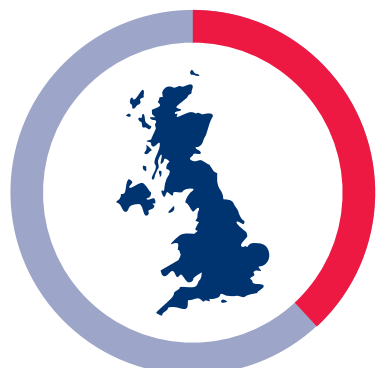


## URBANITES AND SUPERMARKETS



METRO'S URBANITE READERS ARE RESPONSIBLE FOR **36%** OF SUPERMARKET SPEND IN BRITAIN

### URBANITES USE A WIDE PORTFOLIO OF SHOPS – IN STORE AND ONLINE

They use an average of

**5.5**

(v 4.8)



**SUPERMARKET**

**99%**

shop at average sized to larger stores

**CONVENIENCE**

**58%**

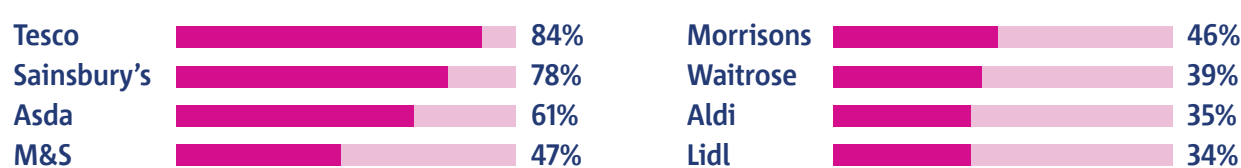
shop at convenience stores (v 48%)



**25%**

buy groceries online (v 15%)

And a mix of the big four, discounters and upmarket retailers:



### DRIVERS OF SUPERMARKET CHOICE INCLUDE...

**49%**



Value for money

**42%**



Convenience

**40%**



Low prices

**38%**



Quality

**31%**



Offers & deals

### URBANITES ARE A VALUABLE AUDIENCE

THEY SPEND MORE MONEY ON THEIR GROCERY SHOPPING

**£45.10**

more than GB average

**£32.90**

more than average mid-market newspaper reader

**£12.70**

more than average tabloid newspaper reader

**£10.70**

less than average broadsheet newspapers readers



Spend an average of **£368.60** a month

THEY ARE AS LIKELY TO DO BIG SHOPS BUT MORE LIKELY TO DO SMALL SHOPS



**55%**

do a big shop at least once a week



**75%**

do small shops a few times a week (v 62%)

v 70% mid-market readers  
v 69% tabloid readers  
v 63% broadsheet readers

THEY GO TO THE SUPERMARKET ON AVERAGE 3.4 DAYS A WEEK (V 2.8 DAYS)

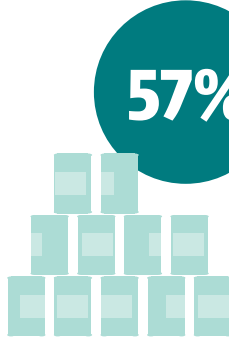
### THEY ARE WILLING TO SPEND MORE ON THEIR GROCERIES

**76%**



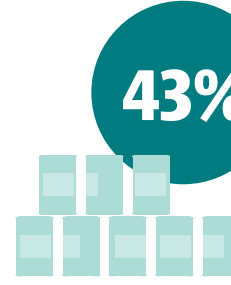
spend more on ingredients than pre-prepared food (v 66%)

**57%**



of spend is on supermarket own-label products

**43%**



of spend is on branded products

**28%**

is on premium own label ranges (v 19%)

### THEY BUY FOR A RANGE OF OCCASIONS

AND ARE MORE LIKELY TO BUY FOR...



Friday/Saturday nights in

Lunch for work/school

Drinks parties

Special meals

Dinner parties and birthday parties

**31%**

say they buy more expensive products when entertaining (v 17%)