

For immediate release May 27, 2020

Avoid eye contact while supermarket shopping? You're not alone.

New Zealanders' shopping habits have been revealed in a Canstar survey to find the 2020 winner of Most Satisfied Customers, Supermarkets. The winner is low cost outlet PAK'nSAVE.

The survey of 2512 Kiwis was carried out during New Zealand's Level 4 lockdown and revealed, surprisingly, that only 55% of Kiwis always wash their fruit and vegetables before use, despite the focus on cleaning during this time. The younger generation were only slightly more fastidious, with 59% washing their fruit and vegetables. Aucklanders were a notable outlier, with 64% taking the extra step before eating, while only 55% of Wellingtonians did the same.

Further, Kiwis admitted some intriguing truths, including that 26% of us avoid talking to people we know in the aisles, rising to 41% for 18- to 29-year olds. The number drops to 14% of 60- to 69-year-olds, and 15% of the over 70s.

The survey also showed a dramatic rise in shoppers who prefer to use the self service checkout, now at 47%, up from 34% in 2019. The figure rose to 68% among the 18- to 29-year-old demographic while it dropped to 27% for the over 70s. More women (49%) than men (45%) also prefer the self-service option.

"Living in a pandemic has reminded us of the importance of supermarkets as an essential outlet," said Jose George, Canstar NZ General Manager. "Our survey showed how our attitudes toward their supermarkets has changed, with the rapid adoption of self-service outlets in the last year.

"Self service checkouts were once viewed with suspicion, but now they are becoming the norm, with habits likely cemented over lockdown. This does reflect consumers' increasing comfort with a technology-led shopping experience."

The survey also showed that, on average, around half of Kiwis (48%) spent between \$100 to \$200 at the supermarket each week. Just under a quarter, 23%, spend under \$100, while 20% spend between

\$200-\$299. These figures are represented consistently across the country. Expenditure soared as a result of lockdown, with March spending [coming in 60% higher](#) than the same time a year ago.

PAK'nSAVE was a clear favourite among New Zealand shoppers, receiving an overall satisfaction rating of 5 stars. Drivers of satisfaction were, in decreasing order of importance, value for money, customer service, store layout and presentation, deals available, variety of products and freshness of produce. PAK'nSAVE excelled in drivers focused on value - reflecting its promise to offer New Zealanders "NZ's lowest food prices."

Kamran Kazalbash, Head of Marketing & CX, PAK'nSAVE & Four Square, said: "We're very proud to win the overall Most Satisfied Customer award in the Supermarket category.

"This award is particularly meaningful for us as PAK'nSAVE works hard every day to deliver New Zealand's lowest food prices, so to be recognised as best in class for value for money, deals/specials available and variety of products is testament to that effort."

For further details please visit the Canstar NZ site, [here](#).

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