



Green Britain Index

Listening to our Everyday Experts



**We have used
the views of our
Everyday Experts
to shape the way
we do business.**

Welcome to the Green Britain Index

At Asda, we want to know what our customers think. It's good for our customers, and good for our business.

This is our Green Britain Index. It brings together the information we get from our Everyday Experts. With over 20,000 people, we believe it's the biggest consumer panel of its kind in Britain, and so tells us a huge amount about how British shoppers feel on green issues. The panel is also part of our ongoing commitment to better understand our customers.

And what they have told us has been fascinating. We know they care about being green and they want to lead more sustainable lifestyles. What's also important is that these results come at a time when many of our customers are feeling the pinch, and when cost is at the forefront of their minds.

We listen and we act. We have used the views of our Everyday Experts to shape the way we do business. Our commitment to sustainability, along with our commitment to make environmentally friendly products affordable and accessible to all, is backed up by what our Everyday Experts have told us.

We wanted to share our findings in this, our very first Green Britain Index report. It's a reflection of what really matters to our customers. And, as we serve over 18 million customers every week, it also provides a good idea of what the rest of the nation thinks.

We've taken on board what our customers have told us and changed the way we do business.

Barry Williams
Chief Customer Officer

The BIG question:

**Does Britain
really care about
being green?**

And the answer...

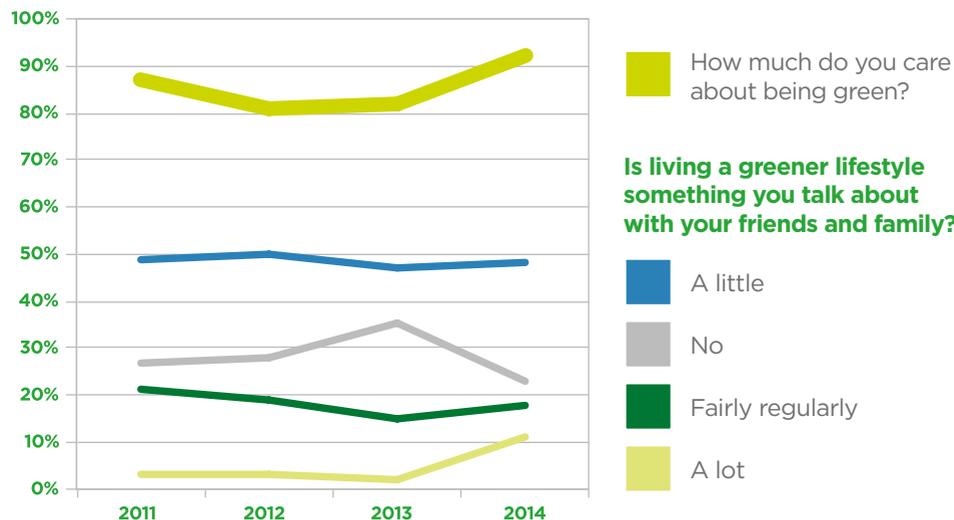
**9/10 of customers told
us that they still care
about being green.**

Who are the Everyday Experts?

Our Everyday Experts panel has grown from 7,500 back in 2011, to 20,000 in 2015. That's 20,000 people telling us what they think, what they like and don't like, what they talk about, what they want Asda to do or to change. All in all, it's a panel that creates hugely significant results.

The customers on the panel come from right across the UK, but the majority call England home. The overall make up of the panel has changed over the years, but there has always been more women than men, probably due to the fact that women are still the primary shoppers.

Since the very first survey, we've asked two questions in order to map changing attitudes over time: How much do you care about being green? And is living a greener lifestyle something you talk about with your friends and family?



The chart below show how responses to these questions have changed.

Our customers have always cared about being green. The percentage did decrease in 2012/13, although never falling below 80%, and in the latest survey, the numbers had increased significantly to 92% saying they do care.

