

# Research report: Kesko and human rights – listening to customer stakeholders

January 2016

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Kesko and human rights

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**JOTTA KAUPASSA  
OLISI KIVA KÄYDÄ**

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# 1a

## Background and themes of the research



# Background to the research

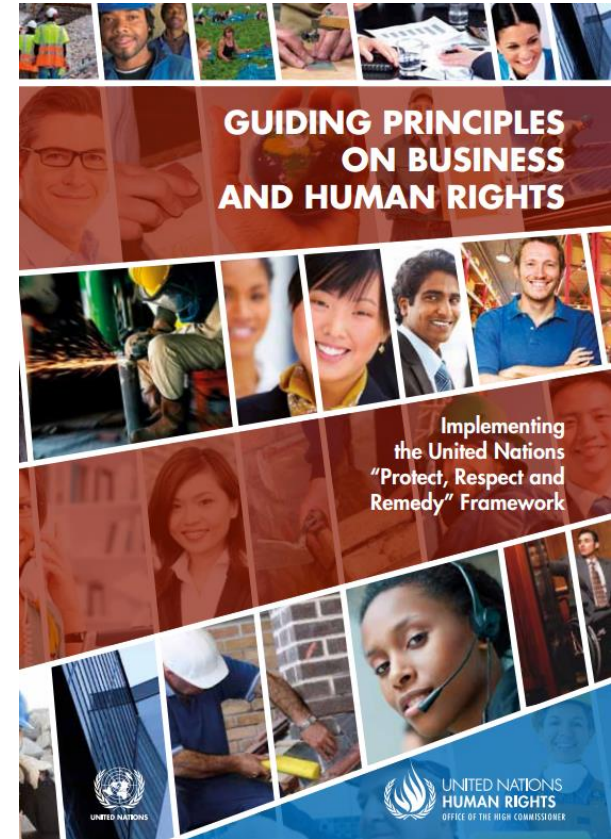
Kesko systematically evaluates whether human rights are implemented in its operations. This is based on Kesko's aim of respecting all internationally recognised human rights. Kesko aims to formulate procedures and practices so that human rights are respected throughout its operations.

In Kesko's view, the business has a salient impact on the human rights of four groups:

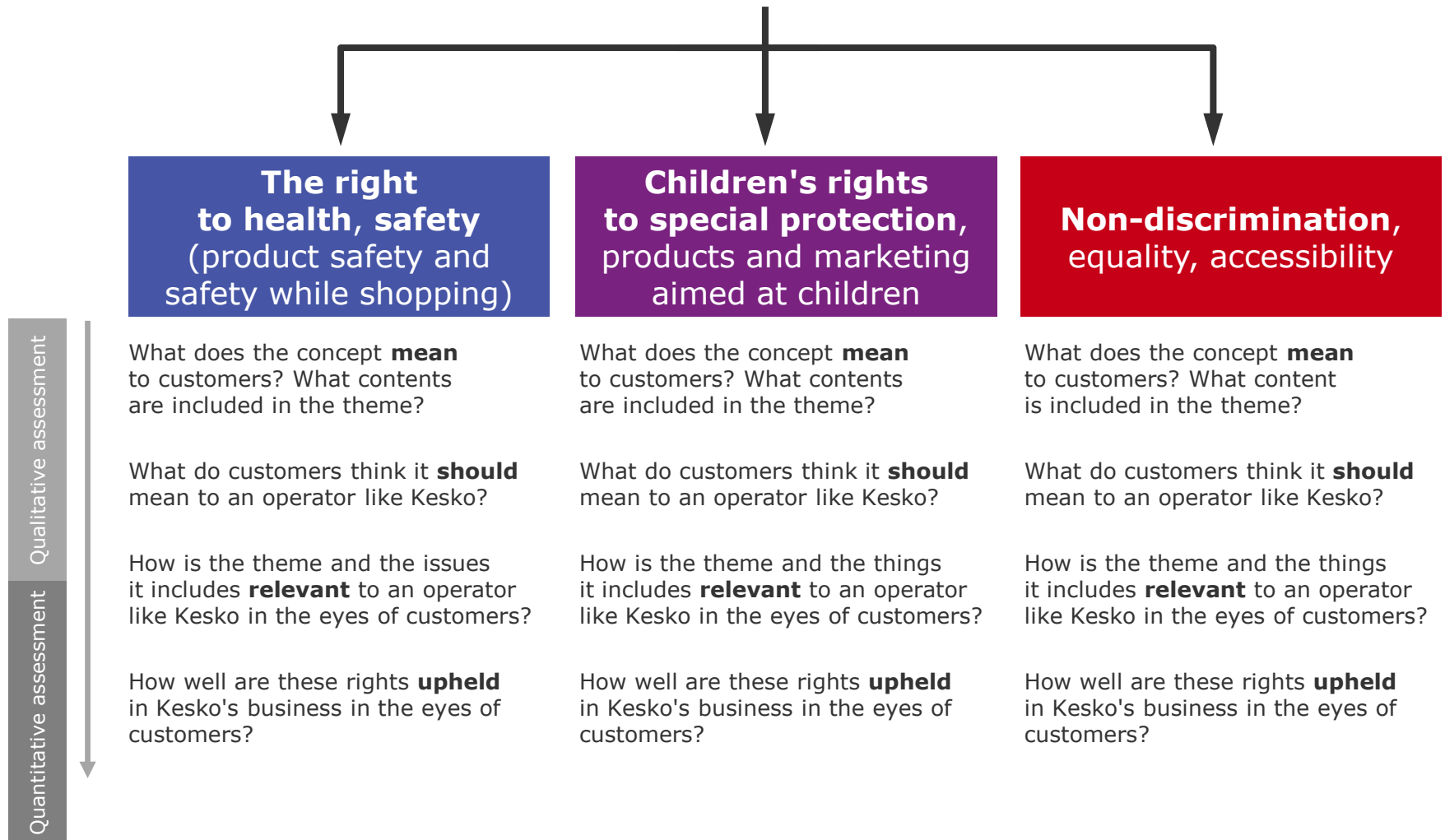
- Customers
- Personnel
- The communities in which it operates
- Purchasing chains

