



Supermarket Grazing Survey Data

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TNS Omnibus survey to a representative sample of 1050 GB adults aged 16-64, conducted online 24th-28th September 2009. Quotas were applied during data collection to reflect the GB 16-64 population. Weights were applied to the survey data to reflect the 16-64 GB population. Bases shown are unweighted.

Have you ever sneakily eaten something in a shop that was not a tester or on free trial to help you decide whether you wanted to buy it?

<i>All Respondents</i>	TOTAL GB 1050 %	16-24 174 %	25-34 243 %	35-44 236 %	45-54 226 %	55-64 171 %
Yes	21	33	22	18	18	14
No	79	67	78	82	82	86

Have you ever sneakily eaten something in a shop that was not a tester or on free trial to help you decide whether you wanted to buy it?

<i>All Respondents</i>	TOTAL GB 1050 %	Scot 112 %	NE/YH 164 %	NW 129 %	Mids 191 %	SE/EA 232 %	Lond 101 %	West 121 %
Yes	21	28	14	20	21	23	22	19
No	79	72	86	80	79	77	78	81

Would you consider trying a food product (not a tester or on free trial) before buying it as theft?

<i>All trying non-tester food</i>	TOTAL GB 213 %
Yes	47
No	54

Note – adds to 101% due to data ‘rounding’

Shoppers should be allowed to consume packaged goods in store if they present the empty wrapper at the checkout

<i>All Respondents</i>	TOTAL GB 1050 %	16-24 174 %	25-34 243 %	35-44 236 %	45-54 226 %	55-64 171 %
Agree	52	58	61	51	47	43
Disagree	48	42	39	49	53	57

Shoppers should be allowed to handle fruit and vegetables before buying

<i>All Respondents</i>	TOTAL GB 1050 %
Agree	78
Disagree	22

Shoppers should be allowed to handle fresh unwrapped produce such as bread before buying

<i>All Respondents</i>	TOTAL GB 1050 %
Agree	19
Disagree	81