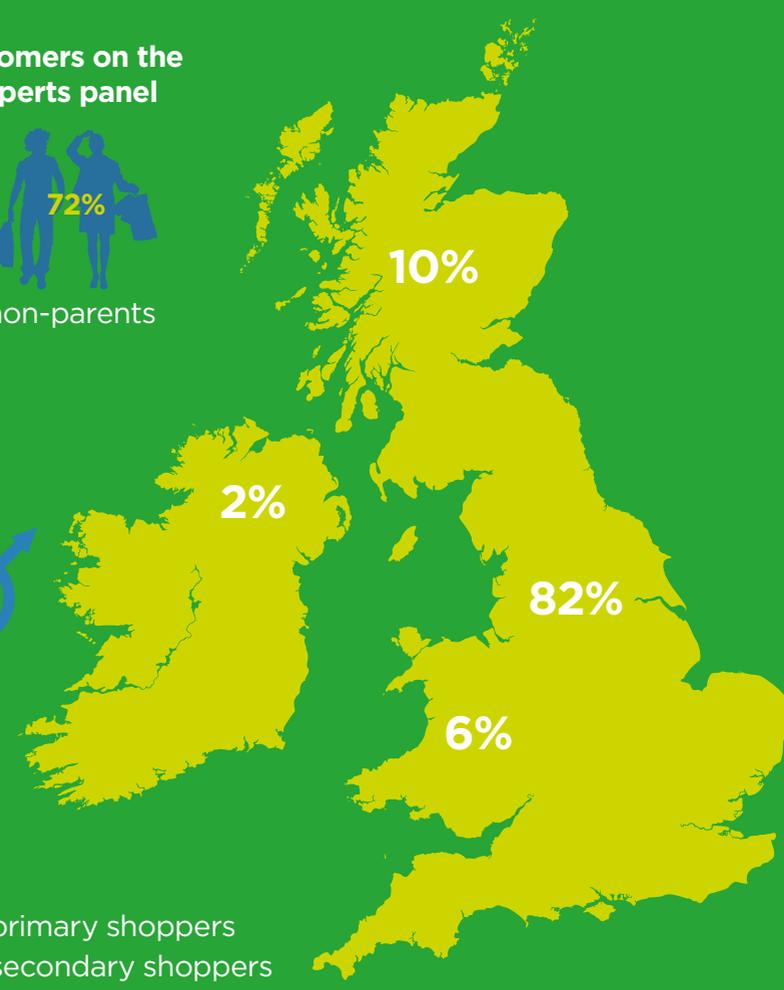
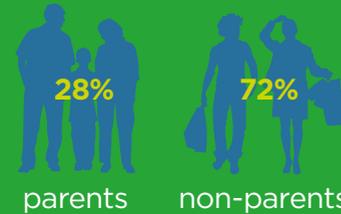
In terms of discussing greener lifestyles, the overall number of customers who actively talk to friends and family about this has increased. In 2011, only 3% of people said they spoke about greener lifestyles with friends and family 'a lot'. In 2014, this had increased to 11%, with another 48% talking about it 'a little'. This shows a shifting change in attitude and behaviour of customers - being green is important, it's a conversation they are increasingly having and, as the remainder of this report outlines, it's also an action they take.

Everyday Experts in 2014

7,229
average response rate



20,000 customers on the Everyday Experts panel



Let's talk about it

Sustainability. Being green. Environmentally friendly. However you choose to describe it, it's a hot topic in the majority of our Everyday Experts' homes, with 81% regularly talking about recycling, saving energy and green products.

This is good to know. Sustainability is a big deal for us at Asda, so it's reassuring to hear that our customers are having the same conversations at home.

In terms of how we talk about these issues, 'sustainability' and 'green' mean different things to different people. Our Everyday Experts told us they prefer the word 'green', to mean looking after the planet and resources for future generations. It makes more sense to them. As a result, we now tend to use 'green' rather than 'sustainability' in our surveys and in this report.

An interesting insight comes when we ask the panel about who they trust. None of our Everyday Experts said that they trusted politicians or celebrities when they talk about being greener. In fact, they're more likely to listen to their children than people in the public eye. It also seems that respected sources such as scientists, environmental charities and organisations are the go-to people for sustainability. This seems reasonable, after all they are the experts in their field.

