	11%	26%	18%	15%	22%
Sainsbury's	19%	15%	23%	27%	17%	19%	16%	3%	28%	14%	22%	20%	18%	14%	11%	14%	63%	24%
Morrisons	13%	12%	12%	0%	27%	5%	12%	14%	14%	7%	6%	7%	10%	16%	9%	14%	33%	21%
M&S	5%	5%	5%	4%	5%	5%	6%	6%	5%	2%	6%	6%	3%	8%	0%	0%	23%	6%
Waitrose	7%	6%	8%	13%	8%	9%	0%	6%	3%	5%	11%	12%	28%	0%	8%	33%	17%	5%
Aldi	3%	4%	3%	9%	2%	5%	5%	0%	0%	5%	5%	3%	8%	4%	10%	10%	0%	0%
Lidl	4%	6%	1%	6%	7%	0%	10%	0%	0%	4%	4%	5%	7%	6%	9%	14%	17%	0%
Co-op	12%	13%	10%	10%	15%	8%	12%	21%	5%	13%	12%	13%	14%	12%	4%	21%	0%	9%
Iceland	5%	8%	1%	5%	5%	4%	10%	3%	3%	3%	2%	0%	3%	5%	12%	0%	0%	4%
Ocado	1%	1%	0%	0%	3%	0%	0%	0%	0%	0%	2%	0%	4%	0%	0%	7%	17%	0%
Other	13%	14%	11%	0%	7%	13%	24%	22%	16%	19%	8%	17%	7%	10%	7%	0%	15%	6%
Don't know	3%	4%	2%	11%	2%	4%	0%	0%	0%	3%	6%	8%	3%	3%	12%	0%	0%	0%

Note:
 BASE: Respondents who have someone in their immediate family who has worked at a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(79.B) Which supermarket(s) have those in your immediate family worked at?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	185	38	51	44	49	35	31	13	17	15	14	9	6	16	18	8	3
Weighted	180	36	49	47	44	34	29	13	17	14	13	9	5	18	16	8	4
Tesco	22%	34%	20%	19%	19%	30%	28%	31%	26%	19%	10%	20%	0%	11%	9%	40%	0%
One Stop	2%	9%	0%	0%	2%	0%	3%	8%	0%	0%	0%	0%	0%	12%	0%	0%	0%
Asda	16%	14%	14%	18%	15%	3%	13%	15%	0%	19%	24%	45%	12%	34%	23%	23%	0%
Sainsbury's	19%	19%	29%	17%	11%	20%	33%	22%	19%	22%	6%	22%	29%	5%	14%	12%	0%
Morrisons	13%	10%	8%	24%	8%	11%	7%	15%	6%	13%	11%	44%	16%	23%	5%	15%	0%
M&S	5%	3%	5%	5%	4%	6%	11%	0%	5%	0%	0%	0%	0%	7%	10%	0%	0%
Waitrose	7%	15%	10%	2%	2%	13%	9%	8%	18%	0%	0%	10%	0%	0%	0%	0%	0%
Aldi	3%	0%	2%	9%	2%	0%	7%	10%	0%	0%	7%	10%	21%	0%	0%	0%	0%
Lidl	4%	5%	0%	4%	7%	11%	0%	8%	0%	0%	0%	10%	0%	0%	0%	12%	0%
Co-op	12%	5%	14%	14%	14%	5%	18%	32%	11%	18%	23%	0%	0%	4%	4%	0%	31%
Iceland	5%	3%	2%	0%	15%	2%	0%	0%	18%	0%	19%	0%	0%	0%	5%	15%	0%
Ocado	1%	3%	0%	0%	0%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	13%	8%	16%	8%	16%	2%	6%	14%	13%	15%	6%	0%	37%	13%	34%	10%	69%
Don't know	3%	5%	1%	4%	2%	8%	3%	0%	0%	0%	6%	0%	0%	0%	6%	0%	0%

Note:

BASE: Respondents who have someone in their immediate family who has worked at a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.A) Overall, how satisfied or unsatisfied would you say they were with their experience working in a supermarket? If several people in your family worked at a supermarket or if they worked at multiple supermarkets, please think of the latest experience.

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	185	91	93	31	41	22	18	35	38	61	50	42	28	30	21	14	6	43
Weighted	180	91	87	31	37	27	20	30	34	58	51	40	27	28	23	14	6	39
Very satisfied	16%	13%	20%	24%	17%	9%	21%	19%	10%	22%	22%	24%	26%	24%	37%	29%	33%	9%
Somewhat satisfied	47%	45%	47%	36%	52%	62%	29%	42%	53%	45%	53%	42%	48%	30%	49%	53%	37%	44%
Neither satisfied or unsatisfied	17%	25%	10%	18%	12%	17%	17%	26%	16%	11%	10%	11%	20%	17%	11%	13%	15%	24%
Somewhat unsatisfied	11%	9%	13%	15%	8%	5%	16%	6%	16%	8%	12%	12%	3%	11%	3%	6%	15%	13%
Very unsatisfied	5%	5%	5%	5%	4%	4%	12%	3%	3%	10%	2%	9%	3%	9%	0%	0%	0%	0%
Don't know	4%	4%	5%	2%	7%	4%	5%	5%	3%	4%	1%	2%	0%	9%	0%	0%	0%	9%
Total Satisfied:	63%	58%	67%	59%	70%	71%	50%	60%	63%	67%	75%	66%	73%	54%	85%	81%	70%	54%
Total Unsatisfied:	15%	13%	18%	20%	12%	8%	28%	9%	19%	17%	14%	20%	6%	19%	3%	6%	15%	13%
Net:	48%	45%	49%	40%	57%	63%	22%	52%	44%	50%	62%	46%	67%	35%	82%	75%	55%	40%

Note:

BASE: Respondents who have someone in their immediate family who has worked at a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(80.B) Overall, how satisfied or unsatisfied would you say they were with their experience working in a supermarket? If several people in your family worked at a supermarket or if they worked at multiple supermarkets, please think of the latest experience.

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	185	38	51	44	49	35	31	13	17	15	14	9	6	16	18	8	3
Weighted	180	36	49	47	44	34	29	13	17	14	13	9	5	18	16	8	4
Very satisfied	16%	19%	12%	24%	12%	28%	16%	18%	6%	13%	23%	11%	12%	10%	12%	27%	0%
Somewhat satisfied	47%	58%	43%	49%	39%	41%	49%	40%	45%	41%	15%	68%	52%	67%	53%	58%	32%
Neither satisfied or unsatisfied	17%	12%	20%	15%	21%	20%	16%	13%	34%	24%	36%	0%	21%	7%	5%	0%	31%
Somewhat unsatisfied	11%	10%	17%	9%	5%	5%	10%	23%	16%	21%	0%	11%	15%	10%	10%	15%	0%
Very unsatisfied	5%	2%	6%	0%	10%	4%	6%	0%	0%	0%	8%	11%	0%	0%	10%	0%	36%
Don't know	4%	0%	2%	3%	12%	2%	3%	7%	0%	0%	17%	0%	0%	5%	11%	0%	0%
Total Satisfied:	63%	77%	55%	73%	52%	69%	65%	57%	50%	54%	38%	78%	64%	77%	65%	85%	32%
Total Unsatisfied:	15%	12%	23%	9%	16%	9%	16%	23%	16%	21%	8%	22%	15%	10%	19%	15%	36%
Net:	48%	65%	32%	64%	36%	60%	49%	35%	34%	33%	30%	56%	49%	67%	45%	70%	-4%

Note:

BASE: Respondents who have someone in their immediate family who has worked at a supermarket

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.A) What sectors / industries are available as potential career options to young people in your local area? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Retail	56%	55%	57%	39%	51%	55%	61%	63%	63%	60%	62%	57%	56%	66%	50%	61%	48%	55%
Restaurants / cafes / pubs	57%	55%	59%	49%	49%	51%	56%	67%	67%	63%	59%	55%	58%	64%	52%	53%	45%	57%
Food processing	18%	20%	16%	21%	15%	21%	18%	15%	16%	20%	17%	22%	26%	17%	25%	26%	34%	14%
Agriculture	20%	21%	19%	6%	10%	20%	22%	26%	29%	25%	17%	20%	7%	26%	19%	24%	29%	22%
Tourism	19%	19%	18%	9%	11%	20%	17%	25%	26%	23%	20%	21%	25%	27%	22%	25%	26%	15%
Hotels	34%	36%	33%	21%	29%	36%	33%	46%	40%	40%	34%	36%	39%	39%	35%	44%	37%	32%
Finance	21%	22%	20%	17%	24%	18%	21%	23%	22%	23%	26%	21%	30%	29%	32%	28%	29%	17%
Media	10%	10%	10%	11%	11%	12%	7%	11%	10%	10%	12%	13%	17%	16%	12%	16%	16%	8%
Cleaning	44%	43%	44%	31%	40%	44%	43%	51%	49%	48%	45%	47%	46%	53%	41%	50%	48%	41%
Healthcare	38%	36%	40%	27%	35%	31%	38%	46%	48%	42%	41%	37%	43%	48%	42%	46%	39%	37%
Local government	28%	30%	26%	14%	17%	28%	27%	37%	40%	31%	26%	26%	29%	34%	32%	27%	40%	28%
Manufacturing	24%	29%	20%	19%	22%	30%	28%	23%	23%	26%	29%	27%	22%	29%	28%	27%	46%	22%
Tech	16%	17%	16%	17%	14%	14%	14%	20%	19%	18%	18%	15%	24%	24%	20%	18%	16%	16%
Other (Please Specify)	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	0%	1%	1%	0%	0%	4%
Don't know	24%	21%	27%	21%	27%	27%	27%	20%	23%	20%	18%	23%	20%	19%	17%	16%	25%	31%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(81.B) What sectors / industries are available as potential career options to young people in your local area? Please select all that apply

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Retail	56%	66%	61%	48%	47%	42%	64%	62%	57%	64%	60%	53%	62%	49%	60%	51%	52%
Restaurants / cafes / pubs	57%	67%	61%	51%	47%	49%	61%	65%	54%	62%	56%	47%	60%	58%	61%	62%	52%
Food processing	18%	16%	18%	18%	18%	19%	7%	25%	14%	24%	20%	14%	18%	21%	24%	14%	13%
Agriculture	20%	28%	22%	14%	15%	5%	24%	29%	27%	27%	15%	14%	17%	15%	34%	18%	11%
Tourism	19%	23%	24%	14%	12%	10%	22%	36%	14%	10%	12%	11%	22%	18%	29%	19%	36%
Hotels	34%	43%	39%	25%	30%	26%	38%	45%	36%	27%	34%	29%	28%	33%	42%	32%	52%
Finance	21%	29%	23%	16%	15%	25%	22%	21%	12%	23%	26%	24%	21%	14%	28%	19%	10%
Media	10%	13%	12%	8%	7%	17%	7%	10%	10%	9%	12%	7%	12%	11%	9%	2%	16%
Cleaning	44%	50%	45%	39%	39%	35%	41%	52%	45%	52%	41%	46%	55%	37%	51%	45%	33%
Healthcare	38%	48%	40%	31%	30%	30%	41%	39%	39%	36%	43%	43%	41%	32%	46%	41%	20%
Local government	28%	42%	30%	19%	19%	25%	27%	19%	25%	33%	32%	27%	35%	26%	36%	25%	40%
Manufacturing	24%	26%	23%	23%	25%	12%	11%	27%	30%	39%	38%	24%	40%	26%	25%	20%	17%
Tech	16%	21%	19%	12%	11%	16%	17%	16%	19%	15%	18%	12%	18%	16%	18%	8%	16%
Other (Please Specify)	2%	1%	2%	2%	1%	1%	0%	2%	4%	1%	3%	3%	3%	1%	0%	2%	0%
Don't know	24%	15%	24%	27%	31%	25%	23%	23%	28%	19%	23%	30%	20%	28%	23%	24%	19%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.A) In your opinion, which of the following types of worker, if any, should be thought of as ‘key workers’? Please select all that apply.

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Doctors, nurses and other health related professions	87%	84%	91%	78%	79%	85%	89%	96%	96%	89%	88%	90%	82%	94%	80%	78%	70%	89%
Teachers and childcare	75%	71%	80%	68%	67%	70%	79%	84%	82%	77%	78%	79%	75%	79%	64%	75%	54%	74%
Supermarket workers	79%	75%	83%	68%	75%	76%	81%	83%	85%	81%	80%	81%	75%	84%	79%	71%	56%	78%
Transport workers (bus drivers, train conductors etc)	79%	74%	83%	70%	74%	78%	77%	87%	84%	80%	83%	83%	84%	81%	75%	69%	62%	77%
Delivery drivers	73%	67%	80%	58%	66%	70%	79%	79%	83%	74%	74%	75%	68%	81%	68%	65%	53%	74%
Bankers	21%	17%	25%	24%	28%	23%	18%	19%	17%	24%	22%	21%	26%	26%	21%	20%	27%	18%
Police officers	81%	79%	83%	70%	74%	77%	83%	90%	90%	84%	82%	84%	76%	88%	78%	73%	59%	80%
Civil servants	20%	19%	22%	27%	27%	22%	20%	16%	13%	21%	28%	25%	28%	18%	19%	23%	3%	20%
Computer programmers	8%	7%	9%	14%	10%	6%	5%	9%	7%	7%	10%	6%	11%	5%	4%	6%	7%	10%
Lawyers	12%	10%	14%	21%	18%	14%	7%	13%	5%	14%	16%	14%	22%	16%	19%	17%	14%	11%
None of the above	1%	1%	1%	1%	1%	3%	1%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	2%
Don't know	4%	3%	4%	3%	7%	5%	4%	3%	1%	3%	2%	3%	5%	1%	1%	1%	8%	6%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(82.B) In your opinion, which of the following types of worker, if any, should be thought of as ‘key workers’? Please select all that apply.

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Doctors, nurses and other health related professions	87%	89%	92%	84%	84%	78%	90%	92%	93%	88%	80%	88%	82%	87%	97%	92%	85%
Teachers and childcare	75%	78%	80%	72%	71%	67%	77%	81%	74%	74%	77%	80%	78%	73%	85%	71%	69%
Supermarket workers	79%	75%	85%	79%	77%	67%	85%	87%	77%	78%	75%	85%	81%	78%	83%	80%	64%
Transport workers (bus drivers, train conductors etc)	79%	79%	85%	75%	74%	73%	78%	79%	85%	79%	74%	82%	74%	78%	85%	87%	71%
Delivery drivers	73%	77%	76%	75%	66%	68%	69%	74%	76%	71%	73%	78%	63%	76%	80%	85%	61%
Bankers	21%	16%	23%	23%	25%	22%	18%	30%	19%	16%	27%	29%	18%	19%	22%	16%	9%
Police officers	81%	80%	89%	76%	78%	73%	83%	85%	87%	84%	77%	84%	74%	79%	92%	76%	81%
Civil servants	20%	20%	22%	20%	19%	19%	20%	19%	22%	22%	22%	25%	22%	18%	17%	26%	18%
Computer programmers	8%	8%	9%	8%	8%	8%	10%	15%	4%	8%	11%	10%	13%	5%	4%	4%	5%
Lawyers	12%	10%	13%	13%	14%	12%	12%	17%	12%	10%	12%	15%	8%	14%	11%	8%	10%
None of the above	1%	2%	1%	1%	1%	2%	1%	3%	0%	2%	0%	3%	2%	1%	1%	0%	0%
Don't know	4%	2%	2%	4%	7%	2%	6%	1%	4%	4%	8%	1%	2%	5%	2%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.A) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Doctors, nurses and other health related professions

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
More important	68%	65%	72%	67%	58%	58%	68%	74%	81%	68%	72%	66%	68%	74%	63%	77%	72%	67%
Around the same	28%	31%	24%	27%	36%	34%	30%	23%	17%	29%	25%	29%	28%	24%	30%	19%	13%	29%
Less important	1%	2%	1%	3%	2%	2%	1%	2%	0%	1%	1%	2%	3%	1%	7%	5%	8%	1%
Don't know	3%	2%	3%	4%	4%	6%	1%	1%	1%	2%	2%	3%	1%	1%	0%	0%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(83.B) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Doctors, nurses and other health related professions

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
More important	68%	70%	72%	63%	65%	69%	73%	65%	58%	69%	60%	73%	76%	69%	68%	75%	62%
Around the same	28%	28%	26%	30%	28%	25%	23%	31%	38%	26%	35%	25%	21%	26%	30%	21%	33%
Less important	1%	0%	1%	3%	2%	3%	0%	2%	1%	4%	2%	1%	0%	0%	1%	0%	5%
Don't know	3%	1%	1%	4%	5%	3%	4%	2%	3%	1%	3%	1%	3%	6%	2%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.A) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Teachers and childcare

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
More important	46%	39%	53%	36%	44%	48%	40%	51%	55%	45%	51%	43%	50%	56%	36%	45%	55%	47%
Around the same	45%	49%	41%	49%	46%	42%	54%	44%	40%	49%	40%	49%	42%	39%	55%	45%	25%	43%
Less important	4%	7%	2%	9%	5%	2%	4%	3%	3%	3%	5%	3%	6%	3%	9%	8%	7%	5%
Don't know	4%	4%	4%	6%	5%	8%	2%	2%	3%	3%	4%	5%	3%	2%	0%	1%	12%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(84.B) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Teachers and childcare

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
More important	46%	49%	48%	46%	42%	49%	50%	55%	39%	45%	39%	53%	50%	41%	46%	49%	29%
Around the same	45%	46%	46%	44%	45%	36%	43%	39%	51%	45%	52%	41%	45%	49%	49%	41%	71%
Less important	4%	3%	5%	4%	6%	10%	1%	4%	6%	7%	4%	5%	2%	3%	2%	4%	0%
Don't know	4%	2%	2%	5%	7%	4%	6%	2%	4%	4%	4%	1%	3%	8%	3%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.A) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Supermarket workers

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
More important	59%	55%	64%	48%	54%	51%	67%	67%	66%	60%	58%	58%	60%	69%	62%	67%	51%	59%
Around the same	36%	39%	32%	43%	38%	41%	29%	31%	33%	37%	36%	37%	36%	29%	28%	30%	33%	36%
Less important	2%	3%	1%	5%	3%	2%	3%	1%	0%	1%	3%	1%	2%	1%	8%	3%	8%	2%
Don't know	3%	3%	3%	4%	5%	5%	1%	2%	1%	2%	3%	4%	2%	2%	2%	0%	8%	3%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(85.B) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Supermarket workers

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
More important	59%	58%	62%	57%	60%	57%	67%	62%	55%	55%	54%	63%	59%	51%	63%	68%	54%
Around the same	36%	39%	34%	36%	33%	33%	28%	37%	40%	41%	39%	32%	41%	44%	34%	26%	46%
Less important	2%	1%	3%	3%	2%	6%	1%	0%	2%	3%	2%	4%	0%	0%	1%	2%	0%
Don't know	3%	2%	2%	4%	5%	4%	5%	2%	3%	1%	5%	1%	0%	6%	2%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.A) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Transport workers (bus drivers, train conductors etc)

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
More important	50%	44%	56%	46%	43%	46%	53%	55%	56%	50%	51%	52%	55%	58%	52%	48%	34%	46%
Around the same	44%	49%	40%	46%	48%	45%	44%	42%	41%	46%	44%	41%	38%	40%	41%	47%	58%	47%
Less important	2%	4%	1%	6%	5%	1%	2%	1%	1%	2%	3%	3%	4%	1%	7%	4%	0%	3%
Don't know	3%	2%	4%	2%	5%	8%	1%	2%	2%	2%	3%	4%	3%	1%	0%	1%	8%	4%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(86.B) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Transport workers (bus drivers, train conductors etc)

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
More important	50%	48%	51%	52%	49%	54%	56%	50%	46%	47%	50%	54%	49%	43%	50%	55%	38%
Around the same	44%	48%	43%	41%	44%	38%	37%	48%	48%	51%	44%	39%	48%	50%	46%	42%	50%
Less important	2%	2%	3%	4%	2%	5%	1%	0%	3%	1%	2%	5%	2%	1%	2%	2%	5%
Don't know	3%	2%	3%	4%	5%	2%	6%	2%	3%	1%	4%	2%	0%	6%	2%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.A) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Delivery drivers

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
More important	57%	50%	64%	42%	49%	52%	61%	69%	66%	59%	55%	54%	55%	72%	60%	55%	61%	60%
Around the same	37%	43%	31%	46%	43%	39%	37%	28%	31%	38%	39%	39%	36%	25%	35%	36%	26%	34%
Less important	3%	4%	2%	9%	2%	3%	1%	1%	2%	2%	3%	3%	7%	1%	5%	9%	5%	2%
Don't know	3%	2%	3%	3%	5%	6%	1%	2%	1%	2%	3%	4%	2%	2%	0%	0%	8%	4%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(87.B) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Delivery drivers

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
More important	57%	62%	61%	53%	51%	56%	60%	57%	48%	56%	53%	70%	60%	51%	60%	65%	47%
Around the same	37%	34%	34%	40%	41%	35%	31%	40%	45%	41%	38%	27%	37%	40%	37%	33%	53%
Less important	3%	3%	3%	4%	3%	6%	2%	0%	4%	3%	5%	1%	3%	3%	1%	0%	0%
Don't know	3%	2%	3%	3%	5%	2%	7%	4%	3%	1%	4%	1%	0%	6%	2%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.A) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Civil servants

