

# Internal - Marketing

## Value for Money

GB Sample: 28th - 29th September 2017



| Total | Gender |        | Age   |       |       |       |     | Social Grade |      | Region |          |      |        |       |       |          |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|
|       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | North  | Midlands | East | London | South | Wales | Scotland |

Which ONE, if any, of the following statements best describes your opinion on buying each of the following household items? (Please select the option that best applies on each row)

| Toilet paper   |                            |      |     |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|--|----------------------------|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
|  | Unweighted base            | 2045 | 924 | 1121 | 230 | 290 | 328 | 370 | 827 | 1207 | 838 | 512 | 327 | 174 | 241 | 504 | 102 | 185 |
|  | <b>Base: All GB adults</b> | 2045 | 992 | 1053 | 235 | 314 | 353 | 361 | 782 | 1166 | 879 | 493 | 336 | 169 | 273 | 494 | 102 | 178 |
| You're better off just buying the cheapest one available                 |                            | 17%  | 20% | 15%  | 26% | 20% | 18% | 19% | 13% | 17%  | 18% | 15% | 17% | 13% | 21% | 19% | 17% | 19% |
| You shouldn't go too cheap, but you don't need to buy from the top range |                            | 62%  | 61% | 63%  | 52% | 62% | 68% | 63% | 62% | 63%  | 61% | 63% | 66% | 62% | 55% | 62% | 65% | 61% |
| Paying for a top quality product/ brand is well worth it                 |                            | 18%  | 16% | 19%  | 14% | 16% | 12% | 16% | 22% | 18%  | 17% | 20% | 13% | 24% | 19% | 16% | 14% | 17% |
| Don't know   |                            | 3%   | 3%  | 3%   | 8%  | 2%  | 2%  | 2%  | 3%  | 2%   | 4%  | 2%  | 4%  | 1%  | 5%  | 3%  | 4%  | 2%  |
| Cleaning products  |                            |      |     |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|  | Unweighted base            | 2045 | 924 | 1121 | 230 | 290 | 328 | 370 | 827 | 1207 | 838 | 512 | 327 | 174 | 241 | 504 | 102 | 185 |
|  | <b>Base: All GB adults</b> | 2045 | 992 | 1053 | 235 | 314 | 353 | 361 | 782 | 1166 | 879 | 493 | 336 | 169 | 273 | 494 | 102 | 178 |
| You're better off just buying the cheapest one available                 |                            | 22%  | 22% | 23%  | 35% | 26% | 19% | 24% | 18% | 23%  | 21% | 21% | 24% | 19% | 25% | 22% | 25% | 20% |
| You shouldn't go too cheap, but you don't need to buy from the top range |                            | 64%  | 63% | 64%  | 47% | 62% | 67% | 65% | 67% | 63%  | 65% | 64% | 62% | 66% | 58% | 66% | 58% | 69% |
| Paying for a top quality product/ brand is well worth it                 |                            | 10%  | 10% | 10%  | 9%  | 8%  | 11% | 7%  | 11% | 11%  | 8%  | 12% | 8%  | 12% | 12% | 7%  | 12% | 7%  |
| Don't know   |                            | 4%   | 5%  | 4%   | 9%  | 5%  | 3%  | 3%  | 4%  | 4%   | 6%  | 3%  | 6%  | 3%  | 5%  | 4%  | 6%  | 4%  |
| Washing powder/ tablets  |                            |      |     |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|  | Unweighted base            | 2045 | 924 | 1121 | 230 | 290 | 328 | 370 | 827 | 1207 | 838 | 512 | 327 | 174 | 241 | 504 | 102 | 185 |
|  | <b>Base: All GB adults</b> | 2045 | 992 | 1053 | 235 | 314 | 353 | 361 | 782 | 1166 | 879 | 493 | 336 | 169 | 273 | 494 | 102 | 178 |
| You're better off just buying the cheapest one available                 |                            | 13%  | 13% | 14%  | 22% | 14% | 13% | 15% | 10% | 14%  | 13% | 13% | 13% | 10% | 13% | 14% | 13% | 17% |
| You shouldn't go too cheap, but you don't need to buy from the top range |                            | 62%  | 64% | 59%  | 53% | 63% | 63% | 60% | 64% | 62%  | 61% | 59% | 61% | 66% | 60% | 65% | 59% | 60% |
| Paying for a top quality product/ brand is well worth it                 |                            | 20%  | 17% | 24%  | 16% | 19% | 22% | 21% | 21% | 20%  | 21% | 24% | 20% | 21% | 23% | 17% | 23% | 17% |
| Don't know   |                            | 5%   | 6%  | 3%   | 10% | 4%  | 2%  | 3%  | 5%  | 4%   | 5%  | 4%  | 6%  | 3%  | 5%  | 4%  | 6%  | 5%  |