Kesko listens to its stakeholders' views on human rights and takes them into consideration when it develops its activities.

This research was carried out to ensure that the views and experiences of customer stakeholders are heard.



# Upholding internationally recognised human rights in Kesko's business – customer perspectives and experiences



Kesko and human rights –  
listening to customer stakeholders

# 1b

Summary and conclusions of the key  
results of the qualitative research



# Summary and conclusions of the key results of the qualitative research

1/3

Kesko has internally specified the potential ways in which its operations could impact its customers' human rights. Kesko considers the key potential impacts to be related to the following:

- **The right to health** – product safety and safety while shopping
- **Children's rights to special protection** – products and marketing aimed at children and young people
- **Non-discrimination**
- **Equality and accessibility** from the perspective of customers with disabilities

**The participants in group discussions agreed that the listed matters are the most important.** As such, it is reasonable to focus on these topics when evaluating the human rights impacts affecting customers.

There is a report focusing on each theme (presenting the results of the qualitative research) to provide more detailed information about the types of content provided for these concepts by the participants in group discussions – more detailed content that was used to target the quantitative research in the following phase.

# Summary and conclusions of the key results of the qualitative research

2/3

In the context of Finnish society and the trading sector, special emphasis was placed on **the human rights of people who differ from the majority of the population.**

As such, it is reasonable to focus on

- Analysing discrimination (particularly among people whose appearance indicates that they differ from the majority of the population)
- Analysing accessibility

These were the topics considered to cover factors most in need of improvement with regard to the way trading sector companies affect customers' human rights.

- In relation to discrimination, it is essential to ensure that **each customer is treated equally as an individual** and not as a representative of a group.
- It is important to offer customers **easy access to channels for reporting discrimination.**
- It is essential to evaluate accessibility as a whole by thinking about **shopping as a chain** in which every individual "link" should perform to at least a minimum standard that enables customers to continue shopping.
- It is also essential to approach **accessibility as a factor in a good, pleasant user experience that serves everybody, as well as** being in commercial interests.  
Above all, actions taken in the name of equality should themselves have **the minimum possible marginalising effect.** When such actions are taken, care should be taken to ensure that they do not result in special groups being unnecessarily distinguished from the majority of the population.



# Summary and conclusions of the key results of the qualitative research

3/3

From the perspective of the majority of the population, the participants in the group discussions found it more difficult to characterise questions of human rights and identify related problems. Discussion on "the right to health" and "children's rights to special protection" repeatedly returned to broader questions of **responsible entrepreneurship**.

- The discussion provided interesting new perspectives on opportunities for differentiating from competitors through **more extensive and active corporate responsibility practices than those currently in use**. There was considered to be a demand for such an approach and the commercial utilisation of genuinely responsible business activities was not avoided. The theme was often approached spontaneously from perspectives in which commercial and ethical interests meet.
- Influencing the consumption choices made by children and adults and encouraging more healthy alternatives emerged as key forms of active corporate responsibility. This resembles the internationally fashionable **nudge approach**\* in which analysis focuses on providing and enabling positive things rather than denying and preventing things considered to be negative. It was proposed that nudges towards sustainable choices be provided by marketing and pricing, while **product placement** within stores was also considered to play a key role.

