

PLMA CONSUMER RESEARCH

STORE BRANDS DELI, DAIRY & BAKERY

Complete Questionnaire Including Survey Results



Based on an exclusive survey of consumer
attitudes for PLMA by Surveylab

SURVEY QUESTIONNAIRE AND RESULTS

1. How much of your household's main grocery shopping do you, yourself, do?

Answer	%
All or most of it	79.9
I share the shopping with another adult	20.1
I rarely do the main grocery shopping	0
I never do the main shopping	0
Total	1059

2. How often do you do your regular grocery shopping?

Answer	%
More than once a week	29.0
Weekly	52.3
Every two weeks	13.4
About once a month	5.2
Less than once a month	0
It varies	0.1
Total	813

3. How many different stores do you visit to do your regular grocery shopping?

Answer	%
1 store	21.1
2 stores	49.4
3 stores	21.4
4 stores or more	8.1
Total	812



4. In what type of store(s) do you do your regular grocery shopping?

Answer	%
Supermarket e.g. Kroger, Safeway	82.7
Discounter e.g. Wal-Mart, Target	64.5
Dollar store e.g. Dollar General, Family Dollar	22.2
No frills store e.g. Aldi, Save-A-Lot	17.1
Club store e.g. Costco, Sam's Club, BJ's	34.5
Specialty food store e.g. Whole Foods, Trader Joe's, Sprouts	24.9
Convenience store e.g. 7-Eleven, Circle K, Casey's	8.1
Online service e.g. Peapod, Netgrocer, Fresh Direct	3.2
Total	814

5. Which one, if any, of the types of stores on this list would you say is your primary grocery store?

Answer	%
Supermarket e.g. Kroger, Safeway	55.2
Discounter e.g. Wal-Mart, Target	9.9
Dollar store e.g. Dollar General, Family Dollar	0.9
No frills store e.g. Aldi, Save-A-Lot	5.0
Club store e.g. Costco, Sam's Club, BJ's	4.4
Specialty food store e.g. Whole Foods, Trader Joe's, Sprouts	2.5
Convenience store e.g. 7-Eleven, Circle K, Casey's	0.1
Online service e.g. Peapod, Netgrocer, Fresh Direct	0.2
I don't have a primary grocery store	1.7
Total	812

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6. What are some of the reasons you don't have a primary grocery store?

Answer	%
No one store has all the products I want to buy	57.1
I look for the best prices regardless of the store	35.7
I like to try new stores	0
I have never had a primary grocery store	7.1
Stores change so often it is difficult to stay with only one	0
Other	7.1
Total	14

7. How long have you regularly shopped at your primary grocery store?

Answer	%
Less than 1 year	4.8
1 - 2 years	11.7
Between 2 and 5 years	26.3
More than 5 years	57.3
Total	798

8. When doing the household grocery shopping for your family, how often would you say you make a shopping list?

Answer	%
Always / Almost always	47.9
Frequently	26.6
Sometimes	17.7
Rarely	6.4
Never	1.5
Total	815



9. When you decide to shop, would you say that you generally have a specific brand in mind?

Answer	%
Yes	60.3
No	36.3
Don't know	3.3
Total	812

10. When you get to the store and you look for a particular brand of a product, what do you usually do?

Answer	%
Select the particular brand of product without hesitation	26.0
Check the prices of all brands of the product you plan to buy	67.0
Look to see what other brands of the product are available	47.1
Examine the packaging of other brands of the product	27.4
Read information on the label of other brands of the product	35.3
Consider the store brand version of the product if it is not your first choice	45.2
Total	814

11. If a particular brand that you want to buy is not available in the store when you are shopping, what do you usually do?

Answer	%
Buy a different brand instead	67.2
Buy the store brand	38.0
Seek assistance from store staff	16.7
Search online for availability elsewhere	9.1
Delay purchase to the next shopping visit	25.7
Total	814

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12. How important are coupons to you when you do your regular grocery shopping?

Answer	%
Very Important	35.3
Somewhat Important	38.9
Not Very Important	16.3
Not Important	3.5
I do not use coupons	6.0
Total	797

13. What role does the Internet and social media sites, such as Facebook and Twitter, play in your regular grocery shopping?

