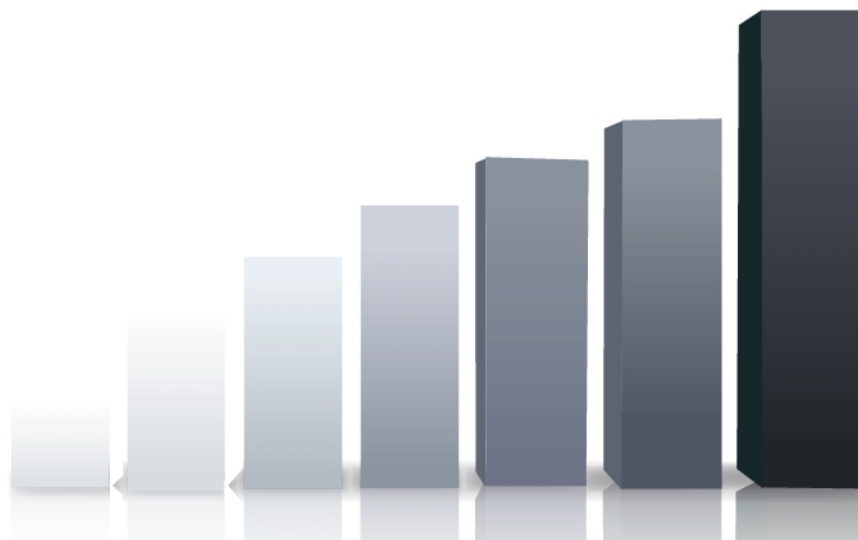


Market Research Report

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.

- **Cross tabulation**: the correlations between two variables are analysed. The contingency chi-square test aims at checking if this correlation exists in between the variables, and making sure if it is by chance or if it is a reality. However the chi-square neither gives the sense nor the correlation intensity.

The Socio-economic classing (SEC) is as follows:

SEC+: Upper/middle management
Professional or highly technical work
Manager, Senior Executive or Technical occupation
Self-Employed

SEC- : Office and administrative
Manual worker

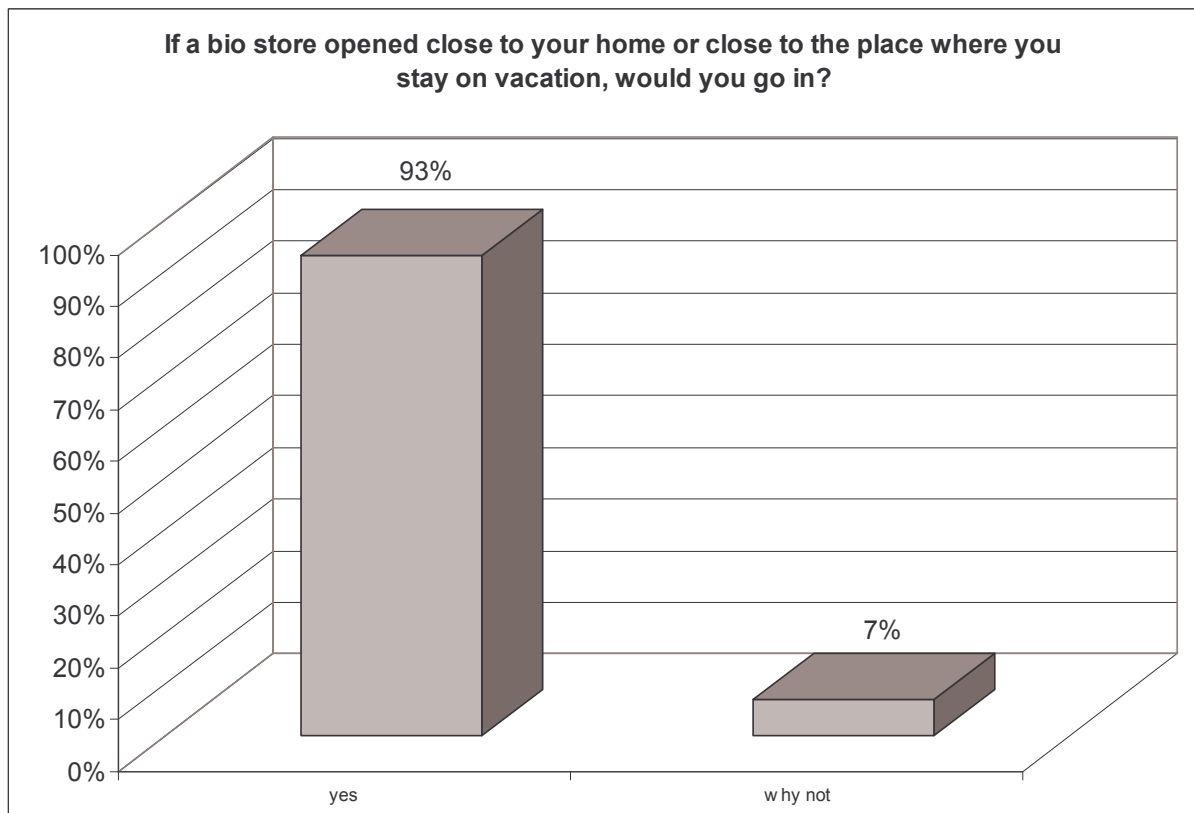
Inactive: Student/Pupil
Homemaker
Retired
Unemployed

- **Commentary**: interpretation of the most relevant responses to each question

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%
Total	562	



Results presentation according to respondent gender

	Male	Female
Yes	95%	92%
Why not	5%	8%
Total	100%	100%

Board: % Columns. Khi2=1,41 ddl=2 p=0,499 (Less significant)

