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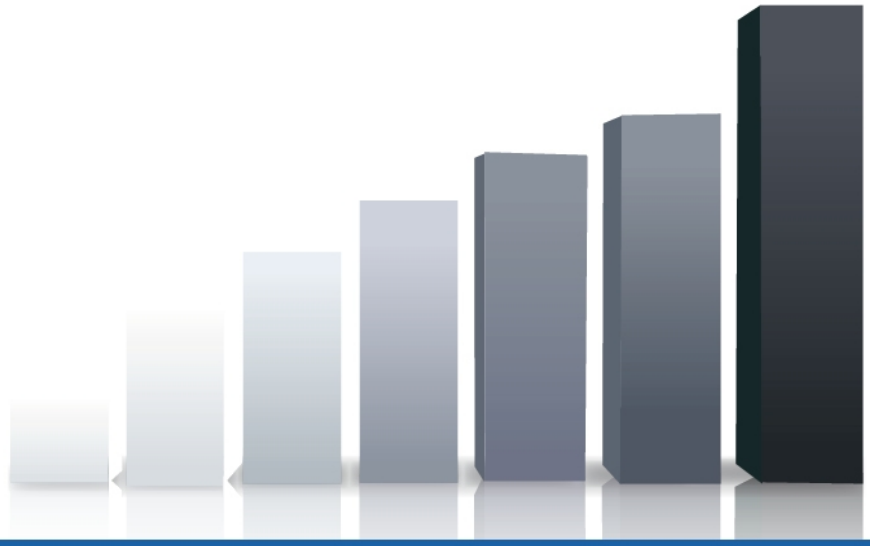
ONLINE MARKET RESEARCH

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.

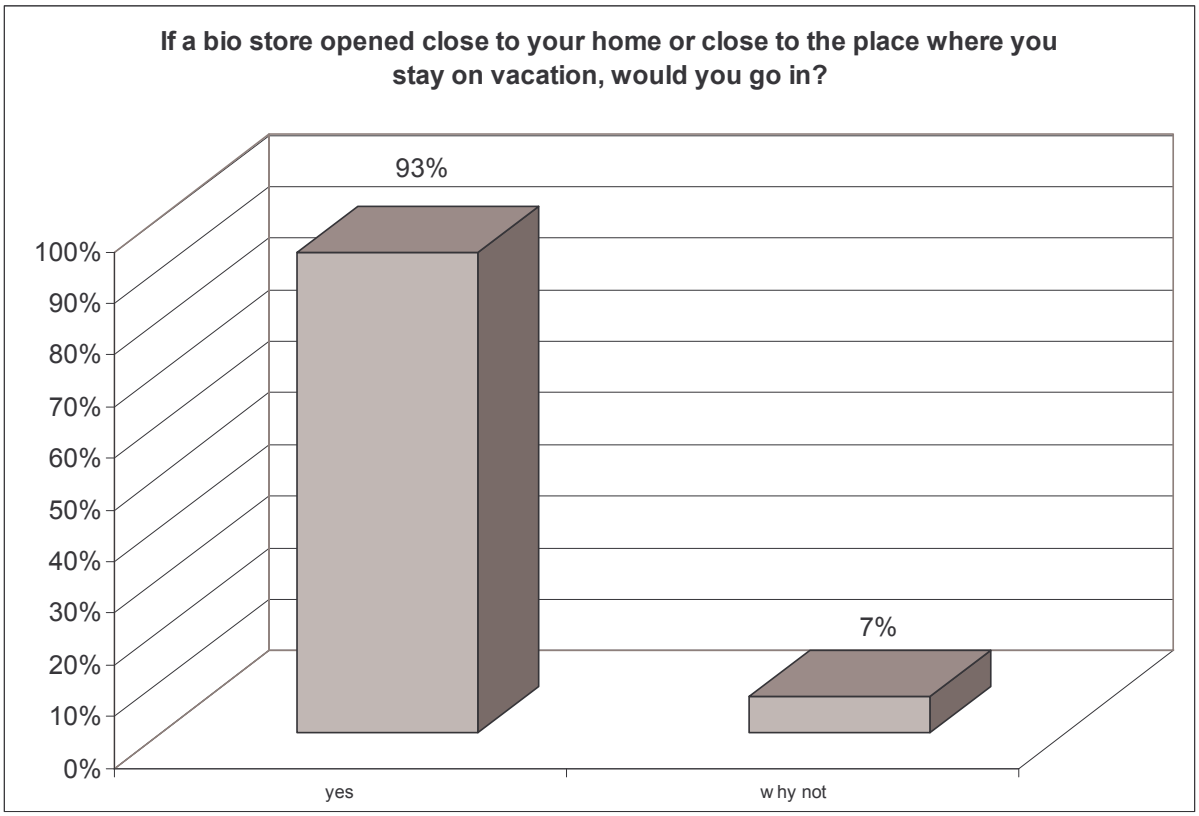
The Socio-economic classing (SEC) is as follows:

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

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

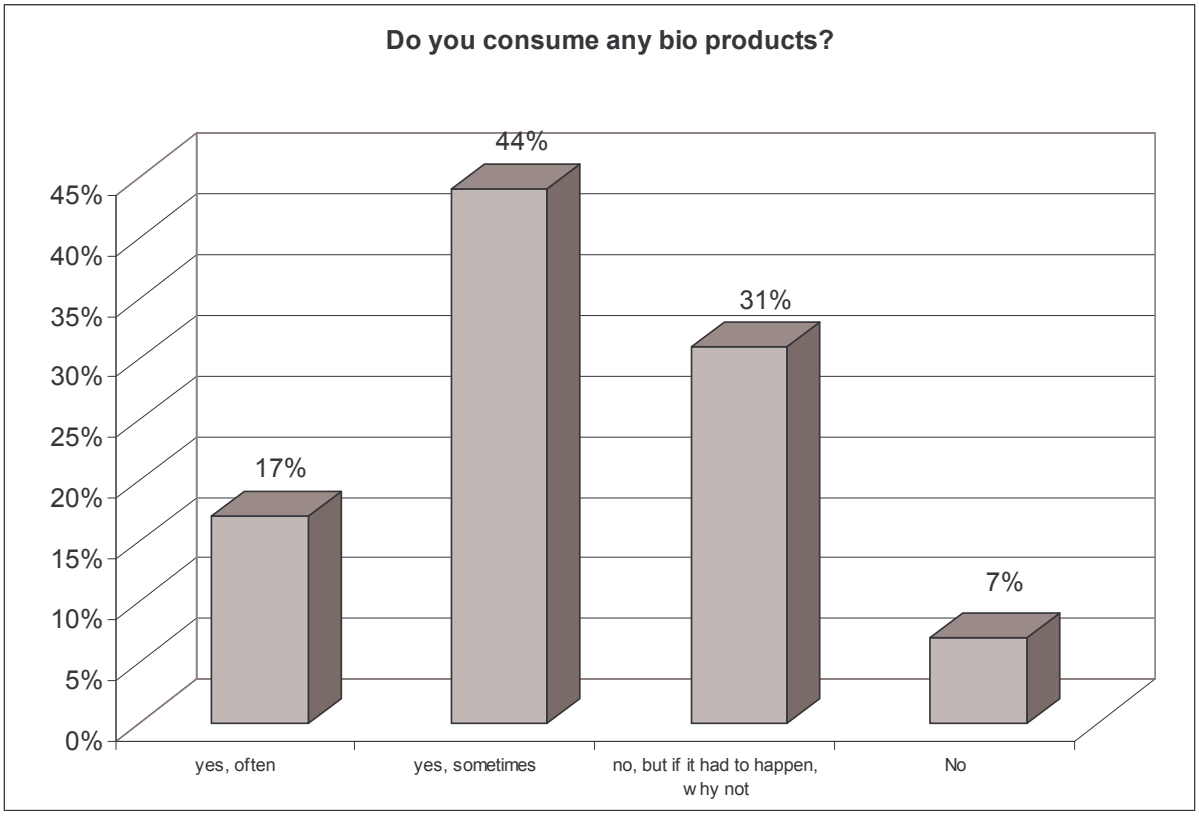
	SEC +	SEC -	Inactive
Yes	94%	96%	91%
Why not	6%	4%	9%
Total	**100%**	**100%**	**100%**

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

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)

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

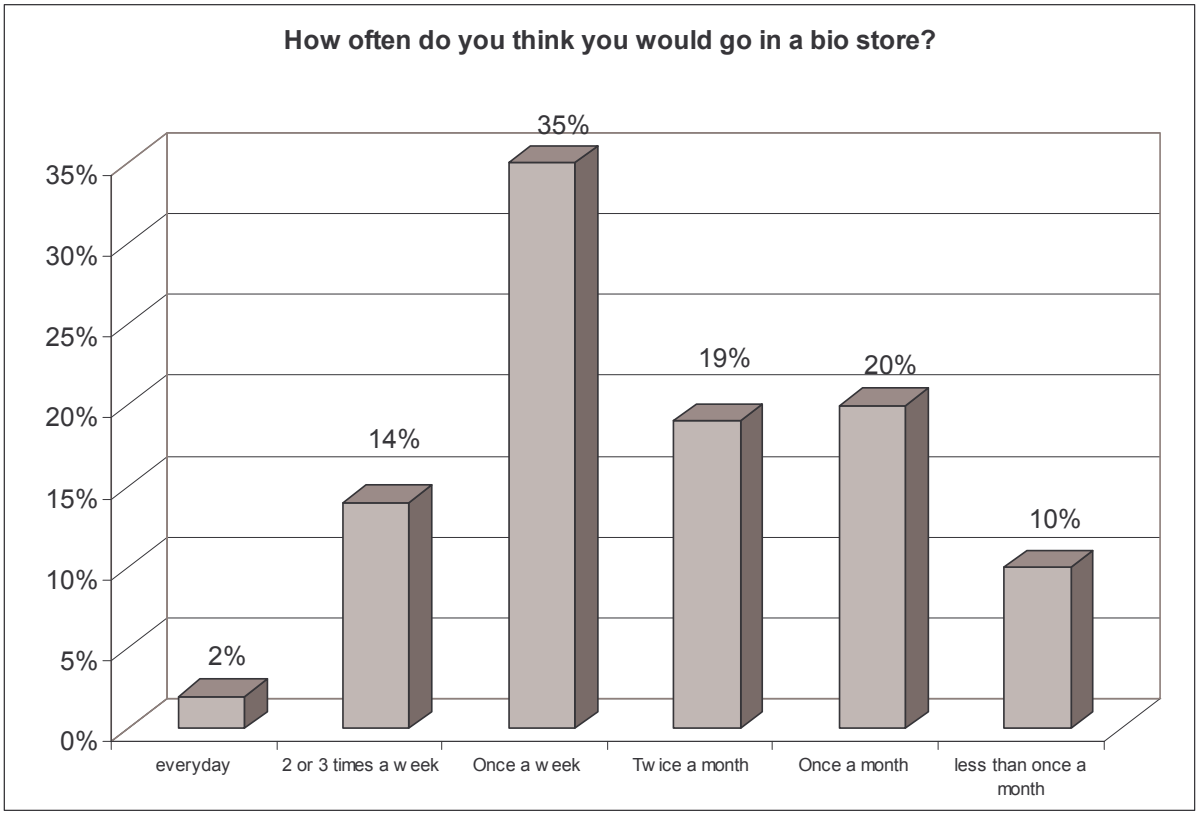
	Size (Rk1)	%	Size (Rk2)	%	Size (Rk3)	%	Size (Rk4)	%	Size (Rk5)	%
For the health	339	64	62	12	57	11	24	5	34	7
For products quality	50	10	192	38	119	23	122	24	25	5
Respect for the environment	73	14	151	30	130	26	94	19	52	11
On sustainable development purpose	29	5	53	10	107	21	149	28	167	34
For products 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.

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

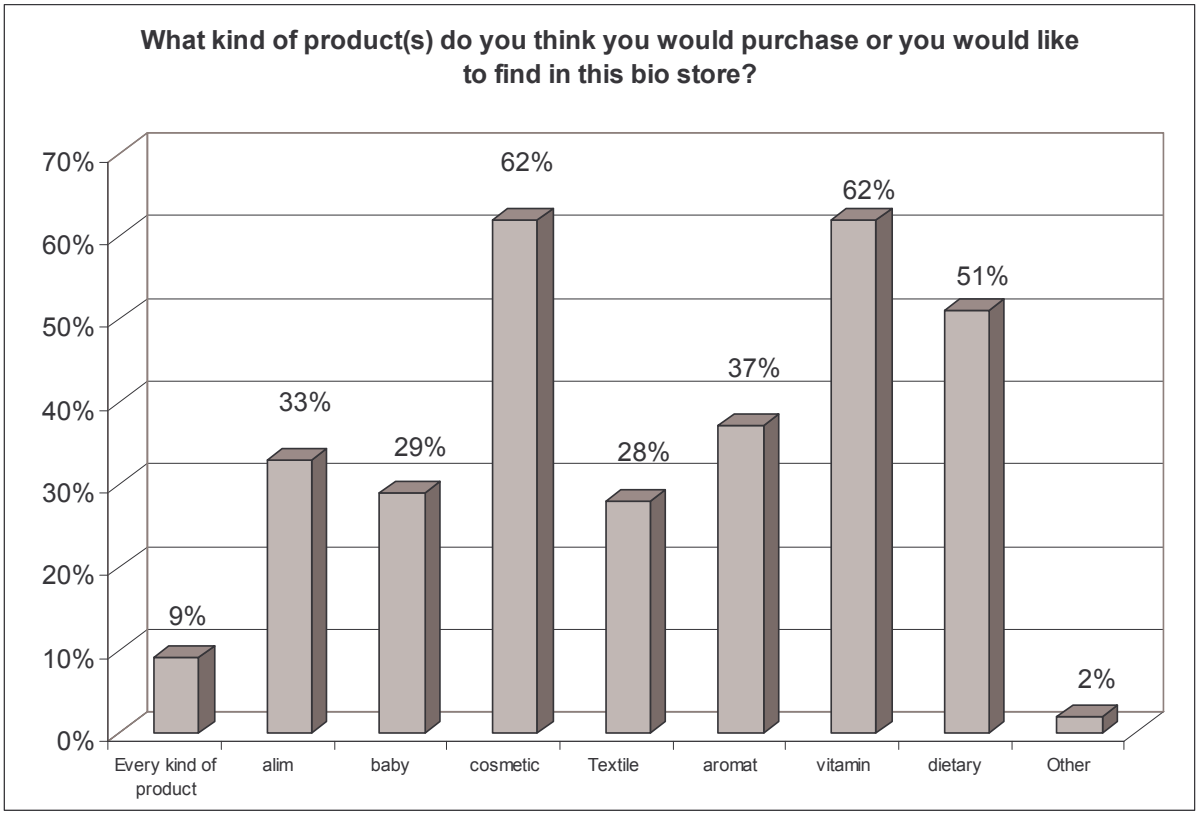
	SEC +	SEC -	Inactive
Everyday	3%	4%	1%
2 or 3 times a week	20%	13%	12%
Once a week	29%	37%	36%
Twice a month	21%	18%	19%
Once a month	21%	20%	19%
Less than once a month	7%	8%	13%
Total	**100%**	**100%**	**100%**

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

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

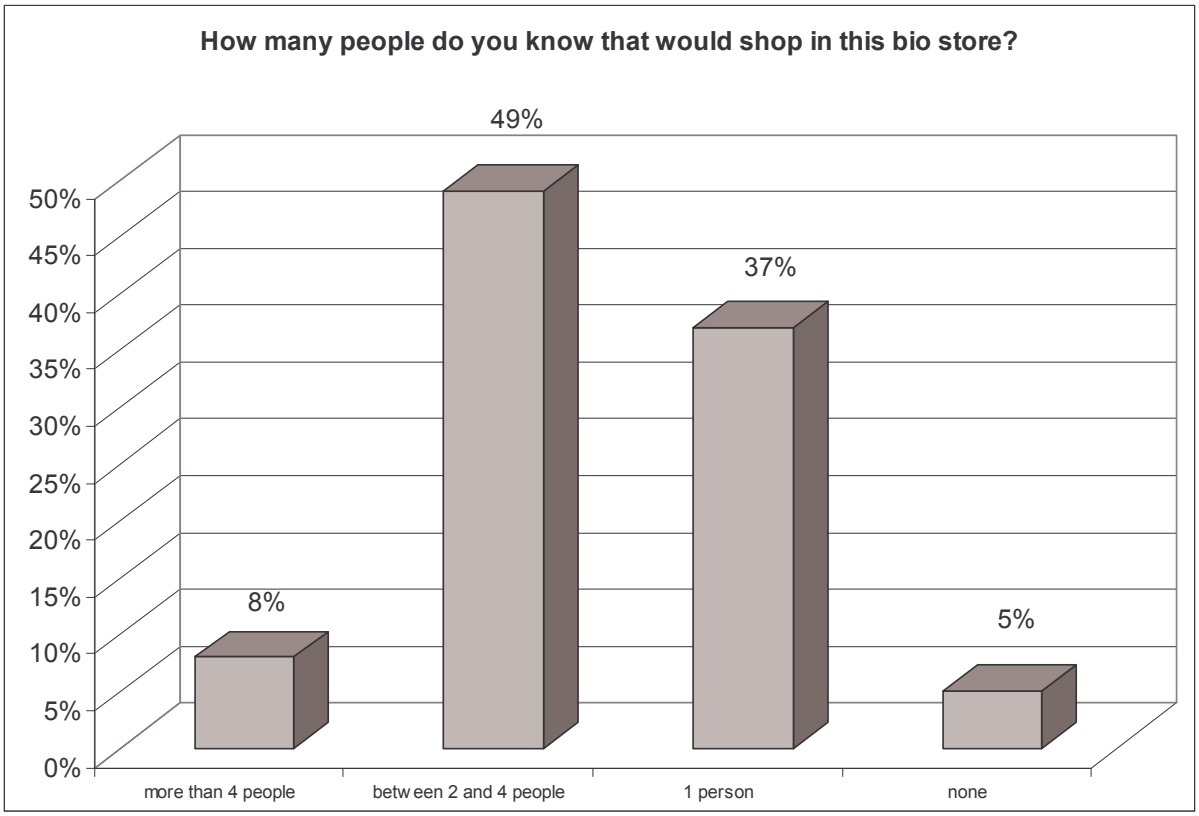
	SEC +	SEC -	Inactive
Every kind of product because I only consume bio products	8%	12%	7%
Alimentary products	39%	33%	29%
Baby and junior products	31%	27%	30%
Cosmetic products	64%	60%	63%
Textile products	23%	30%	29%
Phytotherapy and aromatherapy products	39%	38%	36%
Vitamin and minerals supplements	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)