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## Value for Money

GB Sample: 28th - 29th September 2017



|  | Gender |        | Age   |       |       |       |     | Social Grade |      | Region |          |      |        |       |       |          |     |
|--|--------|--------|-------|-------|-------|-------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|-----|
|  | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | North  | Midlands | East | London | South | Wales | Scotland |     |
| <b>Total</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| <b>Razors</b>  |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 12%    | 10%    | 14%   | 12%   | 8%    | 13%   | 14% | 12%          | 12%  | 12%    | 12%      | 14%  | 7%     | 10%   | 14%   | 7%       | 13% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 50%    | 50%    | 50%   | 56%   | 57%   | 49%   | 51% | 45%          | 50%  | 49%    | 49%      | 47%  | 58%    | 48%   | 48%   | 56%      | 54% |
| Paying for a top quality product/ brand is well worth it                 | 24%    | 29%    | 19%   | 24%   | 26%   | 33%   | 25% | 19%          | 24%  | 24%    | 26%      | 24%  | 24%    | 26%   | 23%   | 24%      | 21% |
| Don't know   | 14%    | 12%    | 17%   | 8%    | 8%    | 6%    | 10% | 25%          | 14%  | 14%    | 13%      | 15%  | 12%    | 16%   | 15%   | 13%      | 12% |
| <b>Shower gel</b>  |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 20%    | 20%    | 20%   | 29%   | 20%   | 20%   | 21% | 18%          | 21%  | 19%    | 19%      | 21%  | 19%    | 20%   | 22%   | 17%      | 22% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 61%    | 61%    | 62%   | 53%   | 60%   | 65%   | 67% | 60%          | 60%  | 62%    | 62%      | 61%  | 66%    | 60%   | 61%   | 62%      | 59% |
| Paying for a top quality product/ brand is well worth it                 | 12%    | 12%    | 12%   | 13%   | 16%   | 11%   | 7%  | 13%          | 12%  | 11%    | 13%      | 11%  | 9%     | 13%   | 11%   | 14%      | 14% |
| Don't know   | 6%     | 7%     | 6%    | 6%    | 4%    | 4%    | 6%  | 10%          | 6%   | 7%     | 6%       | 7%   | 7%     | 8%    | 6%    | 6%       | 6%  |
| <b>Shampoo</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 13%    | 17%    | 9%    | 16%   | 12%   | 13%   | 13% | 12%          | 12%  | 14%    | 12%      | 10%  | 9%     | 12%   | 16%   | 13%      | 13% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 60%    | 59%    | 61%   | 55%   | 58%   | 58%   | 63% | 61%          | 62%  | 57%    | 59%      | 61%  | 71%    | 54%   | 60%   | 52%      | 62% |
| Paying for a top quality product/ brand is well worth it                 | 23%    | 18%    | 28%   | 23%   | 27%   | 26%   | 20% | 22%          | 23%  | 23%    | 25%      | 25%  | 17%    | 29%   | 19%   | 29%      | 21% |
| Don't know   | 4%     | 6%     | 3%    | 6%    | 3%    | 3%    | 4%  | 5%           | 4%   | 5%     | 4%       | 5%   | 3%     | 5%    | 4%    | 6%       | 4%  |
| <b>Toothpaste</b>  |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 10%    | 10%    | 10%   | 17%   | 10%   | 9%    | 11% | 8%           | 10%  | 10%    | 9%       | 11%  | 10%    | 12%   | 10%   | 9%       | 10% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 58%    | 60%    | 57%   | 56%   | 60%   | 58%   | 60% | 58%          | 58%  | 59%    | 57%      | 55%  | 61%    | 51%   | 63%   | 56%      | 66% |
| Paying for a top quality product/ brand is well worth it                 | 28%    | 26%    | 29%   | 21%   | 27%   | 30%   | 25% | 30%          | 29%  | 25%    | 31%      | 30%  | 26%    | 32%   | 23%   | 29%      | 22% |
| Don't know   | 4%     | 4%     | 3%    | 6%    | 3%    | 3%    | 4%  | 4%           | 3%   | 5%     | 3%       | 4%   | 2%     | 4%    | 4%    | 6%       | 3%  |