Results presentation according to respondent age

	From 18 to 24	From 25 to 34	From 35 to 49	Over 50
Yes	95%	91%	95%	91%
Why not	5%	9%	5%	9%
Total	100%	100%	100%	100%

Board: % Columns. Khi2=3,07 ddl=6 p=0,801 (Less significant)

Results presentation according to respondent socio-economic class

	SEC +	SEC -	Inactive
Yes	94%	96%	91%
Why not	6%	4%	9%
Total	100%	100%	100%

Board: % Columns. Khi2=3,44 ddl=4 p=0,489 (Less significant)

Comments

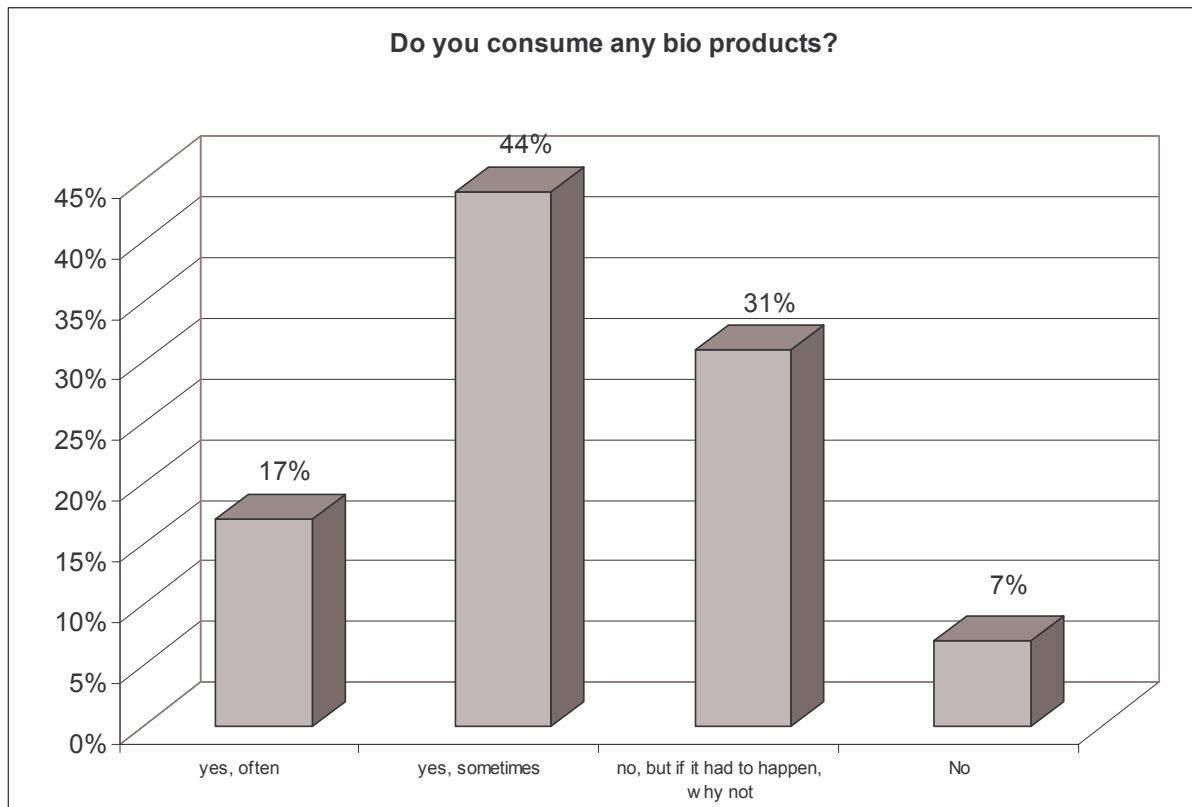
93 % of people would go to a bio store if one opened close in a convenient area, and only 7% answered why not. There was no negative response.

Regarding the results, there is no link between the fact that people would visit a bio shop and their gender, age or even socio-economic class.

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%
Total	562	



Results presentation according to respondent gender

	Male	Female
Yes, often	21%	15%
Yes, sometimes	44%	44%
No, but if it had to happen, why not	32%	31%
No	4%	9%
Total	100%	100%

Board: % Columns. Khi2=7.71 ddl=3 p=0.052 (Significant)

Results presentation according to respondent age

	From 18 to 24	From 25 to 34	From 35 to 49	Over 50
Yes, often	20%	24%	17%	10%
Yes, sometimes	27%	36%	49%	53%
No, but if it had to happen, why not	45%	36%	28%	27%
No	8%	5%	7%	10%
Total	100%	100%	100%	100%

Board: % Columns. Khi2=27 ddl=9 p=0,001 (Significant)

Results presentation according to respondent socio-economic class

	SEC +	SEC -	Inactive
Yes, often	25%	18%	13%
Yes, sometimes	46%	44%	43%
No, but if it had to happen, why not	23%	31%	36%
No	5%	7%	9%
Total	100%	100%	100%

Board: % Columns. Khi2=13.7 ddl=6 p=0,009 (Significant)

Comments

61% of people consume bio products, of which 44% consume sometimes. Whereas only 7% said that they do not consume any bio products.

A deep link can be noticed between age and consumption. Indeed, people aged 25 and over consume bio food far more frequently, with more than 60% of them answering yes. The young people 18-24 years old eat far less (47%).

Regarding the socio-economic class, the SEC + not only eat bio food more often than the SEC – (25% VS. 18%), but on average more people from SEC+ eat bio products at all than the SEC- or inactive class(71% VS. 62% and 56%).

