

# Groceries Survey Jersey & Guernsey research

Channel Islands Competition &  
Regulatory Authority (CICRA)

July 2013

---

## CICRA - Channel Islands' Research

### Groceries Survey 2013

#### Background

The Channel Islands Competition and Regulatory Authorities (CICRA) wished to ascertain how often Jersey and Guernsey households shop for groceries, which stores are used, and the extent to which quality, price and services determine where and how households shop.

#### Methodology

The survey was undertaken independently by Island Analysis over a period of just under five weeks from the end of May 2013 until 1 July 2013.

Once the survey questions were agreed upon, completion was carried out online but there were a number of households which requested hard copy questionnaires which were duly supplied.

Overall, 1656 households accessed the survey and a total of 1,240 completed responses were received with a further 416 uncompleted responses obtained. Taking the Jersey and Guernsey household population as a whole (approximately 60,000), completed responses represent a margin of error of +/- 2.7%.

In terms of completed responses only by island, there were 756 received from Jersey (margin of error of +/-3.5%) and 484 from Guernsey (margin of error +/-4.4%). A further 231 incomplete/invalid responses were received from Jersey and 185 from Guernsey. Incomplete/invalid responses were due to the respondent not having enough time and not returning to the survey at a later date, realising that the survey was not relevant to them as they were not a Jersey/Guernsey resident (Facebook link was open to public), respondent didn't want to complete survey or they didn't 'submit' the survey.

*(NB. Example - Margin of error of +/-4% means that if say: 64% of the sample selected an answer, then you can be sure that if everyone (i.e. all households) were to answer the question, then between 60% and 68% would have selected that answer.)*

For the purposes of the findings, only completed surveys have been analysed.

One of the important elements of the survey was to obtain general comments on the Grocery Sector in the Channel Islands. No editing of these comments was made apart from the removal of any swear words or the names of any individuals.

---

## Summary Conclusions

- The public response to the CICRA groceries survey was extremely good indeed and many households took a lot of time and were willing to ensure that their views and opinions were properly recorded.
- There were a number of comments in both islands that referred to the desirability of a Tesco or Asda or a deep discounter such as Netto, Aldi and Lidl.
- Apart from the GST issues in Jersey (which was an area of concern), there was remarkable response consistency and similarities between the islands.
- The household profile of respondents as compared with the population as a whole was good in both islands. Predictably, the majority of respondents in both islands were female members of the household.
- Frequency of grocery shopping was very similar in both islands.
- While there are indications that the 'traditional' weekly household grocery shop may be declining, the survey revealed that there were still two out of three households carrying out a main weekly shop, primarily at the Co-op and Waitrose.
- Price was the main driving force in both islands (but more so in Jersey) in determining which store to use for the weekly main shop.
- Average weekly spend on grocery shopping was the same in both islands.
- Of the one in three households which did not carry out a weekly main shop, shopping around was the main driver both in terms of price (primarily in Jersey) and freshness/quality of products (primarily in Guernsey).
- Of those households which had experience of grocery shopping in the UK, the overwhelming majority were of the opinion that grocery prices in the UK were cheaper than in both Jersey and Guernsey.
- Two out of five households were of the opinion that fresh produce available in UK stores was better than in either Jersey or Guernsey stores. However, households in both islands were generally satisfied with both the freshness of locally generated and non-locally generated produce available in island stores.
- The overwhelming majority of households in both islands were satisfied or very satisfied with the current opening times of local supermarkets (87% in Jersey and 89% in Guernsey).
- Just over half of Jersey respondents and just under half of Guernsey respondents indicated that they were likely or very likely to shop online for groceries if such a facility was available. Seven out of ten of these respondents stated that they would order all groceries online including fresh produce and refrigerated items. In addition, nearly all indicated that they would want the goods delivered to their home.
- In addition to those that would be likely or very likely to shop online, a further one in six in each island stated that they would think about using online shopping if it was available.
- While the overwhelming majority of households in both islands took advantage of special offers available in local supermarkets, one in three 'did not find it easy' or found it 'not easy at all' to understand these offers and deals.
- There was a wide range of individual comments received on the grocery sectors in both islands. These comments generally reflected the quantitative findings but were personalised both in terms of depth of feeling about certain issues and individual shopping experiences.

## Findings

### Respondents' Profile

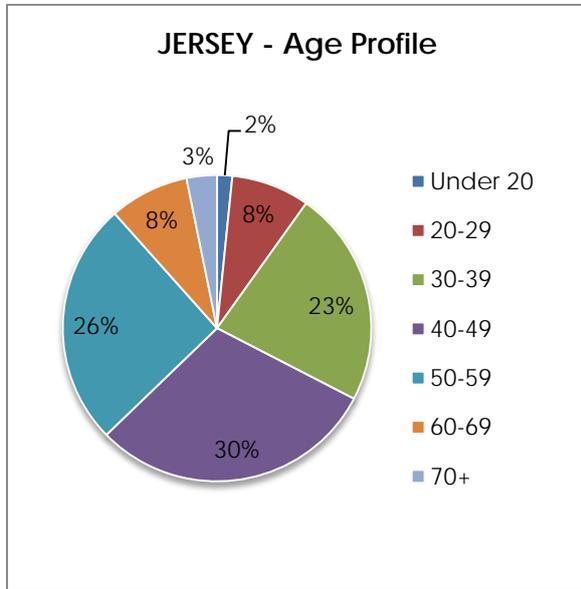


Figure 1

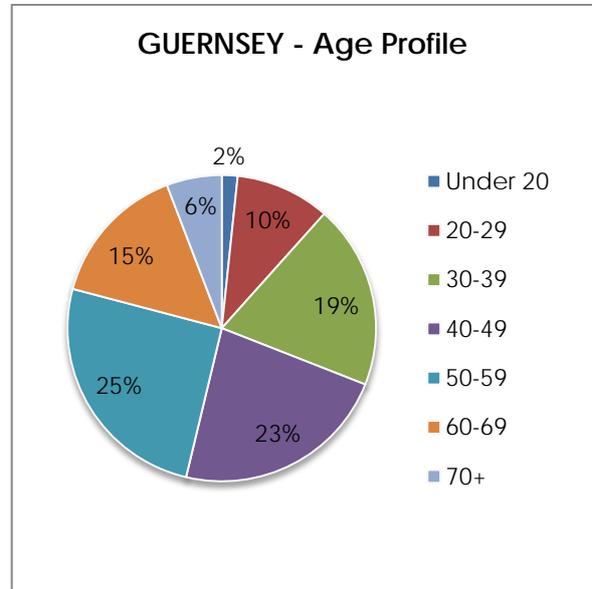


Figure 2

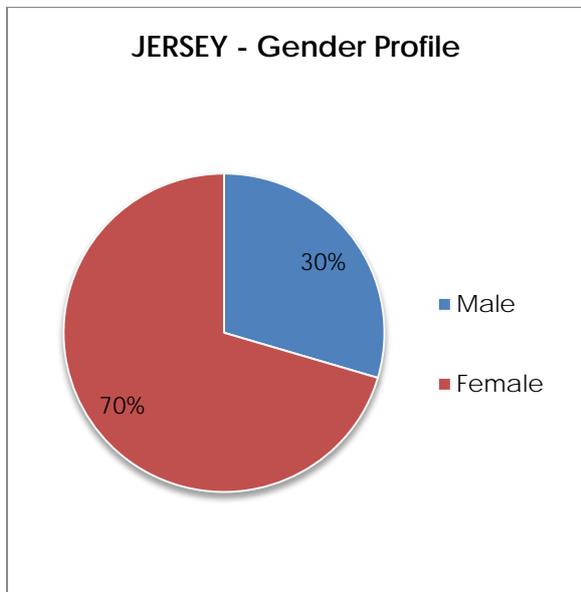


Figure 3

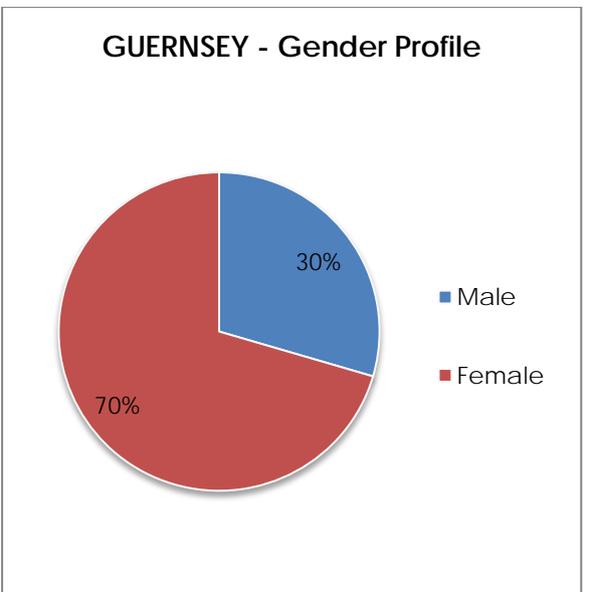


Figure 4

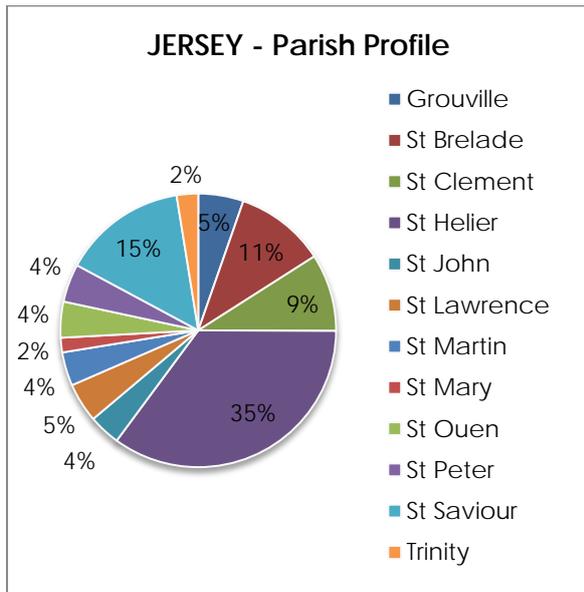


Figure 5

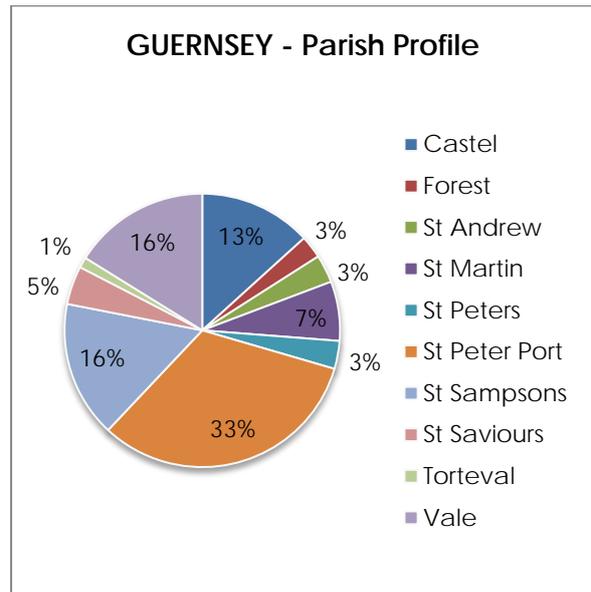


Figure 6

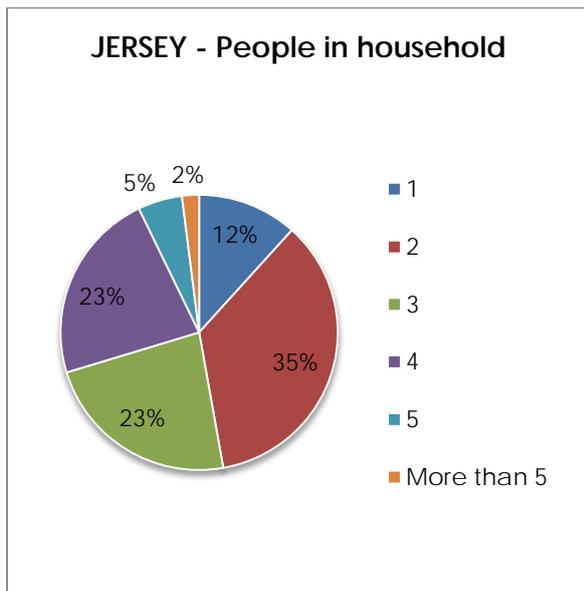


Figure 7

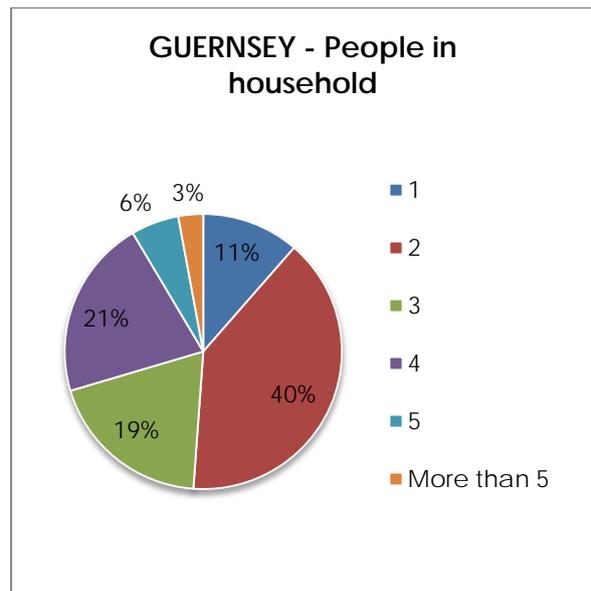


Figure 8

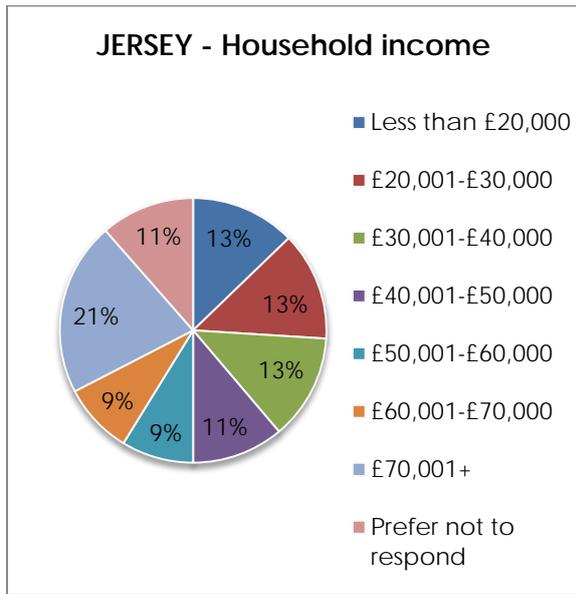


Figure 9

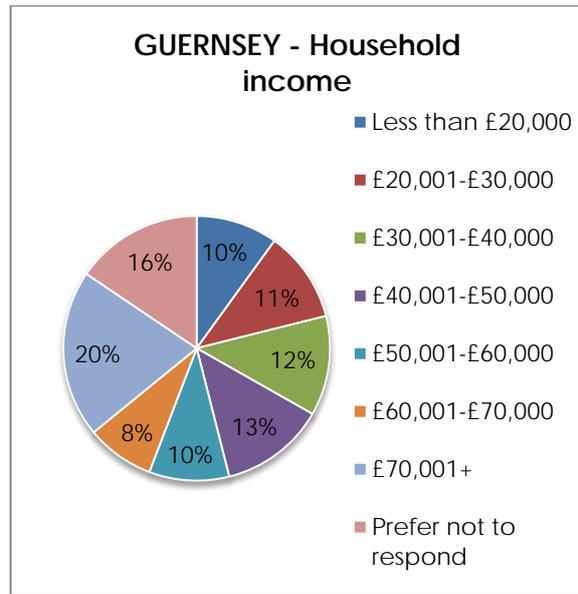


Figure 10

### Grocery Shopping Location & Frequency

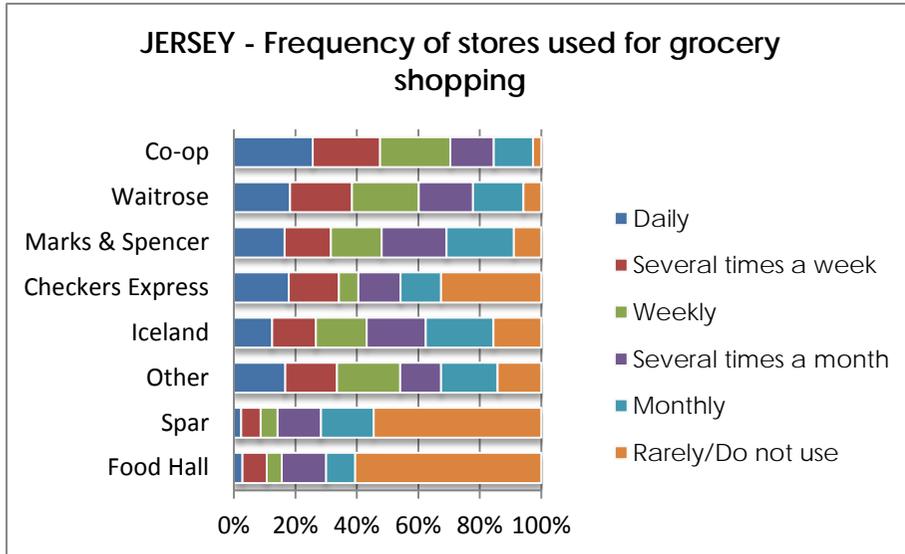


Figure 11

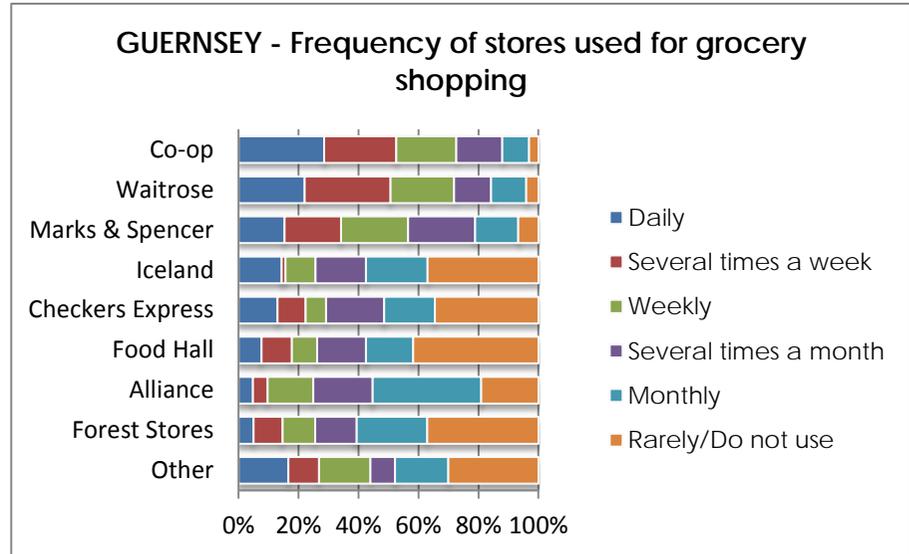


Figure 12

#### JERSEY – Raw Data (%)

%	Daily	Several times a week	Weekly	Several times a month	Monthly	Rarely/Do not use
Co-op	35	30	31	19	17	4
Waitrose	21	24	25	21	19	7
M&S	17	16	17	22	23	9
Checkers	11	10	4	8	8	20
Iceland	10	12	14	16	18	13
Other	4	4	5	3	4	3
Spar	1	3	2	6	7	23
Food Hall	1	3	2	5	3	22

**JERSEY - 'Other' broken down as follows:**

- Farm shops x20
- Market x12
- Valley Foods x10
- Other stores x9
- Benests x8
- Corner shops x6
- Organic shops x5
- Online x4
- Lucas Bros x3
- Butcher x2
- Unspecified x2

**GUERNSEY – Raw Data (%)**

<b>%</b>	<i>Daily</i>	<i>Several times a week</i>	<i>Weekly</i>	<i>Several times a month</i>	<i>Monthly</i>	<i>Rarely/Do not use</i>
<b>Co-op</b>	36	30	25	19	11	4
<b>Waitrose</b>	26	33	25	14	14	5
<b>M&amp;S</b>	15	18	22	22	14	7
<b>Iceland</b>	7	1	5	8	10	18
<b>Checkers</b>	6	5	3	9	8	17
<b>Food Hall</b>	3	4	3	7	6	17
<b>Alliance</b>	3	3	10	13	24	13
<b>Forest Stores</b>	2	5	5	6	11	17
<b>Other</b>	2	1	2	1	2	3

**GUERNSEY - 'Other' broken down as follows:**

- Corner shops and other small stores x9
- Market x4
- Garages x2
- The Cook Shop x2
- Hedge Veg x2
- Online or off island x2
- Unspecified x1

Main Weekly Shop (Two out of Three Households)

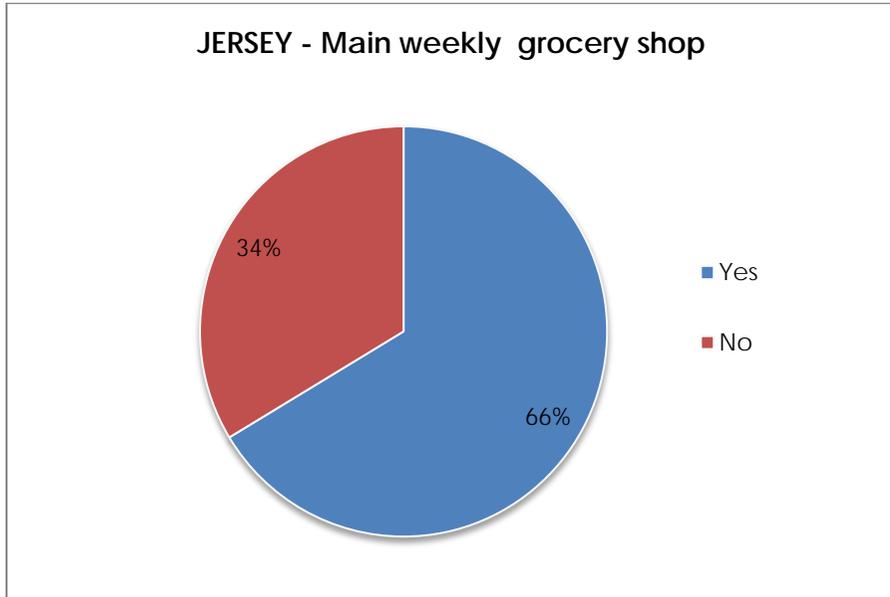


Figure 13

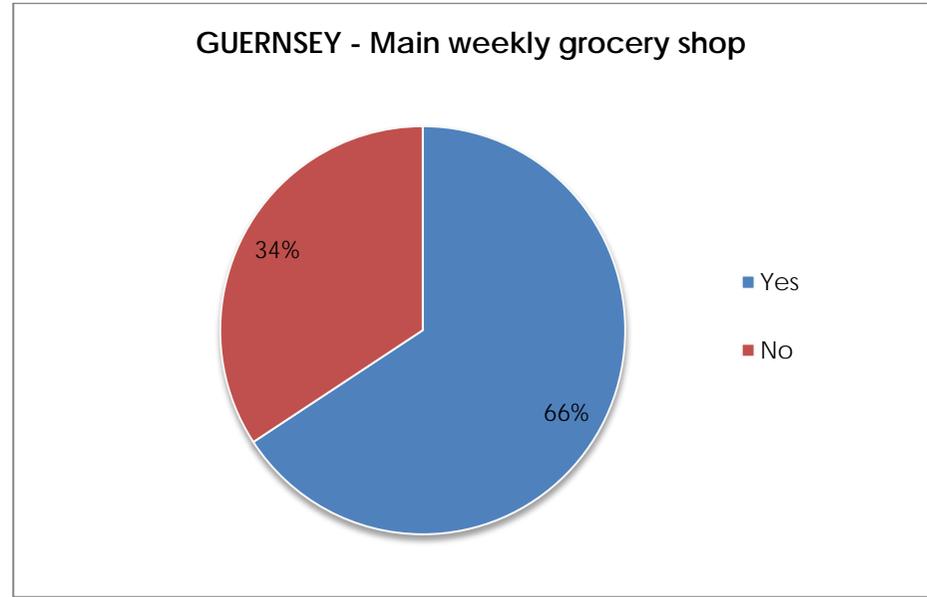


Figure 14

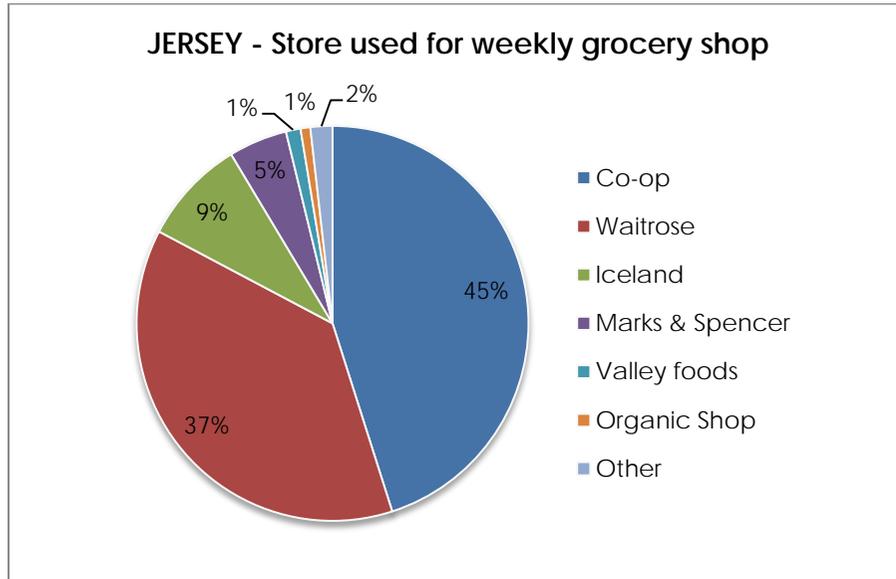


Figure 15

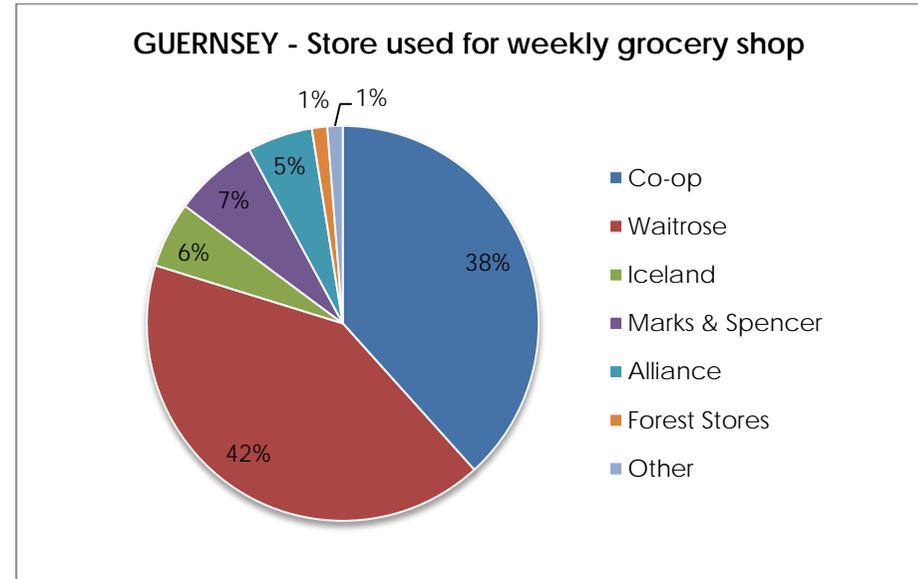


Figure 16

**'Other' Unedited Answers - JERSEY**

- 50/50 Co-op & Waitrose
- Waitrose and Co-op
- Co-op OR Waitrose
- Co-op & Iceland
- M&S sometimes
- Co-op/Waitrose/M&S/veg farm shop, St Ouen/Iceland
- Use several; M&S, Co-op & Iceland for best value for money