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GB Sample: 28th - 29th September 2017



|  | Gender |        | Age   |       |       |       |     | Social Grade |      | Region |          |      |        |       |       |          |     |
|--|--------|--------|-------|-------|-------|-------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|-----|
|  | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | North  | Midlands | East | London | South | Wales | Scotland |     |
| <b>Batteries</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 12%    | 12%    | 12%   | 21%   | 18%   | 13%   | 9%  | 7%           | 13%  | 11%    | 12%      | 12%  | 11%    | 11%   | 14%   | 11%      |     |
| You shouldn't go too cheap, but you don't need to buy from the top range | 52%    | 49%    | 55%   | 50%   | 53%   | 51%   | 60% | 50%          | 52%  | 53%    | 53%      | 54%  | 52%    | 54%   | 51%   | 53%      | 49% |
| Paying for a top quality product/ brand is well worth it                 | 31%    | 34%    | 28%   | 23%   | 24%   | 33%   | 27% | 37%          | 31%  | 31%    | 30%      | 30%  | 32%    | 28%   | 32%   | 28%      | 36% |
| Don't know   | 5%     | 5%     | 5%    | 7%    | 5%    | 3%    | 4%  | 5%           | 4%   | 6%     | 4%       | 4%   | 4%     | 7%    | 6%    | 5%       | 3%  |
| <b>Tea bags</b>  |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 8%     | 8%     | 7%    | 18%   | 10%   | 5%    | 6%  | 6%           | 7%   | 9%     | 9%       | 6%   | 9%     | 6%    | 9%    | 5%       | 9%  |
| You shouldn't go too cheap, but you don't need to buy from the top range | 49%    | 51%    | 48%   | 39%   | 50%   | 54%   | 55% | 48%          | 49%  | 50%    | 50%      | 46%  | 51%    | 51%   | 50%   | 49%      | 49% |
| Paying for a top quality product/ brand is well worth it                 | 34%    | 31%    | 36%   | 23%   | 33%   | 33%   | 32% | 39%          | 35%  | 32%    | 34%      | 37%  | 33%    | 35%   | 32%   | 35%      | 32% |
| Don't know   | 9%     | 9%     | 8%    | 20%   | 7%    | 7%    | 7%  | 7%           | 8%   | 9%     | 7%       | 11%  | 7%     | 7%    | 9%    | 10%      | 10% |
| <b>Kitchen roll</b>  |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 33%    | 34%    | 32%   | 51%   | 37%   | 32%   | 32% | 27%          | 35%  | 30%    | 33%      | 32%  | 30%    | 36%   | 37%   | 26%      | 26% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 54%    | 53%    | 55%   | 37%   | 53%   | 55%   | 57% | 58%          | 52%  | 56%    | 53%      | 57%  | 57%    | 48%   | 53%   | 58%      | 60% |
| Paying for a top quality product/ brand is well worth it                 | 9%     | 8%     | 9%    | 5%    | 6%    | 9%    | 6%  | 11%          | 9%   | 8%     | 11%      | 6%   | 10%    | 8%    | 7%    | 12%      | 10% |
| Don't know   | 4%     | 5%     | 3%    | 7%    | 3%    | 4%    | 4%  | 4%           | 4%   | 5%     | 4%       | 5%   | 3%     | 7%    | 4%    | 4%       | 4%  |
| <b>Tissues</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 29%    | 29%    | 30%   | 43%   | 28%   | 27%   | 33% | 25%          | 30%  | 28%    | 30%      | 30%  | 23%    | 29%   | 32%   | 25%      | 26% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 56%    | 56%    | 56%   | 43%   | 57%   | 57%   | 55% | 60%          | 55%  | 58%    | 55%      | 54%  | 60%    | 56%   | 55%   | 60%      | 59% |
| Paying for a top quality product/ brand is well worth it                 | 9%     | 7%     | 10%   | 7%    | 8%    | 10%   | 6%  | 10%          | 10%  | 8%     | 10%      | 8%   | 14%    | 8%    | 7%    | 11%      | 8%  |
| Don't know   | 6%     | 8%     | 4%    | 7%    | 7%    | 6%    | 6%  | 5%           | 6%   | 6%     | 5%       | 8%   | 3%     | 6%    | 6%    | 4%       | 7%  |