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
More important	10%	10%	9%	22%	16%	9%	8%	3%	3%	12%	9%	10%	14%	14%	14%	18%	11%	5%
Around the same	63%	60%	65%	59%	62%	66%	61%	65%	63%	66%	66%	63%	65%	61%	61%	48%	44%	59%
Less important	20%	23%	17%	8%	11%	18%	24%	26%	27%	17%	16%	19%	14%	19%	24%	25%	30%	26%
Don't know	8%	7%	9%	11%	10%	8%	8%	6%	7%	6%	9%	8%	7%	7%	1%	10%	14%	10%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(88.B) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Civil servants

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
More important	10%	10%	8%	11%	9%	18%	8%	7%	3%	6%	13%	7%	13%	10%	10%	8%	0%
Around the same	63%	65%	65%	62%	57%	55%	59%	67%	76%	56%	65%	59%	68%	61%	73%	51%	68%
Less important	20%	19%	18%	21%	21%	19%	20%	17%	15%	29%	15%	26%	16%	21%	11%	31%	27%
Don't know	8%	6%	9%	6%	12%	7%	14%	9%	7%	9%	8%	7%	3%	7%	6%	10%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.A) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Computer programmers

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
More important	8%	8%	8%	21%	10%	9%	5%	2%	4%	10%	12%	8%	16%	8%	9%	11%	17%	5%
Around the same	62%	60%	64%	55%	68%	56%	62%	67%	63%	63%	63%	63%	61%	66%	64%	66%	64%	59%
Less important	21%	24%	18%	15%	13%	22%	24%	23%	25%	19%	17%	20%	15%	18%	22%	18%	9%	25%
Don't know	9%	8%	10%	9%	9%	13%	9%	7%	8%	8%	8%	9%	8%	8%	5%	4%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(89.B) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Computer programmers

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
More important	8%	10%	7%	9%	6%	17%	6%	6%	3%	11%	8%	4%	12%	9%	5%	7%	5%
Around the same	62%	64%	67%	60%	56%	56%	62%	74%	75%	52%	69%	60%	60%	57%	66%	55%	54%
Less important	21%	17%	20%	21%	26%	16%	21%	13%	17%	29%	14%	26%	26%	23%	21%	30%	25%
Don't know	9%	8%	7%	10%	12%	11%	11%	7%	5%	8%	10%	10%	3%	11%	8%	8%	17%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.A) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Lawyers

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
More important	6%	7%	5%	13%	10%	6%	3%	3%	2%	8%	7%	5%	9%	11%	10%	9%	22%	3%
Around the same	62%	56%	68%	62%	64%	63%	61%	63%	59%	65%	63%	62%	66%	58%	52%	55%	50%	58%
Less important	25%	31%	20%	18%	19%	21%	30%	29%	31%	22%	23%	24%	20%	27%	35%	30%	16%	31%
Don't know	7%	6%	8%	8%	7%	10%	6%	5%	8%	5%	7%	8%	5%	4%	4%	6%	12%	8%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(90.B) And based upon the experience of Covid-19, do you now see any of the following groups of workers as more or less important?: Lawyers

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
More important	6%	5%	5%	9%	5%	13%	4%	8%	3%	8%	8%	4%	0%	6%	4%	0%	0%
Around the same	62%	65%	65%	59%	56%	57%	60%	71%	74%	50%	63%	57%	71%	55%	68%	62%	65%
Less important	25%	23%	24%	25%	29%	23%	25%	16%	18%	37%	21%	32%	29%	28%	24%	31%	25%
Don't know	7%	7%	6%	6%	10%	7%	11%	5%	6%	5%	9%	8%	0%	11%	4%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.A) How worried or unworried are you about the state of the environment?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very worried	21%	20%	21%	28%	23%	21%	20%	19%	16%	22%	23%	17%	24%	26%	13%	13%	28%	22%
Somewhat worried	46%	45%	47%	40%	37%	45%	48%	47%	56%	47%	47%	52%	51%	44%	46%	47%	32%	40%
Neither worried or unworried	22%	22%	22%	20%	27%	24%	21%	21%	20%	20%	20%	21%	17%	21%	25%	22%	22%	27%
Somewhat unworried	6%	6%	5%	2%	7%	5%	8%	9%	4%	4%	4%	5%	5%	5%	8%	5%	7%	6%
Very unworried	4%	6%	2%	6%	3%	4%	3%	4%	4%	5%	4%	3%	2%	4%	6%	9%	11%	4%
Don't know	2%	1%	2%	3%	4%	2%	0%	0%	1%	2%	1%	2%	1%	1%	3%	4%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(91.B) How worried or unworried are you about the state of the environment?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very worried	21%	21%	23%	16%	21%	24%	22%	17%	29%	23%	24%	15%	17%	19%	18%	18%	4%
Somewhat worried	46%	51%	45%	46%	40%	49%	49%	47%	32%	37%	33%	49%	60%	47%	52%	53%	68%
Neither worried or unworried	22%	19%	20%	23%	27%	21%	21%	26%	21%	26%	26%	28%	14%	20%	23%	17%	10%
Somewhat unworried	6%	4%	7%	8%	4%	4%	6%	4%	7%	8%	8%	5%	10%	4%	4%	2%	11%
Very unworried	4%	3%	3%	6%	4%	3%	2%	5%	8%	2%	7%	3%	0%	5%	2%	6%	6%
Don't know	2%	1%	1%	1%	3%	0%	0%	0%	3%	4%	2%	0%	0%	4%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.A) And compared to other public issues such as the economy and public services, how seriously do you worry about the environment?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
I worry a lot more about the environment than the economy and public services	12%	11%	13%	22%	16%	9%	9%	11%	8%	13%	13%	10%	11%	15%	12%	8%	28%	13%
I worry somewhat more about the environment than the economy and public services	19%	21%	17%	27%	18%	24%	21%	12%	15%	19%	22%	20%	24%	21%	24%	26%	23%	12%
I worry about the same	43%	44%	42%	32%	44%	43%	44%	47%	45%	43%	42%	42%	40%	39%	35%	38%	22%	49%
I worry somewhat less about the environment than the economy and public services	11%	10%	13%	8%	9%	10%	9%	14%	17%	12%	11%	14%	11%	13%	17%	5%	16%	10%
I worry a lot less about the environment than the economy and public services	8%	9%	6%	2%	4%	7%	11%	10%	10%	8%	5%	7%	5%	8%	5%	16%	4%	9%
Don't know	3%	2%	4%	5%	6%	2%	4%	2%	1%	2%	2%	4%	2%	2%	0%	4%	3%	4%
N/A I am not worried about either	4%	3%	4%	4%	3%	4%	2%	5%	5%	3%	3%	3%	6%	3%	7%	4%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(92.B) And compared to other public issues such as the economy and public services, how seriously do you worry about the environment?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
I worry a lot more about the environment than the economy and public services	12%	11%	13%	10%	14%	15%	12%	13%	16%	14%	14%	8%	8%	9%	11%	12%	4%
I worry somewhat more about the environment than the economy and public services	19%	21%	18%	22%	17%	27%	22%	13%	7%	14%	26%	19%	26%	22%	17%	15%	17%
I worry about the same	43%	39%	43%	44%	45%	40%	36%	44%	50%	46%	35%	43%	41%	47%	44%	54%	38%
I worry somewhat less about the environment than the economy and public services	11%	16%	13%	9%	7%	8%	12%	19%	13%	10%	6%	16%	19%	9%	12%	7%	14%
I worry a lot less about the environment than the economy and public services	8%	7%	8%	10%	6%	6%	8%	5%	6%	11%	9%	7%	2%	7%	11%	4%	17%
Don't know	3%	2%	2%	4%	4%	2%	4%	3%	4%	4%	5%	2%	0%	5%	2%	2%	5%
N/A I am not worried about either	4%	4%	3%	1%	6%	2%	6%	3%	4%	1%	5%	5%	4%	1%	4%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.A) Which, if any, aspects of the environment are you most concerned about? Please select up to three

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Plastic waste	56%	55%	58%	53%	50%	50%	59%	55%	68%	57%	62%	55%	55%	64%	47%	50%	54%	54%
Over-fishing	9%	11%	8%	15%	11%	9%	8%	9%	7%	10%	12%	10%	15%	9%	9%	12%	14%	7%
Climate change / global warming	55%	53%	58%	59%	52%	57%	55%	53%	56%	55%	59%	60%	61%	61%	45%	52%	54%	54%
Air quality	27%	27%	26%	29%	31%	30%	23%	23%	26%	29%	31%	29%	44%	29%	23%	32%	14%	23%
Over-development	19%	19%	19%	15%	20%	14%	18%	21%	24%	22%	16%	16%	16%	19%	27%	23%	21%	17%
Loss of wildlife	43%	41%	44%	44%	45%	46%	37%	46%	41%	42%	46%	46%	38%	42%	41%	34%	46%	42%
Local litter	27%	27%	27%	18%	16%	25%	31%	34%	34%	29%	24%	29%	23%	28%	35%	33%	10%	23%
I am not concerned about any aspects	5%	6%	5%	5%	5%	5%	5%	8%	5%	6%	3%	4%	3%	4%	3%	1%	3%	9%
Don't know	4%	3%	5%	4%	7%	6%	3%	2%	1%	3%	4%	5%	4%	2%	1%	1%	7%	5%
All of the Above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
population growth	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Corporate pollution, lies & hypocrisy	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Housing on green belt land	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
over population	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Loss of green belt land	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
access to and control over natural resources	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(93.B) Which, if any, aspects of the environment are you most concerned about? Please select up to three

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Plastic waste	56%	59%	54%	55%	56%	51%	60%	51%	53%	54%	53%	62%	60%	60%	57%	59%	69%
Over-fishing	9%	9%	9%	12%	9%	10%	9%	15%	6%	12%	9%	7%	4%	11%	7%	10%	16%
Climate change / global warming	55%	64%	55%	49%	51%	54%	51%	59%	53%	51%	57%	51%	67%	51%	67%	52%	70%
Air quality	27%	30%	28%	25%	24%	44%	19%	30%	27%	25%	26%	30%	30%	24%	14%	25%	20%
Over-development	19%	23%	16%	19%	18%	17%	25%	21%	23%	25%	15%	17%	23%	12%	15%	16%	21%
Loss of wildlife	43%	40%	43%	42%	47%	33%	41%	38%	55%	39%	48%	45%	49%	42%	53%	47%	21%
Local litter	27%	25%	24%	32%	28%	25%	25%	13%	26%	30%	25%	31%	23%	32%	34%	26%	38%
I am not concerned about any aspects	5%	3%	6%	6%	7%	4%	6%	4%	5%	2%	10%	8%	2%	8%	4%	4%	6%
Don't know	4%	2%	6%	4%	5%	2%	6%	9%	3%	3%	6%	2%	2%	4%	2%	6%	0%
All of the Above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
population growth	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Corporate pollution, lies & hypocrisy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Housing on green belt land	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
over population	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Loss of green belt land	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
access to and control over natural resources	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.A) Which, if any, of the following things do you currently do in your daily life to reduce any negative impact on the environment? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Take my own carrier bags when shopping	80%	75%	85%	61%	70%	75%	85%	92%	92%	83%	78%	81%	71%	88%	71%	61%	71%	78%
Eat only sustainably caught fish	19%	17%	20%	19%	12%	19%	17%	25%	21%	19%	17%	19%	29%	26%	19%	27%	34%	18%
Eat less or no meat	34%	28%	40%	33%	32%	39%	32%	35%	34%	35%	36%	38%	45%	39%	31%	30%	28%	34%
Eat more organic produce	16%	16%	15%	24%	19%	17%	11%	15%	11%	18%	21%	18%	27%	20%	17%	20%	17%	9%
I drive an electric vehicle	4%	6%	3%	11%	6%	4%	3%	1%	1%	5%	7%	6%	10%	7%	8%	13%	12%	3%
Use a zero carbon energy provider	13%	17%	10%	12%	14%	12%	13%	12%	17%	15%	14%	15%	21%	18%	17%	15%	31%	11%
Pick up local litter	25%	24%	25%	27%	19%	22%	25%	30%	27%	29%	31%	26%	29%	25%	28%	28%	33%	23%
I have replaced gas central heating with electricity-powered heating	5%	6%	3%	12%	9%	3%	3%	2%	0%	4%	9%	5%	10%	5%	9%	12%	25%	2%
Boycott environmentally unfriendly companies and brands	15%	17%	14%	16%	21%	14%	14%	14%	14%	17%	16%	18%	23%	20%	22%	20%	30%	16%
None of the above	7%	8%	6%	12%	8%	8%	5%	6%	4%	5%	5%	4%	5%	4%	3%	6%	7%	10%
Don't know	2%	2%	3%	6%	3%	4%	1%	0%	1%	2%	3%	4%	4%	0%	0%	3%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(94.B) Which, if any, of the following things do you currently do in your daily life to reduce any negative impact on the environment? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Take my own carrier bags when shopping	80%	83%	84%	77%	73%	69%	87%	80%	81%	78%	70%	84%	77%	77%	86%	95%	77%
Eat only sustainably caught fish	19%	26%	18%	15%	14%	20%	18%	14%	24%	23%	22%	11%	14%	14%	22%	28%	11%
Eat less or no meat	34%	42%	34%	28%	29%	43%	30%	38%	47%	21%	28%	31%	31%	32%	38%	36%	12%
Eat more organic produce	16%	20%	16%	14%	12%	23%	17%	14%	15%	12%	17%	10%	5%	13%	20%	15%	6%
I drive an electric vehicle	4%	7%	2%	5%	2%	7%	7%	4%	2%	1%	9%	1%	9%	3%	0%	0%	0%
Use a zero carbon energy provider	13%	22%	12%	13%	7%	13%	10%	16%	19%	9%	9%	9%	4%	18%	21%	21%	5%
Pick up local litter	25%	29%	22%	26%	23%	21%	23%	16%	24%	17%	28%	32%	26%	27%	26%	31%	44%
I have replaced gas central heating with electricity-powered heating	5%	6%	4%	4%	5%	10%	4%	7%	3%	2%	3%	3%	5%	2%	3%	6%	0%
Boycott environmentally unfriendly companies and brands	15%	22%	14%	14%	10%	24%	17%	20%	12%	13%	13%	10%	5%	12%	15%	15%	23%
None of the above	7%	4%	5%	5%	13%	7%	3%	7%	7%	7%	11%	5%	6%	8%	8%	1%	17%
Don't know	2%	0%	3%	2%	4%	1%	4%	1%	3%	5%	2%	1%	0%	4%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.A) Which, if any, of the following environment related initiatives do you believe that it would be good if supermarkets undertook? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Offering more types of recycling drop off point	54%	52%	57%	56%	47%	49%	59%	60%	56%	60%	57%	59%	58%	60%	50%	64%	54%	48%
Offering charging for electric vehicles	44%	43%	45%	45%	42%	37%	48%	45%	44%	47%	48%	48%	46%	55%	48%	37%	47%	39%
Reducing their own carbon footprint	57%	55%	59%	52%	51%	54%	57%	61%	64%	58%	59%	63%	63%	61%	57%	46%	49%	55%
Switching to zero carbon electricity	44%	46%	42%	46%	49%	32%	43%	45%	47%	48%	51%	48%	55%	55%	49%	43%	63%	37%
Raising the prices of environmentally unfriendly items	27%	29%	25%	31%	29%	23%	25%	28%	24%	28%	27%	32%	34%	29%	39%	32%	31%	27%
None of the above	8%	9%	7%	7%	10%	9%	9%	7%	8%	6%	6%	6%	5%	3%	3%	5%	3%	13%
Don't know	10%	7%	13%	8%	10%	14%	11%	11%	7%	9%	8%	11%	8%	7%	6%	6%	11%	13%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(95.B) Which, if any, of the following environment related initiatives do you believe that it would be good if supermarkets undertook? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Offering more types of recycling drop off point	54%	58%	55%	54%	50%	57%	53%	50%	62%	51%	45%	60%	63%	57%	56%	54%	30%
Offering charging for electric vehicles	44%	52%	45%	39%	36%	44%	41%	40%	42%	44%	41%	50%	38%	45%	44%	46%	49%
Reducing their own carbon footprint	57%	67%	58%	52%	49%	59%	54%	53%	61%	55%	50%	60%	64%	58%	58%	60%	48%
Switching to zero carbon electricity	44%	56%	44%	37%	37%	50%	37%	40%	48%	43%	38%	44%	42%	46%	49%	42%	36%
Raising the prices of environmentally unfriendly items	27%	35%	28%	23%	20%	33%	25%	35%	25%	20%	23%	22%	24%	21%	39%	20%	22%
None of the above	8%	5%	9%	8%	13%	4%	7%	11%	10%	8%	8%	11%	6%	10%	6%	10%	24%
Don't know	10%	7%	8%	11%	14%	5%	15%	11%	9%	11%	16%	7%	9%	11%	12%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.A) How would you rate your own physical health now?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very good	13%	14%	13%	19%	16%	12%	8%	12%	14%	16%	12%	13%	21%	16%	19%	17%	18%	10%
Quite good	38%	38%	38%	32%	41%	39%	40%	39%	38%	39%	42%	40%	35%	35%	36%	46%	32%	39%
Average	32%	33%	32%	34%	30%	39%	30%	29%	31%	33%	31%	29%	29%	31%	28%	26%	43%	33%
Quite poor	11%	11%	11%	8%	7%	7%	16%	15%	13%	9%	9%	13%	9%	13%	10%	8%	0%	14%
Very poor	3%	3%	4%	4%	2%	1%	5%	4%	3%	2%	4%	2%	2%	5%	5%	1%	3%	3%
Prefer not to say	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%
Don't know	2%	1%	2%	2%	2%	3%	1%	0%	0%	1%	2%	3%	3%	0%	1%	1%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(96.B) How would you rate your own physical health now?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very good	13%	16%	14%	11%	11%	17%	11%	19%	16%	17%	14%	11%	2%	14%	13%	9%	0%
Quite good	38%	50%	38%	36%	28%	41%	47%	33%	31%	37%	35%	45%	40%	33%	39%	38%	34%
Average	32%	26%	34%	38%	33%	29%	27%	30%	33%	35%	33%	30%	32%	38%	32%	31%	52%
Quite poor	11%	6%	9%	11%	18%	9%	11%	13%	12%	8%	10%	12%	22%	10%	10%	10%	14%
Very poor	3%	1%	2%	3%	7%	3%	1%	5%	5%	3%	6%	3%	4%	2%	4%	6%	0%
Prefer not to say	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%
Don't know	2%	0%	2%	1%	2%	0%	3%	0%	1%	1%	2%	0%	0%	3%	2%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.A) Are you currently doing any of the following in order to improve your health? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
On a diet	11%	10%	13%	10%	14%	14%	15%	9%	6%	13%	12%	13%	15%	9%	13%	17%	22%	6%
Trying to cut back on sugar	34%	31%	36%	33%	28%	37%	35%	41%	31%	35%	35%	36%	38%	35%	42%	35%	26%	30%
Trying to cut back on the amount of unhealthy food	35%	32%	39%	42%	34%	35%	32%	40%	33%	39%	37%	38%	45%	43%	45%	45%	39%	30%
Trying to eat more fruit and vegetables	49%	41%	57%	44%	42%	51%	46%	61%	51%	52%	47%	52%	53%	59%	50%	51%	38%	45%
Trying to cut back on unhealthy ready meals	22%	22%	22%	22%	26%	23%	19%	24%	20%	24%	25%	25%	32%	25%	19%	27%	23%	19%
Trying to drink less alcohol	22%	22%	22%	17%	22%	24%	25%	29%	17%	25%	23%	24%	34%	28%	28%	24%	22%	16%
Cook or prepare more of my own food	39%	33%	44%	36%	37%	39%	36%	42%	43%	42%	40%	47%	47%	49%	38%	39%	34%	33%
Regularly exercising	43%	44%	43%	43%	43%	43%	39%	47%	45%	50%	46%	46%	44%	41%	35%	52%	35%	40%
Trying to exercise more	40%	39%	41%	39%	39%	44%	40%	45%	35%	43%	46%	41%	40%	40%	43%	46%	41%	34%
None of the above	12%	15%	9%	10%	14%	9%	15%	10%	13%	9%	8%	9%	8%	12%	10%	6%	6%	18%
Prefer not to say	1%	1%	1%	5%	0%	1%	1%	0%	1%	0%	3%	1%	4%	0%	0%	1%	3%	1%
Don't know	1%	1%	2%	1%	2%	3%	2%	0%	0%	2%	1%	2%	1%	1%	0%	0%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(97.B) Are you currently doing any of the following in order to improve your health? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
On a diet	11%	11%	12%	11%	11%	10%	12%	18%	17%	13%	12%	9%	8%	6%	14%	2%	12%
Trying to cut back on sugar	34%	37%	33%	33%	31%	30%	28%	38%	32%	37%	41%	33%	32%	33%	43%	25%	32%
Trying to cut back on the amount of unhealthy food	35%	35%	38%	34%	34%	35%	32%	34%	33%	41%	32%	30%	41%	36%	46%	32%	41%
Trying to eat more fruit and vegetables	49%	46%	51%	48%	50%	43%	45%	55%	47%	58%	48%	55%	44%	45%	61%	50%	37%
Trying to cut back on unhealthy ready meals	22%	22%	23%	23%	20%	25%	20%	28%	18%	21%	18%	18%	33%	21%	28%	25%	13%
Trying to drink less alcohol	22%	23%	25%	21%	20%	19%	23%	23%	21%	24%	23%	16%	32%	19%	28%	20%	28%
Cook or prepare more of my own food	39%	41%	41%	39%	34%	41%	40%	38%	38%	39%	36%	43%	35%	40%	42%	38%	23%
Regularly exercising	43%	54%	43%	39%	36%	50%	43%	41%	36%	50%	41%	45%	41%	37%	47%	53%	31%
Trying to exercise more	40%	49%	42%	34%	34%	41%	44%	35%	41%	40%	37%	33%	38%	36%	47%	46%	44%
None of the above	12%	7%	12%	13%	17%	9%	15%	12%	17%	9%	15%	13%	6%	13%	9%	7%	17%
Prefer not to say	1%	1%	1%	0%	2%	2%	3%	0%	1%	2%	0%	0%	0%	1%	4%	0%	0%
Don't know	1%	1%	2%	1%	2%	0%	1%	2%	1%	1%	2%	0%	0%	4%	0%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.A) When you are shopping, how, if at all, do you ensure you buy the healthiest produce you can? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
I look at the colour-coded “traffic light” labels on the box / pack	30%	30%	29%	33%	31%	33%	31%	27%	24%	32%	33%	31%	34%	39%	36%	32%	32%	27%
I look at the ingredients list on the box / pack	40%	38%	42%	40%	38%	43%	42%	36%	39%	42%	44%	39%	41%	42%	42%	36%	42%	40%
I use my own experience / intuition	55%	49%	61%	39%	45%	53%	55%	66%	67%	57%	52%	59%	56%	56%	65%	62%	53%	56%
I shop on particular aisles / parts of the website where healthy food is kept	12%	11%	13%	15%	18%	12%	8%	13%	7%	13%	17%	15%	22%	15%	15%	24%	18%	10%
Other (Please Specify)	2%	1%	2%	1%	0%	1%	1%	1%	5%	3%	0%	1%	1%	2%	1%	1%	0%	2%
N/A I don't try to buy the healthiest produce I can	14%	19%	10%	19%	15%	13%	15%	12%	13%	14%	12%	12%	8%	11%	8%	8%	11%	20%
Don't know	4%	3%	5%	5%	6%	5%	4%	2%	2%	3%	4%	5%	5%	2%	1%	3%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(98.B) When you are shopping, how, if at all, do you ensure you buy the healthiest produce you can? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
I look at the colour-coded “traffic light” labels on the box / pack	30%	32%	32%	32%	23%	31%	24%	34%	27%	26%	34%	27%	32%	30%	35%	27%	33%
I look at the ingredients list on the box / pack	40%	43%	42%	41%	32%	47%	37%	32%	38%	39%	42%	31%	18%	48%	44%	44%	42%
I use my own experience / intuition	55%	59%	54%	58%	48%	49%	53%	60%	58%	56%	55%	55%	62%	49%	56%	68%	57%
I shop on particular aisles / parts of the website where healthy food is kept	12%	15%	13%	9%	10%	20%	9%	11%	7%	15%	18%	12%	10%	8%	15%	11%	0%
Other (Please Specify)	2%	1%	3%	1%	1%	2%	2%	5%	0%	0%	1%	0%	2%	2%	4%	0%	0%
N/A I don't try to buy the healthiest produce I can	14%	10%	14%	10%	23%	14%	14%	14%	17%	13%	16%	23%	13%	13%	12%	7%	11%
Don't know	4%	3%	5%	3%	6%	1%	5%	4%	4%	5%	2%	4%	0%	8%	4%	9%	6%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.A) Do you agree or disagree that supermarkets have a role in encouraging healthier eating?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	29%	30%	28%	26%	28%	26%	28%	30%	33%	32%	32%	32%	39%	39%	37%	40%	31%	26%
Somewhat agree	44%	42%	46%	42%	42%	42%	48%	44%	45%	45%	44%	46%	37%	37%	42%	38%	49%	39%
Neither agree or disagree	19%	20%	18%	21%	19%	18%	17%	21%	16%	15%	17%	15%	16%	16%	11%	12%	13%	25%
Somewhat disagree	4%	4%	4%	7%	4%	7%	3%	2%	2%	5%	5%	3%	5%	6%	5%	4%	3%	3%
Strongly disagree	3%	3%	2%	1%	3%	4%	2%	2%	3%	2%	1%	2%	1%	1%	3%	1%	0%	3%
Don't know	2%	1%	2%	3%	3%	2%	2%	0%	1%	1%	1%	2%	3%	0%	2%	4%	3%	3%
Total Agree:	73%	72%	74%	68%	69%	68%	76%	74%	78%	77%	75%	78%	76%	76%	79%	78%	80%	65%
Total Disagree:	7%	8%	6%	8%	8%	11%	5%	4%	5%	7%	6%	5%	6%	7%	8%	6%	3%	7%
Net:	66%	64%	67%	60%	62%	57%	71%	70%	73%	70%	69%	73%	70%	69%	71%	72%	77%	59%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(99.B) Do you agree or disagree that supermarkets have a role in encouraging healthier eating?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	29%	38%	29%	23%	25%	34%	33%	30%	22%	23%	28%	29%	28%	29%	31%	26%	16%
Somewhat agree	44%	42%	46%	50%	38%	44%	39%	46%	49%	47%	38%	46%	43%	43%	45%	41%	51%
Neither agree or disagree	19%	17%	14%	20%	24%	14%	22%	13%	21%	18%	23%	16%	21%	20%	20%	24%	12%
Somewhat disagree	4%	2%	6%	4%	5%	4%	4%	7%	5%	4%	3%	3%	5%	3%	1%	7%	10%
Strongly disagree	3%	1%	3%	2%	5%	2%	2%	1%	1%	2%	5%	5%	3%	3%	2%	0%	11%
Don't know	2%	1%	2%	1%	4%	1%	1%	3%	2%	5%	3%	0%	0%	3%	1%	3%	0%
Total Agree:	73%	80%	75%	72%	62%	78%	72%	76%	71%	70%	66%	75%	71%	72%	76%	66%	67%
Total Disagree:	7%	3%	9%	6%	10%	6%	5%	8%	6%	6%	8%	8%	8%	6%	3%	7%	21%
Net:	66%	77%	67%	67%	52%	72%	66%	68%	65%	64%	58%	67%	64%	66%	73%	60%	46%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.A) Which, if any, of the following health related initiatives do you believe that it would be helpful if supermarkets undertook? Please select all that apply