- Gorey Fruit and Veg
- Holmegrown

**'Other' Unedited Answers - GUERNSEY**

- Between M&S, Iceland & Co-Op - cheapest in each
- Waitrose, M&S & Co-op, though most shopping done in Waitrose
- Either Alliance, Waitrose or Forest Stores. Try to treat all equally.
- Iceland and Waitrose

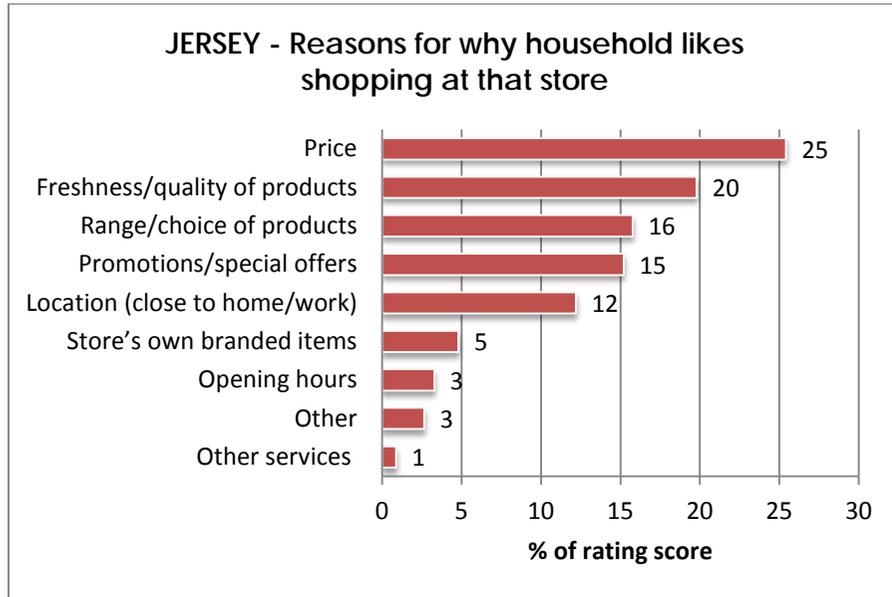


Figure 17

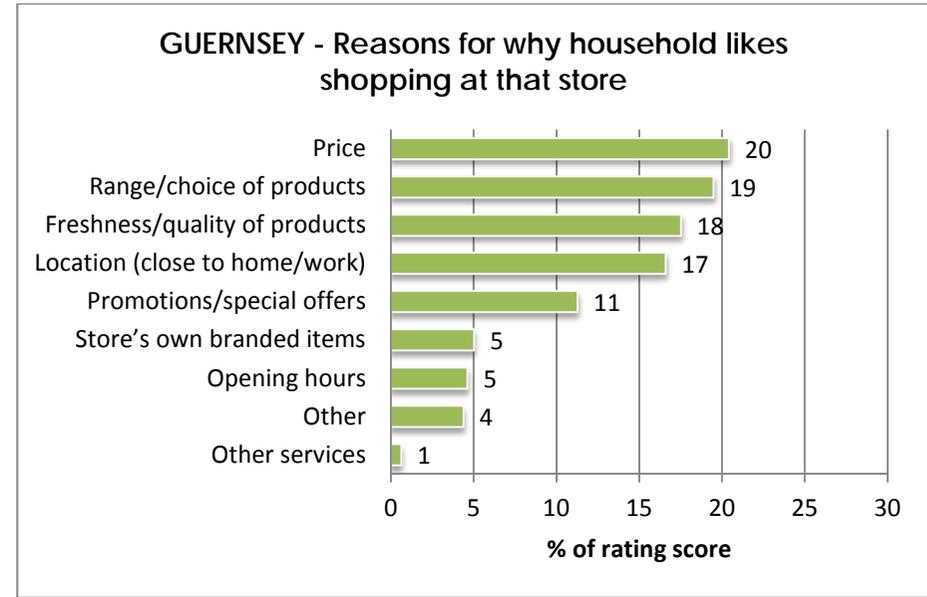


Figure 18

Households not undertaking Main Weekly Shop (One out of Three Households)

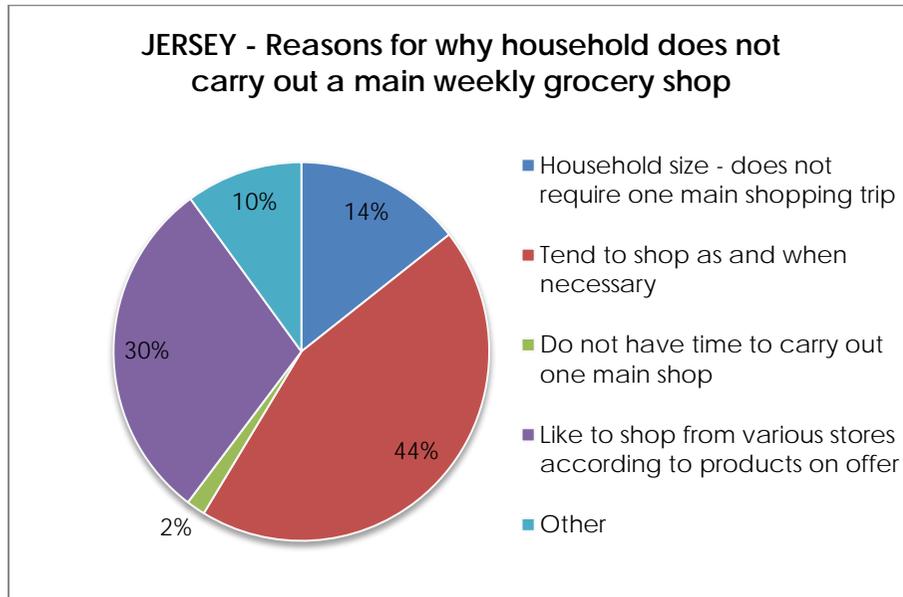


Figure 19

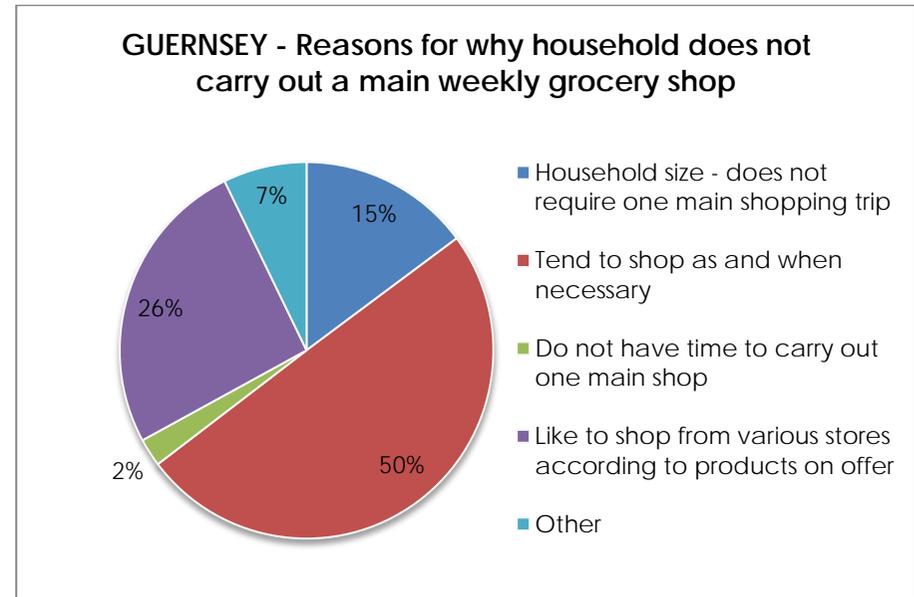


Figure 20

**'OTHER' Unedited Answers - JERSEY**

- Disorganised! Big shops regularly and several smaller visits!
- Do a large monthly shop
- Do not drive - small shopping only
- Find there is more waste if a weekly shop is done
- Food allergies mean I have to shop at several diff shops. Wish I could get online or from 1 shop.
- Fresh fruit/veg/meat does not last more than a day or 2
- I can't afford a car so limited by how much I can carry
- I do a big shop once a month

- 
- I go to cafe it's cheaper than to shop.
  - Like to buy daily to avoid waste
  - Like to compare prices in different stores
  - Little storage space in kitchen
  - Living alone dates tend to go off
  - Main monthly shop
  - Main monthly with valley then fruit n veg and other bits mainly from M&S/Co-op through the week
  - No car, unable to carry multiple bags
  - One big monthly shop, then as needed
  - Shop online
  - To get veg fresh
  - Try and do one big shop every month and top up every week
  - We do a monthly main shop
  - Buy fresh daily
  - Depend on what we fancy for dinner
  - Disability forces quick visits and light loads
  - Don't have the money too expensive so we make do
  - Eat fresh veg
  - Monthly big shop on line from valley foods
  - Monthly shop
  - No car
  - Online Valley Foods
  - Purchase of fresh produce
  - Roadside veg stalls
  - Shop monthly when paid
  - Trying to avoid food wastage
  - We do monthly shop with weekly top up for fruit/veg
  - Household use's fresh fruit and veg from farm shops, meat from butchers, bulk (toilet roll/cleaning) from Amazon and use supermarkets for crisps/chocolate etc.

---

**'OTHER' Unedited Answers - GUERNSEY**

- 2 main weekly shopping trips. Half in Waitrose half in Co-op.
- Best before dates are normally only a day or two after purchase
- Buy as fresh as possible
- Do not have car and can only carry so much in rucksack or on bicycle
- Don't have a car
- Farmers Markets
- I don't drive
- My husband works next door to alliance and likes a break from the office and this is his excuse
- Prefer fresh as possible and local produce
- Sell by date on foods, quality of fresh produce
- Stores haven't always got what is wanted, especially in fresh fruit and veg
- Tend to only shop for how much I can carry as don't usually use a car when shopping
- Use a shopping trolley and walk to the Co-op
- Vegetables done last a week
- Find it more expensive and more waste
- Not that organised
- Shop monthly
- We eat a lot of fresh vegetables, which are perishable and wouldn't last from one weekly shop to the next



Figure 21

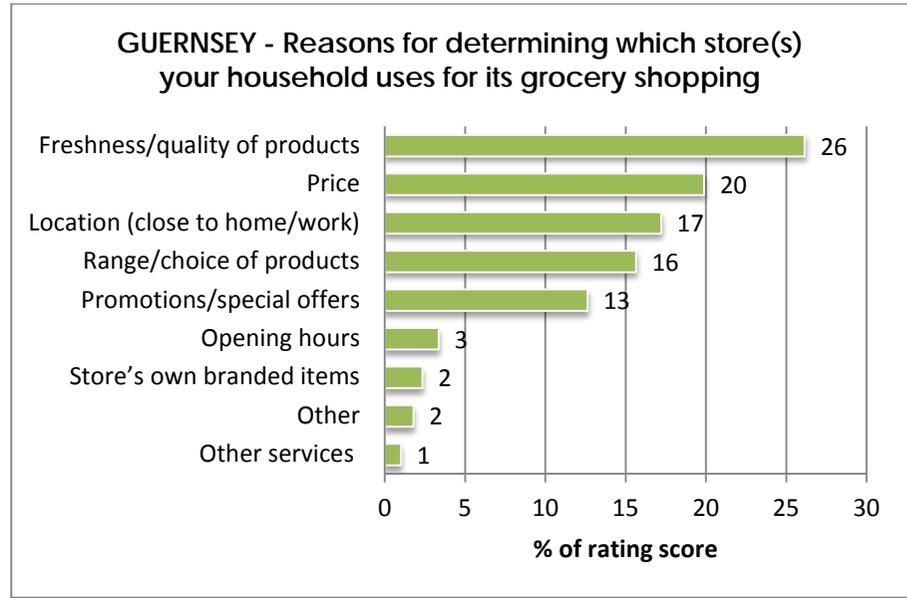


Figure 22

**'OTHER' Answers - JERSEY**

- Dividend from Co-op
- Dividend on products
- Food allergy range available.
- Free delivery
- Friendly staff
- Habit
- Main shop is in the Co-op because of the double dividend received
- Need quick and easy size/parking/queues
- Online, due to great prices, Postage, VAT and GST Free
- Parking

- 
- Space, friendly staff
  - Tend to shop at coop for divvies but produce and range is pretty poor.
  - Whether the store has an ethical policy I approve of.
  - Availability of fresh organic preferably local produce
  - Can order any time online and they deliver free to your door
  - Lift to Waitrose
  - Organic produce & products
  - Price

#### **'OTHER' Answers - GUERNSEY**

- Co-Op Dividend
- Co-Op Dividend Scheme
- Double-Divi
- I prefer to support local shops (i.e. Gsy) and local produce
- Like Fruit & Veg to taste like they should and NOT GM full of toxins and growth hormones
- Likelihood of having local produce in store
- Local independent store
- Looking for fresh local produce
- Sells fresh Guernsey produce
- Service at Forest Stores
- Support local
- Carries specialised products
- Looking for wheat free products
- Organisation's ethical stance

### Groceries - Average Weekly Spend

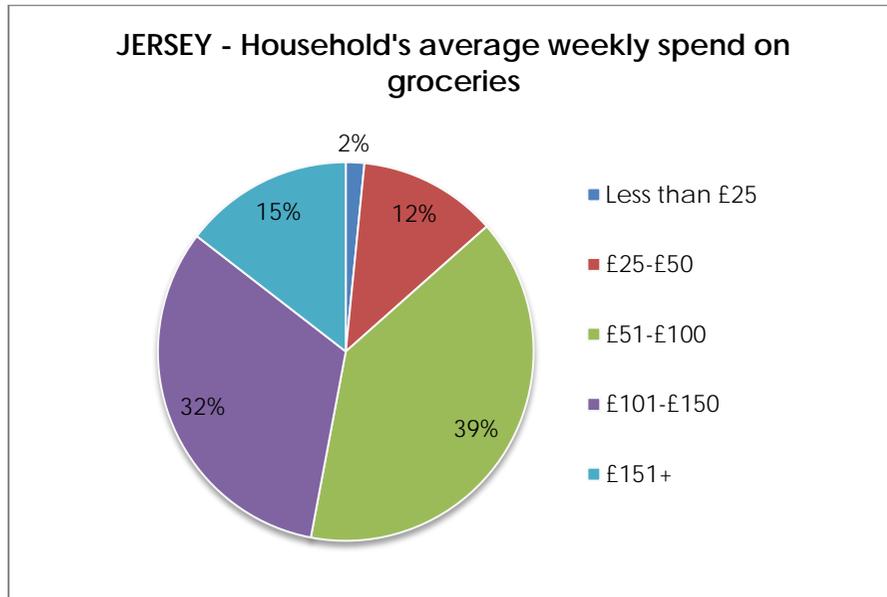


Figure 23

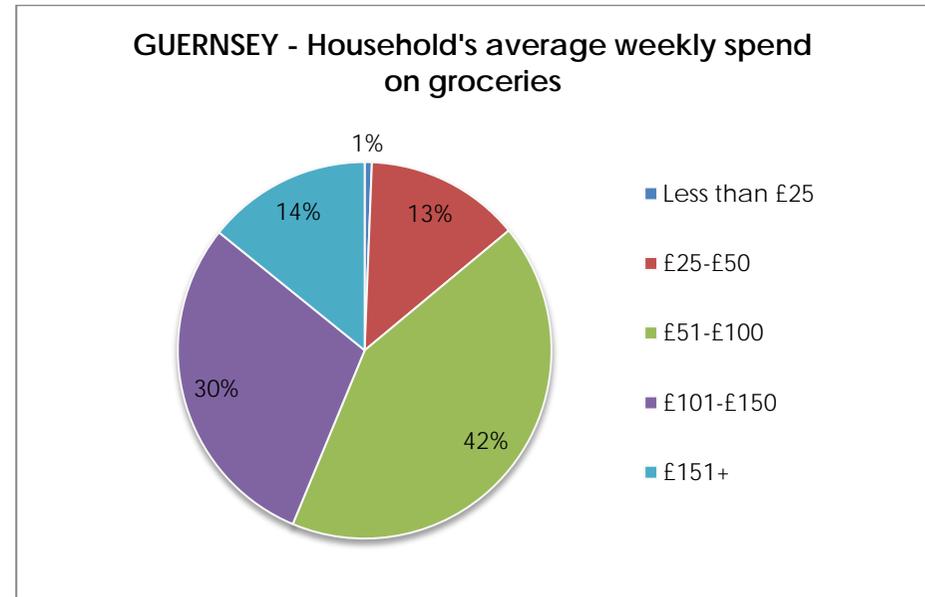


Figure 24

### Grocery Comparisons with UK

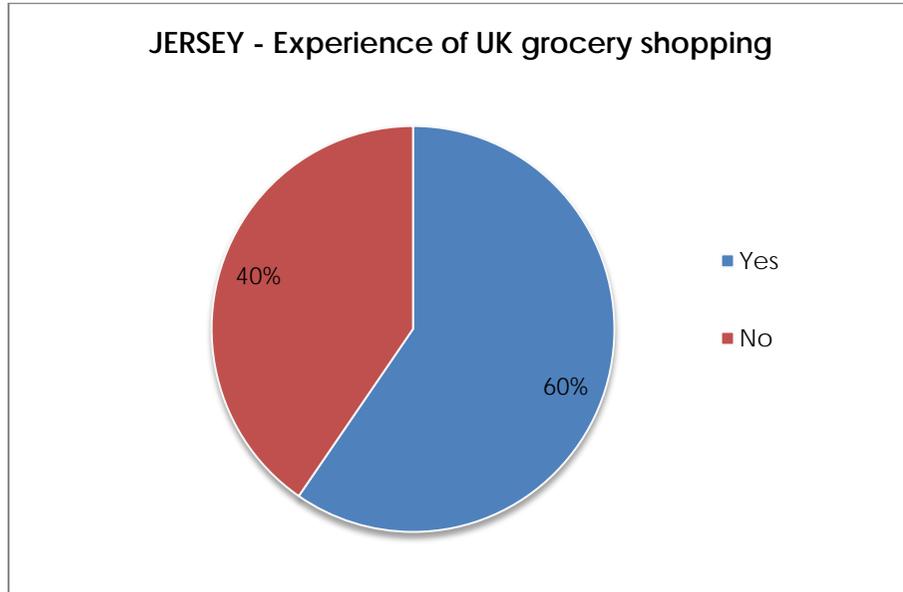


Figure 25

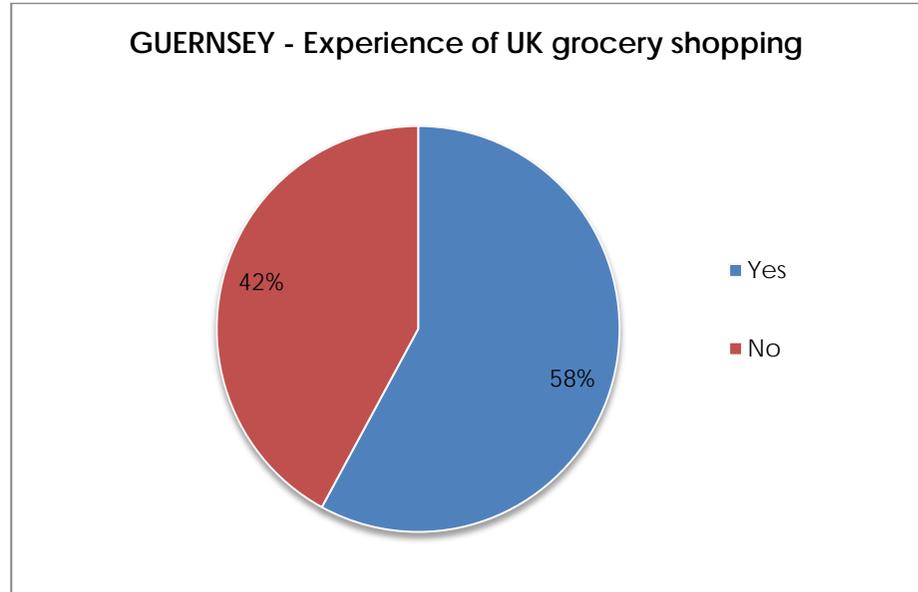


Figure 26



Figure 27

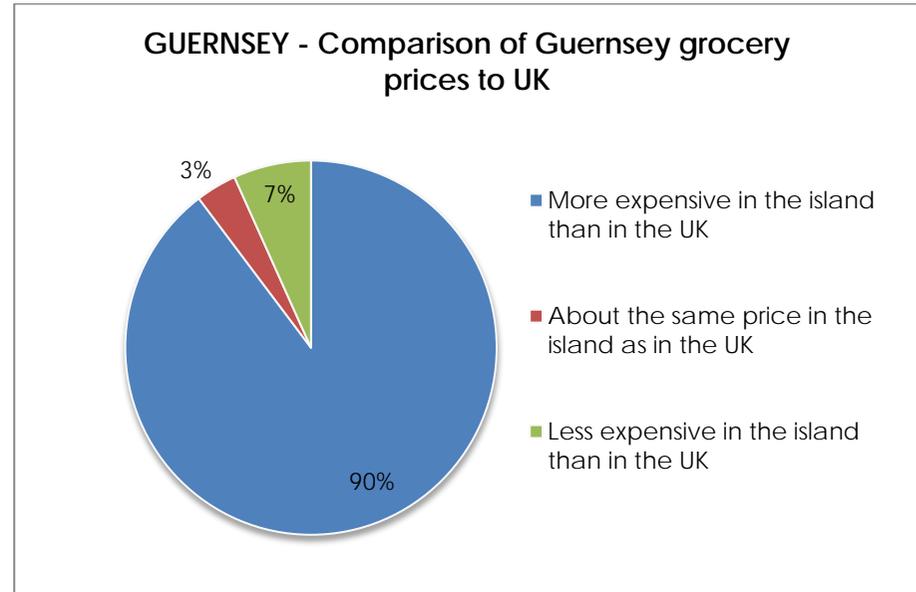


Figure 28



Figure 29

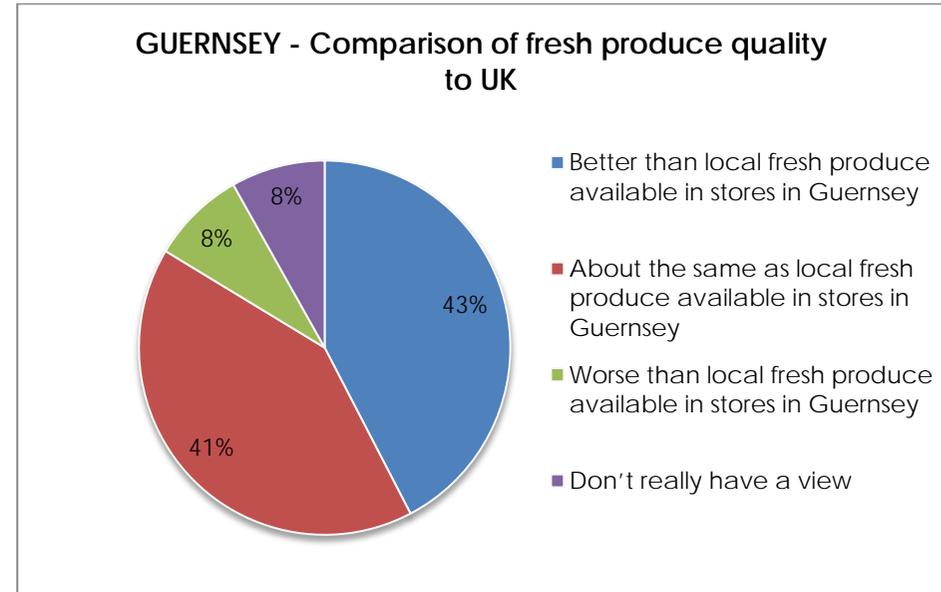


Figure 30

Quality/Freshness of Island Generated Produce

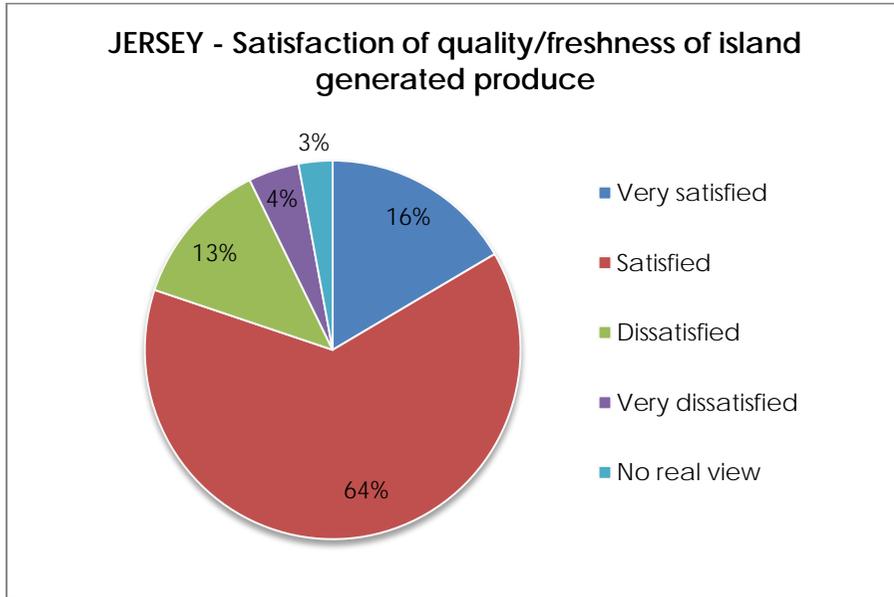


Figure 31

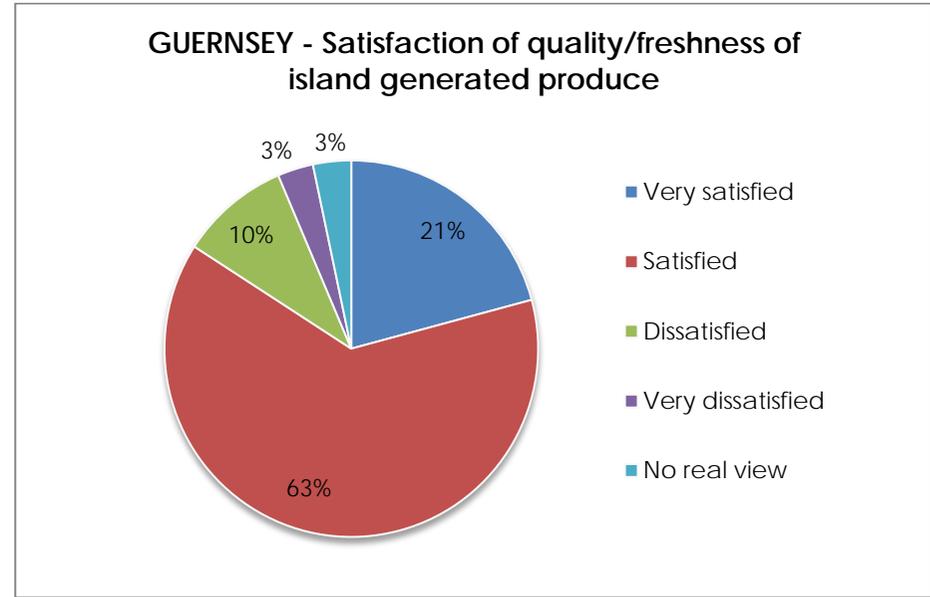


Figure 32

**JERSEY - If answered 'dissatisfied' or 'very dissatisfied', unedited responses given and to sourcing elsewhere were as follows:**

