

Retail*Monitor

List of Content

Comments on the Retail*Monitor	3
Segmentation	3
Using the Retail*Monitor	3
Opinions	5
Pre-purchase behaviour	5
In-store behaviour	6
Type of shops	7
Store flyers	8
Visits to shops	9
How often do you visit these shops?	9
Which shops exist in the area(s) where you shop?	9
Where did you buy the bulk of your everyday commodities the last time you went shopping?	9
Where do you buy the bulk of your everyday commodities?	9
Where did you buy the bulk of your everyday commodities for one year ago?	9
Which shop is nearest to your home address?	9
The last time you visited a grocery store, how much money did you spend (approximate amount)?	12
Purchase in grocery stores	13
How large a proportion of your groceries do you shop for at these various grocery stores?	13
The monthly expenses of the household for foods and drinks	13
How much of the following have you bought in the last 12 months in Coop Forum, ICA Maxi or trade shops?	14
Views on grocery stores and store flyers	15
Grocery stores	15
Store flyers	16
Perception of cards	17
Which card do you connect with the following statements?	17
Criteria for the choice of grocery store	18
To what extent is the statement important to your choice of grocery store?	18
To what extent do you agree that the statement is in accordance with one or several of the grocery stores listed?	18
DIY	22
Which DIY do you connect with the saying "Do it yourself!"	22
Diary	23
Visits to retail outlets	23
Store flyers and advertising literature	26

Comments on the Retail*Monitor

The Detail*Monitor provides information on the retail trade and the shopping habits of the Fenno-Scandinavians. It partly concerns information on the individual retail chains and the extent of the consumers' use of them and partly general information on the Fenno-Scandinavians' behaviour in connection with shopping for everyday commodities. To this can be added information on criteria influencing the choice of retail chain and information on the Fenno-Scandinavians' evaluation of the retail outlet where they shop for the bulk of their everyday commodities, decided on the basis of the very same choice criteria.

The information in the Retail*Monitor is collected both from the general part of the questionnaire of the Market*Monitor as well as from the Market*Monitor diary. Common to both sources of information, however, is that the data are collected through the postal questionnaire and that it is done both in Denmark, Sweden, Finland and in Norway.

Segmentation

The conduct of a segmentation analysis based on data in the Retail*Monitor results in the definition of these 5 population segments:

- ✓ Bargain hunters
- ✓ Target-oriented consumers
- ✓ Economical consumers
- ✓ Unstructured shoppers
- ✓ Shoppers



A closer account on characteristics of the five segments can be order separate.

Using the Retail*Monitor

The applications of the Retail*Monitor are numerous, but at this point we shall merely refer to two practical examples of these applications.

A customer profile can be prepared for a grocery chain for both high-frequency as well as for low-frequency customers. The profile can be prepared so as to contain both general demographic descriptions as well as descriptions of the customers' interests, behaviour, attitudes, and lifestyle. On the basis of this information, the chain is enabled to evaluate i.a. to what extent they cater exactly for the customer segment intended – or whether they should take the initiative to adjust the overall parameter-based effort to obtain a position in the long term with another segment, evaluated by the chain as more attractive. In addition to this, the chain may evaluate the value of its own store flyers. Do the target group receive the store flyers on the intended weekday? And if they are received, do the consumers study them? In order to make the profile more complete, the chain may naturally go one step further and apply the same exercise to the chains regarded as the principal competitors.

Another example is a grocery chain, which intends to expand its customer basis. Initially, the chain prepares a competitor profile on high- and low-frequency customers with their principal competitor in the Retail*Monitor. The profile may contain both general, demographic descriptions as well as descriptions of the customers' interest areas, behaviour, attitudes and lifestyle, but to this profile is also added an insight into the choice criteria which the competitor's customers employ in their choice of grocery outlet.

The same analysis should be conducted involving the grocery chain's own customers – and relevant material is now available of a standard which makes it possible to draw conclusions on similarities and divergences found in the choice criteria of the two customer profiles as well as their evaluation of the retail outlet where they shop for the bulk of their everyday groceries. The grocery chain will then be able to make an evaluation of the extent to which given action areas in their own outlet should be strengthened for the objective of attracting customers who have choice criteria other than those already taken into account by the grocery chain – and which the competitor apparently is more effective at satisfying for the moment.