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
Total/responses	523		510		507		499		490	

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.

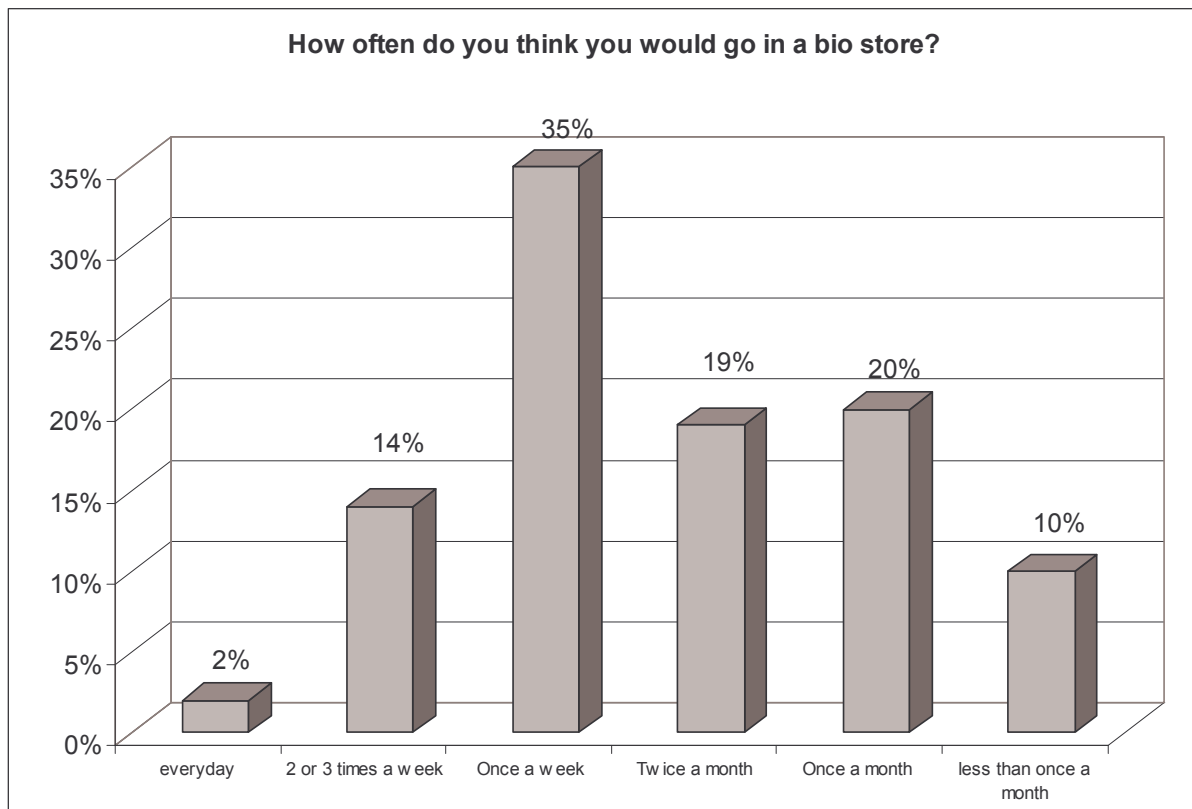
Comments

From this table, we can gather that the highest motivation for consuming bio products is for health reasons with 64%. The second most important criteria are respect for the environment, and product quality; with both scoring highly in rank 1 (10% and 14% respectively) and rank 2 (30% and 38% respectively) positions. The least important criterion is product follow-up and guarantee with 43%, followed by sustainable development with 34% of responses ranking it 5.

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%
Total	523	



Results presentation according to respondent gender

	Male	Female
Everyday	3%	2%
2 or 3 times a week	14%	14%
Once a week	34%	35%
Twice a month	20%	19%
Once a month	18%	20%
Less than once a month	10%	10%
Total	100%	100%

Board: % Columns. Khi2=1,19 ddl=5 p=0,945 (Less significant. Theoric values under 5: 2)

Results presentation according to respondent age

	From 18 to 24	From 25 to 34	From 35 to 49	Over 50
Everyday	3%	6%	1%	1%
2 or 3 times a week	10%	18%	14%	12%
Once a week	30%	31%	36%	39%
Twice a month	25%	14%	19%	21%
Once a month	21%	24%	19%	16%
Less than once a month	11%	8%	11%	11%
Total	100%	100%	100%	100%

Board: % Columns. Khi2=17,4 ddl=15 p=0,295 (Less significant. Theoric values under 5: 5)

Results presentation according to respondent socio-economic class

	SEC +	SEC -	Inactive
Everyday	3%	4%	1%
2 or 3 times a week	20%	13%	12%
Once a week	29%	37%	36%
Twice a month	21%	18%	19%
Once a month	21%	20%	19%
Less than once a month	7%	8%	13%
Total	100%	100%	100%

Board: % Columns. Khi2=10.8 ddl=10 p=0,376 (Less significant. Theoric values under 5: 3)

Comments

Regarding the frequency of visits to a bio store, 35% of people said that they would go once a week to a bio shop. But an average of 20% of people would also go there two or three times a week, whereas only 2% of people would go into such a store everyday.

The chi-2 test shows that there is no link between the frequency and the gender.