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GB Sample: 28th - 29th September 2017



| Total | Gender |        | Age   |       |       |       |     | Social Grade |      | Region |          |      |        |       |       |          |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|
|       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | North  | Midlands | East | London | South | Wales | Scotland |

Which ONE, if any, of the following statements best describes your opinion on buying each of the following foods? (Please select the option that best applies on each row)

| <b>Bread</b>   |                            |      |     |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|--|----------------------------|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
|  | Unweighted base            | 2045 | 924 | 1121 | 230 | 290 | 328 | 370 | 827 | 1207 | 838 | 512 | 327 | 174 | 241 | 504 | 102 | 185 |
|  | <b>Base: All GB adults</b> | 2045 | 992 | 1053 | 235 | 314 | 353 | 361 | 782 | 1166 | 879 | 493 | 336 | 169 | 273 | 494 | 102 | 178 |
| You're better off just buying the cheapest one available                 |                            | 10%  | 12% | 9%   | 26% | 10% | 12% | 8%  | 7%  | 10%  | 12% | 13% | 11% | 6%  | 9%  | 11% | 4%  | 11% |
| You shouldn't go too cheap, but you don't need to buy from the top range |                            | 55%  | 55% | 55%  | 52% | 62% | 59% | 58% | 50% | 53%  | 58% | 54% | 55% | 62% | 52% | 53% | 62% | 59% |
| Paying for a top quality product/ brand is well worth it                 |                            | 30%  | 29% | 30%  | 17% | 24% | 26% | 29% | 38% | 33%  | 25% | 29% | 27% | 27% | 34% | 31% | 30% | 27% |
| Don't know   |                            | 5%   | 5%  | 5%   | 6%  | 4%  | 3%  | 6%  | 5%  | 4%   | 6%  | 4%  | 7%  | 5%  | 4%  | 5%  | 4%  | 3%  |
| <b>Whole chicken (uncooked)</b>  |                            |      |     |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|  | Unweighted base            | 2045 | 924 | 1121 | 230 | 290 | 328 | 370 | 827 | 1207 | 838 | 512 | 327 | 174 | 241 | 504 | 102 | 185 |
|  | <b>Base: All GB adults</b> | 2045 | 992 | 1053 | 235 | 314 | 353 | 361 | 782 | 1166 | 879 | 493 | 336 | 169 | 273 | 494 | 102 | 178 |
| You're better off just buying the cheapest one available                 |                            | 8%   | 9%  | 7%   | 12% | 10% | 7%  | 9%  | 5%  | 6%   | 9%  | 10% | 8%  | 5%  | 7%  | 9%  | 4%  | 4%  |
| You shouldn't go too cheap, but you don't need to buy from the top range |                            | 44%  | 47% | 42%  | 42% | 46% | 55% | 48% | 39% | 44%  | 45% | 45% | 47% | 46% | 43% | 44% | 39% | 41% |
| Paying for a top quality product/ brand is well worth it                 |                            | 35%  | 32% | 38%  | 29% | 32% | 27% | 30% | 44% | 37%  | 33% | 34% | 31% | 37% | 35% | 37% | 40% | 40% |
| Don't know   |                            | 13%  | 12% | 13%  | 18% | 12% | 11% | 13% | 12% | 12%  | 13% | 12% | 14% | 12% | 15% | 10% | 17% | 15% |
| <b>Beef mince</b>  |                            |      |     |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|  | Unweighted base            | 2045 | 924 | 1121 | 230 | 290 | 328 | 370 | 827 | 1207 | 838 | 512 | 327 | 174 | 241 | 504 | 102 | 185 |
|  | <b>Base: All GB adults</b> | 2045 | 992 | 1053 | 235 | 314 | 353 | 361 | 782 | 1166 | 879 | 493 | 336 | 169 | 273 | 494 | 102 | 178 |
| You're better off just buying the cheapest one available                 |                            | 5%   | 7%  | 4%   | 13% | 7%  | 5%  | 6%  | 3%  | 5%   | 6%  | 5%  | 6%  | 4%  | 5%  | 6%  | 4%  | 5%  |
| You shouldn't go too cheap, but you don't need to buy from the top range |                            | 42%  | 46% | 39%  | 47% | 48% | 50% | 41% | 36% | 42%  | 44% | 41% | 42% | 40% | 44% | 45% | 45% | 38% |
| Paying for a top quality product/ brand is well worth it                 |                            | 39%  | 34% | 43%  | 23% | 29% | 35% | 38% | 49% | 40%  | 37% | 41% | 37% | 43% | 36% | 36% | 33% | 44% |
| Don't know   |                            | 14%  | 12% | 15%  | 18% | 16% | 10% | 15% | 12% | 14%  | 13% | 12% | 15% | 14% | 16% | 12% | 18% | 13% |