In terms of where their food actually comes from, the overall results are similar. In total, 77% of our panel have raised questions about their food, meaning that the conversation around many dinner tables has focussed on food miles, local suppliers, organic food and the sustainability of what they're eating.

Customers are already aware of the importance of going green – 93% are actively making greener choices, and they expect retailers to be doing their bit too.

81%

81% of customers talk about being green – that includes things like recycling, saving energy in the home or buying environmentally friendly products.

Our Everyday Experts are most likely to trust scientists and NGOs when they talk about being green.



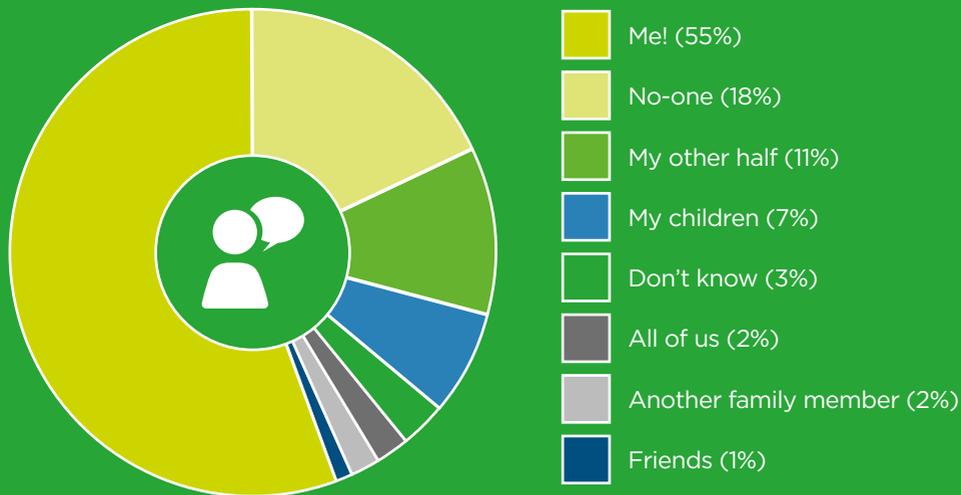
Our customers are also more likely to listen to their children than the media when it comes to green issues.

Does anyone actually question where their food comes from?

77%

77% of our panel, and their families, question where their food comes from. That's around three-quarters of our Everyday Experts who are regularly having conversations around sustainability, local suppliers and organic products.

And who's asking the questions in each household?



Buying green

Do our Everyday Experts put their hard-earned money where their mouth is and actually choose greener products? As a retailer, it's important for us to know what our customers are buying; it means we can stock the things they want.

On the following pages we look at what influences customers when they're in the supermarket making their buying decisions.