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Removing unhealthy options from impulse buy locations (eg checkouts, end of the aisle etc)	47%	44%	50%	32%	42%	42%	48%	51%	59%	47%	44%	54%	59%	50%	46%	43%	52%	45%
Providing easier to understand nutrition information	39%	35%	43%	31%	36%	37%	41%	44%	42%	42%	41%	39%	45%	43%	39%	48%	44%	36%
Reformulating / changing the recipe of their own brand products to reduce their sugar, salt and fat content	36%	34%	38%	25%	31%	32%	37%	40%	46%	35%	33%	39%	42%	36%	45%	28%	27%	40%
Providing more deals for healthier food	54%	53%	56%	50%	50%	51%	59%	62%	54%	57%	60%	59%	54%	63%	51%	56%	46%	54%
Providing free fruit to children	35%	30%	40%	35%	38%	40%	37%	30%	30%	37%	44%	45%	40%	41%	41%	40%	35%	26%
Stopping selling unhealthy food altogether	18%	21%	16%	12%	17%	19%	20%	17%	21%	21%	20%	21%	25%	22%	22%	17%	36%	16%
Locating healthier swaps nearer unhealthy options	30%	27%	33%	32%	33%	30%	27%	30%	27%	31%	35%	33%	37%	34%	34%	30%	43%	26%
None of the above	8%	10%	5%	7%	8%	7%	7%	7%	9%	7%	4%	5%	3%	8%	4%	7%	7%	10%
Don't know	6%	6%	6%	8%	7%	8%	7%	6%	3%	6%	5%	6%	8%	4%	3%	7%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(100.B) Which, if any, of the following health related initiatives do you believe that it would be helpful if supermarkets undertook? Please select all that apply

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Removing unhealthy options from impulse buy locations (eg checkouts, end of the aisle etc)	47%	55%	48%	43%	39%	46%	52%	52%	42%	45%	41%	46%	49%	39%	54%	44%	49%
Providing easier to understand nutrition information	39%	45%	41%	38%	30%	41%	38%	37%	41%	41%	35%	42%	35%	34%	44%	38%	38%
Reformulating / changing the recipe of their own brand products to reduce their sugar, salt and fat content	36%	45%	36%	31%	29%	34%	45%	32%	38%	46%	38%	28%	34%	31%	39%	28%	21%
Providing more deals for healthier food	54%	57%	63%	46%	49%	54%	47%	59%	57%	54%	51%	59%	56%	57%	61%	48%	45%
Providing free fruit to children	35%	33%	37%	34%	35%	38%	36%	29%	28%	40%	36%	34%	33%	29%	43%	41%	28%
Stopping selling unhealthy food altogether	18%	26%	15%	15%	16%	23%	14%	16%	14%	29%	18%	14%	12%	13%	19%	25%	30%
Locating healthier swaps nearer unhealthy options	30%	32%	32%	26%	27%	28%	31%	20%	28%	24%	33%	38%	33%	25%	43%	24%	22%
None of the above	8%	6%	6%	8%	12%	4%	8%	9%	10%	3%	8%	11%	8%	7%	6%	6%	20%
Don't know	6%	5%	5%	5%	11%	5%	8%	5%	4%	4%	11%	2%	3%	10%	10%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.A) Did you know that Tesco provided free fruit to children?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	206	81	124	17	68	69	38	13	1	86	74	72	33	42	15	21	10	25
Weighted	220	88	130	18	63	82	44	12	1	92	79	80	34	42	17	23	11	27
Yes	65%	56%	71%	63%	59%	71%	62%	68%	100%	72%	63%	69%	62%	76%	65%	67%	57%	52%
No	32%	40%	28%	37%	40%	27%	33%	20%	0%	25%	35%	28%	35%	24%	35%	28%	43%	48%
Don't know	3%	4%	2%	0%	1%	2%	5%	12%	0%	2%	1%	3%	3%	0%	0%	5%	0%	0%

Note:

BASE: Tesco shoppers with children under 18

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(101.B) Did you know that Tesco provided free fruit to children?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	206	57	49	51	49	39	27	11	16	14	28	15	10	24	14	6	2
Weighted	220	63	51	58	48	40	28	12	17	15	28	16	10	29	15	6	3
Yes	65%	56%	66%	74%	65%	57%	71%	68%	83%	78%	56%	48%	89%	60%	72%	83%	0%
No	32%	40%	32%	22%	35%	37%	24%	32%	17%	22%	44%	52%	0%	40%	28%	17%	53%
Don't know	3%	4%	2%	4%	0%	5%	4%	0%	0%	0%	0%	0%	11%	0%	0%	0%	47%

Note:

BASE: Tesco shoppers with children under 18

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.A) And has your child ever taken advantage of the free fruit?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	206	81	124	17	68	69	38	13	1	86	74	72	33	42	15	21	10	25
Weighted	220	88	130	18	63	82	44	12	1	92	79	80	34	42	17	23	11	27
Yes	48%	41%	52%	48%	51%	50%	43%	37%	100%	61%	53%	55%	50%	57%	58%	56%	46%	19%
No	50%	55%	47%	52%	48%	46%	57%	63%	0%	39%	47%	42%	48%	40%	42%	44%	54%	77%
Don't know	2%	4%	1%	0%	1%	4%	0%	0%	0%	0%	0%	3%	2%	3%	0%	0%	0%	4%

Note:

BASE: Tesco shoppers with children under 18

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(102.B) And has your child ever taken advantage of the free fruit?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	206	57	49	51	49	39	27	11	16	14	28	15	10	24	14	6	2
Weighted	220	63	51	58	48	40	28	12	17	15	28	16	10	29	15	6	3
Yes	48%	47%	44%	60%	40%	53%	65%	36%	69%	35%	48%	34%	19%	43%	57%	52%	0%
No	50%	53%	54%	36%	59%	44%	31%	64%	31%	57%	52%	66%	70%	57%	43%	48%	100%
Don't know	2%	0%	2%	4%	2%	2%	4%	0%	0%	8%	0%	0%	11%	0%	0%	0%	0%

Note:

BASE: Tesco shoppers with children under 18

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.A) Where do you tend to buy most of your non-prescription medicines and health products for your family’s health? Please select all that apply

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
At the supermarket or via a supermarket’s website	47%	45%	50%	33%	43%	44%	50%	54%	56%	51%	45%	52%	41%	51%	49%	48%	32%	48%
At a local chemist / pharmacy	39%	37%	40%	37%	34%	39%	42%	42%	39%	44%	44%	39%	42%	43%	28%	35%	52%	29%
At a major drugstore	15%	15%	15%	11%	22%	14%	19%	13%	12%	19%	19%	15%	22%	18%	19%	22%	29%	14%
Through an online retailer	12%	11%	13%	12%	20%	11%	11%	8%	10%	12%	13%	11%	16%	16%	20%	19%	24%	15%
At local convenience stores	9%	10%	8%	23%	12%	10%	8%	3%	2%	9%	14%	12%	15%	8%	24%	14%	31%	6%
Other (Please Specify)	2%	2%	2%	1%	1%	0%	3%	2%	2%	2%	2%	3%	3%	1%	2%	3%	3%	1%
N/A We don’t buy non-prescription medicines and health products	6%	8%	4%	11%	6%	6%	3%	6%	5%	4%	3%	4%	3%	6%	6%	3%	3%	10%
Don’t know	2%	1%	3%	2%	4%	4%	1%	1%	1%	2%	2%	2%	3%	1%	1%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(103.B) Where do you tend to buy most of your non-prescription medicines and health products for your family’s health? Please select all that apply

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
At the supermarket or via a supermarket’s website	47%	51%	50%	48%	40%	39%	53%	47%	62%	39%	52%	49%	44%	46%	50%	42%	29%
At a local chemist / pharmacy	39%	38%	36%	37%	44%	45%	43%	30%	34%	47%	29%	29%	39%	40%	39%	39%	54%
At a major drugstore	15%	19%	17%	14%	10%	15%	14%	21%	17%	24%	9%	20%	11%	8%	15%	12%	21%
Through an online retailer	12%	14%	11%	12%	10%	16%	12%	13%	12%	8%	8%	17%	10%	13%	10%	10%	10%
At local convenience stores	9%	7%	10%	10%	9%	13%	9%	11%	2%	5%	9%	10%	16%	10%	5%	13%	11%
Other (Please Specify)	2%	2%	1%	1%	3%	1%	2%	1%	2%	0%	1%	5%	0%	3%	1%	0%	5%
N/A We don’t buy non-prescription medicines and health products	6%	6%	5%	3%	10%	5%	3%	12%	5%	6%	9%	7%	12%	3%	8%	3%	5%
Don’t know	2%	1%	2%	2%	3%	1%	3%	3%	2%	1%	4%	0%	2%	3%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.A) And where do you tend to pick up most of your prescription medicines and health products for your family’s health? Please select up to three

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
At the supermarket or via a supermarket’s website	19%	20%	17%	23%	28%	24%	14%	15%	11%	22%	23%	24%	28%	19%	21%	31%	16%	12%
At a local chemist / pharmacy	66%	63%	68%	49%	53%	60%	74%	75%	77%	67%	66%	68%	65%	62%	58%	56%	57%	66%
At a major drugstore	11%	13%	9%	16%	15%	14%	11%	8%	4%	14%	16%	11%	24%	15%	17%	16%	16%	5%
Through an online retailer	8%	9%	7%	10%	16%	9%	6%	4%	4%	8%	12%	7%	11%	12%	18%	6%	26%	5%
At local convenience stores	6%	6%	5%	10%	13%	6%	2%	2%	2%	8%	11%	6%	11%	7%	12%	16%	29%	1%
Other, please specify	2%	1%	4%	2%	0%	0%	1%	3%	7%	1%	1%	2%	0%	3%	3%	0%	0%	4%
N/A we don’t have any prescription medicines and health products	8%	9%	7%	13%	11%	9%	7%	6%	3%	7%	6%	6%	7%	6%	3%	4%	4%	14%
Don’t know	2%	1%	2%	4%	4%	3%	1%	0%	0%	2%	2%	2%	2%	1%	1%	1%	7%	2%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(104.B) And where do you tend to pick up most of your prescription medicines and health products for your family’s health? Please select up to three

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
At the supermarket or via a supermarket's website	19%	20%	20%	18%	16%	28%	20%	17%	21%	18%	24%	15%	18%	16%	7%	13%	19%
At a local chemist / pharmacy	66%	68%	65%	66%	62%	60%	71%	53%	52%	63%	55%	69%	68%	76%	73%	76%	85%
At a major drugstore	11%	14%	9%	11%	9%	22%	5%	12%	10%	17%	6%	9%	8%	6%	13%	4%	19%
Through an online retailer	8%	9%	8%	6%	9%	14%	6%	6%	11%	10%	9%	13%	2%	7%	2%	2%	5%
At local convenience stores	6%	5%	7%	7%	4%	8%	4%	6%	4%	9%	6%	6%	9%	3%	2%	5%	16%
Other, please specify	2%	2%	2%	2%	3%	1%	1%	2%	4%	2%	3%	5%	3%	1%	2%	2%	5%
N/A we don't have any prescription medicines and health products	8%	6%	9%	6%	10%	5%	5%	16%	10%	6%	12%	10%	8%	6%	11%	4%	0%
Don't know	2%	1%	2%	2%	4%	0%	3%	4%	2%	1%	4%	0%	0%	2%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.A) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: The supermarket is an important part of our community

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	33%	27%	40%	28%	34%	33%	39%	33%	32%	39%	37%	37%	36%	45%	40%	33%	41%	27%
Somewhat agree	39%	39%	38%	34%	32%	38%	37%	46%	44%	38%	38%	38%	39%	32%	37%	42%	30%	40%
Neither agree or disagree	21%	25%	16%	24%	25%	20%	19%	17%	19%	17%	20%	21%	18%	18%	19%	16%	21%	23%
Somewhat disagree	3%	4%	3%	7%	2%	3%	4%	3%	3%	2%	3%	1%	6%	2%	1%	6%	8%	4%
Strongly disagree	2%	3%	1%	1%	2%	3%	0%	1%	2%	2%	0%	1%	1%	2%	0%	1%	0%	1%
Don't know	3%	2%	3%	5%	3%	4%	2%	1%	1%	1%	2%	1%	0%	1%	2%	1%	0%	6%
Total Agree:	72%	66%	77%	62%	67%	70%	75%	79%	76%	78%	75%	76%	75%	77%	77%	75%	71%	66%
Total Disagree:	5%	7%	3%	9%	5%	6%	4%	4%	4%	5%	3%	2%	7%	4%	1%	8%	8%	5%
Net:	67%	59%	74%	53%	62%	65%	71%	75%	72%	73%	72%	73%	68%	73%	76%	67%	63%	61%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(105.B) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: The supermarket is an important part of our community

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	33%	28%	33%	34%	38%	33%	31%	34%	32%	23%	33%	40%	29%	32%	40%	32%	42%
Somewhat agree	39%	44%	40%	36%	33%	34%	41%	36%	38%	42%	37%	36%	46%	38%	39%	43%	41%
Neither agree or disagree	21%	19%	20%	22%	20%	21%	20%	26%	21%	24%	23%	18%	22%	23%	15%	19%	6%
Somewhat disagree	3%	5%	2%	3%	3%	6%	5%	1%	4%	6%	2%	3%	2%	2%	2%	0%	5%
Strongly disagree	2%	2%	1%	2%	2%	3%	0%	0%	1%	3%	1%	3%	2%	2%	2%	0%	6%
Don't know	3%	1%	3%	3%	3%	3%	3%	3%	3%	2%	4%	0%	0%	4%	3%	5%	0%
Total Agree:	72%	73%	74%	70%	71%	68%	72%	70%	70%	66%	70%	76%	74%	70%	79%	76%	83%
Total Disagree:	5%	7%	3%	5%	5%	9%	5%	1%	6%	9%	3%	6%	4%	4%	4%	0%	11%
Net:	67%	66%	71%	65%	66%	59%	67%	69%	64%	57%	67%	71%	71%	66%	75%	76%	72%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.A) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: I enjoy shopping at the supermarket

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	18%	15%	21%	21%	18%	25%	15%	14%	14%	21%	22%	20%	20%	23%	21%	33%	33%	13%
Somewhat agree	32%	32%	32%	43%	34%	29%	30%	27%	30%	37%	37%	35%	42%	29%	30%	39%	33%	23%
Neither agree or disagree	30%	33%	28%	22%	31%	27%	30%	41%	31%	28%	27%	27%	24%	22%	30%	15%	19%	35%
Somewhat disagree	12%	12%	12%	11%	9%	11%	16%	11%	12%	9%	10%	12%	13%	16%	13%	8%	11%	14%
Strongly disagree	7%	8%	6%	2%	7%	5%	8%	7%	11%	4%	3%	5%	2%	10%	6%	6%	3%	12%
Don't know	2%	1%	2%	2%	2%	3%	1%	0%	1%	1%	1%	1%	0%	1%	0%	0%	0%	4%
Total Agree:	49%	46%	53%	64%	52%	54%	45%	41%	44%	58%	59%	55%	62%	52%	51%	72%	66%	35%
Total Disagree:	19%	20%	18%	12%	15%	16%	24%	18%	23%	13%	13%	17%	15%	26%	19%	14%	15%	26%
Net:	31%	27%	35%	51%	36%	38%	21%	23%	21%	44%	46%	38%	47%	26%	32%	58%	51%	9%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(106.B) To what extent do you agree or disagree with the following statements about the UK's supermarkets?: I enjoy shopping at the supermarket