Answer	%
I compare prices on them	22.3
I compare product ingredients on them	13.8
I read about consumer experiences with products and stores	19.5
I get coupons and information on sales and discounts	38.1
They play no role in my regular grocery shopping	46.7
Total	810

14. How do you feel about ordering online a home delivery service of your regular groceries?

Answer	%
I use an online home delivery service now	7.0
I have used an online home delivery service in the past	11.9
I would be interested if my store offered an online home delivery service	42.4
I have no interest in using an online home delivery service	38.7
Total	814



15. When you shop for groceries, how often, if at all, do you buy a national brand product?

Answer	%
Always / Almost always	13.0
Frequently	50.5
Sometimes	33.5
Rarely	2.5
Never	0.5
Total	814

16. When you shop for groceries, how often, if at all, do you buy a store brand product, that is, an item that carries the retailer's name or its own brand?

Answer	%
Always / Almost always	7.6
Frequently	35.5
Sometimes	50.8
Rarely	5.9
Never	0.1
Total	813

17. In which product categories of your store have you bought store brands?

Answer	%
Packaged foods: products in cans, jars, bags, boxes and pouches	78.1
Snacks: candies, chips, pretzels, etc.	65.7
Beverages, including water, soft drinks, alcoholic drinks	57.4
Fresh foods, such as in the deli, dairy and bakery departments	61.1
Meat and fish: fresh, chilled and frozen	53.1
Over the counter medications, such as pain, cough and cold remedies	62.4
Personal health and beauty items, such as lotions, creams, cosmetics	44.6
Non-food products, such as paper, plastic other household items	62.7
Total	814

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18. How often would you say you buy store brands in these product categories? Packaged foods

Answer	%
Always / Almost always	10.5
Frequently	31.7
Sometimes	45.1
Rarely	10.5
Never	2.3
Total	812

19. How often would you say you buy store brands in these product categories? Snacks

Answer	%
Always / Almost always	9.2
Frequently	29.2
Sometimes	38.5
Rarely	17.9
Never	5.2
Total	805

20. How often would you say you buy store brands in these product categories? Water/soft drinks/alcoholic drinks

Answer	%
Always / Almost always	13.6
Frequently	26.1
Sometimes	30.7
Rarely	18.0
Never	11.5
Total	807



21. How often would you say you buy store brands in these product categories? Fresh foods

Answer	%
Always / Almost always	15.3
Frequently	31.6
Sometimes	31.1
Rarely	13.2
Never	8.7
Total	803

22. How often would you say you buy store brands in these product categories? Meat and fish

Answer	%
Always / Almost always	16.0
Frequently	27.7
Sometimes	27.9
Rarely	15.1
Never	13.3
Total	802

23. How often would you say you buy store brands in these product categories? Over the counter medications

Answer	%
Always / Almost always	14.8
Frequently	31.1
Sometimes	32.0
Rarely	14.3
Never	7.8
Total	805

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24. How often would you say you buy store brands in these product categories? Personal health and beauty items

Answer	%
Always / Almost always	8.8
rerequently	26.6
Sometimes	34.5
Rarely	19.9
Never	10.2
Total	805

25. How often would you say you buy store brands in these product categories? Other non-food products

Answer	%
Always / Almost always	10.8
Frequently	31.6
Sometimes	42.0
Rarely	11.2
Never	4.4
Total	803

26. Looking back five years, would you say that, overall, you are now buying more store brands each time you do your regular grocery shopping?

Answer	%
Yes	53.2
No	37.2
Don't know	9.6
Total	810



27. Have you recently tried store brands for the first time in product categories where you had previously only bought a national brand item?

Answer	%
Yes	54.0
No	46.0
Total	787

28. After trying these store brand products, how did you believe they compared to your previous choices of the national brand?

Answer	%
Favorably	83.6
Unfavorably	8.5
I have no opinion	7.9
Total	445

29. As a result of trying the store brand, have you now switched to buying the store brand version of the product instead of the national brand you previously purchased in those categories?

Answer	%
Yes	50.9
No	36.4
Not sure	12.6
Total	807

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30. In the year ahead, do you think you will buy a larger or smaller amount of store brand products, or do you think that there will be no change in the amount you buy?