Opinions

Pre-purchase behaviour

The consumers' pre-purchase behaviour is elucidated through a range of statements, which may inspire a higher or a lower degree of consent. The statements in themselves naturally possess information value, although the final outcome of this type of information is a segmentation solution according to which the consumers are distributed on segments dependent on their behaviour prior to the purchase.

Identical reply scales apply to all statements quoted below in this subject:

Reply scale: *Perfectly disagree*
 Disagree
 Almost disagree
 Almost agree
 Agree
 Perfectly agree



	Denmark	Sweden	Norway	Finland
I have always made up my mind which goods to buy before I enter a supermarket	X	X	X	X
I practically do my shopping from a shopping list, which I have made out in advance.	X	X	X	X
I never plan my supermarket shopping.	X	X	X	X
I am always driving in connection with my shopping.	X	X	X	X
It is often a coincidence which supermarket I shop at.	X	X	X	X
The topical bargains determine at which supermarket I shop.	X	X	X	X

In-store behaviour

The consumers' behaviour at the retail outlet is equally elucidated by means of several statements, which may inspire more or less consent. These statements are equally used in the preparation of a segmentation analysis in which the consumers are distributed on segments dependent on their behaviour at the retail outlet.

Reply scale: *Perfectly disagree*
 Disagree
 Almost disagree
 Almost agree
 Agree
 Perfectly agree



	Denmark	Sweden	Norway	Finland
I have a fixed route through a supermarket when I shop.	X	X	X	X
I always buy more than I had planned when I shop at supermarkets.	X	X	X	X
Exhibitions at supermarkets are exciting.	X	X	X	X
I always taste samples at supermarkets.	X	X	X	X
One is easily tempted by all the advantageous bargains at supermarkets.	X	X	X	X
It is impossible to get an overall view of the shopping space at most shops.	X	X	X	X
All in all, I think it's exciting to shop at a supermarket.	X	X	X	X
I often shop on my way to or from work.	X	X	X	X
I frequently shop at convenience stores/filling stations outside the ordinary opening hours.	X	X	X	X
I often profit from today's bargain or the weekly bargain.	X	X	X	X
I always watch the videos which are shown in the shop and which has information about the products.	X	X		X
I always watch the ads/the commercials, which are shown at the checkout counters.	X			
I always buy the goods displayed at the checkout counter	X	X	X	X

Type of shops

The statements below are about the consumer's option of different types of shops.

Reply scale: *Perfectly disagree*
Disagree
Almost disagree
Almost agree
Agree
Perfectly agree

	Denmark	Sweden	Norway	Finland
To shop in a discount supermarket (ex. Netto, Fakta, Aldi) is as social accepted as to shop in other kind of shops	X	X	X	X
Discount supermarkets (ex. Netto, Fakta, Aldi) have the same quality of products as other supermarkets	X	X	X	X
I do not concern about the atmosphere in a discount supermarket (ex. Netto, Fakta, Aldi) as long as the prices are low	X	X	X	X
Before I never went to a discount supermarket (ex. Netto, Fakta, Aldi), now I shop there regularly	X	X	X	X
When I shop in a discount shop I often buy food and other groceries at the same time	X	X	X	X
I do a lot of my shopping once a week in discount shops and buy supplementary groceries past the week	X	X	X	X

Store flyers

The Retail*Monitor contains a range of questions which elucidate the general attitude of the population to store flyers.

Reply scale: *Perfectly disagree*
Disagree
Almost disagree
Almost agree
Agree
Perfectly agree



	Denmark	Sweden	Norway	Finland
I always read store flyers or other printed matter from supermarkets or grocery stores.	X	X	X	X
All in all, I think that ads are a benefit to the consumers.	X	X	X	X
I do not want to receive advertising literature in the mail	X	X	X	X
I always take the store flyers into account when I shop	X	X	X	X
I think that store flyers are a waste of paper	X	X	X	X
I prefer not to receive store flyers	X	X	X	X
Store flyers keep me up to date on topical bargains	X	X	X	X
I always read certain specific store flyers whereas I throw the rest away without reading them	X	X	X	X
I receive by far too many store flyers	X	X	X	X

Visits to shops

The normal behaviour of the population in its use of retail chains is elucidated through questions on frequency of visits to the individual shops.

