

GfK Poll:

“Do you choose the retailer that’s located nearby your home?”

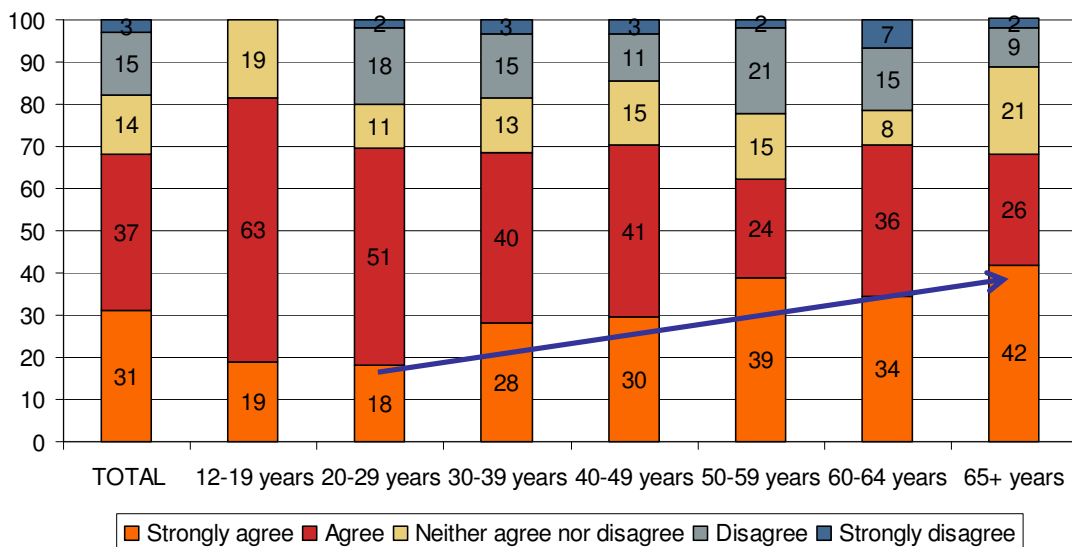
A large majority of the Belgian consumers likes to shop close to their homes.

In the first week of March we asked 770 consumers about whether proximity is an important criterion when choosing a retailer to do groceries. 68% of the respondents agree that this is an important criterion. 18% declare that proximity does not influence their choice of a retailer at all. A major part of the Belgian consumers does not want to shop far from home, quite an interesting fact for retailers.

Within the group that likes to shop close to home (68%), the results are the same for men and women. Within the group that is not interested in the nearness of a store, there is a slightly stronger representation of women.

The age of the consumer plays a part in the opinion about the proximity of the store. The respondents younger than 20 years old declare that they like to shop nearby their homes. This is logical, as the main part of this group cannot go shopping by car. Another fact is that the older a respondent, the more he (strongly) declares to choose the retailer on the basis of proximity.

In an aging population, the location of a store becomes more and more important: a great part of the population likes to shop close to home. A fact that should always be kept in mind.



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