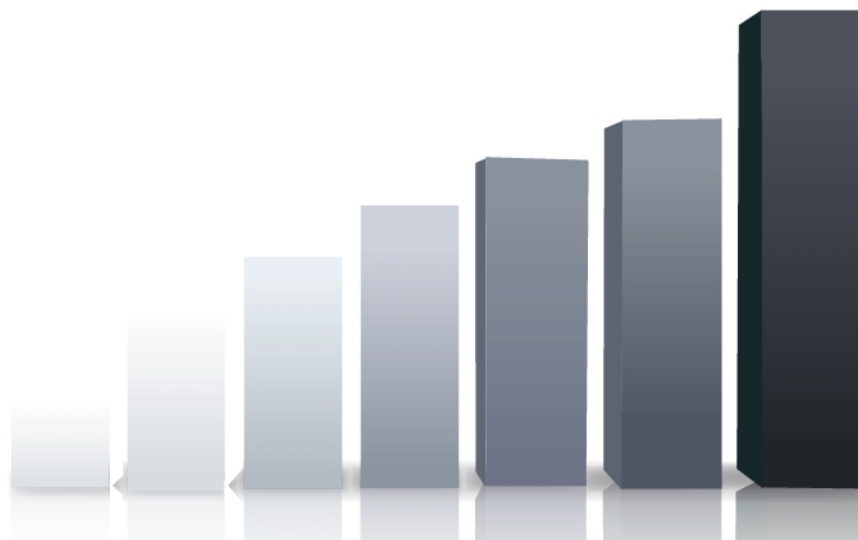


## Market Research Report

BIO STORE



**Market Research**

Test the reliability of your project

October 2008

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## Introduction

### Survey objective

This market research was carried out prior to the creation of a point of sale for a bio store.

### Methodology

The questionnaire was self-administered online on the Marketest website. 562 Private individuals between 18 and 60 years old living in the United Kingdom who are interested by the opening of a bio store in their vicinity. The questionnaire was administered in October 2008.

### Report

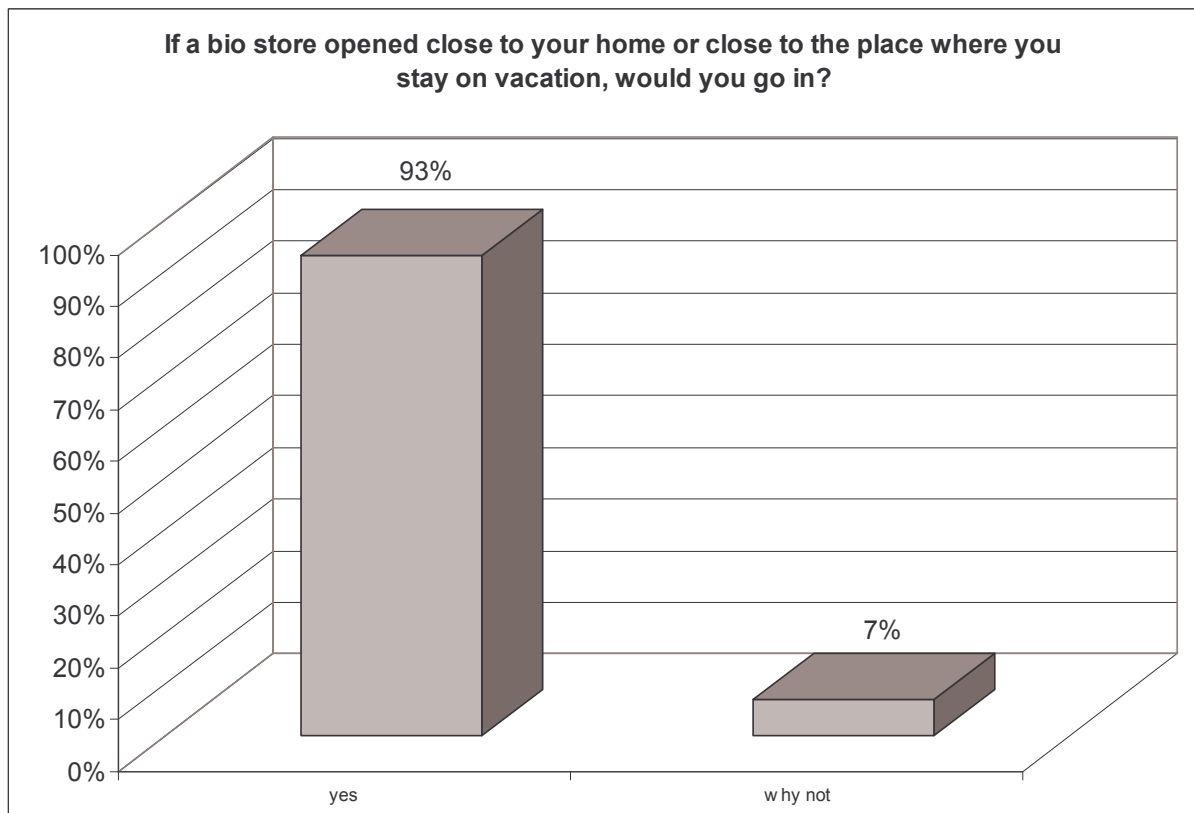
This report presents the survey results through:

- **Frequency table**: the sizes and the percentages are presented in tables and on graphs.

## Question 1/8

*If a bio store opened close to your home or close to the place where you stay on vacation, would you go in?*

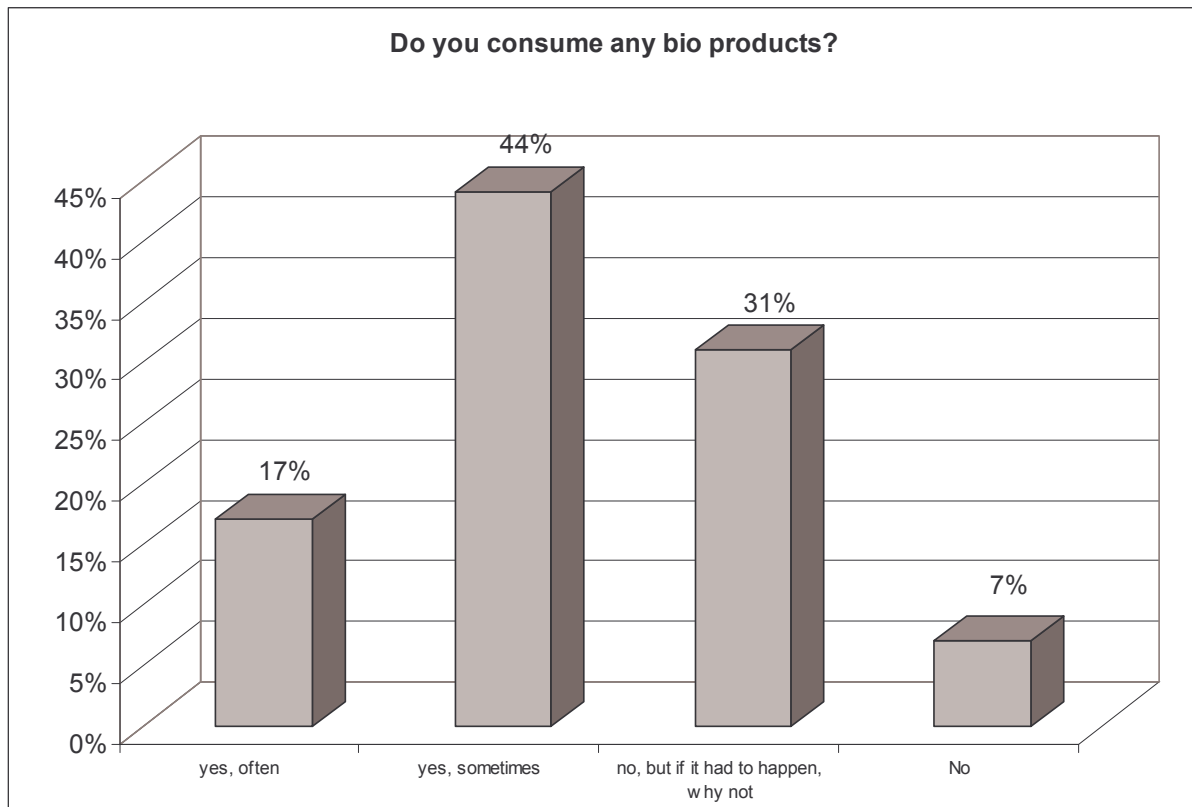
|              | Size       | Frequency |
|--------------|------------|-----------|
| Yes          | 523        | 93%       |
| Why not      | 39         | 7%        |
| <b>Total</b> | <b>562</b> |           |



## Question 2/8

*Do you consume any bio products?*

|                                      | Size       | Frequency |
|--------------------------------------|------------|-----------|
| Yes, often                           | 96         | 17%       |
| Yes, sometimes                       | 248        | 44%       |
| No, but if it had to happen, why not | 177        | 31%       |
| No                                   | 41         | 7%        |
| <b>Total</b>                         | <b>562</b> |           |