How often do you visit these shops?

(This question is posed on all categories)

Reply scale:

- Never*
- Once every 6 months at the most*
- 2-5 times within half a year*
- 1-3 times monthly*
- 1 or several times weekly*
- Daily or almost daily*



Which shops exist in the area(s) where you shop?

(This question is posed in connection with all categories)

Where did you buy the bulk of your everyday commodities the last time you went shopping?

(This question is posed in connection with the categories: Grocery stores in Denmark, as well as Grocery stores and Convenience stores/Service chains in Norway.)

Where do you buy the bulk of your everyday commodities?

(This question is posed in connection with the categories: Grocery stores in Denmark, as well as Grocery stores and Convenience stores/Service chains in Norway.)

Where did you buy the bulk of your everyday commodities for one year ago?

(This question is posed in connection with the categories: Grocery stores in Denmark, as well as Grocery stores and Convenience stores/Service chains in Norway.)

Which shop is nearest to your home address?

(This question is posed in connection with the categories Grocery Stores in Denmark as well as Grocery stores and Convenience stores/Service chains in Norway.)

Denmark	Sweden	Norway	Finland
Grocery stores	Grocery stores	Grocery stores	Grocery stores
ABC Lavpris	AG	Coop Marked	Alepa
Aktiv Super	City Gross	Coop Mega	Etujätti
Aldi	Coop Extra	Coop Obs!	Euro-Market
Alta/Super Alta	Coop Forum	Coop Prix	Eurospar
Bilka	Coop Konsum	ICA Supermarked	K-citymarked
Coma	Coop Nära	Joker	K-ekstra
Dagli'/LokalBrugsen	Hemköp	KIWI	K-market
Super Brugsen	ICA Kvantum	Lidl	K-pikkolo
Dreisler Storkøb	ICA Maxi	MAXI	K-supermarket
Fakta	ICA Nära	Meny	Lidl
Focus	ICA Supermarked	Netto	Prisma
Føtex	Lidl	REMA 1000	Ruokavarasto
Irma	Netto	RIMI	S-Market
ISO	Rätt Pris	SPAR	Sale
Kvickly	Tempo	Sparmat	Siwa
Kvickly Xtra	Vi (f.d. Vivo)	Ultra	Spar
Lidl	Willys		Tarmo
Løvbjerg Supermarked	Willys Hemma		Valentino
Merko	Serviceshop/kiosk (e.g. 7-eleven)		Filling stations (e.g. Shell)
Netto	Convenience stores at filling stations, e.g. Statoil, OK/Q8, Preem)		Convenience stores (e.g. R-kioski)
Rema 1000			
Spar/Kwik Spar/Super Spar			
Super Best			
Other supermarket/grocery			
Convenience stores	Convenience stores	Convenience stores/Service chains	Convenience stores
7-Eleven		Shell/Shell select	
DSB convenience store/shop (at station)		Narvesen	
Convenience store at filling stations		Mix	
Gambling stores		7-Eleven	
Other convenience store		Statoil (Ica express)	
		Esso	
		Hydro Texaco (YX Marked)	
		Gyda	