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	18%	15%	20%	15%	22%	21%	14%	24%	9%	16%	24%	16%	16%	17%	22%	14%	21%
Somewhat agree	32%	32%	33%	36%	27%	37%	35%	22%	35%	29%	31%	36%	43%	23%	31%	34%	23%
Neither agree or disagree	30%	30%	29%	29%	31%	24%	29%	35%	32%	32%	33%	24%	31%	36%	26%	31%	41%
Somewhat disagree	12%	15%	12%	11%	10%	13%	12%	9%	15%	9%	3%	20%	2%	16%	12%	12%	16%
Strongly disagree	7%	7%	4%	7%	9%	4%	8%	9%	7%	14%	7%	4%	8%	5%	9%	9%	0%
Don't know	2%	2%	2%	2%	1%	2%	3%	2%	2%	0%	2%	0%	0%	4%	0%	2%	0%
Total Agree:	49%	46%	53%	51%	49%	58%	48%	46%	44%	45%	55%	52%	59%	40%	54%	48%	43%
Total Disagree:	19%	22%	16%	18%	19%	17%	20%	18%	22%	23%	10%	23%	10%	20%	21%	20%	16%
Net:	31%	24%	37%	33%	29%	41%	29%	28%	22%	22%	45%	29%	49%	20%	33%	27%	27%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.A) To what extent do you agree or disagree with the following statements about the UK's supermarkets?: Without the supermarket, I would visit my local high street less often

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	11%	12%	10%	18%	13%	11%	10%	10%	8%	11%	12%	10%	14%	13%	15%	20%	23%	8%
Somewhat agree	22%	23%	22%	30%	27%	25%	26%	15%	14%	24%	29%	21%	36%	25%	23%	23%	21%	20%
Neither agree or disagree	37%	36%	38%	26%	31%	38%	41%	41%	43%	38%	33%	42%	29%	36%	35%	40%	40%	37%
Somewhat disagree	15%	14%	15%	15%	16%	11%	12%	17%	17%	16%	11%	12%	15%	14%	14%	8%	7%	15%
Strongly disagree	10%	11%	9%	6%	5%	8%	9%	13%	15%	8%	9%	11%	3%	7%	11%	6%	7%	12%
Don't know	5%	5%	6%	6%	8%	8%	3%	3%	3%	4%	5%	5%	2%	6%	1%	4%	3%	8%
Total Agree:	33%	34%	33%	47%	40%	36%	35%	25%	22%	35%	41%	31%	51%	38%	38%	43%	44%	28%
Total Disagree:	24%	25%	24%	21%	22%	18%	21%	30%	32%	24%	20%	23%	18%	20%	26%	14%	13%	27%
Net:	9%	9%	9%	26%	18%	17%	14%	-6%	-10%	11%	21%	8%	33%	18%	12%	29%	31%	1%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(107.B) To what extent do you agree or disagree with the following statements about the UK's supermarkets?: Without the supermarket, I would visit my local high street less often

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	11%	10%	13%	9%	13%	16%	13%	10%	11%	3%	12%	10%	6%	11%	9%	7%	18%
Somewhat agree	22%	23%	24%	21%	22%	36%	22%	15%	13%	17%	24%	32%	16%	18%	19%	27%	26%
Neither agree or disagree	37%	34%	33%	42%	39%	26%	36%	40%	38%	42%	42%	27%	57%	44%	33%	31%	47%
Somewhat disagree	15%	17%	15%	15%	11%	13%	18%	16%	20%	17%	11%	14%	8%	9%	18%	22%	0%
Strongly disagree	10%	12%	9%	10%	8%	5%	6%	14%	14%	14%	4%	10%	11%	11%	16%	9%	9%
Don't know	5%	5%	6%	3%	7%	5%	6%	6%	4%	6%	7%	7%	2%	7%	5%	3%	0%
Total Agree:	33%	33%	36%	30%	35%	51%	35%	24%	24%	20%	37%	42%	22%	29%	27%	35%	44%
Total Disagree:	24%	29%	24%	25%	19%	18%	24%	30%	33%	31%	15%	24%	20%	20%	34%	31%	9%
Net:	9%	4%	12%	5%	16%	34%	11%	-5%	-9%	-12%	22%	17%	2%	10%	-7%	4%	35%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(108.A) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: British supermarkets are higher quality than supermarkets I tend to visit abroad

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	14%	13%	15%	18%	16%	17%	15%	9%	10%	17%	17%	16%	16%	19%	17%	29%	23%	9%
Somewhat agree	25%	28%	23%	22%	35%	27%	22%	25%	21%	26%	28%	23%	35%	22%	28%	28%	33%	22%
Neither agree or disagree	29%	27%	32%	28%	26%	30%	33%	33%	27%	31%	27%	32%	26%	29%	26%	27%	24%	27%
Somewhat disagree	10%	11%	9%	12%	6%	9%	8%	10%	14%	11%	9%	10%	10%	9%	12%	5%	6%	9%
Strongly disagree	3%	4%	3%	2%	5%	4%	3%	3%	2%	2%	1%	3%	2%	1%	5%	3%	0%	5%
Don't know	18%	16%	19%	18%	11%	13%	18%	20%	26%	13%	17%	15%	11%	20%	13%	8%	15%	27%
Total Agree:	39%	41%	37%	40%	51%	43%	38%	34%	31%	43%	45%	39%	52%	41%	45%	57%	56%	32%
Total Disagree:	13%	15%	11%	14%	11%	13%	12%	13%	16%	13%	11%	14%	12%	10%	16%	8%	6%	14%
Net:	26%	26%	26%	25%	40%	30%	26%	21%	15%	30%	35%	25%	39%	32%	29%	49%	49%	18%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(108.B) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: British supermarkets are higher quality than supermarkets I tend to visit abroad

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	14%	14%	14%	12%	15%	21%	9%	15%	13%	11%	18%	17%	14%	13%	14%	8%	6%
Somewhat agree	25%	28%	26%	28%	20%	25%	27%	24%	20%	26%	14%	30%	38%	22%	23%	33%	45%
Neither agree or disagree	29%	28%	29%	29%	32%	24%	29%	25%	32%	30%	37%	22%	36%	39%	26%	32%	17%
Somewhat disagree	10%	15%	9%	8%	7%	14%	7%	12%	9%	9%	11%	8%	6%	8%	10%	12%	17%
Strongly disagree	3%	4%	3%	4%	3%	7%	3%	5%	5%	4%	3%	1%	0%	2%	1%	2%	6%
Don't know	18%	12%	18%	19%	23%	9%	24%	20%	21%	20%	17%	22%	6%	16%	27%	14%	9%
Total Agree:	39%	42%	41%	40%	35%	46%	36%	39%	33%	37%	32%	47%	52%	35%	37%	40%	52%
Total Disagree:	13%	18%	12%	11%	10%	21%	10%	16%	14%	13%	14%	9%	6%	10%	11%	14%	23%
Net:	26%	23%	29%	29%	25%	26%	26%	23%	19%	24%	17%	38%	46%	26%	26%	26%	28%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.A) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: The speed with which supermarkets adapted to Covid-19 was impressive

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	32%	28%	37%	25%	33%	26%	34%	33%	39%	39%	33%	36%	35%	44%	38%	34%	18%	27%
Somewhat agree	43%	44%	42%	31%	40%	50%	47%	45%	42%	42%	40%	43%	45%	39%	38%	47%	61%	43%
Neither agree or disagree	17%	19%	15%	26%	19%	17%	16%	16%	12%	14%	17%	16%	12%	13%	10%	14%	18%	20%
Somewhat disagree	4%	5%	2%	7%	3%	2%	3%	4%	4%	3%	5%	3%	6%	1%	8%	4%	3%	3%
Strongly disagree	2%	3%	1%	6%	2%	2%	0%	1%	2%	2%	2%	1%	2%	1%	5%	0%	0%	3%
Don't know	2%	1%	3%	5%	3%	3%	1%	1%	1%	1%	2%	2%	0%	2%	0%	1%	0%	5%
Total Agree:	75%	71%	79%	57%	73%	76%	80%	78%	81%	81%	74%	78%	80%	83%	76%	81%	79%	70%
Total Disagree:	5%	8%	3%	12%	5%	4%	3%	4%	5%	4%	7%	4%	8%	2%	13%	4%	3%	6%
Net:	70%	63%	76%	44%	68%	72%	78%	74%	76%	76%	67%	74%	72%	81%	63%	77%	76%	64%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(109.B) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: The speed with which supermarkets adapted to Covid-19 was impressive

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	32%	31%	36%	32%	30%	26%	36%	34%	21%	24%	36%	38%	35%	35%	36%	35%	39%
Somewhat agree	43%	48%	42%	42%	39%	45%	38%	40%	46%	56%	37%	41%	42%	37%	43%	50%	50%
Neither agree or disagree	17%	16%	14%	18%	22%	17%	16%	19%	20%	20%	22%	13%	20%	23%	14%	10%	0%
Somewhat disagree	4%	3%	5%	3%	4%	7%	3%	4%	7%	0%	2%	3%	3%	1%	2%	2%	5%
Strongly disagree	2%	1%	1%	3%	3%	2%	3%	0%	3%	0%	0%	2%	0%	1%	5%	2%	6%
Don't know	2%	2%	2%	2%	3%	3%	4%	3%	2%	0%	3%	2%	0%	4%	1%	2%	0%
Total Agree:	75%	78%	78%	74%	69%	71%	74%	74%	68%	80%	73%	79%	77%	71%	79%	85%	89%
Total Disagree:	5%	4%	6%	6%	7%	10%	6%	4%	10%	0%	2%	5%	3%	2%	7%	4%	11%
Net:	70%	75%	72%	68%	62%	61%	68%	70%	57%	80%	71%	74%	75%	69%	72%	81%	78%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(110.A) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: I would not have managed throughout lockdown without my local supermarket

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	32%	26%	39%	25%	27%	29%	44%	33%	34%	37%	29%	37%	33%	41%	36%	45%	31%	29%
Somewhat agree	36%	38%	34%	31%	42%	41%	30%	40%	33%	38%	42%	38%	39%	30%	26%	34%	55%	30%
Neither agree or disagree	19%	20%	18%	25%	17%	18%	16%	18%	21%	17%	19%	17%	22%	20%	20%	15%	7%	24%
Somewhat disagree	6%	9%	3%	11%	4%	5%	6%	3%	8%	5%	7%	2%	3%	6%	13%	3%	3%	6%
Strongly disagree	4%	5%	3%	6%	6%	3%	3%	5%	3%	3%	2%	4%	3%	3%	4%	1%	3%	6%
Don't know	2%	1%	2%	2%	3%	3%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	0%	5%
Total Agree:	69%	64%	73%	56%	69%	70%	74%	73%	67%	75%	71%	75%	72%	71%	61%	80%	87%	59%
Total Disagree:	10%	15%	6%	17%	10%	8%	9%	8%	11%	8%	9%	7%	6%	9%	17%	4%	7%	12%
Net:	58%	49%	67%	39%	59%	62%	65%	65%	56%	67%	62%	68%	66%	62%	45%	75%	80%	48%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(110.B) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: I would not have managed throughout lockdown without my local supermarket

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	32%	30%	36%	28%	35%	30%	32%	26%	29%	29%	38%	29%	42%	35%	33%	39%	39%
Somewhat agree	36%	43%	35%	36%	30%	39%	36%	45%	25%	41%	31%	38%	29%	29%	44%	41%	37%
Neither agree or disagree	19%	14%	20%	21%	22%	21%	15%	16%	23%	17%	18%	24%	23%	26%	12%	12%	15%
Somewhat disagree	6%	7%	5%	8%	5%	6%	9%	9%	13%	3%	7%	4%	2%	6%	5%	2%	0%
Strongly disagree	4%	4%	3%	5%	6%	2%	4%	3%	7%	9%	2%	5%	4%	1%	6%	4%	10%
Don't know	2%	2%	2%	2%	2%	2%	3%	2%	3%	1%	4%	0%	0%	3%	1%	3%	0%
Total Agree:	69%	73%	71%	64%	65%	69%	69%	70%	54%	70%	69%	67%	72%	64%	77%	79%	75%
Total Disagree:	10%	11%	8%	13%	11%	9%	13%	12%	20%	12%	9%	9%	6%	7%	10%	5%	10%
Net:	58%	62%	63%	51%	54%	60%	56%	58%	34%	58%	60%	58%	66%	58%	66%	74%	66%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.A) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: I am grateful for the workers who kept supermarkets open and stocked throughout Covid-19

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	56%	48%	65%	46%	47%	51%	64%	63%	66%	61%	58%	58%	52%	66%	56%	52%	55%	53%
Somewhat agree	30%	36%	25%	32%	35%	33%	23%	29%	30%	31%	32%	32%	40%	28%	37%	35%	26%	26%
Neither agree or disagree	10%	13%	8%	18%	12%	10%	12%	9%	3%	6%	8%	9%	8%	6%	5%	11%	19%	15%
Somewhat disagree	1%	1%	0%	1%	2%	0%	1%	0%	1%	1%	0%	0%	0%	1%	3%	0%	0%	1%
Strongly disagree	1%	2%	0%	1%	2%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%
Don't know	1%	1%	1%	2%	2%	3%	0%	0%	1%	0%	1%	2%	0%	0%	0%	1%	0%	3%
Total Agree:	87%	84%	90%	78%	82%	84%	87%	91%	95%	92%	91%	89%	92%	94%	93%	87%	81%	79%
Total Disagree:	2%	3%	1%	3%	4%	2%	1%	0%	1%	2%	1%	0%	0%	1%	3%	0%	0%	3%
Net:	85%	81%	90%	75%	77%	82%	86%	91%	94%	90%	90%	89%	92%	93%	90%	87%	81%	76%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(111.B) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: I am grateful for the workers who kept supermarkets open and stocked throughout Covid-19

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	56%	57%	63%	51%	52%	49%	65%	58%	59%	50%	57%	59%	53%	54%	54%	60%	59%
Somewhat agree	30%	34%	27%	31%	29%	38%	22%	31%	29%	34%	28%	30%	37%	26%	35%	30%	25%
Neither agree or disagree	10%	6%	8%	14%	13%	10%	10%	8%	5%	13%	13%	9%	11%	16%	7%	7%	10%
Somewhat disagree	1%	0%	0%	1%	2%	2%	0%	2%	2%	3%	0%	0%	0%	0%	1%	0%	0%
Strongly disagree	1%	0%	0%	2%	2%	0%	0%	1%	2%	0%	0%	2%	0%	1%	1%	2%	6%
Don't know	1%	2%	1%	1%	2%	1%	3%	0%	2%	0%	3%	0%	0%	3%	1%	2%	0%
Total Agree:	87%	92%	91%	82%	81%	87%	87%	89%	88%	85%	85%	89%	89%	80%	90%	90%	84%
Total Disagree:	2%	0%	1%	3%	4%	2%	0%	3%	4%	3%	0%	2%	0%	1%	2%	2%	6%
Net:	85%	91%	90%	79%	77%	85%	87%	85%	84%	82%	85%	86%	89%	79%	88%	88%	78%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.A) To what extent do you agree or disagree with the following statements about the UK's supermarkets?: I find shopping at the supermarket very stressful

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	7%	7%	7%	13%	8%	6%	7%	3%	5%	7%	8%	6%	3%	12%	4%	10%	12%	6%
Somewhat agree	19%	15%	23%	19%	29%	24%	15%	17%	11%	18%	19%	16%	21%	21%	21%	19%	28%	20%
Neither agree or disagree	24%	25%	24%	30%	24%	23%	24%	25%	22%	25%	23%	25%	23%	21%	26%	27%	19%	22%
Somewhat disagree	26%	29%	23%	26%	20%	25%	30%	26%	29%	27%	28%	29%	28%	24%	24%	23%	27%	24%
Strongly disagree	22%	23%	21%	11%	18%	20%	22%	27%	31%	23%	21%	24%	25%	21%	24%	21%	14%	23%
Don't know	2%	1%	2%	2%	2%	3%	1%	0%	2%	0%	1%	1%	0%	1%	1%	1%	0%	5%
Total Agree:	26%	22%	30%	31%	37%	30%	22%	21%	16%	25%	27%	22%	24%	33%	25%	28%	40%	26%
Total Disagree:	48%	53%	44%	37%	38%	45%	52%	54%	60%	50%	48%	52%	53%	45%	48%	43%	41%	47%
Net:	-23%	-31%	-14%	-6%	-1%	-15%	-31%	-33%	-45%	-24%	-21%	-30%	-29%	-12%	-23%	-15%	-1%	-21%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(112.B) To what extent do you agree or disagree with the following statements about the UK's supermarkets?: I find shopping at the supermarket very stressful

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	7%	6%	3%	6%	12%	7%	6%	7%	8%	7%	7%	2%	2%	7%	8%	14%	6%
Somewhat agree	19%	17%	19%	19%	20%	18%	18%	22%	20%	21%	23%	22%	15%	15%	16%	15%	18%
Neither agree or disagree	24%	22%	25%	22%	26%	23%	25%	29%	23%	23%	28%	22%	31%	29%	13%	26%	23%
Somewhat disagree	26%	30%	25%	29%	21%	25%	34%	13%	25%	29%	21%	27%	39%	21%	31%	23%	33%
Strongly disagree	22%	24%	26%	21%	18%	24%	15%	28%	20%	19%	19%	27%	13%	26%	31%	21%	20%
Don't know	2%	2%	1%	2%	2%	2%	3%	2%	3%	0%	2%	0%	0%	2%	1%	2%	0%
Total Agree:	26%	23%	23%	26%	33%	25%	24%	30%	29%	28%	30%	25%	17%	22%	24%	28%	24%
Total Disagree:	48%	53%	51%	50%	39%	50%	48%	40%	45%	49%	40%	53%	52%	47%	62%	44%	52%
Net:	-23%	-31%	-29%	-24%	-6%	-24%	-25%	-11%	-16%	-21%	-11%	-29%	-35%	-25%	-38%	-16%	-28%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.A) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: In recent years, the service at supermarkets has declined

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	7%	9%	6%	16%	7%	10%	6%	4%	4%	9%	8%	8%	8%	6%	6%	12%	10%	5%
Somewhat agree	17%	17%	17%	13%	24%	20%	14%	16%	14%	19%	20%	16%	23%	18%	17%	11%	17%	18%
Neither agree or disagree	33%	33%	33%	38%	30%	30%	38%	33%	32%	30%	28%	31%	29%	26%	29%	40%	30%	36%
Somewhat disagree	26%	26%	25%	19%	18%	22%	29%	34%	31%	29%	25%	27%	24%	27%	29%	25%	21%	21%
Strongly disagree	12%	11%	14%	7%	13%	14%	9%	12%	17%	12%	14%	14%	11%	18%	17%	12%	22%	12%
Don't know	5%	3%	6%	7%	8%	4%	5%	2%	3%	2%	4%	4%	4%	6%	2%	1%	0%	7%
Total Agree:	24%	26%	22%	29%	31%	30%	20%	19%	18%	28%	28%	24%	31%	23%	23%	23%	27%	23%
Total Disagree:	38%	37%	39%	26%	31%	36%	37%	47%	48%	40%	39%	42%	35%	45%	46%	36%	43%	34%
Net:	-14%	-11%	-17%	4%	0%	-6%	-17%	-27%	-30%	-12%	-11%	-18%	-4%	-21%	-23%	-14%	-16%	-11%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(113.B) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: In recent years, the service at supermarkets has declined

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	7%	10%	3%	7%	9%	6%	5%	6%	8%	5%	8%	5%	4%	9%	5%	11%	30%
Somewhat agree	17%	17%	16%	19%	16%	22%	18%	16%	21%	11%	15%	22%	16%	13%	12%	12%	16%
Neither agree or disagree	33%	30%	32%	32%	38%	36%	32%	30%	35%	41%	37%	27%	47%	33%	28%	24%	20%
Somewhat disagree	26%	27%	30%	26%	19%	19%	28%	28%	26%	26%	24%	22%	21%	26%	33%	28%	30%
Strongly disagree	12%	11%	13%	13%	12%	13%	11%	14%	4%	10%	11%	19%	11%	13%	17%	17%	5%
Don't know	5%	4%	5%	4%	6%	3%	6%	6%	5%	6%	5%	6%	0%	4%	5%	7%	0%
Total Agree:	24%	27%	20%	26%	25%	29%	24%	22%	29%	17%	23%	27%	20%	22%	17%	24%	46%
Total Disagree:	38%	39%	44%	38%	31%	32%	39%	42%	31%	36%	34%	41%	32%	40%	50%	45%	35%
Net:	-14%	-12%	-24%	-13%	-6%	-3%	-15%	-19%	-1%	-19%	-11%	-14%	-12%	-17%	-32%	-21%	11%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(114.A) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: Supermarkets have a responsibility to help with reducing food waste

