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# Welsh in the shopping basket: customer attitudes to the use of Welsh by supermarkets



Comisiynydd y  
Gymraeg  
Welsh Language  
Commissioner



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## Foreword

Whether it's popping in for a pint of milk, loading the trolley with the weekly shop or welcoming the delivery van on the doorstep after ordering online, supermarkets are a part of most of our lives. In Wales, we spend over £2,800 per household at the supermarket every year<sup>1</sup>, and there is one within reach of every town and village in the country.

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With this regular contact with customers, supermarkets can significantly impact and influence the lives of individuals and communities. This report shows the economic value using the Welsh language has for supermarkets as part of their business strategy to gain customer loyalty. This is a great opportunity, therefore, to build on what is already happening, and to normalise and increase the presence of the Welsh language in supermarkets across Wales.

The research shows positive attitudes among customers to the current Welsh language use in supermarkets. This could have a positive influence on the use of the Welsh language by individuals – customers and staff members – as well as influencing producers who supply goods, and other shops on the high street.

I am confident that this research is a foundation on which supermarkets can develop their use of the Welsh language and share ideas with businesses in every sector.



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<sup>1</sup> Based on figures of £54.10 a week in Wales from the ONS Family Spending Report, 2015 <https://www.ons.gov.uk/peoplepopulationandcommunity/personalandhouseholdfinances/incomeandwealth/compendium/familyspending/2015>

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## Methodology

- The question was asked as part of Beaufort Research's Wales Omnibus Survey, between 29 February – 13 March 2016
- The survey is based upon a representative quota sample, consisting of a minimum of 1,000 adults aged 16+ who reside in Wales. The interviews were conducted face-to-face in the homes of participants at 68 locations across Wales
- All interviews were conducted using CAPI (Computer Assisted Personal Interviewing).

To support the research findings, further qualitative evidence was collected from the public through:

- collecting the opinions of visitors to the Commissioner's stand at the Royal Welsh Show, 18-21 July 2016
- inviting comments from the public via an online survey on [welshlanguagecommissioner.wales/hybu](http://welshlanguagecommissioner.wales/hybu)
- encouraging responses via Twitter using #FyArchfarchnad.

A selection of the responses is included in the research and a copy of what was asked can be seen in Appendix A.

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## Why conduct the research?

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By now, the Welsh language is present in many supermarkets and high street retailers. Bilingual signage leads us through the shop; Welsh voices greet us at the till and over the speakers. Over the years, multi-national companies have seen the advantage of using the Welsh language in their shops in Wales and in developing a particular identity and brand here. Companies are always attempting to respond to the needs of the customer, placing them at the forefront of their plans. We see that the Welsh language has also become a part of the business model of many businesses in our shopping centres and high streets, evidence that they too recognise the importance of Welsh to their customers.

However, there is room to improve. The use of the Welsh language is inconsistent and awareness is low in some places. There is a need to develop and improve to ensure that the experience of those who want to use the Welsh language is consistent with that of other customers.

Research by the Commissioner has already shown that food producers see the benefit of using Welsh for a variety of reasons.<sup>2</sup> This report expands on those findings and examines the impact of the use of the Welsh language on the attitudes of customers. By understanding more about the customer, the impact on shopper behaviour can be considered and we can provide guidance to businesses in developing their use of the Welsh language.

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<sup>2</sup>The value of the Welsh language to the food and drink sector in Wales, Welsh Language Commissioner (December 2014)

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## The research

Respondents were asked to note to what extent they agreed with various statements on the use of the Welsh language by supermarkets.

### Question

Here are some things that people have said about the use of the Welsh language in supermarkets.

Please tell me to what extent do you agree or disagree with each one:

...I like seeing the Welsh language being used by supermarkets in Wales

... Supermarkets that use the Welsh language are showing respect towards Welsh culture

... I think the Welsh language should be used in supermarkets in Wales as standard practice

... Seeing supermarkets use Welsh doesn't mean anything to me

... Using the Welsh language shows that the supermarket is supporting the local community

... I am more likely to shop at a supermarket if it uses the Welsh language

... Using some Welsh on product packaging helps supermarkets demonstrate support for local producers

... I think it is unreasonable to expect supermarkets to use the Welsh language



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## The research

Asking a range of questions allowed customers to share opinions on all the elements that contribute to creating a supermarket's image in their minds. Without knowing, individuals develop an opinion about a supermarket based on wider factors than simply location and cost. Many things contribute to a person's loyalty to a business over time, or their decision to move suddenly from one business to another. It is important to understand all these factors when trying to discover the attitudes of customers to supermarkets and the Welsh language.