Answer	%
Larger amount	32.1
Smaller amount	9.4
No change	49.8
Not sure	8.8
Total	811

31. How often do you buy products in the Deli, Dairy and Bakery departments when you do your regular grocery shopping? Deli

Answer	%
Always / Almost always	19.6
Frequently	28.5
Sometimes	32.6
Rarely	14.5
Never	4.8
Total	815

32. How often do you buy products in the Deli, Dairy and Bakery departments when you do your regular grocery shopping? Dairy

Answer	%
Always / Almost always	41.0
Frequently	36.3
Sometimes	16.3
Rarely	4.8
Never	1.6
Total	815



33. How often do you buy products in the Deli, Dairy and Bakery departments when you do your regular grocery shopping?
Bakery

Answer	%
Always / Almost always	15.0
Frequently	29.9
Sometimes	36.1
Rarely	15.8
Never	3.2
Total	815

34. In which type of store(s) do you purchase Deli, Dairy and Bakery products?
Deli

Answer	%
The supermarket where I do my regular grocery shopping	68.6
A different supermarket where I also shop often	9.9
Another type of store that sells food, such as a discount or club store	7.0
A store that specializes in these kinds of products, such as a bakery or delicatessen	5.4
I buy them online	1.0
I do not purchase these products	8.1
Total	815

35. In which type of store(s) do you purchase Deli, Dairy and Bakery products?
Dairy

Answer	%
The supermarket where I do my regular grocery shopping	72.4
A different supermarket where I also shop often	9.6
Another type of store that sells food, such as a discount or club store	9.2
A store that specializes in these kinds of products, such as a bakery or delicatessen	4.3
I buy them online	1.3
I do not purchase these products	3.2
Total	815

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36. In which type of store(s) do you purchase Deli, Dairy and Bakery products? Bakery

Answer	%
The supermarket where I do my regular grocery shopping	62.0
A different supermarket where I also shop often	9.1
Another type of store that sells food, such as a discount or club store	10.1
A store that specializes in these kinds of products, such as a bakery or delicatessen	11.9
I buy them online	1.0
I do not purchase these products	6.0
Total	815

37. When you are buying products in the Deli, Dairy and Bakery departments, would you say: Deli

Answer	%
I have brand preferences	25.8
I have brand preferences but I buy a variety of brands	25.8
I have brand preferences but I am willing to try new brands	20.2
I do not have any brand preferences	19.6
I do not notice brands when I am choosing a product in this department	8.6
Total	815

38. When you are buying products in the Deli, Dairy and Bakery departments, would you say: Dairy

Answer	%
I have brand preferences	22.3
I have brand preferences but I buy a variety of brands	26.7
I have brand preferences but I am willing to try new brands	21.6
I do not have any brand preferences	23.4
I do not notice brands when I am choosing a product in this department	5.9
Total	815



39. When you are buying products in the Deli, Dairy and Bakery departments, would you say: Bakery

Answer	%
I have brand preferences	10.7
I have brand preferences but I buy a variety of brands	20.9
I have brand preferences but I am willing to try new brands	25.5
I do not have any brand preferences	30.9
I do not notice brands when I am choosing a product in this department	12.0
Total	815

40. How would you rate the quality of all of the products in the Deli, Dairy and Bakery departments where you buy them? Deli

Answer	%
Excellent	48.0
Good	45.7
Fair	5.6
Poor	0.5
Very Poor	0.3
Total	782

41. How would you rate the quality of all of the products in the Deli, Dairy and Bakery departments where you buy them? Dairy

Answer	%
Excellent	47.5
Good	47.1
Fair	5.1
Poor	0.1
Very Poor	0.2
Total	805

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42. How would you rate the quality of all of the products in the Deli, Dairy and Bakery departments where you buy them? Bakery

Answer	%
Excellent	41.6
Good	49.0
Fair	8.4
Poor	0.6
Very Poor	0.4
Total	787

43. Are you aware if your store(s) offers its store brand products in the Deli, Dairy and Bakery departments?

Answer	%
Deli	60.0
Dairy	74.2
Bakery	68.1
Not aware of the store brand in any of these departments	11.9
Total	815

44. Have you purchased store brand products in the Deli, Dairy and Bakery departments?

Answer	%
Deli	53.5
Dairy	72.8
Bakery	65.9
I have not purchased any store brand products in any of these departments	11.5
Total	815



45. If you have purchased store brand products, how would you rate the quality of the store brands that you purchased in the Deli, Dairy and Bakery departments? Deli

Answer	%
Better than the national brands	13.4
Equal to the national brands	57.6
Lower quality than national brands	9.4
Not Sure/Don't know	19.5
Total	722

