

# OUR TESCO FAMILIES

# Roshni

## Summary:

**Balancing work and socialising makes for busy, interesting but occasionally challenging lives for young people without children. With fewer fixed ties than our other families, their lives can be typified by a lack of routine and sense of spontaneity.**

## Shopping; some key stats:



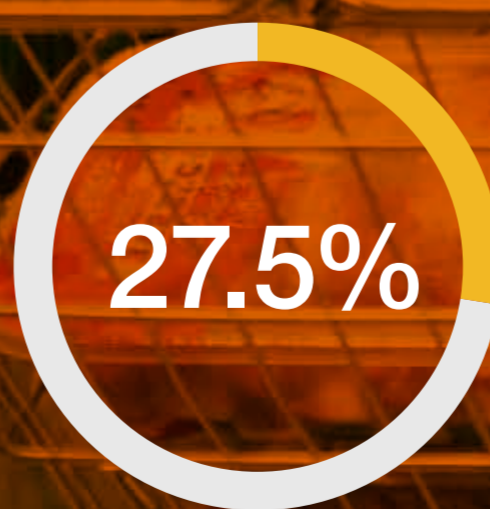
Frequency of grocery shop:  
3.7 times a week on average  
(the lowest)



Spend per trip:  
£15.24



Store repertoire:  
The Big 4 + Co-op & Aldi



Of their spend is at Tesco  
(above the UK average of 25.8%)

## 1. PRE-FAMILY

“Super busy at work, it’s definitely my priority at the moment. Then there’s friends and socialising. I fit in the gym and yoga around that.”

## Most likely to describe their life as:

CHALLENGING  
ENJOYABLE  
STRESSFUL  
INTERESTING

# OUR TESCO FAMILIES



# The Wicks

## 2. LOWER AFFLUENT FAMILIES

### Summary:

**Tired, stressed and stretched, lower affluent families find life a battle. With both parents often working, with kids at school and money always front of mind, life can feel hard at times. Home is a sanctuary where basic pleasures can mean a lot.**

“We’ve done our hardship, we’re not rich by any means but we’re a loving family and no one ever goes away hungry or thirsty from our house.”

### Shopping; some key stats:



Frequency of grocery shop:  
4.5 times a week on average



Spend per trip:  
£19.01



Store repertoire:  
The Big 4 + Aldi and Iceland

27.2%

Of their spend is at Tesco  
(above the UK average of 25.8%)

### Most likely to describe their life as:

**CHALLENGING  
FRUSTRATING  
STRESSFUL  
TIRING**

# The Mayers

## Summary:

**Busy, stressed and stretched, higher affluent families are trying to do it all. Balancing a career with the necessities of daily family life, whilst carving out some quality time is a real challenge. Their higher discretionary spend allows them the luxury of a few shortcuts here and there to help life flow a little more smoothly.**

## 3. HIGHER AFFLUENT FAMILIES

“Life’s hectic. The kids are always out with their stuff, we both work, we’re rarely ever in one place together. Life’s good though, stressful but good.”

## Shopping; some key stats:



Frequency of grocery shop:  
4.1 times a week on average



Spend per trip:  
£21.99 (highest of all family types)



Store repertoire:  
The Big 4 + Aldi

28.4%

Of their spend is at Tesco  
(above the UK average of 25.8%)

## Most likely to describe their life as:

**CHALLENGING  
STRESSFUL  
TIRING & BUSY**

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## Carol

### Summary:

**Life is simpler for the lower affluent empty nesters. Restricted a little to their local community, they keep to a routine and are out and about every day. Shopping is often what keeps them busy and gets them out of the house, meaning they've got a keen eye for the best prices and deals across a whole range of retailers.**

### Shopping; some key stats:



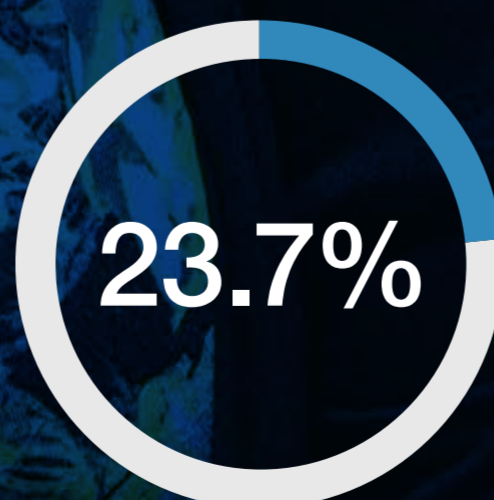
Frequency of grocery shop:  
5.9 times a week on average  
(highest)



Spend per trip:  
£11.70 (the lowest)



Store repertoire:  
The Big 4 + Aldi, Co-Op,  
Lidl and Iceland



Of their spend is at Tesco  
(below the UK average of 25.8%)

### 4. LOWER AFFLUENT POST FAMILY

“I had heart failure 5 years ago so I gave up my job so I don't do a lot now. Always try to keep busy though; play cards with my friends, go up the arcade and I'm shopping every day.”

### Most likely to describe their life as:

CHALLENGING  
ENJOYABLE  
COMFORTABLE

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## Dawn

### Summary:

**In many ways the most fortunate of all our families. The high affluent post family have both the money and time to enjoy themselves. No sense of slowing down as they get older; they're out and about, socialising, travelling and playing an active role in their community.**

### Shopping; some key stats:



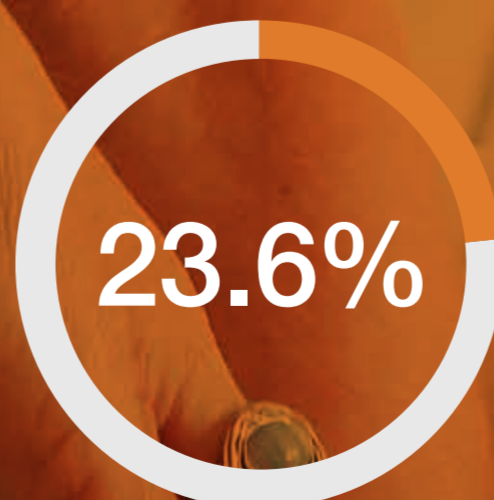
Frequency of grocery shop:  
5.8 times a week on average



Spend per trip:  
£13.85



Store repertoire:  
Tesco, Sainsbury's, Waitrose, M&S



Of their spend is at Tesco  
(lowest and below the UK  
average of 25.8%)

### 5. HIGHER AFFLUENT POST FAMILY

"We do have days out, we often go to London...I've got my family, I see them quite a lot. I'm a member of Nottingham Society of Artists, tend to go away a lot, to Spain. I haven't got any grandchildren, I have a grand-puppy."

### Most likely to describe their life as:

COMFORTABLE  
HEALTHY  
BUSY