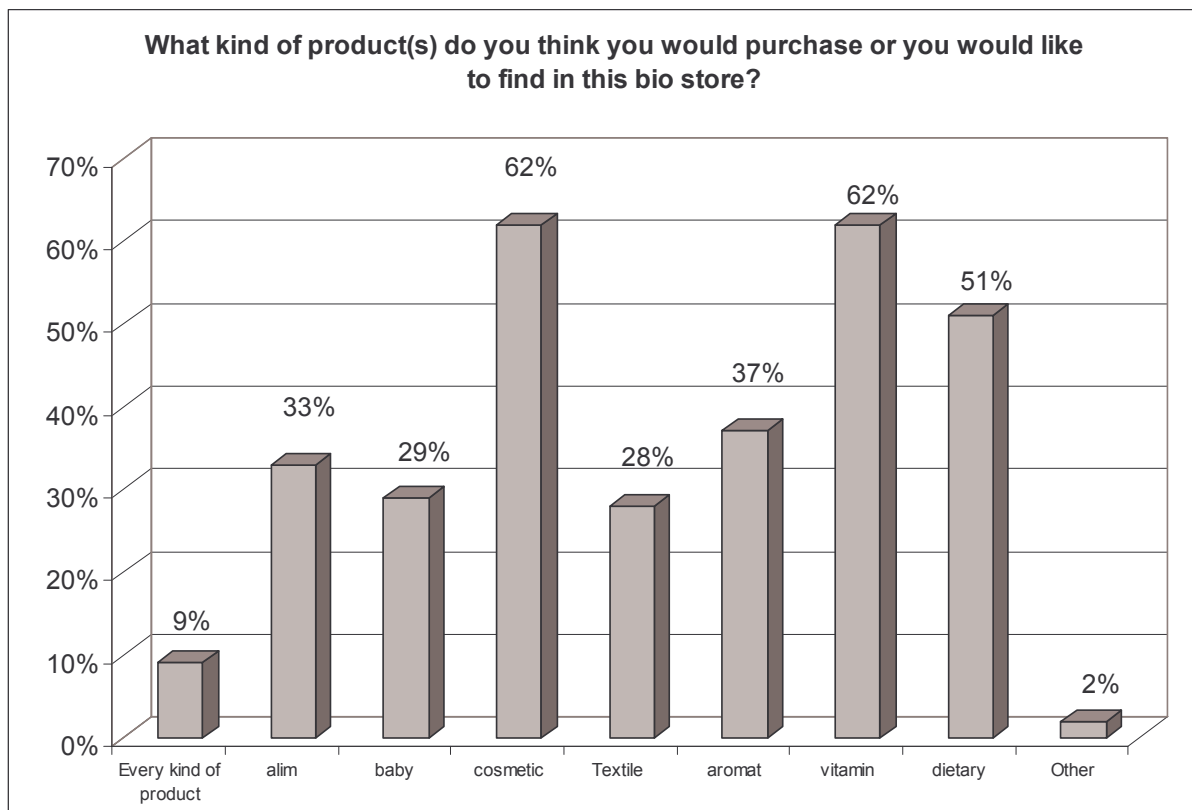
Regarding age there is little difference across the age bands, although older respondents (35 and over) would be more likely to visit once a week.

Concerning SEC, the SEC+ would be more likely to visit multiple times per week (23%) compared with other classes (15% avg.) and SEC- and inactive would most likely visit once a week (37% and 36% respectively).

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%
Total/respondents	523	



Results presentation according to respondent gender

	Male	Female
Every kind of product because I only consume bio products	13%	7%
Alimentary products	37%	30%
Baby and junior products	27%	30%
Cosmetic products	52%	68%
Textile products	32%	26%
Phytotherapy and aromatherapy products	37%	37%
Vitamin and minerals supplements	57%	64%
Dietary products	52%	50%
Other	3%	2%
Total	310%	314%

Board: % Columns. Khi2=13,4 ddl=8 p=0,097 (Less significant. Theoric values under 5: 2)

Results presentation according to respondent age

	From 18 to 24	From 25 to 34	From 35 to 49	Over 50
Every kind of product because I only consume bio products	8%	17%	7%	5%
Alimentary products	23%	27%	38%	33%
Baby and junior products	34%	37%	30%	18%
Cosmetic products	67%	62%	65%	56%
Textile products	16%	32%	31%	26%
Phytotherapy and aromatherapy products	23%	36%	37%	46%
Vitamin and minerals supplements	52%	58%	63%	67%
Dietary products	38%	46%	54%	56%
Other	3%	2%	3%	1%
Total	266%	317%	327%	309%

Board: % Columns. Khi2=38,2 ddl=24 p=0,033 (Less significant. Theoric values under 5: 5)

Results presentation according to respondent socio-economic class

	SEC +	SEC -	Inactive
Every kind of product because I only consume bio products	8%	12%	7%
Alimentary products	39%	33%	29%
Baby and junior products	31%	27%	30%
Cosmetic products	64%	60%	63%
Textile products	23%	30%	29%
Phytotherapy and aromatherapy products	39%	38%	36%
Vitamin and minerals supplements	58%	62%	63%
Dietary products	57%	49%	49%
Other	1%	4%	2%
Total	321%	316%	307%

Board: % Columns. Khi2=25.3 ddl=48 p=0,997 (Less significant. Theoric values under 5: 3)

Comments

62% of people would prefer to buy cosmetics in a bio store, followed by vitamin and minerals supplements with 61%; and dietary products with 51%. The average desire for all other products is 31%. 9% of people would buy any kind of product because it is bio.

A larger percentage of females would be interested in buying cosmetics, junior and baby products or vitamins, whereas male participants would prefer to find food and textile products; nonetheless the differences are not much (5% avg.).

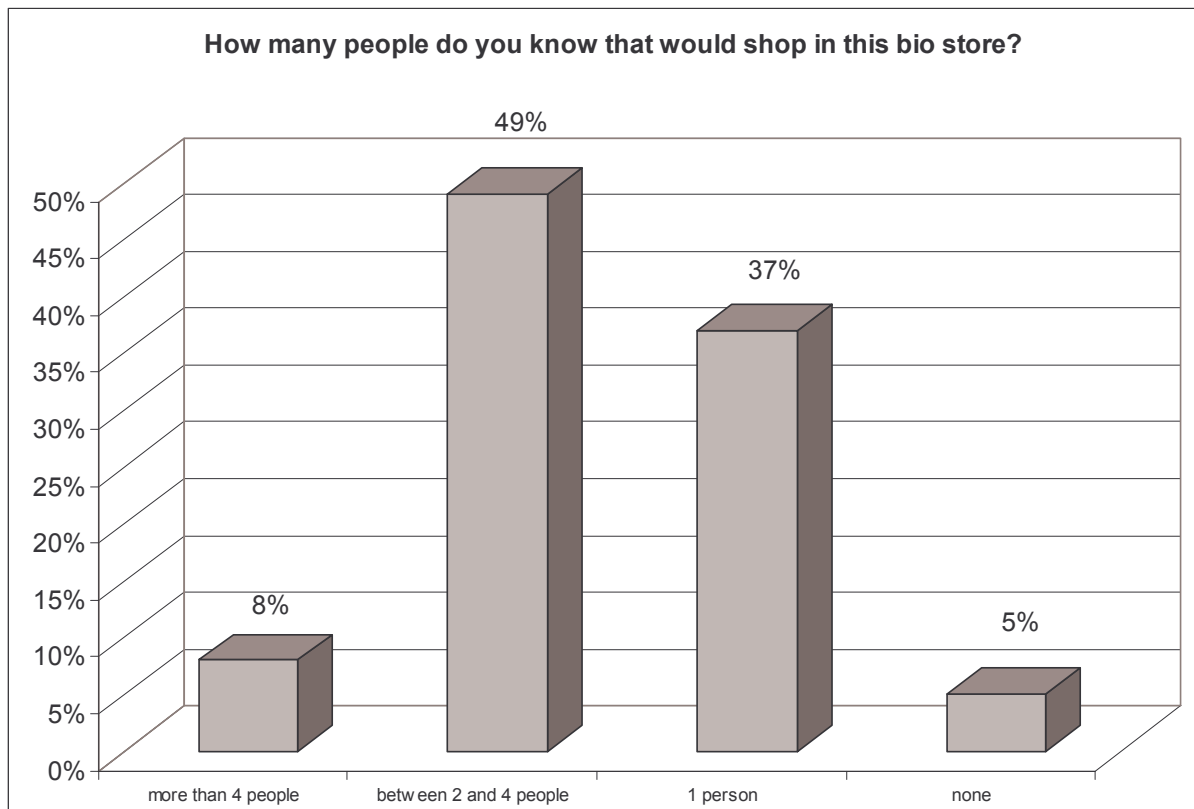
Regarding the age information we can tell that respondents from 25 to 34 yo are those who consume bio products the most because 17% are interested by every kind of product because they only consume bio products. We can also tell that respondents from 18 to 24 yo are a bit less interested about bio products (266% of answers VS. more than 300% for the other age categories). Otherwise, there are some logical trends: older people are less interested by buying baby and junior products (18% VS. more than 30%) and younger respondents less into phytotherapy and aromatherapy products (23% VS. 36/37% and 46%)

Excepting dietary products, which are significantly more in demand by the SEC+ (57% VS. 49%); there are no trends across the SEC bands.

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%
Total	524	



Results presentation according to respondent gender

	male	female
More than 4 people	9%	7%
Between 2 and 4 people	50%	49%
1 person	33%	40%
None	8%	4%
Total	100%	100%

Board: % Columns. Khi2=6,34 ddl=3 p=0,095 (Less significant. Theoric values under 5: 3)

Results presentation according to respondent age

	From 18 to 24	From 25 to 34	From 35 to 49	Over 50
More than 4 people	15%	14%	6%	2%
Between 2 and 4 people	48%	47%	51%	50%
1 person	30%	36%	37%	43%
None	8%	4%	6%	5%
Total	100%	100%	100%	100%

Board: % Columns. Khi2=15,8 ddl=9 p=0,07 (Less significant. Theoric values under 5: 2)

Results presentation according to respondent socio-economic class

	SEC +	SEC -	Inactive
More than 4 people	10%	8%	7%
Between 2 and 4 people	50%	47%	51%
1 person	38%	40%	35%
None	2%	5%	7%
Total	100%	100%	100%

Board: % Columns. Khi2=6,7 ddl=6 p=0,349 (Less significant. Theoric values under 5: 6)

Comments

Almost 50% of the respondents know at least one person who would shop in a bio store. 37% of the respondents know only one other. Finally, only 5% of the respondents do not know anybody who would shop in a bio store.