Some themes became apparent when analysing the research results. To expand on these and better understand the issues, the Commissioner decided also to collect the opinions of the public. Visitors to the Royal Welsh Show in July 2016 were asked to give their opinions, and the public were asked to respond via Twitter and online. A copy of what was asked can be found in Appendix A. The purpose was to hear the voice of the customer more clearly, and to get a better idea of what is important to them. The next section explores the themes of **Customer relationship, Supermarkets and the community**, and **Food labelling and local produce** in more detail.

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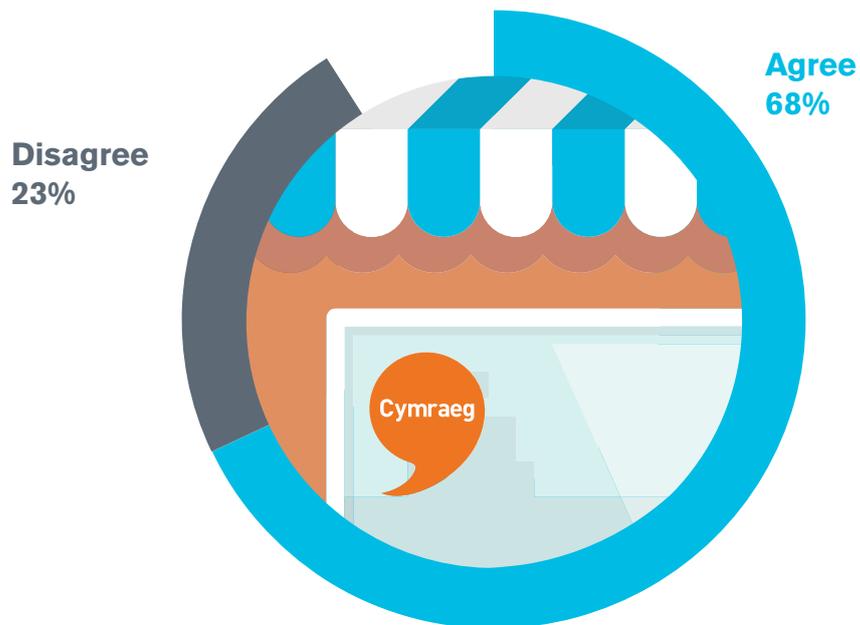
## Customer relationship

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Recent years have seen a change in the relationship between supermarkets and their customers, with factors such as online shopping and the rise of discounters changing the grocery landscape. Research by Kantar Worldpanel (2015) showed that customers in Wales are now spending less with the 'Big 4' (Tesco, Sainsbury's, Asda and Morrisons), and more with the discounters (Aldi, Lidl, Farm Foods and Iceland).<sup>3</sup> This is common across the UK but the research shows some trends that are particular to shoppers in Wales; they tend to visit the shop rather than buy online. They also visit the discounters more frequently, with a higher percentage of visits to these than to the main supermarkets in comparison with the rest of the UK.<sup>4</sup>

A lot of research into shopping habits since the recession of 2008-09 has also shown that customers are moving away from one big weekly shop and towards convenience, buying less, more often. According to research commissioned by Welsh Government, Welsh shoppers visit a supermarket 4.6 times a week on average.<sup>5</sup> With this change in the landscape, it's crucial that supermarkets look at how they can strengthen their relationship with the customer. One way of doing this is to use the Welsh language to attract customers, and to create and develop a relationship with them.

### I like seeing the Welsh language being used by supermarkets in Wales



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<sup>3</sup> Research by Kantar Worldpanel for Welsh Government: 'Grocery Shopping in Wales' (July 2015)

<sup>4</sup> 'Grocery Shopping in Wales'

<sup>5</sup> 'Grocery Shopping in Wales'

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## Customer relationship

Seeing supermarkets use Welsh doesn't mean anything to me

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I think the Welsh language should be used in supermarkets in Wales as standard practice



### I think it is unreasonable to expect supermarkets to use the Welsh language

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A clear message that came from the research was that customers saw value to the Welsh language when dealing with supermarkets, with 68% agreeing that they liked seeing supermarkets in Wales using the Welsh language. This gives a clear statement that the customer supports what's already being done. To strengthen this, over half (55%) disagreed with the statement that seeing supermarkets using the Welsh language 'meant nothing' to them. The Welsh language creates an impression on customers. Support was seen across Wales with 67% in mid Wales and the valleys, for example, agreeing that they liked seeing the Welsh language being used by supermarkets. These figures reflect the opinions of both Welsh speakers and non-Welsh speakers, demonstrating that this is relevant to all.