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	44%	42%	46%	44%	41%	42%	49%	44%	42%	46%	47%	47%	47%	53%	50%	37%	44%	41%
Somewhat agree	36%	35%	37%	29%	31%	41%	33%	44%	39%	37%	35%	39%	36%	31%	25%	40%	36%	33%
Neither agree or disagree	14%	16%	12%	18%	19%	11%	14%	10%	11%	13%	12%	10%	12%	11%	13%	12%	19%	17%
Somewhat disagree	3%	4%	2%	6%	4%	2%	2%	1%	2%	2%	3%	2%	5%	5%	11%	8%	0%	2%
Strongly disagree	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%	1%
Don't know	2%	1%	2%	2%	4%	3%	1%	1%	2%	1%	1%	1%	0%	0%	0%	1%	0%	5%
Total Agree:	80%	77%	84%	73%	73%	83%	83%	88%	82%	84%	83%	86%	83%	84%	75%	77%	81%	75%
Total Disagree:	4%	6%	2%	7%	5%	4%	2%	2%	5%	3%	4%	3%	5%	6%	12%	9%	0%	3%
Net:	76%	71%	81%	65%	67%	79%	80%	86%	77%	81%	79%	83%	78%	78%	63%	68%	81%	72%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(114.B) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: Supermarkets have a responsibility to help with reducing food waste

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	44%	48%	46%	39%	40%	40%	45%	49%	52%	39%	43%	49%	33%	42%	45%	38%	37%
Somewhat agree	36%	37%	37%	38%	34%	41%	37%	30%	31%	40%	30%	34%	42%	31%	41%	45%	44%
Neither agree or disagree	14%	10%	11%	17%	18%	11%	14%	15%	11%	13%	18%	12%	25%	18%	9%	14%	14%
Somewhat disagree	3%	2%	3%	3%	4%	6%	1%	5%	4%	4%	2%	3%	0%	1%	2%	0%	5%
Strongly disagree	1%	1%	1%	1%	2%	1%	0%	0%	0%	4%	2%	1%	0%	3%	1%	2%	0%
Don't know	2%	2%	1%	2%	3%	1%	3%	2%	2%	0%	6%	1%	0%	4%	2%	2%	0%
Total Agree:	80%	84%	83%	77%	74%	81%	82%	79%	83%	79%	73%	83%	75%	73%	86%	83%	81%
Total Disagree:	4%	3%	4%	4%	5%	7%	1%	5%	4%	8%	3%	4%	0%	5%	3%	2%	5%
Net:	76%	81%	79%	73%	69%	74%	81%	75%	79%	71%	69%	80%	75%	68%	83%	81%	77%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(115.A) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: Supermarkets have a responsibility to give back to their community

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	21%	19%	22%	24%	19%	23%	25%	17%	16%	22%	22%	23%	23%	23%	30%	26%	33%	17%
Somewhat agree	42%	41%	43%	37%	42%	39%	40%	50%	45%	48%	44%	43%	41%	45%	29%	48%	28%	37%
Neither agree or disagree	28%	29%	26%	29%	29%	24%	26%	27%	30%	24%	25%	25%	26%	22%	31%	23%	27%	33%
Somewhat disagree	5%	5%	4%	3%	5%	6%	4%	5%	5%	4%	4%	3%	6%	5%	3%	2%	8%	6%
Strongly disagree	3%	4%	1%	5%	1%	3%	3%	1%	3%	1%	3%	3%	3%	3%	7%	0%	4%	2%
Don't know	3%	2%	3%	2%	4%	5%	2%	1%	2%	1%	2%	2%	2%	2%	1%	1%	0%	5%
Total Agree:	63%	60%	66%	62%	61%	61%	65%	67%	61%	70%	66%	66%	64%	68%	59%	74%	61%	54%
Total Disagree:	7%	9%	6%	8%	6%	10%	7%	5%	7%	5%	6%	6%	9%	8%	10%	2%	12%	8%
Net:	55%	51%	60%	54%	55%	52%	58%	61%	53%	64%	60%	60%	55%	60%	49%	71%	50%	46%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(115.B) To what extent do you agree or disagree with the following statements about the UK’s supermarkets?: Supermarkets have a responsibility to give back to their community

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	21%	21%	20%	19%	22%	21%	18%	16%	22%	16%	22%	25%	27%	19%	24%	19%	23%
Somewhat agree	42%	47%	43%	43%	36%	40%	42%	46%	45%	48%	37%	37%	37%	40%	47%	39%	46%
Neither agree or disagree	28%	25%	25%	28%	31%	27%	26%	28%	24%	30%	34%	27%	34%	30%	18%	35%	25%
Somewhat disagree	5%	4%	5%	5%	5%	5%	6%	5%	5%	1%	1%	7%	2%	6%	5%	4%	5%
Strongly disagree	3%	1%	4%	2%	4%	4%	3%	3%	1%	3%	2%	5%	0%	0%	3%	2%	0%
Don't know	3%	3%	3%	2%	2%	2%	5%	2%	2%	2%	4%	0%	0%	5%	3%	2%	0%
Total Agree:	63%	68%	63%	63%	58%	61%	60%	63%	67%	63%	59%	62%	64%	59%	71%	58%	70%
Total Disagree:	7%	4%	9%	7%	9%	10%	9%	8%	6%	5%	3%	12%	2%	6%	8%	5%	5%
Net:	55%	63%	53%	55%	49%	52%	51%	54%	61%	59%	56%	50%	62%	53%	63%	53%	65%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.A) And to what extent do you agree or disagree with the following statements about Tesco specifically?: Tesco stores tend to provide a greater range than other supermarkets

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	14%	15%	13%	21%	17%	14%	14%	11%	7%	18%	18%	16%	17%	27%	18%	31%	28%	5%
Somewhat agree	29%	26%	32%	32%	41%	27%	30%	22%	21%	33%	35%	42%	33%	38%	30%	33%	16%	15%
Neither agree or disagree	34%	34%	34%	28%	24%	41%	34%	40%	37%	34%	34%	33%	37%	25%	42%	27%	43%	30%
Somewhat disagree	11%	13%	9%	11%	6%	8%	12%	11%	17%	10%	8%	5%	5%	7%	6%	6%	11%	16%
Strongly disagree	5%	6%	4%	4%	3%	4%	4%	9%	6%	4%	2%	2%	5%	1%	1%	3%	0%	11%
Don't know	8%	7%	8%	5%	8%	7%	6%	6%	12%	1%	3%	1%	3%	2%	3%	1%	3%	24%
Total Agree:	42%	40%	44%	53%	58%	41%	44%	33%	28%	51%	53%	58%	50%	66%	48%	64%	44%	19%
Total Disagree:	16%	18%	14%	15%	9%	11%	16%	20%	23%	14%	10%	8%	10%	7%	7%	8%	11%	27%
Net:	26%	22%	30%	39%	49%	29%	29%	13%	6%	37%	43%	50%	40%	58%	41%	55%	33%	-8%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(116.B) And to what extent do you agree or disagree with the following statements about Tesco specifically?: Tesco stores tend to provide a greater range than other supermarkets

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	14%	12%	13%	17%	13%	17%	16%	17%	16%	12%	11%	14%	7%	11%	15%	5%	11%
Somewhat agree	29%	30%	32%	24%	28%	32%	29%	30%	24%	26%	27%	25%	34%	20%	28%	41%	49%
Neither agree or disagree	34%	32%	36%	34%	37%	29%	37%	30%	30%	35%	37%	31%	38%	51%	30%	30%	23%
Somewhat disagree	11%	14%	9%	8%	12%	12%	10%	10%	18%	14%	9%	9%	12%	7%	15%	10%	0%
Strongly disagree	5%	5%	3%	8%	3%	6%	2%	6%	7%	6%	6%	7%	5%	2%	3%	3%	11%
Don't know	8%	8%	7%	9%	7%	4%	5%	7%	6%	8%	10%	15%	4%	9%	8%	10%	5%
Total Agree:	42%	42%	45%	41%	41%	48%	46%	47%	40%	38%	38%	38%	41%	31%	43%	46%	61%
Total Disagree:	16%	19%	12%	16%	15%	18%	12%	16%	25%	20%	15%	15%	17%	9%	18%	13%	11%
Net:	26%	23%	33%	25%	26%	30%	34%	31%	15%	18%	23%	23%	24%	22%	25%	33%	50%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(117.A) And to what extent do you agree or disagree with the following statements about Tesco specifically?: Tesco is one of my most trusted supermarkets

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	21%	20%	22%	19%	29%	20%	20%	17%	19%	28%	27%	24%	24%	44%	27%	31%	30%	7%
Somewhat agree	32%	30%	33%	38%	37%	35%	26%	31%	27%	40%	39%	39%	42%	35%	33%	40%	35%	11%
Neither agree or disagree	26%	25%	27%	23%	19%	26%	31%	30%	27%	20%	22%	28%	25%	17%	33%	19%	14%	29%
Somewhat disagree	9%	11%	7%	10%	5%	8%	7%	11%	12%	6%	8%	5%	5%	4%	3%	6%	13%	14%
Strongly disagree	8%	9%	6%	7%	4%	5%	11%	9%	9%	4%	2%	2%	1%	0%	3%	4%	7%	22%
Don't know	5%	4%	5%	3%	7%	6%	5%	3%	6%	1%	1%	2%	3%	1%	1%	0%	0%	16%
Total Agree:	53%	50%	55%	58%	65%	55%	46%	47%	46%	69%	66%	63%	66%	78%	60%	71%	66%	19%
Total Disagree:	16%	20%	13%	17%	9%	13%	18%	20%	21%	10%	11%	6%	6%	4%	6%	9%	20%	35%
Net:	36%	30%	42%	41%	56%	42%	28%	27%	25%	59%	55%	57%	60%	74%	54%	62%	45%	-17%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(117.B) And to what extent do you agree or disagree with the following statements about Tesco specifically?: Tesco is one of my most trusted supermarkets

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	21%	21%	20%	20%	22%	19%	23%	26%	24%	14%	18%	21%	11%	20%	27%	11%	33%
Somewhat agree	32%	30%	38%	28%	31%	39%	38%	27%	26%	35%	28%	28%	38%	20%	32%	39%	36%
Neither agree or disagree	26%	28%	23%	27%	26%	21%	18%	24%	26%	28%	34%	24%	29%	37%	24%	31%	16%
Somewhat disagree	9%	8%	9%	9%	9%	12%	11%	7%	12%	12%	1%	4%	10%	11%	7%	7%	9%
Strongly disagree	8%	8%	4%	11%	7%	5%	6%	10%	6%	10%	12%	14%	8%	4%	8%	3%	6%
Don't know	5%	5%	5%	5%	6%	4%	4%	6%	6%	1%	6%	8%	5%	8%	2%	9%	0%
Total Agree:	53%	51%	58%	48%	53%	58%	61%	53%	50%	49%	46%	49%	48%	41%	59%	50%	69%
Total Disagree:	16%	16%	14%	20%	15%	17%	17%	17%	19%	22%	13%	18%	18%	14%	15%	10%	15%
Net:	36%	35%	44%	28%	37%	42%	45%	36%	31%	27%	32%	31%	31%	26%	44%	39%	54%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.A) And to what extent do you agree or disagree with the following statements about Tesco specifically?: Tesco offers a good balance of affordability and quality

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	20%	20%	21%	25%	24%	17%	19%	20%	20%	27%	30%	26%	26%	40%	26%	31%	30%	5%
Somewhat agree	43%	41%	45%	40%	47%	47%	42%	39%	40%	52%	45%	51%	50%	45%	38%	45%	37%	22%
Neither agree or disagree	21%	24%	19%	24%	13%	24%	20%	25%	22%	14%	19%	18%	19%	10%	25%	17%	19%	33%
Somewhat disagree	6%	6%	5%	6%	6%	5%	7%	7%	4%	3%	5%	2%	2%	3%	8%	4%	10%	9%
Strongly disagree	3%	3%	3%	1%	3%	2%	2%	3%	3%	2%	1%	1%	1%	1%	1%	3%	0%	7%
Don't know	7%	7%	7%	5%	7%	6%	9%	6%	10%	1%	1%	2%	3%	1%	2%	0%	3%	25%
Total Agree:	63%	60%	66%	65%	70%	64%	61%	59%	60%	79%	74%	76%	75%	85%	64%	76%	67%	27%
Total Disagree:	8%	8%	8%	7%	9%	6%	10%	10%	7%	6%	5%	3%	3%	4%	9%	6%	10%	16%
Net:	55%	52%	58%	57%	61%	57%	52%	49%	53%	74%	69%	73%	72%	81%	55%	70%	57%	11%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(118.B) And to what extent do you agree or disagree with the following statements about Tesco specifically?: Tesco offers a good balance of affordability and quality

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	20%	21%	22%	20%	19%	20%	26%	30%	21%	19%	16%	20%	23%	17%	20%	6%	25%
Somewhat agree	43%	44%	46%	38%	42%	48%	48%	31%	41%	40%	38%	33%	38%	43%	45%	56%	55%
Neither agree or disagree	21%	20%	19%	24%	22%	22%	14%	22%	23%	30%	21%	24%	24%	24%	21%	17%	9%
Somewhat disagree	6%	6%	6%	4%	6%	4%	6%	3%	9%	4%	10%	7%	2%	3%	6%	8%	5%
Strongly disagree	3%	2%	1%	5%	3%	1%	1%	6%	1%	3%	3%	4%	4%	3%	2%	2%	6%
Don't know	7%	7%	6%	9%	8%	5%	4%	8%	6%	4%	11%	12%	9%	11%	6%	12%	0%
Total Agree:	63%	64%	68%	58%	61%	68%	74%	61%	62%	58%	55%	53%	61%	59%	65%	61%	80%
Total Disagree:	8%	8%	7%	9%	9%	5%	8%	9%	10%	8%	13%	11%	6%	6%	8%	9%	11%
Net:	55%	57%	62%	48%	52%	63%	66%	51%	52%	51%	41%	42%	55%	54%	57%	52%	69%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(119.A) And to what extent do you agree or disagree with the following statements about Tesco specifically?: I avoid Tesco whenever possible

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	8%	9%	7%	10%	8%	6%	8%	5%	9%	4%	7%	3%	7%	6%	9%	16%	19%	18%
Somewhat agree	11%	12%	10%	13%	10%	12%	12%	9%	10%	10%	10%	6%	15%	5%	9%	15%	27%	14%
Neither agree or disagree	19%	18%	20%	21%	19%	20%	19%	16%	17%	13%	16%	18%	16%	12%	16%	8%	8%	31%
Somewhat disagree	20%	20%	21%	24%	14%	23%	20%	24%	19%	22%	21%	21%	15%	15%	20%	18%	22%	13%
Strongly disagree	39%	39%	39%	31%	44%	34%	40%	45%	41%	52%	46%	50%	47%	61%	46%	44%	25%	14%
Don't know	3%	2%	3%	1%	4%	5%	2%	2%	4%	0%	1%	1%	1%	1%	0%	0%	0%	10%
Total Agree:	19%	21%	16%	23%	18%	18%	20%	14%	19%	14%	17%	10%	21%	11%	18%	30%	46%	32%
Total Disagree:	60%	59%	61%	55%	58%	57%	60%	68%	60%	73%	66%	71%	61%	76%	66%	62%	46%	28%
Net:	-41%	-38%	-44%	-31%	-40%	-39%	-41%	-54%	-41%	-59%	-49%	-61%	-40%	-65%	-48%	-31%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(119.B) And to what extent do you agree or disagree with the following statements about Tesco specifically?: I avoid Tesco whenever possible

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	8%	9%	5%	11%	6%	5%	7%	10%	10%	11%	10%	11%	13%	8%	3%	2%	5%
Somewhat agree	11%	11%	6%	13%	13%	16%	8%	9%	14%	17%	9%	10%	11%	8%	11%	10%	6%
Neither agree or disagree	19%	14%	19%	19%	23%	21%	17%	14%	20%	21%	21%	23%	20%	19%	16%	20%	5%
Somewhat disagree	20%	25%	22%	17%	17%	21%	21%	16%	14%	21%	26%	12%	26%	25%	20%	20%	27%
Strongly disagree	39%	38%	45%	37%	38%	34%	45%	50%	40%	31%	30%	40%	28%	35%	48%	40%	58%
Don't know	3%	3%	3%	3%	3%	3%	2%	1%	3%	0%	3%	5%	2%	5%	2%	8%	0%
Total Agree:	19%	20%	12%	24%	19%	21%	15%	19%	23%	27%	20%	21%	24%	15%	14%	12%	11%
Total Disagree:	60%	63%	66%	54%	55%	55%	66%	66%	53%	52%	56%	52%	54%	60%	68%	60%	84%
Net:	-41%	-43%	-54%	-30%	-35%	-34%	-51%	-47%	-30%	-25%	-37%	-31%	-31%	-45%	-54%	-48%	-73%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(120.A) And to what extent do you agree or disagree with the following statements about Tesco specifically?: There's a Tesco near me that provides all the services I need

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	21%	20%	23%	22%	24%	17%	20%	21%	23%	28%	23%	28%	20%	36%	24%	34%	23%	7%
Somewhat agree	35%	36%	34%	38%	38%	40%	33%	32%	29%	40%	43%	42%	48%	39%	39%	37%	46%	19%
Neither agree or disagree	19%	19%	18%	21%	14%	15%	20%	21%	20%	17%	18%	18%	16%	15%	23%	20%	13%	22%
Somewhat disagree	12%	12%	12%	10%	11%	14%	13%	15%	8%	9%	11%	6%	14%	7%	12%	4%	11%	14%
Strongly disagree	9%	10%	8%	4%	6%	9%	8%	10%	15%	5%	2%	5%	1%	3%	2%	6%	7%	23%
Don't know	5%	4%	5%	5%	6%	6%	5%	1%	6%	0%	2%	1%	1%	0%	0%	0%	0%	15%
Total Agree:	56%	55%	57%	60%	62%	57%	54%	53%	51%	69%	66%	71%	68%	75%	63%	70%	69%	26%
Total Disagree:	21%	22%	19%	14%	18%	22%	21%	25%	23%	14%	14%	10%	14%	10%	14%	10%	18%	37%
Net:	35%	33%	38%	46%	45%	35%	33%	28%	29%	54%	52%	61%	53%	65%	49%	61%	50%	-10%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(120.B) And to what extent do you agree or disagree with the following statements about Tesco specifically?: There’s a Tesco near me that provides all the services I need

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	21%	17%	24%	19%	24%	20%	27%	25%	22%	18%	20%	18%	18%	19%	22%	16%	29%
Somewhat agree	35%	40%	33%	37%	30%	37%	35%	30%	30%	41%	33%	32%	34%	35%	34%	44%	38%
Neither agree or disagree	19%	19%	20%	18%	17%	17%	17%	20%	20%	21%	19%	15%	25%	24%	17%	11%	10%
Somewhat disagree	12%	11%	12%	10%	13%	12%	14%	10%	18%	13%	6%	12%	11%	9%	8%	14%	16%
Strongly disagree	9%	9%	7%	10%	10%	9%	4%	10%	8%	7%	11%	14%	12%	4%	17%	10%	6%
Don't know	5%	5%	4%	6%	5%	5%	3%	5%	2%	2%	11%	9%	0%	9%	2%	5%	0%
Total Agree:	56%	56%	58%	56%	54%	57%	62%	55%	52%	58%	52%	50%	52%	54%	57%	60%	68%
Total Disagree:	21%	20%	19%	20%	23%	21%	17%	20%	26%	19%	17%	26%	23%	14%	25%	23%	22%
Net:	35%	37%	39%	36%	31%	36%	45%	35%	26%	39%	35%	24%	29%	40%	32%	37%	46%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(121.A) And to what extent do you agree or disagree with the following statements about Tesco specifically?: Tesco provides employment opportunities in the area

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	22%	22%	22%	23%	23%	20%	24%	18%	25%	32%	25%	28%	22%	43%	37%	31%	23%	10%
Somewhat agree	40%	43%	39%	36%	42%	41%	36%	49%	39%	44%	48%	43%	55%	33%	37%	48%	45%	28%
Neither agree or disagree	18%	17%	19%	21%	16%	19%	21%	18%	15%	14%	16%	18%	14%	13%	17%	14%	25%	23%
Somewhat disagree	4%	4%	4%	9%	4%	5%	3%	2%	2%	2%	3%	2%	0%	2%	5%	0%	0%	6%
Strongly disagree	3%	4%	3%	0%	3%	3%	3%	6%	4%	1%	1%	1%	1%	2%	1%	0%	4%	10%
Don't know	12%	10%	13%	10%	12%	11%	13%	8%	16%	7%	7%	7%	8%	6%	2%	6%	3%	23%
Total Agree:	63%	65%	61%	60%	65%	61%	60%	67%	64%	75%	73%	71%	77%	77%	74%	80%	68%	38%
Total Disagree:	7%	8%	7%	9%	7%	8%	7%	8%	6%	4%	4%	4%	1%	4%	6%	0%	4%	16%
Net:	56%	57%	54%	50%	58%	53%	53%	59%	58%	71%	69%	67%	76%	72%	68%	80%	65%	22%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(121.B) And to what extent do you agree or disagree with the following statements about Tesco specifically?: Tesco provides employment opportunities in the area

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	22%	20%	28%	15%	27%	18%	27%	27%	22%	14%	19%	21%	17%	20%	35%	20%	30%
Somewhat agree	40%	46%	39%	44%	33%	39%	48%	33%	41%	45%	41%	30%	44%	43%	32%	45%	54%
Neither agree or disagree	18%	16%	17%	19%	20%	25%	14%	16%	16%	13%	17%	22%	25%	22%	16%	14%	10%
Somewhat disagree	4%	3%	3%	6%	3%	5%	5%	3%	7%	5%	2%	2%	2%	4%	4%	0%	0%
Strongly disagree	3%	3%	2%	4%	5%	1%	1%	7%	4%	7%	2%	8%	3%	1%	2%	5%	6%
Don't know	12%	12%	10%	12%	13%	12%	5%	13%	10%	16%	18%	16%	9%	12%	11%	16%	0%
Total Agree:	63%	66%	67%	59%	59%	57%	74%	61%	63%	59%	60%	51%	61%	62%	67%	65%	84%
Total Disagree:	7%	6%	5%	10%	8%	6%	6%	10%	11%	12%	5%	10%	6%	5%	6%	5%	6%
Net:	56%	60%	62%	49%	51%	50%	68%	51%	52%	47%	56%	41%	55%	58%	61%	60%	78%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(122.A) And to what extent do you agree or disagree with the following statements about Tesco specifically?: My local Tesco gives back to the community I live in