- Apart from local producers products from overseas are sub standard
- Bread is never fresh
- Co-op is terrible for fresh produce, M&S much better
- Co-op
- Co-op fruit and veg poor quality and meat and chicken full of water!
- Coop fruit and veg
- Coop veg goes off quickly

- 
- Do not last as long as other sources
  - Expensive
  - Farm outlets
  - Farm shops
  - Farm shops are better ,but easier to shop in supermarket and buy everything in one go
  - Farm shops are fresher
  - Farm shops for veggies and meat
  - Freshness and shelf life is very poor.
  - Fruit Tends to go off very quickly
  - Fruit always mouldy in Iceland and often off in co-op. I buy fruit elsewhere
  - Fruit and veg are sometimes not very fresh and goes off very quickly
  - Fruit and veg doesn't last and usually mouldy on the shelves ESP in coop
  - Fruit and veg go off far too quick Lucas at la haul slip is better
  - Fruit and veg goes bad after a day
  - Fruit and veg in Co-op very poor quality
  - Fruit and veg only last 1 or 2 days before starting to rot
  - Fruit and veg practically decays on the way home from shop!
  - Fruit is never as fresh and goes off very quickly
  - Fruit, veg, bread and milk goes off very quickly in UK it lasts. A lot longer
  - George Town
  - Hard to find veg that lasts for more than a couple of days on fridge. V short shelf life
  - I tend to but veg from m and s as it is fresher although not local
  - In the supermarket it's often going soft and mouldy I sometimes buy at farm shops
  - Island produce is almost always second rate
  - It doesn't last
  - Items never fresh or stay fresh. hedge veg better when possible
  - It's mostly not "alive"
  - Jersey Royals are poor quality, Co-op and Waitrose
  - Jersey potatoes are always bad buy from M&S
  - Jersey vegetables could be much fresher, Waitrose
  - Lack of availability and quality
  - Limited selection available.
  - Local bread always stale across all stores

- 
- Local produce does not last as long
  - Local producers don't care about they produce, shop at Waitrose they have the best fruit and veg
  - Most fruit is refrigerated and is hard when purchased but rots easily
  - Not always fresh, local farm shop.
  - Not fresh
  - Onions have been particularly poor of late
  - On Internet
  - Poor quality marks
  - Poor quality and if good quality it's then to expensive
  - Poor quality, 'produce' isn't the freshest, milk is extortionate
  - Potatoes seem to have rats teeth marks.
  - Price
  - Produce is often on way out
  - Products are often bruised and going off. Only way to get fresh veg is to use farm shops
  - Quality and taste are extremely low, especially things like vegetables
  - Quality isn't great and very pricey
  - Seen better fresh products in market
  - Sell by dates too short
  - Shelf life of local vegetables is appalling
  - Such a tiny selection and the price is so high compared to a standard quality.
  - They don't seem to bring food forward when putting out the fresh produce
  - Too expensive
  - Veg often is inedible within a few days of purchase. Buy stores brand.
  - Vegetables and Fruit never fresh, have to go to several shops for these each week.
  - Vegetables in particular can be poor quality
  - Very poor meat
  - All
  - Co-op veg is always a bit sad. There is better veg around but it's too expensive.
  - Cost
  - Farm shop or stall
  - Fresh vegetables and fruit in the co-op Grande Marche and St. Peter is appalling
  - Fruit & veg not fresh
  - Fruit is bad, dairy is ok, meat is expensive & poor quality, fish is expensive

- 
- Fruit very bad at Iceland and coop
  - Fruit/veg. have no shelf life, recently returned Jersey tomatoes in date but rotten
  - Home grown as far as possible
  - If u want fresh fruit and veg u need to go to M&S and pay more
  - Never fresh
  - No taste and overprice
  - Nowhere as good price/quality in jersey
  - Often fruit gone off in Iceland and Co-op
  - Overpriced / low grade
  - Overpriced and poor quality, prefer imported produce.
  - Poor quality
  - Poor quality and high price
  - Poor quality fruit & veg
  - Poor quality meat so we buy it from a butcher or Holmegrown
  - Poor quality often and limited choice
  - Poor quality, goes off very quickly
  - Quality price and presentation - shop at M&S and Waitrose
  - Roadside
  - Shouldn't be refrigerated - market veg much better
  - Veg is cheaper and better at road side
  - Waitrose is fresher but not as close
  - Waitrose veg is better price and often quality
  - In the coop it is kept too cold and so it goes off very quickly hence why i go to Waitrose and end up paying more
  - Veg have quite often a "tired" look at Iceland so I go to the Co-Op for Fresh items or Home Grown
  - Co-op veg/fruit very poor. Iceland ok frozen but not fresh/ MS good but v/pricy. Waitrose is pricy'.
  - Quality is not really there and prices are unrealistic you can buy Jersey Milk and Jersey Royals cheaper in the U.K.??????????
  - Generally the quality and freshness is less than comparative products in the UK. I try to buy organic and find the quality inferior and the price higher than the same products in UK.
  - The freshness of most fruit, veg and meat from Coop is never fresh. I have to go to Holmegrown for these items.
  - Milk is fantastic. Meat is good but expensive. New potatoes shouldn't be bought from anywhere else! But, all other vegetables/fruit tend to spoil.
  - Co-op fruit & veg is not very fresh, you have to go to M&S for fresher items but then have to pay a lot more
  - The fruit and veg in the Co-op is nowhere near the quality of M&S. We go to M&S for all our fruit and veg as, even though it's more expensive, it's of significantly better quality

- 
- The fruit and veg tend not to stay fresh for very long and multi-packs always have a couple of pieces on the turn!
  - Co-op localised veg is farther more e fruit and veg goes off to quickly. Waitrose locally is more expensive than the equivalent imported veg
  - If I shop at the coop for local produce, it goes off so quickly in the fridge it is not worth buying. I prefer M&S sorry, the only thing I regularly but locally is new potatoes and milk
  - When buying in the local supermarkets the veg goes off very quick that's why I buy from a Farm shop in St Ouen
  - I just don't think the quality and freshness of fresh produce is anywhere near the quality you get in France and the UK
  - Vegetables not fresh or have been frozen then left to defrost when selling to extend shelf life, not satisfied with taste of the fruit and veg, I have bought apparent fresh veg which has still been frozen by the time I get home :0(
  - New pots for instance are more expensive, in a bad condition and expensive as is most local veg in supermarkets so grow my own or shop from a farmer
  - Local produce seems to be handled with little or no care and is usually ropey compared to imported fruit & veg
  - Coop in particular quality of fresh fruit is awful. From caulked to apples invariably buried or bad. Market is better quality but more expensive and not as convenient.
  - I dislike the way the supermarkets package local produce. Also it always amazes me that bread from the UK is fresher, softer and cheaper than local brands.
  - Old potatoes are always poor quality. Short sell by dates on fresh products. Seafood is fresh but expensive. Just moved back to jersey from UK and horrified by cost of food here and limited choice
  - The sell by dates are irrelevant and not even a guide there are certain fruit and veg off within a day of purchase. Then I either buy frozen or tinned.
  - Fruit and vegetables have a very limited life and the quality of all fresh food except fish is usually much poorer and less fresh than anywhere on the mainland.
  - Fresh Produce Is Not As Good Quality As UK Stores (i.e. Tesco/Asda etc.), If I Buy Fresh Produce Its Usually From Waitrose Or Marks And Spencer Because It Lasts Much Longer, But I Don't Use Waitrose Or Marks & Spencer Very Often Because Of The Price
  - Quality of Jersey veg is appalling. Fruit doesn't last – it's kept far too cold for too long. I would like to see a butchery counter at the co-op rather than having pre-packed UK meat
  - Local produce does not have the quality control that produce in the UK has. Use Marks & Spencer and Waitrose
  - Coop and Checkers fresh produce very bad quality we pay more for quality at Farm Shops and Waitrose
  - Most fruit/veg is rotten on the shelves. I have had to return fruit to the Co-Op several times because when I have opened it, although the sell by date is a few days away, the fruit/ veg is already mouldy with fungus growing on it
  - Choice, cost, quality and forced to buy Jersey dairy products. Should be given option to buy UK cow's milk and not just flavoured or non-cows products
  - Too expensive and not fresh half the time - potatoes in particular have been chilled and when you peel them they are black bruises not nice at all
  - Quality of fresh produce, especially Jersey grown, is not good and prices are ridiculous! I once paid £1.39 for one pepper!
  - Quality of local veg is appalling - potatoes covered in scab + very expensive given no travel costs
  - I don't understand how island generated fresh produce can differ in different shops that you buy it from - it's annoying.

---

**GUERNSEY - If answered 'dissatisfied' or 'very dissatisfied', unedited responses given and to sourcing elsewhere were as follows:**

- 'Use by' date.
- All stores.
- Carrefour St. Malo
- Co-op and checkers vegetables go off very quickly, so we only buy what we will use within a day
- Co-ops
- Cost
- Essentials from amazon, fresh stuff from M&S as coop and wait rose goes off after about 2 days.
- Expensive and not enough local fresh produce as I don't drive I rely on local shops
- Far too expensive and quality is better in the UK
- Fruit & veg in the coop is often rotten or poor quality
- Fruit and Veg goes off very quickly
- Fruit never good
- Fruit, bread and veg's poor quality or very expensive for better quality.
- Generally poor quality fruit and veg but just accept it
- Guernsey Mushrooms are very poor quality and I try to buy from other sources
- I but meat, from M&S, rather than Co-op
- It is often no fresher than non-local and is more expensive
- It's just not fresh
- It's not fresh and will not keep
- M&S much better quality when purchased
- Never fresh and always expensive. I buy from local hedge stalls
- Not enough choice readily available at reasonable price
- Not enough local produce on sale anywhere except the co-op
- Not fresh enough
- Perishes quickly
- Poor quality
- Poor quality potatoes, often Jersey sourced
- Poor quality, short date code
- Quality is very poor, for example potatoes are heavily marked.
- Sell by date to close. Products very overpriced.
- Simply isn't enough

- 
- Terrible potatoes, other produce ok but not class-leading
  - Very little available if at all apart from milk and butter
  - Co-op bridge
  - Co-op fresh veg disgusting
  - Coop veg/fruit never fresh
  - Different types and bigger brands
  - Fresh deteriorates too quickly and very expensive whether shop bought or via hedge veg stands
  - Fruit & veg are often not fit for purpose
  - Fruit and veg never lasts for very long
  - Goes off very quickly...buy on necessity Spanish if I can
  - It's local, it should be better quality
  - No time for local meat
  - Not fresh potatoes at coop been rubbish for years no taste :)
  - Vegetables and fruit are invariable poor and frequently actually mouldy when purchased
  - Vegetables are a substandard rip-off
  - Apart from local produce, imported fresh produce is generally 3rd rate and very stale. I go to farmer's markets or hedge veg stalls whenever I can.
  - Quality of fruit and veg at St. Peter's food hall is disgraceful. I shop for those things at Waitrose or M and S
  - Think there is an acceptance of allowing poor quality to enable supply of local produce , go to M&S as most is imported
  - Fresh food does not stay fresh for very long. Especially salad, veg, fruit items. M&S is the only brand I can trust to last more than 2 days.
  - Never fresh - kept too cold in fridge, goes 'off' quickly so source from hedge veg stall or M and S
  - Supermarkets full of crap food with Aspartame (Brain Poison) and Fruit & Veg often rotten on shelves or just tasteless, supporting Huge companies providing cheap food (because these same CEOs own Banks that have deprived nation + Cos that don't pay taxes even though they make billions) that is chemically induced to look pretty and grow big and only tastes of water (which is full of Fluoride - a Toxic waste product that destroys bone and induces cancer and much other illness - We need to support local quality growers that grow REAL food not fake stuff that looks like food with virtually no nutritional value - just gradually poisoning the nation - Watch Movie followed by Millions which explains more 'Thrive movement')
  - Local potatoes are dire, half bought go in the bin on day of purchase and milk is incredibly expensive I have a toddler who loves milk we spend over £10 a week on milk here in England we spent £4 tops. Local meat seems very expensive considering it's not travelled also Guernsey milk is cheaper to buy in Tesco's than here. The choice in veg is poor and goes off very quickly and for the cost it's just not good enough. But then living on the island we have no choice
  - Dissatisfied, produce is rarely as good quality as M&S and doesn't last, price is often not competitive too!
  - M&S seem to be able to import the best fresh produce, the Co-op food from Jersey has travelled for too long on the slow ferry in comparison.
  - Often it doesn't keep so well - I think it is stored too cold. Stuff in shops not as good as on the hedge.
  - I buy dairy, meat and cereal from co-op, bread, noodles, fruit and veg from M&S and frozen veg and oven chips from Iceland. This is a major pain!

- If I am unable to source fresh produce at M&S or Waitrose and I buy local (Forest stores or hedge veg I find it needs to be used immediately ( can't keep for two+ days) and even contains a rotten item or two once pack opened at home)
- Tomatoes for example in the stores are usually very poor quality; so seek out hedge veg in the summer.
- All fruit bought from M&S, try to get hedge veg where I can. Can't buy much local fruit except apples
- To get quality you have no choice but to pay the top price. The cheaper items go rotten before they are ready to eat. It is a lot cheaper in the UK for a lot of fresh items milk being the main one then bread and fruit and veg and it's a better quality too
- Co-op Vazon, the strawberries, plum, nectarines, peaches are all rock hard, never seem to ripen up when i leave in sun at home for a while. i prefer to get fruit from M&S

Quality/Freshness of Non-Island Generated Produce

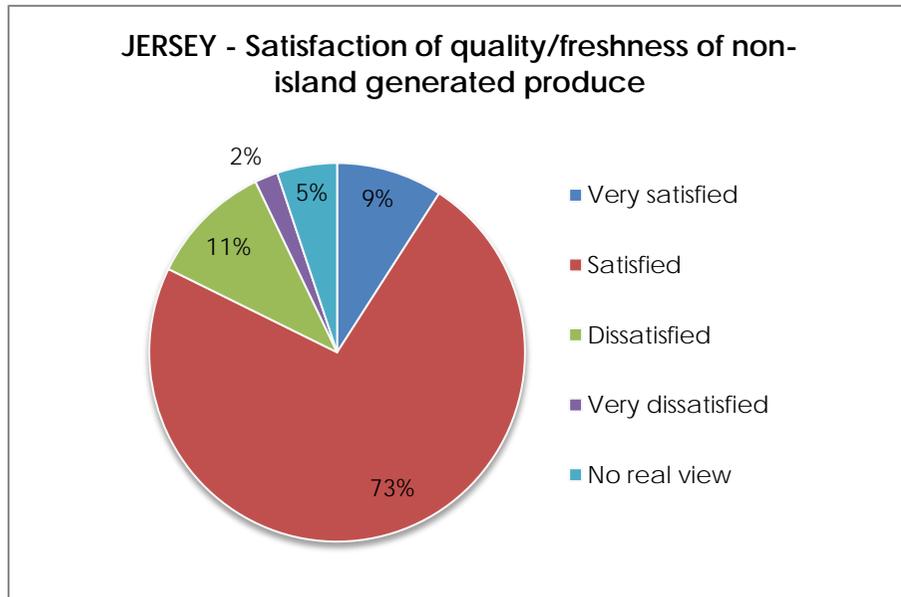


Figure 33

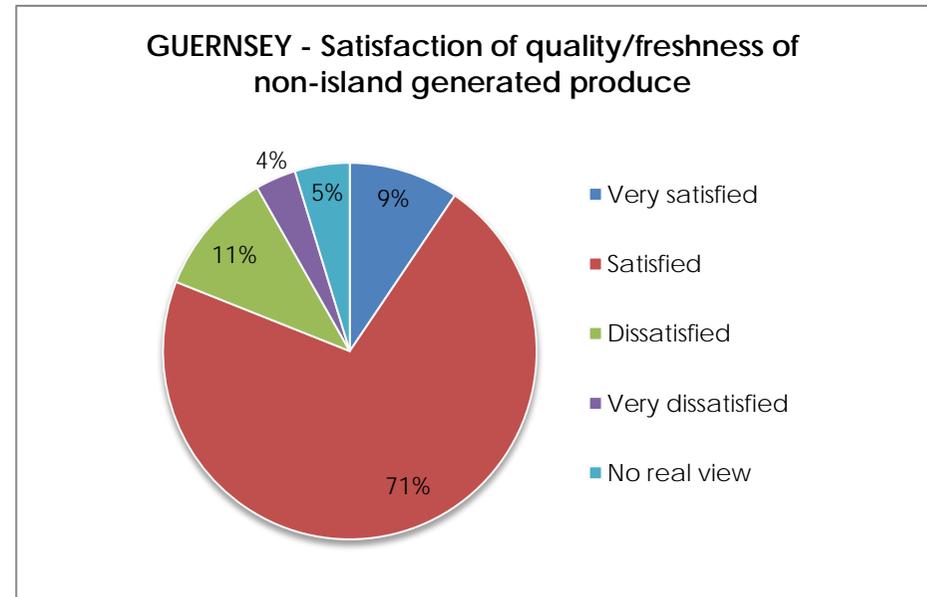


Figure 34

**JERSEY - If answered 'dissatisfied' or 'very dissatisfied', unedited responses given and to sourcing elsewhere were as follows:**

- Again, much less choice and too expensive
- Again, the same problem, whether it is local or sourced off island.
- All over priced for poor quality
- All the fruit and Veg from the Co-op St Peter starts to go off very quickly. Very disappointing.
- As above
- As previous
- Co-op but M&S is fresher but too expensive

- 
- Co-op fresh food very bland and not good freshness so I go to Waitrose for that stuff
  - Co-op poor - M&S & Waitrose better.
  - Farm shop
  - Farms shops
  - Food never seems to be as fresh as U.K.
  - Goes off very quickly, better from farm shops (homefield)
  - Hard to find nice fruit except local
  - I always buy local veg, and try to source local fresh meat and fruit
  - I am dissatisfied with the fruit in Benests but satisfied with the fruit at marks and spencer's
  - Lack of freshness
  - Lack of organic products being imported
  - Market
  - Market/ rondels
  - Meat can go off before use by date
  - Meat is nicer at M&S
  - Most produce doesn't last long, so i stick to local produce
  - Never fresh
  - No freshness
  - Not fresh!
  - Poor quality marks
  - Prefer local, food often travels too far and quality is compromised
  - Quality vs. price
  - Restricted choice and high prices for worse quality than UK
  - Rots quickly
  - Same as above
  - Same as above it's all about freshness and buying local so overpriced!!!
  - Same reasons as above
  - See above
  - Sell by Dates imminent
  - Some stores have things going off on the shelf/past sell by dates, generally poor quality
  - Use by date too short
  - Usually the produce is not fresh
  - All

- 
- Always close to sell by date, poor quality and fruit and veg often rotten when you open at home
  - Because we seem to get old produce as it does not last.
  - Co-op fruit & veg not good quality - much better at Waitrose
  - Cost
  - Does not last once bought
  - Don't last long enough to expensive
  - Expensive - farm shop
  - Farm shop for veggies and meat
  - Fresh food from supermarkets goes off too quick
  - Freshness and we'd got to the market
  - Fruit and veg from market, fresher quality
  - Fruit and veg in packs are regularly already going off when I get them home.
  - Fruit in Iceland always mouldy and co-op fruit not far behind! Drives me MAD
  - Fruit often hard or overripe
  - Grow as much of my own fruit and veg as possible and freeze if there is a glut
  - Home grow as far as possible
  - Local produce is better sometimes get veg in the central market
  - Local will usually last better
  - Low grade / overpriced
  - No choice - sold in packs which don't suit my needs -
  - No taste and overprice
  - Not fresh
  - Nowhere as good price/quality in jersey
  - Often perish before sell by date
  - Only fresh on delivery days
  - Poor quality compared to UK or France
  - Poor quality fruit & veg
  - Road side veg
  - Shops can do so much better and they should try harder get better quality products.
  - Unripe then go off too quickly before ripened
  - Veg/fruit from coop bruised/got bugs in it.
  - Very poor quality of fruit and very pricy
  - People put up with second rate, poor quality and overpriced food because there is no alternative.

- 
- We should get back to eating with the seasons and not because it can be grown overseas and left to ripen on a ship
  - The fruit and vegetables are usually stale and rot before the expiry date. The dairy especially cheese and the supermarket brand ones usually gather mould before expiry date. Apples are soft before you even take it out of the packet. (Grand Marche)
  - Coop and Checkers Meat and fish terrible and expensive for what it is we buy from Fish Market, Butchers, Farm Shops or Waitrose to get quality food
  - The veg and fruit in shops such as Iceland and Checkers Express is very often mouldy or doesn't last more than a day.
  - Why send produce to England to be packed then send back to Jersey to sell it as fresh. Fresh is picked one day and cooked the next
  - Again, fresh fruit and vegetables is not great, for example, tomatoes should be crisp and not soft!
  - Local produce is far superior and tastier than imported. Imported produce should be banned if there is the option to source it locally.
  - I think that very few shops offer flavoursome fruit and vegetables. Only M&S seems able to offer consistently good quality fruit and veg.

**GUERNSEY - If answered 'dissatisfied' or 'very dissatisfied', unedited responses given and to sourcing elsewhere were as follows:**

- Am only interested in local produce. Try not to buy imports unless it's from Jersey
- Co-op veg crap, marks too expensive
- Co-Op fresh produce is very poor, Waitrose varies, M&S usually excellent
- Co-op and checkers vegetables go off very quickly, so we only buy what we will use within a day
- Co-op fruit and veg is poor
- Coop fresh produce does not last and cost a lot
- Foreign veg not flavoursome don't know how old it is.
- Fruit & Veg generally decomposes after a day unless local
- Fruit very often very poor quality
- Generally low quality and expensive
- Hedge
- I always try to use local
- I just don't think it is very good quality
- Marks and Spencer's fruit and veg does not last very long
- Never fresh and expensive. I buy from local hedge veg stalls
- No taste as not fresh. Buy mainly local produce from the co-op and farmer's markets.
- Not as fresh as locally sourced food
- Not enough choice and price is far too high
- Often very poor quality fruit

- 
- Poor quality at my main supermarket so buy elsewhere
  - Poor quality, goes rotten very quickly
  - Reason above - Farmers Markets
  - Spoils very quickly, taste not that good
  - That Jersey stuff is poor quality.
  - The fruit is always bruised, because too much is squashed in to a carton.
  - Too close or on 'use by' date.
  - Usually the items are short-dated/close to expiry.
  - Vegetables in particular on display do not appeal and shelf life is poor
  - Very short shelf life for fresh fruit and veg in all stores
  - A pizza from Waitrose recently made me throw up it was off
  - As comment in 5 above just goes off too quick, too expensive plus lack of variety
  - Co-op fresh veg disgusting
  - Doesn't keep well
  - For fresher local choice i go to Forest Stores
  - Fruit and veg picked too early so is not ripe, can go off before you eat it
  - Mostly produce only one day shelf life according to sell by dates
  - Mouldy food frequently
  - Never fresh enough
  - Often close to use by date
  - Prefer British/local or organic
  - Salad and veg generally wet and limp.
  - Same as above
  - Some imported fruit has very short shelf life. co-op
  - Use hedge veg stalls as UK groceries go off quickly
  - Due to importation. Waitrose is the only one who can import fresh and it is fresh but the cost is very expensive. Not a good option for a regular family.
  - Veg and fruit rotten within two to three days of purchase, and that is with keeping them in the fridge. Therefore buy from Waitrose and hedges
  - Nothing specific, but if shopping trip is primarily to get fresh produce, we tend to prefer Waitrose over Coop
  - It can be on the "way out" as it's been transported for too long - this is for fruit and veg especially
  - Imported 'fresh' produce is almost always either 3rd rate, very stale, or tasteless. I don't buy imported fresh produce unless I have to. I never buy any English milk. Would like to see more local fish available.
  - Imported fruit and vegetable quality and freshness is poor across all food retailers in the island. Often under ripe and 'goes off' very quickly, often before it reaches optimum ripeness.

- 
- Fruit and Veg do not last. If I buy fruit on Saturday especially bananas they are black by Monday. Co-op and Alliance
  - All veg at checkers/food hall have a very short life once product has left the store. M & S is the better shop for fresh produce regarding longevity but with the Co Op second which can sell local produce
  - Sometimes imported food is stored in cold conditions which damages the quality and food (especially veg) goes off quickly. Local produce can be picked from the field and eaten on the same day.
  - I dislike buying produce from South America when I can buy the same stuff in season, on the hedge. I like to eat seasonally and I like to eat locally grown/ produced food. I eat fish my brother has caught from his boat and meat by buying into a pig or a cow or sheep.
  - The meat is ok - it's mostly the fruit/veg, although Waitrose tends to be better in this respect, and more expensive
  - Lack of taste, fruit and veg goes off within a day, etc. No other place to source better on island.
  - Fresh fruit and vegetables go off too quickly so I have to shop for those 3 times a week, outside of the main weekly shop.
  - The food is not fresh and the shelf lives are short - yet they are expensive! What a joke.