Denmark	Sweden	Norway	Finland
Other retail outlets	Other retail outlets	Other retail outlets	
Silvan	KappAhl	Elkj�p	
Department stores	Hennes & Mauritz	Expert	
Elgiganten	KICKS	Garment dealers (e.g. Vero Moda, Cubus, Dressmann)	
Imerco	Lindex	Furniture department store (e.g. IKEA)	
Kvik k�kkener	IKEA		
Matas	Jysk		
Skousen	DUKA		
Ikea, etc.	On Off		
Electric City	El-Giganten		
Apotek	SIBA		
Intersport	Power		
Sportmaster	Expert		
Punkt 1	Bokia		
Boadershops	Stadium		
HTH	Intersport		
El Salg	Bauhaus		
Fleggaard	�hl�ns		
Local white goods retailer	K-Rauta		
	Beijer Byggmaterial		
	Silvan		
		Sports equipment dealers	
		Intersport	
		G-sport	
		XXL	
		Pharmacy	
		Vitus	
		Apotek 1	
		Health food shops (e.g. Sunkost, Vita)	
		DIY markets	
		Maxbo	
		BM Byggmakker	
		Bygger'n	
		Coop Obs! Bygg	
		Mont�r	

	Denmark	Sweden	Norway	Finland
The last time you visited a grocery store, how much money did you spend (approximate amount)?	X	X	X	X

Reply scale DK, NO and SW:

- 0-100 kr.
- 101-200 kr.
- 201-400 kr.
- 401-600 kr.
- 601-800 kr.
- 801-1.000 kr.
- 1.001-1.200 kr.
- 1.201 kr. or more

Reply scale Fi:

- 0-10 €
- 11-20 €
- 21-40 €
- 41-60 €
- 61-80 €
- 81-100 €
- 101-120 €
- 121 € or more

Purchase in grocery stores

Certain shops are visited frequently, but this does not imply that the bulk of the consumer's shopping is placed at that particular shop. The questions below elucidate how large a proportion is bought from various grocery stores.

How large a proportion of your groceries do you shop for at these various grocery stores?

Reply scale: *Nothing*
 Only a small proportion
 Less than half
 Approx. half
 More than half
 All/practically all

Denmark	Sweden	Norway	Finland
Grocery stores	Grocery stores	Grocery stores	Grocery stores
	AG		
	City Gross		
	Coop Extra		
	Coop Forum		
	Coop Konsum		
	Coop Nära		
	Hemköp		
	ICA Kvantum		
	ICA Maxi		
	ICA Nära		
	ICA Supermarked		
	Lidl		
	Netto		
	Rätt Pris		
	Vi (f.d. Vivo)		
	Willys		

	Denmark	Sweden	Norway	Finland
The monthly expenses of the household for foods and drinks		X		

Reply scale: *Up to 1.500 kr.*
 1.501 - 2.000 kr.
 2.001 - 3.000 kr.
 3.001 - 4.000 kr.
 4.001 - 5.000 kr.
 More than 5.000 kr.

How much of the following have you bought in the last 12 months in Coop Forum, ICA Maxi or trade shops?

- Reply scale:*
- Lights (lamps, fittings)*
 - Building materials*
 - Books, office supplies*
 - Children's shoes*
 - Children's clothes*
 - Electric household appliances (food processer etc.)*
 - Spare time/outdoor/camping equipment*
 - Glass, china, household appliances*
 - DIY-products (paint, wall paper, tools, etc.)*
 - Garden tools*
 - At-home-textiles (bed clothes, fabric, curtains, carpet)*
 - Sports/spare time articles*
 - Sports/spare time clothes for adults*
 - Sports/spare time shoes*
 - Underwear for adults*
 - Other shoes for adults*

Denmark	Sweden	Norway	Finland
	Coop MedMera		
	ICA Maxi		
	Faghandel		

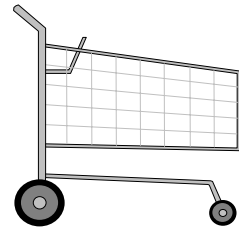
Views on grocery stores and store flyers

The questions below are designed to provide a more profound insight into the users' attitude to various retail chains and their store flyers.

Grocery stores

1. For each of the chains listed below, please indicate what is your view of the shop where you have most recently been shopping. (The chains measured are listed below).

Reply scale: *Very negative*
 Negative
 Neither /nor
 Positive
 Very positive



2. Please indicate afterwards which grocery store you first and foremost wish were in the vicinity if you were to move to another town.

