

# NEWS RELEASE



FOR IMMEDIATE RELEASE

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## New Shopper Study Finds Friendly Employees and Taking Care of the Community Hallmarks of Minnesota Supermarkets

St. Paul, MN – December 7, 2020 – The Minnesota Grocers Association (MGA) today announced the findings of a study commissioned by the MGA and conducted independently by the Retail Feedback Group (RFG) to assess supermarket shopping in Minnesota. The statewide study of 1,000 supermarket shoppers, conducted in the third quarter of 2020, provides key insights into how Minnesota shoppers view their supermarket.

### Minnesota Supermarkets Fare Well on Pandemic Measures

A large percentage of Minnesota supermarket shoppers indicated they are highly confident (67%) in the safety of food, whether purchased in a supermarket or online. Additionally, 96% of supermarket shoppers are highly or somewhat confident it is safe to shop in a Minnesota supermarket.

Supermarket shoppers also provide a favorable satisfaction score with how their primary supermarket has done in serving customers throughout the pandemic (4.29 average score on a five-point scale) and how it seems the supermarket has done in treating employees (4.13), both registering higher for Minnesota supermarkets compared to RFG's national benchmarks.

### Friendly Employees and Taking Care of the Community Top Scores for Supermarkets

Shoppers rated several statements about their primary supermarket on a five-point scale, where five was highest.

Employee friendliness received the top score. Further, about three out of four shoppers reported they had a pleasant interaction with an employee in their primary store, no doubt contributing to a greater perception of friendliness.

Brian Numainville, Principal, Retail Feedback Group, reinforced the importance of employee friendliness, commenting, "The research findings show that employee friendliness drives a six times stronger likelihood by shoppers to recommend the store to others, so by receiving these high marks, supermarkets can know their customers are their greatest fans."

Taking care of the local community received the second highest score. "Minnesota grocers have long been the foundation of their communities, and it is very positive that customers recognize the total value that their supermarket brings to the table," concluded Jamie Pfuhl, President, Minnesota Grocers Association.

"2020 Minnesota Grocery Shopper Study" included in press release.

**The Minnesota Grocers Association (MGA)** is the only state trade association that represents the food industry of Minnesota from farm to fork. We are one of the oldest trade associations in the state, celebrating over 120 years of advancing industry. We have over 300 retail, manufacture, and wholesale members supporting nearly 1,300 locations statewide. Our member companies employ over 150,000 union and non-union Minnesotans. We actively advance the common interest of all those engaged in any aspect of the retail food industry as a leader and advocate in government affairs.

**The Retail Feedback Group (RFG)** offers a broad spectrum of research, consumer insight, and consulting services. Its flagship program, Constant Customer Feedback (CCF), is the first automated feedback platform specifically designed and introduced for supermarket retailers, and currently implemented in hundreds of locations across the United States. As a 360-degree listening partner, RFG services include employee experience assessments, customer satisfaction programs, and consumer perception studies, as well as national, regional and local shopper studies. For more information visit [www.retailfeedback.com](http://www.retailfeedback.com) and follow RFG on Twitter @TheFeedbackGrp.

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# 2020 MINNESOTA GROCERY SHOPPER STUDY



The Minnesota Grocers Association (MGA) commissioned a study conducted independently by the Retail Feedback Group (RFG) to assess supermarket shopping in Minnesota. The statewide study of 1,000 supermarket shoppers, conducted in the third quarter of 2020, provides key insights into how Minnesota shoppers view their local supermarket. The study is based on a five-point scale where 1 is "don't agree at all" and 5 is "highly agree".



★★★★★  
Employees at my primary store are friendly

★★★★★  
My primary store takes care of the local community

My primary store offers a unique selection of items and products from local sources  
★★★★★



★★★★★  
My primary store shows it values me as a customer

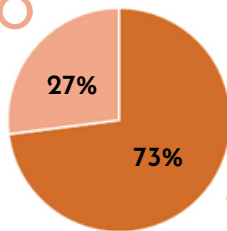


★★★★★  
My primary store has treated employees well throughout the COVID-19 Pandemic



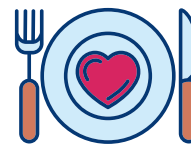
★★★★★  
I am satisfied with what my primary store has done in serving customers throughout the COVID-19 Pandemic

NO



On your most recent visit, did you have a pleasant interaction with an employee anywhere in the store?

YES



★★★★★  
My primary store carries or makes at least one delicious item not carried at other stores



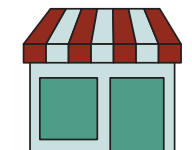
My primary store provides good value for the money I spend there



★★★★★  
Employees seem to have expertise to help me select and prepare food to meet my family's needs



Employees seem to enjoy working at my primary store



★★★★★  
My primary store shows it is passionate about food