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Strongly agree	14%	13%	16%	16%	18%	14%	13%	9%	14%	19%	20%	19%	16%	26%	26%	26%	33%	5%
Somewhat agree	30%	26%	34%	31%	28%	29%	26%	40%	29%	39%	35%	31%	41%	36%	23%	38%	36%	13%
Neither agree or disagree	25%	27%	24%	35%	19%	25%	28%	29%	20%	23%	25%	28%	22%	15%	18%	22%	27%	28%
Somewhat disagree	4%	5%	2%	5%	4%	5%	4%	2%	2%	3%	3%	3%	4%	4%	10%	3%	0%	5%
Strongly disagree	3%	4%	2%	1%	4%	3%	4%	3%	3%	3%	1%	1%	1%	1%	4%	4%	3%	7%
Don't know	23%	24%	22%	12%	27%	24%	25%	17%	31%	13%	16%	18%	17%	18%	20%	6%	0%	42%
Total Agree:	45%	39%	50%	47%	46%	43%	40%	49%	43%	58%	55%	50%	56%	62%	49%	64%	70%	18%
Total Disagree:	7%	10%	4%	6%	8%	8%	8%	5%	6%	6%	4%	5%	5%	5%	13%	7%	3%	12%
Net:	38%	30%	46%	41%	39%	36%	32%	44%	38%	52%	51%	45%	51%	57%	35%	57%	66%	6%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(122.B) And to what extent do you agree or disagree with the following statements about Tesco specifically?: My local Tesco gives back to the community I live in

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Strongly agree	14%	13%	15%	13%	17%	13%	17%	18%	16%	10%	19%	15%	7%	15%	14%	9%	5%
Somewhat agree	30%	33%	31%	27%	29%	28%	33%	26%	28%	34%	19%	19%	47%	27%	38%	39%	52%
Neither agree or disagree	25%	22%	23%	30%	27%	24%	25%	30%	27%	27%	34%	18%	26%	28%	21%	18%	25%
Somewhat disagree	4%	5%	2%	5%	3%	6%	3%	2%	6%	3%	3%	2%	5%	4%	2%	0%	5%
Strongly disagree	3%	2%	1%	5%	4%	2%	2%	5%	2%	2%	2%	8%	2%	3%	3%	3%	6%
Don't know	23%	24%	28%	20%	20%	26%	21%	19%	19%	24%	23%	39%	13%	24%	22%	31%	7%
Total Agree:	45%	46%	46%	40%	46%	42%	50%	44%	45%	44%	39%	33%	54%	42%	52%	48%	57%
Total Disagree:	7%	7%	3%	9%	7%	8%	4%	7%	9%	5%	5%	10%	7%	7%	6%	3%	11%
Net:	38%	39%	43%	31%	39%	33%	45%	37%	36%	38%	34%	23%	47%	35%	46%	45%	46%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(123.A) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Providing good value food

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very important	60%	59%	61%	54%	52%	49%	57%	73%	74%	64%	59%	57%	59%	70%	62%	68%	60%	58%
Somewhat important	29%	29%	29%	26%	33%	36%	35%	22%	22%	29%	30%	36%	33%	23%	25%	24%	34%	28%
Neither important or unimportant	8%	10%	7%	16%	11%	12%	6%	4%	2%	6%	10%	6%	6%	8%	12%	9%	3%	8%
Somewhat unimportant	1%	2%	0%	3%	2%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	2%
Not at all important	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	0%	2%	1%	3%	3%	1%	0%	1%	0%	1%	1%	2%	0%	0%	0%	3%	4%
Total Important:	89%	88%	91%	80%	85%	85%	92%	95%	96%	92%	89%	93%	92%	92%	87%	91%	93%	86%
Net:	-88%	-88%	-89%	-79%	-82%	-82%	-91%	-95%	-95%	-92%	-88%	-92%	-91%	-92%	-87%	-91%	-90%	-82%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(123.B) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Providing good value food

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very important	60%	62%	62%	57%	59%	58%	55%	64%	66%	58%	61%	63%	56%	60%	67%	58%	47%
Somewhat important	29%	29%	30%	30%	26%	29%	35%	27%	20%	25%	29%	29%	34%	30%	25%	36%	43%
Neither important or unimportant	8%	6%	5%	11%	11%	12%	7%	6%	8%	14%	6%	6%	10%	6%	8%	4%	10%
Somewhat unimportant	1%	1%	1%	1%	2%	1%	1%	1%	2%	3%	1%	1%	0%	1%	0%	0%	0%
Not at all important	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	2%	2%	1%	2%	1%	2%	3%	3%	0%	3%	0%	0%	3%	0%	2%	0%
Total Important:	89%	91%	92%	87%	86%	86%	89%	91%	86%	83%	91%	92%	90%	89%	92%	95%	90%
Net:	-88%	-90%	-91%	-86%	-84%	-85%	-88%	-88%	-83%	-83%	-88%	-92%	-90%	-86%	-92%	-93%	-90%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(124.A) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Reducing food waste

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very important	49%	44%	55%	50%	41%	42%	50%	53%	58%	57%	50%	48%	51%	58%	53%	48%	42%	43%
Somewhat important	36%	40%	33%	34%	39%	42%	39%	35%	29%	33%	38%	40%	39%	32%	32%	38%	48%	37%
Neither important or unimportant	9%	11%	8%	11%	12%	10%	8%	8%	8%	7%	8%	8%	8%	8%	10%	8%	0%	13%
Somewhat unimportant	2%	3%	1%	3%	3%	0%	1%	1%	2%	2%	2%	1%	1%	1%	4%	3%	3%	1%
Not at all important	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	2%	3%	3%	1%
Don't know	2%	1%	2%	1%	3%	4%	1%	1%	2%	1%	1%	2%	1%	0%	0%	0%	3%	4%
Total Important:	86%	84%	88%	84%	81%	84%	89%	89%	87%	90%	88%	88%	89%	89%	85%	87%	90%	80%
Net:	-84%	-83%	-86%	-83%	-78%	-80%	-88%	-88%	-85%	-89%	-86%	-86%	-89%	-89%	-85%	-87%	-87%	-76%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(124.B) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Reducing food waste

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very important	49%	52%	47%	48%	51%	46%	47%	46%	57%	48%	60%	47%	41%	46%	57%	50%	41%
Somewhat important	36%	37%	39%	35%	33%	43%	34%	39%	26%	41%	28%	31%	50%	40%	35%	39%	40%
Neither important or unimportant	9%	7%	9%	11%	12%	6%	12%	10%	11%	9%	6%	21%	9%	7%	5%	7%	19%
Somewhat unimportant	2%	2%	1%	2%	2%	4%	3%	1%	2%	0%	0%	2%	0%	2%	1%	2%	0%
Not at all important	1%	0%	2%	1%	1%	0%	0%	2%	2%	2%	2%	0%	0%	2%	0%	0%	0%
Don't know	2%	2%	2%	2%	2%	1%	4%	3%	2%	0%	5%	0%	0%	3%	2%	2%	0%
Total Important:	86%	89%	86%	83%	84%	89%	81%	85%	83%	88%	88%	77%	91%	87%	92%	89%	81%
Net:	-84%	-86%	-84%	-81%	-82%	-88%	-76%	-82%	-81%	-88%	-84%	-77%	-91%	-84%	-90%	-87%	-81%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(125.A) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Donating food to food banks and the needy

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very important	41%	35%	47%	43%	36%	38%	40%	44%	44%	41%	46%	44%	47%	52%	39%	46%	47%	35%
Somewhat important	37%	37%	37%	30%	42%	37%	37%	35%	38%	39%	35%	35%	29%	27%	27%	33%	32%	38%
Neither important or unimportant	17%	22%	12%	22%	17%	19%	18%	17%	13%	17%	15%	16%	21%	17%	29%	15%	11%	18%
Somewhat unimportant	2%	4%	1%	3%	2%	4%	2%	2%	2%	3%	2%	3%	1%	3%	6%	7%	7%	2%
Not at all important	1%	2%	1%	0%	1%	1%	1%	2%	2%	1%	0%	1%	1%	1%	0%	0%	0%	3%
Don't know	2%	1%	2%	2%	2%	3%	1%	1%	2%	0%	1%	2%	1%	0%	0%	0%	3%	4%
Total Important:	77%	72%	83%	73%	78%	74%	77%	79%	82%	80%	82%	79%	75%	79%	65%	78%	79%	73%
Net:	-76%	-71%	-81%	-71%	-76%	-72%	-76%	-78%	-80%	-79%	-81%	-77%	-75%	-79%	-65%	-78%	-76%	-69%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(125.B) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Donating food to food banks and the needy

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very important	41%	40%	39%	37%	46%	41%	38%	39%	50%	39%	43%	34%	51%	42%	37%	33%	41%
Somewhat important	37%	41%	39%	34%	32%	36%	40%	40%	25%	35%	29%	37%	30%	36%	44%	54%	45%
Neither important or unimportant	17%	13%	15%	24%	18%	19%	18%	16%	19%	16%	18%	23%	20%	16%	16%	5%	14%
Somewhat unimportant	2%	2%	3%	3%	2%	2%	0%	3%	2%	7%	3%	3%	0%	4%	3%	2%	0%
Not at all important	1%	2%	2%	1%	1%	1%	1%	0%	1%	3%	3%	3%	0%	0%	0%	4%	0%
Don't know	2%	2%	2%	1%	1%	0%	3%	3%	2%	0%	4%	1%	0%	3%	0%	2%	0%
Total Important:	77%	81%	78%	71%	78%	77%	78%	79%	75%	73%	72%	71%	80%	78%	81%	87%	86%
Net:	-76%	-78%	-76%	-69%	-77%	-77%	-75%	-76%	-73%	-73%	-69%	-70%	-80%	-75%	-81%	-86%	-86%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(126.A) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Sustainable food production and packaging

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very important	47%	43%	51%	47%	39%	45%	46%	47%	54%	51%	47%	52%	50%	54%	43%	41%	32%	42%
Somewhat important	33%	33%	33%	21%	39%	30%	33%	35%	36%	34%	34%	30%	30%	32%	31%	29%	33%	32%
Neither important or unimportant	14%	17%	12%	22%	14%	18%	16%	13%	6%	12%	14%	12%	16%	10%	16%	26%	28%	17%
Somewhat unimportant	3%	5%	1%	8%	4%	2%	3%	3%	1%	3%	3%	2%	3%	2%	8%	2%	0%	3%
Not at all important	1%	1%	1%	0%	1%	3%	0%	1%	2%	0%	1%	2%	0%	2%	2%	1%	3%	1%
Don't know	2%	1%	2%	2%	3%	3%	2%	1%	2%	1%	1%	2%	1%	0%	0%	0%	3%	4%
Total Important:	80%	76%	83%	68%	78%	75%	78%	83%	90%	85%	82%	82%	80%	86%	74%	70%	65%	74%
Net:	-78%	-75%	-81%	-66%	-76%	-73%	-77%	-82%	-89%	-84%	-81%	-80%	-79%	-86%	-74%	-70%	-62%	-69%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(126.B) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Sustainable food production and packaging

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very important	47%	47%	48%	44%	46%	44%	44%	45%	47%	44%	50%	50%	37%	49%	56%	46%	34%
Somewhat important	33%	38%	33%	30%	29%	33%	33%	33%	38%	31%	29%	25%	42%	27%	29%	46%	50%
Neither important or unimportant	14%	11%	12%	17%	19%	13%	19%	13%	10%	23%	11%	17%	19%	16%	12%	2%	11%
Somewhat unimportant	3%	2%	2%	6%	3%	8%	0%	4%	2%	1%	2%	4%	2%	3%	3%	2%	5%
Not at all important	1%	0%	2%	0%	1%	1%	1%	2%	1%	1%	2%	2%	0%	2%	0%	0%	0%
Don't know	2%	2%	2%	2%	2%	0%	3%	3%	2%	0%	6%	1%	0%	3%	0%	4%	0%
Total Important:	80%	85%	82%	74%	75%	77%	78%	79%	84%	75%	80%	76%	79%	77%	85%	92%	84%
Net:	-78%	-83%	-80%	-72%	-74%	-77%	-75%	-76%	-82%	-75%	-74%	-75%	-79%	-74%	-85%	-89%	-84%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(127.A) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Supporting local charities

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very important	29%	27%	31%	35%	28%	30%	28%	28%	27%	31%	33%	29%	32%	38%	34%	33%	26%	25%
Somewhat important	39%	37%	42%	30%	41%	40%	37%	38%	47%	40%	38%	47%	39%	38%	32%	38%	38%	35%
Neither important or unimportant	23%	26%	21%	24%	23%	22%	26%	29%	18%	22%	24%	16%	23%	17%	24%	24%	33%	27%
Somewhat unimportant	4%	6%	1%	5%	4%	3%	5%	3%	3%	5%	3%	4%	2%	3%	4%	3%	0%	4%
Not at all important	2%	3%	1%	3%	1%	3%	2%	2%	3%	2%	1%	2%	2%	3%	4%	1%	0%	3%
Don't know	2%	1%	3%	4%	3%	2%	2%	1%	3%	2%	1%	1%	2%	2%	1%	0%	3%	5%
Total Important:	68%	63%	74%	65%	68%	69%	65%	66%	73%	70%	71%	76%	72%	75%	66%	71%	64%	60%
Net:	-66%	-62%	-70%	-62%	-65%	-67%	-63%	-65%	-71%	-69%	-70%	-75%	-70%	-73%	-65%	-71%	-61%	-54%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(127.B) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Supporting local charities

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very important	29%	26%	27%	28%	35%	29%	30%	27%	27%	26%	28%	32%	32%	32%	29%	30%	19%
Somewhat important	39%	48%	39%	38%	31%	34%	40%	38%	40%	35%	43%	34%	39%	33%	37%	57%	72%
Neither important or unimportant	23%	19%	23%	24%	26%	27%	24%	19%	24%	33%	18%	24%	27%	24%	27%	5%	9%
Somewhat unimportant	4%	3%	5%	4%	3%	3%	4%	9%	2%	1%	4%	4%	2%	5%	4%	4%	0%
Not at all important	2%	2%	3%	3%	2%	3%	1%	2%	4%	3%	3%	5%	0%	2%	1%	2%	0%
Don't know	2%	3%	3%	2%	2%	3%	2%	5%	2%	2%	4%	1%	0%	5%	1%	2%	0%
Total Important:	68%	73%	66%	66%	67%	64%	70%	65%	67%	61%	72%	66%	71%	65%	66%	87%	91%
Net:	-66%	-71%	-63%	-64%	-64%	-61%	-68%	-60%	-65%	-60%	-68%	-65%	-71%	-60%	-65%	-86%	-91%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(128.A) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Supporting farmers and workers in the supply chain

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very important	49%	45%	53%	43%	37%	40%	50%	54%	65%	52%	48%	51%	44%	53%	50%	51%	46%	50%
Somewhat important	35%	36%	35%	28%	42%	43%	35%	35%	29%	36%	38%	36%	40%	38%	30%	35%	36%	32%
Neither important or unimportant	11%	13%	9%	18%	13%	12%	14%	10%	3%	9%	11%	10%	14%	7%	14%	9%	11%	12%
Somewhat unimportant	1%	3%	0%	5%	3%	1%	0%	0%	0%	1%	2%	1%	2%	0%	4%	4%	4%	1%
Not at all important	1%	1%	0%	1%	2%	0%	0%	0%	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%
Don't know	2%	2%	2%	4%	3%	3%	2%	1%	2%	1%	1%	2%	1%	1%	2%	0%	3%	5%
Total Important:	84%	82%	88%	71%	80%	83%	84%	89%	95%	87%	86%	87%	84%	91%	80%	86%	82%	81%
Net:	-82%	-80%	-85%	-66%	-77%	-81%	-82%	-89%	-93%	-86%	-85%	-85%	-83%	-91%	-78%	-86%	-79%	-77%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(128.B) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Supporting farmers and workers in the supply chain

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very important	49%	51%	48%	44%	51%	45%	46%	48%	57%	49%	54%	50%	38%	50%	53%	51%	34%
Somewhat important	35%	39%	36%	36%	31%	39%	38%	35%	26%	36%	24%	32%	55%	32%	32%	44%	66%
Neither important or unimportant	11%	7%	11%	13%	14%	9%	13%	10%	12%	13%	13%	15%	7%	13%	11%	3%	0%
Somewhat unimportant	1%	0%	2%	2%	2%	3%	1%	2%	3%	0%	2%	2%	0%	0%	2%	0%	0%
Not at all important	1%	0%	1%	0%	2%	2%	0%	0%	0%	2%	2%	0%	0%	1%	1%	0%	0%
Don't know	2%	2%	2%	4%	1%	3%	3%	4%	2%	0%	5%	1%	0%	4%	0%	2%	0%
Total Important:	84%	90%	84%	80%	82%	83%	83%	84%	83%	85%	78%	82%	93%	82%	86%	95%	100%
Net:	-82%	-88%	-82%	-76%	-81%	-80%	-81%	-80%	-81%	-85%	-74%	-81%	-93%	-78%	-86%	-94%	-100%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(129.A) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Animal welfare

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very important	49%	44%	54%	45%	43%	45%	51%	51%	55%	49%	52%	53%	50%	60%	46%	44%	42%	48%
Somewhat important	30%	30%	31%	24%	32%	32%	30%	33%	30%	31%	30%	27%	34%	28%	29%	37%	35%	29%
Neither important or unimportant	14%	17%	12%	18%	16%	17%	16%	14%	9%	15%	14%	15%	13%	9%	13%	18%	12%	13%
Somewhat unimportant	3%	4%	1%	7%	3%	2%	1%	2%	3%	2%	3%	3%	2%	1%	5%	1%	8%	4%
Not at all important	2%	3%	0%	4%	2%	2%	1%	0%	2%	2%	1%	1%	0%	1%	3%	0%	0%	2%
Don't know	2%	1%	2%	3%	4%	3%	1%	1%	1%	1%	1%	1%	2%	1%	4%	0%	3%	4%
Total Important:	79%	74%	84%	69%	75%	77%	82%	84%	85%	80%	81%	80%	83%	88%	75%	81%	77%	77%
Net:	-77%	-73%	-82%	-66%	-70%	-74%	-80%	-84%	-83%	-79%	-80%	-79%	-82%	-87%	-71%	-81%	-73%	-73%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(129.B) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Animal welfare

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very important	49%	49%	48%	47%	50%	42%	50%	51%	54%	47%	52%	53%	38%	49%	53%	59%	19%
Somewhat important	30%	33%	31%	32%	25%	27%	31%	31%	29%	28%	29%	26%	41%	32%	25%	31%	59%
Neither important or unimportant	14%	12%	15%	12%	19%	23%	15%	9%	10%	18%	9%	13%	22%	10%	18%	6%	22%
Somewhat unimportant	3%	3%	2%	5%	2%	3%	2%	2%	4%	2%	5%	3%	0%	4%	3%	0%	0%
Not at all important	2%	1%	2%	2%	2%	4%	1%	4%	0%	1%	2%	4%	0%	2%	0%	2%	0%
Don't know	2%	2%	3%	3%	2%	2%	2%	3%	3%	3%	4%	1%	0%	3%	1%	2%	0%
Total Important:	79%	82%	79%	78%	75%	69%	81%	82%	83%	75%	81%	79%	78%	81%	78%	91%	78%
Net:	-77%	-80%	-76%	-76%	-74%	-67%	-79%	-79%	-79%	-72%	-77%	-78%	-78%	-78%	-77%	-89%	-78%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(130.A) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Helping consumers choose healthier options

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Very important	31%	29%	33%	35%	31%	30%	29%	25%	34%	32%	33%	35%	41%	34%	33%	35%	29%	26%
Somewhat important	42%	43%	42%	36%	42%	41%	44%	53%	40%	44%	45%	44%	42%	45%	38%	47%	50%	41%
Neither important or unimportant	19%	20%	18%	19%	16%	18%	23%	19%	17%	18%	16%	15%	15%	17%	25%	11%	10%	22%
Somewhat unimportant	4%	5%	3%	7%	5%	7%	1%	1%	4%	5%	4%	3%	1%	2%	0%	6%	7%	4%
Not at all important	2%	2%	2%	1%	3%	1%	1%	1%	4%	1%	1%	2%	1%	2%	5%	1%	0%	2%
Don't know	2%	0%	3%	2%	3%	3%	2%	1%	1%	1%	1%	1%	1%	0%	0%	0%	3%	5%
Total Important:	73%	72%	75%	71%	73%	71%	73%	79%	74%	76%	78%	78%	82%	79%	70%	82%	80%	67%
Net:	-72%	-72%	-73%	-69%	-70%	-68%	-71%	-78%	-73%	-75%	-77%	-77%	-82%	-79%	-70%	-82%	-76%	-62%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(130.B) How important or unimportant do you think that it is for a supermarket to focus on the following services?: Helping consumers choose healthier options