## Question 3/8

*What would be your motivation to consume or use bio products?*

*Please rank your answers from 1 to 5: 1 is the most important and 5 is the least important*

|                                      | Size (Rk1) | %  | Size (Rk2) | %  | Size (Rk3) | %  | Size (Rk4) | %  | Size (Rk5) | %  |
|--------------------------------------|------------|----|------------|----|------------|----|------------|----|------------|----|
| For the health                       | 339        | 64 | 62         | 12 | 57         | 11 | 24         | 5  | 34         | 7  |
| For products quality                 | 50         | 10 | 192        | 38 | 119        | 23 | 122        | 24 | 25         | 5  |
| Respect for the environment          | 73         | 14 | 151        | 30 | 130        | 26 | 94         | 19 | 52         | 11 |
| On sustainable development purpose   | 29         | 5  | 53         | 10 | 107        | 21 | 149        | 28 | 167        | 34 |
| For products follow-up and guarantee | 28         | 5  | 49         | 10 | 93         | 18 | 120        | 24 | 210        | 43 |
| Other                                | 4          | 1  | 3          | 0  | 1          | 0  | 0          | 0  | 1          | 0  |
| <b>Total/responses</b>               | <b>523</b> |    | <b>510</b> |    | <b>507</b> |    | <b>499</b> |    | <b>490</b> |    |

Table gives the size for each rank of for the whole results.

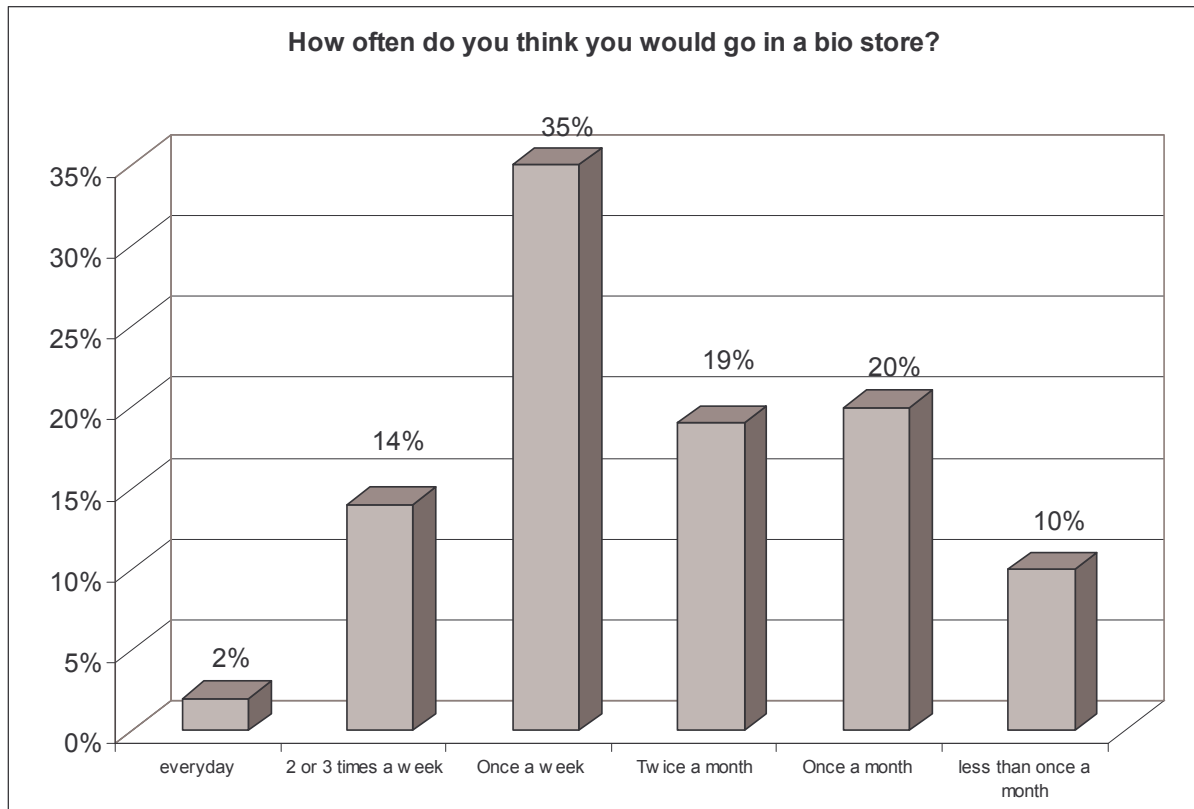
Average rank is calculated for each figure on all the answers.

Percentages calculated on the respondents' basis.

## Question 4/8

*How often do you think you would go in a bio store?*

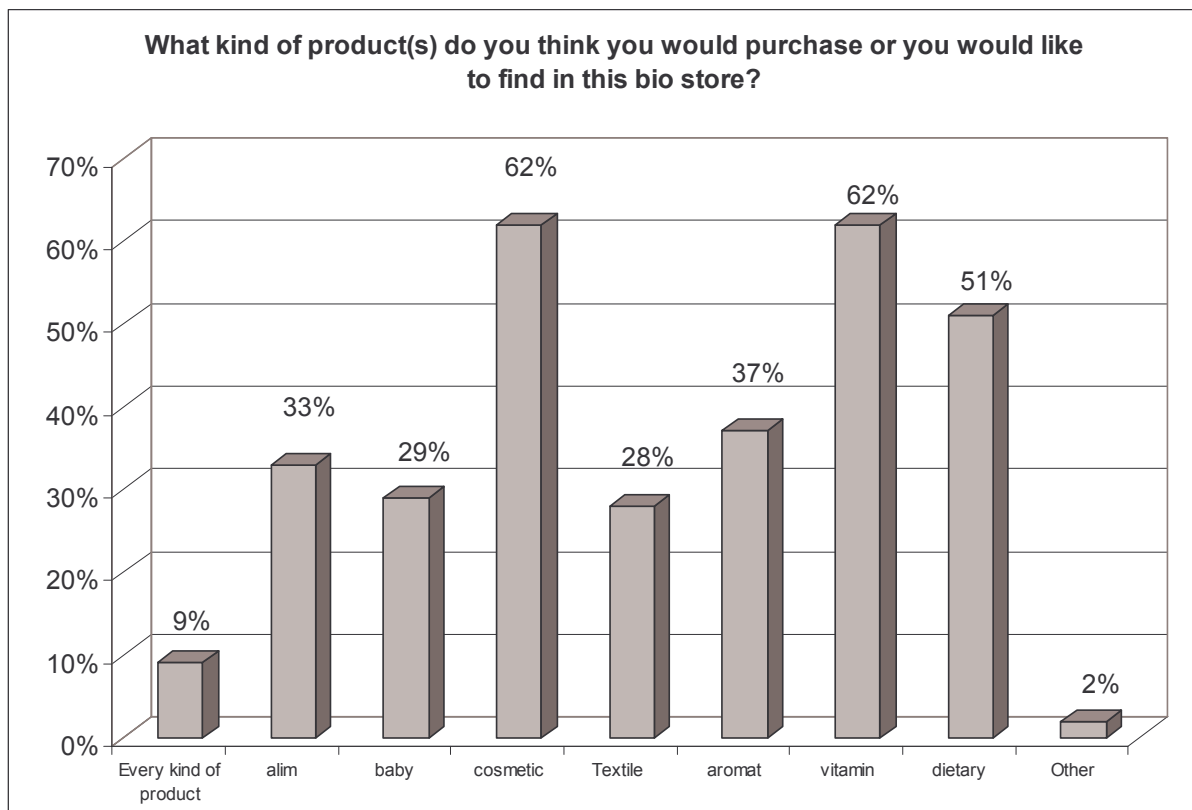
|                        | Size       | Frequency |
|------------------------|------------|-----------|
| Everyday               | 12         | 2%        |
| 2 or 3 times a week    | 73         | 14%       |
| Once a week            | 183        | 35%       |
| Twice a month          | 100        | 19%       |
| Once a month           | 102        | 20%       |
| Less than once a month | 53         | 10%       |
| <b>Total</b>           | <b>523</b> |           |



## Question 5/8

*What kind of product(s) do you think you would purchase or you would like to find in this bio store?*

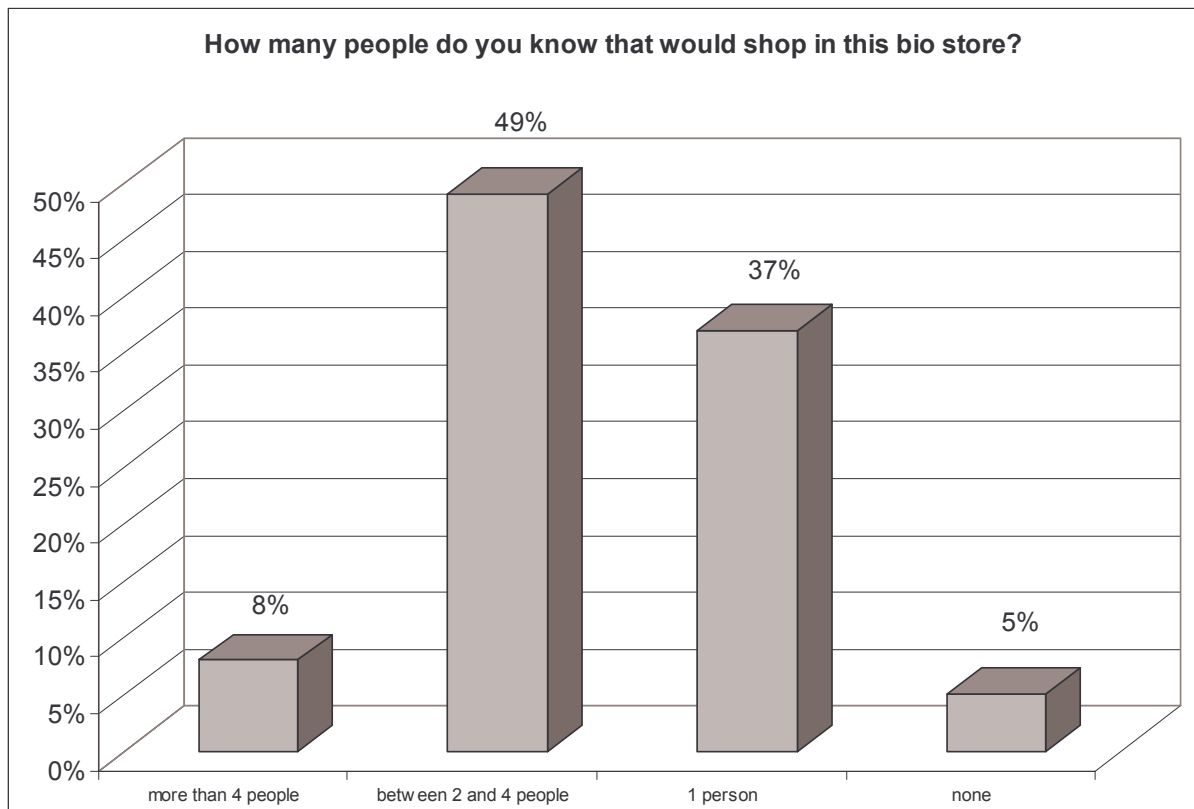
|   | Size       | Frequency |
|---|------------|-----------|
| Every kind of product because I only consume bio products | 47         | 9%        |
| Alimentary products                                       | 170        | 33%       |
| Baby and junior products                                  | 153        | 29%       |
| Cosmetic products   | 326        | 62%       |
| Textile products  | 148        | 28%       |
| Phytotherapy and aromatherapy products                    | 194        | 37%       |
| Vitamin and minerals supplements                          | 322        | 62%       |
| Dietary products  | 265        | 51%       |
| Other   | 12         | 2%        |
| <b>Total/respondents</b>                                  | <b>523</b> |           |