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GB Sample: 28th - 29th September 2017



|  | Gender |        | Age   |       |       |       |     | Social Grade |      | Region |          |      |        |       |       |          |     |
|--|--------|--------|-------|-------|-------|-------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|-----|
|  | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | North  | Midlands | East | London | South | Wales | Scotland |     |
| <b>Total</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| <b>Pork sausages</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 5%     | 6%     | 3%    | 11%   | 7%    | 3%    | 4%  | 3%           | 3%   | 6%     | 5%       | 5%   | 1%     | 5%    | 5%    | 4%       | 4%  |
| You shouldn't go too cheap, but you don't need to buy from the top range | 39%    | 44%    | 34%   | 40%   | 43%   | 45%   | 39% | 35%          | 37%  | 42%    | 39%      | 35%  | 37%    | 36%   | 45%   | 38%      | 41% |
| Paying for a top quality product/ brand is well worth it                 | 42%    | 38%    | 45%   | 28%   | 36%   | 41%   | 41% | 49%          | 46%  | 35%    | 41%      | 43%  | 51%    | 38%   | 40%   | 46%      | 37% |
| Don't know   | 15%    | 12%    | 18%   | 21%   | 14%   | 11%   | 17% | 14%          | 14%  | 16%    | 15%      | 17%  | 12%    | 21%   | 10%   | 12%      | 18% |
| <b>Baked beans</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 21%    | 21%    | 20%   | 25%   | 31%   | 22%   | 19% | 16%          | 21%  | 21%    | 22%      | 19%  | 18%    | 17%   | 25%   | 17%      | 19% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 50%    | 52%    | 48%   | 45%   | 42%   | 51%   | 55% | 52%          | 49%  | 51%    | 52%      | 50%  | 52%    | 48%   | 46%   | 54%      | 52% |
| Paying for a top quality product/ brand is well worth it                 | 22%    | 19%    | 24%   | 15%   | 20%   | 22%   | 21% | 25%          | 22%  | 21%    | 20%      | 22%  | 20%    | 27%   | 22%   | 20%      | 22% |
| Don't know   | 8%     | 8%     | 8%    | 15%   | 8%    | 6%    | 6%  | 7%           | 8%   | 7%     | 6%       | 9%   | 10%    | 9%    | 7%    | 8%       | 8%  |
| <b>Eggs</b>  |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 12%    | 13%    | 10%   | 23%   | 14%   | 11%   | 11% | 9%           | 11%  | 13%    | 14%      | 11%  | 9%     | 12%   | 13%   | 9%       | 10% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 52%    | 55%    | 50%   | 50%   | 50%   | 58%   | 55% | 49%          | 52%  | 52%    | 52%      | 54%  | 54%    | 50%   | 53%   | 44%      | 53% |
| Paying for a top quality product/ brand is well worth it                 | 30%    | 25%    | 34%   | 17%   | 28%   | 25%   | 27% | 37%          | 32%  | 26%    | 28%      | 26%  | 30%    | 32%   | 30%   | 40%      | 31% |
| Don't know   | 7%     | 7%     | 6%    | 10%   | 8%    | 6%    | 6%  | 5%           | 5%   | 8%     | 6%       | 10%  | 7%     | 6%    | 5%    | 7%       | 6%  |

