

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**