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Very important	31%	34%	27%	28%	33%	38%	31%	33%	27%	28%	32%	30%	25%	30%	33%	25%	22%
Somewhat important	42%	47%	47%	39%	36%	37%	44%	39%	45%	37%	36%	40%	49%	39%	49%	58%	62%
Neither important or unimportant	19%	12%	16%	25%	23%	16%	18%	18%	23%	20%	22%	21%	24%	20%	17%	12%	5%
Somewhat unimportant	4%	3%	5%	3%	5%	6%	5%	5%	3%	11%	1%	4%	2%	5%	1%	0%	6%
Not at all important	2%	2%	2%	2%	2%	3%	1%	2%	0%	1%	3%	5%	0%	3%	0%	3%	5%
Don't know	2%	2%	2%	2%	1%	0%	2%	3%	2%	3%	5%	0%	0%	3%	0%	2%	0%
Total Important:	73%	81%	74%	67%	69%	75%	75%	72%	72%	65%	69%	70%	74%	69%	82%	83%	84%
Net:	-72%	-79%	-72%	-65%	-67%	-75%	-73%	-69%	-70%	-62%	-63%	-70%	-74%	-66%	-82%	-82%	-84%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(131.A) Which, if any, of the following are most important for you to have within a short travel distance in your community? Please select up to three

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
Supermarket	75%	72%	77%	74%	66%	76%	80%	77%	75%	79%	80%	76%	72%	76%	64%	68%	66%	71%
Clothes	9%	7%	10%	15%	13%	15%	4%	3%	3%	13%	11%	10%	10%	10%	12%	13%	4%	5%
Gadget / technology shop	2%	3%	1%	6%	3%	3%	0%	0%	0%	2%	3%	2%	4%	1%	6%	3%	4%	0%
Bookshop	4%	4%	3%	10%	4%	3%	4%	1%	2%	3%	6%	5%	8%	4%	5%	6%	11%	3%
Bank	34%	31%	37%	32%	38%	32%	33%	33%	34%	32%	37%	36%	37%	34%	23%	34%	29%	32%
Barber / Hairdresser	19%	18%	20%	11%	20%	21%	17%	20%	23%	21%	18%	14%	25%	18%	21%	16%	32%	19%
Cafe	14%	15%	14%	18%	20%	16%	7%	14%	10%	14%	16%	18%	15%	10%	12%	16%	22%	13%
Pub	22%	29%	15%	20%	22%	23%	21%	24%	21%	24%	24%	22%	22%	17%	33%	26%	31%	20%
Library	13%	13%	14%	13%	11%	10%	14%	15%	16%	12%	14%	13%	19%	13%	14%	20%	8%	14%
GP	65%	62%	69%	47%	53%	57%	71%	77%	82%	67%	58%	70%	62%	66%	58%	59%	48%	65%
None of the above	2%	2%	2%	3%	1%	2%	2%	2%	2%	1%	1%	2%	1%	3%	5%	0%	0%	3%
Don't know	3%	2%	3%	2%	8%	3%	2%	0%	0%	2%	1%	2%	2%	1%	0%	0%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(131.B) Which, if any, of the following are most important for you to have within a short travel distance in your community? Please select up to three

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
Supermarket	75%	70%	78%	75%	75%	74%	77%	68%	82%	74%	74%	80%	80%	72%	76%	64%	65%
Clothes	9%	6%	13%	6%	9%	9%	6%	6%	11%	7%	12%	8%	11%	9%	6%	13%	9%
Gadget / technology shop	2%	2%	3%	2%	1%	5%	1%	0%	0%	6%	3%	2%	0%	1%	0%	0%	0%
Bookshop	4%	4%	6%	1%	3%	6%	3%	7%	1%	0%	6%	4%	3%	2%	3%	0%	5%
Bank	34%	31%	31%	35%	37%	35%	34%	29%	23%	31%	33%	43%	33%	30%	41%	39%	33%
Barber / Hairdresser	19%	19%	19%	22%	15%	18%	18%	17%	16%	19%	15%	21%	24%	20%	19%	17%	37%
Cafe	14%	18%	14%	17%	8%	14%	8%	17%	20%	13%	14%	7%	16%	12%	19%	13%	20%
Pub	22%	25%	19%	21%	23%	16%	23%	29%	24%	28%	25%	11%	21%	26%	16%	26%	20%
Library	13%	17%	12%	10%	13%	19%	13%	15%	13%	8%	16%	12%	11%	9%	14%	11%	9%
GP	65%	67%	66%	67%	61%	56%	70%	60%	69%	68%	65%	70%	64%	66%	64%	56%	87%
None of the above	2%	1%	3%	1%	2%	3%	1%	6%	1%	1%	1%	1%	0%	1%	4%	4%	0%
Don't know	3%	1%	2%	2%	4%	1%	3%	0%	2%	4%	4%	2%	0%	4%	2%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(132.A) If you were not able to make use of a supermarket in person or online, how much longer do you think it would take you to buy food in an average week?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	1010	482	522	126	187	144	146	167	240	364	259	242	116	162	75	67	28	240
Weighted	1010	495	509	137	174	173	171	142	212	372	265	247	120	156	76	68	28	230
No extra time	10%	11%	9%	11%	11%	7%	9%	11%	12%	8%	9%	10%	8%	3%	5%	6%	11%	14%
0 - 30 minutes extra	28%	30%	26%	35%	31%	30%	27%	26%	19%	32%	32%	30%	37%	25%	30%	32%	26%	22%
30 - 60 minutes extra	25%	26%	23%	27%	29%	21%	25%	21%	25%	26%	31%	23%	26%	28%	26%	29%	32%	22%
1 - 2 hours extra	10%	9%	10%	6%	8%	9%	11%	13%	12%	10%	8%	11%	6%	12%	8%	13%	12%	10%
Over 2 hours extra	5%	5%	5%	1%	2%	9%	5%	8%	5%	5%	4%	5%	5%	9%	10%	5%	4%	8%
Don't know	23%	18%	27%	20%	20%	23%	24%	22%	26%	20%	16%	21%	18%	22%	21%	15%	14%	25%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(132.B) If you were not able to make use of a supermarket in person or online, how much longer do you think it would take you to buy food in an average week?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1010	266	259	206	268	143	136	81	85	72	97	79	43	107	94	54	19
Weighted	1010	270	259	220	250	141	131	81	91	71	91	81	40	111	91	51	30
No extra time	10%	10%	7%	14%	10%	8%	9%	16%	8%	10%	16%	7%	10%	12%	7%	10%	4%
0 - 30 minutes extra	28%	28%	29%	28%	25%	33%	23%	23%	24%	28%	28%	26%	16%	24%	30%	36%	53%
30 - 60 minutes extra	25%	29%	24%	23%	23%	34%	26%	12%	24%	33%	21%	23%	32%	22%	19%	23%	27%
1 - 2 hours extra	10%	11%	11%	10%	7%	4%	11%	9%	9%	5%	12%	13%	18%	13%	12%	11%	0%
Over 2 hours extra	5%	7%	5%	4%	4%	5%	6%	5%	6%	7%	1%	7%	4%	7%	6%	3%	0%
Don't know	23%	15%	25%	21%	30%	16%	25%	36%	27%	17%	22%	23%	19%	23%	26%	16%	15%

Note:

BASE: All Respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(133.A) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £10, or keep access to local supermarkets?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	35	8	26	1	6	4	9	10	5	13	6	11	2	10	2	3	0	9
Weighted	33	7	25	1	5	5	10	8	5	12	6	10	2	9	2	3	0	9
I would rather accept a payment of £10 and all the supermarkets within a 30 minute journey closed	12%	0%	15%	0%	34%	0%	13%	11%	0%	25%	13%	30%	0%	9%	0%	42%	NaN%	0%
I would rather keep access to local supermarkets	78%	100%	72%	100%	16%	100%	87%	78%	100%	56%	70%	60%	100%	73%	100%	29%	NaN%	100%
Don't know	10%	0%	13%	0%	50%	0%	0%	11%	0%	19%	17%	10%	0%	19%	0%	29%	NaN%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(133.B) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £10, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	35	9	5	5	16	2	6	5	4	0	5	1	1	10	0	1	0
Weighted	33	9	5	5	14	2	6	6	4	0	4	1	1	9	0	1	0
I would rather accept a payment of £10 and all the supermarkets within a 30 minute journey closed	12%	10%	27%	0%	11%	0%	16%	23%	0%	NaN%	0%	0%	100%	8%	NaN%	0%	NaN%
I would rather keep access to local supermarkets	78%	69%	73%	100%	78%	100%	50%	77%	100%	NaN%	84%	100%	0%	83%	NaN%	100%	NaN%
Don't know	10%	21%	0%	0%	10%	0%	34%	0%	0%	NaN%	16%	0%	0%	8%	NaN%	0%	NaN%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(134.A) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £25, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	29	8	21	0	2	3	3	11	10	5	6	10	3	5	4	3	0	5
Weighted	26	6	19	0	2	3	4	9	8	5	5	10	2	4	3	3	0	4
I would rather accept a payment of £25 and all the supermarkets within a 30 minute journey closed	8%	0%	11%	NaN%	0%	0%	34%	0%	10%	25%	0%	13%	0%	0%	25%	40%	NaN%	0%
I would rather keep access to local supermarkets	84%	85%	84%	NaN%	47%	100%	66%	100%	78%	75%	80%	68%	100%	73%	75%	60%	NaN%	100%
Don't know	8%	15%	5%	NaN%	53%	0%	0%	0%	12%	0%	20%	19%	0%	27%	0%	0%	NaN%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(134.B) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £25, or keep access to local supermarkets?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	29	8	3	4	14	4	6	2	4	0	3	1	1	3	4	1	0
Weighted	26	8	3	4	11	3	5	2	3	0	2	1	1	3	3	1	0
I would rather accept a payment of £25 and all the supermarkets within a 30 minute journey closed	8%	0%	41%	0%	8%	26%	0%	57%	0%	NaN%	0%	0%	0%	0%	0%	0%	NaN%
I would rather keep access to local supermarkets	84%	75%	59%	100%	92%	74%	82%	43%	72%	NaN%	100%	100%	100%	100%	100%	100%	NaN%
Don't know	8%	25%	0%	0%	0%	0%	18%	0%	28%	NaN%	0%	0%	0%	0%	0%	0%	NaN%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(135.A) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a within a thirty minute journey and you receive £50, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	336	161	172	43	62	62	42	47	80	113	78	74	41	48	24	23	12	94
Weighted	339	165	171	45	58	76	50	41	70	117	82	76	41	47	24	25	12	90
I would rather accept a payment of £50 and all the supermarkets within a 30 minute journey closed	14%	17%	10%	34%	25%	11%	2%	9%	5%	16%	15%	11%	21%	19%	14%	26%	25%	8%
I would rather keep access to local supermarkets	81%	79%	82%	61%	65%	88%	91%	81%	91%	82%	83%	85%	74%	78%	80%	74%	75%	82%
Don't know	6%	4%	8%	5%	10%	2%	7%	10%	4%	3%	2%	3%	4%	3%	5%	0%	0%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(135.B) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a within a thirty minute journey and you receive £50, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	336	83	81	81	85	45	39	29	28	18	28	28	12	39	36	26	8
Weighted	339	87	81	84	80	42	39	29	30	18	27	28	11	41	36	24	14
I would rather accept a payment of £50 and all the supermarkets within a 30 minute journey closed	14%	9%	11%	14%	22%	23%	14%	10%	15%	8%	17%	6%	0%	16%	16%	15%	0%
I would rather keep access to local supermarkets	81%	83%	85%	78%	75%	73%	84%	81%	79%	87%	77%	94%	100%	74%	79%	73%	90%
Don't know	6%	8%	5%	8%	3%	4%	2%	9%	6%	5%	6%	0%	0%	11%	4%	12%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(136.A) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £100, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	348	170	176	39	55	53	60	59	82	140	90	97	38	58	24	23	9	67
Weighted	349	175	172	43	51	64	70	49	72	144	93	100	39	59	23	24	9	64
I would rather accept a payment of £100 and all the supermarkets within a 30 minute journey closed	14%	13%	15%	41%	18%	16%	5%	7%	6%	15%	18%	12%	24%	11%	4%	28%	35%	10%
I would rather keep access to local supermarkets	78%	80%	77%	49%	71%	78%	86%	87%	86%	75%	80%	81%	71%	81%	92%	69%	55%	81%
Don't know	8%	7%	8%	10%	11%	6%	9%	6%	7%	10%	3%	7%	4%	8%	4%	4%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(136.B) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £100, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	348	98	79	58	108	40	46	33	35	26	30	24	18	38	32	19	7
Weighted	349	102	80	63	99	41	44	33	37	25	28	25	17	40	31	18	11
I would rather accept a payment of £100 and all the supermarkets within a 30 minute journey closed	14%	15%	13%	8%	17%	6%	13%	15%	6%	26%	16%	28%	25%	14%	12%	5%	0%
I would rather keep access to local supermarkets	78%	77%	76%	84%	77%	83%	82%	80%	81%	69%	70%	69%	75%	86%	75%	66%	100%
Don't know	8%	8%	12%	8%	6%	11%	5%	6%	13%	5%	14%	4%	0%	0%	12%	28%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(137.A) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £250, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	343	169	172	44	58	43	54	57	87	121	82	83	38	48	25	25	7	82
Weighted	342	174	166	50	54	51	64	48	77	126	84	83	42	48	26	25	7	76
I would rather accept a payment of £250 and all the supermarkets within a 30 minute journey closed	19%	23%	15%	38%	26%	13%	13%	17%	12%	24%	26%	16%	31%	19%	19%	10%	40%	22%
I would rather keep access to local supermarkets	72%	72%	73%	54%	65%	75%	78%	74%	82%	68%	69%	75%	64%	74%	72%	90%	60%	67%
Don't know	8%	5%	12%	8%	9%	12%	9%	9%	6%	8%	5%	8%	5%	8%	9%	0%	0%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(137.B) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £250, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	343	91	94	67	89	49	54	24	21	22	35	26	19	38	34	15	6
Weighted	342	91	91	74	84	51	52	24	22	23	31	27	18	39	32	14	10
I would rather accept a payment of £250 and all the supermarkets within a 30 minute journey closed	19%	19%	14%	18%	26%	15%	11%	20%	21%	31%	26%	26%	18%	25%	6%	28%	15%
I would rather keep access to local supermarkets	72%	75%	77%	72%	64%	73%	85%	71%	69%	51%	65%	70%	75%	61%	89%	66%	85%
Don't know	8%	6%	9%	10%	10%	12%	4%	9%	11%	18%	8%	4%	7%	14%	5%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(138.A) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £500, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	371	180	190	53	68	44	55	62	89	131	101	79	45	61	27	26	8	99
Weighted	366	184	181	56	63	52	63	53	79	128	101	80	46	57	27	25	8	95
I would rather accept a payment of £500 and all the supermarkets within a 30 minute journey closed	23%	24%	23%	33%	33%	23%	21%	14%	17%	23%	31%	19%	18%	34%	32%	25%	28%	20%
I would rather keep access to local supermarkets	70%	72%	67%	62%	55%	67%	73%	79%	80%	74%	63%	79%	72%	66%	68%	72%	56%	71%
Don't know	7%	4%	10%	6%	12%	9%	7%	7%	3%	3%	7%	3%	10%	0%	0%	3%	16%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(138.B) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £500, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	371	99	95	77	97	68	42	27	23	31	40	35	15	33	31	22	4
Weighted	366	98	92	81	92	67	40	27	23	30	39	35	15	34	30	22	6
I would rather accept a payment of £500 and all the supermarkets within a 30 minute journey closed	23%	23%	22%	15%	33%	34%	13%	27%	5%	31%	20%	29%	15%	24%	14%	22%	50%
I would rather keep access to local supermarkets	70%	69%	77%	78%	55%	64%	85%	64%	73%	59%	75%	65%	66%	68%	80%	68%	50%
Don't know	7%	8%	2%	7%	12%	2%	2%	9%	22%	10%	5%	6%	18%	8%	6%	10%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(139.A) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £1,000, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	286	142	142	36	58	45	34	45	68	105	78	67	24	50	20	13	9	64
Weighted	289	146	141	38	54	55	41	39	61	108	79	71	26	48	21	13	9	61
I would rather accept a payment of £1,000 and all the supermarkets within a 30 minute journey closed	31%	32%	29%	44%	40%	28%	36%	23%	18%	28%	32%	39%	25%	24%	5%	34%	58%	34%
I would rather keep access to local supermarkets	63%	62%	65%	51%	54%	61%	62%	68%	76%	65%	65%	56%	70%	71%	78%	54%	29%	64%
Don't know	6%	6%	6%	4%	5%	11%	2%	10%	5%	7%	3%	4%	5%	5%	18%	13%	13%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(139.B) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £1,000, or keep access to local supermarkets?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	286	69	91	59	64	38	39	21	29	23	24	24	9	32	24	15	8
Weighted	289	70	94	64	58	35	38	20	32	23	24	25	8	34	23	15	13
I would rather accept a payment of £1,000 and all the supermarkets within a 30 minute journey closed	31%	37%	32%	33%	20%	44%	23%	34%	45%	33%	23%	23%	41%	26%	26%	35%	12%
I would rather keep access to local supermarkets	63%	59%	63%	60%	69%	56%	68%	61%	39%	62%	69%	72%	59%	70%	74%	60%	66%
Don't know	6%	4%	5%	7%	11%	0%	10%	5%	16%	4%	7%	5%	0%	4%	0%	6%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(140.A) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £2,000, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	272	126	145	36	65	34	35	43	59	100	77	63	41	44	24	18	11	60
Weighted	276	133	141	42	62	41	41	37	53	103	80	64	41	42	25	17	11	60
I would rather accept a payment of £2,000 and all the supermarkets within a 30 minute journey closed	38%	44%	33%	63%	48%	32%	29%	22%	30%	35%	42%	32%	43%	33%	31%	42%	20%	42%
I would rather keep access to local supermarkets	54%	49%	59%	35%	44%	63%	63%	67%	58%	58%	54%	61%	51%	63%	69%	49%	64%	43%
Don't know	8%	7%	9%	2%	8%	6%	8%	11%	12%	7%	4%	6%	7%	4%	0%	9%	16%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(140.B) Suppose that all the supermarkets within a thirty minute journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within a thirty minute journey and you receive £2,000, or keep access to local supermarkets?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	272	75	70	61	63	40	40	21	26	24	29	19	11	21	27	9	5
Weighted	276	76	71	65	61	41	39	21	30	24	26	20	10	22	27	8	7
I would rather accept a payment of £2,000 and all the supermarkets within a 30 minute journey closed	38%	43%	42%	32%	36%	37%	35%	28%	43%	39%	41%	48%	15%	35%	40%	55%	42%
I would rather keep access to local supermarkets	54%	48%	49%	61%	58%	53%	51%	72%	45%	56%	48%	52%	77%	61%	46%	45%	58%
Don't know	8%	9%	9%	7%	6%	9%	13%	0%	11%	5%	11%	0%	8%	5%	13%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(141.A) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £10, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	37	13	23	0	5	6	6	11	9	9	6	10	3	6	3	1	0	10
Weighted	33	11	21	0	4	6	6	9	7	8	5	9	3	5	2	1	0	9
I would rather accept a payment of £10 and all the supermarkets within an hour's journey closed	0%	0%	0%	NaN%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	NaN%	0%
I would rather keep access to local supermarkets	95%	100%	93%	NaN%	63%	100%	100%	100%	100%	80%	100%	90%	100%	86%	100%	100%	NaN%	100%
Don't know	5%	0%	7%	NaN%	37%	0%	0%	0%	0%	20%	0%	10%	0%	14%	0%	0%	NaN%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(141.B) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £10, or keep access to local supermarkets?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	37	9	7	4	17	4	11	3	4	1	4	4	2	3	0	1	0
Weighted	33	9	6	4	14	3	10	3	4	1	3	4	2	3	0	1	0
I would rather accept a payment of £10 and all the supermarkets within an hour's journey closed	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	NaN%	0%	NaN%
I would rather keep access to local supermarkets	95%	100%	85%	100%	95%	73%	100%	100%	100%	100%	75%	100%	100%	100%	NaN%	100%	NaN%
Don't know	5%	0%	15%	0%	5%	27%	0%	0%	0%	0%	25%	0%	0%	0%	NaN%	0%	NaN%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(142.A) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £25, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	20	5	15	0	2	1	3	9	5	8	3	5	1	4	1	2	0	7
Weighted	17	4	13	0	2	1	3	7	4	8	3	5	1	4	1	2	0	5
I would rather accept a payment of £25 and all the supermarkets within an hour's journey closed	7%	0%	10%	NaN%	0%	0%	37%	0%	0%	16%	0%	25%	0%	0%	0%	56%	NaN%	0%
I would rather keep access to local supermarkets	89%	100%	86%	NaN%	100%	100%	63%	91%	100%	84%	80%	75%	100%	100%	100%	44%	NaN%	100%
Don't know	4%	0%	5%	NaN%	0%	0%	0%	9%	0%	0%	20%	0%	0%	0%	0%	0%	NaN%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(142.B) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £25, or keep access to local supermarkets?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	20	3	3	3	10	2	0	3	1	1	6	0	1	4	1	1	0
Weighted	17	3	3	3	8	2	0	3	1	1	4	0	1	4	1	1	0
I would rather accept a payment of £25 and all the supermarkets within an hour's journey closed	7%	0%	42%	0%	0%	0%	NaN%	38%	0%	0%	0%	NaN%	0%	0%	0%	0%	NaN%
I would rather keep access to local supermarkets	89%	100%	58%	100%	92%	100%	NaN%	62%	100%	100%	85%	NaN%	100%	100%	100%	100%	NaN%
Don't know	4%	0%	0%	0%	8%	0%	NaN%	0%	0%	0%	15%	NaN%	0%	0%	0%	0%	NaN%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(143.A) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £50, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	352	171	179	45	58	45	49	59	96	124	86	84	41	59	28	27	12	81
Weighted	348	173	173	48	54	53	57	50	86	125	88	85	43	58	28	26	12	76
I would rather accept a payment of £50 and all the supermarkets within an hour's journey closed	8%	10%	6%	18%	10%	12%	4%	0%	6%	10%	8%	7%	8%	11%	15%	21%	27%	7%
I would rather keep access to local supermarkets	86%	84%	87%	74%	82%	81%	91%	92%	90%	82%	88%	88%	88%	86%	82%	76%	55%	85%
Don't know	7%	6%	6%	8%	8%	7%	5%	8%	4%	8%	4%	5%	4%	3%	3%	3%	18%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(143.B) Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £50, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	352	94	88	69	99	46	43	28	32	20	35	30	14	35	44	21	4
Weighted	348	95	87	70	93	47	43	27	35	20	32	29	14	34	43	19	6
I would rather accept a payment of £50 and all the supermarkets within an hour’s journey closed	8%	8%	4%	8%	11%	11%	3%	7%	9%	20%	0%	14%	19%	7%	5%	0%	23%
I would rather keep access to local supermarkets	86%	87%	91%	87%	77%	80%	93%	86%	82%	80%	95%	83%	76%	85%	87%	91%	77%
Don’t know	7%	4%	5%	6%	12%	10%	4%	7%	9%	0%	5%	3%	5%	9%	8%	9%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(144.A) Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £100, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	350	171	178	42	77	51	60	44	76	124	95	81	45	50	32	20	4	90
Weighted	354	181	172	47	70	64	70	37	66	130	95	86	45	47	33	19	4	87
I would rather accept a payment of £100 and all the supermarkets within an hour’s journey closed	12%	13%	10%	27%	18%	13%	2%	7%	7%	13%	9%	13%	7%	19%	27%	26%	30%	14%
I would rather keep access to local supermarkets	82%	81%	83%	68%	71%	83%	92%	91%	86%	84%	87%	82%	86%	75%	66%	74%	70%	75%
Don’t know	6%	6%	7%	5%	11%	3%	7%	2%	6%	3%	4%	5%	7%	5%	7%	0%	0%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(144.B) Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £100, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	350	80	98	69	97	53	43	28	26	22	36	33	10	39	30	22	8
Weighted	354	81	99	77	91	53	41	29	27	21	35	35	9	42	29	21	14
I would rather accept a payment of £100 and all the supermarkets within an hour’s journey closed	12%	9%	11%	13%	15%	13%	4%	12%	11%	27%	25%	12%	0%	12%	5%	5%	11%
I would rather keep access to local supermarkets	82%	83%	84%	81%	79%	82%	93%	79%	76%	63%	67%	85%	100%	84%	90%	82%	89%
Don’t know	6%	8%	5%	7%	5%	5%	2%	9%	14%	10%	8%	3%	0%	4%	5%	13%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(145.A) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £250, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	326	144	179	41	54	48	50	59	74	115	94	80	38	55	20	24	13	70
Weighted	327	150	174	45	50	56	59	49	67	116	98	81	39	54	19	23	13	66
I would rather accept a payment of £250 and all the supermarkets within an hour's journey closed	13%	15%	12%	35%	18%	14%	8%	9%	3%	14%	21%	11%	21%	21%	4%	18%	15%	10%
I would rather keep access to local supermarkets	82%	83%	80%	57%	77%	80%	86%	90%	93%	81%	77%	85%	74%	79%	96%	82%	78%	85%
Don't know	5%	2%	7%	7%	5%	7%	6%	2%	4%	5%	2%	4%	4%	0%	0%	0%	7%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(145.B) Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £250, or keep access to local supermarkets?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	326	91	76	71	83	42	55	26	25	21	28	26	16	40	26	17	4
Weighted	327	92	77	76	76	40	55	25	26	21	26	27	15	42	26	17	7
I would rather accept a payment of £250 and all the supermarkets within an hour’s journey closed	13%	11%	10%	10%	23%	10%	18%	4%	21%	0%	0%	15%	19%	28%	7%	16%	0%
I would rather keep access to local supermarkets	82%	83%	89%	83%	71%	85%	78%	88%	71%	86%	94%	85%	81%	70%	86%	76%	100%
Don’t know	5%	6%	1%	7%	6%	5%	4%	8%	8%	14%	6%	0%	0%	2%	7%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(146.A) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £500, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	343	166	176	41	71	47	43	66	75	126	91	93	33	58	29	26	12	78
Weighted	342	166	174	41	67	59	51	59	65	130	91	93	37	57	30	28	12	75
I would rather accept a payment of £500 and all the supermarkets within an hour's journey closed	18%	18%	18%	38%	27%	12%	16%	15%	7%	23%	14%	16%	31%	26%	16%	14%	17%	15%
I would rather keep access to local supermarkets	73%	78%	70%	60%	61%	69%	79%	82%	86%	72%	76%	74%	64%	69%	81%	80%	58%	75%
Don't know	8%	4%	12%	2%	12%	19%	5%	3%	7%	5%	10%	10%	5%	5%	3%	7%	25%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(146.B) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £500, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	343	95	88	70	86	46	51	27	35	28	24	23	17	37	28	16	11
Weighted	342	97	86	73	81	46	48	27	37	28	21	24	16	38	26	15	16
I would rather accept a payment of £500 and all the supermarkets within an hour's journey closed	18%	16%	17%	21%	20%	31%	12%	18%	19%	20%	22%	24%	26%	15%	5%	24%	0%
I would rather keep access to local supermarkets	73%	77%	78%	61%	74%	67%	79%	75%	69%	64%	74%	71%	67%	71%	91%	54%	100%
Don't know	8%	7%	5%	18%	6%	1%	8%	7%	12%	17%	4%	5%	7%	14%	4%	22%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(147.A) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £1,000, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	295	149	143	45	57	47	39	41	66	114	66	71	33	45	14	16	7	75
Weighted	300	155	142	50	54	56	46	35	59	119	70	73	34	43	14	19	7	74
I would rather accept a payment of £1,000 and all the supermarkets within an hour's journey closed	25%	29%	23%	35%	28%	23%	17%	28%	22%	23%	26%	30%	28%	22%	18%	21%	12%	22%
I would rather keep access to local supermarkets	66%	63%	70%	57%	59%	71%	73%	68%	69%	73%	69%	67%	64%	68%	63%	79%	88%	64%
Don't know	9%	8%	8%	8%	13%	7%	10%	4%	9%	5%	4%	3%	8%	10%	18%	0%	0%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(147.B) Now suppose that all the supermarkets within an hour’s journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour’s journey and you receive £1,000, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	295	83	78	62	70	47	38	27	21	27	25	19	16	27	33	10	5
Weighted	300	83	80	65	69	47	35	28	23	28	25	20	15	29	33	10	8
I would rather accept a payment of £1,000 and all the supermarkets within an hour’s journey closed	25%	21%	20%	31%	33%	24%	32%	21%	25%	32%	20%	13%	41%	23%	34%	18%	0%
I would rather keep access to local supermarkets	66%	67%	76%	61%	56%	69%	68%	74%	58%	52%	70%	77%	46%	68%	56%	74%	100%
Don’t know	9%	12%	4%	8%	11%	7%	0%	5%	17%	16%	10%	9%	13%	8%	10%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(148.A) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £2,000, or keep access to local supermarkets?