# Internal - Marketing

## Value for Money

GB Sample: 28th - 29th September 2017



| Total | Gender |        | Age   |       |       |       |     | Social Grade |      | Region |          |      |        |       |       |          |
|-------|--------|--------|-------|-------|-------|-------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|
|       | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | North  | Midlands | East | London | South | Wales | Scotland |

Which ONE, if any, of the following statements best describes your opinion on buying each of the following household items? (Please select the option that best applies on each row)

| Iron   |                     |      |     |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|--|---------------------|------|-----|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
|  | Unweighted base     | 2045 | 924 | 1121 | 230 | 290 | 328 | 370 | 827 | 1207 | 838 | 512 | 327 | 174 | 241 | 504 | 102 | 185 |
|  | Base: All GB adults | 2045 | 992 | 1053 | 235 | 314 | 353 | 361 | 782 | 1166 | 879 | 493 | 336 | 169 | 273 | 494 | 102 | 178 |
| You're better off just buying the cheapest one available                 |                     | 10%  | 9%  | 11%  | 14% | 13% | 12% | 10% | 8%  | 9%   | 11% | 9%  | 10% | 12% | 8%  | 14% | 6%  | 11% |
| You shouldn't go too cheap, but you don't need to buy from the top range |                     | 66%  | 65% | 67%  | 56% | 63% | 72% | 70% | 65% | 67%  | 64% | 68% | 66% | 64% | 67% | 64% | 67% | 65% |
| Paying for a top quality model/version is well worth it                  |                     | 17%  | 18% | 16%  | 12% | 15% | 11% | 15% | 22% | 17%  | 16% | 17% | 17% | 20% | 15% | 16% | 17% | 19% |
| Don't know   |                     | 7%   | 8%  | 6%   | 18% | 9%  | 5%  | 5%  | 5%  | 6%   | 8%  | 6%  | 7%  | 4%  | 10% | 7%  | 11% | 6%  |
| Vacuum cleaner   |                     |      |     |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|  | Unweighted base     | 2045 | 924 | 1121 | 230 | 290 | 328 | 370 | 827 | 1207 | 838 | 512 | 327 | 174 | 241 | 504 | 102 | 185 |
|  | Base: All GB adults | 2045 | 992 | 1053 | 235 | 314 | 353 | 361 | 782 | 1166 | 879 | 493 | 336 | 169 | 273 | 494 | 102 | 178 |
| You're better off just buying the cheapest one available                 |                     | 3%   | 3%  | 3%   | 7%  | 4%  | 3%  | 4%  | 2%  | 3%   | 4%  | 3%  | 3%  | 3%  | 3%  | 3%  | 2%  | 6%  |
| You shouldn't go too cheap, but you don't need to buy from the top range |                     | 54%  | 55% | 54%  | 49% | 55% | 55% | 59% | 52% | 53%  | 56% | 53% | 55% | 56% | 56% | 53% | 51% | 58% |
| Paying for a top quality model/version is well worth it                  |                     | 38%  | 37% | 39%  | 30% | 36% | 38% | 34% | 42% | 40%  | 35% | 40% | 38% | 37% | 35% | 40% | 40% | 31% |
| Don't know   |                     | 5%   | 6%  | 4%   | 14% | 5%  | 4%  | 3%  | 4%  | 4%   | 6%  | 5%  | 4%  | 5%  | 7%  | 5%  | 7%  | 4%  |
| Kettle   |                     |      |     |      |     |     |     |     |     |      |     |     |     |     |     |     |     |     |
|  | Unweighted base     | 2045 | 924 | 1121 | 230 | 290 | 328 | 370 | 827 | 1207 | 838 | 512 | 327 | 174 | 241 | 504 | 102 | 185 |
|  | Base: All GB adults | 2045 | 992 | 1053 | 235 | 314 | 353 | 361 | 782 | 1166 | 879 | 493 | 336 | 169 | 273 | 494 | 102 | 178 |
| You're better off just buying the cheapest one available                 |                     | 14%  | 14% | 14%  | 22% | 17% | 17% | 15% | 9%  | 15%  | 13% | 12% | 12% | 20% | 12% | 16% | 13% | 16% |
| You shouldn't go too cheap, but you don't need to buy from the top range |                     | 68%  | 65% | 71%  | 59% | 68% | 69% | 73% | 68% | 68%  | 69% | 69% | 74% | 64% | 67% | 67% | 66% | 67% |
| Paying for a top quality model/version is well worth it                  |                     | 14%  | 16% | 12%  | 11% | 11% | 12% | 10% | 19% | 15%  | 12% | 15% | 11% | 14% | 15% | 13% | 15% | 13% |
| Don't know   |                     | 4%   | 5%  | 3%   | 8%  | 4%  | 3%  | 3%  | 3%  | 3%   | 5%  | 4%  | 3%  | 1%  | 7%  | 4%  | 6%  | 4%  |