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

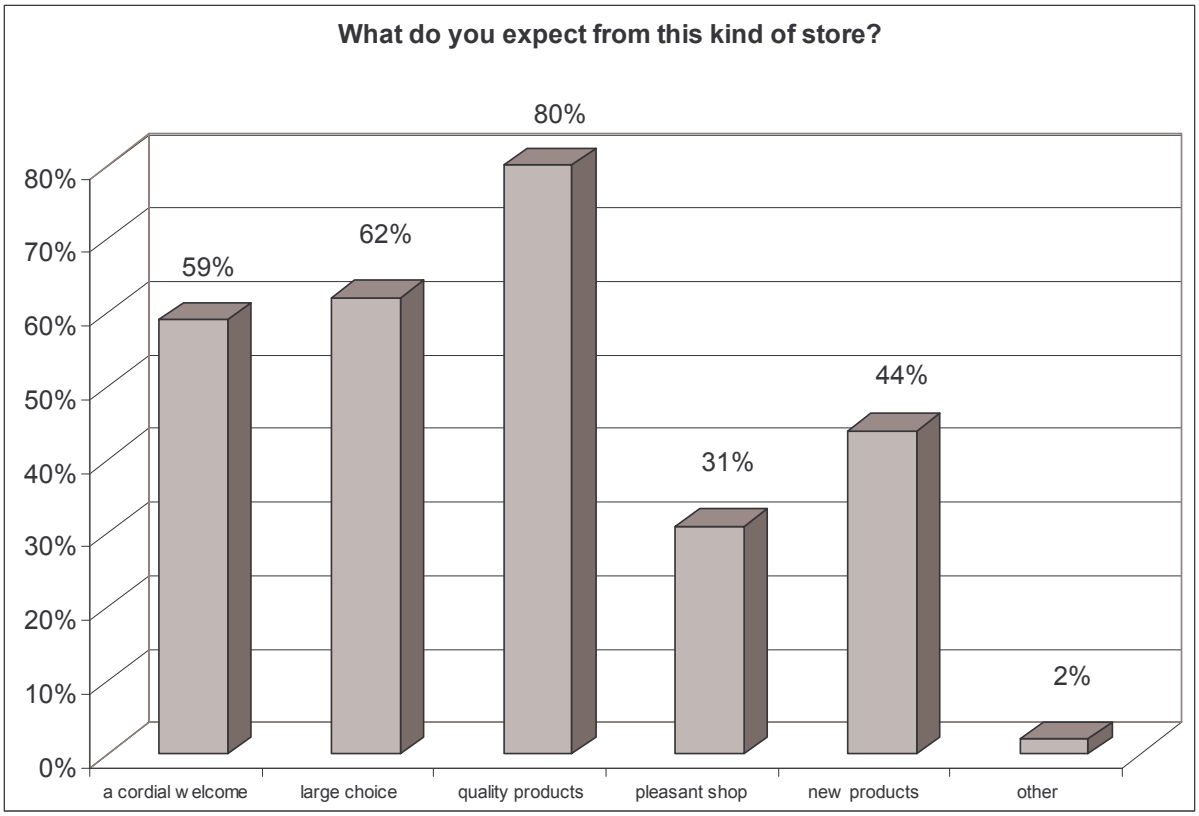
	SEC +	SEC -	Inactive
More than 4 people	10%	8%	7%
Between 2 and 4 people	50%	47%	51%
1 person	38%	40%	35%
None	2%	5%	7%
Total	**100%**	**100%**	**100%**