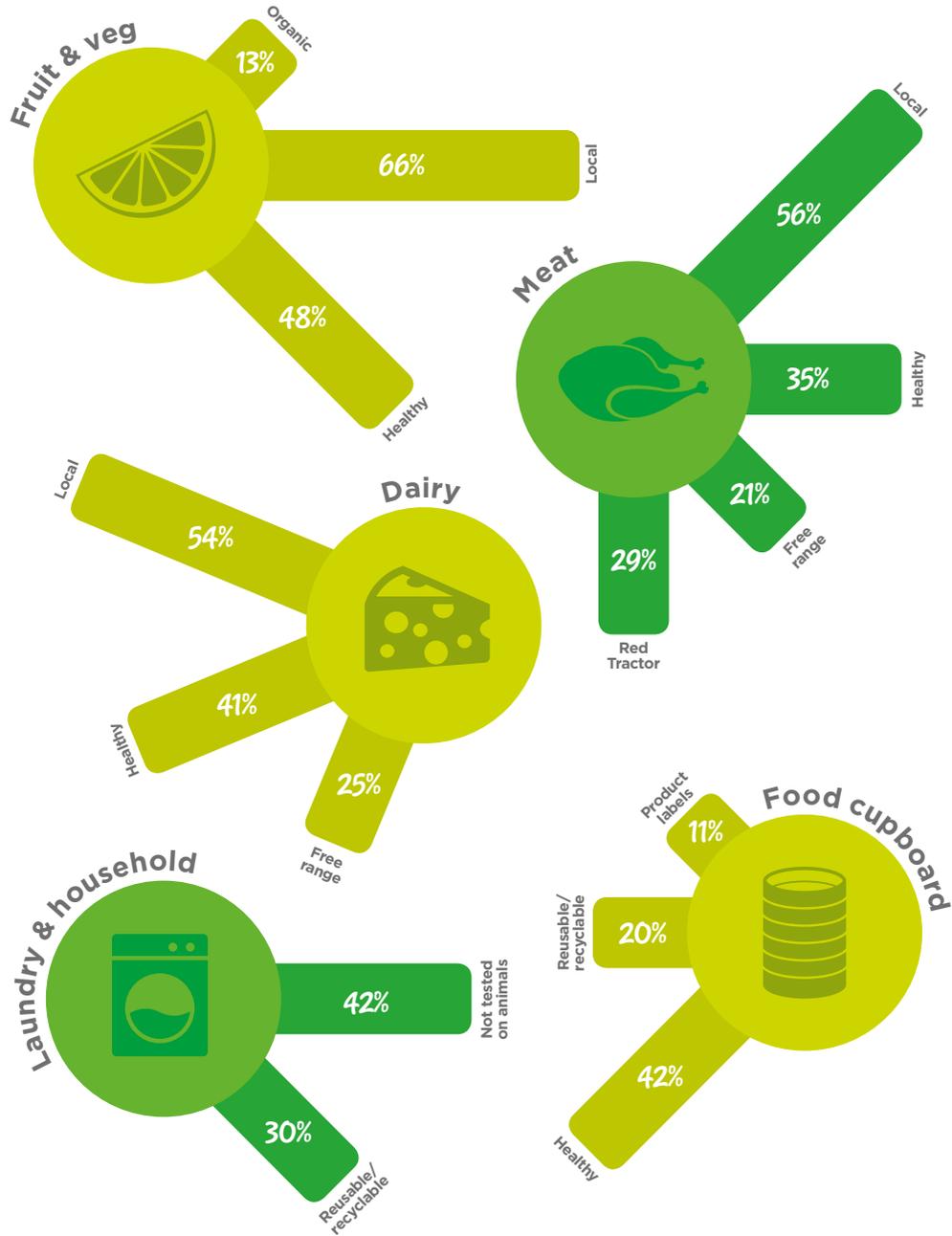
We wanted to know if the green aspect of products makes a difference to what customers buy - and 72% of our panel said 'yes'. That's important to keep in mind, but we can't ignore the fact that, when asked what other factors influence decisions, price and quality come out firmly on top.

Local sourcing is the most important consideration after cost and quality. However, there are some distinct differences when it comes to the regions. For example, 88% of the panel in Northern Ireland see locally-sourced dairy produce as important (compared to 63% in Scotland, 59% in Wales and 52% in England). Similarly, 90% of the panel in Northern Ireland see locally-sourced meat as key, the lowest concern for this was southern England with 51%.

It turns out there's a difference between the buying decisions of men and women, but only slightly - women were more concerned with factors such as local, healthy and organic food, energy efficiency, reusable and recyclable packaging, and animal testing.



Here are the things that matter to our Everyday Experts when they're actually buying their groceries. From locally sourced to organic and free range, they're weighing up all kinds of information...



Does the green aspect of a product influence buying decisions?

72% said yes, it does in some areas but not others.

So, what else affects people's buying decisions?

Price, quality and origin are the most important.



Buying decisions of customers:



His vs Hers

We wanted to know if there's a difference between the buying decisions of the males and females on our panel. It turns out there is, but it doesn't differ all that much...