As might be expected, there was strong support among Welsh speakers with 93% of fluent speakers saying they liked seeing supermarkets using the Welsh language. Indeed, several respondents thought that using Welsh was something they expect from supermarkets with over half (59%) believing it should be done as a matter of course. This increased to 75% in north Wales and 62% in the south Wales valleys. This is a clear indication that there is support for the use of the Welsh language by supermarkets across Wales and that it is important that supermarkets respond to this appropriately.

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## Customer relationship

Comments from the public showed appreciation for the use of the Welsh language by supermarkets.

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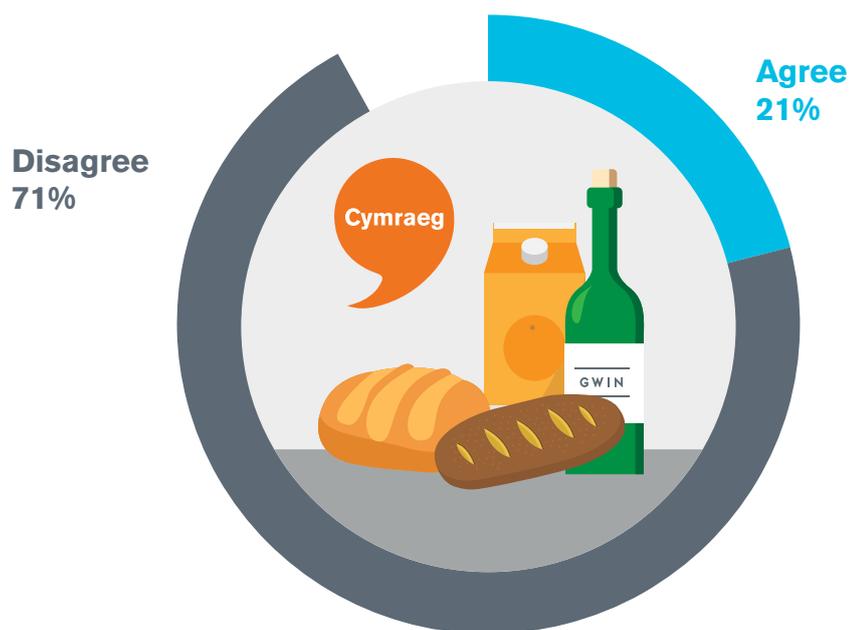
'Good to hear supermarkets announcing in Welsh. Heard in Aldis.'

'Da gweld mwy o archfarchnadoedd yn defnyddio'r Gymraeg.' ['Good to see more supermarkets using Welsh.']

'I agree that I like to see the Welsh language in the supermarket.'

Younger people tended to be more supportive of Welsh. 74% of those aged 16-34 agreed that they liked seeing supermarkets using the Welsh language.

### I am more likely to shop at a supermarket if it uses the Welsh language



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## Customer relationship

21% were of the opinion that they were more likely to shop in a supermarket if it used the Welsh language. In a competitive industry, this is a figure that can't be ignored and it should be remembered that this figure represents Welsh speakers and non-Welsh speakers. Young people were again more likely to agree with the statement (28%) and among fluent Welsh speakers, the figure was almost half (49%). When taking into account the variety of factors that influence shoppers' decisions, these figures need consideration. As competition between supermarkets becomes fiercer, it's clear that the Welsh language has a role to play in attracting different groups of customers in Wales.

Responses from the public supported the principle that using the Welsh language would attract customers:



'Gwerthfawrogi gwasanaeth pob tro yn y Gymraeg. Byddwn yn siopa yno yn amlach.' [Always appreciate service in Welsh. I would shop there more often.]

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## What does this mean for the supermarket?

Many of those who responded referred to a lack of awareness of the Welsh language among staff, and a lack of awareness among customers of the services provided in Welsh. For example, one responded:

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'Heb erioed sylwi bod staff sy'n siarad Cymraeg yn y siop leol! ['Never realised that staff in the local shop spoke Welsh']

Comments from others show that the desire for these services exists:



'I would like to see more Welsh speaking staff in supermarkets, particularly in customer services and on the tills where people stop for a chat with the cashier(s). It would be lovely to speak Welsh with everyone, and not have to wait for the supervisor to find the 'token Welsh speaker' to help.'

The results show that using the Welsh language is an effective way of developing and maintaining a relationship with customers. It is rare to see a supermarket without a loyalty scheme of some description – whether collecting points or a free coffee – it's clear that this is central to their business model. The purpose of this is to encourage return custom, and encourage loyalty and enthusiasm about the brand. When registering customers for these schemes, it would be simple to collect their language choice e.g. by adding a tick box, and responding to that to create a stronger, more personal relationship. Welsh language material could then be sent to those who want it, and offers could be tailored to local brands.