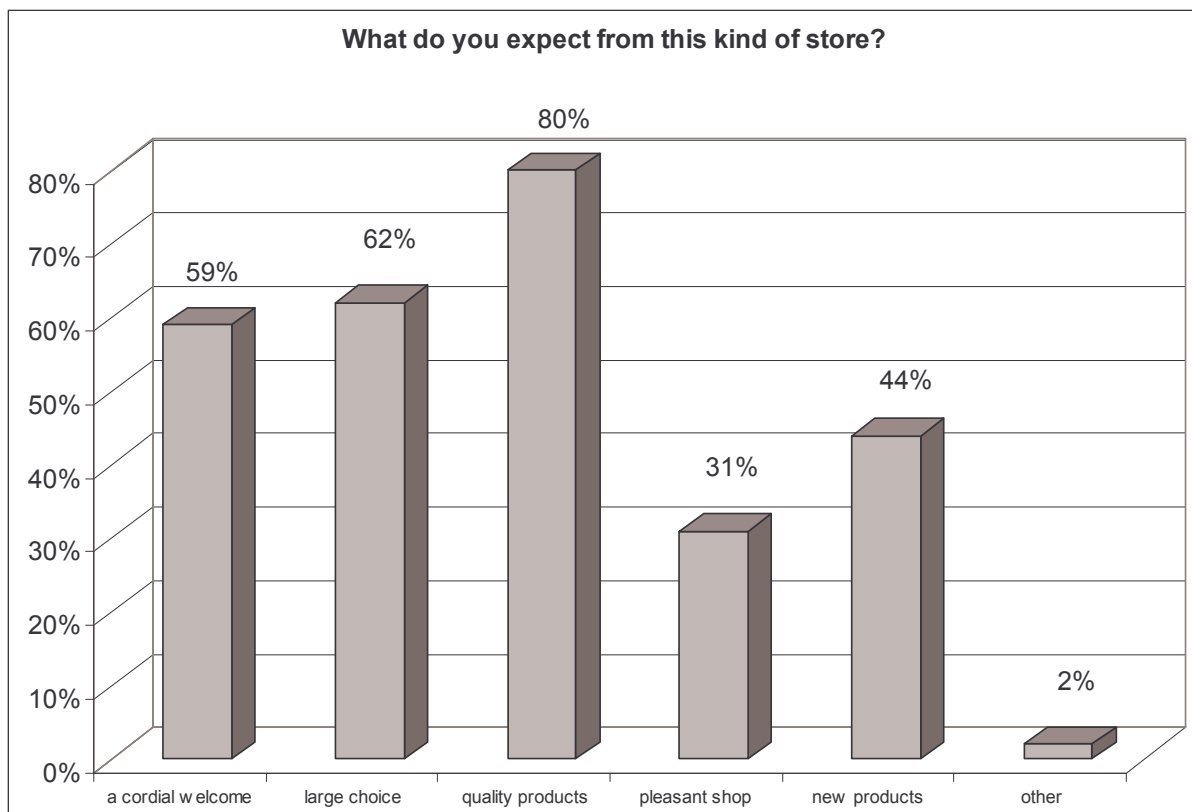
Younger age groups (aged 18-34) know larger numbers of people likely to visit a bio store, with an average of 15% knowing four or more people who would be interested.

No link can be drawn between the number of people the respondents know that would shop in this store and the gender or SEC.

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%
Total/respondents	524	



Results presentation according to respondent gender

	Male	Female
A cordial welcome and advices	57%	60%
A large choice of products	63%	62%
Quality products	80%	81%
Clear and pleasant shop furniture	32%	30%
New products to be sold	45%	44%
Other	2%	1%
Total	280%	277%

Board: % Columns. Khi2=1,09 ddl=5 p=0,953 (Less significant. Theoric values under 5: 6)

Results presentation according to respondent age

	From 18 to 24	From 25 to 34	From 35 to 49	Over 50
A cordial welcome and advices	52%	53%	62%	63%
A large choice of products	51%	57%	64%	71%
Quality products	75%	86%	83%	72%
Clear and pleasant shop furniture	31%	36%	32%	24%
New products to be sold	41%	47%	47%	37%
Other	0%	2%	1%	3%
Total	251%	280%	289%	271%

Board: % Columns. Khi2=10,4 ddl=15 p=0,791 (Less significant. Theoric values under 5: 4)

Results presentation according to respondent socio-economic class

	SEC +	SEC -	Inactive
A cordial welcome and advices	70%	50%	60%
A large choice of products	59%	67%	60%
Quality products	88%	75%	81%
Clear and pleasant shop furniture	36%	31%	28%
New products to be sold	45%	42%	45%
Other	2%	2%	2%
Total	299%	268%	277%

Board: % Columns. Khi2=6,07 ddl=10 p=0,81 (Less significant. Theoric values under 5: 11)

Comments

The most important thing for 80% of these English respondents regarding a bio store is the quality of the products, followed by the choice (62%), the service (59%), the presence of new products (44%), then the store appearance and finally other factors.

These figures do not depend on gender.