	Gender			Age						Tesco Shoppers								
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	297	145	151	38	50	43	42	45	79	108	77	60	38	47	23	18	8	69
Weighted	300	150	149	44	47	51	49	39	70	108	80	60	40	45	25	16	8	67
I would rather accept a payment of £2,000 and all the supermarkets within an hour's journey closed	29%	34%	25%	36%	47%	42%	20%	21%	14%	28%	31%	35%	44%	31%	28%	25%	24%	29%
I would rather keep access to local supermarkets	65%	61%	69%	58%	43%	51%	75%	77%	79%	68%	66%	62%	53%	63%	72%	64%	76%	63%
Don't know	6%	5%	7%	6%	11%	7%	5%	2%	7%	4%	3%	4%	3%	6%	0%	11%	0%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(148.B) Now suppose that all the supermarkets within an hour's journey were to close, but in compensation you were offered a one off payment. Would you rather lose access to supermarkets within an hour's journey and you receive £2,000, or keep access to local supermarkets?

	Total	Social Grade					Region										
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	297	77	80	64	74	46	31	20	26	24	36	23	10	29	26	20	6
Weighted	300	79	80	71	68	45	31	20	29	23	36	23	9	31	25	18	9
I would rather accept a payment of £2,000 and all the supermarkets within an hour's journey closed	29%	32%	25%	32%	28%	48%	29%	29%	20%	15%	37%	26%	31%	18%	19%	39%	23%
I would rather keep access to local supermarkets	65%	62%	73%	58%	65%	52%	71%	59%	70%	66%	61%	74%	60%	70%	77%	46%	77%
Don't know	6%	6%	2%	10%	7%	0%	0%	12%	10%	19%	2%	0%	9%	12%	4%	15%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(149.A) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £10, or keep access to your nearest Tesco?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	32	7	25	1	5	4	5	12	5	13	5	10	5	10	3	3	0	7
Weighted	29	5	23	1	4	4	5	10	4	12	4	9	5	8	2	3	0	7
I would rather accept a payment of £10 and my nearest Tesco closed	16%	27%	13%	0%	19%	0%	40%	16%	0%	11%	17%	23%	13%	10%	0%	41%	NaN%	26%
I would rather keep access to my local Tesco	74%	73%	74%	100%	45%	100%	60%	68%	100%	78%	69%	77%	87%	82%	100%	59%	NaN%	61%
Don't know	11%	0%	13%	0%	36%	0%	0%	16%	0%	12%	14%	0%	0%	8%	0%	0%	NaN%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(149.B) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £10, or keep access to your nearest Tesco?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	32	9	4	4	15	1	8	3	3	0	6	1	1	7	2	0	0
Weighted	29	9	4	4	12	1	7	4	3	0	4	1	1	6	2	0	0
I would rather accept a payment of £10 and my nearest Tesco closed	16%	11%	33%	0%	19%	0%	0%	36%	0%	NaN%	19%	100%	0%	13%	39%	NaN%	NaN%
I would rather keep access to my local Tesco	74%	89%	67%	79%	63%	100%	100%	64%	100%	NaN%	52%	0%	100%	59%	61%	NaN%	NaN%
Don't know	11%	0%	0%	21%	18%	0%	0%	0%	0%	NaN%	30%	0%	0%	28%	0%	NaN%	NaN%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(150.A) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £25, or keep access to your nearest Tesco?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	37	11	26	0	7	5	8	8	9	12	5	11	3	6	5	1	0	11
Weighted	35	10	25	0	6	6	10	6	7	12	5	10	3	5	4	1	0	11
I would rather accept a payment of £25 and my nearest Tesco closed	25%	26%	25%	NaN%	29%	0%	36%	28%	24%	16%	19%	29%	26%	0%	22%	0%	NaN%	38%
I would rather keep access to my local Tesco	67%	74%	64%	NaN%	57%	100%	51%	72%	66%	74%	81%	71%	74%	77%	78%	100%	NaN%	48%
Don't know	8%	0%	11%	NaN%	15%	0%	13%	0%	9%	11%	0%	0%	0%	23%	0%	0%	NaN%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(150.B) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £25, or keep access to your nearest Tesco?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	37	8	6	7	15	7	5	1	5	1	3	3	3	3	4	1	1
Weighted	35	8	6	8	13	6	6	1	4	1	3	3	2	3	4	1	1
I would rather accept a payment of £25 and my nearest Tesco closed	25%	12%	31%	53%	15%	42%	38%	0%	19%	0%	42%	39%	0%	0%	23%	0%	0%
I would rather keep access to my local Tesco	67%	76%	46%	47%	80%	48%	62%	100%	81%	100%	58%	31%	100%	100%	44%	100%	100%
Don't know	8%	12%	23%	0%	5%	11%	0%	0%	0%	0%	0%	29%	0%	0%	33%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(151.A) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £50, or keep access to your nearest Tesco?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	330	154	173	39	65	54	47	52	73	117	86	88	38	61	31	24	4	74
Weighted	336	160	172	44	61	65	55	46	65	122	90	90	41	60	32	23	4	73
I would rather accept a payment of £50 and my nearest Tesco closed	23%	28%	18%	42%	27%	20%	16%	22%	16%	16%	19%	16%	19%	16%	14%	18%	22%	42%
I would rather keep access to my local Tesco	70%	65%	75%	51%	64%	72%	75%	73%	78%	80%	73%	79%	71%	82%	86%	82%	78%	46%
Don't know	8%	7%	7%	7%	10%	8%	9%	5%	6%	4%	8%	5%	9%	2%	0%	0%	0%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(151.B) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £50, or keep access to your nearest Tesco?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	330	91	81	73	79	45	47	25	31	20	28	32	13	36	22	23	8
Weighted	336	94	83	81	73	43	45	25	35	20	28	33	14	37	22	21	12
I would rather accept a payment of £50 and my nearest Tesco closed	23%	25%	19%	25%	22%	29%	21%	18%	29%	34%	27%	22%	26%	15%	26%	16%	0%
I would rather keep access to my local Tesco	70%	67%	77%	66%	68%	67%	79%	66%	64%	44%	69%	76%	60%	74%	60%	76%	100%
Don't know	8%	9%	4%	9%	10%	4%	0%	16%	7%	22%	4%	3%	14%	11%	14%	8%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(152.A) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £100, or keep access to your nearest Tesco?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	338	159	178	44	62	46	42	55	89	121	86	85	39	53	25	22	10	80
Weighted	337	162	173	48	58	55	50	46	81	122	87	86	38	52	25	21	10	76
I would rather accept a payment of £100 and my nearest Tesco closed	31%	30%	33%	39%	38%	22%	33%	21%	33%	27%	23%	21%	22%	21%	25%	21%	27%	56%
I would rather keep access to my local Tesco	62%	64%	61%	56%	52%	71%	65%	72%	61%	71%	72%	77%	69%	74%	75%	79%	61%	31%
Don't know	6%	6%	6%	5%	10%	7%	2%	7%	7%	1%	5%	2%	9%	5%	0%	0%	12%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(152.B) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £100, or keep access to your nearest Tesco?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	338	92	92	71	81	44	47	28	29	25	25	27	22	38	31	15	7
Weighted	337	92	93	73	76	45	45	27	31	24	24	28	20	39	30	14	11
I would rather accept a payment of £100 and my nearest Tesco closed	31%	32%	32%	29%	33%	36%	13%	49%	21%	33%	32%	36%	30%	43%	42%	21%	0%
I would rather keep access to my local Tesco	62%	62%	60%	68%	59%	58%	85%	51%	72%	59%	61%	56%	57%	48%	55%	60%	100%
Don't know	6%	6%	8%	4%	8%	6%	2%	0%	7%	8%	7%	8%	13%	9%	3%	19%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(153.A) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £250, or keep access to your nearest Tesco?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	358	155	201	49	58	41	61	61	88	123	97	79	41	61	25	24	9	81
Weighted	356	163	192	52	55	49	71	51	77	127	98	81	44	56	26	23	9	75
I would rather accept a payment of £250 and my nearest Tesco closed	40%	40%	40%	45%	39%	34%	41%	51%	32%	34%	36%	36%	38%	37%	35%	35%	30%	60%
I would rather keep access to my local Tesco	52%	54%	50%	46%	49%	57%	56%	42%	56%	63%	60%	59%	54%	60%	65%	65%	60%	24%
Don't know	8%	7%	10%	9%	12%	9%	3%	7%	11%	3%	4%	5%	7%	3%	0%	0%	9%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(153.B) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £250, or keep access to your nearest Tesco?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	358	92	84	71	105	55	51	21	24	26	36	23	11	43	41	18	9
Weighted	356	93	85	76	96	54	48	21	24	27	33	24	10	44	40	18	14
I would rather accept a payment of £250 and my nearest Tesco closed	40%	40%	40%	42%	36%	50%	39%	25%	46%	51%	34%	55%	32%	32%	32%	44%	30%
I would rather keep access to my local Tesco	52%	48%	59%	45%	55%	45%	52%	70%	43%	43%	50%	41%	42%	58%	60%	51%	70%
Don't know	8%	12%	1%	12%	9%	5%	9%	5%	12%	7%	16%	4%	26%	10%	8%	6%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(154.A) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £500, or keep access to your nearest Tesco?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	325	174	147	42	68	46	39	49	81	111	87	78	33	43	20	24	13	76
Weighted	328	178	145	49	63	56	47	42	71	116	88	80	34	43	21	27	13	72
I would rather accept a payment of £500 and my nearest Tesco closed	54%	57%	51%	53%	57%	52%	54%	59%	51%	52%	53%	36%	52%	33%	37%	43%	55%	72%
I would rather keep access to my local Tesco	36%	35%	39%	32%	34%	37%	38%	34%	41%	41%	39%	53%	43%	61%	57%	57%	31%	14%
Don't know	10%	8%	10%	16%	8%	11%	8%	7%	9%	8%	8%	11%	5%	6%	7%	0%	14%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(154.B) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £500, or keep access to your nearest Tesco?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	325	80	92	56	94	37	43	30	29	17	42	26	10	34	35	15	7
Weighted	328	82	91	60	92	38	41	30	32	16	40	26	9	35	34	14	11
I would rather accept a payment of £500 and my nearest Tesco closed	54%	52%	55%	59%	52%	57%	49%	63%	70%	54%	50%	71%	91%	42%	43%	24%	49%
I would rather keep access to my local Tesco	36%	37%	36%	34%	36%	33%	45%	31%	19%	33%	35%	25%	0%	41%	50%	63%	51%
Don't know	10%	11%	8%	7%	12%	10%	5%	6%	11%	12%	15%	4%	9%	17%	8%	12%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(155.A) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £1,000, or keep access to your nearest Tesco?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	320	163	156	45	54	52	42	54	73	128	77	74	42	49	20	23	11	82
Weighted	318	166	151	47	50	64	47	46	65	130	77	76	44	49	20	24	11	79
I would rather accept a payment of £1,000 and my nearest Tesco closed	57%	61%	54%	70%	59%	52%	52%	51%	60%	57%	52%	52%	60%	49%	34%	52%	46%	65%
I would rather keep access to my local Tesco	33%	30%	37%	22%	29%	38%	37%	40%	33%	36%	41%	37%	31%	48%	55%	40%	37%	27%
Don't know	9%	9%	9%	8%	12%	10%	10%	9%	7%	7%	7%	11%	9%	4%	11%	8%	18%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(155.B) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £1,000, or keep access to your nearest Tesco?

	Total	Social Grade				Region											
		AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	320	86	80	69	81	53	38	31	27	28	29	28	11	27	28	18	2
Weighted	318	89	80	71	74	52	38	30	29	28	27	29	10	29	26	17	4
I would rather accept a payment of £1,000 and my nearest Tesco closed	57%	61%	61%	50%	53%	69%	42%	63%	55%	70%	51%	56%	57%	56%	48%	61%	50%
I would rather keep access to my local Tesco	33%	28%	34%	35%	40%	27%	47%	32%	31%	16%	34%	34%	36%	36%	43%	28%	50%
Don't know	9%	11%	5%	15%	7%	4%	10%	4%	14%	14%	16%	10%	7%	8%	9%	11%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(156.A) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £2,000, or keep access to your nearest Tesco?

	Total	Gender		Age						Tesco Shoppers								
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Tesco Superstore	Tesco Express	Tesco Extra	Tesco Metro	Tesco.com (online shopping)	Tesco Banking	Tesco Mobile	One Stop	None of the above
Unweighted	280	141	138	32	55	40	48	43	62	103	75	59	31	41	21	13	9	69
Weighted	282	145	136	35	51	48	57	37	54	103	80	60	31	39	22	12	9	66
I would rather accept a payment of £2,000 and my nearest Tesco closed	60%	66%	53%	65%	71%	50%	68%	40%	59%	56%	66%	52%	55%	43%	43%	42%	42%	67%
I would rather keep access to my local Tesco	32%	26%	38%	24%	20%	38%	23%	58%	35%	40%	26%	39%	39%	57%	47%	51%	45%	20%
Don't know	8%	8%	9%	11%	9%	13%	8%	2%	6%	3%	8%	9%	5%	0%	10%	7%	14%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(156.B) Now suppose that your nearest Tesco was to close, but in compensation you were offered a one off payment. Would you rather lose access to your nearest Tesco and you receive £2,000, or keep access to your nearest Tesco?

	Social Grade					Region											
	Total	AB	C1	C2	DE	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	280	74	79	61	66	44	33	23	22	27	25	18	15	26	25	18	4
Weighted	282	74	77	67	64	43	32	23	24	27	23	19	14	29	25	17	6
I would rather accept a payment of £2,000 and my nearest Tesco closed	60%	70%	64%	55%	48%	56%	70%	71%	45%	57%	45%	60%	81%	68%	55%	52%	76%
I would rather keep access to my local Tesco	32%	28%	33%	31%	36%	43%	30%	15%	32%	31%	33%	40%	19%	25%	39%	37%	24%
Don't know	8%	3%	3%	14%	16%	2%	0%	14%	23%	12%	22%	0%	0%	8%	6%	11%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 28th Apr - 6th May 2021

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions