

Content Team

Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Since the beginning of 2022, have you changed which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living?

	Unweighted base	1975	2242	303	636	788	702	1788	2513	1704
	Base: All GB Adults	2045	2172	468	629	777	688	1655	2404	1813
I have changed my main supermarket specifically because of the rising cost of living	16%	14%	19%	21%	19%	20%	18%	12%	16%	18%
I have changed my main supermarket, but not specifically because of the rising cost of living	8%	8%	7%	9%	11%	8%	5%	7%	9%	6%
I have not changed my main supermarket	69%	70%	68%	54%	60%	65%	73%	77%	70%	68%
Don't know	3%	3%	2%	6%	5%	3%	1%	1%	2%	4%
Not applicable - I don't do my main food and grocery shopping at a supermarket	4%	5%	3%	10%	6%	4%	3%	2%	4%	5%

Content Team

Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

You have said that had to change which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living. In which ONE of the following supermarkets did you previously do your MAIN food and grocery shop before you had to change? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	259	419	66	117	152	130	213	387	291
Base: All GB Adults who changed their supermarket specifically because of the cost of living	695	279	416	97	117	155	126	199	377	318	
Aldi	10%	12%	8%	6%	11%	15%	9%	7%	8%	11%	
Amazon Prime Pantry	0%	0%	0%	-	1%	-	1%	-	0%	0%	
AmazonFresh	0%	0%	-	1%	-	-	-	-	0%	-	
Asda	16%	15%	17%	19%	19%	16%	17%	12%	16%	16%	
Best-One	-	-	-	-	-	-	-	-	-	-	
Booths	0%	0%	1%	1%	1%	-	1%	-	0%	0%	
Budgens	0%	1%	-	-	1%	-	-	-	0%	-	
Costco	-	-	-	-	-	-	-	-	-	-	
Costcutter	-	-	-	-	-	-	-	-	-	-	
Farmfoods	0%	0%	0%	-	-	1%	-	0%	-	1%	
Happy Shopper	-	-	-	-	-	-	-	-	-	-	
Iceland	1%	2%	1%	3%	-	2%	-	2%	1%	2%	
Lidl	5%	4%	5%	1%	5%	5%	6%	5%	5%	5%	
Londis	-	-	-	-	-	-	-	-	-	-	
Makro	-	-	-	-	-	-	-	-	-	-	
Marks & Spencer	2%	2%	2%	-	1%	1%	2%	3%	2%	2%	
Morrisons	13%	12%	13%	11%	10%	10%	15%	16%	11%	15%	

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Total									
Nisa	-	-	-	-	-	-	-	-	-
Ocado	1%	1%	-	2%	1%	1%	1%	2%	0%
Premier Stores	0%	0%	-	-	1%	-	-	-	0%
Sainsbury's	16%	13%	20%	14%	17%	15%	15%	19%	13%
SPAR	-	-	-	-	-	-	-	-	-
Tesco	28%	28%	33%	31%	25%	23%	28%	26%	30%
The Co-operative	1%	0%	1%	2%	-	-	1%	1%	1%
Waitrose & Partners	5%	7%	2%	2%	3%	10%	7%	7%	2%
Whole Foods	-	-	-	-	-	-	-	-	-
Other	1%	1%	-	1%	2%	1%	1%	1%	1%
Don't know	0%	-	0%	2%	-	-	-	-	0%

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

And to which supermarket have you now changed your MAIN food and grocery shop? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	259	419	66	117	152	130	213	387	291
Base: All GB Adults who changed their supermarket specifically because of the cost of living		695	279	416	97	117	155	126	199	377	318
Aldi		41%	40%	41%	52%	44%	40%	42%	34%	43%	38%
Amazon Prime Pantry		1%	1%	1%	4%	1%	1%	-	-	1%	0%
AmazonFresh		0%	0%	0%	1%	1%	-	-	-	1%	-
Asda		10%	9%	10%	9%	10%	10%	10%	9%	7%	13%
Best-One		0%	-	0%	1%	-	-	1%	-	1%	-
Booths		1%	1%	-	-	2%	1%	-	-	1%	0%
Budgens		-	-	-	-	-	-	-	-	-	-
Costco		0%	0%	-	-	-	-	-	0%	-	0%
Costcutter		0%	1%	-	-	-	1%	-	-	-	0%
Farmfoods		1%	1%	1%	-	2%	1%	2%	1%	2%	1%
Happy Shopper		-	-	-	-	-	-	-	-	-	-
Iceland		3%	1%	3%	-	2%	3%	3%	3%	2%	3%
Lidl		24%	24%	24%	20%	24%	23%	20%	29%	24%	24%
Londis		-	-	-	-	-	-	-	-	-	-
Makro		-	-	-	-	-	-	-	-	-	-
Marks & Spencer		0%	1%	-	-	-	1%	-	-	-	0%
Morrisons		3%	3%	3%	4%	1%	3%	1%	6%	3%	4%
Nisa		-	-	-	-	-	-	-	-	-	-
Ocado		0%	-	0%	-	1%	-	-	0%	0%	0%
Premier Stores		-	-	-	-	-	-	-	-	-	-
Sainsbury's		4%	4%	4%	1%	4%	2%	5%	5%	4%	4%

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Gender		Age					Social Grade		
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	
SPAR	-	-	-	-	-	-	-	-	-	-
Tesco	6%	7%	6%	7%	5%	6%	6%	7%	5%	
The Co-operative	1%	1%	0%	-	1%	-	1%	0%	1%	
Waitrose & Partners	-	-	-	-	-	-	-	-	-	
Whole Foods	-	-	-	-	-	-	-	-	-	
Other	3%	3%	4%	1%	1%	5%	6%	3%	4%	
Don't know	2%	3%	1%	-	2%	3%	3%	1%	2%	

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Since the beginning of 2022, have you changed which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living?

	Unweighted base	4217	1018	682	412	530	989	3631	214	372
	Base: All GB Adults	4217	1008	696	402	569	968	3643	207	367
I have changed my main supermarket specifically because of the rising cost of living		16%	18%	17%	13%	14%	17%	16%	12%	20%
I have changed my main supermarket, but not specifically because of the rising cost of living		8%	7%	7%	7%	8%	8%	7%	10%	8%
I have not changed my main supermarket		69%	68%	69%	73%	69%	70%	69%	72%	66%
Don't know		3%	3%	2%	3%	3%	2%	3%	3%	2%
Not applicable - I don't do my main food and grocery shopping at a supermarket		4%	4%	5%	5%	5%	3%	4%	4%	4%

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

You have said that had to change which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living. In which ONE of the following supermarkets did you previously do your MAIN food and grocery shop before you had to change? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	181	110	53	76	163	583	27	68
	Base: All GB Adults who changed their supermarket specifically because of the cost of living	695	185	116	53	81	161	597	25	73
Aldi	10%	11%	9%	1%	7%	10%	9%	7%	15%	
Amazon Prime Pantry	0%	1%	-	-	-	-	0%	-	-	
AmazonFresh	0%	-	-	-	1%	-	0%	-	-	
Asda	16%	19%	19%	16%	15%	10%	16%	17%	17%	
Best-One	-	-	-	-	-	-	-	-	-	
Booths	0%	1%	-	-	-	-	0%	-	1%	
Budgens	0%	1%	-	-	-	-	0%	-	-	
Costco	-	-	-	-	-	-	-	-	-	
Costcutter	-	-	-	-	-	-	-	-	-	
Farmfoods	0%	-	2%	-	-	-	0%	-	-	
Happy Shopper	-	-	-	-	-	-	-	-	-	
Iceland	1%	3%	-	-	2%	1%	1%	-	1%	
Lidl	5%	3%	5%	6%	6%	6%	5%	6%	1%	
Londis	-	-	-	-	-	-	-	-	-	
Makro	-	-	-	-	-	-	-	-	-	
Marks & Spencer	2%	2%	-	2%	2%	2%	1%	3%	3%	
Morrisons	13%	18%	20%	7%	5%	5%	12%	15%	15%	

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	Region							
		North	Midlands	East	London	South	England (NET)	Wales	Scotland
Nisa	-	-	-	-	-	-	-	-	-
Ocado	1%	1%	1%	6%	1%	1%	1%	-	-
Premier Stores	0%	-	-	-	2%	-	0%	-	-
Sainsbury's	16%	10%	8%	16%	27%	26%	17%	15%	11%
SPAR	-	-	-	-	-	-	-	-	-
Tesco	28%	27%	31%	33%	16%	28%	27%	36%	33%
The Co-operative	1%	1%	1%	2%	4%	-	1%	-	1%
Waitrose & Partners	5%	2%	2%	8%	10%	10%	6%	-	-
Whole Foods	-	-	-	-	-	-	-	-	-
Other	1%	1%	1%	4%	-	1%	1%	-	1%
Don't know	0%	1%	-	-	-	-	0%	-	-

Content Team

Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Region							
	North	Midlands	East	London	South	England (NET)	Wales	Scotland

And to which supermarket have you now changed your MAIN food and grocery shop? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	181	110	53	76	163	583	27	68
Base: All GB Adults who changed their supermarket specifically because of the cost of living		695	185	116	53	81	161	597	25	73
Aldi		41%	45%	55%	44%	24%	36%	42%	41%	33%
Amazon Prime Pantry		1%	2%	-	-	2%	-	1%	-	-
AmazonFresh		0%	-	1%	-	2%	-	0%	-	-
Asda		10%	10%	6%	13%	3%	13%	9%	3%	15%
Best-One		0%	1%	-	-	-	-	0%	-	1%
Booths		1%	1%	-	-	1%	-	1%	-	-
Budgens		-	-	-	-	-	-	-	-	-
Costco		0%	-	1%	-	-	-	0%	-	-
Costcutter		0%	1%	-	-	-	-	0%	-	-
Farmfoods		1%	1%	4%	-	-	-	1%	-	2%
Happy Shopper		-	-	-	-	-	-	-	-	-
Iceland		3%	2%	1%	5%	6%	2%	3%	-	4%
Lidl		24%	22%	16%	9%	33%	29%	23%	22%	33%
Londis		-	-	-	-	-	-	-	-	-
Makro		-	-	-	-	-	-	-	-	-
Marks & Spencer		0%	-	-	-	-	-	-	-	2%
Morrisons		3%	2%	3%	3%	9%	3%	4%	-	1%
Nisa		-	-	-	-	-	-	-	-	-
Ocado		0%	0%	-	-	1%	-	0%	-	-
Premier Stores		-	-	-	-	-	-	-	-	-
Sainsbury's		4%	2%	3%	9%	8%	5%	5%	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Region								
	Total	North	Midlands	East	London	South	England (NET)	Wales	Scotland
SPAR	-	-	-	-	-	-	-	-	-
Tesco	6%	4%	6%	6%	6%	6%	5%	23%	5%
The Co-operative	1%	1%	-	-	-	1%	0%	3%	1%
Waitrose & Partners	-	-	-	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-
Other	3%	4%	5%	9%	1%	3%	4%	4%	-
Don't know	2%	0%	2%	2%	4%	2%	2%	4%	3%

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Previous main supermarket								
	Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter

Since the beginning of 2022, have you changed which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living?

	Unweighted base	Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter
	4217	61	2	1	107	-	3	1	-	-
Base: All GB Adults	4217	66	2	1	111	-	3	2	-	-
I have changed my main supermarket specifically because of the rising cost of living	16%	100%	100%	100%	100%	-	100%	100%	-	-
I have changed my main supermarket, but not specifically because of the rising cost of living	8%	-	-	-	-	-	-	-	-	-
I have not changed my main supermarket	69%	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-
Not applicable - I don't do my main food and grocery shopping at a supermarket	4%	-	-	-	-	-	-	-	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Previous main supermarket								
	Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter

You have said that had to change which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living. In which ONE of the following supermarkets did you previously do your MAIN food and grocery shop before you had to change? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

Unweighted base	678	61	2	1	107	-	3	1	-	-
Base: All GB Adults who changed their supermarket specifically because of the cost of living	695	66	2	1	111	-	3	2	-	-
Aldi	10%	100%	-	-	-	-	-	-	-	-
Amazon Prime Pantry	0%	-	100%	-	-	-	-	-	-	-
Amazon Fresh	0%	-	-	100%	-	-	-	-	-	-
Asda	16%	-	-	-	100%	-	-	-	-	-
Best-One	-	-	-	-	-	-	-	-	-	-
Booths	0%	-	-	-	-	-	100%	-	-	-
Budgens	0%	-	-	-	-	-	-	100%	-	-
Costco	-	-	-	-	-	-	-	-	-	-
Costcutter	-	-	-	-	-	-	-	-	-	-
Farmfoods	0%	-	-	-	-	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-
Iceland	1%	-	-	-	-	-	-	-	-	-
Lidl	5%	-	-	-	-	-	-	-	-	-
Londis	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	2%	-	-	-	-	-	-	-	-	-
Morrisons	13%	-	-	-	-	-	-	-	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	Previous main supermarket								
		Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter
Nisa	-	-	-	-	-	-	-	-	-	-
Ocado	1%	-	-	-	-	-	-	-	-	-
Premier Stores	0%	-	-	-	-	-	-	-	-	-
Sainsbury's	16%	-	-	-	-	-	-	-	-	-
SPAR	-	-	-	-	-	-	-	-	-	-
Tesco	28%	-	-	-	-	-	-	-	-	-
The Co-operative	1%	-	-	-	-	-	-	-	-	-
Waitrose & Partners	5%	-	-	-	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-	-
Other	1%	-	-	-	-	-	-	-	-	-
Don't know	0%	-	-	-	-	-	-	-	-	-

Content Team

Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Previous main supermarket								
	Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter

And to which supermarket have you now changed your MAIN food and grocery shop? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	61	2	1	107	-	3	1	-	-
Base: All GB Adults who changed their supermarket specifically because of the cost of living		695	66	2	1	111	-	3	2	-	-
Aldi	41%	-	-	-	-	57%	-	-	-	-	-
Amazon Prime Pantry	1%	2%	-	-	-	2%	-	-	-	-	-
AmazonFresh	0%	1%	-	-	-	-	-	-	-	-	-
Asda	10%	22%	-	-	-	-	-	-	-	-	-
Best-One	0%	-	49%	-	-	-	-	34%	-	-	-
Booths	1%	-	51%	-	1%	-	-	-	100%	-	-
Budgens	-	-	-	-	-	-	-	-	-	-	-
Costco	0%	1%	-	-	-	-	-	-	-	-	-
Costcutter	0%	-	-	-	-	-	-	-	-	-	-
Farmfoods	1%	3%	-	-	-	-	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-	-
Iceland	3%	6%	-	-	3%	-	-	-	-	-	-
Lidl	24%	37%	-	-	23%	-	28%	-	-	-	-
Londis	-	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	0%	2%	-	-	-	-	-	-	-	-	-
Morrisons	3%	1%	-	-	1%	-	-	-	-	-	-
Nisa	-	-	-	-	-	-	-	-	-	-	-
Ocado	0%	-	-	-	-	-	-	-	-	-	-
Premier Stores	-	-	-	-	-	-	-	-	-	-	-
Sainsbury's	4%	-	-	-	5%	-	-	-	-	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	Previous main supermarket								
		Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter
SPAR	-	-	-	-	-	-	-	-	-	-
Tesco	6%	8%	-	100%	5%	-	37%	-	-	-
The Co-operative	1%	-	-	-	-	-	-	-	-	-
Waitrose & Partners	-	-	-	-	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-	-
Other	3%	7%	-	-	4%	-	-	-	-	-
Don't know	2%	10%	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Previous main supermarket								
	Farmfoods	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa

Since the beginning of 2022, have you changed which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living?

	Unweighted base	Farmfoods	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa
	4217	2	-	8	32	-	-	12	88	-
	Base: All GB Adults	2	-	10	33	-	-	11	88	-
I have changed my main supermarket specifically because of the rising cost of living	16%	100%	-	100%	100%	-	-	100%	100%	-
I have changed my main supermarket, but not specifically because of the rising cost of living	8%	-	-	-	-	-	-	-	-	-
I have not changed my main supermarket	69%	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-
Not applicable - I don't do my main food and grocery shopping at a supermarket	4%	-	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Previous main supermarket								
	Farmfoods	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa

You have said that had to change which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living. In which ONE of the following supermarkets did you previously do your MAIN food and grocery shop before you had to change? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

Unweighted base	678	2	-	8	32	-	-	12	88	-
Base: All GB Adults who changed their supermarket specifically because of the cost of living	695	2	-	10	33	-	-	11	88	-
Aldi	10%	-	-	-	-	-	-	-	-	-
Amazon Prime Pantry	0%	-	-	-	-	-	-	-	-	-
AmazonFresh	0%	-	-	-	-	-	-	-	-	-
Asda	16%	-	-	-	-	-	-	-	-	-
Best-One	-	-	-	-	-	-	-	-	-	-
Booths	0%	-	-	-	-	-	-	-	-	-
Budgens	0%	-	-	-	-	-	-	-	-	-
Costco	-	-	-	-	-	-	-	-	-	-
Costcutter	-	-	-	-	-	-	-	-	-	-
Farmfoods	0%	100%	-	-	-	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-
Iceland	1%	-	-	100%	-	-	-	-	-	-
Lidl	5%	-	-	-	100%	-	-	-	-	-
Londis	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	2%	-	-	-	-	-	-	100%	-	-
Morrisons	13%	-	-	-	-	-	-	-	100%	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	Previous main supermarket								
		Farmfoods	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa
Nisa	-	-	-	-	-	-	-	-	-	-
Ocado	1%	-	-	-	-	-	-	-	-	-
Premier Stores	0%	-	-	-	-	-	-	-	-	-
Sainsbury's	16%	-	-	-	-	-	-	-	-	-
SPAR	-	-	-	-	-	-	-	-	-	-
Tesco	28%	-	-	-	-	-	-	-	-	-
The Co-operative	1%	-	-	-	-	-	-	-	-	-
Waitrose & Partners	5%	-	-	-	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-	-
Other	1%	-	-	-	-	-	-	-	-	-
Don't know	0%	-	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Previous main supermarket								
	Farmfoods	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa

And to which supermarket have you now changed your MAIN food and grocery shop? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	2	-	8	32	-	-	12	88	-
Base: All GB Adults who changed their supermarket specifically because of the cost of living		695	2	-	10	33	-	-	11	88	-
Aldi	41%	56%	-	9%	37%	-	-	26%	43%	-	-
Amazon Prime Pantry	1%	-	-	27%	-	-	-	-	-	-	-
AmazonFresh	0%	-	-	-	-	-	-	-	-	-	-
Asda	10%	44%	-	-	11%	-	-	-	8%	-	-
Best-One	0%	-	-	-	-	-	-	-	-	-	-
Booths	1%	-	-	-	-	-	-	-	-	-	-
Budgens	-	-	-	-	-	-	-	-	-	-	-
Costco	0%	-	-	-	-	-	-	-	-	-	-
Costcutter	0%	-	-	16%	-	-	-	-	-	-	-
Farmfoods	1%	-	-	-	3%	-	-	-	1%	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-	-
Iceland	3%	-	-	-	-	-	-	9%	3%	-	-
Lidl	24%	-	-	10%	-	-	-	26%	28%	-	-
Londis	-	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	0%	-	-	-	-	-	-	-	-	-	-
Morrisons	3%	-	-	-	5%	-	-	8%	-	-	-
Nisa	-	-	-	-	-	-	-	-	-	-	-
Ocado	0%	-	-	-	-	-	-	-	1%	-	-
Premier Stores	-	-	-	-	-	-	-	-	-	-	-
Sainsbury's	4%	-	-	-	6%	-	-	8%	3%	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	Previous main supermarket								
		Farmfoods	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa
SPAR	-	-	-	-	-	-	-	-	-	-
Tesco	6%	-	-	-	13%	-	-	7%	8%	-
The Co-operative	1%	-	-	9%	-	-	-	7%	-	-
Waitrose & Partners	-	-	-	-	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-	-
Other	3%	-	-	29%	14%	-	-	-	2%	-
Don't know	2%	-	-	-	11%	-	-	8%	1%	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Previous main supermarket									
	Ocado	Premier Stores	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know

Since the beginning of 2022, have you changed which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living?

	Unweighted base	Ocado	Premier Stores	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know
	4217	8	1	111	-	187	7	38	-	8	1
Base: All GB Adults	4217	8	1	112	-	194	7	35	-	7	2
I have changed my main supermarket specifically because of the rising cost of living	16%	100%	100%	100%	-	100%	100%	100%	-	100%	100%
I have changed my main supermarket, but not specifically because of the rising cost of living	8%	-	-	-	-	-	-	-	-	-	-
I have not changed my main supermarket	69%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Not applicable - I don't do my main food and grocery shopping at a supermarket	4%	-	-	-	-	-	-	-	-	-	-

Content Team

Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Previous main supermarket									
	Ocado	Premier Stores	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know

You have said that had to change which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living. In which ONE of the following supermarkets did you previously do your MAIN food and grocery shop before you had to change? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	Ocado	Premier Stores	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know
	678	8	1	111	-	187	7	38	-	8	1
Base: All GB Adults who changed their supermarket specifically because of the cost of living	695	8	1	112	-	194	7	35	-	7	2
Aldi	10%	-	-	-	-	-	-	-	-	-	-
Amazon Prime Pantry	0%	-	-	-	-	-	-	-	-	-	-
AmazonFresh	0%	-	-	-	-	-	-	-	-	-	-
Asda	16%	-	-	-	-	-	-	-	-	-	-
Best-One	-	-	-	-	-	-	-	-	-	-	-
Booths	0%	-	-	-	-	-	-	-	-	-	-
Budgens	0%	-	-	-	-	-	-	-	-	-	-
Costco	-	-	-	-	-	-	-	-	-	-	-
Costcutter	-	-	-	-	-	-	-	-	-	-	-
Farmfoods	0%	-	-	-	-	-	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-	-
Iceland	1%	-	-	-	-	-	-	-	-	-	-
Lidl	5%	-	-	-	-	-	-	-	-	-	-
Londis	-	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	2%	-	-	-	-	-	-	-	-	-	-
Morrisons	13%	-	-	-	-	-	-	-	-	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	Previous main supermarket									
		Ocado	Premier Stores	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know
Nisa	-	-	-	-	-	-	-	-	-	-	-
Ocado	1%	100%	-	-	-	-	-	-	-	-	-
Premier Stores	0%	-	100%	-	-	-	-	-	-	-	-
Sainsbury's	16%	-	-	100%	-	-	-	-	-	-	-
SPAR	-	-	-	-	-	-	-	-	-	-	-
Tesco	28%	-	-	-	-	100%	-	-	-	-	-
The Co-operative	1%	-	-	-	-	-	100%	-	-	-	-
Waitrose & Partners	5%	-	-	-	-	-	-	100%	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-	-	-
Other	1%	-	-	-	-	-	-	-	-	100%	-
Don't know	0%	-	-	-	-	-	-	-	-	-	100%

Content Team

Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	Previous main supermarket									
	Ocado	Premier Stores	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know

And to which supermarket have you now changed your MAIN food and grocery shop? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	8	1	111	-	187	7	38	-	8	1
Base: All GB Adults who changed their supermarket specifically because of the cost of living		695	8	1	112	-	194	7	35	-	7	2
Aldi	41%	24%	-	44%	-	52%	29%	21%	-	41%	-	-
Amazon Prime Pantry	1%	-	-	-	-	-	-	-	-	-	-	-
AmazonFresh	0%	-	-	-	-	-	19%	-	-	-	-	-
Asda	10%	13%	-	14%	-	11%	-	5%	-	-	-	-
Best-One	0%	-	-	-	-	-	-	-	-	-	-	-
Booths	1%	-	-	-	-	-	-	-	-	-	-	-
Budgens	-	-	-	-	-	-	-	-	-	-	-	-
Costco	0%	-	-	-	-	-	-	-	-	-	-	-
Costcutter	0%	-	-	-	-	-	-	-	-	-	-	-
Farmfoods	1%	-	-	-	-	2%	13%	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-	-	-
Iceland	3%	-	-	4%	-	1%	-	-	-	-	-	-
Lidl	24%	24%	-	27%	-	27%	-	11%	-	-	-	-
Londis	-	-	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	0%	-	-	-	-	-	-	-	-	-	-	-
Morrisons	3%	13%	-	3%	-	3%	-	15%	-	12%	100%	-
Nisa	-	-	-	-	-	-	-	-	-	-	-	-
Ocado	0%	-	-	1%	-	-	-	-	-	-	-	-
Premier Stores	-	-	-	-	-	-	-	-	-	-	-	-
Sainsbury's	4%	14%	-	-	-	3%	14%	25%	-	12%	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	Previous main supermarket									
		Ocado	Premier Stores	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know
SPAR	-	-	-	-	-	-	-	-	-	-	-
Tesco	6%	11%	100%	6%	-	-	13%	20%	-	-	-
The Co-operative	1%	-	-	1%	-	0%	-	-	-	-	-
Waitrose & Partners	-	-	-	-	-	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-	-	-
Other	3%	-	-	1%	-	1%	-	3%	-	35%	-
Don't know	2%	-	-	-	-	0%	13%	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	New main supermarket									
	Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter	Farmfoods

Since the beginning of 2022, have you changed which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living?

	Unweighted base	Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter	Farmfoods
	4217	272	4	2	64	2	3	-	1	1	8
Base: All GB Adults	4217	283	6	2	67	2	4	-	1	2	8
I have changed my main supermarket specifically because of the rising cost of living	16%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%
I have changed my main supermarket, but not specifically because of the rising cost of living	8%	-	-	-	-	-	-	-	-	-	-
I have not changed my main supermarket	69%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Not applicable - I don't do my main food and grocery shopping at a supermarket	4%	-	-	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	New main supermarket									
	Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter	Farmfoods

You have said that had to change which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living. In which ONE of the following supermarkets did you previously do your MAIN food and grocery shop before you had to change? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	272	4	2	64	2	3	-	1	1	8
Base: All GB Adults who changed their supermarket specifically because of the cost of living		695	283	6	2	67	2	4	-	1	2	8
Aldi	10%	-	19%	40%	22%	-	-	-	-	100%	-	22%
Amazon Prime Pantry	0%	-	-	-	-	50%	30%	-	-	-	-	-
Amazon Fresh	0%	-	-	-	-	-	-	-	-	-	-	-
Asda	16%	22%	37%	-	-	-	26%	-	-	-	-	-
Best-One	-	-	-	-	-	-	-	-	-	-	-	-
Booths	0%	-	-	-	-	50%	-	-	-	-	-	-
Budgens	0%	-	-	-	-	-	44%	-	-	-	-	-
Costco	-	-	-	-	-	-	-	-	-	-	-	-
Costcutter	-	-	-	-	-	-	-	-	-	-	-	-
Farmfoods	0%	0%	-	-	1%	-	-	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-	-	-
Iceland	1%	0%	44%	-	-	-	-	-	-	100%	-	-
Lidl	5%	4%	-	-	5%	-	-	-	-	-	-	10%
Londis	-	-	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	2%	1%	-	-	-	-	-	-	-	-	-	-
Morrisons	13%	13%	-	-	11%	-	-	-	-	-	-	13%

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	New main supermarket									
		Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter	Farmfoods
Nisa	-	-	-	-	-	-	-	-	-	-	-
Ocado	1%	1%	-	-	1%	-	-	-	-	-	-
Premier Stores	0%	-	-	-	-	-	-	-	-	-	-
Sainsbury's	16%	17%	-	-	23%	-	-	-	-	-	-
SPAR	-	-	-	-	-	-	-	-	-	-	-
Tesco	28%	36%	-	-	33%	-	-	-	-	-	43%
The Co-operative	1%	1%	-	60%	-	-	-	-	-	-	12%
Waitrose & Partners	5%	3%	-	-	3%	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-	-	-
Other	1%	1%	-	-	-	-	-	-	-	-	-
Don't know	0%	-	-	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	New main supermarket									
	Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter	Farmfoods

And to which supermarket have you now changed your MAIN food and grocery shop? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	272	4	2	64	2	3	-	1	1	8
Base: All GB Adults who changed their supermarket specifically because of the cost of living		695	283	6	2	67	2	4	-	1	2	8
Aldi	41%	100%	-	-	-	-	-	-	-	-	-	-
Amazon Prime Pantry	1%	-	100%	-	-	-	-	-	-	-	-	-
AmazonFresh	0%	-	-	100%	-	-	-	-	-	-	-	-
Asda	10%	-	-	-	100%	-	-	-	-	-	-	-
Best-One	0%	-	-	-	-	100%	-	-	-	-	-	-
Booths	1%	-	-	-	-	-	100%	-	-	-	-	-
Budgens	-	-	-	-	-	-	-	-	-	-	-	-
Costco	0%	-	-	-	-	-	-	-	100%	-	-	-
Costcutter	0%	-	-	-	-	-	-	-	-	100%	-	-
Farmfoods	1%	-	-	-	-	-	-	-	-	-	-	100%
Happy Shopper	-	-	-	-	-	-	-	-	-	-	-	-
Iceland	3%	-	-	-	-	-	-	-	-	-	-	-
Lidl	24%	-	-	-	-	-	-	-	-	-	-	-
Londis	-	-	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	0%	-	-	-	-	-	-	-	-	-	-	-
Morrisons	3%	-	-	-	-	-	-	-	-	-	-	-
Nisa	-	-	-	-	-	-	-	-	-	-	-	-
Ocado	0%	-	-	-	-	-	-	-	-	-	-	-
Premier Stores	-	-	-	-	-	-	-	-	-	-	-	-
Sainsbury's	4%	-	-	-	-	-	-	-	-	-	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	New main supermarket									
		Aldi	Amazon Prime Pantry	Amazon Fresh	Asda	Best-One	Booths	Budgens	Costco	Costcutter	Farmfoods
SPAR	-	-	-	-	-	-	-	-	-	-	-
Tesco	6%	-	-	-	-	-	-	-	-	-	-
The Co-operative	1%	-	-	-	-	-	-	-	-	-	-
Waitrose & Partners	-	-	-	-	-	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-	-	-
Other	3%	-	-	-	-	-	-	-	-	-	-
Don't know	2%	-	-	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	New main supermarket									
	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa	Ocado	Premier Stores

Since the beginning of 2022, have you changed which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living?

Unweighted base	4217	-	19	166	-	-	1	21	-	2	-
Base: All GB Adults	4217	-	18	168	-	-	1	22	-	2	-
I have changed my main supermarket specifically because of the rising cost of living	16%	-	100%	100%	-	-	100%	100%	-	100%	-
I have changed my main supermarket, but not specifically because of the rising cost of living	8%	-	-	-	-	-	-	-	-	-	-
I have not changed my main supermarket	69%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-	-	-
Not applicable - I don't do my main food and grocery shopping at a supermarket	4%	-	-	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	New main supermarket									
	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa	Ocado	Premier Stores

You have said that had to change which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living. In which ONE of the following supermarkets did you previously do your MAIN food and grocery shop before you had to change? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

Unweighted base	678	-	19	166	-	-	1	21	-	2	-
Base: All GB Adults who changed their supermarket specifically because of the cost of living	695	-	18	168	-	-	1	22	-	2	-
Aldi	10%	-	20%	14%	-	-	100%	4%	-	-	-
Amazon Prime Pantry	0%	-	-	-	-	-	-	-	-	-	-
AmazonFresh	0%	-	-	-	-	-	-	-	-	-	-
Asda	16%	-	20%	15%	-	-	-	4%	-	-	-
Best-One	-	-	-	-	-	-	-	-	-	-	-
Booths	0%	-	-	1%	-	-	-	-	-	-	-
Budgens	0%	-	-	-	-	-	-	-	-	-	-
Costco	-	-	-	-	-	-	-	-	-	-	-
Costcutter	-	-	-	-	-	-	-	-	-	-	-
Farmfoods	0%	-	-	-	-	-	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-	-
Iceland	1%	-	-	1%	-	-	-	-	-	-	-
Lidl	5%	-	-	-	-	-	-	7%	-	-	-
Londis	-	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	2%	-	6%	2%	-	-	-	4%	-	-	-
Morrisons	13%	-	17%	15%	-	-	-	-	-	50%	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	New main supermarket									
		Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa	Ocado	Premier Stores
Nisa	-	-	-	-	-	-	-	-	-	-	-
Ocado	1%	-	-	1%	-	-	-	4%	-	-	
Premier Stores	0%	-	-	-	-	-	-	-	-	-	
Sainsbury's	16%	-	26%	18%	-	-	-	16%	-	50%	
SPAR	-	-	-	-	-	-	-	-	-	-	
Tesco	28%	-	11%	31%	-	-	-	26%	-	-	
The Co-operative	1%	-	-	-	-	-	-	-	-	-	
Waitrose & Partners	5%	-	-	2%	-	-	-	23%	-	-	
Whole Foods	-	-	-	-	-	-	-	-	-	-	
Other	1%	-	-	-	-	-	-	4%	-	-	
Don't know	0%	-	-	-	-	-	-	7%	-	-	

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	New main supermarket									
	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa	Ocado	Premier Stores

And to which supermarket have you now changed your MAIN food and grocery shop? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa	Ocado	Premier Stores
	678	-	19	166	-	-	1	21	-	2	-
Base: All GB Adults who changed their supermarket specifically because of the cost of living	695	-	18	168	-	-	1	22	-	2	-
Aldi	41%	-	-	-	-	-	-	-	-	-	-
Amazon Prime Pantry	1%	-	-	-	-	-	-	-	-	-	-
AmazonFresh	0%	-	-	-	-	-	-	-	-	-	-
Asda	10%	-	-	-	-	-	-	-	-	-	-
Best-One	0%	-	-	-	-	-	-	-	-	-	-
Booths	1%	-	-	-	-	-	-	-	-	-	-
Budgens	-	-	-	-	-	-	-	-	-	-	-
Costco	0%	-	-	-	-	-	-	-	-	-	-
Costcutter	0%	-	-	-	-	-	-	-	-	-	-
Farmfoods	1%	-	-	-	-	-	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-	-
Iceland	3%	-	100%	-	-	-	-	-	-	-	-
Lidl	24%	-	-	100%	-	-	-	-	-	-	-
Londis	-	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	0%	-	-	-	-	-	100%	-	-	-	-
Morrisons	3%	-	-	-	-	-	-	100%	-	-	-
Nisa	-	-	-	-	-	-	-	-	-	-	-
Ocado	0%	-	-	-	-	-	-	-	-	100%	-
Premier Stores	-	-	-	-	-	-	-	-	-	-	-
Sainsbury's	4%	-	-	-	-	-	-	-	-	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	New main supermarket									
		Happy Shopper	Iceland	Lidl	Londis	Makro	Marks & Spencer	Morrisons	Nisa	Ocado	Premier Stores
SPAR	-	-	-	-	-	-	-	-	-	-	-
Tesco	6%	-	-	-	-	-	-	-	-	-	-
The Co-operative	1%	-	-	-	-	-	-	-	-	-	-
Waitrose & Partners	-	-	-	-	-	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-	-	-
Other	3%	-	-	-	-	-	-	-	-	-	-
Don't know	2%	-	-	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	New main supermarket							
	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know

Since the beginning of 2022, have you changed which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living?