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

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

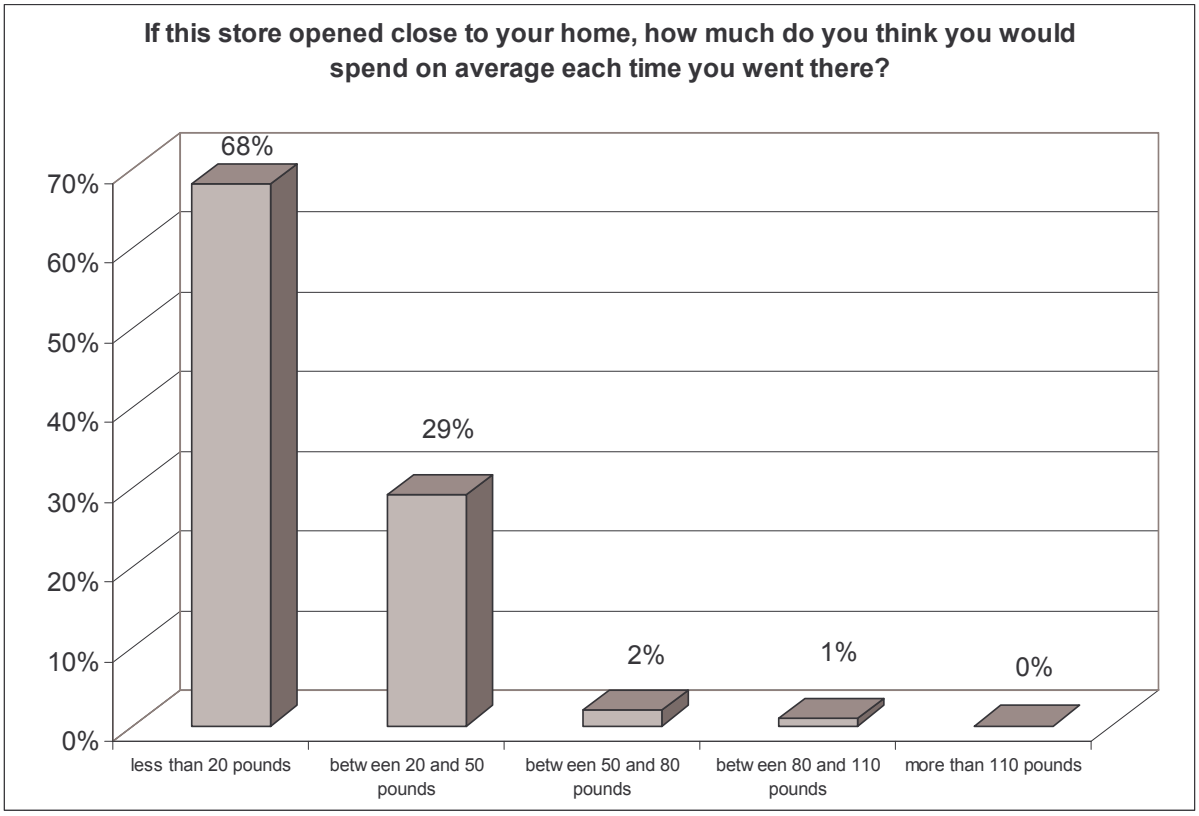
	SEC +	SEC -	Inactive
A cordial welcome and advices	70%	50%	60%
A large choice of products	59%	67%	60%
Quality products	88%	75%	81%
Clear and pleasant shop furniture	36%	31%	28%
New products to be sold	45%	42%	45%
Other	2%	2%	2%
Total	**299%**	**268%**	**277%**

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

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)