## Question 6/8

*How many people do you know that would shop in this bio store?*

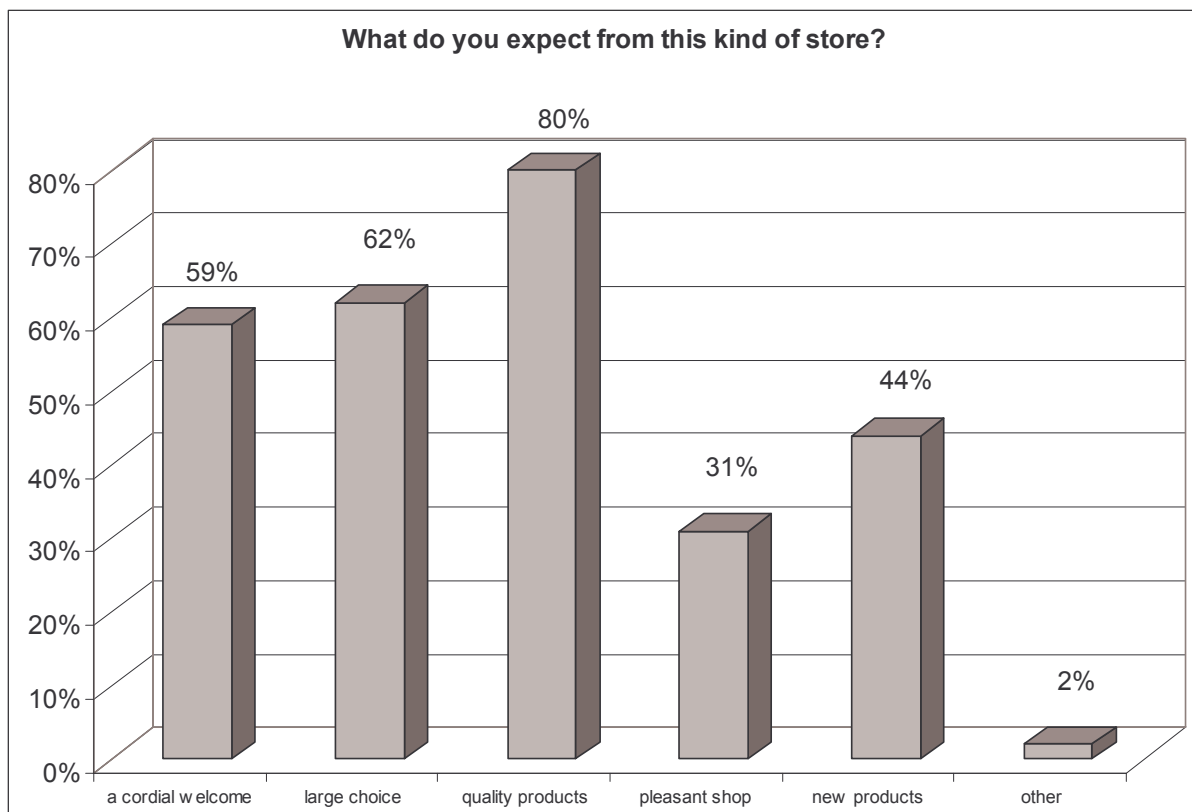
|                        | Size       | Frequency |
|------------------------|------------|-----------|
| More than 4 people     | 42         | 8%        |
| Between 2 and 4 people | 258        | 49%       |
| 1 person               | 195        | 37%       |
| None                   | 28         | 5%        |
| <b>Total</b>           | <b>524</b> |           |



## Question 7/8

*What do you expect from this kind of store?*

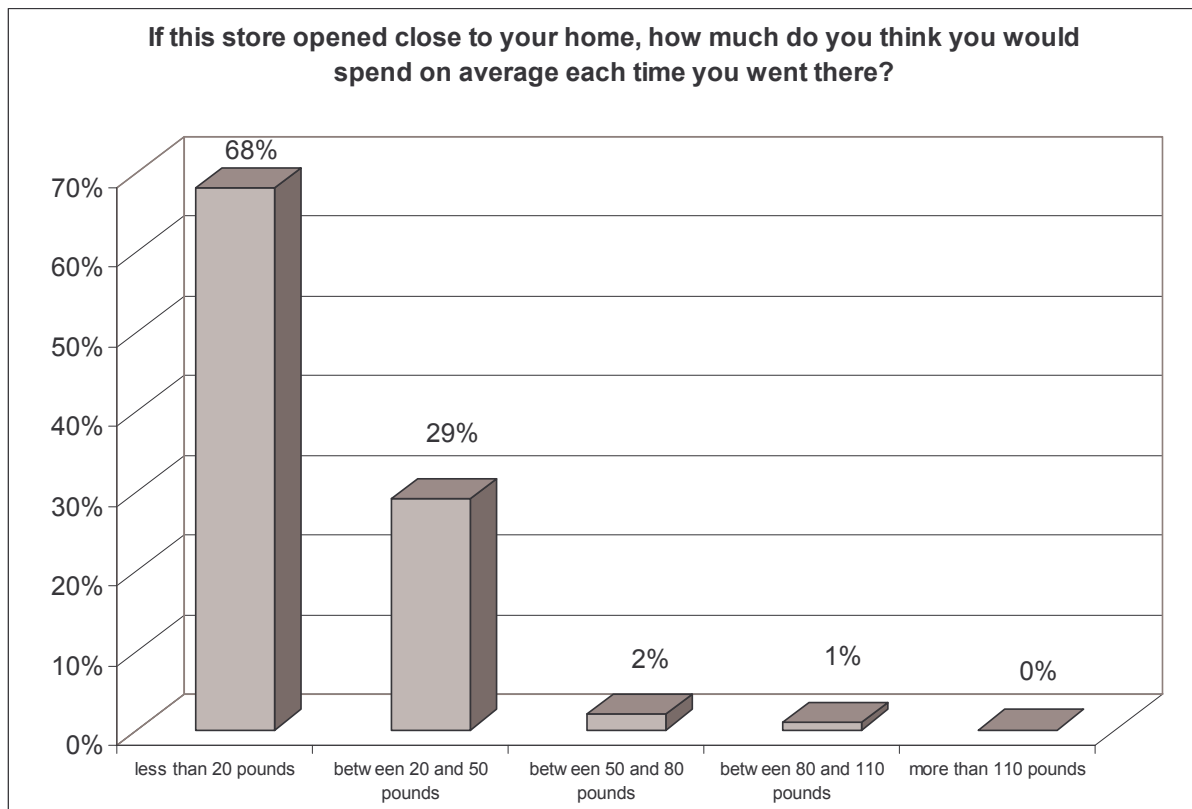
|                                   | Size       | Frequency |
|-----------------------------------|------------|-----------|
| A cordial welcome and advices     | 309        | 59%       |
| A large choice of products        | 326        | 62%       |
| Quality products                  | 420        | 80%       |
| Clear and pleasant shop furniture | 160        | 31%       |
| New products to be sold           | 231        | 44%       |
| Other                             | 10         | 2%        |
| <b>Total/respondents</b>          | <b>524</b> |           |