Fresh food, fruit and vegetables	♂	vs	♀
Local	60%	vs	71%
Healthy	44%	vs	51%
Green labels	20%	vs	26%
Organic	9%	vs	17%



Fresh food, meat	♂	vs	♀
Healthy	33%	vs	37%
Red Tractor	21%	vs	34%
Free range	17%	vs	23%
Organic	7%	vs	13%



Fresh food, dairy	♂	vs	♀
Healthy	37%	vs	43%
Free range	19%	vs	31%
Organic	7%	vs	13%



Food cupboard	♂	vs	♀
Reusable/recyclable	17%	vs	23%
Organic	4%	vs	7%

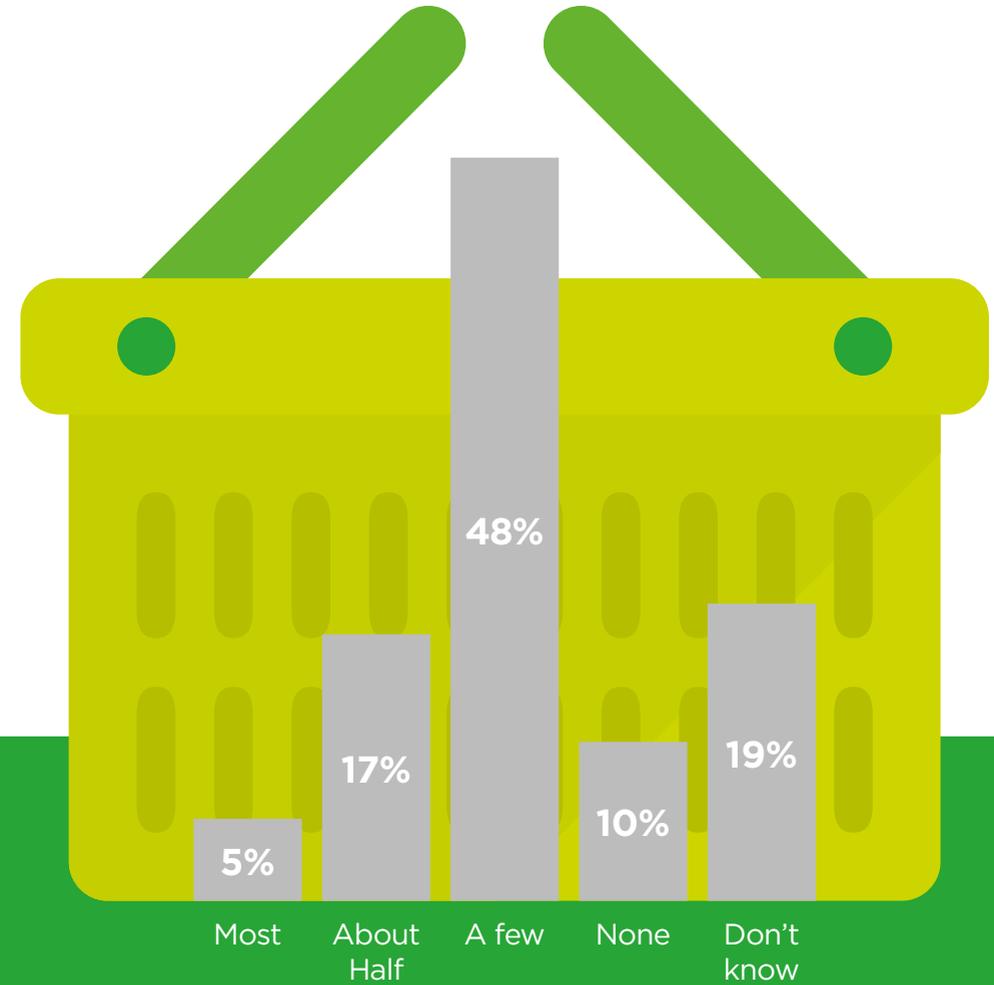


Frozen	♂	vs	♀
Healthy	48%	vs	52%
Red Tractor	8%	vs	11%
Organic	6%	vs	8%



Laundry and household	♂	vs	♀
Not tested on animals	33%	vs	49%
Reusable/recyclable	25%	vs	33%

How many green products are in your basket?



Should good food go to waste?

It's a shocking statistic that, in the UK, almost 15 million tonnes of food and drink are thrown away each year. We are always looking to reduce the amount of food waste in our stores and supply chain, and want to help our customers to do the same at home. After all, we know this is a real concern for our customers. They really do care about the amount of food that goes to waste and would welcome ideas and initiative to help reduce this.