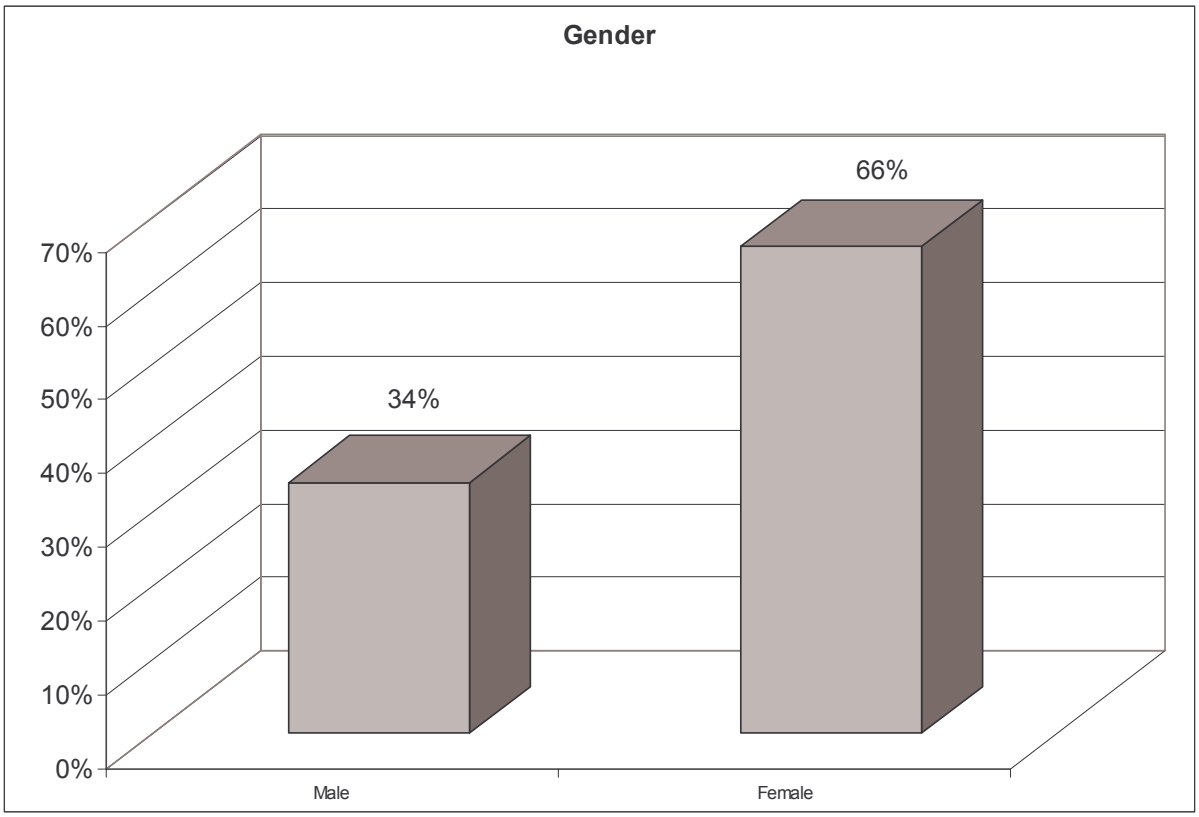
Results presentation according to respondent socio-economic class

	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)