	Unweighted base	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know
	4217	29	-	42	4	-	-	24	13
Base: All GB Adults	4217	27	-	42	3	-	-	24	13
I have changed my main supermarket specifically because of the rising cost of living	16%	100%	-	100%	100%	-	-	100%	100%
I have changed my main supermarket, but not specifically because of the rising cost of living	8%	-	-	-	-	-	-	-	-
I have not changed my main supermarket	69%	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	-
Not applicable - I don't do my main food and grocery shopping at a supermarket	4%	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	New main supermarket							
	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know

You have said that had to change which supermarket you do your MAIN food and grocery shop at specifically because of the rising cost of living. In which ONE of the following supermarkets did you previously do your MAIN food and grocery shop before you had to change? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	29	-	42	4	-	-	24	13
Base: All GB Adults who changed their supermarket specifically because of the cost of living		695	27	-	42	3	-	-	24	13
Aldi	10%	-	-	13%	-	-	-	-	20%	47%
Amazon Prime Pantry	0%	-	-	-	-	-	-	-	-	-
AmazonFresh	0%	-	-	2%	-	-	-	-	-	-
Asda	16%	19%	-	12%	-	-	-	-	17%	-
Best-One	-	-	-	-	-	-	-	-	-	-
Booths	0%	-	-	3%	-	-	-	-	-	-
Budgens	0%	-	-	-	-	-	-	-	-	-
Costco	-	-	-	-	-	-	-	-	-	-
Costcutter	-	-	-	-	-	-	-	-	-	-
Farmfoods	0%	-	-	-	-	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-
Iceland	1%	-	-	-	25%	-	-	-	11%	-
Lidl	5%	7%	-	10%	-	-	-	-	19%	26%
Londis	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	2%	4%	-	2%	23%	-	-	-	-	7%
Morrisons	13%	9%	-	17%	-	-	-	-	8%	7%

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	Total	New main supermarket							
		Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know
Nisa	-	-	-	-	-	-	-	-	-
Ocado	1%	4%	-	2%	-	-	-	-	-
Premier Stores	0%	-	-	3%	-	-	-	-	-
Sainsbury's	16%	-	-	16%	25%	-	-	4%	-
SPAR	-	-	-	-	-	-	-	-	-
Tesco	28%	18%	-	-	27%	-	-	5%	6%
The Co-operative	1%	4%	-	2%	-	-	-	-	7%
Waitrose & Partners	5%	33%	-	17%	-	-	-	4%	-
Whole Foods	-	-	-	-	-	-	-	-	-
Other	1%	3%	-	-	-	-	-	11%	-
Don't know	0%	-	-	-	-	-	-	-	-

Content Team Supermarket Switch

GB18 Sample: 1st - 8th September 2022



Total	New main supermarket							
	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know

And to which supermarket have you now changed your MAIN food and grocery shop? (If you are not responsible for your household's grocery shopping, please indicate the supermarket used by the person who is.)

	Unweighted base	678	29	-	42	4	-	-	24	13
Base: All GB Adults who changed their supermarket specifically because of the cost of living		695	27	-	42	3	-	-	24	13
Aldi	41%	-	-	-	-	-	-	-	-	-
Amazon Prime Pantry	1%	-	-	-	-	-	-	-	-	-
AmazonFresh	0%	-	-	-	-	-	-	-	-	-
Asda	10%	-	-	-	-	-	-	-	-	-
Best-One	0%	-	-	-	-	-	-	-	-	-
Booths	1%	-	-	-	-	-	-	-	-	-
Budgens	-	-	-	-	-	-	-	-	-	-
Costco	0%	-	-	-	-	-	-	-	-	-
Costcutter	0%	-	-	-	-	-	-	-	-	-
Farmfoods	1%	-	-	-	-	-	-	-	-	-
Happy Shopper	-	-	-	-	-	-	-	-	-	-
Iceland	3%	-	-	-	-	-	-	-	-	-
Lidl	24%	-	-	-	-	-	-	-	-	-
Londis	-	-	-	-	-	-	-	-	-	-
Makro	-	-	-	-	-	-	-	-	-	-
Marks & Spencer	0%	-	-	-	-	-	-	-	-	-
Morrisons	3%	-	-	-	-	-	-	-	-	-
Nisa	-	-	-	-	-	-	-	-	-	-
Ocado	0%	-	-	-	-	-	-	-	-	-
Premier Stores	-	-	-	-	-	-	-	-	-	-
Sainsbury's	4%	100%	-	-	-	-	-	-	-	-

Content Team
Supermarket Switch

GB18 Sample: 1st - 8th September 2022



	New main supermarket								
	Total	Sainsbury's	SPAR	Tesco	The Co-operative	Waitrose & Partners	Whole Foods	Other	Don't know
SPAR	-	-	-	-	-	-	-	-	-
Tesco	6%	-	-	100%	-	-	-	-	-
The Co-operative	1%	-	-	-	100%	-	-	-	-
Waitrose & Partners	-	-	-	-	-	-	-	-	-
Whole Foods	-	-	-	-	-	-	-	-	-
Other	3%	-	-	-	-	-	-	100%	-
Don't know	2%	-	-	-	-	-	-	-	100%