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## The Commissioner's opinion:

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Supermarkets need to ensure that they do not fall behind on current provision and, more importantly, need to increase their use of the Welsh language. At the moment, use of Welsh tends to be visual, with signage the most consistent example. However, this has been true for many years and I would like to see this develop in order to respond to customers' wishes, and make the Welsh language a consistent part of the shopping experience both in store and online.

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### Focus on the data: women

Our research shows a strong tendency among women to support the use of the Welsh language in supermarkets with 78% of women aged 16-44 agreeing that they liked seeing supermarkets using the language. Looking at the data more closely, we also see that 76% of women feel that using the Welsh language demonstrates support to the local community and respect for Welsh culture (88%). These statistics clearly show that women regard the Welsh language as important within supermarkets. These are useful figures for supermarkets, particularly when considering their commitment to their communities, and their desire to attract and retain loyal customers.



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## Supermarkets and the community

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Businesses know that the community is central to their success. This is reflected in the policies of supermarkets and the various statements on their websites that place the customer and the local community firmly at the centre of their activities. The customer is looking for a responsible business; one that is considerate of the world around them, and their effect on the community. This can take the shape of commitments to reducing food waste, recycling, supporting charities or, by recognising the community around them and making use of the Welsh language. By playing a key role in the community, supermarkets can gain loyalty and long term support from their customers.

Community is the cornerstone of any good business – Asda<sup>6</sup>

Ensuring that we have a good impact on our communities and are a good neighbour is important to us – Tesco<sup>7</sup>

Our corporate responsibility programme ensures we operate in a way that is right for our customers, colleagues and suppliers, whilst making a positive contribution to society and taking good care of the environment – Morrisons<sup>8</sup>

Our stores are at the very centre of their communities and play a vital and positive role -Sainsbury's<sup>9</sup>

Being part of our local communities is a huge part of who we are as a business - Aldi<sup>10</sup>

Welsh can be seen in all parts of Wales. Using the Welsh language can show the local community that the supermarket is aware and respectful of the difference between being a multinational company and a brand that is local to the area. One respondent commented:



**'Vital for supermarkets to use Welsh language. It helps build bonds with customers.'**

Others said that supermarkets could do more to support staff to use the language and that this would be something that they would appreciate seeing and hearing.

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<sup>6</sup> <https://sustainability.asda.com/communities>

<sup>7</sup> <https://www.tescopl.com/tesco-and-society/supporting-local-communities/>

<sup>8</sup> <http://www.morrisons-corporate.com/cr/>

<sup>9</sup> <http://www.j-sainsbury.co.uk/responsibility/our-sustainability-plan/our-commitments>

<sup>10</sup> <https://www.aldi.co.uk/about-aldi/corporate-responsibility/communities>

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'...mae jyst dweud 'diolch' yn mynd yn bell, a mae dweud hynny o fewn gallu ieithyddol pawb yng Nghymru''

[...'just saying 'diolch' goes a long way and saying that is within the linguistic capability of everyone in Wales.']

'The Position of the Welsh Language 2012-2015', notes that 79% of fluent Welsh speakers attempt to use the language with public services.<sup>11</sup> Following on from this, the public are now looking towards other sectors from which they can expect to receive Welsh language services, and for opportunities to use the Welsh language. Ensuring that the language is heard, and giving the customer the option to use it, strengthens the message that the supermarket understands the linguistic nature of Wales and helps customers use their language of choice when shopping.

### Using the Welsh language shows that the supermarket is supporting the local community

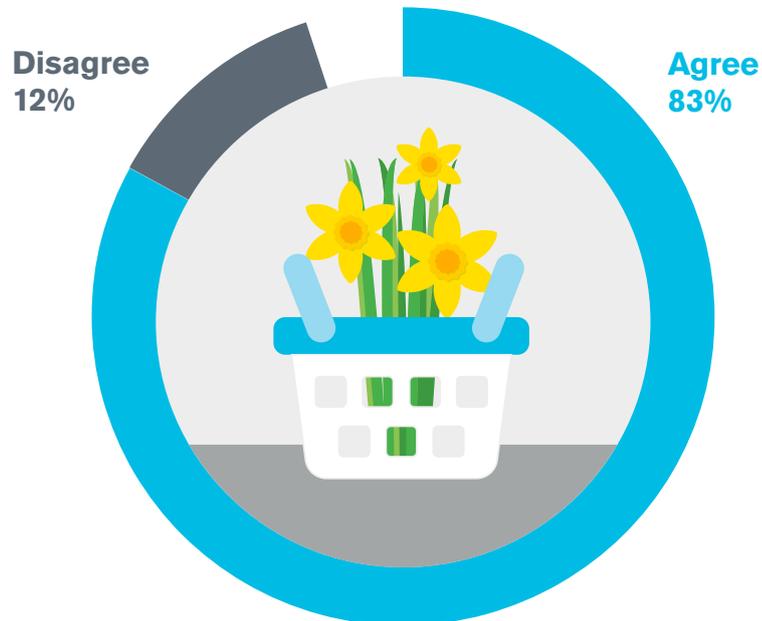


<sup>11</sup> The Position of the Welsh Language: The Welsh Language Commissioner's 5-year Report (2015)

