

GCA Annual Survey 2023

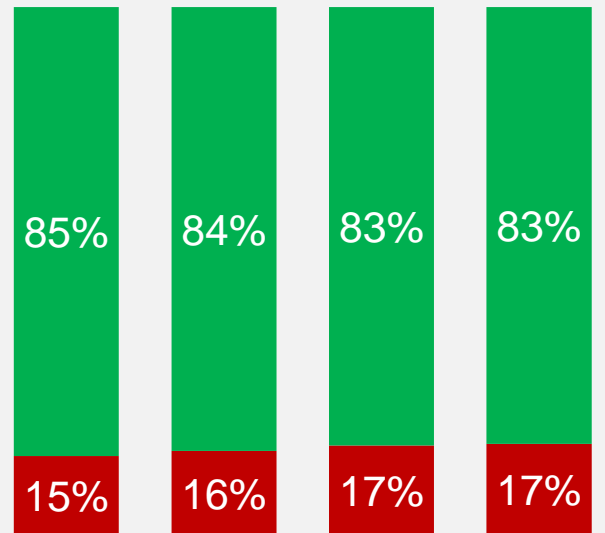


Groceries Code
Adjudicator

YouGov®

Awareness & understanding of the GCA

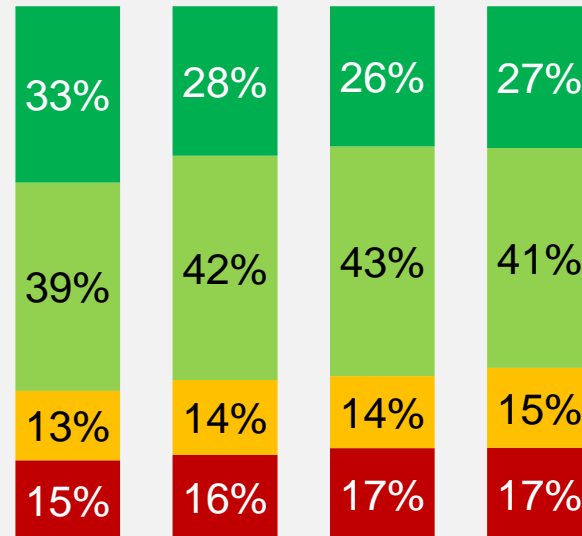
GCA awareness



2020 2021 2022 2023

■ Unaware ■ Aware

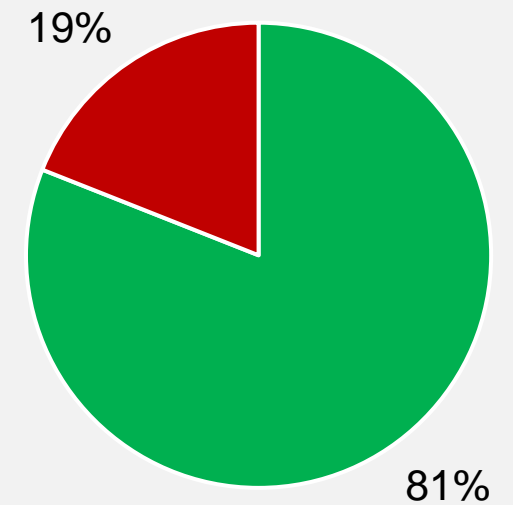