Denmark	Sweden	Norway	Finland
Grocery stores	Grocery stores	Grocery stores	Grocery stores
Aldi	AG	Coop Marked	
Bilka	City Gross	Coop Mega	
Dagli'/LokalBrugsen	Coop Extra	Coop Obs!	
Fakta	Coop Forum	Coop Prix	
Føtex	Coop Konsum	ICA Supermarked	
Irma	Coop Nära	Joker	
ISO	Hemköp	KIWI	
Kvickly/ Kvickly Xtra	ICA Kvantum	MAXI	
Netto	ICA Maxi	Meny	
Rema 1000	ICA Nära	REMA 1000	
Spar/Kwik Spar/Super Spar	ICA Supermarked	RIMI	
SuperBest	Lidl	SPAR	
SuperBrugsen	Netto	Sparmat (ICA)	
	Rätt Pris	Ultra	
	Vi (f.d. Vivo)		
	Willys		

Store flyers

1. What do you think of the store flyers listed below?

Reply scale: *Poor*
 Neutral
 Good

2. Which store flyer(s) do you find particularly relevant to your shopping requirements?

Denmark	Sweden	Norway	Finland
Grocery stores	Grocery stores	Grocery stores	Grocery stores
Aldi	AG	BM Bygmakker	
Bilka	City Gross	Bygger'n	
Dagli*/LokalBrugsen	Coop Extra	Clas Ohlsson	
Fakta	Coop Forum	Coop Byggmix	
Føtex	Coop Konsum	Coop Marked	
Irma	Coop Nära	Coop Mega	
ISO	Hemköp	Coop Obs!	
Kvickly/Kvickly Xtra	ICA Kvantum	Coop Obs! Bygg	
Netto	ICA Maxi	Coop Prix	
Rema 1000	ICA Nära	Jernia	
Spar/Kwik Spar/Super Spar	ICA Supermarked	Joker	
SuperBest	Lidl	KIWI	
SuperBrugsen	Netto	Maxbo	
	Rätt Pris	MAXI	
	Vi (f.d. Vivo)	Meny	
	Willys	Montér	
	Willys Hemma	Plantasjen	
		REMA 1000	
		RIMI	
		Smart Club	
		SPAR	
		Sparmat (ICA)	
		Ultra	
Hardware chain			
Imerco			
Kop & Kande			
Den Aktive Isenkrømmer			
Inspiration			

Perception of cards

The question below clarify the consumers attitude to different credit cards.

Which card do you connect with the following statements?

- Reply scale:
- Flexible/simple to use*
 - The card works quickly/well at the counter*
 - It is nice that you do not need cash*
 - Good offers on goods*
 - Useful prizes/bonus checks*
 - Good offers on services (phone, electrics, insurances, etc.)*
 - Helps me keep track of my shopping*
 - Good interest rates*
 - Low fees on shopping*
 - Low yearly fees, which is good*
 - There are many shops within a short distance where I can use the card*
 - Works in many different types of chains, which is good*
 - Works well all over the country*

Denmark	Sweden	Norway	Finland
	Coop MedMera		
	ICA		
	Vi (f.d. Vivo)		
	Visa		
	OK/Q8		
	Statoil		

Criteria for the choice of grocery store

To clarify the Danes' criteria for choice of grocery store, the respondents are asked to consider the importance of a wide range of various statements. Subsequently the respondents are asked to evaluate whether the statements suit the various grocery stores named.

To what extent is the statement important to your choice of grocery store?

(The statements are listed below)

Reply scale: *Insignificant*
 Of minor significance
 Very significant
 Decisively significant

To what extent do you agree that the statement is in accordance with one or several of the grocery stores listed?