### Supermarkets that use the Welsh language are showing respect towards Welsh culture

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With a presence across the country, supermarkets can be seen as a threat by some to local businesses. Winning the support and good will of the community, as a result, is essential. An example of this are funds set up when a new development comes to an area, to make a direct contribution to the community. With the constant increase in online shopping, customers are not restricted to having to shop in their nearest supermarket, so emphasising the contribution to the local community can strengthen loyalty. Increasing the use of the Welsh language could benefit supermarkets in this, with 74% agreeing that using Welsh shows support to the local community. Strong support was found across the country, with 80% of respondents from the south Wales valleys agreeing with the statement, and 85% in north Wales.

We also see that use of the Welsh language can reach further than expected in the minds of customers. Subconsciously, perhaps, the use of Welsh by supermarkets is a sign of respect towards Welsh culture; customers appreciate that companies recognise the difference between Wales and the rest of the UK. This was particularly true among young people with 86% of those aged 16-34 agreeing with the statement, increasing to 88% among women aged 16-34. Increasingly, businesses of all types and sizes want to show additional worth to their services and activities. Being ethical is important to them. These results show that using the Welsh language can strengthen the relationship with their customers across Wales.

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## What does this mean for the supermarket?

Supermarkets are employers of local people and recognising and promoting the Welsh language as a skill could be valued by staff members. Encouraging its use in the workplace can also show support to the local community. Increasing awareness of the importance of Welsh language skills could strengthen the relationship with the customer, and develop a confident, loyal and bilingual workforce.

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Schools and young people are central to the local community, and these will give supermarkets their future customers and workforce. With a large number of children and young people receiving Welsh medium education, there is an opportunity to strengthen relationships with these schools and develop Welsh language learning and outreach programmes. By making bilingual resources for school visits available, supermarkets can show support for the language and its importance to children and young people.

## The Commissioner's opinion:

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**Supermarkets have a responsibility to be aware of their effect on the community around them. In Wales, this should include the Welsh language. In order to be a responsible business, I challenge the supermarkets to place the Welsh language on their agenda and understand the importance of the language to Wales and its culture. I want to see supermarkets take pride in the Welsh language skills of their staff, and encourage them to use these skills at work. Providing these services is immensely important for earning customer loyalty.**

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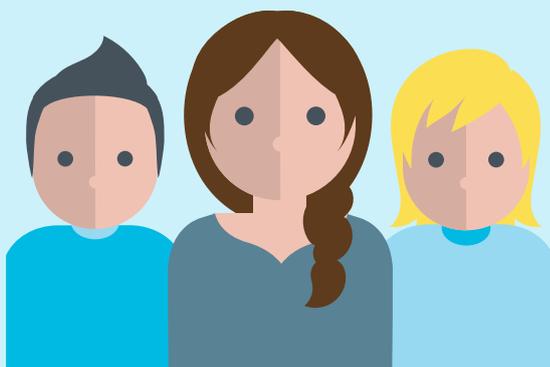
### Focus on the data: young people

These are the customers of the future.

The research shows that there is a stronger tendency to support the use of the Welsh language by supermarkets among those aged 16-34. 74% of young people responded that they like seeing supermarkets use the Welsh language, with 28% saying that they would be more likely to shop in a supermarket that uses Welsh. A feature of a strong brand is one that succeeds in making an emotional link with the customer; one that is seen to share the same principles. A brand must make a customer feel that it is listening and responding to their needs. If young people have a stronger tendency towards the Welsh language, supermarkets can respond to that by showing that they understand and respect the language.

This is the workforce of the future.

Statistics from the 2011 Census show that 23.3% of those aged 15-24 speak Welsh in Wales and large numbers receive Welsh medium education across the country. Supermarkets can show that they appreciate those language skills in staff and encourage its use in every aspect of the business.



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## Food Labelling and Local Produce

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There is a wide variety of food and drink produce available on the supermarket shelf, but what is the effect of labelling with 'Menyn Cymreig' or 'Tatws Sir Benfro' on the behaviour of customers?

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### Using some Welsh on product packaging helps supermarkets demonstrate support for local producers



78% of respondents agreed that using some Welsh on packaging helps supermarkets demonstrate support for local producers. Using Welsh on the label emphasises the local provenance of the product.

