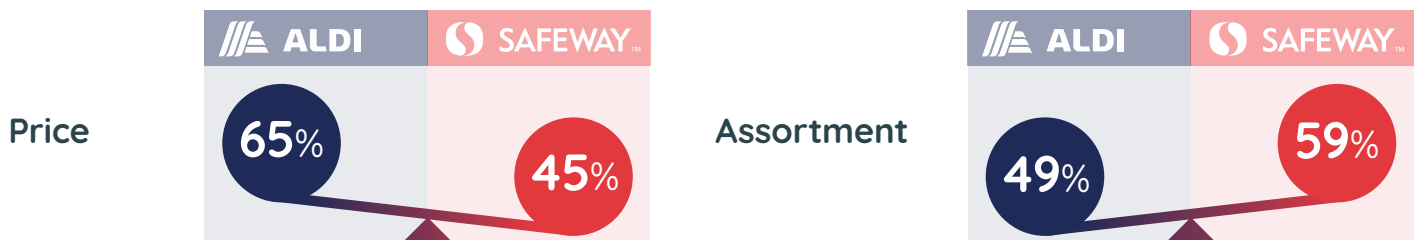


# How do Aldi shoppers compare with Safeway's?



## Satisfaction

### Aldi 'wins' on price but 'loses' on choice



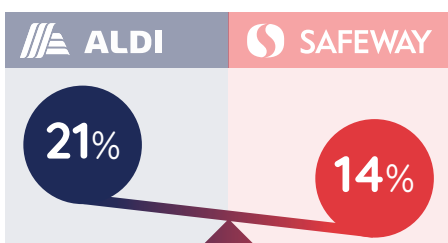
We ask shoppers about their category satisfaction on a range of criteria.

## Category DNA

### Aldi shoppers have a browse mindset

#### Engagement

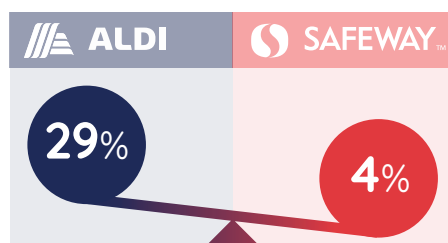
Willing to browse



### Aldi is building strong loyalty

#### Traffic driving

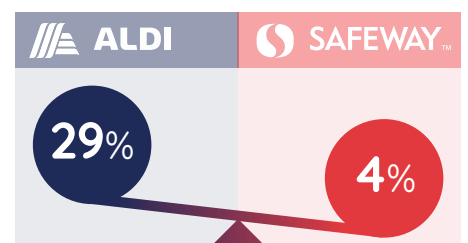
[Retailer] does [Category] well



### Aldi creates a "trial" mentality

#### Spend driving

Willing to try new things in [category]



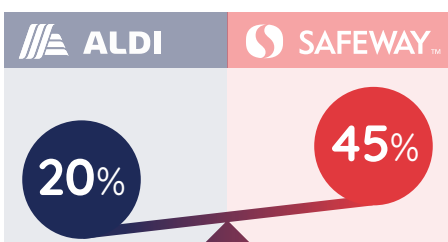
We assess how well categories are driving Traffic and/or Spend.

## Path to Purchase

### Promotions far less important in Aldi, but work harder

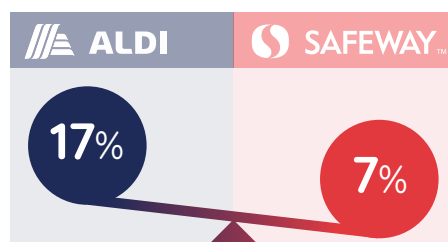
#### Promotional response

Bought on promotion



#### Promotional response

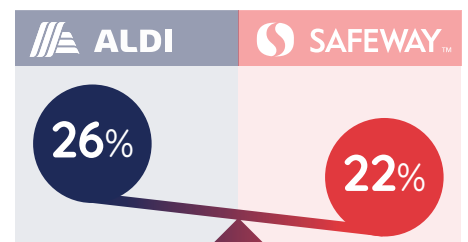
Bought something new because of a promotion



### Aldi achieving more impulse purchase

#### Purchase Trigger

Unplanned



We ask shoppers how they made their decision.

## Profile

### Aldi shoppers are younger and less well off



Sample for 134 categories bought in last 3 days • n=9862 Aldi, n=8830 Safeway  
Post-shop online questionnaire • Feb - June 2018

Source: Shopper Intelligence. For more information, contact: [jason.smith@shopperintelligence.com](mailto:jason.smith@shopperintelligence.com) • 916.501.7525