Opening times

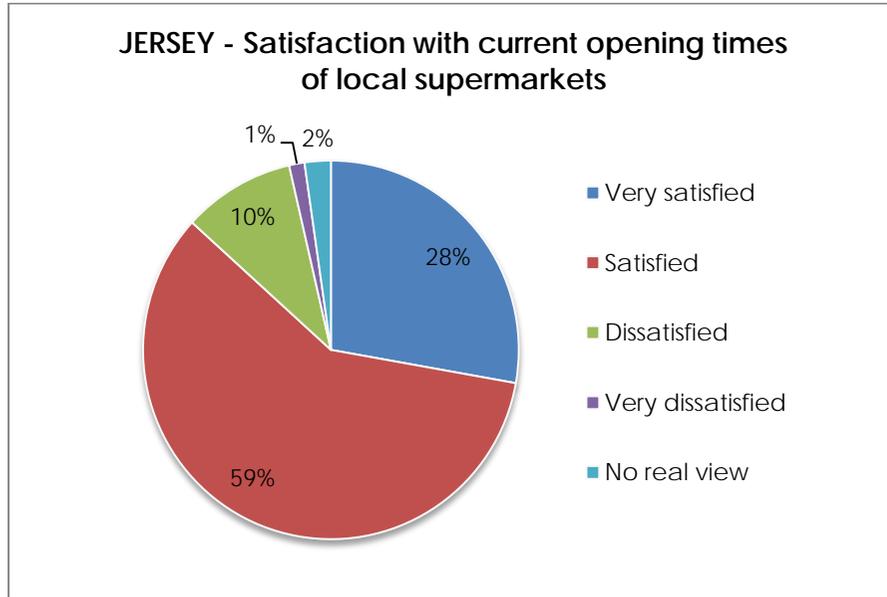


Figure 35

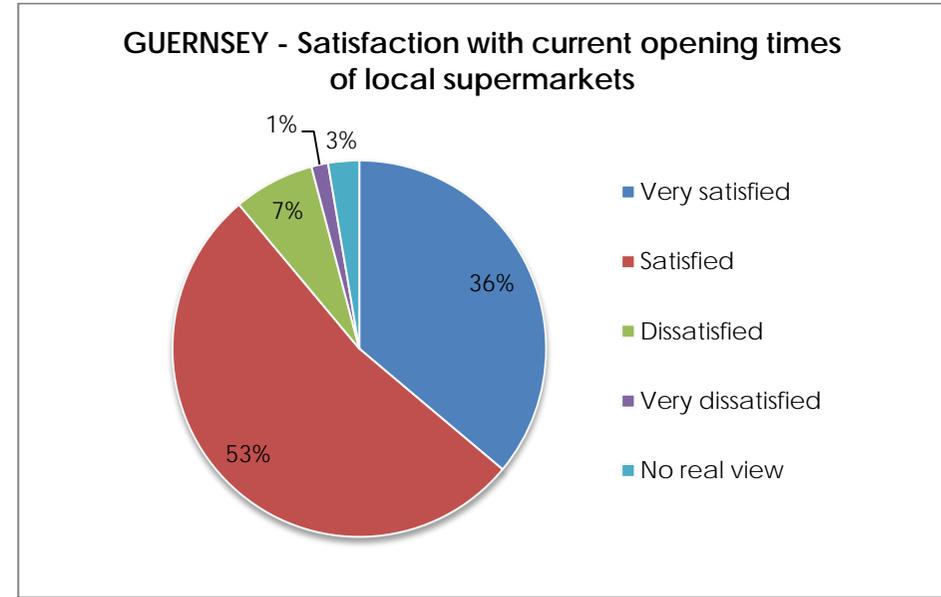


Figure 36

**JERSEY - If answered 'dissatisfied' or 'very dissatisfied' unedited responses were as follows:**

- 24 hour shop
- 24 hr. shopping
- 24/7 at least 2 days a week!!
- 24hr shops
- All To be open on Sunday's
- All shops open on Sunday
- At least one 24 hour shop is needed in Jersey

- 
- Bigger stores open on Sunday's so can do big weekly shop.
  - Could do with a larger store being open on a Sunday.
  - Delivery option online
  - Do not open early enough
  - Extended hours
  - Extended hours/ Sunday's
  - Grand Marche open on Sundays
  - I think large supermarkets should be open on a Sunday
  - I would like supermarkets to be open on Sundays
  - I would like to see more Sunday opening and later evenings.
  - I would like to see the larger supermarkets, garden centres, b and q able to open on Sundays
  - Large stores open on Sundays
  - Larger stores should be allowed to open on Sunday's
  - Later opening
  - Later opening times and online deliveries
  - Later times
  - Less expensive stores open on Sundays
  - Longer hours at night
  - Longer in evening
  - More Sunday openings
  - Need a large store to open on Sunday too. And later everyday
  - Open Sundays
  - Open earlier so as to avoid the rush hour and school traffic
  - Open later and on Sundays
  - Open later, and on Sundays
  - Open on Sundays
  - Open on Sundays!
  - SUNDAYS
  - Shops close too early and should be open on Sundays.
  - Should be longer with 24hr operation
  - Should be open on a Sunday
  - Spar should stay open till 10pm, rather than close before 9pm which many of them are doing
  - Sunday

- 
- Sunday Opening
  - Sunday Trading for larger stores
  - Sunday opening x8
  - Sunday opening for all supermarkets, regardless of size
  - Sunday opening hours
  - Sunday opening in the UK was very helpful
  - Sunday opening of larger stores
  - Sunday opening would help a lot
  - Sunday opening/ online delivery
  - Sunday openings
  - Sundays
  - Sundays and later in the evening
  - Sundays at Waitrose
  - We have a need in the modern era to have the shops open on Sundays.
  - Why no Sunday openings for the Co-op!!! It's the 21st century for crying out loud!
  - Would like to do main shop on sun due to our work
  - All night
  - Big stores allowed to open on Sundays
  - Extended hours, some of us finish work late (shift based)
  - Large supermarkets open on Sunday
  - Later evening times
  - Longer hours & all weekend
  - Longer opening hours
  - Not open 24hr's
  - Not open Sunday
  - Open on Sundays please
  - Open on Sundays
  - Slightly longer say till 9pm
  - Some Sunday opening
  - Sunday opening and later opening
  - Sunday opening
  - Sunday openings larger shops
  - Sunday's

- 
- Need more supermarkets to be open on a Sunday i.e. the larger supermarkets carrying better produce and variety.
  - Bigger stores should have Sunday opening and longer hours to avoid the rush of people at weekends and double dividend days.

**GUERNSEY - If answered 'dissatisfied' or 'very dissatisfied' unedited responses were as follows:**

- 8am not early enough to shop before work; M&S in town should be open before 9am!!
- As full time workers I would value Sunday opening
- I would like Sunday opening for ALL stores.
- Later openings
- Longer opening hours
- No Sunday opening
- No Sunday trading
- No need for them to be open so late
- Open on a Sunday
- SUNDAY OPENING
- SUNDAY OPENING!!!
- Should allow Sunday opening for supermarkets
- Some Sunday shopping in the larger shops would be nice.
- Sunday opening x5
- Sunday opening and longer hours
- Sunday opening for larger stores too - the current law is crass.
- Sunday opening is a must
- Sunday opening should be introduced ASAP
- Sunday they should open
- Sundays. Enough Said.
- Would benefit later or Sunday
- Would like to see Sunday opening of large supermarkets
- I would like to open later as they do in UK
- Longer times and Sunday's
- Other than Waitrose not many stay open late or open early
- See them open on a Sunday

- 
- Sunday
  - Sunday opening allowed for larger stores
  - Would like one of the bigger stores to open on a Sunday
  - Would like Sunday opening at the co-op on the bridge
  - Would like to be able to shop on Sunday's
  - I think there could be one or two 24/7 shops in St Peter Port. Waitrose (AP) and M&S (Town) to open for longer?
  - Sunday opening across the range of stores. This would help when busy at work and unable to shop on Saturday.
  - Like most people I have to shop on a Saturday there tends to be more short dated items and not enough fresh food even at 11 am on a Saturday
  - Sunday opening in all stores - I live 5 mins from M&S at L'Islet but have to go to St Martins on Sunday. I can go to Co-op at long store but not Waitrose at admiral park - I know it's all to do with floor space but then a huge place like Le Friquet can open

Online grocery shopping

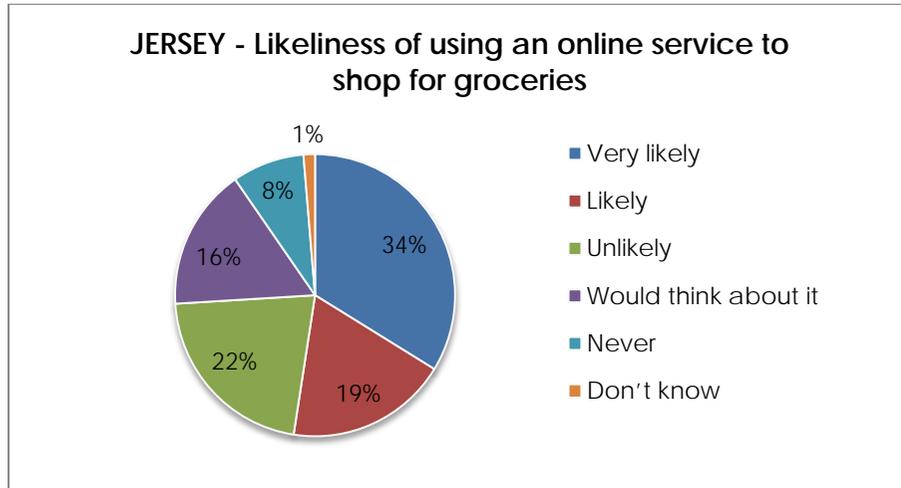


Figure 37



Figure 38

If likely or very likely:

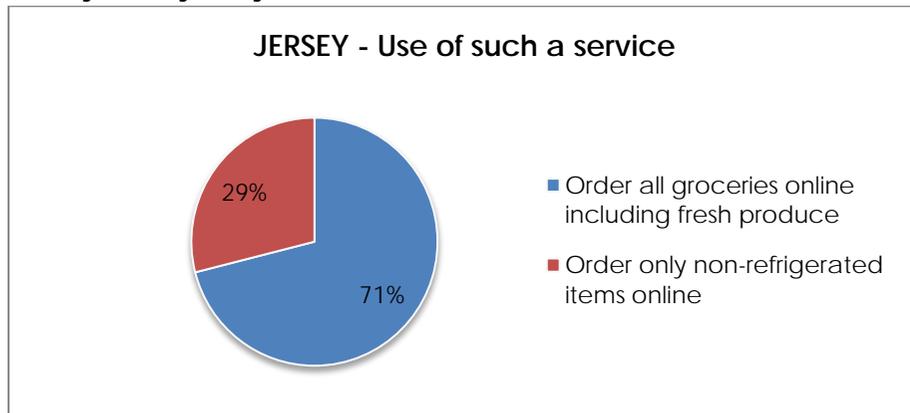


Figure 39

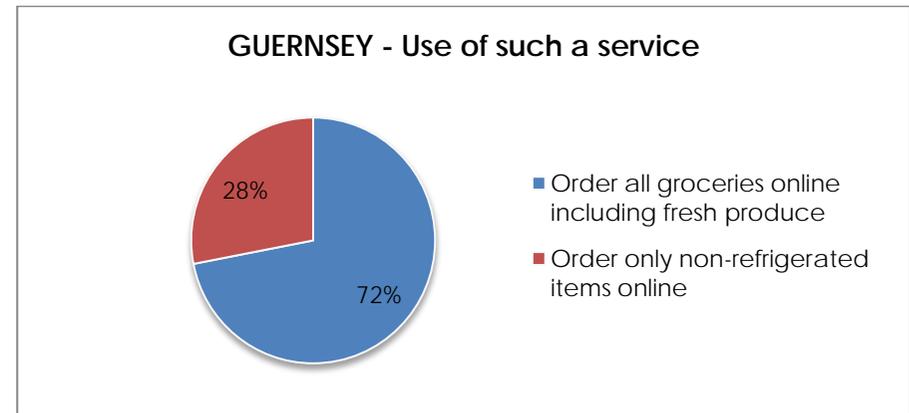


Figure 40

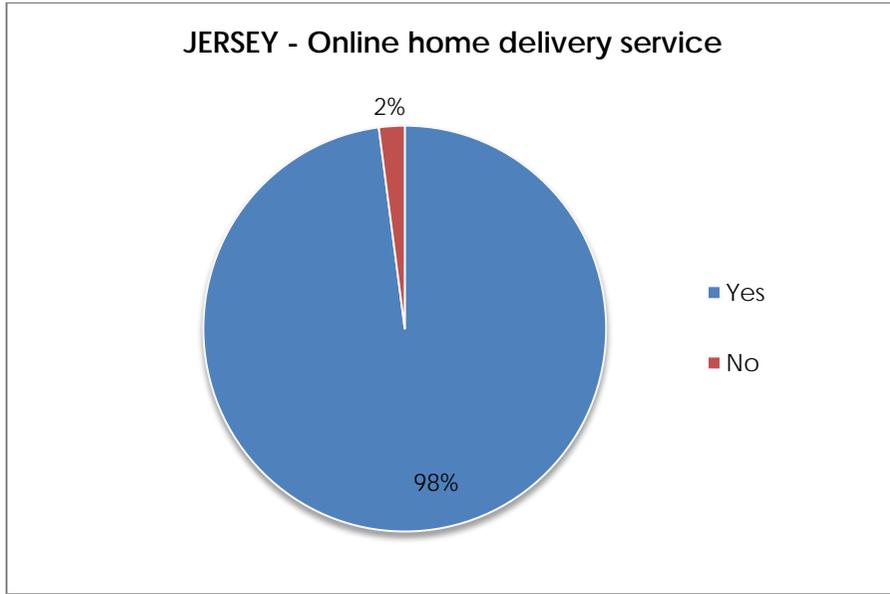


Figure 41

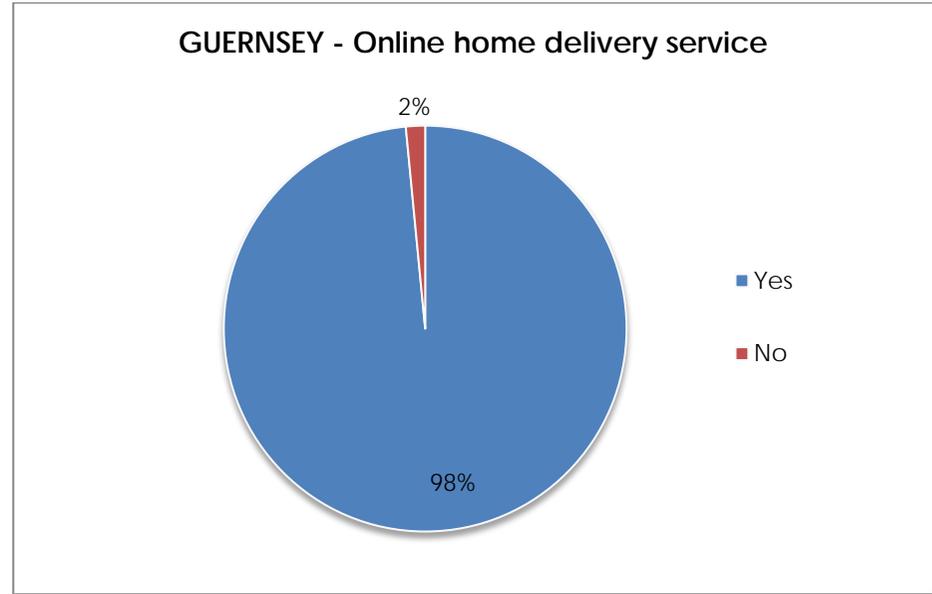


Figure 42

Store Offers

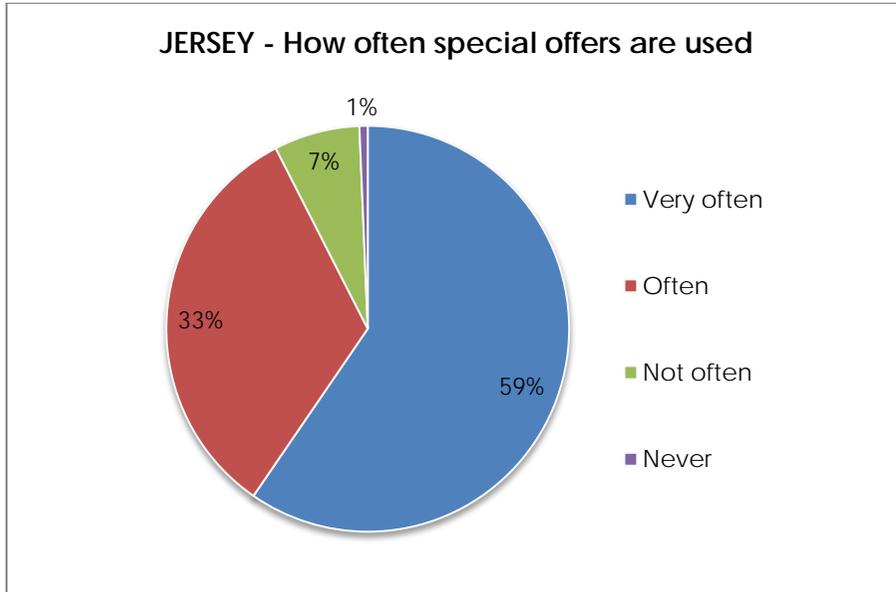


Figure 43

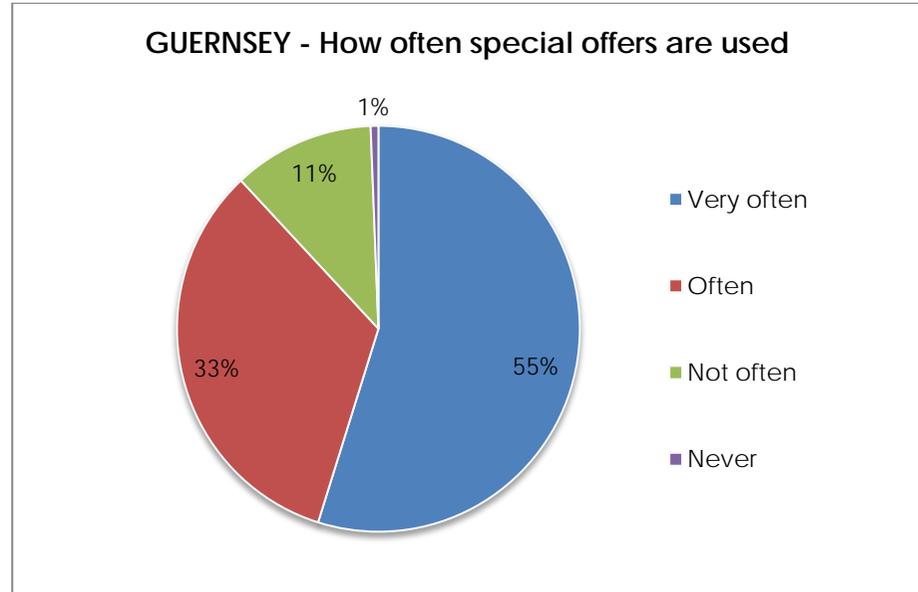


Figure 44

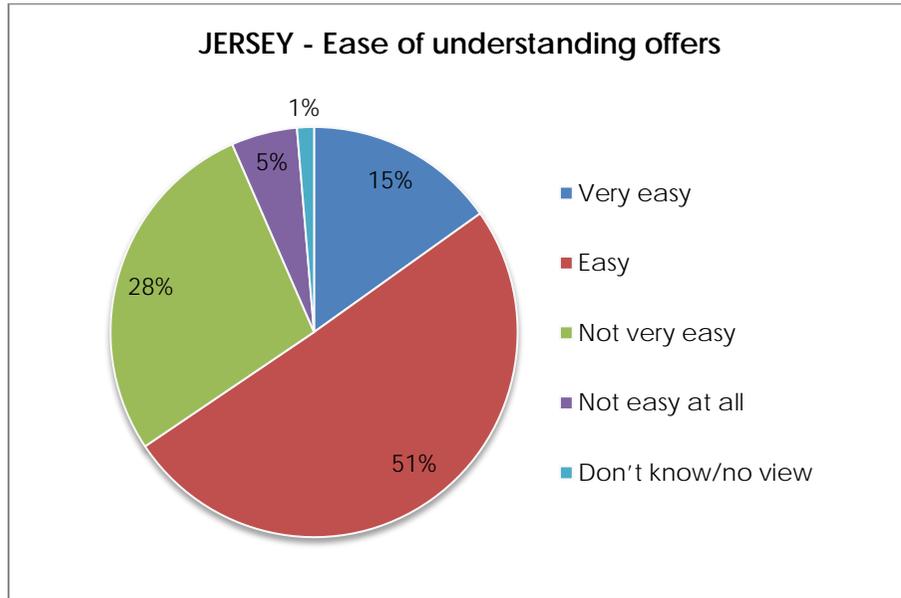


Figure 45

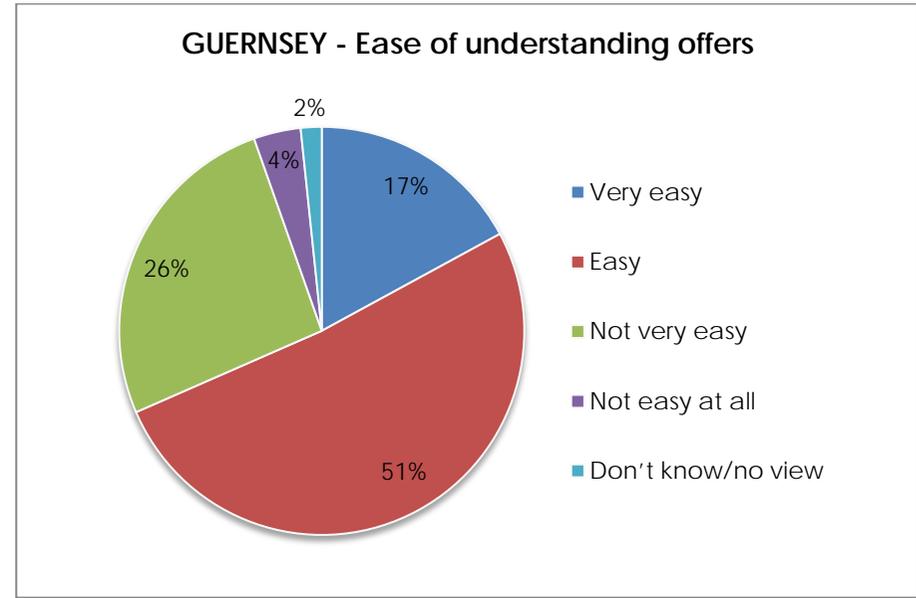


Figure 46

---

## Jersey - Open Unedited General Comments

- (Val Plaisant Co-op) About 3 items per visit do not have prices. Many items available in multiple sizes do not include a comparable package independent equivalent such as £/Litre or £/Kg. Some still have imperial weights only. There are no scales available. Most offers require buying more rather than reducing price which often doesn't work for small households.
- 24 hour shopping or at least very late night shopping would be good. Whilst the night staff / shelf fillers are working, I can't see why supermarkets aren't open with a limited customer service...perhaps one or two people monitoring self-service scanners?
- A cheaper good quality supermarket such as Tesco/Aldi would improve choice & competition.
- A comparative price list should be published online and in the JEP.
- A French supermarket or a supermarket like Tesco.
- A low cost supermarket, like Netto or Lidl, would be hugely advantageous.
- Absorb GST - when it comes to food Jersey is a captive market and the supermarkets should put more pressure on the States for food to be exempt from GST. This is a CSR issue and I would choose a store that absorbs GST over another which doesn't.
- All food items are much more expensive in Jersey than the UK, especially everyday items such as bread and milk. GST should not be charged on food.
- All items should have their price per kilo stated as this would enable proper price comparison.
- All product price labels should show the price per kilo, as this would enable better price comparison for the customer.
- All products should be labelled genetically modified if they have been
- All shops should open on a Sunday.
- Allow more competition in from other UK supermarkets such as Aldi or Asda. This would help to bring prices down to make food shopping more affordable, especially for pensioners or people on benefits who already find it hard to make ends meet. Also, get rid of GST on food and groceries. Even the UK don't place VAT on food items.
- Allowing more competition into the Island, and not be governed by States members who have shares in some local supermarkets and therefore do not want competition. Local surveys completed by Islanders should govern the outcomes of results and the choices where we wish to shop.
- Allowing supermarkets to open on Sundays and bank holidays.
- An on-line facility would be very useful.
- Another supermarket company - feel there's a cosy cartel between Co-op and Waitrose.
- As a pensioner I do find a food shopping trip takes up to a third of available income so abolishing surtaxes on food would help.
- As a single-person household I am vehemently against the much-higher prices I have to pay when I want just ONE item rather than a large pack or say "3 items for the price of 2". I quite simply go without rather than succumb to extortion. I can't bear these special offers that are everywhere in Boots, Waitrose, Co-op, etc. Most living accommodation does not have the storage capacity for endless packets, boxes and containers. I can't bear items being imported when they could be grown here e.g. green beans sometimes called "Kenya beans". I always look for local produce but the supermarket labelling could be clearer. We should learn to live

---

without strawberries in winter, and people should be educated to eat what is seasonal. I am definitely against the large stores opening on Sundays, Liberation Day, and religious holidays.

- As stated above, start opening the Co-op on Sundays. I really don't understand how, in this day and age, we have to rely on M&S or Iceland to do our shopping on a Sunday.
- Ban GMOs and increase availability of organic produce.
- Basic food, i.e., bread, milk and local produce, should be cheaper than in UK,
- Better choice of competition (Asda / Tesco etc.). As it is you have the Co-op and Sandpiper-run companies. CICRA should be actively promoting real competition in all marketplaces, not just Telecoms.
- Better choice of shops. More UK shops such as Tesco or Asda required to bring lower prices to help families budget.
- Better prices and fresher produce available.
- Better prices and more fresh produce.
- Better prices.
- Better selection of continental food.
- Better selection, better quality, cheaper prices, and more competition.
- Better transparency on prices; include GST on shelf-edge labels.
- Better value - take off GST!
- Bread is terrible and never has a longer sell by date, especially at the Co-op. Warburton's bread in the UK is excellent.
- Bring an Asda or Tesco to Jersey.
- Bring down the cost.
- Bring in an Aldi store for more competition.
- Bring in another big store.
- Bring in Asda.
- Bring in more completion and value shop - Aldi or Lidl.
- Bring in Tesco or Asda.
- Bring in UK stores such as Asda / Tesco - shopping on the island is expensive and GST should not be on food. It's hard enough for families to try and survive on the island.
- Bring prices down to UK level. Jersey Royals are cheaper in UK - why??? Please don't blame shipping costs - freight charges have not increased for some time - in fact they have gone down. This is not reflected on the high street, not just grocery prices, everything. I bought a pair of designer boots from the USA online cost £58 including shipping - Jersey price £160 plus GST. No brainer. New bathroom suite £650 no vat; Jersey price £1800 plus GST for the same make. I rest my case; we in Jersey have been ripped off for too long. These are true facts not fabrication.
- Bring prices down to UK prices.
- Bring the prices down and stop ripping us off. Identical items bought in Jersey are double the price of the same item in the UK.
- Bringing down the price of basics. I spend £30 a week just on bread and milk.

- 
- Butchers, fishmonger, bakery in store rather than pre-packed
  - Buy imported fruits, vegetables and meat from France. It is closer than the UK and would in the end be cheaper at least for fruit and veggies with Brittany and Normandy being big producers. Also an emphasis on proper organic products not seen as ultra-expensive and luxury items. Finally that Jersey "growers" stop taking Jersey consumers for suckers - as for example Jersey Royals being cheaper in the UK than here in their producing regions or Jersey companies passing UK products for local ones.
  - By making the healthy foods like fruit and veg a lot cheaper than they are at present and stop putting the special deals on junk food and put these deals on the more healthy foods!
  - By saying/providing correct information on so called offers – Co-op please take notice!
  - Certain items locally produced should be set price. The price of milk is a total disgrace particularly at Spar.
  - Certainly prices do not justify the supposed high 'freight' charges. Supermarkets should be permitted to open on Sundays as they do in the UK. Customer service in Waitrose and in the main M&S is superb and this counts for a lot. It is rather galling to know that Jersey milk, potatoes and produce can be purchased cheaper in the UK when those have to be shipped as well, albeit in the opposite direction. In the main I will buy whatever I can that works out cheaper from Amazon. Excellent service and value.
  - Cheaper.
  - Cheaper - prices are crazy.
  - Cheaper and much larger variety of products.
  - Cheaper options/stores. Co-op is usually cheapest but even then it is pricey in comparison to UK stores.
  - Cheaper prices.
  - Cheaper prices instead of being ripped off.
  - Cheaper prices please.
  - Cheaper prices, especially for locally produced food. Remove GST and make sure that own product brands are realistically cheaper than proprietary brands.
  - Cheaper special offers, not two for one but half price. Less choice, less clutter, please. The western Co-op Locale shops are becoming unpleasant, shelves are constantly being filled using huge cages or trolleys which are then abandoned by the staff. They also have unnecessary items cluttering the floor space, you can't get round! Permanently manned quick service tills for a few items are good.
  - Cheaper! I used to live in the UK for many years and it is substantially more expensive here, especially for things like bread and milk. I don't mind paying a little more given the transport costs, but I think the difference has to be more than just that. I think the Co-op has a wide range of choice but their fresh food is really quite bad quality, fruit and veg go off quickly. Waitrose and M&S are better but a little more expensive. I also would LOVE to use online shopping - we did this all the time in the UK and while I have looked in to Mercury etc. over here they are very expensive and don't have large boxes of cereals for example - it's quite a limited product range. I have actually contacted Waitrose to beg them to do online shopping over here, they said they don't currently have any plans to introduce it but are always reviewing...