(The range of optional statements is listed below)

Reply scale Denmark:

- Aldi*
- Bilka*
- Dagli'/LokalBrugsen*
- Fakta*
- Føtex*
- Irma*
- ISO*
- Kvickly*
- Kvickly Xtra*
- Netto*
- Rema 1000*
- Spar/Kwik Spar/Super Spar*
- SuperBest*
- SuperBrugsen*



Reply scale Sweden:

- AG*
- City Gross*
- Coop Extra*
- Coop Forum*
- Coop Konsum*
- Coop Nära*
- Hemköp*
- ICA Kvantum*
- ICA Maxi*
- ICA Nära*
- ICA Supermarked*
- Lidl*
- Netto*
- Vi (f.d. Vivo)*
- Willys*

Reply scale Norway:

- Coop Marked
- Coop Mega
- Coop Obs!
- Coop Prix
- Joker
- KIWI
- MAXI
- Meny
- REMA 1000
- RIMI
- SPAR
- Sparmat (ICA)
- Ultra

Reply scale Finland:

- K-Citymarket
- K-Extra
- K-Market
- K-Supermarket
- Prisma
- S-Market
- Siwa
- Spar
- Valintatalo

	Denmark	Sweden	Norway	Finland
It is easy to shop at this place, i.e. you can get around, no queuing at the checkout counter, and shopping vans and the like are easy to get hold of.	X	X		X
The shop has a fine members' bonus scheme (i.e. offers a favourable discount and/or offers other membership benefits).	X	X	X	X
The shop has a great selection of different products.	X	X	X	X
The shop has a selection of several qualities of products.	X	X	X	X
The shop has a good selection of organic products.	X	X	X	X
The location is optimum (in view of the location where I live and/or my daily transport passes by).	X			
The shop has an exciting and different set-up.	X			
The general quality level of the goods is high.	X	X		X
There is a fine accordance between price and quality.	X	X	X	X
The shop always offers profitable bargains.	X	X	X	X
The shop generally maintains low prices.	X	X	X	X
The shop has many brand articles.	X	X		X
The goods always carry a distinct and correct price marking.	X			
The shelves are always filled up.	X			
The premises are well organised.	X			
The service level of the shop is always good.	X			
The shop is always nice and clean.	X	X	X	X
The shop has a fine selection of own bread and cakes.	X	X	X	X
The butcher/delicatessen department has a large selection of good products.	X	X		X
The shop has a good fresh-meat department.	X	X	X	X

(continued)	Denmark	Sweden	Norway	Finland
The vegetable department always stocks an inviting and appetising selection.	X	X	X	X
The shop stocks many specialities.	X	X		X
The wine department has a large selection.	X			
As a customer one feels comfortable and welcome in the shop.	X	X		X
I often have positive surprises in the shop	X	X		X
The shop often has precisely what I want.	X	X	X	X
The shop is first out with the new products.	X			
The shop has a good department with fresh fish.	X	X	X	X
It is inspiring to shop at this particular place.	X	X	X	X
Parking is always available at the shop.	X		X	
The shop is open when I need it.	X		X	
It is possible to trade by the Internet.	X			
The shop makes quite an effort of offering consumer information, e.g. informative labelling.	X	X		X
Stocks an exciting selection of children's toys.	X			
Stocks an exciting selection of Clothes	X			
Stocks an exciting selection of TV sets, toasters, hairdryers, etc.	X			
Stocks an exciting selection of other products for home use and furnishing.	X	X		X
Makes a great effort to stock safe food products.	X			
Makes it easy to shop for products beneficial to the health.	X			
Offers fine solutions to major and minor everyday problems.	X	X		X
Offers recipes at the shop, practically serving as shopping lists.	X	X	X	X
Exciting demonstrations, taste samples and the like.	X	X		X
A shop where I don't mind spending more time than necessary.	X			
Often stocks goods which I cannot help buying.	X			
Is in the forefront by using new technology.	X			
Stocks a fine selection of fresh ready-made dinners.	X	X		X
It is easy to get hold of one of the staff	X	X	X	X
The staff members are always helpful.	X	X	X	X
As a rule the staff has a reply to my inquiries.	X	X	X	X
The shop has a good accessibility			X	
The shop has a small queue at the checkout counter			X	
Shopping can be done quick in the shop			X	
Shopping is easy in the shop			X	
The shop is rarely out of grocery			X	
The shop has every at one spot			X	
The shop is profitable in the long-run			X	
A shop I can depend on			X	
I will shop here in future in spite of other shops from time to time has better bargains			X	
The shop is a nice meeting place			X	
A shop for families with children			X	
I get my share of the profit			X	
The shop is suitable if I need something			X	

(continued)	Denmark	Sweden	Norway	Finland
The shop have the best offers for other things than groceries			X	
The shop have the most necessary groceries to a dinner in one place			X	
The shop is good for shopping for the holidays			X	
The shop has large selection of groceries for around the holidays			X	
The shop covers my daily grocery shopping			X	
The shop match my shopping for special occasions			X	
The shop is good for an everyday diner			X	
The shop is good when I have to do a lot of shopping			X	

DYI

Which DIY do you connect with the saying "Do it yourself!"

