

# Supermarkets:

## Who are the healthiest shoppers?



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Now more than ever, supermarkets are making huge efforts to sell and push healthier foods, but how healthy are the people who shop at these individual supermarkets? Metrix Data Science has taken samples of people who live in a half a mile radius to each of the supermarkets to find this information out.



To help us do this, we used one of our tools Vigor, the UK's first health and wellbeing segmentation tool providing unique insights into peoples' attitudes towards health and wellbeing. This tool was created using a clustering algorithm which combined large scale survey data and demographic information to create segments. The algorithm assigned each UK postcode a segment, each segment having shared characteristics, producing 18 distinct health and wellbeing segments. In addition to this, Vigor also focused on happiness metrics.

MDS has utilised Vigor to understand the profiles of shoppers of different supermarkets. Far from targeting the low hanging fruit, the analysis focuses on the disparities that may not be so obvious. Its well known those searching for a bargain are drawn like moths to a flame to the yellow and blue of Lidl and Aldi. Those seeking to serve a gourmet menu would be more inclined towards Waitrose and M&S. The likes of Sainsburys and Tesco, supermarkets that amass a loyal following, sit somewhere in the middle.

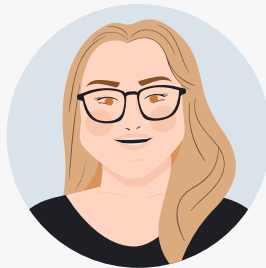


As previously stated, the shoppers from each supermarket have been determined by taking the postcodes within half a mile of each supermarket as being representative of people who shop there. Therefore, when describing Tesco shoppers, MDS are using our postcode-based profiling tools to gain insight into postcodes within half a mile of a Tesco store.

To understand peoples overall health, Metrix Data Science have developed an individual wellbeing score. The average wellbeing score incorporates a number of different health metrics across diet, activeness and health. The overall average score for the UK is 100, meaning those supermarkets who's wellbeing score is under 100 most likely have shoppers who are not into their health and fitness. On the other hand, those supermarkets with a wellbeing score over 100 have customers who are most likely into their health and fitness.



Asda shoppers have the lowest happiness index score of 76.



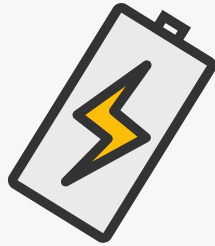
Everyone knows Asda are famous for rolling back their prices, but fewer are aware that Asda shoppers are the handiest in the kitchen. Their culinary inclination is matched by them being the most likely to eat meat. The largest segment within Asda customers are Vegaphobes which is the segment that are least likely to eat fruit and veg. However, it seems all this cooking comes with a cost, Asda shoppers are comparatively the most likely to be bloated! Too many onions in the homemade chicken curry and likewise with beans in the chili perhaps. Asda shoppers have the lowest happiness index score of 76. On a digressionary note, Asda customers have the highest proclivity for smoking and have the least energy.



Waitrose shoppers have the highest wellbeing score 118.



Co-op shoppers are overrepresented by Fight Through Adversity, individuals in this segment are an active bunch with a fifth exercising every day. Unsurprisingly straining sinews all day takes it out of you, so it follows Co-op shoppers are also the best sleepers. Co-op shoppers have a slightly above average wellbeing score of 104, making them a middle-of-the-road group in terms of health and wellbeing.



“ Co-op customers are the most energetic.

Iceland shoppers tend to be a fairly unremarkable bunch, having few health and wellbeing metrics in which they are overrepresented. The exception is their tendency for a tippie.



Iceland shoppers are the biggest boozers which bodes well for Iceland's beer sales.



Indeed Iceland shoppers are nearly twice as likely to belong to the Boozing Buddies segment compared to other segments. Boozing Buddies, as the name suggests, are into their drink. Approximately a fifth drink every day or most days. Iceland customers score fairly low down in terms of their average wellbeing score which sits at 95. Likewise their happiness score is the second lowest of all the different shoppers.



“ Asda shoppers are the best cooks.

However, this makes sense when you consider that Lidl have been at the forefront of offering a wide range of vegan/vegetarian friendly products at competitive prices. At 94, Lidl shoppers have the second lowest average wellbeing score. The Vigor segments that tend to be dominant amongst Lidl shoppers are ones towards the lower end of the health range. For example, Lidl shoppers are almost twice as likely to be a Down but not Out. This segment contains individuals with the lowest levels of energy and a high proportion of overweight adults. They are one of the most likely segment to suffer from Type 2 diabetes.



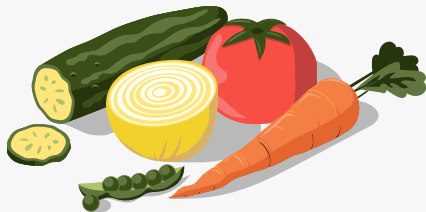
Those most likely to eat meat free products are Lidl shoppers.



Morrisons comes second in terms of most likely to be bloated and most likely to eat meat, losing out on both counts to Asda customers. This analysis would seem to suggest a link between meat eating and feelings of bloatedness. This is backed up by the science, the protein contained in meat is harder to break down - causing bloating. Similar to Lidl shoppers they tend to be over-represented by Vigor segments like Cheerless Carnivores, Down but no Out and Stuck in the Mud.



Waitrose are the least likely to eat red meat.



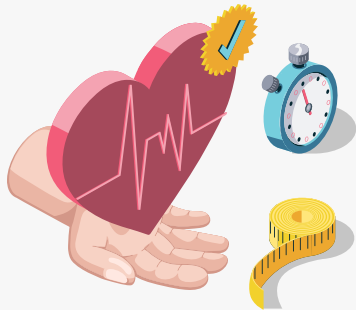
Tesco is the largest supermarket in terms of store numbers in the UK. Their shoppers rank slightly above the UK average when it comes to overall health and wellbeing. They are the second most active shoppers, and with this like to reward themselves with a drink, ranking second in the most likely to enjoy a tippie.



Tesco shoppers like a tippie!



Another potentially counterintuitive insight from this analysis is that M&S shoppers are towards the lower end of the healthy diet scale. However, they have many redeeming qualities in that they are the least likely to drink alcohol, the second happiest customers and one of the most active groups. M&S shoppers have a high penetration of Hedged Hedonists. This segment is the second healthiest Vigor segment, being the most likely segment to exercise every day. Despite their proclivity for exercise, Hedged Hedonists love to let themselves go, being one of the most likely segments to drink every day and consume ready meals more than four times a week.

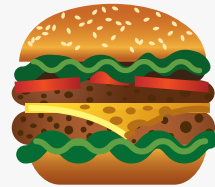


Waitrose customers have the best health metrics across the board.

Sainsburys shoppers on the other hand score higher in terms of health metrics. They tend to have a lot of energy and are the least likely of all customers to have a disability. Sainsburys shoppers have the second healthiest diet. Sainsburys shoppers are overrepresented by the Vigor group Glum and Groomed, this segment scores around average on most health and wellbeing metrics



Sainsbury shoppers are the least likely to eat meat free burgers.



Waitrose have the highest proportion of Wellbeing Warriors compared to other supermarket shoppers. This attests to the fact that they enjoy remarkably good health. It is therefore no real shock that they have the highest happiness score. This might explain why they are the most inclined to consider themselves attractive. However, its not all sunshine and roses for Waitrose customers, they tend to be the worst sleepers and are the least handy in the kitchen.

**Over-all, supermarkets seem to be heading in the right direction by taking into consideration people's health and pushing for a healthier diet and lifestyle for customers! But are customers doing the same?**