- 
- Checkers Express in Grouville is extremely pricey. They change most of their prices each week and they can go up from 20p per item to 60p per item. It is a total rip off for the consumer. Sometimes the convenience outweighs the cost but it does not stop me being annoyed every time I pay exorbitant prices for something that costs little elsewhere. That's why I shop at Co-op for most things as their prices are the same no matter which shop you shop at. Having three teens it is so pricey.
  - Clear pricing so comparison between sizes can be made. Allow stores to open on Sundays. Make stores remove the VAT from foods that would have it charged in the UK, and stick to the "price on the pack" cost. Allow more variety of stores, not just Co-op and Sandpiper!!! Need Tesco and Asda open 24hours to show them how it should be done!!
  - Clearer pricing, i.e. when GST is being applied as additional pricing at the till and when it is not. M&S is probably the worst culprit for unclear pricing. Bread choice / quality are really not great in supermarkets in Jersey, although Waitrose appears to be making some improvements here compared to the other supermarkets. Online shopping with home delivery would really make a difference to families such as ours, where we both work full time and then have to make time to do shopping later in the evening (when the shelves are often bare) or on a Saturday due to no Sunday trading.
  - Clearer pricing, more real staff, less self-checkouts.
  - Close down shops like Spar, as they overcharge, take GST off food. Waitrose sell okay food but my God are they expensive. Asda would have been better in the Island.
  - Co-op is really not that good quality or price, so why not allow an Asda or Aldi onto the island to mix things up a bit? M&S and Waitrose are very good, but we don't get the same offers as the UK which is unfair, and WHY do we have to pay GST??? Not fair! Online shopping would be a big improvement to current services. Please don't go for any more Sunday opening, I'm not religious but it's nice to be somewhere where Sunday is still recognised as a special and different day. The farm shops are the best for fresh produce, and far better than the supermarkets for this. Don't ruin their business by expanding the supermarkets too much, but for the sake of people on lower incomes, a good budget supermarket would make a lot of difference and is badly needed here. Co-op and Spar are very expensive for what they offer and the quality of fresh produce is very poor in them generally.
  - Coming from a small family some of the deals do not always pay off as the expiry dates run out - introducing a scheme which allows you to use 2 for 1 deal in a period of time would benefit smaller families and help reduce waste. I.e. collect one a week later or within a time frame i.e. 2 weeks or 1 month!
  - Compared to the UK it is EXTREMELY expensive to feed a family. I think most people accept additional costs for shipping will lead to higher prices in the island but the cost of food is higher than it should be, even allowing for that. I fill up the car with staples (washing powder, jars, and tinned items) in UK at least twice a year so we can manage better.
  - Comparing quality & freshness between Jersey & UK is not the type of question I wanted to be asked - I thought this was going to be much more comprehensive! Comparison & perception of costs of bread/milk/bananas/fresh meat etc. etc. would have been more appropriate.
  - Competition.
  - Cost of food always surprises me. I take my food to the till and the price is always double what I think it should be. We have visited family in Scotland and were amazed by all the food they brought home for the price...it was basically half the cost!!
  - Cost of vegetables is excessive. I today paid nearly £3 for one butternut squash. And the cost of fresh fruit is unbelievable.

- 
- Crazy prices for basic things compared to the UK. Our household is relatively well off, however I don't know how those on lower incomes manage to food shop.
  - Creation of farm shops.
  - Currently the cost of local potatoes/other produce is far too high.
  - Customer service at Waitrose second to none, like their staff "partners" business model. M&S best for fresh fruit and veg - no matter whether local or not - almost without exception and often go there just for fruit and veg.
  - Customer service. Too many times tills are not open even though there are people who could man these.
  - Decent bread - the UK imported stuff is awful old full of sugar never crisp and fresh doughy sticks your teeth together yuk!!!! More local bread producers like Vienna and the French boulangerie - had enough English inferior food!!!
  - Decrease prices in Jersey supermarkets as comparing to the UK is outrageous! Jersey is way too expensive. Healthy food should be cheaper than sweets.
  - Desperately need more town parking. Easy access to the markets is urgently required as I fear they will be lost in the next few years. Why not use the markets as a "showcase" for our local talent to show Islanders how easy it is to prepare good food but on a budget and hopefully bring back some Jersey way of life which we are losing rapidly?
  - Don't keep complaining about them as they do a good job, also don't increase opening times as this will spread the cost of servicing our needs over more days and increase costs to providers with little or no improvement in takings, the public should plan more and moan less.
  - Earlier opening 6.30am.
  - Easier access to town market. Town streets are too congested and too little parking spaces available. Town has become very user unfriendly for all types of shopping. No wonder businesses are having difficulty.
  - Either compulsory price control - benchmark a basket of goods against a UK mixture of supermarkets is one possibility. Alternatively let in an Aldi or Asda to introduce some proper competition and get prices down.
  - Encourage more small local businesses such as butchers, bakers, and fishmongers who sell better quality food at the right price. Encourage town market traders by making the markets more accessible to shoppers who just want to pop in and buy produce (parking in town is too difficult - supermarkets make it too easy!)
  - Ensure goods are priced the same as available in UK stores with same brand name M&S, Waitrose.
  - Equivalent pricing: there are still some items in the Co-op sold or labelled in imperial measures so it is hard to compare price with those sold in metric (e.g. grapes). Clear info on country of origin to help lower food miles. Less packaging.
  - Fairer pricing - the level of mark-up cannot be justified by delivery costs. Ability to use Waitrose online shopping. Monitoring by trading standards of 'offers' that don't register the discount - this happens all the time and, when pointed out they don't do anything, so all customers following don't get what they expect and are overcharged.
  - Food is very expensive in Jersey.
  - Food needs to be cheaper for single parents and families on lower incomes. My partner is the bread winner and without him I would struggle to buy food.

- 
- Food shopping in Jersey is very expensive. It could be improved by more affordable and available local produce.
  - For the government to drop all tax on food items.
  - French Retailer.
  - Fresh produce is ridiculously expensive and of poor quality. Why are the same supermarkets not consistent between locations with the products available? So many products available in the UK but not in Jersey. Bread: why so restricted in varieties available? GST on food and newspapers? and Co-op - stop overpricing home products i.e. vacuum cleaners, washing machines. You wonder why people shop online when mark-ups are extortionate!
  - Freshness of products needs to improve in certain supermarkets. A lot of the fruit & vegetable prices are ridiculously high.
  - Fruit does not keep well, items are grossly over packaged and general shopping is very expensive.
  - Generally most of the food at Co-op, Iceland, Checkers is very poor quality. We need one of the big four UK supermarkets to come to the island, I can only put it down to corrupted politicians that there is not one on the island already.
  - Get in a real value store not owned by the local two big players. Remove franchise versions of UK shops so people realise the prices are not the same, e.g. M&S should not be called that, it is just a shop selling M&S.
  - Get rid of GST.
  - Get rid of GST on food - lower prices needed - bring over Tesco or Asda.
  - Get rid of GST on food; food goes out of date quickly here!!
  - Get rid of GST on food, it's absolutely ridiculous that we should have to pay tax on these essential purchases and completely unfair, especially seeing as 3% rose to 5% even though it was promised by states members that it would not be increased. Shopping is massively cheaper in the UK and we aren't even lucky enough to have discount/cheaper stores like Asda and Aldi because that would upset stakeholders in Sandpiper. Jersey is trying to push out normal hard-working and tax-paying residents by making even basics like food and accommodation unaffordable.
  - Get rid of Waitrose, as it is THE most expensive shop in the UK and invite Asda or Tesco.
  - Going to France on a regular basis there seems to be more frozen produce available there unlike here in Jersey. The supermarkets there are far better laid out than here.
  - Grand Marché & Co-op Locales fulfil my grocery needs.
  - Greedy landowners could reduce their rents so that the shops could reduce their prices as that is where it starts. Also GST should never have been put on food so that should be exempt, but should still be on alcohol.
  - Groceries are too expensive and not every shop sells all I want so I visit a number of shops for specials and particular foods.
  - Grocery shopping could benefit by allowing in other supermarkets from the UK or France (Tesco/Asda/Lidl/Sainsbury's/Aldi), reducing the cost of groceries. I receive income support in the region of £630 per month - now you try living on this amount per month, when out of this sum, at least £120 goes on electricity per month as well as water rates, so let's say out of the rest of our income support we spend nearly £500 on food shopping & household necessities. We don't manage on this at all and receive food from the Grace Trust each month. I saw an

---

interview on Channel News this evening stating that people should be able to manage on the income support that they receive – I say twaddle!

- Grocery shopping in Jersey is very expensive compared to UK. I personally feel this is reflected in our health. People don't eat fresh foods and will go for cheaper processed foods! Online shopping would be great for the busier families.
- GST has made shopping very expensive and we only get essential items as we cannot afford treats! We are not all on finance industry salaries which the States do not seem to understand.
- GST needs to be removed from groceries – it's ridiculous the price we have to pay for essential items. I appreciate there are costs involved in shipping etc., however even locally grown items cost a fortune. I could do the same shop in the UK for half the price and I have tested this! Jersey Royals were even cheaper in the UK!
- GST should be shown clearly on products and not only on shelves.
- Have food stay fresh longer. More vegan alternatives.
- Have less bogof deals and halve the prices instead - better value because less waste. Have more locally butchered meat so you can buy as much as you need rather than a standard weight and you can get say one chop or three rather than 4 or 2. Again this cuts down on waste and cuts costs for the consumer.
- I already do most of my shopping online and it is delivered to our door on the same day but it would be good to have more choice than Valley Foods/Mercury. Sometimes the fresh products such as fruit and veg are not so great, so we mainly use for meat, store cupboard items, bread and household cleaning products/toiletries.
- I am generally very happy with the service that I get from Waitrose.
- I am only interested in organic food... apart from The Organic Shop and Farm Fresh Organic I found prices of organic food elsewhere (supermarkets) very high and quality not good enough.
- I am satisfied with our grocery shopping in Jersey since Waitrose opened. The quality of products found in the Co-op is not good enough. Spar and Sandpiper shops are too expensive. Iceland's quality is simply unacceptable.
- I am unhappy by the number of mistakes made by supermarkets in pricing at the tills. I am also very unhappy with the fact that when I made a complaint/query to my principal supermarket, by letter, I received no reply or acknowledgement.
- I am very careful with my expenditure on food and household items (which seems to make up half the cost of supermarket shopping). I am a lone parent - partner died many years ago and I rely on Income Support to complete my income. We are vegetarians and still can't afford to eat healthily; I would like to know why we pay SO MUCH more for veggies/fruit than England. Why are the shops allowed to focus on alcohol sales to draw in the customer when there is a huge alcohol problem in Jersey? I would go to any shop that gave me cheap and good, preferable local, fruit and veg, cheese, milk etc. Can we please have some transparency on the VAT, G.S.T and shipping costs? I can't understand the lies/excuses that the companies are fobbing us of with. Please understand that not everyone works in finance and draws huge wages but it seems clear that the shopping prices are based on such!
- I believe since Waitrose appeared in the Island, they have provided fresh good quality food and reasonable prices - the choice of products on offer are far superior to any other supermarket in the Island. I now only shop maybe once a month at M&S just to see what the offers are. We need good quality food at great prices, not rubbish such as Iceland.

- 
- I certainly think a free ordering and delivery service would be very beneficial for a lot of people, including me.
  - I currently shop at Waitrose. Although slightly more expensive, the quality is much better. My partner and I eat healthily and struggle to do so on our budget (£100 per week) purely because of the price of fruit, veg and meat. The price of meat and fish, especially from the Co-op is outrageous and when cooked, the meat contains that much water it shrinks to half the size. The price comparison with the UK is shocking - at the start of the season Jersey Royals were selling in England for 80p per lb. and in Jersey, £1.30 per lb. with GST on top. I also feel that adding GST on to food is outrageous! I do not wish to shop in places such as Iceland for meat or fish purely because of the quality. I do not mind paying a little extra for quality but the current prices are too expensive. There does not seem to be any regulations on price increases. We used to shop at the Co-op on a weekly basis, which used to cost roughly £90 per week. One week we went in and the price of our shop for the same items cost over £100, hence why we shop at Waitrose where we can get the same amount cheaper and better quality than the Co-op. Although the fruit and veg is good in Marks and Spencer we rarely use them as they add an additional 5% plus GST at the till which is daylight robbery. I would like to see GST removed from food, and supermarkets / stores prices monitored closely as the products and quality does not reflect the price. We are told to buy local, however why does it cost more to buy local produce here than Jersey produce in the UK? Shipping costs are usually to blame for these 'increases of price' but as this does not apply to local produce, it should be cheaper. If you need to make money on food, put tax on unhealthy items - more Jersey families are becoming obese and I think this has a lot to do with the fact that unhealthy food is much cheaper than fresh fruit and veg and people in this climate do not have the money to spend, so opt for cheaper options such as pizzas, chips and cheaper products loaded with calories. In the long term this causes more Government spending treating these people for diabetes, heart disease etc. because they were unable to afford healthier foods.
  - I do not understand why we cannot have shopping online facility. I use the Co-op delivery service but I have to get a taxi to the shop and a taxi back because I have some health problems so I have already spent £10 to £12 before I purchase anything then I have to pay for delivery - it really disgusts me. I think the retailers are taking us for a ride because we can go nowhere else, I know we have to pay to import food onto the Island but at what cost and who is paying for it? You can check on the cost of clothes and you can get them cheaper on the mainland, even at Asda George over here there are big differences in the costs when you compare them - it is cheaper for me to ask my daughter to purchase goods for me in the UK and post them over and I am not the only one to say that either. Thank you for organising this survey not that I think it will do much good.
  - I don't understand the pricing structure - many shops carry UK prices on their products but then add GST - I fail to understand how, even with transportation costs, the food is more expensive without VAT. I think many people understand the need to eat healthily, however the seemed growth in purchases made at Pound Shops and Iceland show that people are struggling and need cheap, valuable food. How are Jersey products (Jersey Royals for example) cheaper to buy in the UK than on Island?
  - I don't understand why milk & bread is so expensive in Jersey. General shopping prices increased when GST was added. It's a shame that no-one listens to what the public wants, people fought for years to allow a UK supermarket in the island like Asda/Tesco but what we get is a UK supermarket that is known for being one of the most expensive, so a win for the States again as they are seen to have provided what the public wants - how clever. God forbid any supermarket is allowed that would challenge Co-op/M&S.....
  - I don't use 2 for 1 deals on items I wouldn't ordinarily buy. M&S, whilst through reputation would seem to be an expensive choice for shopping, run deals which actually make the grocery bill
-

---

far cheaper than the Co-op. I never use Co-op for fresh produce, quality is poor and it's hugely expensive. I tend to only use the Co-op for one off specialised ingredient products and some cleaning items. Most store cupboard staples I buy from Iceland. Excellent value for money. Shopping in Jersey is a chore, having to go to various shops for different items to prevent having to pay over the odds. Some sort of price check facility would be useful (that consumers could access) as well as supermarkets running them themselves to see how they fare. I don't understand why locally sourced bread and milk cost so much - we don't have freight costs, what is the price made up of?

- I find 'healthy' shopping very expensive. As a result I shop at numerous shops weekly and buy specific items at each whilst looking out for deals. I find healthy basics such as fruit, vegetables, meat and milk very expensive and, having priced items up, could feed my family cheaper on less nutritious meals.
- I find the Co-op fresh food could be a lot better - often I have to throw fresh fruit and veg away on or just after buying.
- I find you can never get all your groceries from one shop due to the lack of quality and find you always have to visit two supermarkets, which is very frustrating.
- I have a good income but am horrified at the sharp ridiculous increase in the price of grocery shopping in the last 2 years. It is truly unbelievable. I shop for deals, marked down goods all the time because I refuse to pay for full overpriced food.
- I only buy fresh unprocessed un-prepacked food so if the markets could stay open till 5.30pm I would be able to buy food then to take home and cook rather than in my lunchtime.
- I only shop for unprocessed un-prepacked meat and veg. Why send produce to the UK only to bring it back 'nicely' presented? Give me a fish caught the previous night or pork that last week was running in a field - now that's good food and worth paying extra for.
- I order from Valley Foods, which is online, and shop at M&S. Co-op fresh produce is very bad and goes bad very quickly! Such a shame as used to shop there but prices in M&S and Valley are the same and quality is excellent.
- I personally do a great deal of grocery shopping in the UK when on visits as the prices are very much cheaper, also the choices are so much better. If we could have grocery deliveries from the big UK supermarkets then the local ones would have to be competitive - not quite sure how you can logistically import fresh food stuffs on an individual basis. Maybe someone can set up a ship to me type service for grocery shopping at a reasonable cost! The States should have allowed either Tesco, Asda, Lidl, Carrefour or Super U in to trade as the new supermarket instead of Waitrose. Jersey did not need another expensive supermarket!
- I shop around for my groceries, go to one supermarket for most, but to another for any meat I will need, and another for frozen goods. It would be great to have one of the big UK shops, (Asda, Lidl, Tesco etc.) where good value for money is available on all produce, under one roof. What I save in the supermarkets I probably spend on petrol going to all the different shops!
- I shop where I shop out of convenience, I find the shopping in the Island to be expensive and that there is not enough choice of where to shop.
- I think locally produced food should not incur GST, and prices on food in general should be lowered.
- I think that competition needs to be introduced to this sector; this has been an area of monopoly for too long with excuses given as cost of freight. Please make this better, thank you for looking at it.

- 
- I think the major supermarkets are going to have to lower their prices and do more special offers. I went to the new Iceland store in St Peter and the cost of my shopping was practically half and the quality just as good. Also, the staff in there are very helpful and polite which is really quite refreshing!!
  - I want to buy local but the quality and standard of the produce is not satisfactory. I often say to my husband that we should buy local but this involves trips to farm shops, then a supermarket etc. and it just takes too much time. I can't buy everything I need in one store because by the time you get it home it has gone off.
  - I was recently in a UK (Asda) supermarket which has the same floor space as Waitrose - Rue de Pres but had twice as much choice and better offers. I have to shop in several different places to get the same value and choice as in one supermarket in the UK. I have asked before but with no response: why does the Co-op and others have an offer (for example 3 packs of chicken breast for £10) and then add the GST on, whilst their UK branch has the same meat which includes the VAT – why don't the Jersey stores remove the VAT and then add the GST? A jar of coffee with RRP £2.39 has GST is put on top - in the UK this would be false advertising. Again local stores do not pay the VAT so why is it more? Can no-one do maths? £10 UK price - VAT + GST = the correct price.
  - I would definitely use online Waitrose shopping with home delivery!
  - I would like an explanation why food in Jersey is so expensive compared to England and don't tell me it's because of the transport because our milk and our Jersey Royals and other things are being transported to England and they sell it cheaper than in Jersey. Thank you.
  - I would like to buy local products and support local farmers, but find that local fruit and vegetables are of inferior quality to the fruit and vegetables sold in Waitrose and M&S. I do not know my total household income (so answered 'prefer not to answer') but it is well below the average - but would not mind paying slightly more for local produce if it was at least as good as imported produce. Sadly this is not the case in my opinion. I would like to see a grocery shop in Trinity, preferably with a car park as I have to travel outside the parish to buy food unless I wish to shop at the Woodside farm shop, which is, because of its small size, very expensive and carries only a small range of goods.
  - I would like to see a Waitrose delivery option like Ocado in Jersey.
  - I would like to see at least one other "big brand" company come to the island.
  - I would love to be able to do a large chunk of shopping online and already use Mercury deliver - they are an excellent company and I am to shop when I have time i.e. 1.00 am in the morning.
  - I would like bread, milk, butter, cheese, and coffee to be maintained at a reasonable cost. You even hear holidaymakers remark on the cost of prices in the shops. One shop I would not use is Spar which, if you look at their pricing, is probably 40/50% costlier than even Iceland or Checkers - hopefully this will be taken up and actioned upon.
  - I'd like to see more kinds of vegetarian food.
  - I'd like to see more people use online sources for groceries, such as Valley Foods and Mercury Deliver. I think people just don't know how easy it is to do this and to comparison shop.
  - If it was easy to park by the market, I feel people would use it more, supporting local traders
  - If there was a Lidl, Aldi, Asda or Morrison's.
  - Improve quality of Co-op fresh veg and fruit. Poor standard and freshness is why I have stopped shopping at the Co-op.

- 
- in Jersey you have to shop around I only buy bread/fruit from M&S as this is the only bread/fruit that lasts more than a couple of days before going off/stale. I buy veg from a farm shop in St Ouen which is freshly picked and lasts as veg/fruit from the Co-op doesn't. Frozen veg from Iceland as it is the cheapest and is very nice. The rest of my groceries are brought from either Co-op, Waitrose or M&S to make use of the offers/deals and also to help with variety. I will bulk buy fresh meat when it is going cheap just to reduce the costs as much as possible as I am a single mum and every penny counts to me and my daughter.
  - In M&S, as an example, they don't have all the meal deals that we see on TV.
  - In M&S, they may have two of the same promotional offers (e.g. 3 for £10) but often the promoted products on one offer can't be used on the other offer, and it is not obvious which belongs to which. Would like Sunday opening of big supermarkets, even with shorter opening hours on the Sunday.
  - M&S fruit and veg are very good. Benests' fruit goes from unripe to rotten without passing through the edible stage so I would like to select satisfied and dissatisfied. Please reduce food prices. The prices just keep going up and up. Things jump up in price overnight sometimes by 10p or 20p sometimes by £1 or £2! GST is a greedy, lazy and detrimental tax and should not be charged on food.
  - In the UK there is no VAT on food, but Jersey charges 5% GST. Getting rid of GST would let lots of people spend more money on food.
  - Increase organic ranges in every shop. Give a bigger incentive for supermarkets to buy local produce. Keep up the farmer's markets!
  - Increased competition. Better chill chain so products last to code date. Better provision of fruit and veg which is awful at the moment.
  - Introduce childfree shopping periods.
  - Introducing more UK supermarket options such as Tesco, Asda and Sainsbury's as these are generally much cheaper than Waitrose and Co-op, even on the mainland.
  - It could be cheaper. Would like to see ASDA or LIDL here.
  - It infuriates me that the price on the shelf at the various Checkers Express stores in Jersey is often missing or wrong or in the wrong place. Last week I was charged £3.37 for a 3 pack of peppers at Grouville Checkers Express (shelf price ticket missing) and I happened to visit the Checkers Express/Benests at St. Ouen's later the same day and found the same 3 pack of peppers for £1.91 - doesn't seem fair all the different prices within one store and the missing or misleading prices.
  - It is disappointing on how they add GST on food and clothing - it's disgusting.
  - It is important that staff in supermarkets are trained adequately especially those responsible for fresh produce; this is a very important area and for me decides where I shop. Products need to be stored and displayed properly and handled gently. Prices should always be displayed on the shelf I like to see country of origin on the shelf for fresh produce - I want to know where products come from. Supermarket staff should be helpful and know the layout of the store and where products can be found.
  - Items are not priced consistently. Sometimes they are priced by the unit and sometimes by weight. I shouldn't have to get my calculator out to know whether something is a good deal. We are way behind the UK when you look that you can get price comparisons in each store so your choice about where to shop is a lot more informed. Also shopping on line where you have a basket of regular items that is saved so you don't have to put everything in fresh. We

---

occasionally shop with Valley Foods and they have that capability through their website - they just don't have the range of products.

- Items tend to be very overpriced in comparison to the UK. Fruit and veg not fresh and doesn't last especially that purchased in the Co-op.
- It's all about the prices over here, groceries are too expensive here.
- It's fine as it is.
- It's just way too expensive and not always fresh or with the right dates on the packaging.
- It's no wonder that we have a problem in our society with obesity, alcoholism and diabetes...all the healthy food is far more expensive than the healthier alternatives and supermarkets are promoting alcohol. How many folk are feeding their kids cheap junk food to free their money up for buy one get one free on booze?
- Jersey Fresh is usually the opposite and I don't trust the genuine Jersey produce as some of its members make and sell their products off island and claim it as genuine Jersey. Jersey Pottery is a prime example as it buys in pottery and fixes stencils onto it - I would call that dishonest at best and gross misrepresentation.
- Jersey is a beautiful place but our shopping costs for everyday items is putting pressure on our purse strings making people choose unhealthy options, especially those in low paid jobs. Most special offers are for products that are deemed bad for us e.g. coke, biscuits, burgers etc. Our bread costs should be reduced as it is a staple and is of poor quality. I do not want a Tesco in Jersey as it will put pressure on the local businesses as they will start small, get their foot in the door and take over with electrical goods etc.
- Jersey is crying out for an ASDA shopping mall.
- Jersey is far too expensive but, as we are an island, stores know they can get away with it as we have to eat to survive. I think the cost of food over here is disgusting but what can we do?
- Jersey is very expensive and has very little choice compared to the UK. Why, when I made a complaint to Co-op Beaumont, did I get a response from the John Lewis group? Is there something we have not been told? John Lewis is Waitrose, the same people who have their food in Checkers and Benests. So Waitrose has 80% of our supermarkets? Oh who had their pockets filled to allow that? I do most of my shopping off island, I support local farm shops and butchers but the rest I cannot help as they do not help themselves. Oh Iceland should be banned; the food is disgusting - it is cheap but it tastes cheap and if people actually read the ingredients and knew what it was they would not eat it.
- Jersey needs a UK store like Tesco or Asda etc. One that is big enough to sell everything under one roof like clothing etc. It needs another shop to give some of the local shops a run for their money. More competition is needed. I begrudge paying big money out every week for foods that are not 100% fresh. Mushrooms, onions, bananas etc. there are always some that are not fresh within the punnet/bag etc. I also hate seeing the offers on foods that are normally stuff people don't buy.
- Lack of availability is the main problem e.g. empty shelves. Bread has no life on it i.e. often same day expiry date.
- Larger areas designated for local goods. Supermarkets should be told they have to buy local goods to help support the local economy. The money the supermarkets make does not stay in the island so the least they could do is support local producers. Alternatively support from the government should be available so that local producers can compete in terms of price with cheaper, inferior imported products.

- 
- Larger supermarkets open on Sunday.
  - Less packaging, more organic produce.
  - Less special offer more genuine, respectable prices in the first place!!
  - Less two for one offers and reducing the price would be better for me - more cost effective and less waste.
  - Let Tesco or Asda in!
  - Local price comparison website for branded items, including which have special offers on.
  - Local stores should be able to offer an "online" shopping experience - if the UK can manage it surely on an island 9 x 5 it should be possible? This option would be very helpful due to the busy lives most of us lead; also I think it would help with budgeting your shop. Many food websites allow you to set up a shopping list with weekly essentials on (with prices on) plus also, once your shopping habits are known, offers that would be of interest. Think if any of the supermarkets offered this, backed up with a reliable delivery and good customer service they would have keep loyal customers and price wouldn't be the big issue that it always is. Most of us accept that prices will be slightly higher but we also want value for money and appreciation for the money we do spend in terms of choice, quality and service. Think when you offer a shopping on line option you empower your customers and also enable them to know up front how much money they are spending rather than as often happens at a physical check out when the total is rung up most of us then are horrified specially if we have just popped in for a couple of items! Think often local food retailers are very complacent either in how they interact with customers and also how they invest in their stores and staff. Waitrose coming in has shown it can be done just wish they would also make their on line shopping service available in Jersey! I also like to support local Farm shops it is a completely different offer and experience from a supermarket but should be encouraged - both complement each other and as a family we want to be able to use both in terms of offer of products and convenience . Really hope this research can bring about change - for all of us regardless of income food is the biggest challenge in managing spend and also living healthily.
  - Locally made and supplied bread is nearly 70 pence a loaf more expensive than Waitrose imported bread which lasts a lot longer. Amal-Grow fruit and veg shelf life is very short in comparison to imported or Farm Shop fruit and Veg. The Co-op prices were similar to the UK until Waitrose arrived in the Island then they put up there prices to match Waitrose. The Islands need another big supermarket chain such as Asda, Tesco or Sainsbury. You look in the UK and try and find an area the size of Jersey that has three Waitrose stores and seven M&S food halls.
  - Low cost supermarket such as Tesco/Asda.
  - Lower cheaper prices, too many retailers blame shipping costs, so how come you can buy leeks from Iceland for £1.00 but cost £2.00 at the Co-op? Also, for example Berrocca tablets at Lloyds chemist you can get them for £4.00 but at the Co-op they are £6.00.
  - Lower price of essentials like bread and milk.
  - Lower priced main essential foods.... eggs, bread, milk, fruit, veg, perhaps see more meal deals...like pasta; sauce and meat.... where you can see how much a meal could cost for a family of 4or5 encourage people to use a list and stick to it somehow!! we seem to impulse buy a lot ...
  - Lower prices / more choice.
  - Lower prices! Fresher food! Better selection of products - Jersey is always behind UK with new products, that's if they even make it this far... Asda/Tesco etc. would also be nice...