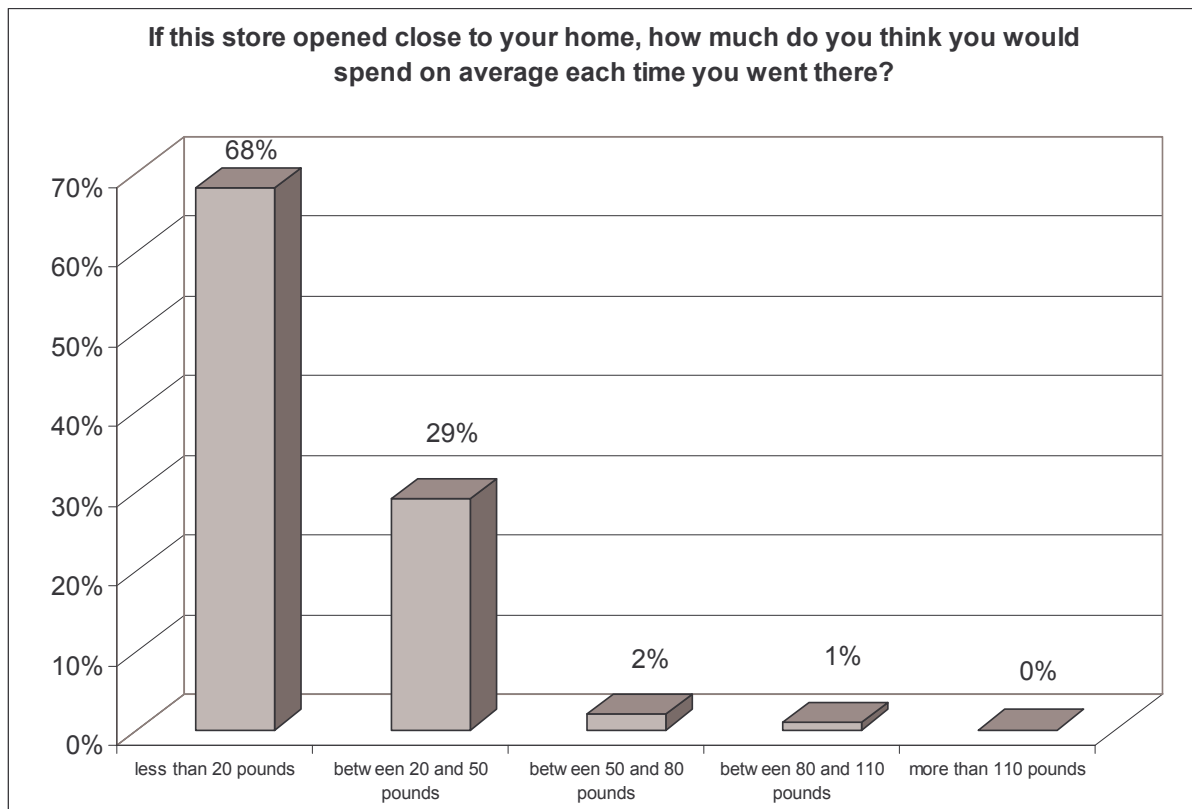
Regarding the age information, about 10% more participants aged 35 and over, are interested in customer service when compared with the 18-34 age group. Older people are also more expected for a larger choice of products than younger (goes progressively from 51% to 71% of interest).

There is also little difference with regard to socio-economic class. We can tell that SEC+ are more concerned by the customer service (70% VS. 60% and 50%).

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%
Total	524	



Results presentation according to respondent gender

	Male	Female
Less than 20 pounds	69%	68%
Between 20 and 50 pounds	28%	30%
Between 50 and 80 pounds	2%	1%
Between 80 and 110 pounds	1%	1%
More than 110 pounds	0%	0%
Total	100%	100%

Board: % Columns – Respondent basis. Khi2=0,367 ddl=4 p=0,982 (Less significant. Theoric values under 5: 2)

Results presentation according to respondent age

	From 18 to 24	From 25 to 34	From 35 to 49	Over 50
Less than 20 pounds	62%	58%	72%	74%
Between 20 and 50 pounds	34%	36%	27%	25%
Between 50 and 80 pounds	2%	3%	1%	1%
Between 80 and 110 pounds	2%	2%	0%	1%
More than 110 pounds	0%	0%	0%	0%
Total	100%	100%	100%	100%

Board: % Columns – Respondent basis. Khi2=8,48 ddl=12 p=0,747 (Less significant. Theoric values under 5: 12)

Results presentation according to respondent socio-economic class

	SEC +	SEC -	Inactive
Less than 20 pounds	64%	70%	69%
Between 20 and 50 pounds	34%	26%	29%
Between 50 and 80 pounds	1%	4%	1%
Between 80 and 110 pounds	2%	1%	0%
More than 110 pounds	0%	0%	0%
Total	100%	100%	100%

Board: % Columns – Respondent basis. Khi2=4,88 ddl=8 p=0,772 (Less significant. Theoric values under 5: 3)

Comments

68% of the respondents would spend less than £20 per purchase. 29% of them would spend between £20 and £50, and only 3% of them would spend more than £50.

