



# Insight into Marks & Spencer

## Tracking your brand performance at M&S

With seven million grocery shoppers every week, Marks & Spencer is a retailer which cannot be ignored in the ever changing and highly competitive FMCG marketplace. The International Fresh Foods Division of *Taylor Nelson Sofres* has developed *Insight into M&S*, a new value-added service which provides information on these traditionally 'difficult to reach' consumers.

For example, did you know...

- What motivates people to choose Marks & Spencer for their food shopping? Bakery came out as top of the list, followed by Chilled Ready Meals and Chilled Desserts
- 82% of shoppers in our pilot study trust M&S food
- 68% do not mind paying more for quality

## Why have we developed it?

As *Superpanel* data focuses on multiple retailers with high market shares, previous information on M&S shoppers has been rather limited due to the smaller number of niche M&S grocery shoppers represented on the panel. *Insight into M&S* exclusively examines a continuous sample of 1,000 M&S grocery shoppers on a quarterly basis. It offers the in-depth analysis that this niche, high spending, high loyalty group deserves. *Insight into M&S* perfectly complements existing panel data, but can also be utilised as a stand alone research tool.

## What can it offer?

Using our established and proven methodology, we deliver a detailed picture of Marks & Spencer grocery shoppers, including details on their:

- Attitudes
- Motivation
- Spend
- Shopping frequency
- Purchase repertoire
- Full demographic analysis

This low cost, syndicated survey will ask both core questions to track key issues over time, as well as client specific questions, giving you the opportunity to gain greater insight into how your products are performing in this lucrative market.

As well as any bespoke questions you may have, *Insight into M&S* is ideally suited for product and concept testing.

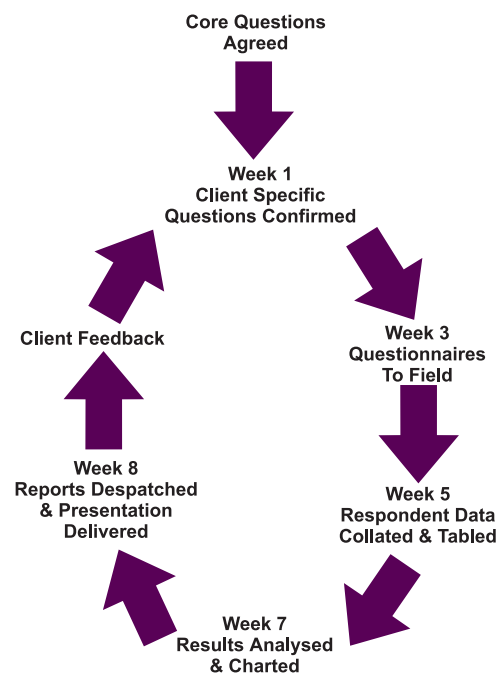




The respondents are contacted via a postal survey which they can complete objectively in their own environment and in their own time. These panel members are already experienced at accurately completing postal questionnaires and will be structured demographically to represent UK M&S grocery shoppers.

**How often will it run?**

The survey will run quarterly, although the exact timing will depend upon client needs and will aim to coincide with key decision making points in the calendar such as Christmas. The schedule from beginning to end is detailed below:



**Who will benefit from this new service?**

- Marks & Spencer buyers, research and marketing managers and senior management
- Other grocery retailers who wish to know more about M&S shopper behaviour
- Grocery suppliers to M&S so they can see how their products are being purchased, when and by whom



To find out more about *Insight into Marks & Spencer* please contact:

Single Desk Service  
 International / Fresh Foods Division  
 Taylor Nelson Sofres  
 Westgate  
 London  
 W5 1UA  
 Tel: 020 8967 4003/4654  
 Fax: 020 8967 4148  
 Website: [www.tns Sofres.com](http://www.tns Sofres.com)