46. If you have purchased store brand products, how would you rate the quality of the store brands that you purchased in the Deli, Dairy and Bakery departments? Dairy

Answer	%
Better than the national brands	13.3
Equal to the national brands	73.1
Lower quality than national brands	6.1
Not Sure/Don't know	7.5
Total	722

47. If you have purchased store brand products, how would you rate the quality of the store brands that you purchased in the Deli, Dairy and Bakery departments? Bakery

Answer	%
Better than the national brands	16.5
Equal to the national brands	63.4
Lower quality than national brands	7.6
Not Sure/Don't know	12.5
Total	722

48. How would you rate the quality of all the products in the following

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departments where you buy them compared to 5 years ago? Deli

Answer	%
Quality is better now than 5 years ago	34.0
Quality is about the same	50.2
Quality is not as good as 5 years ago	4.2
Not Sure/Don't know	11.7
Total	815

49. How would you rate the quality of all the products in the following departments where you buy them compared to 5 years ago? Dairy

Answer	%
Quality is better now than 5 years ago	29.4
Quality is about the same	60.5
Quality is not as good as 5 years ago	3.4
Not Sure/Don't know	6.6
Total	815

50. How would you rate the quality of all the products in the following departments where you buy them compared to 5 years ago? Bakery

Answer	%
Quality is better now than 5 years ago	33.5
Quality is about the same	52.6
Quality is not as good as 5 years ago	4.8
Not Sure/Don't know	9.1
Total	815



51. How would you rate the assortment/selection of all the products in the following departments where you buy them compared to 5 years ago? Deli

Answer	%
Better now than 5 years ago	45.3
About the same	43.3
Not as good as 5 years ago	2.3
Not Sure/Don't know	9.1
Total	815

52. How would you rate the assortment/selection of all the products in the following departments where you buy them compared to 5 years ago? Dairy

Answer	%
Better now than 5 years ago	41.7
About the same	50.3
Not as good as 5 years ago	1.8
Not Sure/Don't know	6.1
Total	815

53. How would you rate the assortment/selection of all the products in the following departments where you buy them compared to 5 years ago? Bakery

Answer	%
Better now than 5 years ago	43.8
About the same	45.5
Not as good as 5 years ago	3.3
Not Sure/Don't know	7.4
Total	815

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54. What kind of Deli products do you typically buy?

Answer	%
Pre-packaged luncheon meats and cheese	50.9
Freshly sliced luncheon meats and cheese, such as ham, American cheese, etc.	61.3
Imported and gourmet meats and cheese, such as prosciutto, provolone, etc.	27
Side dishes such as coleslaw, potato salad, etc.	44.3
Deli entrees, including pasta, fish	20.4
Sandwiches, subs, burritos, tortillas, wraps	31.8
Deli prepared chicken, such as rotisserie, fried	47.7
Party platters	11.8
Other	1.2
I never buy products from the Deli	5.4
Total	815

55. Which products would you like to see more of in the Deli department?

Answer	%
More restaurant-quality items	35.6
More portion-controlled sizes	21.5
Dishes that I can customize to my taste	24.3
More international and ethnic cuisine, such as Asian, Mediterranean, Cajun	29.7
More gourmet and premium items, such as dry cured meats	22.1
More items that can save me time at home	38.9
More heart healthy items, such as low sodium	33.1
Products specifically for children	18.6
Products specifically for seniors	12.3
Other	6.4
Total	795



56. What improvements would you like to see in the Deli department?

Answer	%
Allocate more space in the store for the department	16.5
More product sampling and demonstrations	44.0
Recipes that include products from the department	27.1
More nutritional information on items	35.8
Calorie content of products posted	29.7
Better instruction on proper handling and storage of items	19.3
Faster service at the Deli counter	38.0
Improved training of store staff on product information, uses, etc.	18.7
Other	4.1
Total	802

57. What kind of Dairy products do you typically buy?

Answer	%
Milk, including whole, 2%, 1%, fat free	85.9
Flavored milk	22.5
Non-dairy milk alternatives, such as almond, soy, cashew drinks and blends	27.2
Non-dairy creamers	23.2
Packaged cheese slices	63.9
Packaged imported and gourmet cheese	27.9
Butter, margarine	78.5
Cottage cheese, cream cheese, sour cream	57.8
Eggs	80.6
Yogurt	65.3
Ice cream	68.5
Other	2.1
I never buy products from the dairy department	0.7
Total	815

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58. Which products would you like to see more of in the Dairy department?