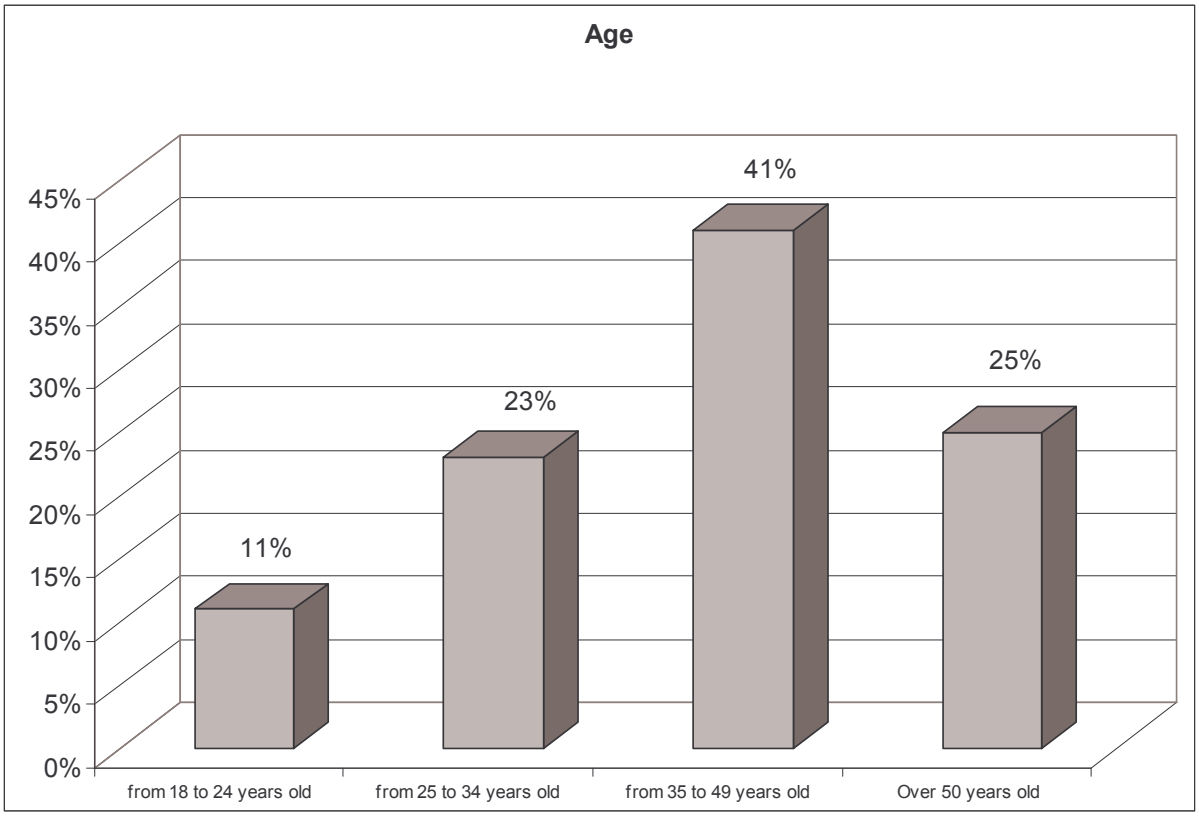
Gender

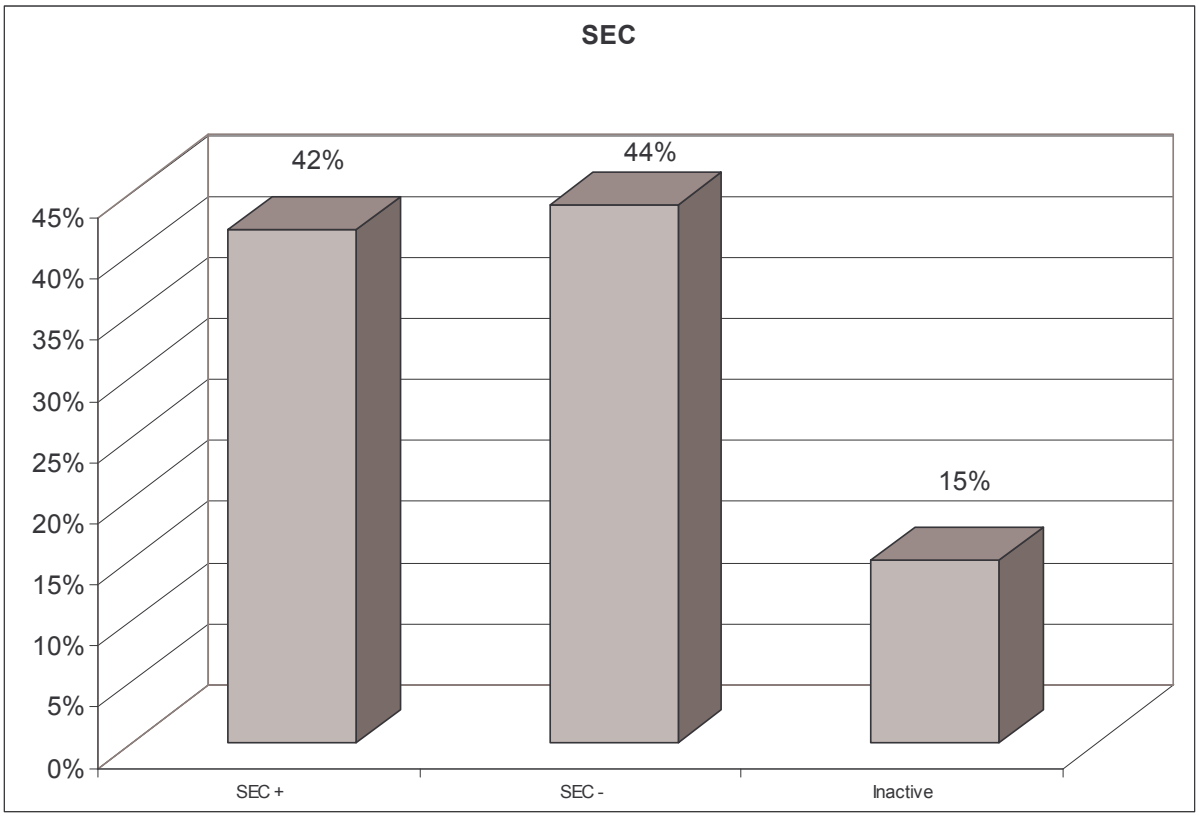
	Size	Frequency
Male	193	34%
Female	369	66%
Total	**562**	



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**