\* cf. Thaler & Sunstein (2008) *Nudge: Improving Decisions about Health, Wealth, and Happiness*, Yale University Press; Halpern, David (2015) *Inside the Nudge Unit: How small changes can make a big difference*, Random House.

# 1c

Summary and conclusions of the key  
results of the quantitative research



# Summary and conclusions of the key results of the quantitative research

1/8

The research focused on two target groups:

**Kesko's customers** = Finns/population

**Special groups** = ethnic or national origin differing from the majority of the Finnish population, lack of Finnish language skills, or a disability or illness preventing participation in society on equal terms with others.

In the population sample, the following belonged to special groups:

- Illness/disability affecting equality: 8.5%
- Belonging to a group that may be subject to discrimination: 7.6%
- Respondents belonging to either or both of the groups made up 11% of the population sample

Proportion of consumers belonging to special target groups (%):



**One in nine customers belongs to a group that experiences factors that make shopping visits more difficult**

# Summary and conclusions of the key results of the quantitative research

2/8

- **Kesko was ranked slightly above ordinary Finnish companies** in terms of different human rights factors on a seven-step scale when the entire subject was evaluated
- The overall ranking can be considered at least reasonably good in view of the population as a whole
- However, in some respects, the ratings given by special target groups were well below those given by the population overall

Average assessments in both target groups: customers in general and special groups	Customers/Finns		Special groups:	
	Kesko	Finnish companies in general	Kesko	Finnish companies in general
Shopping is safe	5.7	5.6	5.4	5.3
Products and services are safe	5.6	5.5	5.3	5.3
Children have the right to special protection	5.3	5.2	4.9	4.7
The rights to non-discrimination, equality and accessibility are upheld	5.3	5.1	4.5	4.3

## Rating scale used for the statements:

- 7=Always
- 6=Almost always
- 5=Mostly
- 4=Sometimes/sometimes not
- 3=Mostly not
- 2=Almost never
- 1=Absolutely not
- Cannot say

**Kesko's customers** = Finns

**Special groups** = ethnic or national origin differing from the majority of the Finnish population, lack of Finnish language skills, or a disability or illness preventing participation in society on equal terms with others



# Summary and conclusions of the key results of the quantitative research

3/8

## Kesko's customers (population of Finland)

- **Kesko received the best ratings** for the following individual factors:

The results are averages	Population
It is safe to move around in stores	5.9
Payment terminals are easy to use	5.7
Good air quality in stores	5.7
Products are safe	5.7
Fruit and vegetable department has accessible equipment	5.6
Safety is not endangered by other customers	5.5
It is safe to move in designated areas	5.5
Age restrictions are strictly adhered to	5.5

■ 7=Always

■ 5=Mostly

■ 3=Mostly not

■ 1=Absolutely not

■ 6=Almost always

■ 4=Sometimes/sometimes not

■ 2=Almost never

■ Cannot say



# Summary and conclusions of the key results of the quantitative research

4/8

## Kesko's customers (population of Finland)

- **Kesko received the lowest ratings** for the following individual factors:

The results are averages	Population
Sufficient number of personnel to approach for help	4.6
Diverse personnel in terms of ethnicity or otherwise in terms of appearance	4.6
Different beliefs are taken into consideration in the product selection	4.7
Positive things are supported and actively highlighted	4.7
Healthy products are actively offered	4.7
Products for children are healthy for children	4.8
Products that are bad for children's health are not marketed	4.8
Products that are harmful to children are not marketed in a way that would appeal to children	4.8

■ 7=Always

■ 5=Mostly

■ 3=Mostly not

■ 1=Absolutely not

■ 6=Almost always

■ 4=Sometimes/sometimes not

■ 2=Almost never

■ Cannot say



## Special target groups

- **Kesko received the best ratings** for the following individual factors:

The results are averages	Special target groups
Products are safe	5.3
Safety is also taken into consideration in abnormal circumstances	5.2
Equal treatment of people whose appearance differs from that of the majority of the population: Checkouts	5.2
Disabled parking spaces near the entrance	5.2
Safety is not endangered by other customers	5.2
Age restrictions are strictly adhered to	5.2
Good air quality in stores	5.2
Clearly marked queuing devices/practices for service counters	5.1

- 7=Always
- 6=Almost always
- 5=Mostly
- 4=Sometimes/sometimes not
- 3=Mostly not
- 2=Almost never
- 1=Absolutely not
- Cannot say

## Special target groups

- **Kesko received the lowest ratings** for the following individual factors:

The results are averages	Special target groups
Information about accessibility to stores is available online	4.0
Shop fittings are hassle-free for people with limited mobility	4.0
Sufficient number of personnel to approach for help	4.1
Accessibility to local stores has also been addressed	4.2
Diverse personnel in terms of ethnicity or otherwise in terms of appearance	4.2
Different beliefs are taken into consideration in the product selection	4.2
Aisles and other store spaces are always accessible	4.2
Health promoting products are actively offered	4.3

■ 7=Always

■ 5=Mostly

■ 3=Mostly not

■ 1=Absolutely not

■ 6=Almost always

■ 4=Sometimes/sometimes not

■ 2=Almost never

■ Cannot say



# Summary and conclusions of the key results of the quantitative research

7/8

The evaluations of individual factors can be considered reasonably good in general. If the criterion is a grade of 5 (average = at least "Mostly").