Answer	%
Greater variety in general	34.7
More gourmet and imported products	18.4
Products that feature healthy and illness-prevention ingredients	20.6
Options that support diet, weight, diabetes, cognition concerns	22.9
More consumer information on environment, product origin, etc.	18.1
More ethnic items	19.8
Greater variety of cheeses	37.7
More alternatives to cow's milk, such as almond, soy, rice drinks, blends	17.9
More organic, cage free and other egg products	25.4
Greater variety of dairy and non-dairy creamers	17.6
Other	5.1
Total	786

59. What improvements would you like to see in the Dairy department?

Answer	%
Allocate more space in the store for the department	11.2
Better packaging features, such as re-sealable, aseptic, easy to refrigerate	33.3
Smaller sizes	18.1
More nutritional information on labels	24.8
More product sampling and demonstrations	33.9
More grab and go meals and snacks	28.1
Coupons available at the shelf	57.7
Improved training of store staff on product information, uses, etc.	14.5
Other	3.9
Total	802



60. What kind of Bakery products do you typically buy?

Answer	%
Fresh breakfast rolls and bagels	48.7
Fresh artisanal bread	36.7
Fresh whole cakes, pies	35.0
Fresh muffins and doughnuts	50.3
Fresh pastries, brownies, tarts, sweet rolls	36.7
Fresh dessert cookies and novelty items	35.7
Large assortment trays of products for office, home parties	10.4
Celebration items, such as birthday and graduation cakes; holiday items	23.9
Other	2.0
I never buy products from the bakery department	5.5
Total	815

61. Which products would you like to see more of in the Bakery department?

Answer	%
More artisanal baked goods	23.4
More emphasis on healthy ingredients	25.0
Wider variety of portions	26.1
More gluten-free items	14.1
More items baked on-premises	30.8
More ethnic and international items	21.3
More nutritional and freshness information on items	26.1
More fiber in products	23.4
Wider use of ancient grains, such as spelt, chia and quinoa, in baked goods	20.2
Less fructose, sugar, corn syrup, bad fats in products	30.6
More large assortments of products for office, home parties	10.4
Other	5.4
Total	792

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62. What improvements would you like to see in the Bakery department?

Answer	%
Allocate more space in the store for the department	16.1
More home delivery options	15.5
Availability of wide range of day old products on sale	42.6
More product sampling and demonstrations	49.0
Faster service at the Bakery counter	28.8
Improved training of store personnel on product information, uses, etc	17.1
Other	5.0
Total	782

63. Are you...

Answer	%
Male	41.3
Female	58.7
Total	815

64. How old are you?

Answer	%
Under 18	0
18 - 24	10.2
25 - 35	27.6
36 - 45	21.3
46 - 55	18.0
56 - 65	16.1
66 - 75	6.7
Older than 75	0
Total	815



65. How old are you? (Recoded)

Answer	%
Under 25	10.2
25-45	49.0
Over 45	40.9
Total	815

66. How long have you lived in your neighborhood?

Answer	%
Less than 1 year	6.4
1 - 2 years	13.0
Between 2 and 5 years	22.3
More than 5 years	58.3
Total	815

67. How many people live in your household (including children)?

Answer	%
1	17.6
2	31.5
3	20.6
4	19.0
5	7.9
6 or more	3.4
Total	812

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68. Approximately, what is the total annual income of your entire household?

Answer	%
Less than \$25,000	14.5
\$25,000 - \$49,999	27.6
\$50,000-\$99,999	39.8
\$100,000 or more	15.4
Prefer not to say	2.7
Total	814

69. Date of response

Answer	%
6/25/15	20.7
6/26/15	37.8
6/27/15	15.3
6/28/15	15.3
6/29/15	10.8
Total	815



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Editor	Joe Azzinaro
Director, Public Relations	Dane Twining
Research Director	Tom Prendergast
Media Director	Alisa Svider
Art Director	Fernando Mendez
Graphic Design	Amy Chow

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PRIVATE LABEL MANUFACTURERS ASSOCIATION

630 Third Avenue, New York, NY 10017

Telephone: (212) 972-3131 Fax: (212) 983-1382 www.plma.com

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