## Question 8/8

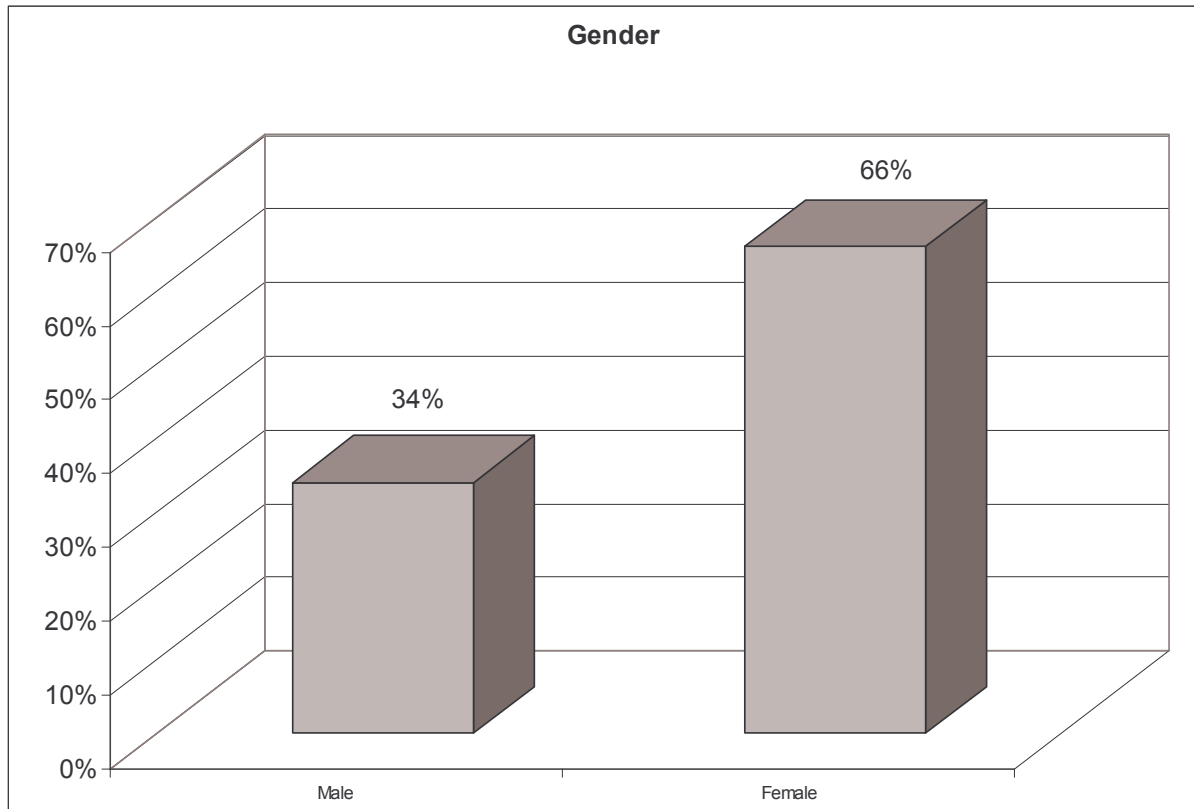
*If this store opened close to your home, how much do you think you would spend on average each time you went there?*

|                           | Size       | Frequency |
|---------------------------|------------|-----------|
| Less than 20 pounds       | 357        | 68%       |
| Between 20 and 50 pounds  | 153        | 29%       |
| Between 50 and 80 pounds  | 9          | 2%        |
| Between 80 and 110 pounds | 4          | 1%        |
| More than 110 pounds      | 0          | 0%        |
| <b>Total</b>              | <b>524</b> |           |