# Internal - Marketing

## Value for Money

GB Sample: 28th - 29th September 2017



|  | Gender |        | Age   |       |       |       |     | Social Grade |      | Region |          |      |        |       |       |          |     |
|--|--------|--------|-------|-------|-------|-------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|-----|
|  | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | North  | Midlands | East | London | South | Wales | Scotland |     |
| <b>Total</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| <b>Toaster</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 15%    | 16%    | 15%   | 20%   | 23%   | 18%   | 17% | 9%           | 15%  | 16%    | 14%      | 14%  | 17%    | 19%   | 16%   | 14%      | 16% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 67%    | 64%    | 70%   | 58%   | 63%   | 68%   | 68% | 70%          | 69%  | 64%    | 68%      | 71%  | 68%    | 59%   | 68%   | 66%      | 66% |
| Paying for a top quality model/version is well worth it                  | 12%    | 14%    | 10%   | 13%   | 9%    | 9%    | 10% | 15%          | 12%  | 13%    | 13%      | 11%  | 12%    | 14%   | 11%   | 14%      | 12% |
| Don't know   | 5%     | 6%     | 5%    | 9%    | 5%    | 5%    | 5%  | 5%           | 5%   | 7%     | 5%       | 4%   | 2%     | 8%    | 6%    | 6%       | 5%  |
| <b>Cookware (i.e. pots and pans)</b>                                     |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 6%     | 7%     | 6%    | 13%   | 8%    | 8%    | 6%  | 3%           | 6%   | 7%     | 5%       | 9%   | 7%     | 7%    | 7%    | 3%       | 4%  |
| You shouldn't go too cheap, but you don't need to buy from the top range | 62%    | 60%    | 64%   | 56%   | 61%   | 62%   | 64% | 64%          | 62%  | 61%    | 64%      | 60%  | 62%    | 59%   | 62%   | 59%      | 68% |
| Paying for a top quality model/version is well worth it                  | 27%    | 29%    | 26%   | 22%   | 27%   | 27%   | 27% | 30%          | 29%  | 25%    | 27%      | 27%  | 29%    | 29%   | 27%   | 33%      | 23% |
| Don't know   | 4%     | 4%     | 4%    | 10%   | 4%    | 3%    | 4%  | 3%           | 3%   | 6%     | 4%       | 4%   | 2%     | 5%    | 4%    | 5%       | 5%  |
| <b>Mattress</b>  |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 2%     | 2%     | 1%    | 3%    | 2%    | 1%    | 1%  | 1%           | 1%   | 2%     | 1%       | 2%   | 2%     | 1%    | 2%    | 1%       | 2%  |
| You shouldn't go too cheap, but you don't need to buy from the top range | 38%    | 39%    | 37%   | 40%   | 43%   | 39%   | 48% | 30%          | 36%  | 41%    | 37%      | 42%  | 40%    | 37%   | 35%   | 33%      | 41% |
| Paying for a top quality model/version is well worth it                  | 56%    | 55%    | 58%   | 47%   | 52%   | 56%   | 48% | 65%          | 60%  | 52%    | 58%      | 53%  | 56%    | 57%   | 58%   | 58%      | 52% |
| Don't know   | 4%     | 5%     | 4%    | 10%   | 4%    | 4%    | 3%  | 3%           | 3%   | 5%     | 4%       | 4%   | 2%     | 5%    | 5%    | 8%       | 5%  |
| <b>Duvets</b>  |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 8%     | 6%     | 9%    | 9%    | 9%    | 10%   | 9%  | 5%           | 7%   | 9%     | 8%       | 9%   | 7%     | 7%    | 8%    | 6%       | 7%  |
| You shouldn't go too cheap, but you don't need to buy from the top range | 64%    | 63%    | 64%   | 60%   | 63%   | 63%   | 70% | 62%          | 63%  | 64%    | 64%      | 66%  | 67%    | 65%   | 60%   | 59%      | 66% |
| Paying for a top quality model/version is well worth it                  | 24%    | 25%    | 22%   | 24%   | 23%   | 23%   | 17% | 28%          | 26%  | 21%    | 24%      | 20%  | 24%    | 23%   | 27%   | 29%      | 23% |
| Don't know   | 5%     | 6%     | 4%    | 7%    | 5%    | 4%    | 4%  | 5%           | 3%   | 6%     | 4%       | 5%   | 2%     | 6%    | 5%    | 6%       | 5%  |