Almost all of our Everyday Experts admit to throwing away food, with 92% admitting to doing so. It's encouraging that 41% say this happens rarely, but what would it take to eradicate food waste?

With this set of questions, we were looking to find out what kind of food customers are throwing away, why it

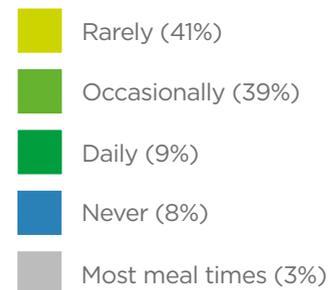
gets thrown away, and where it goes. Alongside this, we wanted to know what they think we, as a major retailer, should be doing to help prevent food waste.

From the information our Everyday Experts have given us, Asda and the University of Leeds have worked together to figure out the best way to help customers stop wasting so much food. Throughout 2015, our project with the University of Leeds will continue to help our customers tackle food waste using new, innovative ways. We will be working towards improving on-pack labels and will continue to give customers the very best advice for reducing their food waste at home.

How often do we throw away food waste?



92% of people throw food away (8% never throw food away) broken down into:



What do we throw away?

We asked our Everyday Experts what they had thrown away in the last week...

Salad	34%
Bakery products	31%
Vegetables	29%
Fruit	28%
I haven't thrown out any food/drink items in the last week	25%
Dairy products	16%
Cooked or prepared meals	12%
Meat and poultry	8%
Soft drinks (fruit juice and fizzy drinks)	4%
Other - please specify	3%
Fish	2%
Don't know	0%



And why does food get thrown away?

"Last minute change of plans"

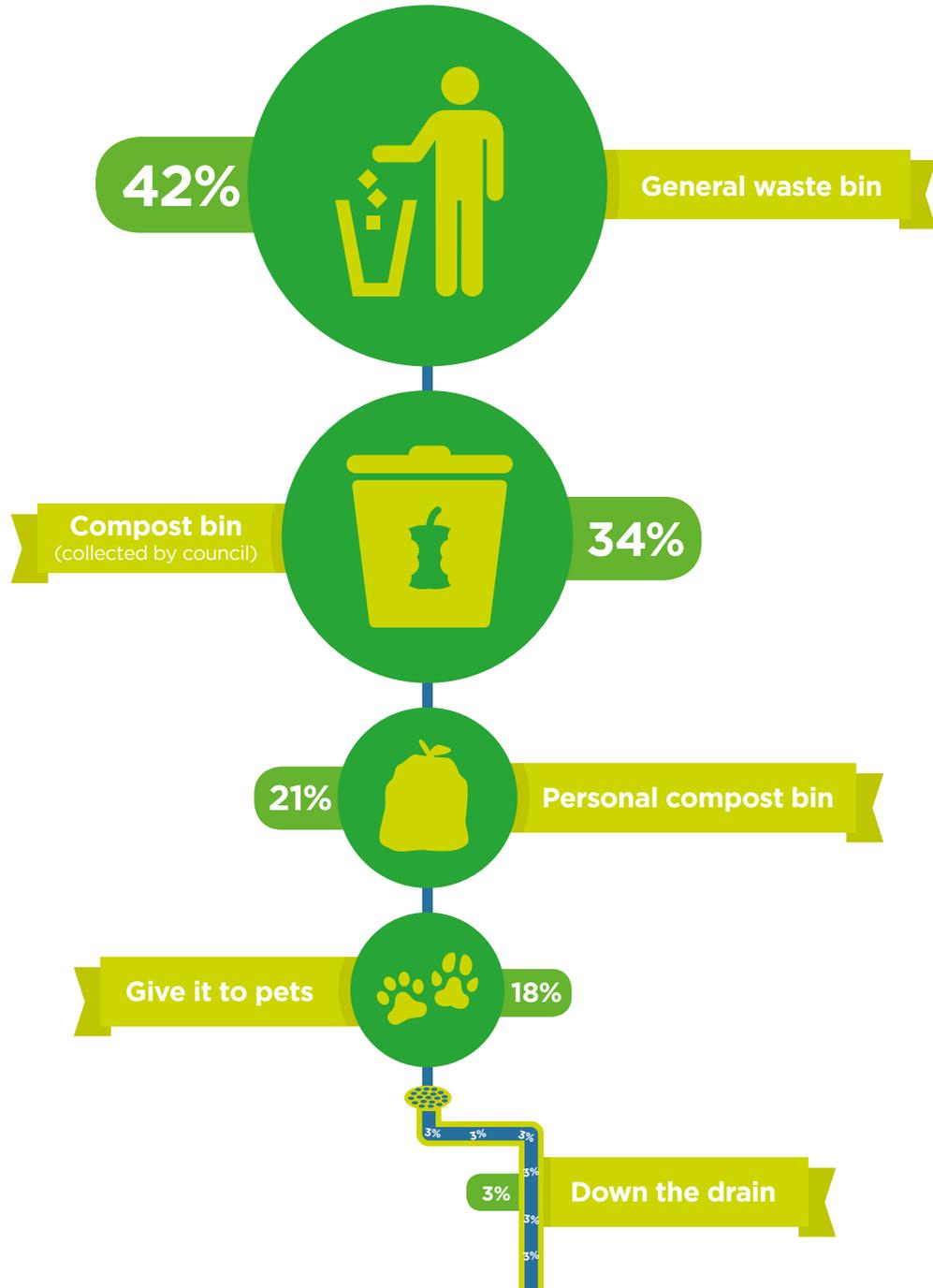
"It's hard to predict what the people I live with will eat"