- 
- Lower prices, items such as bread and milk are too expensive, bread only lasts a couple of days and not enough milk to warrant cost per pint, for a family of 4 budgets are tight
  - Lower the prices.
  - Lower the prices, Jersey is too expensive!!!!!!!
  - Lowering prices and increasing choice and competition by allowing more UK and European companies to operate in Jersey, e.g. Tesco, Asda, Sainsbury, Aldi, Lidl would all improve supermarket industry in Jersey.
  - Make fresh produce much cheaper and highlight these items at the entrance of stores. Place chocolates, biscuits fizzy drinks and tempting foods away from children high on shelves, rather than at check outs. Make junk food less appealing and less available in your supermarkets.
  - Make healthy food more affordable.
  - Make it cheaper, have better fresh produce at Co-op.
  - Make it cheaper. Fed up with being ripped off. For example in one week the cheapest brand of tuna leapt from 87p to 93p I have seen my average shopping bill creep up from an average of £98/£100 per week to over £140/50 per week. This is all well and good but I don't drink or smoke or eat meat and get very little in the way of treats totally unfair I think.
  - Make it cheaper. I support eating healthy and fresh produce but due to the prices it's becoming impossible. Why if an item sells well in the stores the price keeps going up?? Greed!
  - M&S's £10 deal is advertised in Jersey but not applicable - silly!
  - More choice, better value, fresher fruit, home delivery more for the single person.
  - More acceptance of American Express.
  - More affordable prices, and less price hikes. More variety, less wasted packaging.
  - More cheap options should be available.
  - More choice and competition, including stores from outside local franchise who seem to have a monopoly in the island that does not strive to deliver high quality and choice at reasonable cost.
  - More choice - bring in another chain!!!!
  - More choice of places to shop i.e. Tesco etc.
  - More choice of supermarket - perhaps Asda or Tesco. There is no real competition therefore prices are never lowered.
  - More choice. I am always blown away by the choices in the UK and prices. Milk for example is only 49p a pint. Fruit and veg in UK at markets are so fresh, cheap and much more choices. Even own brand alcohol at Tesco and Aldi is so much cheaper e.g. Irish Cream £4.99 compared to Baileys here at £16. I even buy cat food when in UK as much cheaper. And even household cleaners are cheaper.
  - More competition i.e. Aldi or Lidl.
  - More competition.
  - More competition from UK stores.
  - More competition to bring down prices.

- 
- More competition. Iceland is only cheap store and quality tends to be rather poor, cheap unhealthy options. Waitrose and Marks and Spencer's tend to be too over priced in comparison to their UK counterparts.
  - More competition - where are Sainsbury's, Asda and Tesco?
  - More competition.
  - More in line with UK prices would be nice.
  - More of the products available in the UK, as we have a limited choice of items over here, although Waitrose do a pretty good range, but I often have things in the UK and then cannot find them here. Obviously cheaper prices would be good and not the high mark ups we seem to get regularly on items, some goes up every month by up to 50p, so I cannot afford to buy it anymore, especially fruit and veg, even when it's coming into season.
  - More online ones as there is only one that I know of and its free delivery over 50.
  - More organic and local products in stores.
  - More range of products. We never get newly advertised products for weeks.
  - More range of the goods that are available in the UK over here.
  - More realistic prices on essential foods like fruit, veg, bread and milk.
  - More self-service scanners and fast lanes like Waitrose have. This makes the whole process quicker and cuts down on wasted time queuing.
  - More supermarkets e.g. Asda to be brought to Jersey so we get the same deals has UK and a lot cheaper prices... we call this island rip off Jersey residents.
  - More supportive approach taken by States and locals to the fact that retailers are doing their best for consumers, both in terms of pricing and quality, and accept that we have a very good offer considering our Island location and our small population. M&S would be the exception to the above point as I know their prices can be almost 20% higher than UK equivalent prices!
  - More tills working on the busy days.
  - Need online shopping as it is very hard to shop with babies/toddlers in tow and need parking right outside.
  - Needs to be cheaper on price or same price as in UK. Food prices in Jersey are a joke - also need to stop GST.
  - Never running out of stock.
  - New products introduced into stores at same time as UK. There is a time delay of months from when you see items in UK shops to in the island if they ever arrive, which is annoying when you find items you like.
  - No GST.
  - No GST on food!!!!
  - No, the balance is about right.
  - Not all shops are always clear on the offers; you have to be careful and double check. Prices definitely need to be lowered. Bring Asda in.
  - Not charge silly prices
  - Offers are confusing. Should not have "buy 2 save £1.50", which is not clear what the actual price is.

- 
- Offers need to be clearer. The quality of fresh produce at the Co-op is terrible - it goes off very quickly. I therefore buy fresh fruit and veg from Waitrose or M&S.
  - Often local products are the same price or more expensive than UK/foreign products which is difficult to understand. I would always prefer to buy local but am tempted to buy foreign products if they are cheaper. Perhaps no GST or reduced GST on local products would be a good idea.
  - Often offers are not updated on the till, and you end up paying full price for items without knowing until you are home and have checked the receipt.
  - Often shelves in M&S have out of date food. Once there was a tin of mustard one year out of date! Local fruit / veg not that good quality especially in the Co-op - the reason why I stopped shopping there.
  - Online.
  - One stop shop for online ordering (i.e. someone can supply from all the main shops). If that can't be done, then I would just use each one separately. Really, I think Jersey is totally behind with online food delivery. Seriously, I was asking for it 11 years ago when I moved here but was told it wasn't viable. Please sort it out.
  - Online like in the UK so that you can order in your groceries for the month / week and have them delivered to the house.
  - Online prices should be available so that greater competition is created between shops allowing consumers to make choice over stores. All stores should offer the Waitrose scan system so that you can see how much you spend as you are doing the shop.
  - Online shopping / delivery would be great as I work long hours and don't always have time to shop.
  - Online shopping would be a huge benefit & more competition to Sandpipers. I like stores with ethics, like Co-op & Waitrose. It's probably just good PR but it sways where I shop for sure.
  - Online shopping would benefit the island.
  - Online shopping would save people a great deal of time and stress, even if it meant collecting the shopping yourself. If it could also save your "favourites" it would cut down a lot of hours for many shoppers. Longer and/or Sunday shopping in the big stores would help, you often can't get the larger size packets at smaller stores.
  - Open on Sundays.
  - Open on Sundays; cheaper; if you work shifts it's not very accommodating.
  - Our shelves are full of foods that contain genetically modified ingredients, for e.g., Kellogg's Cornflakes, Cheerio's, Coca Cola, Sprite, 7 up, Uncle Bens, Mars, Twix, Milky Way (I could go on). The public are completely unaware that these everyday products contain GMO's. We would insist at the very least that they are clearly labelled although I would like to see them banned!
  - Please include the GST in the price. Or remove stickers which are clearly wrong, as this over-emphasises the perceived extortionate prices.
  - Price (especially tinned/dried goods).
  - Price is a real issue - the cost of basic items such as bread milk etc. can be extortionate!

- 
- Prices should be dropped, home service would be great for those who are disabled or have an impairment - if it was cheaper and local produce was fresher they would make more money - everyone loves cheap food.
  - Price! I can buy the same price items at corner shop (or online) than a supermarket. Up to 30-40% less expensive.
  - Prices all need to come down - we pay far too much compared to the UK and using the sea is a ridiculous excuses for the high mark up!
  - Prices are high. Check out accuracy - goods which are marked down in price are often charged at full price.
  - Prices are too high for general staple foods considering we can make them in island. Provide an online service.
  - Prices could be lower especially on locally sourced foods that do not need to be imported into island?
  - Prices could be lowered a lot in Jersey. I was very disappointed to see some of Jersey products on sale in the UK at cheaper prices than we pay here. That is certainly not right. I tend not to eat very healthily because a lot of the health food is way overpriced especially when you are on a budget. I also find that the bread is not always that fresh either. Sometimes it feels like it has been frozen and defrosted before it is put on the shelves. The high prices we pay can't be blamed on freight charges either. Everything is far too expensive on this Island.
  - Prices have to be reduced. I am enraged every time I leave the island to see the difference in prices abroad. Having lived off island for a few years, I know very well how much more we pay than compared to the UK and Europe. GST on food is an outrage and is very noticeable to the grocery bill at the end of the month.
  - Prices in Jersey are far more expensive than UK - our Jersey Royals are just an example. Many Waitrose offers are good value if you can afford to make these purchases at the time as you usually have to spend more to reap the ultimate benefit. As for charging more for importing the goods into the Island such as M & S where would they be without their customers? If they want to have a shop over here they must have taken this into account in their initial costs of running the business. Come on; think of the shopper for once!
  - Prices need to be much more competitive - it is difficult to find good value on the island for grocery shopping; in the UK it is very easy to find good quality and good prices combined in a number of reputable stores, despite the fact that some of the fresh produce will have been imported/subject to travel costs (often cited as the reason for higher prices in Jersey). I am increasingly using on-line shopping (from the UK) for non-perishable grocery items - I would much rather offer custom to the local environment I'm living in, but I am not prepared to be fleeced by local retailers in the way that I feel that customers are systematically fleeced in Jersey.
  - Prices need to come down, fed up of retailers using delivery to island as an excuse to fleece customers.
  - Prices need to come down.
  - Prices of fresh fruit & vegetables desperately need to come down.
  - Prices seem to go up overnight and not just by a few pence - keep prices steady and reasonable I am fed up getting ripped off as my shopping bill gets higher every week.
  - Prices should go lower as it was couple years ago. As it is impossible to have a healthy diet for the whole month.

- 
- Produce from Jersey should be cheaper than in UK.
  - Products on offers (e.g., 3 for 2) should be grouped together on display; you should not have to walk around looking for (say) the third item as in Waitrose.
  - Promotions are not always better value and sometimes you wish you had a calculator with you. Dried goods i.e. pasta rice etc. should be much cheaper and it is becoming more of a struggle each week. Please remove GST from essential items.
  - Promotions should be more clear to the customers, because most of the time they are misleading and get us customers to spend even more than we are prepared to.
  - Provide fresh produce which is not frozen. Provide fresh produce which is not nearest its sell by day (I always shop from the back where the shelf life is longer). Reduce costs! Online home delivery shopping: I would use this service but not for fresh fruit & veg, I would get those myself to ensure I pick the best quality and longer shelf life products.
  - Put the prices down.
  - Very easy to understand whether they're good value for money..... they're NOT!!
  - Quality is not good for the price in most shops, M&S generally coming out best. I would like to see less farmed fish, and more fish caught used sustainable and in an eco-friendly manner such as line caught sea bass. Less plastic packaging - I would propose a levy on the amount used in shops as much of it is often not needed.
  - Reduce prices, increase choice.
  - Reduce the prices.
  - Reduction in prices rather than some of the radical special offers that are put on show. People will probably spend an equivalent amount or less but on things they REALLY need rather numerous items that may go out of date and therefore wasted.
  - Removal of GST; offers often are not clear they make you think it's cheaper to buy big but often dearer than buying smaller sizes.
  - Removal of GST. Food is expensive enough. It is immoral to tax food.
  - Remove GST.
  - Remove GST and VAT.
  - Remove GST from food. Bring prices down.
  - Remove GST from food. Look at improving the price of the basics: milk, bread, potatoes.
  - Remove GST. Introduce other supermarket chains (e.g. Sainsbury's). Some prices should be fixed e.g. local milk. Why do prices have to differ so significantly depending on where you shop?
  - Sale of Jersey Royal potatoes: Only a sample showing condition and size variance should be on open display, especially if under any direct lighting, and this to avoid the product becoming green and unappetizing and potentially poisonous. Customers would get their requirements from a basket or sack which, between selections, would be kept covered by hessian sacking. Shoppers, especially in the UK, often complain that the Royals are difficult to clean, are going green, no longer taste the same, and not worth the price premium. The housewife once experiencing such defects, will not come back next week for seconds! Adhering to the precautions previously listed above avoids these problems.
  - Sandpiper's mark-ups, especially in Checkers Express, need to be exposed.

- 
- Scrapping GST!
  - Seriously need a cheap and nasty UK chain like Lidl? Even Iceland is double the price of its UK stores.
  - Seems to be a lack of competition.
  - Sell more foods for single persons i.e. 1/2 loaf of bread; get the price down. Go and look in ASDA all the things you get for a pound. Take off GST.
  - Shop in Iceland a lot as the food is cheaper but not always fresher as frozen.
  - Shops should not pass GST to consumer. Shops should not charge VAT! Certainly never charge VAT & GST!
  - Shops should take greater care with the labelling of special offers. I have been very often misled by incorrect placing of price tickets and have ended up buying the wrong size product, etc. This must happen to many elderly shoppers in particular, who end paying more for the product and not getting the benefit of the special offer. I always check my bill thoroughly and almost weekly I find errors. Shops are always readily willing to give refunds on any items overcharged but this should not happen as often as it does.
  - Should have had a French supermarket and not Waitrose. Waitrose is far too expensive.
  - Simply put, make the cost of everything cheaper. Jersey is expensive enough when you have a family without continually having to pay more for essentials like food.
  - Some stores need to stock fresher produce. Often you can see produce which is aged and not very attractive.
  - Sometimes the offers are not the cheapest option available so you have to spend time and work out price per unit.
  - Sometimes the quality of local produce has deteriorated massively by the time it hits the shelves. For eggs and fish etc. we would shop in farm shops and at the fish vans which are stocked as freshly as possible. The most frustrating thing is the amount you have to pay for tinned and dry items such as pasta. In the UK I can get a tin of tomatoes for 15p a can; here it will cost me at least 70p. Having to also pay GST on things which are inclusive of VAT is also frustrating.
  - Special offers are easy to understand if you have fairly good grip on maths but my worry is that other much more needed items are hiked up in price to enable the special offers to be put on. Concerns further from this that there may be wastage and therefore can't be good for environment or suppliers. Also, I'm worried that freight etc. is used too much as an excuse for hike in prices and whether or not businesses try to work collectively to obtain better pricing on shipping products to the island.
  - Special offers are often 'mishandled' by staff or in store systems. Also, places such as M&S add extra charges to their food: for example, meat has a sticker of £8 but goes through the till at £8.80. I queried what the extra charge was and was told its GST. But GST only accounts for 40p. Staff were unable to tell me what the extra charge was. In addition, stores charge the same as UK prices plus GST. They tell us this is due to import costs but they are still charging VAT + GST + import costs. The prices are ridiculous.
  - Staff could improve by having people who can speak fluent English and understand your questions.
  - Stop protecting local producers and open the market, let them compete on price and quality like other markets (Telco's) have been forced into. Otherwise protect all markets. Why are M&S allowed to charge higher than UK price on items? They say shipping costs, yet the same

---

trucks/boats are used as the franchise owners' other shops, yet they do not add cost. Rip off Jersey again.

- Stop the monopolies on products like milk and bread. It is 3x as expensive here as in the UK and we have a pathetic range. Stop subsidizing local industries with tax payers' money; if they can't compete then they have to close down. Allow real competition, no use allowing different chains if it is all owned by the same people.
- Sunday opening.
- Sunday opening; longer sell by dates.
- Supermarkets frequently have offers which if you analyse properly are not offers at all and are often worse value for money than purchasing the standard product. In fact the offers are designed to try and fool you. To improve this situation an example should be made and a supermarket should be prosecuted.
- Take GST off everyday foods.
- Take off GST. Stop using the excuse of importing cost, which supposedly cost so much. On websites I've looked on, the Islands off Scotland are by far cheaper than us, and they presumably have shipping costs too. If is so expensive, how is it the food I do buy online [meat being one of them] I can buy very cheaply and is free postage?
- That's easy, stop one company holding most, if not all of the franchises to the supermarkets here - No real competition. Having visited the UK quite often, we shop at Asda when there and quite literally fill the car up; even paying VAT blows the prices paid in the Island out of the water.
- The bogof offers / 2 for 1 are designed simply to sell more. Sometimes this coincides with what we need, but often I do not want 2 or 3 of that item. I would much prefer half price items anytime!!
- The Co-op fresh produce is appalling. Jersey main crop potatoes are not fit for animal feed. I strongly suspect that Jersey supermarkets are sold old second rate produce by local farmers and it is then marketed as premium produce: it is not. We don't all want to spend Sunday in church. Waitrose produce is very fresh but even they have fallen for the 'local' scam. I want a choice and it is not to buy second rate rotting Jersey veg.
- The cost is too expensive; I would like a supermarket to have lots of choice, good quality products and good value for money. There is not one supermarket that provides this service in Jersey. Having children makes shopping a chore - if I had the time I would shop at various supermarkets to get the best deal, but I don't! I have really noticed the increase of my food bill in the last 6 months, when our income is less and less each year!
- The cost of a weekly shop is too expensive; I have really noticed the increase in the last 6 months, especially as our income is less. I am constantly looking for the cheapest deal when doing my weekly shop. I would like a supermarket that is good value for money, has good quality produce with varied choice. I have two young children so time is valuable - shopping takes me a whole morning once a week, and if I could shop at all three supermarkets (M&S, Co-op & Iceland) to get the best deals I would, but I don't have the time.
- The difference in price between say Co-op and Asda/Tesco's/Sainsbury is pretty big. I was born in Jersey, got my work experience in the UK and returned to the island disappointed to find sky high prices in comparison and GST on food (!!!). It's obvious that import costs are a factor in pricing as well as property, services etc. that all count towards the cost of goods, but on top of the retail mark-up, taxing food is ridiculous.

- 
- The fruit and veg at the Co-op are not good quality and therefore one has to buy these items from another shop this increases time spent and not good for environment as having to drive around looking for fresh produce that will last.
  - The price on fruit is too high.
  - The prices are far too expensive in St Ouen's Food Hall - they never seem to bring them down either. If you ask them about the prices they back up their shop by babbling away about the UK and how the cost of importing these goods is rising.
  - The prices are outrageous. For example we pay more for Jersey Royal potatoes in the Co-op and Waitrose here than my mum pays in Tesco/Asda in the UK. The majority of grocery items are at least 20% more expensive than in the UK...it's a disgrace.
  - The prices are ridiculous and GST is a joke that should be removed from food. Also fresher food would be better and sensible prices - don't encourage people to buy Jersey unless you can sell them at a good price, local produce should be cheaper but sadly no....
  - The prices here seem to be so much higher than in the UK but that is more down to the cost of freight than anything else. I am happy to pay premium prices for Jersey milk in order that it stays local.
  - The quality and range of fruit and veg in smaller shops e.g. Co-op Locale needs serious attention. Not always clear labelling on prices especially when there is a unit price displayed; it's often in different units to the other similar products making quick mental comparison impossible.
  - The quality of produce in Waitrose is far superior to other supermarkets but on a low income very hard to work into your budget so it would be great to see the same standard in cheaper shops. I go to Waitrose after 5 to buy the reduced products as this is the only way I can afford these luxury items. The price of essentials such as bread and milk should be more in keeping with the UK. I'd like to see at least one supermarket open on a Sunday.
  - The weekly shop has increased significantly and we do have the higher end supermarkets in the island. We don't have choice (i.e. Tesco, Sainsbury) - I can understand why but the recession has hit the island's middle income earners hard and food has increased massively. Islanders are no longer earning more than our UK counterparts. GST should run like VAT and be exempt on certain items.
  - There are concerns that some items that are subject to VAT are not discounted from UK pricing. The cost of shipping alleged by the supermarkets is far from transparent. The range of supermarkets is limited; a discount chain would be a useful addition to sharpen competition.
  - There are too many differentials in prices. Example, a small loaf in one large shop is 87p in another well-known shop it is almost double. How are shops allowed to charge anything up to £1-£2 more per item? Surely there should be a RRP that is adhered to? You shouldn't have to drive around and shop in 3 supermarkets to get the best prices.
  - They should make an effort to label offers on the selves correctly, placing the offer above or below the item being offered - this is too often not the case.
  - They should stop blaming freight charges for the high cost of food.
  - Too expensive and fresh food goes off to quickly. Prices increased all the time.
  - To increase the quality of the fresh products sold shops should favour a much closer relationship with France than with the UK. A French supermarket should be encouraged to set up activity on the island to increase competition and variety of products.
  - Try to lower prices especially on cereals.

- 
- Using Valley Foods for the last year has been a great time saver with home delivery - they supply all the local produce we require & their prices are very competitive.
  - Value for money is what is needed - and when things are out or just about to go out of date that they are reduced sufficiently - just taking the odd 50p off does not cut it and as for the cost of bread well that is just disgraceful!
  - Variety of choice is important. I believe another supermarket chain should be invited to Jersey such as Tesco.
  - We are a captive market. We will take the goods at poor quality and high prices because we have no choice. I think prices are kept high by mutual consent and the person in the street pays the price. I am spending very little less now than when my children were both at home. Food bills are almost the same I'm feeding two for the price of four!
  - We could do with a 24 hour store.
  - We had Morrison's - people moaned! Marks and Spencer is value for money in Jersey - it is extravagance in the UK! Local retailers increase price as there is little choice.
  - We need a more competitive supermarket such as Asda or Tesco - all the big supermarkets are extremely over priced as they are all in the Sandpiper group and customers do not have much of a choice when it comes to prices.
  - We pay more here for Jersey produce than in England.
  - We would obviously like cheaper prices but the size of population stops any of the big UK or French supermarkets coming here. However we believe that Sandpiper try and monopolise the market, unlike Waitrose who use UK prices, M&S add 5% and Iceland(both franchises for Sandpiper) use different prices - also they take franchises from other companies(George-Pasty Presto-Hotel Chocolat) to stop others undercutting or being competitive with their own brands. Earlier they, under their previous name, bought or owned the majority (if not all) the food & product import companies.
  - Well it is not often very good as often the prices go up before the promotion and the saving is minimal. The pricing is always confusing and it is tricky to work out the price of one item or price /kg.
  - Well just bring in a French supermarket for a start.
  - When offering a bogof shops should display the new item price to help compare against other items to ensure it's a good deal.
  - When looking at bogof offers you have to think: would I buy this usually, do I need it and will I use it? I tend to use our farm shops for freshness and I avoid huge supermarkets because I would buy more than needed.
  - Whenever 'special offers' are on 'offer', could the shops please make sure there are sufficient supplies on the shelves as so often, the 'slots' are empty. This is a very common practice in a lot of stores. Just a gimmick to get you into the shop, me thinks. And whatever happened to background music? There is such a gloomy atmosphere nowadays in stores. No vibe, miserable faces!
  - Where to start? A captive market with low expectations and no real competition between suppliers (except for Iceland and to a lesser extent the Co-op) means customers pay a premium for goods which are frequently past their best or not top quality to begin with. Only M&S and Waitrose have really good fresh groceries and they are much more expensive than all the other shops. I don't know how low-income families manage. Allowing Asda and Morrison's in would shake up the complacency of the existing shops and provide some

---

overdue competition. Standards of food supplies here remind me of the north-east of England in the 80's where only the wealthy can eat well. No wonder poorer people get fat and ill.

- Wholesalers and the superstores are putting small grocery stores out of business. Wholesalers charge small businesses a much higher price for goods, so much so that it is often cheaper for the small business to buy their supplies from supermarkets. Also, I have heard of certain food items being removed from the shelves of small shops because the Co-op wants to rebrand the items as their own. How is this fair? No wonder small businesses are struggling. The big superstores need to be monitored more closely - they don't own the island.
- Why can Waitrose price Felix cat food at 5.17 a box when I can have it delivered to my door at around 2.85 from Amazon? How some prices are justified I do not know.
- Why does healthy food have to be so expensive?
- Why was it cheaper for me to buy Jersey new potatoes when I recently visited England, than it was for my mum back in Jersey? Is it cheaper to ship items from Jersey to England, than vice-versa, like we are always told? Finally, this also includes Jersey milk.
- With only three supermarket chains there is clearly not enough competition in the food market in Jersey. For middle to low incomes the only choice is Iceland or the Co-op (M&S and Waitrose are "premium" supermarkets). There is a desperate need for a low cost chain such as Lidl, Aldi or Tesco to improve competition. Something also needs to be done to reduce the milk monopoly.
- With the exception of M&S, (which is too expensive for weekly shopping) the quality of groceries on sale here at reasonable prices is not good. Sometimes I feel we are sacrificing quality just so that we can afford to eat. We need to bring in an Asda or Tesco. Bread and milk are a household staples food bought daily. Why are we spending over a £1 on these items and over £2 in some instances on bread? Both bread and milk are made in the Island so there are no shipping charges. GST also has a major factor and is eating into an already tight shopping budget. Three years ago I could fill a trolley for £100 now I'm lucky if I get 3 or 4 bags for this price.
- Would like to be able to book my home delivery in advance i.e. before I get all the way to Grand Marche to find there are no more slots available.
- Would like to see a greater range of local/genuine Jersey products on offer in all supermarkets or failing that give up parking space for farmers market type stalls to promote local produce.
- Would like to see better choice of produce and better quality. I also have to shop around to get the best deal, but this time consuming especially as most of us are working mothers now.
- Would like to see more UK supermarkets (Asda, Tesco etc.). I have found when shopping at the Co-op the fruit is NOT fresh, tasteless and goes off very quickly when purchased. I am comparing this to the fresh fruit brought from Waitrose and M&S and I feel I have to shop at various stores as when shopping after work a lot of fresh produce is sold out from Waitrose than have to go to M&S.
- Would like to see, in the Co-op, a price per 100g on the shelf label to make price comparison easier.
- Yes bring the prices down!
- Yes, lower the prices to at least resemble those of the UK stores. Also give us a choice of milk - why do we have no option?
- You asked in question 8 'if you could shop online', I do with Valley Foods!!!
- You can ALREADY buy online.