Understanding of the GCA's role



2020 2021 2022 2023

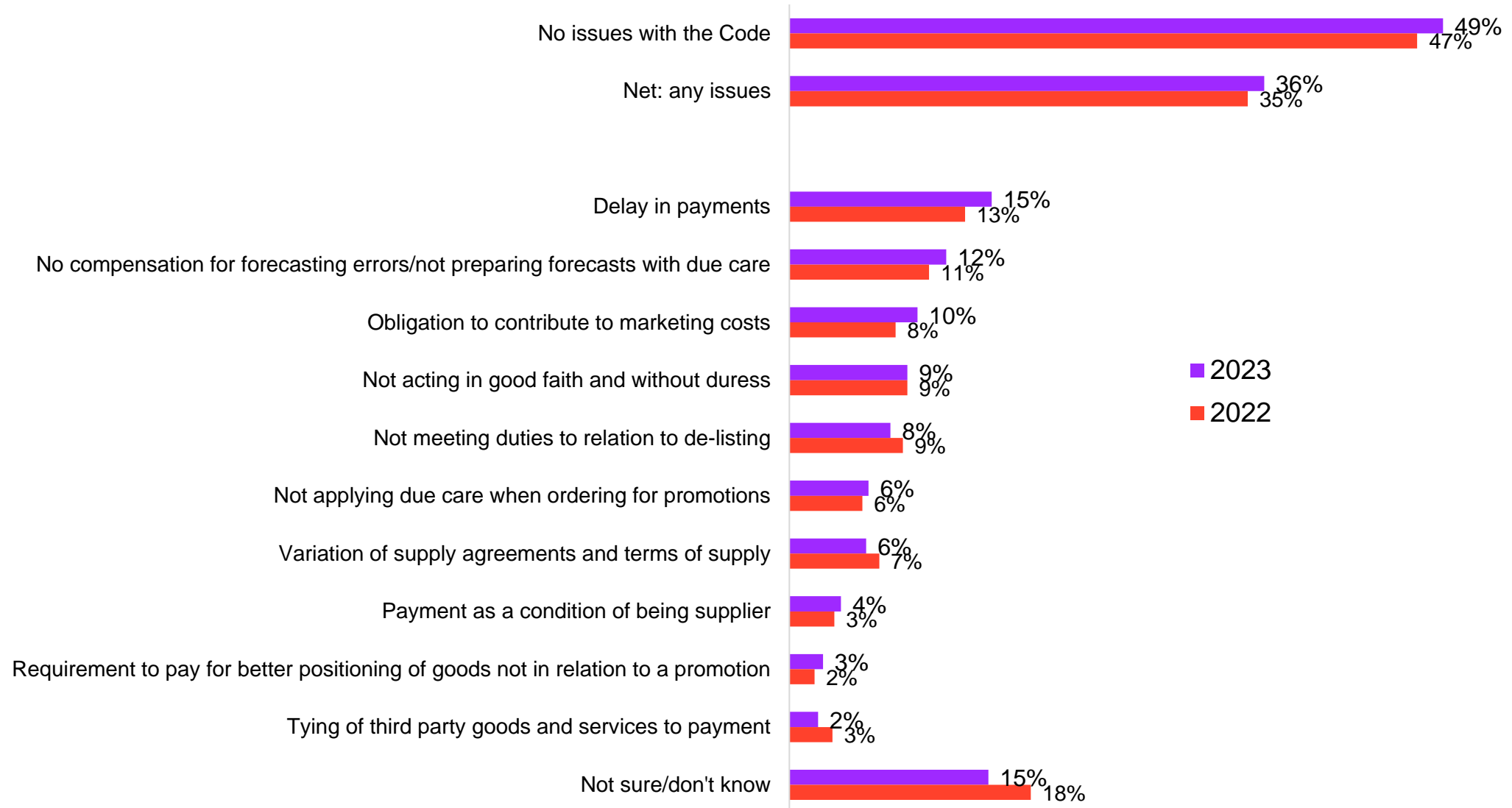
■ Unaware ■ Poor ■ Fair ■ Good

GCA confidentiality

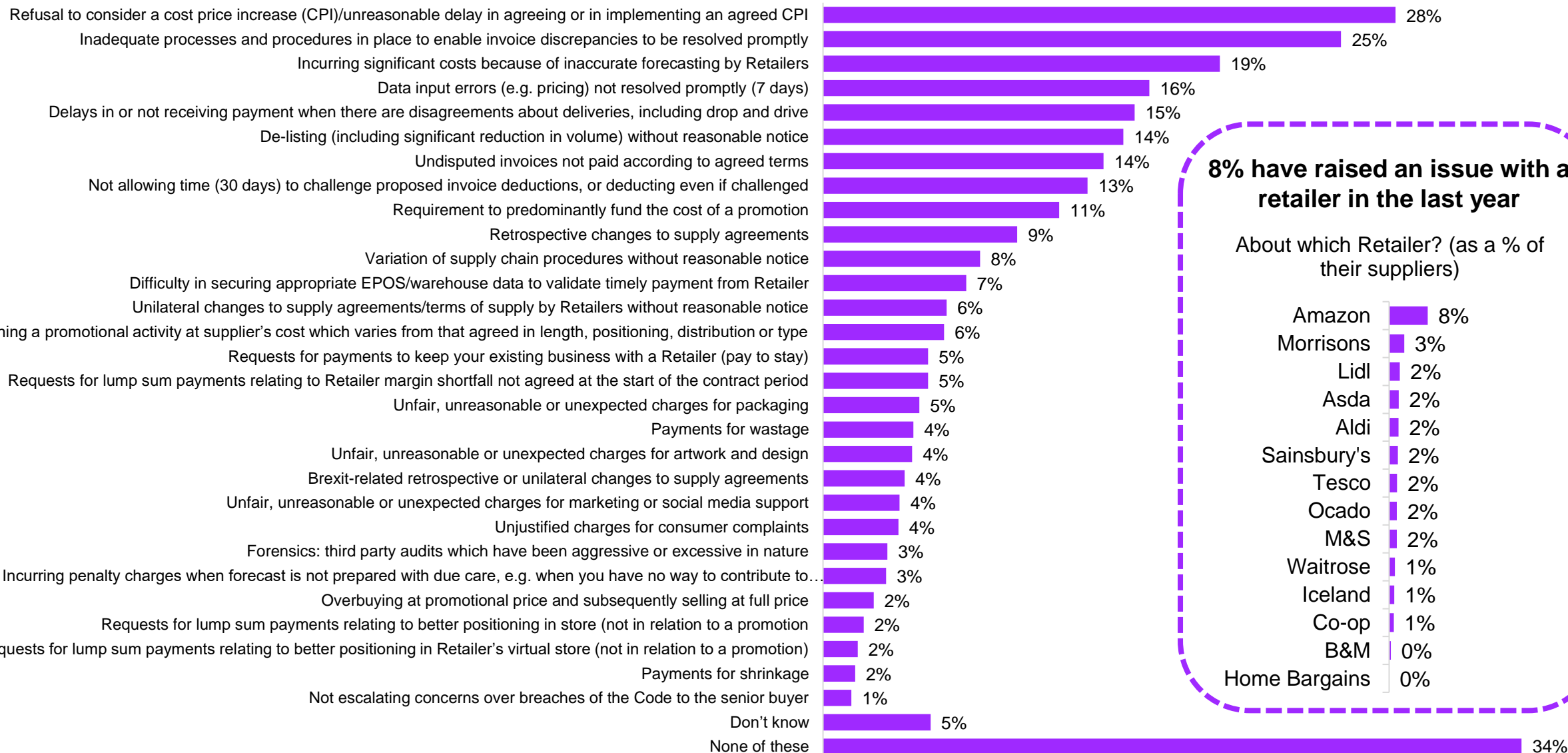


■ Aware ■ Unaware

Issues experienced in the past 12 months (in Code language)

