

Sample Size: 6413 UK adults, of which 2413 adults were sometimes or mainly shop at Aldi

Fieldwork: 4th - 7th October 2018

Total	Gender		Age					Social Grade		Region							
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Thinking about the policies and practices of the supermarket, Aldi...

How important, if at all, do you think each of the following are? (Please select one option on each row)

Ensure that workers around the world who produce food for Aldi do not have inhumane working conditions (e.g. unpaid overtime, no contracts, exposure to pesticides, no toilets, no access to drinking water etc.)

Unweighted base	2413	1047	1366	148	371	424	435	1035	1425	988	742	506	224	156	427	2055	147	206	5
<b>Base: All UK adults who sometimes or mainly shop at Aldi</b>	<b>2369</b>	<b>1068</b>	<b>1301</b>	<b>199</b>	<b>372</b>	<b>413</b>	<b>410</b>	<b>975</b>	<b>1335</b>	<b>1034</b>	<b>744</b>	<b>491</b>	<b>220</b>	<b>146</b>	<b>420</b>	<b>2021</b>	<b>137</b>	<b>204</b>	<b>7</b>
Very important	60%	54%	65%	52%	55%	57%	56%	66%	60%	59%	58%	61%	60%	65%	61%	60%	63%	55%	41%
Fairly important	28%	32%	25%	43%	31%	28%	29%	24%	28%	29%	29%	27%	28%	25%	27%	27%	29%	32%	59%
Not very important	4%	6%	2%	-	5%	5%	5%	4%	5%	3%	5%	4%	3%	6%	3%	4%	1%	5%	-
Not at all important	2%	3%	1%	-	1%	1%	3%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	-
Don't know	6%	6%	7%	5%	8%	9%	7%	5%	5%	8%	6%	7%	7%	2%	8%	6%	6%	7%	-
Net: important	88%	85%	90%	95%	87%	85%	85%	89%	88%	87%	87%	87%	88%	91%	87%	88%	92%	87%	100%
Net: not important	6%	9%	3%	-	5%	6%	8%	6%	6%	5%	7%	6%	5%	8%	5%	6%	2%	6%	-

Ensuring that workers around the world who produce food for Aldi earn enough for at least a basic standard of living (i.e. having enough to meet the basic needs (e.g food, housing etc.) for themselves and their families)

Unweighted base	2413	1047	1366	148	371	424	435	1035	1425	988	742	506	224	156	427	2055	147	206	5
<b>Base: All UK adults who sometimes or mainly shop at Aldi</b>	<b>2369</b>	<b>1068</b>	<b>1301</b>	<b>199</b>	<b>372</b>	<b>413</b>	<b>410</b>	<b>975</b>	<b>1335</b>	<b>1034</b>	<b>744</b>	<b>491</b>	<b>220</b>	<b>146</b>	<b>420</b>	<b>2021</b>	<b>137</b>	<b>204</b>	<b>7</b>
Very important	58%	51%	63%	55%	53%	55%	56%	62%	58%	58%	56%	58%	57%	63%	57%	58%	66%	56%	41%
Fairly important	29%	33%	26%	37%	32%	28%	30%	27%	30%	28%	31%	28%	29%	25%	30%	29%	23%	30%	59%
Not very important	5%	7%	3%	2%	7%	7%	6%	4%	6%	4%	5%	6%	4%	8%	4%	5%	4%	6%	-
Not at all important	2%	3%	1%	-	0%	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	1%	-
Don't know	6%	6%	7%	5%	9%	9%	6%	5%	6%	7%	6%	7%	7%	2%	7%	6%	6%	7%	-
Net: important	87%	84%	89%	93%	84%	83%	85%	89%	87%	87%	87%	86%	87%	88%	87%	87%	89%	86%	100%
Net: not important	7%	10%	4%	2%	7%	8%	8%	6%	7%	6%	7%	7%	6%	10%	5%	7%	5%	7%	-

**YouGov / Oxfam**

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Ensuring that workers around the world who produce food for Aldi are treated fairly (e.g. contracts, wage slips, protective clothing, access to toilets, access to drinking water etc.)

Unweighted base	2413	1047	1366	148	371	424	435	1035	1425	988	742	506	224	156	427	2055	147	206	5
<b>Base: All UK adults who sometimes or mainly shop at Aldi</b>	<b>2369</b>	<b>1068</b>	<b>1301</b>	<b>199</b>	<b>372</b>	<b>413</b>	<b>410</b>	<b>975</b>	<b>1335</b>	<b>1034</b>	<b>744</b>	<b>491</b>	<b>220</b>	<b>146</b>	<b>420</b>	<b>2021</b>	<b>137</b>	<b>204</b>	<b>7</b>
Very important	57%	51%	63%	52%	52%	54%	58%	61%	57%	57%	56%	58%	57%	63%	57%	57%	64%	54%	41%
Fairly important	31%	36%	27%	42%	35%	30%	30%	28%	31%	31%	31%	29%	32%	26%	31%	28%	33%	33%	42%
Not very important	4%	6%	3%	1%	5%	6%	4%	4%	5%	3%	5%	5%	2%	7%	2%	4%	2%	5%	-
Not at all important	2%	2%	1%	-	0%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	1%	-
Don't know	6%	5%	7%	6%	7%	9%	6%	5%	6%	7%	6%	7%	7%	3%	8%	6%	5%	7%	18%
<b>Net: important</b>	<b>88%</b>	<b>86%</b>	<b>89%</b>	<b>93%</b>	<b>87%</b>	<b>84%</b>	<b>87%</b>	<b>89%</b>	<b>88%</b>	<b>88%</b>	<b>87%</b>	<b>87%</b>	<b>89%</b>	<b>89%</b>	<b>89%</b>	<b>88%</b>	<b>92%</b>	<b>87%</b>	<b>82%</b>
<b>Net: not important</b>	<b>6%</b>	<b>9%</b>	<b>4%</b>	<b>1%</b>	<b>6%</b>	<b>7%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>	<b>5%</b>	<b>7%</b>	<b>6%</b>	<b>4%</b>	<b>8%</b>	<b>4%</b>	<b>6%</b>	<b>3%</b>	<b>6%</b>	<b>-</b>