---

## Guernsey - Open Unedited General Comments

- 1. Please ensure that out of town shopping remains free (no charge) parking, as there is currently a traffic strategy under discussion in Guernsey. 2. More prominent 'offers' in store advertising as in UK supermarkets. 3. Some of the single till, basket only points, are designed too narrow, and cause a squash with adjacent customer and little space to pack goods. 4. when I do go to UK supermarkets, checkout staff often/always ask if you need help to pack, in the many years I have lived here, I never recall being asked that question- it would seem not to be in Guernsey's 'training' regime for in store training. 5. all stores in Guernsey please advertise where all those 5 pence bag charges are going-since their introduction by the eco campaigners, on the basis, I recall of the cash going to good causes - where has it all gone, and what proportion of the 5 pence, and annual totals please. 6. most important, as demographics are changing, and not forgetting expectant mothers, and young children some stores and petrol filling station shops in Guernsey do not have toilet facilities - essential for the busy working families and us 'getting older people'- please check out the legality of this situation? Thank you for survey.
- 24 hour opening, or online facilities, fresher fruit and veg, more local seafood at better prices. Better customer service, Waitrose is very good. A Tesco or lower cost major brand. Waitrose is expensive.
- A range of grocery stores - there are many of the same over here and it can difficult to shop healthily on a budget. Also there is no price comparison so hard to know if an offer is actual good compared to another shop.
- All fruit and veg should have price shown in kg and lbs. as it is very hard to try to work out what is best value, especially at Waitrose. Sometimes it's in lbs., sometimes kg, sometimes per bag. Local produce needs to have more dominance - you have to look quite hard to get it in the shops.
- Alliance all the way at the top.
- Allow more supermarkets to trade in the islands would give better value for money.
- Allow Sunday trading for all stores. Waitrose should have been allowed to open before Christmas.
- Allow the markets to be open to outside firms instead of monopolies which keep the prices high...I also shop with amazon because of price.
- Allow things like English milk in. Encourage a low cost supermarket such as Tesco, Asda etc. in. Waitrose and M&S are very expensive but have no choice but to shop there due to lack of transport.
- Any produce that can be grown, caught or reared locally should be encouraged as not only would it provide a food source that is fresh it would provide local people with a business/ employment. Sadly the growing industry on Guernsey is dying out and finance sector taking over making the Island less affordable for people on low/middle incomes and deterring people from coming to work/live here. Those of us unfortunately in lower paid essential jobs such as states and health workers will eventually not be able to feed ourselves never mind pay our rent/bills.
- Apart from Waitrose, stores are far too small & cram in too much stock. I shop at the Co-op but always leave frustrated - price being the only reason I shop there.
- Availability of price comparison between all grocery shops on the Island.
- Bad weather can affect the supply of fresh goods from the UK.
- Ban use of mobiles during checkout. Put up big signs by tills saying "You're going to have to pay for this so get your purse/wallet out now."
- Better prices generally as prices of grocery shopping has increased dramatically over the last few years whilst our family income has been frozen due to no salary increases by employers. Would like to see better range of locally produced products at reasonable prices.

- 
- Better quality control in the store, i.e. take it off the shelf when it goes off - they have the same problem in the UK.
  - Better quality fruit & veg, more like you get in Europe. The size of the fruit particularly is much smaller than you get in France - why? More Guernsey produce please, a lot of the fruit & veg labelled "local" are from Jersey. Guernsey fruit & veg would be even fresher & we would be supporting our own growers.
  - Better use of Best Before Dates - M&S are getting very bad at only having bread that is best before the day I am shopping - if it is best before that date then why should I buy it? All the stores are bad at mixing fresher goods in front with older ones so you really have to check the dates carefully.
  - Bring in Asda or Morrison's!! We get ripped off so much here!
  - Bring in Asda. My wife works for Waitrose so we can get the staff 15% discount but we can still shop cheaper at Iceland and the Co-op. Our family consists of 3 males and 1 female. I currently always set a budget for food which is about £80 pw. But you take into account bread and milk that is £28 pw with 2 cartons a day and one loaf.
  - Bring over another large UK supermarket for greater choice of where to shop. Maybe Asda or Tesco as Waitrose is slightly more expensive.
  - By more competition from a UK store. Waitrose was the most expensive one chosen. We deserve better prices for our food.
  - Cheaper choice such as Tesco or Aldi. The end of states control on prices such as bread and milk.
  - Cheaper deals on healthy products. Prices appear to be consistently rising on most fresh fruit/veg products.
  - Cheaper items; trolleys should be fixed; people to pack away shopping as hard to pack and load on till; more choice.
  - Cheaper prices!
  - Cheaper prices.
  - Cheaper prices...more competition from better priced supermarkets like ASDA/TESCO.
  - Cheaper.
  - Checkers Express and Food Hall are far too overpriced. Dirty grubby little shops. Get them to lower their prices in order to compare with Co-op.
  - Competitive price for better foods for a family rather than gimmick fast food that is more reasonably priced in order to service healthy eating for a family.
  - Convenience is a big factor in my shopping decision. I buy if I am passing a store. Waitrose and Forest Stores offer sourcing information on meat products - this is very important for me. We need an alternative baker to Senners.
  - Co-op needs to stock up their shelves more and have a longer use by date for foods. Waitrose can sell the same product but have a use by date weeks ahead. Good for someone like me who lives alone as less wastage. Waitrose have better quality fresh fruit etc. Co-op can put you off as their fruit is left to rot on shelf and not good quality at all. We want good quality items at reasonable prices. Some shops expect you to put up and shut up and are not bothered about you as a customer. I like the staff training for Waitrose staff as they are always helpful and polite - other shops could learn from this as rudeness can put you off from visiting a shop again.
  - Did you know you can buy cat food and have it delivered to your door, cheaper than you buy locally.....? Do you know how many hours are spent grocery shopping a year? We used to use Donkey Deliveries. Delivered anything except frozen. Was excellent. Would welcome that again.
  - Drop the prices. I know this not easy with freight companies holding a monopoly, but maybe this should be looked at!!

- 
- Encourage Lidl and or Aldi to open stores on Guernsey. Have stores checked to ensure prices displayed on goods and shelves are the same when you checkout.
  - Ensure all items are fully VAT free (including things such as hot take-out food purchased in supermarkets, chocolate coated food, etc.) ALL staff to be fully compliant with food serving training - INCLUDING those with Saturday jobs & evening working staff, plus those working in the stores areas. Maybe some Sunday openings for large supermarkets on specific dates in the year.
  - Everything is geared up for big eaters and large families. I find it very difficult to buy in small quantities.
  - Expensive.
  - Food is very expensive on this island- what a rip off. The Co-op is the best on the island but you can't do a decent shop. And Waitrose shouldn't employ people with learning difficulties - having a guy on checkouts with bad OCDs is not ethical.
  - Food prices are extortionate! I have found recently that for quite a few different items it is much cheaper to get them from M&S! The choice in general is poor and I'm sure the UK supermarkets have much better value for money.
  - Food shopping is so expensive and seems to be getting more and more so.
  - For a small island we are well served.
  - For identical products (excluding special offers etc.) there is an amazing price difference. So some shops add on less for transport charges whilst others go the whole hog and add extra for open 7 days a week and late opening hours.
  - For special offers you always need to check against the price for other sizes as the offers are not always cheaper. Off island bread very short dated. Fruit and vegetable quality often poor for off island produce. Waitrose expensive but has good choice. Marks and Spencer's should not add 5% to food prices as it is like being charged a tax and delivery would not cost that much per item.
  - For the size of the island, I do think we have a good range available to us. Waitrose coming into the islands has been a great benefit and has really improved on customer service and prices in all supermarkets, and my shop now is much better value than it was 5 years ago. I would like to have the choice to have the large supermarkets open on a Sunday.
  - Free delivery service. Choose your delivery time slot, pay by credit card, and be able to send a gift hamper to friends or family online with the same day delivery and after working normal working hours delivery of 9 til 5 too.
  - Fresh fruit in Guernsey has always been stored super cool and when it is bought it goes off very quickly. In the UK fresh fruit lasts much longer and, with 3 young children, I spend a fortune on fresh fruit, which I have to buy almost daily to ensure that it can be eaten rather than thrown away. Also, I can buy almost the identical amount of shopping in the UK at places like Aldi for less than half the price of the same shopping in Guernsey. This is not down to shipping costs as I buy a lot of stuff not produced in the UK.
  - Fresh soft fruit and salad sourced from the UK is a challenging problem for Waitrose and M&S, because the extra supply chain journey times limits their sell-by dates; however, the answer is to 'buy local', which is more possible in Waitrose (and the Co-op and Forest Stores) than M&S. Therefore adequate 'solutions' exist. The only improvement would be to allow Sunday trading for all stores - the small M&S stores are packed when open on Sunday - the customer demand is there, so don't pander to special interest groups. Overall, I think the food retailers do a difficult job very well and serve their customers with good ranges, at good quality and fair prices. This is not an industry sector which warrants heavy-handed regulation - there is adequate competitive pressure already within Guernsey.
  - From a consumer's point of view, greater use of straightforward price reductions on single items rather than having to buy multiple quantities, i.e. to have more offers at half price rather than two-for-one.

- 
- Fruit and veg generally poor and ludicrously expensive where it is best - M&S and Waitrose. Foods such as avocados virtually impossible to buy ready to eat - start off rock hard then go black the moment you turn your back on them.
  - Generally I am quite happy with the products that the shops sell, if not expensive and rise on a daily basis so it seems. I am lucky it's only my husband and me at home now, but when my daughter who lives away comes home with her family, that's when you realise how expensive the island is.
  - Get an Asda, Tesco or Sainsbury's.
  - Give us more brands in all stores - I can get some Weight Watchers products in one place and different ones in another. Likewise Quorn products.
  - Give us more competition e.g. Asda, Aldi and Tesco to help drive down inflated prices.
  - Guernsey grocery prices are exorbitant compared to the UK. When we go over to the UK we often stock up the car with non-perishable goods which are far less expensive, e.g. washing detergents, etc.
  - Guernsey needs to take more advantage of what can be offered on its doorstep. We have an abundance of greenhouses that are just not used and yet local veg is significantly more expensive than imported veg. Imported veg is of lower quality and taste. Could we not use prisoners or people currently on benefit to turn unused greenhouses or allotments to revitalise these areas and start growing local produce at cheaper cost, both to the environment and pockets?
  - Guernsey should strive to become self-sufficient in more products. As an Island we are vulnerable to pressures from elsewhere, such as cost of fuel and transport to bring produce to Guernsey. Ideally we should be looking to develop new export markets for quality GM free products.
  - Hard to give definitive answers as use different stores for different items, e.g. Co-op for store cupboard items, M & S for fresh fruit & veg. Also use local butcher for fresh meat, never from a supermarket. Prices need to be kept lower, freight is often used as an excuse but these costs could be covered surely if more people used a shop which they felt offered better value for money. Prices on bread cannot be blamed on freight when they are baked in store, even taking into account the bringing over of core ingredients.
  - Homes without their own transport have a very limited choice, especially now that the new bus timetable excludes Alliance (previously included) and the town market is long gone. There is room for some sort of delivery service. (I think one is offered by Waitrose.)
  - Household of two but regularly cater for extended family of between 3 and 7 and sometimes more. Does anyone cater and feed just themselves? Angry at unclear identification of items "reduced" or "two for" - the bargain, but it goes through till at full price (when noticed) - Waitrose the worse. But still get caught. Resent local prices being so much higher than equivalent in UK, same store, same product. When queried, put down to freight and higher overheads in Guernsey. Yes but not £1 extra on a small pack of raspberries Also price of bread a huge rip off. Noticing week by week increases in prices. Cost a few years ago £80 p.w. now nearer £150 some weeks; contributing factors - feeding ad lib extended family; the move from set time meals to multi daily meals to work around individuals' commitments; using more convenience foods (Cook Shop, M&S etc.) Includes wine (for own consumption and gifts) - impossible to split. And entertainment BBQ's etc. In our case, part cause, evolving and changing life style; more disposable income (anyway - what the hell - 80) and in a changing world, more involvement/support from Mum & Dad, Gran & Granddad which includes meals/food. Feel statistics from the limited Q's above will provide skewed analysis results rather than accurate and useful insight/feedback. Experienced a big increase in recent years in eating out, usually including wine/drinks/coffee (with or without extended family); take away s, snacks (healthy); ice creams, food on the hoof to fit in with extended family 's multi commitments, none of which, covered by Q's but come under general expenditure which reduces the weekly direct food purchases from stores.
  - How come the locally grown products are so expensive to buy in Guernsey when you can go to UK and buy the same thing cheaper?

- 
- How on earth do shops such as Cobo Butchers get away with not marking the price of their produce? Standardisation of price display for all retailers, big and small, would go a long way towards helping consumers understand relative value. Sponsorship of local produce traders (so they don't need to charge over-inflated prices) would also help, as would further promotion of food markets.
  - I am constantly shocked by how much even a small basket of food costs. It is a large part of our income as, if you tot it all up, we can spend over £1,000. p/m and other than Saturdays, we don't have "treat" meals (steak, fish etc. - also we do not buy "organically" produced food due to cost) but I do tend to cook from scratch most days. What costs money is good quality fruit and veg/salad. Also lunch box items can be surprisingly costly. Growing children eat a lot. I would like to know what the cost comparisons are with UK as it feels as though the shops only compete with each other when they have to and disregard national pricing. Bread is a good example. I do feel strongly that only Guernsey milk should be sold locally as so much more is at stake, farmers, countryside etc. I also accept that there are many people who do not earn a lot and I honestly don't know how they manage to feed their families properly. Cheap food is often poor quality and stuffed with fat, salt and/or sugar. Thank you for carrying out this important survey.
  - I am disappointed that 'local' often means Jersey produce & not Guernsey. Guernsey meat & fish is easy to find, but vegetables not so much in the supermarkets. So I buy a lot off the hedges to ensure freshness that is home grown.
  - I am disturbed by the lack of fresh food available in Waitrose or indeed anywhere on Monday. Monday is not a good day to do the weekly shop.
  - I feel that we often have goods which are close to the use by date and non-local fruit and veg which goes off within a day or 2 of purchase. Would like to the likes of Aldi or Lidl here which supply good quality products at a good price and not the frozen rubbish from Iceland!
  - I find food very expensive, and buy as cheap as possible.
  - I find it less stressful now that we have a purpose built supermarket (Waitrose) and can 'Shop & Go'.
  - I find most local supermarkets offer poor quality fruit & veg - too old and kept on display when should be removed (I exclude M&S and Waitrose from this criticism). I find the Co-op expensive (even with the stamps) for mediocre quality/range of food. Most supermarkets appear to have problems stocking up with fresh food after the weekend/public holidays/bad weather. Empty shelves (even in Waitrose) mean that I avoid shopping for groceries on Mondays.
  - I find there are fewer small items for the elderly and visitors - a lot of shops just sell family size packs which can be too much for a week on holiday or one person living alone.
  - I get annoyed about so-called special offers, which aren't. For example, a wine which is apparently half price, which I know never sells for the full price. Also, special offers in M&S and Waitrose which aren't available in Guernsey.
  - I guess local produce could be marked more clearly. It might be satisfying to know when you're buying local produce. Hobby growers should be given more opportunity to sell to supermarkets. We all love hedge veg (am I right?) but I'm sure loads of food goes to waste on the wall. It might encourage more people to grow if they knew there was a guaranteed market for any excess. Checkout staff pay should be halved and tips boxes introduced to improve customer service - except in Waitrose where staff should be told they don't have to be quite so nice - it's a bit creepy. M&S should introduce charity boxes at tills. Confectionary aisles should be equipped with alarms to shame the obese. The same aisles should be made too narrow for mobility scooters for the deaf/those with a high shame threshold.
  - I hate the large supermarkets, and prefer to shop small where I know where things are and spend less time looking for things. The Co-op Locale shops are good as they are small but have a good range of local food, helpful staff and good prices. The Forest Stores have a great range of French produce as well as local goods and they are very willing to order in anything you may need. Hate walking through large aisles full of stuff from Guatemala, Honduras, etc. I also dislike the packaging. At the Forest Stores I can pick up my chosen fruit/veg, weigh it and put a sticker on it, no plastic involved.

- 
- I have no real complaints about the present situation but most small shops [except the Co-op] seem to apply a very high margin in return for convenience.
  - I like to shop once a week but often find the product dates do not go far enough ahead, e.g. for meat and fish, prepacked products. The fresh fruit doesn't seem to last long before going soft or "green". I also like the Co-op but find the choice limited, so therefore I tend to use Waitrose DESPITE the prices being expensive.
  - I miss the budget ranges that are available on the mainland. My shop was better value there because I could buy cheaper supermarket own products from Tesco, Asda etc. I am less worried about the labels. Tinned tomatoes and pasta taste the same whether paying 24p or £1.
  - I think another aspect is how long it takes to arrive on our shelves from being distributed from the supplier and the temperature it is carried in - maybe too cold as a lot of the fruit and veg goes bad within days. Not only that when I visited Checkers (Waitrose) at Cobo to purchase veg a few weeks ago on a Sunday, the fruit and veg were rotten, especially the swede which was old and wrinkled. Why do the staff leave non-edible produce on the shelves to rot even more before throwing away?
  - I used to shop at the Co-op on the bridge because at the time I had an 18 month old and no transport and didn't really use buses more than that and they offered home delivery service for free at a convenient time for me which was brilliant. As they do not now offer that service I do not shop there anymore which is a shame so now I do daily shops as I still don't drive and can't carry a weeks' worth of shopping home. I shop at Waitrose at Admiral Park or M&S in town. It would be great if the Co-op and Waitrose offered home delivery - I would definitely use the service.
  - I would like to see prices rise slowly for instance in one week I can notice a lump of ham at the Co-op rising from £4 to £4.75 which I think is outrageous.
  - I would love to buy my basics from Co-op online - I always buy the same basic products every week, and I would gladly get these items online and still be happy to pop in for just the fruit/fresh rolls etc. This would give me more time to actually view the products and choose more items, good from a sales point of view. At the moment I rush in, get the necessities, and get out before I run out of time.
  - I'd love to see the French style of fruit & veg supply where a mound of this season's produce is stocked in the supermarket loose; there might be only one or two types of apple, but they'll be good fresh ones. What we get instead is something like 10 different tomato choices; all pre-packed in small amounts with Waitrose offering a separate section for organic on top of that. So much recycling required after a shop or, worse, the only option to buy in a black plastic tub which cannot be recycled.
  - If you go to a shop quite late on a Saturday, you often don't get what you want any more as the shelves are not stocked. Also the range is quite limited in general. I somewhat can understand this, as there is only a limited amount of people around. Maybe they could introduce the ordering of one-off items and bring it in so that one can then pick it up from the shop (e.g. if you want to try to cook a Thai meal, all these special ingredients are not available here).
  - If you have the time to work things out some 3 for 2 are not always cheaper. Also can lead to waste impulse buy. Also example 2x2 pack kitchen roll is sometimes cheaper than a pack of 4 even though 4pk is advertised as on offer. I think we need a lot more choice in the Co-op stores. Waitrose has it right. Plenty of choice.
  - I'm very pleased that this survey is happening. I've long felt frustrated about the poor quality of imported fresh foods in island shops, especially when we're all being encouraged to eat more fruit and veg. Rich people can afford to get all their food from M&S, which has the highest quality goods, but poor people like me can't afford those prices, and I am only able to shop there for a few special offers once a week. It's been years since I bought anything in a local shop apart from food. The very high prices for shop goods in general has forced me to buy everything I can from the rather amazing Amazon for the past few years, including non-perishable groceries. With free postage and VAT removed it's much cheaper, and I even buy

bulky items like loo paper and mineral water from there. I would much prefer to buy locally, but as I live on disability benefits only I simply can't afford it. I don't buy cheap things from Amazon, just the same brands at a much lower cost. I really hope that changes will occur in future. I know that more and more people are buying online, and I don't know how the shops will be able to compete if they don't improve the quality of their goods, and drop their prices. Most soulless shopping experience: supermarkets (though the staff are lovely). Best shopping experience: small shops like butchers and fishmongers and also farmers' markets. Not sure what that will tell you, but it seemed worth saying. Thank you for the chance to participate.

- In addition to the absence of cheap options (in many cases Alliance is more expensive than Waitrose while giving the impression of frugality) like Aldi and Lidl, where we miss out is in the lack of choice, while our stores might, store by store, give me a similar bill to shopping in a UK store the lack of choice means the cost of living is much, much higher. I cannot buy my loo roll on offer at Sainsbury's and then pop into Tesco for tinned tomatoes, stopping at Waitrose on the way home for pasta. Residents in larger, better served places have the freedom to 'shop around'. Guernsey residents do not. Additionally local producers need to wise up and move with the times. People no longer want 'potatoes' they want named varieties etc., and quality control needs desperate attention. With the exception of Waitrose, which is generally reasonably good, customer service could also do with some attention.
- Instead of buy-one-get-one free, just halving the price of one item. This would reduce wastage and therefore the amount of rubbish sent to landfill. People barely get through one packet of yoghurts/block of cheese, so giving them another is hardly much use.
- Interminable road closures make shopping and running a business on the island extremely difficult. The financial and pollution cost cannot be underestimated.
- Internet ordering and free delivery.
- It is pretty good on the whole. Internet shopping would no doubt help busy parents.
- It would be helpful for working parents if some shops were open later in the week until, say, 10.30 instead of 9 or 10.
- It would be helpful if all shops displayed "price per unit" when comparing different pack sizes. Quite often stores are out of stock of some items - sometimes for some weeks, which means having to go to a different supermarket to complete ones shopping. Why are carrots stored and sold in plastic bags? They go soft and inedible very quickly and often have to be thrown away soon after purchase.
- It would be nice if I could buy more local products loose, for example Little Gem Lettuces are nearly always packed in two's. It must cost more to package them this way as well, plus it produces more waste which the Island then needs to dispose of (often black plastic which can't be recycled). I always try to buy what I need so prefer to buy a few tomatoes for example than a full pack. Same with button mushrooms which you can only get in a punnet at Waitrose and Co-op. I would love to shop more at places like Lesbirels in St Peters but there aren't the places like that in Town area. The Farmers Markets are often only on a Saturday. I buy a lot of my meat from the independent local butchers. The big shops have their place for the weekly shop but the local places are great for veg, meat etc.
- It's all down to quality control, I find if I buy fruit and veg from the Co-op it's past it's best within a couple of days. M&S is more expensive but I can buy the whole week's fresh stuff in one go and know nothing will go to waste. Co-op is very expensive for frozen but their meat is good value. On a Tuesday night I go to M&S for what I need, then to the Co-op, then to Iceland. If there was better quality control in the Co-op I wouldn't need to do this.
- Less packaging - that does not mean removing packaging after shipping to Guernsey - environmentally friendly shopping. Pricing all products in a single weight category either pounds/ounces or kilos etc. so that it is easier to identify price difference.
- Less packaging in general and all packaging should be recyclable i.e. no black plastic trays. There should be more variety re fresh fish and meat-not just the best-sellers so there are cheaper types/cuts available.
- Let all supermarkets, shops etc. open on Sundays.

- 
- Local over imported where possible! Quality over quantity! There are too many additives going into convenient and/or cheap foodstuffs! Most people probably would not buy processed meats if they took a look at the additives, water content, nutritional values, and the animal's quality of life and compared the prices by weight to a quality similar product. Education/awareness and promotion of locally produced foodstuffs for their nutritional values and accessibility (with comparisons to other available foods). A simple example admittedly, but "Veg on the Hedge" is so good for us, for keeping away common ailments and is mostly cheap! Promotion and support of our local traders! Let's keep our money circulating within our own community, where possible, rather than lining off island pockets.
  - Longer opening hours, including Sundays for all sizes of stores, and less protectionism for bread, milk, etc.
  - Lots of things but none that Guernsey has any control over.
  - Lower prices on fruit, veg, meat etc. to promote healthy eating in the island rather than going for the often cheaper option of frozen and ready meals.
  - Lower prices?! Can only comment on Waitrose really but since they have been here I'd say the cost of weekly shopping has increased by at least 20%.
  - M&S to stop charging "freight" on items which are already at a VAT inclusive price e.g. cakes, ready meals, wine and all food items branded as luxury. The franchise holder seems to think we all consider food to be VAT exempt and so makes excess profit on these items. Only food defined as "basic" by HMRC bears VAT at 0% - most of M&S food does not come into this category. The franchise holder retains that 20% plus his additional freight charge and plus UK Duty in the case of wine. A cynical exploitation of the Guernsey shopper who wishes to avail themselves of a quality product.
  - Make food cheaper - I am not sure how people with children can afford decent food; they need Asda or the like.
  - Many of these questions are difficult to answer as standards vary from store to store. I already buy bread flour and cat food in bulk online and may consider other similar items because I feel trawling round large stores full of stuff I don't want is a waste of time. There is too much focus on ready prepared over packaged foods and not enough on fresh ingredients.
  - Metric system needed on everything - currently mixed imperial for some items and metric for others is confusing and difficult to compare. Also more self-edge labelling showing price per 100g/per piece/per item etc. on labels to allow cost comparisons between brands - this should be mandatory. Co-op need to stock free range chicken - its 2013 - catch up! Also Co-op dividend system would surely be more efficiently dealt with using a card rather than the annoying stamps.
  - More availability of Guernsey grown fresh products.
  - More check assistants and less use of the self-service checkouts.
  - More child friendly spaces even if they are at the back of the car park so lazy people don't take them. I need wide spaces to get car seat out don't mind the walk to shop.
  - More choice - only Waitrose in the island at the moment. Morrison's were the best as they charged English prices and we lived like kings while they were here.
  - More choice less cost... I take my daughter shopping in the UK and am always amazed at how much I can buy for so much less!
  - More choice, less cost.
  - More clearly marked locally produce should be on offer as I would definitely purchase it to support the island. I feel that the Food Hall fruit and veg fridges have, on more than a few occasions, VERY poor quality of wrinkled produce and also that the prices marked on the shelves are not sometimes the prices that are scanned....scanned prices can be more! Plus if there is a special offer then sometimes it is the normal price that is scanned.....this has happened many times to be honest. The Co-op is the best price wise but has the least choice,

---

M & S is great all round and becoming very affordable, Alliance is very good but not local for me and Waitrose prices are astronomical!

- More competition - instead of Waitrose and food hall (M&S), Co-op and Asda for example. I realise the island is supposed to be wealthy, however in today's economy more and more people are struggling with the cost of living. On a Friday I go to four different shops to find the bargains. I would love to be able to do all my weekly shop in one store. I do not quite understand why I find so much produce (fruit and veg) from Jersey - why can't Guernsey provide its own produce?
- More competition from other markets i.e. Asda.
- More competition.
- More contingency for restocking as shelves are often empty for no good reason that I can see.
- More local produce in shops. Lower prices - in comparison to the UK our prices are extortionate.
- More local products purchased from local farmers/growers to sustain the islands economy and keep the money within the island. Less fuss about perfect goods i.e. veg - often force-grown veg with strict specifications on how it looks = tasteless. Natural is best. And WHO thought it necessary to do away with double yolkers!!! ?? I LIKE the surprise of a double yolk egg YUM YUM! Keep nature as it was intended because improving = un-natural.
- More locally produced food available at cheaper prices than imported.
- More locally produced foods. Although they are stocked by the supermarkets, they are hard to find and supply is patchy. Having spoken to several local food producers whose products are not reliably available in store, it appears that Waitrose's buying system does not readily accommodate local providers.
- More organic vegetable produce particularly from the Co-op; am very surprised at their lack of variety of produce in this respect hence why my shopping is done primarily at Waitrose.
- More staff therefore fewer queues and less empty shelves.
- More stock on the shelves for later shoppers - in the Co-op it is sometimes difficult to get what you want after 4pm as the shelves are empty.
- More UK chains.
- More variety and more cheaper supermarkets. Waitrose monopolises.
- More, locally grown, organic food would be at the top of my shopping list.
- My biggest gripe is over-packaging. I do think that local/channel islands should be promoted over items from outside.
- My preferred shop doesn't always have the choice that a larger one has, but the prices at some of the others for meat and fish is too expensive. I would like to see more fresh fish sold in the supermarkets locally.
- My weekly shop in the UK last year consistently cost at least one-third less than exactly the same basket of goods here. I would very much like to see one of the UK big four operating in Guernsey. When I lived in the UK, I would never have dreamed of doing my weekly shop at Waitrose or the Co-op, which were perceptibly more expensive than the others. I think it is scandalous that people in the lower income range here have no real choice but to use outlets for their bulk shop which in the UK are only used for niche shopping. I do however understand why Morrison's, Asda, Tesco and Sainsbury's are not tempted to venture here - logistical complications, and the price and availability of labour, being two major deterrents. So long as there is a supply-side bottleneck here in Guernsey, controlled by a select few, those that control it will almost automatically set prices at the level they gauge the market can bear. I do not believe high Guernsey prices are solely a consequence of transport costs and higher overheads.
- Need to have a middle pitch supermarket i.e. Sainsbury as we have only high end or low end stores.