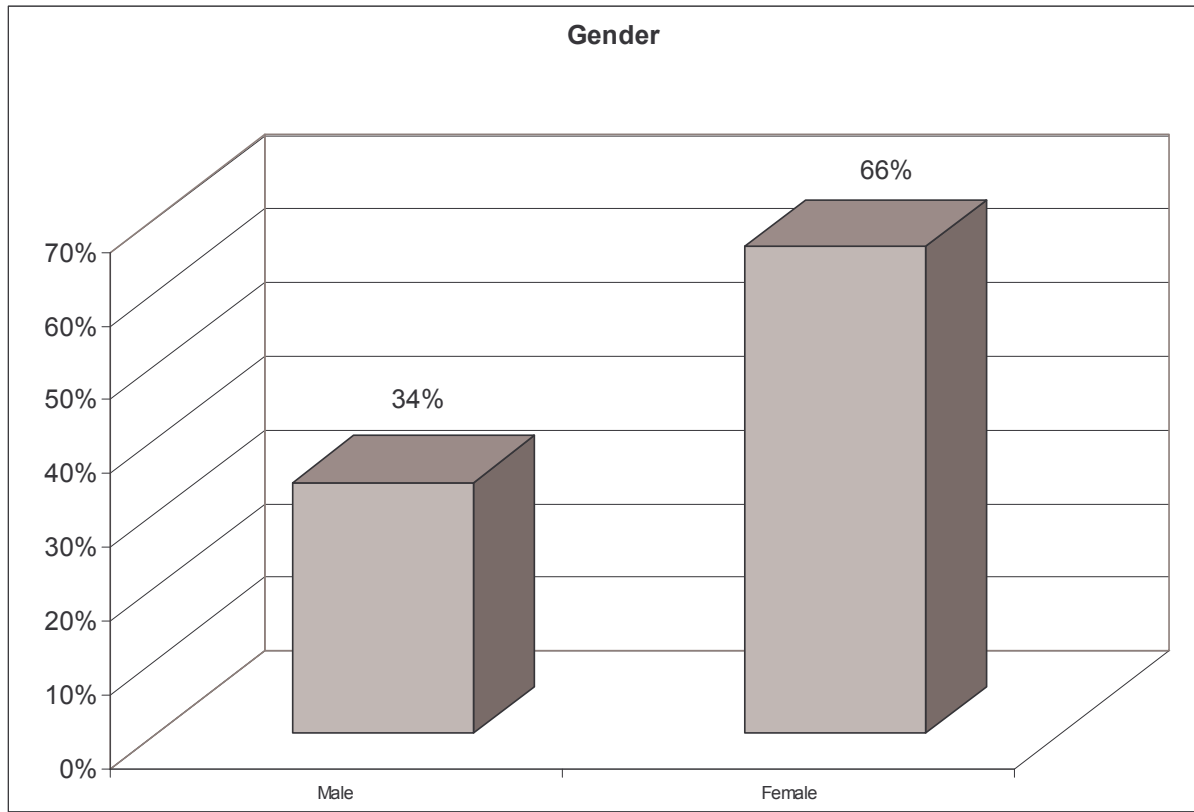
Spending habits do not seem to vary much with gender.

However the groups aged 35 and over would be more likely to spend less than £20 than the groups aged 18-34; 73% on average compared with 60% for the younger groups. In contrast, the younger groups would be more likely to spend £20-£50 (34% and 36%) when compared with the older groups (27% and 25%).

Analysis of the SEC results show that SEC+ would be slightly more likely to spend more money per visit than the other SECs with 37% of them who would spend more than £20 VS. 31% of the SEC- and 30% of the inactive.

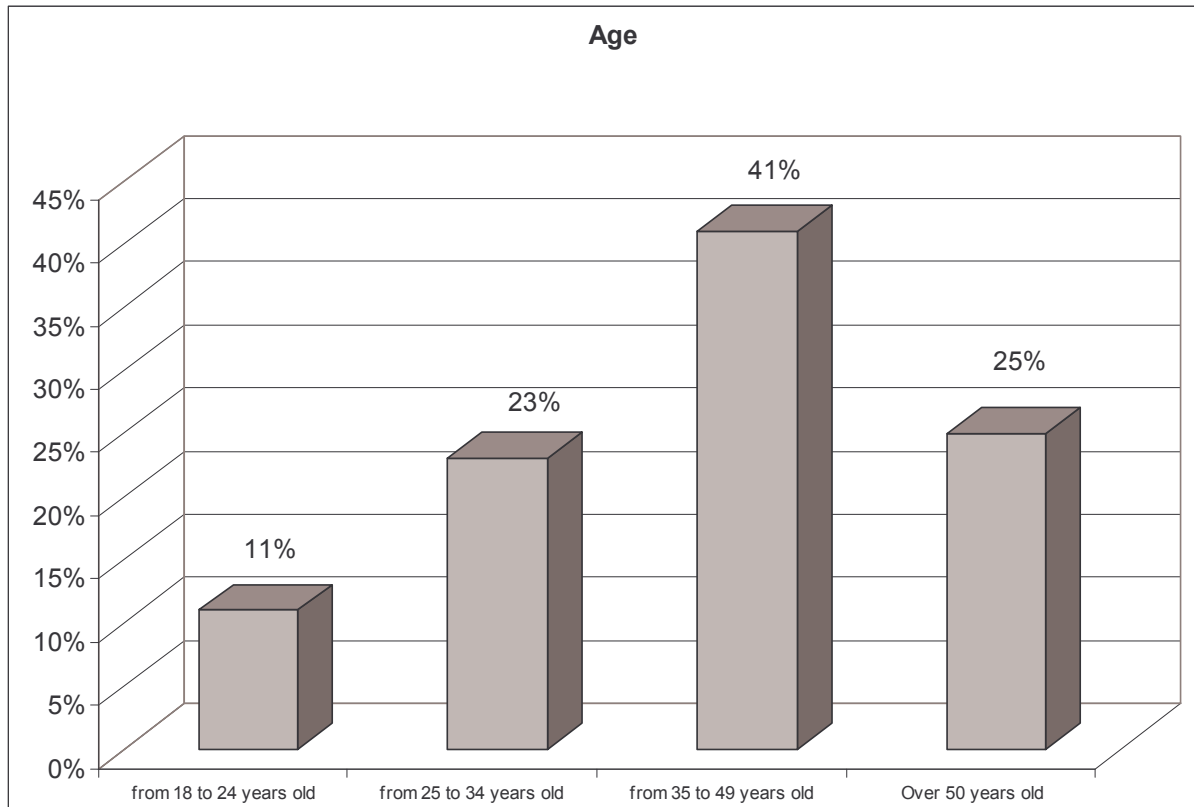
Gender

	Size	Frequency
Male	193	34%
Female	369	66%
Total	562	



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%
Total	562	



SEC

	Size	Frequency
SEC +	235	42%
SEC -	245	44%
Inactive	82	15%
Total	562	