Reply scale Norway:

Coop Obs! Bygg

BM Byggmakker

Maxbo

Bygger'n

Montér

Diary



Visits to retail outlets

The Retail* Monitor provides information on which consumers shop in the individual shops on each day of the week. Not only does this information contain valuable information on the variations in the customer profile of the shop over the week, it is also useful to the analysis of shopping patterns across chains.

Have you visited or been shopping in any of these shops this week?

(The shops is listed on the following page)

Reply scale:

- Monday*
- Tuesday*
- Wednesday*
- Thursday*
- Friday*
- Saturday*
- Sunday*

Denmark	Sweden	Norway	Finland
Grocery stores	Grocery stores	Grocery stores	Grocery stores
ABC Lavpris	AG	Coop Marked	Alepa
Aktiv Super	City Gross	Coop Mega	Etujätti
Aldi	Coop Extra	Coop Obs!	Euro-Market
Alta/Super Alta	Coop Forum	Coop Prix	Eurospar
Bilka	Coop Konsum	ICA Supermarked	K-citymarked
Coma	Coop Nära	Joker	K-ekstra
Dagli'/LokalBrugsen	Hemköp	KIWI	K-market
Dreisler Storkøb	ICA Kvantum	Lidl	K-pikkolo
Fakta	ICA Maxi	MAXI	K-supermarket
Focus	ICA Nära	Meny	Lidl
Føtex	ICA Supermarked	Netto	Prisma
Irma	Lidl	REMA 1000	Ruokavarasto
ISO	Netto	RIMI	S-Market
Kvickly	Rätt Pris	SPAR	Sale
Kvickly Xtra	Tempo	Sparmat (ICA)	Siwa
Lidl	Vi (f.d. Vivo)	Ultra	Spar
Løvbjerg Supermarked	Willys		Tarmo
Merko	Willys Hemma		Valintatalo
Netto	Filling stations (e.g. Statoil, OK/Q8, Preem)		Filling stations (e.g. Shell)
Rema 1000	Service shops (e.g. 7-Eleven, Pressbyrå)		Convenience stores (e.g. R-kioski)
Spar/Kwik Spar/Super Spar			
Super Best			
Super Brugsen			
Other supermarket/grocery			
Convenience stores		Convenience stores/Filling stations	
7-Eleven		Shell/Shell Select	
DSB convenience store/shop (at station)		Narvesen	
Shop at convenience store (filling station)		Mix	
Gambling store		7-Eleven	
Other convenience store		Statoil (Ica express)	
		Esso	
		Hydro Texaco (YX Marked)	
		Gyda	

Denmark	Sweden	Norway	Finland
Other stores	Other stores	Other stores	Other stores
Magasin	KappAhl	Elkj�p	
Matas	Hennes & Mauritz	Expert	
Salling	KICKS	Dealers in garments (e.g. Vero Moda, Dressmann)	
Apotek	Lindex	Furniture department stores (e.g. IKEA, Skeidar)	
Jysk	IKEA		
	Jysk		
	DUKA		
	On Off		
	El-Giganten		
	SIBA		
	Power		
	Expert		
	Bokia		
	Stadium		
	Intersport		
	Bauhaus		
	K-Rauta		
	Beijer Byggmaterial		
	Silvan		
		Dealers/ sports equipment	
		Intersport	
		G-sport	
		XXL	
		DIY markets	
		Maxbo	
		BM Byggmakker	
		Bygger'n	
		Coop Obs! Bygg	
		Mont�r	
		Pharmacy	
		Vitus	
		Apotek 1	
		Health food shops (e.g. Sunkost)	

Store flyers and advertising literature

The Retail*Monitor provides information on the consumers' use of store flyers. The first type of information establishes whether the individual consumer receives store flyers from the individual chains and also on which weekday(s) they are received. This information is registered by the respondents in a diary, a practice adopted to ensure, that uncertainties in the replies are small.