For the following question, please think about when you pay for food items produced by farmers and workers in developing countries when shopping at any supermarket in the UK.

How much, if anything, of what you pay for an individual item do you think should go directly to these farmers and workers?

Unweighted base	2413	1047	1366	148	371	424	435	1035	1425	988	742	506	224	156	427	2055	147	206	5
<b>Base: All UK adults who sometimes or mainly shop at Aldi</b>	<b>2369</b>	<b>1068</b>	<b>1301</b>	<b>199</b>	<b>372</b>	<b>413</b>	<b>410</b>	<b>975</b>	<b>1335</b>	<b>1034</b>	<b>744</b>	<b>491</b>	<b>220</b>	<b>146</b>	<b>420</b>	<b>2021</b>	<b>137</b>	<b>204</b>	<b>7</b>
0% - i.e. nothing	1%	2%	0%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	-
5% or less	5%	6%	3%	9%	5%	3%	5%	4%	4%	5%	6%	5%	3%	3%	5%	5%	2%	4%	18%
More than 5%, up to 10%	11%	11%	11%	11%	11%	12%	8%	11%	11%	11%	12%	13%	10%	8%	7%	11%	11%	12%	24%
More than 10%, up to 15%	9%	11%	8%	10%	7%	10%	10%	9%	9%	9%	9%	10%	8%	12%	10%	10%	14%	3%	-
More than 15%, up to 20%	9%	9%	9%	10%	11%	5%	9%	9%	8%	10%	8%	11%	10%	8%	9%	9%	8%	7%	-
More than 20%, up to 25%	10%	10%	10%	15%	11%	7%	8%	10%	10%	9%	9%	10%	10%	10%	10%	10%	10%	12%	22%
More than 25%	26%	22%	29%	25%	26%	27%	26%	26%	27%	24%	26%	20%	30%	25%	30%	26%	29%	26%	20%
Don't know	30%	30%	30%	19%	27%	35%	31%	30%	29%	31%	29%	30%	27%	32%	30%	30%	25%	35%	17%

For the following question, please imagine you found out that a different supermarket to the one you/ your household MAINLY shopped at had policies and practices to ensure workers around the world, particularly in developing countries, had safe working conditions and decent wages.

In general, how likely, if at all, would you consider switching to this different supermarket instead of the one you MAINLY shopped at?

Unweighted base	2413	1047	1366	148	371	424	435	1035	1425	988	742	506	224	156	427	2055	147	206	5
<b>Base: All UK adults who sometimes or mainly shop at Aldi</b>	<b>2369</b>	<b>1068</b>	<b>1301</b>	<b>199</b>	<b>372</b>	<b>413</b>	<b>410</b>	<b>975</b>	<b>1335</b>	<b>1034</b>	<b>744</b>	<b>491</b>	<b>220</b>	<b>146</b>	<b>420</b>	<b>2021</b>	<b>137</b>	<b>204</b>	<b>7</b>
Very likely	10%	10%	11%	10%	11%	10%	9%	11%	11%	10%	12%	8%	13%	11%	9%	10%	9%	10%	-
Fairly likely	38%	34%	40%	44%	39%	36%	35%	37%	40%	35%	36%	38%	35%	44%	37%	37%	40%	38%	80%
Not very likely	26%	28%	24%	22%	22%	24%	27%	29%	26%	26%	26%	26%	26%	26%	27%	26%	25%	27%	-
Not at all likely	7%	10%	5%	7%	6%	6%	7%	8%	7%	7%	7%	6%	6%	5%	7%	7%	8%	8%	-
Don't know	19%	18%	20%	18%	23%	23%	22%	15%	17%	22%	19%	21%	21%	14%	20%	20%	18%	18%	20%
<b>Net: likely</b>	<b>48%</b>	<b>44%</b>	<b>51%</b>	<b>54%</b>	<b>49%</b>	<b>46%</b>	<b>44%</b>	<b>48%</b>	<b>50%</b>	<b>44%</b>	<b>48%</b>	<b>47%</b>	<b>48%</b>	<b>55%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>	<b>48%</b>	<b>80%</b>
<b>Net: not likely</b>	<b>33%</b>	<b>38%</b>	<b>29%</b>	<b>28%</b>	<b>28%</b>	<b>30%</b>	<b>34%</b>	<b>37%</b>	<b>33%</b>	<b>33%</b>	<b>33%</b>	<b>32%</b>	<b>31%</b>	<b>31%</b>	<b>34%</b>	<b>33%</b>	<b>32%</b>	<b>35%</b>	<b>-</b>