Increasingly, customers recognise the quality and standard of Welsh produce and using the language helps producers, and supermarkets, emphasise and capitalise on the reputation of food and drink from Wales. This research shows that customers see a clear link between using the Welsh language and supporting producers from Wales. Support was stronger among young people, with 84% aged 16-34 agreeing that using Welsh was a way of demonstrating support for local producers. Increasingly, customers are aware of the benefits of buying local produce and the advantages in terms of the environment, freshness and supporting the local economy.

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## Food Labelling and Local Produce

Comments made by members of the public supported this further. Several felt that produce from Wales was eye-catching and appealing when shopping:

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**‘Pecynnau Cymraeg yn tynnu llygaid mewn archfarchnad.’  
[‘Welsh language packaging is eye-catching in the  
supermarket.’]**

Another respondent noted that they ‘look for the label with the ‘red dragon’’. It appears that using the Welsh language and icons such as the dragon are an effective way of drawing customers’ attention and to show where the produce comes from.

This reflects the opinions of some of Wales’ main food producers who felt that the Welsh language was a crucial part of their brand, giving prominence to their products on the shelf. In the Value of the Welsh Language report, Llaeth y Llan (Village Dairy) said: ‘It makes us stand out.’<sup>12</sup> A recent report by Welsh Government shared similar findings on the importance of the ‘Welsh’ element to food and drink businesses. According to their research, 75% of Welsh businesses noted that ‘Welsh’ was the most common theme in the branding of their produce.<sup>13</sup> Another well known company – Blas y Tir – saw the Welsh language as central to the success and growth of their brand:



**‘The brand ‘Blas y Tir’ has been a massive success, and the consumer work that we did pointed towards using the Welsh language, which has worked... it’s got us into new retailers and given us a brand that is very profitable...’<sup>14</sup>**

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<sup>12</sup> The value of the Welsh language to the food and drink industry

<sup>13</sup> Towards Sustainable Growth: An Action Plan for the Food and Drink Industry 2014-2020, Welsh Government (2014)

<sup>14</sup> The value of the Welsh language to the food and drink industry

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## What does this mean for the supermarket?

Most supermarkets have strategies for sourcing local produce for their stores. Their websites refer to the importance of working with local producers to offer choice to the customer. Usually, this refers to food from the UK but some refer specifically to food from Wales in Welsh shops.

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The Welsh Government works with online shop Ocado to promote produce from Wales and make it easier for shoppers to find food and drink made in Wales. Shoppers can find goods that are local to them, and this is something that other supermarkets could develop. When shopping online, the provenance of a product isn't as clear as it is when shopping in store. The online shopper can't easily see that milk or meat from Wales is available, as they would on the shelf. Is it possible for retailers to develop the online shopping experience to make the provenance of a product clear?

By supporting local producers, supermarkets can also reduce food miles and contribute to the company's sustainability. Furthermore, as recognition of the quality of Welsh produce increases, this could expand markets outside Wales. With the evidence showing that customers appreciate and support the idea of local food, and see using the Welsh language on packaging as a good way of conveying that, there is a clear path here for supermarkets to increase their use of Welsh on their own-brand products, as well as encouraging suppliers to do the same.

## The Commissioner's Opinion:

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**I want to see supermarkets increase their use of the Welsh language on their own-brand products, and encourage producers from Wales to use the language on their packaging. This will strengthen the provenance of the produce, emphasise its quality and standard, and increase the visibility of the Welsh language in a simple and effective way.**

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### Focus on the data: across Wales

The language is not confined only to certain areas of Wales. There are a large number of Welsh speakers in the urban areas. According to the 2011 Census for example, there are 36,500 Welsh speakers in Cardiff. Support is not confined to Welsh speakers alone. Recent research showed that 85% believe that the Welsh language is something to be proud of.

The research shows that customers in the south Wales valleys are positive towards Welsh, with 62% noting that supermarkets should use the language as a matter of course. When analysing the data from other questions, a pattern can be seen where positive attitudes towards the Welsh language become apparent. 86% of respondents in the Valleys agreed that using the Welsh language showed respect towards Welsh culture, and 80% felt that it showed support for the community. These respondents also like to see the Welsh language on packaging, with 87% noting that it showed support for local producers.



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## Where next?

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As food shopping continues to develop and change, it is clear from this research that there are opportunities for supermarkets to respond and use the Welsh language creatively and innovatively. This section contains suggestions and recommendations for the future.