Apart from information on the receipt of store flyers, the Retail*Monitor also includes information on whether the store flyers are actually studied – and also on which day of the week this is done. This information is also collected in the diary in the Market*Monitor.

Receipt and reading of store flyers/advertising literature

<i>Reply scale:</i>	<i>Monday</i>	<i>Have received</i>
		<i>Have studied</i>
	<i>Tuesday</i>	<i>Have received</i>
		<i>Have studied</i>
	<i>Wednesday</i>	<i>Have received</i>
		<i>Have studied</i>
	<i>Thursday</i>	<i>Have received</i>
		<i>Have studied</i>
	<i>Friday</i>	<i>Have received</i>
		<i>Have studied</i>
	<i>Saturday</i>	<i>Have received</i>
		<i>Have studied</i>
	<i>Sunday</i>	<i>Have received</i>
		<i>Have studied</i>

Denmark	Sweden	Norway	Finland
Grocery stores	Grocery stores	Grocery stores	Grocery stores
ABC Lavpris	AG	Coop Marked	Alepa
Aktiv Super	City Gross	Coop Mega	Etujätti
Aldi	Coop Ekstra	Coop Obs!	Euro-Market
Alta/Super Alta	Coop Forum	Coop Prix	Eurospar
Bilka	Coop Konsum	ICA Supermarked	K-citymarked
Coma	Coop Nära	Joker	K-ekstra
Dagli'/LokalBrugsen	Hemköp	KIWI	K-market
Dreisler Storkøb	ICA Kvantum	Lidl	K-pikkolo
Fakta	ICA Maxi	MAXI	K-supermarket
Focus	ICA Nära	Meny	Lidl
Føtex	ICA Supermarked	Netto	Prisma
Irma	Lidl	REMA 1000	Ruokavarasto
ISO	Netto	RIMI	S-Market
Kvickly	Rätt Pris	SPAR	Sale
Kvickly/Kvickly Xtra	Tempo	Sparmat (ICA)	Siwa
Lidl	Vi (f.d. Vivo)	Ultra	Spar
Løvbjerg Supermarked	Willys		Tarmo
Merko	Willys Hemma		Valintatalo
Netto			Filling stations (e.g. Shell)
Rema 1000			Convenience stores (e.g. R-kioski)
Spar/Kwik Spar/Super Spar			
Super Best			
Super Brugsen			
Other/ Supermarket/grocer			
Other stores	Other stores	Other stores	
Magasin	KappAhl	Elkjøp	
Matas	Hennes & Mauritz	Dealers in garments (e.g. Vero Moda, Dressmann)	
Salling	KICKS	Furniture department store (e.g. IKEA, Skeidar)	
Pharmacy	Lindex	Expert	
Jysk	IKEA		
	Jysk	Dealers in sports garments	
Hardware chain	DUKA	Intersport	
Imerco	On Off	XXL	
Kop & Kande	El-Giganten	G-sport	
Den Aktive Isenkremmer	SIBA		
Inspiration	Power		
	Expert		
	Bokia		
	Stadium		
	Intersport		
	Bauhaus		
	K-Rauta		
	Beijer Byggmaterial		
	Silvan		

Denmark	Sweden	Norway	Finland
		DIY markets	
		Maxbo	
		BM Byggmakker	
		Bygger'n	
		Coop Obs! Bygg	
		Montér	
		Apotek	
		Vitus	
		Apotek 1	
		Health food shops (e.g. Sunkost)	

This question is included in questionnaires for Denmark, Norway, and Sweden:

Do you have a sign/a sticker on your front door/letterbox where it says: "Delivery by mail of advertising literature not accepted"?

Reply scale: *Yes*
 No