## Internal - Marketing Value for Money

GB Sample: 28th - 29th September 2017



| Total  | Gender |        | Age   |       |       |       |     | Social Grade |      | Region |          |      |        |       |       |          |     |
|--|--------|--------|-------|-------|-------|-------|-----|--------------|------|--------|----------|------|--------|-------|-------|----------|-----|
|  | Male   | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1         | C2DE | North  | Midlands | East | London | South | Wales | Scotland |     |
| <b>Microwave</b>   |        |        |       |       |       |       |     |              |      |        |          |      |        |       |       |          |     |
| Unweighted base  | 2045   | 924    | 1121  | 230   | 290   | 328   | 370 | 827          | 1207 | 838    | 512      | 327  | 174    | 241   | 504   | 102      | 185 |
| <b>Base: All GB adults</b>   | 2045   | 992    | 1053  | 235   | 314   | 353   | 361 | 782          | 1166 | 879    | 493      | 336  | 169    | 273   | 494   | 102      | 178 |
| You're better off just buying the cheapest one available                 | 11%    | 11%    | 11%   | 13%   | 14%   | 16%   | 12% | 7%           | 12%  | 10%    | 11%      | 10%  | 14%    | 12%   | 11%   | 5%       | 12% |
| You shouldn't go too cheap, but you don't need to buy from the top range | 68%    | 67%    | 69%   | 60%   | 70%   | 71%   | 74% | 65%          | 69%  | 67%    | 68%      | 69%  | 63%    | 62%   | 69%   | 71%      | 71% |
| Paying for a top quality model/version is well worth it                  | 14%    | 16%    | 12%   | 14%   | 10%   | 9%    | 9%  | 20%          | 13%  | 15%    | 13%      | 15%  | 19%    | 17%   | 12%   | 14%      | 10% |
| Don't know   | 7%     | 7%     | 8%    | 13%   | 5%    | 5%    | 5%  | 8%           | 7%   | 8%     | 7%       | 6%   | 4%     | 9%    | 8%    | 10%      | 7%  |