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### Technology and online



#### *Giving it a go:*

[Meet with the Commissioner's 'Hybu' team](#)

[Bilingual IT guidance document](#)

[Bilingual Design Guide](#)

As the shopping experience becomes increasingly tailored and personalised to the preferences of the individual, and as technology captures more information about shopping habits, there are numerous possibilities for the Welsh language. Supermarkets can tailor offers based on shopping habits: customers receive vouchers and offers for their favourite items through the post and, when shopping online, relevant suggestions appear with every click. As people become increasingly accustomed to sharing their shopping preferences, supermarkets' awareness of their customers is greater than ever. So why not take advantage of this move towards personalised shopping and respond to customers' language preferences?

Food shopping is multi-platform and location technology means that it's possible to know where people are as they shop. Why not introduce the Welsh language on these platforms in creative ways that also allows customers to access Welsh produce?

Shopping is also becoming a more 'social' experience in that shoppers are using social media to connect with brands and to share good and bad experiences. Considering that brands are seeking to create loyalty and long term support from their customers, the Welsh language has a role in extending the shopping experience to social media channels.

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## Where next?

### Developing the workforce



#### *Giving it a go:*

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[Get in touch with the National Centre for Learning Welsh](#)

[Assess staff skills](#)

[Encourage the use of Working Welsh](#)

[‘Recruitment: Welsh language considerations’ guidelines](#)

Supermarkets are important employers in Wales and their workforce is one of their most valuable assets. Staff should be proud of the Welsh language and be encouraged to use it with customers and each other. Recognising Welsh as a skill and increasing staff confidence will help create a Welsh environment in-store. Considering the Welsh language when recruiting new staff is also a way of increasing skill levels within the workforce, and demonstrate an understanding of its value.

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### Strategy and planning



#### *Giving it a go:*

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[Develop a Welsh Language Progress Plan](#)

[Free proof reading service](#)

[Share good practice within the sector](#)

The clear message from this research is that the Welsh language benefits business and is appreciated by customers across Wales. This is a chance for supermarkets to respond and put clear plans in place to incorporate the Welsh language into their activities and strategies. This can cover the ‘farm to the fork’ as there are opportunities to use Welsh creatively at every stage. If customers like seeing the language, and associate it with local produce, why not encourage suppliers to use Welsh on their packaging? Is it clear that own-brand produce comes from Wales?

The Welsh language provides excellent marketing opportunities with the potential to promote and celebrate local produce on St David’s Day, for example. How many supermarkets are aware of St Dwynwen’s Day (the patron saint of Welsh lovers), or the growing demand for Welsh greeting cards for every occasion?

By developing Welsh language strategies or policies, supermarkets can ensure that opportunities are not missed. Raising awareness among buyers will help them identify and give prominence to Welsh produce. Raising awareness among marketing teams would help them promote the supermarket on different platforms. And ensuring that managers and recruiters understand the value of the Welsh language as a skill will help them make the most of staff skills and abilities.

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## A word to close

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The research clearly shows that support and appreciation exists among all types of customers towards the use of the Welsh language by supermarkets. But what is the significance of these positive attitudes? The challenge for supermarkets now is to develop their existing offer and provide a more complete Welsh language service to customers.

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The Welsh language already plays a role in the activities of most supermarkets but this varies from company to company and from shop to shop. In some stores, the Welsh language offer from staff is clear. In others, customers aren't aware that it is available. Some supermarkets offer Welsh self-service tills, but these are not available in others. Labels declaring that produce is from Wales are prominent in some shops, but barely visible elsewhere. Does this inconsistency affect the customer and their use of the Welsh language? If supermarkets were to improve consistency – ensuring that Welsh language services are obvious and clear to customers – these favourable attitudes could develop into regular and positive behaviour and use of the language. By increasing the visibility of the offer, customers would feel more comfortable making use of the language in the supermarket.

Clear opportunities arise from this research for supermarkets to move ahead in a positive, creative and energetic way to respond to the public's enthusiasm for the Welsh language. I challenge the supermarkets to develop their existing offer, and to place the Welsh language on the agenda as they plan for the future – digitally, online and in their shops. This can help supermarkets establish themselves as market leaders, and create model of normalising the Welsh language to the rest of the retail sector in Wales.

I invite the supermarkets to come together to form a regular group or forum to discuss and develop use of the language in the sector. This can be facilitated by the Commissioner and would be an effective way to share good practice, recognise opportunities, in addition to any challenges, to strengthen the language in supermarkets.

The messages in this research are not only relevant to supermarkets. There is plenty of evidence here for retailers and high street chains of all kinds to see the advantage of using Welsh in their activities. I also call on food and drink producers. This is an opportunity to take advantage of the benefits the Welsh language presents.

I look forward to working with the supermarket sector in Wales to provide support and advice on how to achieve the possibilities presented by this research.

