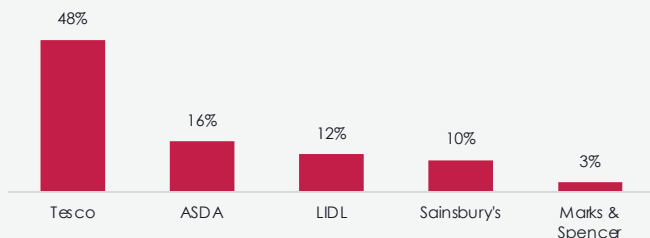


Supermarkets

This month we shopped around for our Northern Ireland insight community's opinions and habits on supermarkets. Less about the types of groceries they buy, but more about their habits when it comes to choosing a supermarket, how loyal they are and their thoughts on home delivery and click and collect services. Here's a snapshot of what they told us...

Top 5 supermarkets

Northern Ireland insight community told us where they shop at most often. Here's the top 5...



Supermarket statements



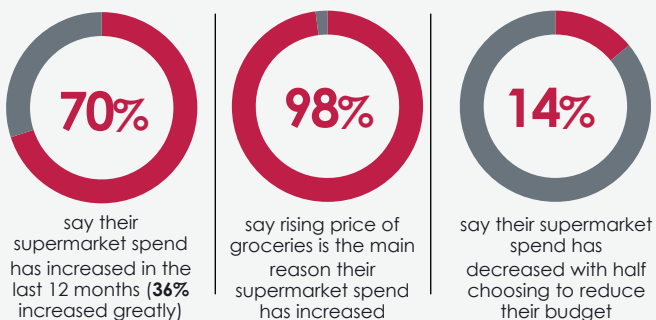
In-store, click and collect & delivery



Rapid delivery appeal

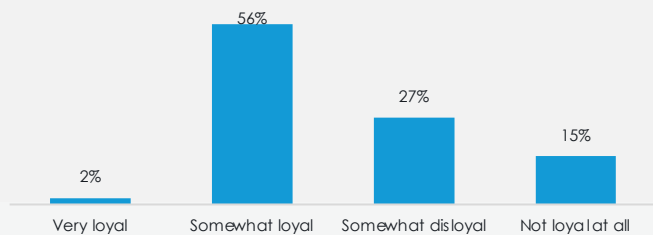


Changes in supermarket spend



Supermarket loyalty

58% of our Northern Ireland insight community said they were loyal to their preferred supermarket but **56%** still shop around



LOWER PRICES FOR LOYALTY

74% say exclusive discounts in-store would encourage them to join a loyalty scheme

SEASONAL SHOPPING

51% said they are even more likely than normal to shop in-store during seasonal and holiday periods

FORGET THE FOOD

97% have visited a supermarket to specifically buy non-food or non-grocery items

For more insights and opinions visit:

workshopplay.ie/opinions