- 
- No monopoly on bread at most stores would lead to more competitive prices BUT only Guernsey milk to be sold to protect our herd/farmers.
  - Offers running in UK branches are not always available in CI for no apparent reason.
  - On the subject of quality and freshness of produce, we find it necessary to always shop around in order to choose the best of edible produce. We rarely obtain our supply from the one store Mach week.
  - On-line and delivery services.
  - Online ordering/home delivery,
  - Online orders.
  - Only price, how anybody can say local prices are similar to UK prices is beyond me.
  - Ordering online and delivery to home would be very useful. Would love this to be introduced!
  - Other shop I use weekly is Hansa Healthfood. None of the supermarkets stock everything I like so I do my main shop at the Co-op but go to the others occasionally for other items. The Farmer's Market at Sausmarez Manor has the best fresh veg and I grow some of my own. There is little choice in low sugar desserts anywhere.
  - Packaging - no black plastic containers for fruit, as these cannot be recycled.
  - Pity we have two Waitrose stores. More competition would have been better.
  - Potatoes continue to be a gamble except at M&S and Waitrose. I have never known such dreadful quality potatoes as from other outlets!!!
  - Price to start with, and the quality of fruit and veg in comparison to UK and French supermarkets is very poor in all Island stores including Waitrose and M&S, fresh fruit is generally too hard with not a great taste - I buy a lot of fruit when I go to France because the taste is so much better.
  - Price, why are we paying VAT on items when we are supposed to be VAT free? Price, why can't we have an Asda, Tesco's or Morrison's to create some competition? With all the disused greenhouses and ideal growing climate, why don't the states offer an incentive to get more local growers producing fresh local produce at a reasonable price? We always buy local bread, milk, eggs to support our local farmers but at a premium as imported bread and eggs are much cheaper. It is becoming very expensive to live in Guernsey - as a family we don't know how much longer we can carry on paying these prices when our wages don't increase to match the cost of inflation. Look at the situation in Alderney, so many people have left due to the increased cost of living. The same could happen here.....
  - Prices are often unclear or not marked at all or do not correspond to the product on the shelf. There has been a tendency to just stock the same product everywhere rather than offering different ones, leading to a degree of "sameness" which will not be the case in the UK with competing supermarket brands. Meat is very expensive, but should it be so when it is sourced from the UK and the cost of delivery does not put up the cost of other chilled products in the same way. The market is dominated by "high cost" suppliers (M&S, Waitrose) whereas a lower cost supplier (e.g. Asda, Tesco, not the very low Iceland) would generate useful competition and should offer better value for money, especially to those families in the lower income groups.
  - Prices are terribly expensive compared to supermarkets in UK. We travel at least twice a year to stock up and what we save on groceries pays for hotel and travel.
  - Prices are very high. On local products I can more understand, but when they come from elsewhere, the quality sometimes isn't as good, as it isn't as fresh and the prices are too high - these bigger stores should have the buying power to get better prices and pass them on to their customers.
  - Prices need to come down plus could do with an Asda or Tesco over here then would see proper value for money instead of the rip off merchants like the Co-op!!!! No chance of that happening.

- 
- Prices should be checked regularly - some items are priced ridiculously high, other prices increase dramatically. 9 times out of 10 I have to go back in the shop to get 'overcharged or offers that haven't gone through' costs back. This is especially bad at Iceland.
  - Pricing is often missing especially at the Co-op Vazon. Unified way of being able to compare like for like would be much appreciated i.e. 100g cost £x I do feel they mix the g/lbs./kg to confuse on purpose! I dislike the way frozen food is priced on sliding cards on freezer front - they never seem to be opposite the food in question. If something is not priced I usually give it a miss.
  - Product description and cooking hints.
  - Products are not always on the shelves and so dependent on the boat sometimes there are no fresh products. Have complained to the shop about products not being available and they say they will look into it but nothing changes. We have a limited choice of where to shop; all prices are high especially meat and veg and stores treat customers poorly.
  - Promote local produce. Make pricing very clear and transparent e.g. price per unit should be consistent on same/similar products of any size, and clearly marked. Stop two for one offers/buy three get one cheapest free etc. and reduce price for one item - this would reduce considerable waste (incl. freight, packaging and landfill), due to purchasing more than people really want.
  - Provide fresh fruit and vegetables.
  - Providing fruit and veg that is not rotten within days of purchase. Reducing the price of food, providing more offers.
  - Reduce prices to the same as the UK.
  - Reduce prices. I'm originally from N. Ireland and very used to UK shopping. The prices in Guernsey cannot be justified. NI is also an island but have fair pricing and the consumer does not pick up the import cost. Need some competition in Guernsey to reduce the prices. My average weekly shopping would be £50 less in Northern Ireland for the same products. Cannot be justified. Thank you.
  - Say "yes" to Sunday opening as this would make life easier.
  - See above, Seriously consider boycotting GM food and anything containing Aspartame (often branded as NutraSweet), Kellogg's, Nestle, Kraft, Coca Cola, Pepsi and all the other big giants that get laws changed so they can put poison in the food and drink (Many food ingredients were classes as poison in dozens of countries - but these giants get laws changed) Then see the difference in the health and wellbeing of the people after a couple of weeks! Never mind long term difference. If you want to know the reason behind them slowly poisoning the nation - Google and watch movie - Thrive Movement.
  - Self-shopping like in Waitrose which I use every time - wish the Co-op would go that way.
  - Shelf information to ascertain i.e. per 100ml price equivalent say for various sizes of Heinz tomato ketchup - very difficult to say which is best offer as varying sizes of product.
  - Should be cheaper for bigger families, maybe more family meal deals.
  - Show the price per kg and per litre etc. especially if it is an offer so I can easily compare. Currently some shops do this and other do not and trying to decide if the special off is really cheaper is quite hard. In fact sometimes the special offers or larger volumes are not cheaper, so this is a marketing ploy costing me more which I don't find fair!
  - Slightly longer opening hours would be helpful, as would full shelves. All supermarkets are guilty of poor stocking on a regular basis.
  - Some stores should open early from 6 or 7am. There should be more stores allowed to open on a Sunday, perhaps on a rota basis.
  - Sometimes the special offers work out more expensive - you have to work it out first. The Co-op is a great shop but sometimes the fruit and veg does not look very fresh. I wish shops would just bring down the prices rather than do offers. Meat is very expensive here, I try to support local

individual shops like the butcher and fishmonger, but meat is more expensive, and where is the local meat other than Guernsey beef? I don't agree with supermarkets selling flowers and newspapers it must have a big impact on the newsagents. Supermarkets take so much business away from the local electrical shops - they just can't compete. I like Waitrose green coins to charity and the Co-op dividend scheme - shame M&S don't do something similar.

- State encouragement of the production of fresh fruit, vegetables, meat, and dairy products coupled with penalisation of use of agricultural land for pleasure horses. Financial incentives to restore former glasshouse sites to food production. State intervention to discourage importation of ready-made food, especially sandwiches, probably by taxation. State intervention to discourage supermarkets from importing food and then dumping it as being past sell-by date, i.e. stop consumer prices being hiked to cover profligate waste. Making sure that all food suppliers within the Island pay taxes within the Island thereby putting all outlets, Guernsey owned and operated and outside owned and controlled, on a level playing field when it comes to taxation.
- States providing more support for local business and traders to obtain/sell locally sourced fresh products. Support to growers to produce fresher home-grown products which makes both economic and environmental sense. So much dis-used and abandoned horticultural sites left to rack & ruin. Turn into allotments for cheap lease to local producers to grow and sell their own produce instead of relying on imported poor quality produce.
- Stop the practice of just in time retail. No-one wants to buy fresh food with a use by date the next day. Give us REAL fresh local veg that will last.
- Stop trying to pretend that Jersey stuff is local. It is not.
- Stop with the "shipping cost" excuse as to why it costs more over here! Online shopping would stop impulse buying which would help with budgeting. The quality of some items both locally generated and imported can be a bit hit or miss depending on how long they have been in getting to the shop/shelves. There is a general feeling that because we appear to be an affluent island, then shops can charge what they want and claim that it's "shipping costs" We need a decent low cost chain shop i.e. Tesco/Asda to come over - Waitrose is ok, but very expensive and it's well known that they tend to flock to apparent wealthy areas. I once did a comparison - I bought items from Waitrose (own brand) and then compared to their online shopping cart - I paid over £7 more - this wasn't even for a big shop - it contained items for a lasagne - so I had 8 items at most? That is disgraceful and you can't tell me it cost £7 to ship those small (not even a bag full) of items to Guernsey! There are some grocery items that I buy from Amazon as it's so much cheaper i.e. coffee and cat food amongst others - we get ripped off in all ways. It's quite refreshing to see that we now have more imported bread - this tastes so much nicer than the local Warry's bread - different texture which is nice. Although expensive, I wouldn't want to buy anything other than local milk - saying that, if there was a choice and the price of local milk went up hugely, then I may consider getting imported.
- Store to be better stocked - a lot of stores seem to run out especially when items are on special offer.
- Sunday opening for shops if they wanted to.
- Sunday opening. More parent and child parking spaces (I'm very selfish). Online delivery service (would remove need for things above!) Even more local produce on the shelves. Less packaging.
- Sunday openings as shopping on a Saturday is just a nightmare.
- Supermarkets should stock bananas from other suppliers other than fair trade - I like this idea but the taste is not particularly good. Some shops used to sell Fife but not anymore, or at least, I can't find them. Why are locally produced products more expensive than 'off' island goods i.e., bread, milk etc.?
- The basics like bread, milk, cheese, meat etc. are very expensive compared to the UK - when we shop in the UK e.g. Asda and Tesco, you can halve your shopping bill.
- The Co-op in St Martins has very poor customer service. The shelves are often empty and staff rude and uninterested in serving customers. Shopping here is not a pleasure. I'm always

---

shocked at the high level of customer service in Tesco in the UK. 8 times out of 10 I leave the Co-op frustrated and stressed. This is a common experience for St Martins mums.

- The fish counters at all supermarkets need to be improved massively!
- The Guernsey Press/The Globe could do a comparison check say monthly on a) price b) quality of everyday items bought from the major retailers. This could be on a 1-5 star basis included c) shopping experience. For example Iceland is generally cheaper but not always good quality. Alliance, Braye Road is good value but in an unattractive environment. Co-op St Martin's is my top choice for 'comfortable' shopping in a clean, quiet, well-stocked shop. Forest Stores is excellent for local foods, diversity of stock and home-made items. Waitrose/John Lewis is reliable quality and many genuine offers. M&S is okay for fresh, reliable food but can be expensive - or viewed as expensive in the absence of 'comparison check'. Nobody has the time to go to all the shops so a general check would be very helpful.
- The inability of some supermarkets to open on a Sunday can be very inconvenient.
- The island should encourage a supermarket from UK that has lower prices than the limited choice we have at the moment - we would like a bigger choice.
- The main faults are price & choice. Some things are far more expensive than they need to be.
- The more good brands that can be brought into the island offers more choice to the shopper but definitely the more genuine offers there are the better. Basics like bread and milk are pricey compared to UK but the quality is good. Online shopping may be a bonus to some people but not me as I like to see what I'm buying.
- The more local the better.
- The offers in Waitrose could be made a lot clearer. I find M&S's offers very easy to follow.
- There are many housebound elderly & infirm who like their independence, like myself, who would love to shop online at either Waitrose or Alliance & I understand many working folk as well. I have approached both firms & they have given me their reasons why this is not possible yet 69 years ago when my children were babes I phoned up our local shop/ butcher/ fishmonger & it was delivered the same day!!!
- There is no proper equivalent to a good greengrocer - hedge veg is now too often not home-grown. I am sure Guernsey can produce good fresh veg like Jersey if the growers made the effort. The imports from Jersey seem to suffer too much during shipping - the carrots often rot within a couple of days.
- There is no real need for competition in Guernsey - to get the best value you have to shop around which not everyone has time for, you can't get everything you may need for the best price at one store. There is no incentive for the supermarkets to offer deals like Asda/Tesco do in the UK - such as comparable grocery shops. We shop at the Co-op for non-fresh produce and M&S for fresh produce as, although it is expensive, it does last whereas we have found fresh produce from other stores goes off within a day or two of buying it. Prices are so expensive over here compared to the UK. Online shopping would be a great facility to have over here - it would save time and also help so many people (elderly/infirm) and those who care for them. If somewhere over here offered a proper online service I think it would really take off. I would love to know why stores over here charge more for their products, especially local products such as butter, than they do in their stores in the UK.
- Think the variety of supermarkets with different products, reflected by quality, variety and price is very good and caters for a wide range of people's tastes, what they like and how much money they either want to spend, or can afford to spend on grocery shopping.
- To encourage more farmers markets and to bring back the traditional market stalls in St PP.
- To have another large supermarket.
- To offer opening hours in a Sunday. My partner and I work full time. My partner also has an evening job, therefore shopping is not an option in the week. The only window is a Saturday and, if weather is nice or perhaps you're not feeling up to shopping, you miss out on the only opportunity which then disrupts our weekly routine.

- 
- To stop online shopping essential non-food grocery items should be reduced. The mark up between here and UK/online is ridiculous.
  - Tomatoes are transported at too low temperatures and therefore go soft more quickly. Best to buy local when possible. Country of origin should ALWAYS be correctly displayed on fresh produce - this is not always done. Price comparisons on display labels on shelves should always use comparative units e.g. per lb. or per kg or both but just one that can't be easily cross matched. Definitely deliberately confusing values are used to make it more difficult to assess the true status of a special offer. Often cheaper to buy loose fresh produce than a "value" pack. Need to be vigilant!!
  - Value for money is poor on island unlike the UK. Prices need to come down mainly on quality fresh produce like fruit veg and meat. Thanks.
  - Waitrose often have very sparsely stocked shelves - which I am sure they could sort out.
  - Waitrose prices are much more expensive in Guernsey than their stores in the UK, there is no common percentage, prices vary between 6 and 19 per cent more, and they charge vat on chocolate items. I shopped in a Yorkshire store of Waitrose and after spending over £100 had saved £28.78 in comparison with the Guernsey store (I checked). They seem to charge what they think they can get away with. How about an Aldi in the island?
  - Waitrose range of fresh food on Monday is very poor so we use "Checkers" at L'Islet although we use Waitrose at all other times. Compared to places like Asda local shops have a long way to go in providing the equivalent choice and price.
  - Waitrose should charge the same prices as in the UK, plus an island charge of 5 or 6 per cent to cover extra costs - higher wages and delivery to the island. At present the difference between UK and Guernsey prices is horrendous, sometimes over 20 per cent. Why two Waitrose stores? Why not an Aldi or Lidl?
  - Waitrose to open on a Sunday Home Delivery Service.
  - We find the Co-op has the best fresh veg, Alliance has the best offers and Waitrose has a big range of products but it is not practical to go to all three to do the weekly shop so one has to make a compromise.
  - We need a bigger Co-op in the north.
  - We need a market that functions as a market where locals can sell their wares - perhaps the States could set up a store where growers/farmers could bring in their products in exchange for credits and then we could shop regularly for LOCAL produce. Also, make food that is passed its sell by date available for people who keep animals - time and time again I've tried to buy veg for my chickens only to be told it's illegal to sell it and it's going to be disposed of as rubbish when it could have been used.
  - We should have online shopping, to save time and decrease car travel.
  - Why do we have veg from Jersey when the veg could be grown in Guernsey?
  - Why have you excluded Alderney from this survey - we do exist? We shop in Asda once a month & import - not only is it significantly cheaper but the quality is far better.
  - Why is local bread dearer and it has no taste compared with imported bread and sell by date is a week ahead?
  - Would be inclined to shop more at Waitrose if they offered a dividend scheme like the Co-op.
  - Would like big supermarkets to be open on Sundays even if only for reduced hours.
  - Would like more local produce. Also more standard basics - I can sometimes find a dozen fancy varieties of e.g. pasta or rice in cans & packets with all kinds of additions & extras, but no plain dried pasta.
  - Would prefer a greater concentration on organic products particularly meat, and focus on locality - Waitrose should not be sourcing fish that is available in Guernsey waters from further afield. Quality is main buying focus and on raw ingredients and not packaged/processed products.

---

## Jersey Groceries Survey 2013

Island Analysis is conducting independent research on behalf of the Channel Islands Competition and Regulatory Authorities.

The main aim of this survey is to ascertain how often your household shops for groceries, which stores your household uses, and the extent to which quality, price and services determine where and how your household shops. Groceries include: all food, drink, alcohol, tobacco and other household consumables purchased from supermarkets, convenience stores and farm stores etc.

All responses will be treated in the strictest confidence and only used on a cumulative basis.

---

### SECTION 1 - ABOUT YOUR HOUSEHOLD

---

What is your age group? \*

- Under 20
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

---

Please indicate your gender: \*

- Male
- Female

---

In which parish do you live? \*

- Grouville
- St Brelade
- St Clement
- St Helier
- St John
- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity

---

How many people make up your household? \*

- 1
- 2
- 3
- 4
- 5
- More than 5

---

What is your approximate total household income? \*

- Less than £20,000
- £20,001-£30,000
- £30,001-£40,000
- £40,001-£50,000
- £50,001-£60,000
- £60,001-£70,000
- £70,001+
- Prefer not to respond

---

**SECTION 2 – GROCERY SHOPPING FREQUENCY**


---

1. Which of the following stores does your household use for its grocery shopping and how frequently are these stores visited?

		Several		Several		
	Daily	times a week	Weekly	times a month	Monthly	Rarely/Do not use
Checkers Express	<input type="checkbox"/>					
Co-op	<input type="checkbox"/>					
Food Hall	<input type="checkbox"/>					
Iceland	<input type="checkbox"/>					
Marks & Spencer	<input type="checkbox"/>					
Spar	<input type="checkbox"/>					
Waitrose	<input type="checkbox"/>					
Other (please state):	<input type="checkbox"/>					

---

2. Does your household carry out a main weekly grocery shop? (i.e. equivalent to 60% of grocery expenditure for the week)? \*

- Yes  
 No
- 

Which store do you use?

- Checkers Express  
 Co-op  
 Food Hall  
 Iceland  
 Marks & Spencer  
 Spar  
 Waitrose  
 Other (please state):
-

---

Please rank your top three reasons in descending order of importance, why your household likes shopping at this store for your main grocery shop?

Price	
Freshness/quality of products	
Range/choice of products	
Store's own branded items	
Promotions/special offers	
Location (close to home/work)	
Other services e.g. ATM's changing facilities etc.	
Opening hours	
Other	

---

If you answered 'other' to the question above, please specify:

---

Which of the following reasons are applicable as to why your household does not carry out a main weekly groceries shopping trip?

- Household size - does not require one main shopping trip
- Tend to shop as and when necessary
- Do not have time to carry out one main shop
- Like to shop from various stores according to products on offer
- Other (please specify):

---

In descending order of importance, please state up to three main reasons for determining which store(s) your household uses for its grocery shopping?

Drag items from the left-hand list into the right-hand list to order them.

Price	
Freshness/quality of products	
Range/choice of products	
Store's own branded items	
Promotions/special offers	
Location (close to home/work)	
Other services e.g. ATM's changing facilities etc	
Opening hours	
Other	

---

If you answered 'other' to the question above, please specify:

---

**SECTION 3 - HOUSEHOLD GROCERY SPEND**

---

3. What is your household's average weekly spend on groceries? \*

- Less than £25
  - £25-£50
  - £51-£100
  - £101-£150
  - £151+
- 

**SECTION 4 - COMPARISON TO UK**

---

4. Have you had experience of UK grocery shopping during the last 12 months? \*

- Yes
  - No
- 

Would you say grocery prices are:

- More expensive in the island than in the UK?
  - About the same price in the island as in the UK?
  - Less expensive in the island than in the UK?
- 

Would you say the quality of fresh produce available in stores in the UK is generally:

- Better than local (island generated) fresh produce available in stores in Jersey?
  - About the same as local (island generated) fresh produce available in stores in Jersey?
  - Worse than local (island generated) fresh produce available in stores in Jersey?
  - Don't really have a view
-

---

**SECTION 5 - GENERAL QUESTIONS**

---

5. In general, how satisfied are you with the quality/freshness of island generated fresh produce (vegetables, fruit, dairy, meat and fish)? \*

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No real view

If you answered 'dissatisfied' or 'very dissatisfied', please state why and if you source such produce elsewhere (please state shop or store):

6. In general, how satisfied are you with the quality/freshness of non-island generated fresh produce (vegetables, fruit, dairy, meat and fish)? \*

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No real view

If you answered 'dissatisfied' or 'very dissatisfied', please state why and if you source such produce elsewhere (please state shop or store):

7. How satisfied are you with the current opening times of local supermarkets? \*

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No real view

---

If you answered 'dissatisfied' or 'very dissatisfied', what changes would you like to see to the opening times?

---

8. If you could shop online for your groceries, how likely is it that you would use such a facility? \*

- Very likely
- Likely
- Unlikely
- Would think about it
- Never
- Don't know

---

If you answered 'very likely' or 'likely', would you:

- Order all groceries online including fresh produce?
- Order only non-refrigerated items online?

---

Would you like to see an online home delivery service available?

- Yes
- No

---

9. How often do you take advantage of special offers ('two for one', 'three for two', etc.)? \*

- Very often
  - Often
  - Not often
  - Never
-

How easy is it to understand whether or not these offers are value for money?

- Very easy
  - Easy
  - Not very easy
  - Not easy at all
  - Don't know/no view
- 

10. Please provide any further comments you may have on how grocery shopping could be improved in Jersey?

---

**Thank You!**

Thank you for completing this survey. We appreciate your response.

---

---

---

## Guernsey Groceries Survey 2013

Island Analysis is conducting independent research on behalf of the Channel Islands Competition and Regulatory Authorities.

The main aim of this survey is to ascertain how often your household shops for groceries, which stores your household uses, and the extent to which quality, price and services determine where and how your household shops. Groceries include: all food, drink, alcohol, tobacco and other household consumables purchased from supermarkets, convenience stores and farm stores etc.

All responses will be treated in the strictest confidence and only used on a cumulative basis.

---

### SECTION 1 - ABOUT YOUR HOUSEHOLD

---

What is your age group? \*

- Under 20
- 20-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

---

Please indicate your gender: \*

- Male
  - Female
-

---

In which parish do you live? \*

- |                                 |                                     |
|---------------------------------|-------------------------------------|
| <input type="radio"/> Castel    | <input type="radio"/> St Peter Port |
| <input type="radio"/> Forest    | <input type="radio"/> St Sampsons   |
| <input type="radio"/> St Andrew | <input type="radio"/> St Saviours   |
| <input type="radio"/> St Martin | <input type="radio"/> Torteval      |
| <input type="radio"/> St Peters | <input type="radio"/> Vale          |

---

How many people make up your household? \*

- 1
- 2
- 3
- 4
- 5
- More than 5

---

What is your approximate household income? \*

- Less than £20,000
- £20,001-£30,000
- £30,001-£40,000
- £40,001-£50,000
- £50,001-£60,000
- £60,001-£70,000
- £70,001+
- Prefer not to respond

---

**SECTION 2 – GROCERY SHOPPING FREQUENCY**


---

1. Which of the following stores does your household use for its grocery shopping and how frequently are these stores visited?

	Daily	Several times a week	Weekly	Several times a month	Monthly	Rarely/Do not use
Alliance	<input type="checkbox"/>					
Checkers Express	<input type="checkbox"/>					
Co-op	<input type="checkbox"/>					
Food Hall	<input type="checkbox"/>					
Forest Stores	<input type="checkbox"/>					
Iceland	<input type="checkbox"/>					
Marks & Spencer	<input type="checkbox"/>					
Waitrose	<input type="checkbox"/>					
Other (please state): <input type="text"/>	<input type="checkbox"/>					

---

2. Does your household carry out a main weekly grocery shop? (i.e. equivalent to 60% of grocery expenditure for the week)? \*

- Yes
- No
- 

Which store do you use?

- Alliance
- Checkers Express
- Co-op
- Food Hall
- Forest Stores
- Iceland
- Marks & Spencer
- Waitrose
- Other (please state):

---

Please rank your top three reasons in descending order of importance, why your household likes shopping at this store for your main grocery shop?

Drag items from the left-hand list into the right-hand list to order them.

Price	
Freshness/quality of products	
Range/choice of products	
Store's own branded items	
Promotions/special offers	
Location (close to home/work)	
Other services e.g. ATM's changing facilities etc.	
Opening hours	
Other	

---

If you answered 'other' to the question above, please specify:

---

Which of the following reasons are applicable as to why your household does not carry out a main weekly groceries shopping trip?

- Household size - does not require one main shopping trip
- Tend to shop as and when necessary
- Do not have time to carry out one main shop
- Like to shop from various stores according to products on offer
- Other (please specify):

---

In descending order of importance, please state up to three main reasons for determining which store(s) your household uses for its grocery shopping?

Drag items from the left-hand list into the right-hand list to order them.

Price	
Freshness/quality of products	
Range/choice of products	
Store's own branded items	
Promotions/special offers	
Location (close to home/work)	
Other services e.g. ATM's changing facilities etc	
Opening hours	
Other	

---

If you answered 'other' to the question above, please specify:

---

**SECTION 3 - HOUSEHOLD GROCERY SPEND**

---

3. What is your household's average weekly spend on groceries? \*

- Less than £25
  - £25-£50
  - £51-£100
  - £101-£150
  - £151+
- 

**SECTION 4 - COMPARISON TO UK**

---

4. Have you had experience of UK grocery shopping during the last 12 months? \*

- Yes
  - No
- 

Would you say grocery prices are:

- More expensive in the island than in the UK?
  - About the same price in the island as in the UK?
  - Less expensive in the island than in the UK?
- 

Would you say the quality of fresh produce available in stores in the UK is generally:

- Better than local (island generated) fresh produce available in stores in Guernsey?
- About the same as local (island generated) fresh produce available in stores in Guernsey?
- Worse than local (island generated) fresh produce available in stores in Guernsey?
- Don't really have a view

---

**SECTION 5 - GENERAL QUESTIONS**

---

5. In general, how satisfied are you with the quality/freshness of island generated fresh produce (vegetables, fruit, dairy, meat and fish)? \*

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No real view

---

If you answered 'dissatisfied' or 'very dissatisfied', please state why and if you source such produce elsewhere (please state shop or store):

---

6. In general, how satisfied are you with the quality/freshness of non-island generated fresh produce (vegetables, fruit, dairy, meat and fish)? \*

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No real view

---

If you answered 'dissatisfied' or 'very dissatisfied', please state why and if you source such produce elsewhere (please state shop or store):

---

7. How satisfied are you with the current opening times of local supermarkets? \*

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied
- No real view

---

If you answered 'dissatisfied' or 'very dissatisfied', what changes would you like to see to the opening times?

---

8. If you could shop online for your groceries, how likely is it that you would use such a facility? \*

- Very likely
- Likely
- Unlikely
- Would think about it
- Never
- Don't know

---

If you answered 'very likely' or 'likely', would you:

- Order all groceries online including fresh produce?
- Order only non-refrigerated items online?

---

Would you like to see an online home delivery service available?

- Yes
- No

---

9. How often do you take advantage of special offers ('two for one', 'three for two', etc.)? \*

- Very often
- Often
- Not often
- Never

---

How easy is it to understand whether or not these offers are value for money?

- Very easy
- Easy
- Not very easy
- Not easy at all
- Don't know/no view

---

10. Please provide any further comments you may have on how grocery shopping can be improved in Guernsey?

---

**Thank You!**

Thank you for completing this survey. Your response is very important.

---