Meri M Jones

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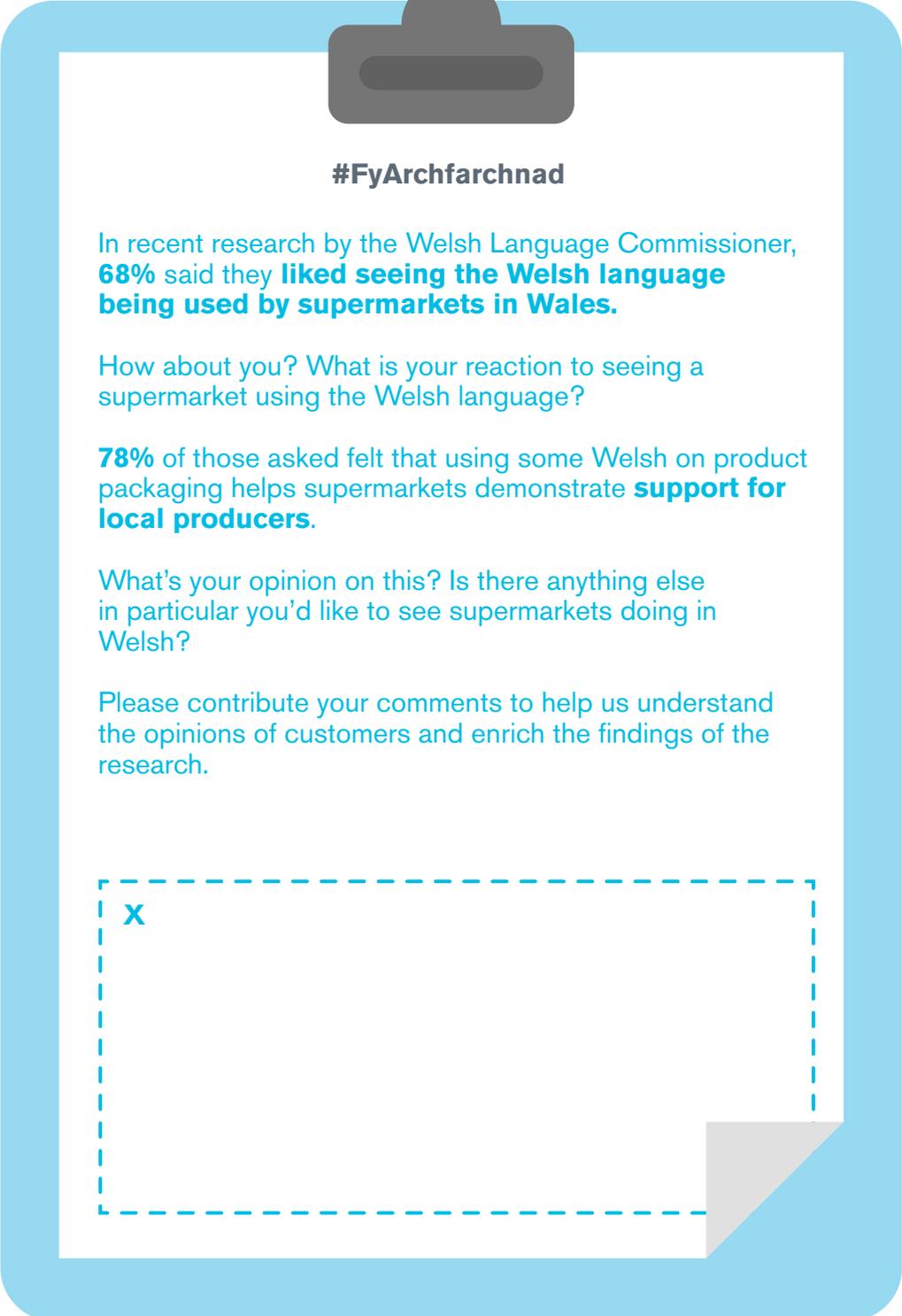
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## Appendix A

Below is a sample of what the public were asked to gain further evidence of their attitudes towards the use of Welsh by supermarkets.

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**#FyArchfarchnad**

In recent research by the Welsh Language Commissioner, **68%** said they **liked seeing the Welsh language being used by supermarkets in Wales.**

How about you? What is your reaction to seeing a supermarket using the Welsh language?

**78%** of those asked felt that using some Welsh on product packaging helps supermarkets demonstrate **support for local producers.**

What's your opinion on this? Is there anything else in particular you'd like to see supermarkets doing in Welsh?

Please contribute your comments to help us understand the opinions of customers and enrich the findings of the research.

X



Comisiynydd y  
Gymraeg  
Welsh Language  
Commissioner