"I cooked too much"

"I buy more than I need"

"I don't use it within the date on the packet"

What do we do with the food we don't eat?



What did our Everyday Experts think they could save by reducing food waste?



While most of our Everyday Experts think food waste costs them no more than £20 a month, the reality is very different. According to WRAP, the figure is nearer to a massive £60.

£60

The average family with children could save £60 every month by reducing their food waste.

85% of people think Asda should be helping them to reduce food waste... so what should we do?

Offer a range of pack sizes so I can buy the right amount	52%
Offer products with re-sealable packaging	48%
Give clear storage and freezing guidance so I can keep what I buy at its best	29%
Use consistent and clear date marks, so I get the most out of what I buy	29%
Provide recipe ideas for using leftovers	28%
Give in-store tips on how to avoid food waste	20%
Give portion guidance, so I can buy the right amount	16%
It's not Asda's place to help me reduce food waste	15%
Other - please specify	9%
I don't know	3%

What kind of advice should Asda be providing?

Yes please!



Labelling (77%)



Storage guidance (75%)



Freezer guidance (73%)



Using leftovers (65%)

Not as keen:



Portion sizes (58%)

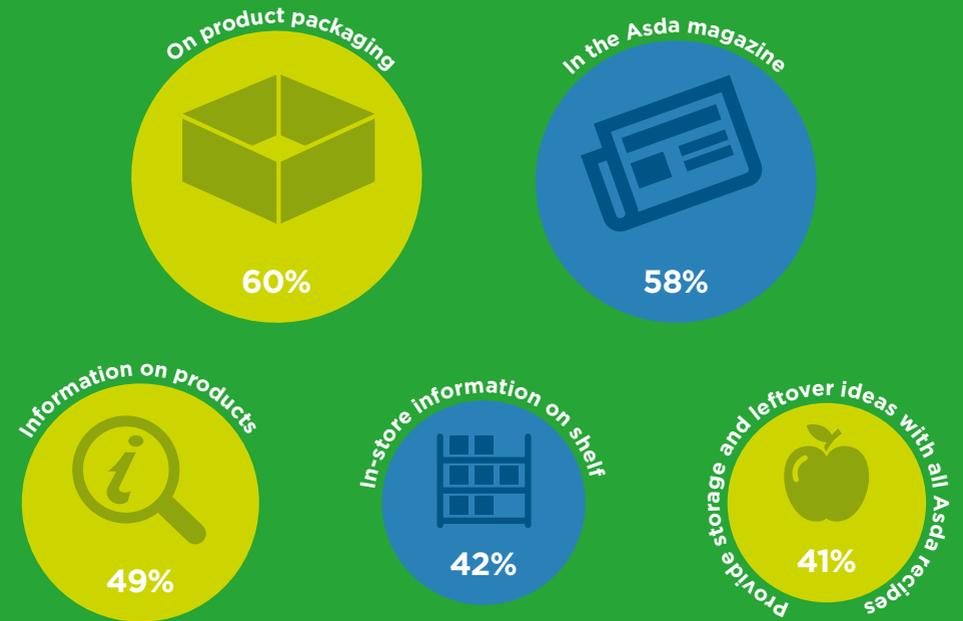


Buying the right amount (56%)



Planning meals (52%)

How should Asda communicate with you?



Have you ever stopped or changed the products you purchase because you have previously wasted it?

Yes, I stopped purchasing it altogether	11%
Yes, I only purchase it occasionally	33%
Yes, I moved to a smaller pack size	28%
No, never I always buy the same thing	21%
Don't know	8%

In total, 71% of customers have stopped purchasing a product because they have previously wasted it.

Why does it matter?

**Why do we listen to our customers?
What do these Everyday Experts tell us that we don't already really know?
And what does the Green Britain Index mean to others?**

The answer is simple. We care about what our customers think. Their concerns are our concerns. We want to offer the products they want, at the prices they can afford. We want to help them to lead greener lives, by providing the opportunity to make greener choices.

Through our work with the University of Leeds and the Everyday Experts, we've also discovered that even just talking to customers about green issues can help change their attitudes about food waste and sustainability. We are now using the information our Everyday Experts have given us to shape messages about sustainability and food waste to reach out to customers all across the UK. These messages will help customers understand how they can change their behaviours to reduce the amount of food that is wasted in their homes. As for the wider sector, all retailers should be aware that

