

CHECKING IN WITH AMERICANS AT THE GROCERY AISLE

AUGUST 2013

Health. Taste. Convenience. Quality. Price. These are all things that we take into consideration when hitting the aisles of our local grocery store. But when it comes to grocery shopping, what are Americans looking to put in their cart?

Overall, the results of our eNation survey conducted in July 2013 show that nutrition and healthy eating is a top priority for the majority (81%) of Americans. This is especially true for females (86%), higher income households (85%), and those with college educations (88%).

How much do you agree with the statement "Nutrition and healthy eating is a top priority for me"?

	Total	Gender		Age			Household Income		Children in Household		Married		College	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No	Yes	No
Agree (Net)	81	77	86	85	80	80	77	85	86	80	83	80	88	78
Completely Agree	33	30	36	41	29	30	27	37	39	31	33	33	42	28
Somewhat Agree	48	48	49	44	50	50	50	47	48	49	50	47	46	50
Disagree (Net)	19	23	14	15	20	20	23	15	14	20	17	20	12	22
Somewhat Disagree	15	18	12	12	12	16	16	17	11	16	13	16	11	17
Completely Disagree	4	5	3	3	4	4	6	2	3	4	4	4	1	5

But nutrition was not the most important factor named when selecting a location for buying groceries. Price is by far the number one factor shoppers consider important when selecting the store to purchase groceries from most frequently. On an overall basis, nutrition was considered the fourth most important factor, far behind price and trailing selection and location. Young adults, higher income households and those with children place a more significant importance on nutrition when selecting their grocery store as compared to other groups.

Thinking about the store you shop for groceries most frequently, please rank the following four factors from 1 through 4, in order of importance. (TABLE DISPLAYS THE NET OF THOSE WHO RANKED EACH ITEM FIRST OR SECOND.)

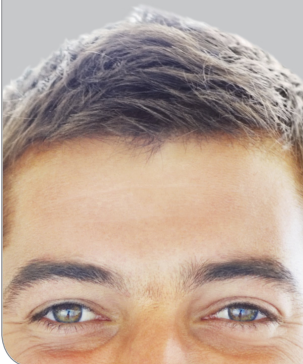
	Total	Gender		Age			Household Income		Children in Household		Married	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No
Price	73	74	73	73	71	77	81	68	69	75	73	74
Selection	46	46	46	43	51	43	45	47	49	45	48	44
Location	44	43	44	38	43	50	45	43	39	45	41	47
Nutrition	37	37	37	46	35	30	30	42	43	35	39	35



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Convenience and access to readily prepared foods is also important. The vast majority of Americans (92%) indicate they have purchased prepared foods, such as sushi or sandwiches, from a grocery store at least once or more. Over half (52%) say on average, they purchase prepared food from their grocery store at least once a month, with males, young adults and those with children purchasing most frequently.

When shopping for groceries, at least three out of four Americans say the following five statements are very or somewhat important when shopping for groceries: food products are well within the expiration date; products have detailed food labels; selecting healthy/nutritional food is easy; locally grown produce is available; and the source of produce, meat and seafood is known.

Please indicate how important the following statements are to you when shopping for groceries.	
	% Say Statement Is Very/Somewhat Important
Food products are well within expiration period	92
Products have detailed food labels	82
Selecting healthy/nutritional food is easy	82
Locally grown produce is available	76
Know source from where produce, meats and seafood comes from	75
Sustainable seafood and fish available	63
Like selection of prepared (pizza, sushi, etc) foods	58
Like selection of ethnically diverse food	54
Like selection of organic food	48
Like selection of gluten free food	33

We know that Americans love their smart devices and carry them everywhere, including the grocery store. If an app existed to help them with their grocery shopping, 40% of respondents say they would use such an option to help them decide which items to purchase in store. Young adults (64%), higher income households (45%), households with children (56%) and those who are college educated (48%), are most likely to use an app which would help address their specific needs to help decide what to purchase at the grocery store.

How likely would you be to use a mobile app if it could help you decide which items in the grocery to purchase? The app could address your specific needs whether healthier meals, calories, gluten free, etc. If a mobile app existed for your specific need, would you:														
	Total	Gender		Age			Household Income		Children in Household		Married		College	
		Male	Female	18-34	35-54	55+	<\$50K	\$50K+	Yes	No	Yes	No	Yes	No
Use (Net)	40	39	41	64	39	18	33	45	56	34	39	41	48	36
Definitely use app	14	16	13	28	12	5	10	18	25	11	14	15	19	12
Likely use app	25	23	28	37	27	13	22	28	31	23	25	26	28	24
Not Use (Net)	60	61	59	36	61	82	67	55	44	66	61	59	52	64
Unlikely use app	23	23	24	18	26	25	20	26	23	23	26	20	24	23
Definitely not use app	37	39	35	17	35	58	48	29	21	42	35	39	28	42



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Methodology

Each week Ipsos U.S. eNation online omnibus completes five national online surveys. Each survey (wave of eNation) consists of a minimum of 1,000 completes with adults 18 years of age or older in the contiguous U.S.A. The sample consists of individuals selected from the online segment of Ipsos' iSay/Ampario Panel, and is balanced to be representative of the general population based upon region, gender, age, and household income data from the U.S. Census Bureau. The selected individuals receive a customized e-mail inviting them to participate. Ipsos U.S. eNation online omnibus survey results are tabulated by two standard demographic banners.

A. GENDER, AGE, HOUSEHOLD INCOME, REGION

B. CHILD IN HOUSEHOLD, EDUCATION, EMPLOYMENT STATUS, MARITAL STATUS, RACE

eNation's standard data tabulations are provided in a weighted format. The data are weighted to give appropriate representation on various demographic factors, including: age, income, the four national census regions, and gender. The Current Population Survey from the U.S. Census Bureau is used to determine the weighting targets for each demographic factor.

“Because eNation is fielded seven days a week, you can measure public opinion and consumer attitudes any time – quickly and affordably.”



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To request complimentary access to this study, or to learn more about eNation, please contact us.

Paul Abbate

Senior Vice President
Ipsos Public Affairs
617.526.0042
paul.abbate@ipsos.com



Chris Deeney

Senior Vice President
Ipsos Public Affairs
630.526.4080
chris.deeney@ipsos.com



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