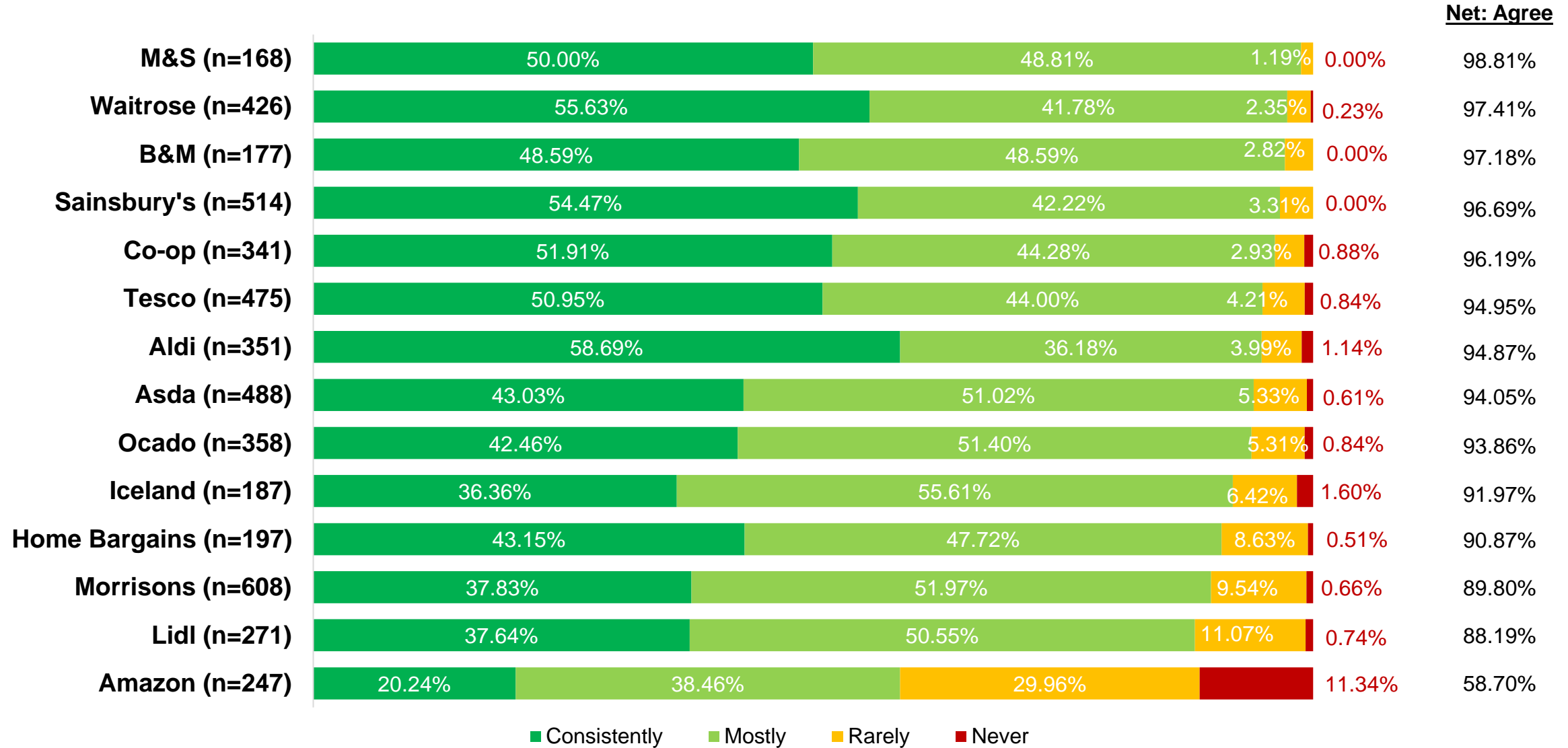


Issues experienced in the past 12 months (in supplier language)

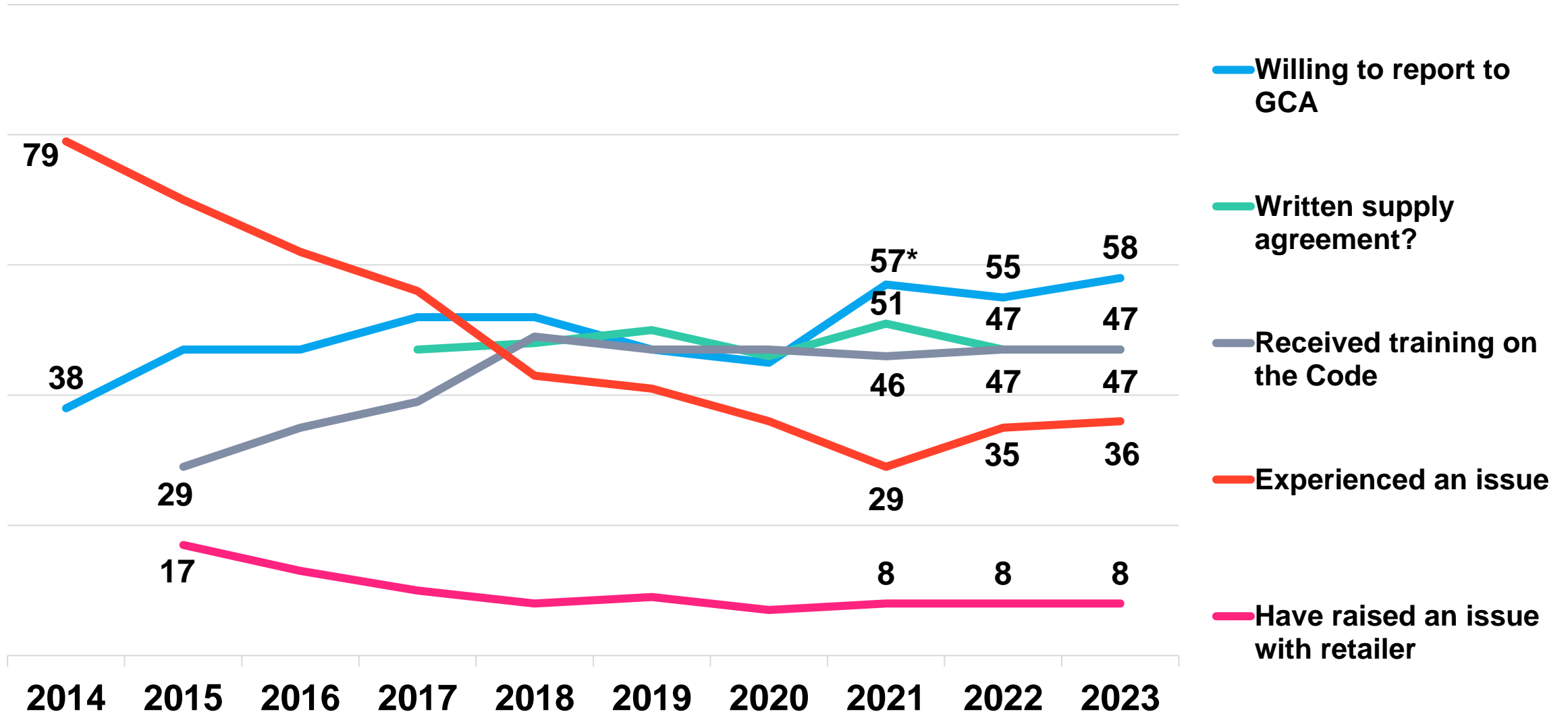


Overall assessment of compliance with the Code

Direct suppliers commenting on the retailers they have supplied in the past 12 months



Selected key trends 2014 to 2023



*Question wording changed between 2020 and 2021