customers care. They want to know where their food comes from; they want to be able to choose locally produced food; they want to be able to recycle packaging. In short, they want to be given the choice. Even in an economic climate where budgets are being stretched, customers really do care.

And we can help customers to live greener lives. We are a weekly, often daily, part of their lives. From offering green choices, giving advice on our labels and shelves to passing on recipes and green features in our magazines, we're already taking action to help our customers lead greener lifestyles.

The findings in our Green Britain Index, can be replicated across the UK as a whole. This is our chance to not only listen to what our customers have to say, but to take these views out to the wider society, to the decision makers, influencers and people who can really make a difference.

*We think it's fascinating.
We hope you do too.*



“For Christmas I bought my mum a meal planner and a notebook that could stick on the fridge and where we could write everything in the fridge and freezer, when it went out of date and work out when our meals would be. I must say it helped a lot, the amount of food wasted that week was near to nothing!”

“I try hard to be green, I recycle everything I can. I reuse where possible. I'm thinking of setting up my own compost bin.”

“Planning a weekly meal chart has really helped me to reduce and eliminate food waste. I know exactly what and how much food I need for each day and it really isn't time consuming.”

“I try to only cook the right amount of food for dinner etc. I check my fridge weekly to make sure that everything is in date, if something has a short shelf life I will make sure that it is put to the very front of the fridge for immediate use.”

“At my age I've had more time to learn and put into practice all the green things I do - I hadn't realised how normal most of them are in my life, which I guess just proves that anything that starts off being quite an effort can eventually become a habit!”

About Asda

Founded in the 1960s in Yorkshire, Asda is one of Britain's leading retailers. It has 180,000 dedicated Asda colleagues serving customers from 580 stores.

Its main office is in Leeds, Yorkshire and its George clothing division is in Lutterworth, Leicestershire.

More than 18 million people shop at Asda stores every week and 98% of UK homes are served by www.asda.com

Asda joined Walmart, the world's number one retailer, in 1999.

Find out more about sustainability at Asda:

 your.asda.com/sustainability

 [@asdasustainable](https://twitter.com/asdasustainable)

Talk to us

If you would like to talk to us about anything in this report, or anything else to do with sustainable living, we'd love to hear from you.

Please get in touch with:

sustainability@asda.com