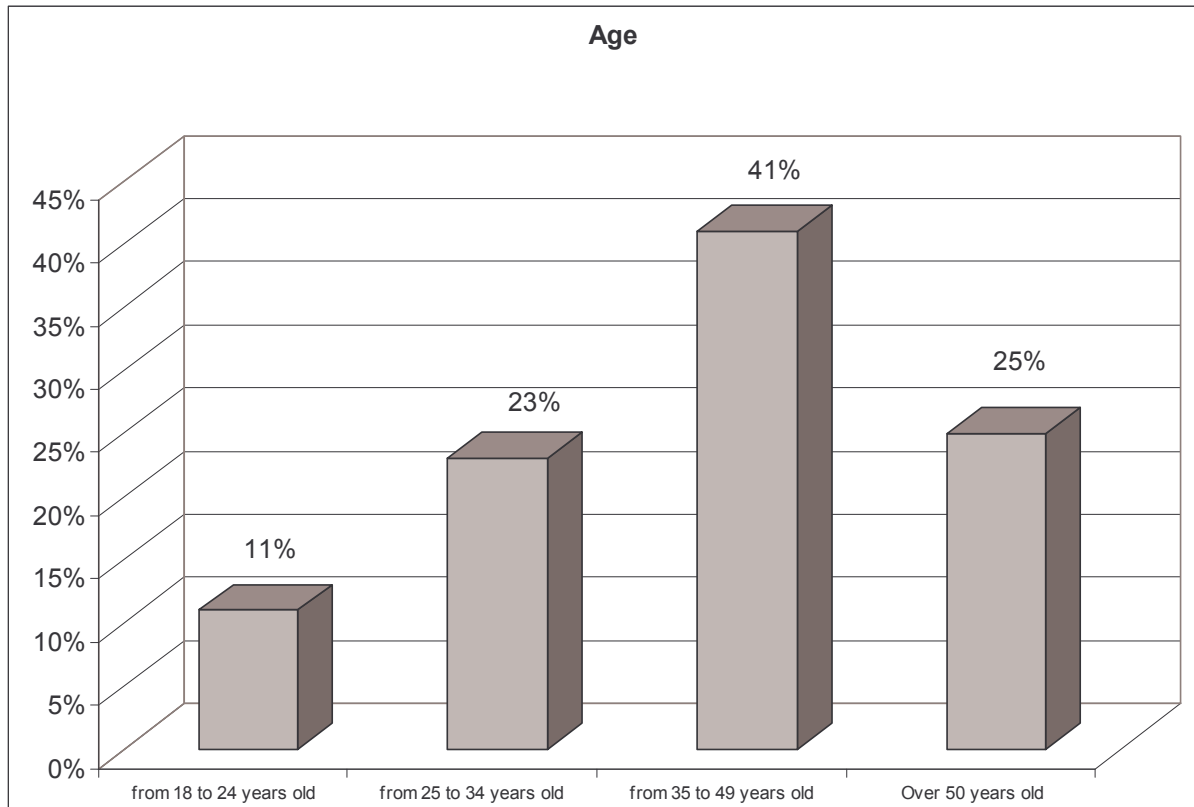
# Gender

|              | Size       | Frequency |
|--------------|------------|-----------|
| Male         | 193        | 34%       |
| Female       | 369        | 66%       |
| <b>Total</b> | <b>562</b> |           |



# Age

|                         | Size       | Frequency |
|-------------------------|------------|-----------|
| From 18 to 24 years old | 64         | 11%       |
| From 25 to 34 years old | 129        | 23%       |
| From 35 to 49 years old | 230        | 41%       |
| Over 50 years old       | 139        | 25%       |
| <b>Total</b>            | <b>562</b> |           |



# SEC

|              | Size       | Frequency |
|--------------|------------|-----------|
| SEC +        | 235        | 42%       |
| SEC -        | 245        | 44%       |
| Inactive     | 82         | 15%       |
| <b>Total</b> | <b>562</b> |           |