**According to the ratings given by the population as a whole, improvements are expected in 15 of the 55 factors studied**



**According to the ratings given by the special groups, improvements are expected in 45 of the 55 factors studied**

When individual factors were analysed, it was found that

- Young (aged 15–24) and old (aged 65+) respondents felt that they were treated almost equally with other Finns
- The group of people with reduced mobility/abilities evaluated various factors fairly closely to the general evaluation of special target groups
- Some individual features, such as belonging to an ethnic or national group that differs from the majority of the population, a lack of language skills, visual impairment or weak eyesight, caused ratings to be clearly lower

# Summary and conclusions of the key results of the quantitative research

8/8

Conclusions from other consumer studies completed by TNS Gallup and Kesko:

Why is it important in terms of future business to ensure product safety, safety while shopping, children's rights to special protection, non-discrimination, equality and accessibility?

1. The target group for which these are essential factors constitutes 11% of the consumer base
2. In general, ease of shopping is an important criterion for consumers when selecting a store. This is highlighted from year to year and investments in this area will benefit the entire customer base
3. Consumers increasingly choose stores/products that are compatible with their own values – companies and products that operate ethically are preferred
4. When companies invest in improving the shopping experience for special target groups, the investment is noticed and the company receives appreciation and sympathy



# 2

## Methods used for the research

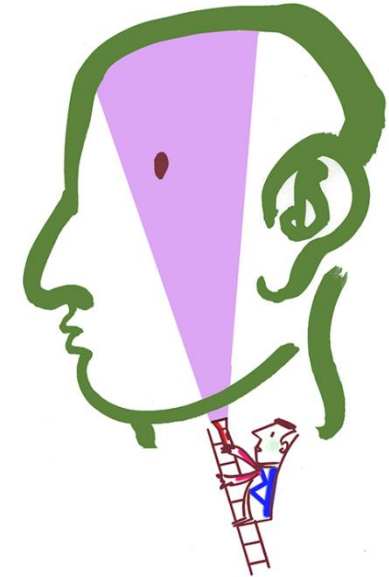


# Methods used for the research

Customers' experiences of the way Kesko upholds human rights in its business were studied using qualitative and quantitative research methods:

- **A qualitative study** was carried out to gain an understanding of customers' viewpoints on the significance of each individual human right for an operator like Kesko. Qualitative material was obtained from group discussions and related preliminary assignments.
- **A quantitative study** was carried out after the qualitative study. It enabled an evaluation of customers' perspectives on Kesko's success in implementing human rights in its operations. The content of the research was defined on the basis of the qualitative study and other available material.

The research focused on Kesko's activities in the following divisions: groceries (emphasis), home and speciality goods, and household goods.



# Realisation of the qualitative research

**Qualitative material was obtained from group discussions and related preliminary assignments.** The qualitative phase supported the design of the questionnaire for the quantitative study by providing an understanding of customers' perspectives on the issues that Kesko should focus on in relation to human rights.

Material was obtained and processed as follows:

- 3 group discussions between 2 and 4 November 2015: a total of 21 participants; duration of 2 hours/group discussion; before the discussions, the participants completed a preliminary assignment where they provided observations and experiences related to the issue. Two group discussions were also attended by experts in the relevant themes; they were involved in the latter phases of the discussion to provide their comments and expand the scope of the discussion from an expert's viewpoint.
- 1 small group discussion on 30 October 2015 with experts on disability: 4 participants; duration of approximately 90 minutes.
- The participants were recruited from the TNS Forum panel and via organisations.
- The consumer participants received a gift voucher worth EUR 50 (Kesko) for their participation. The experts who participated in the small group discussion were offered a gift voucher worth EUR 60 – two of the four participants accepted their vouchers.
- The group discussions were moderated by Antti Rannisto, Senior Insight Consultant from TNS Gallup's qualitative unit, who also analysed and reported the qualitative material.
- Data was collected and processed in accordance with the SFS-ISO 20252 standard.

# Realisation of the qualitative research

The research themes were handled in group discussions with the following emphases:

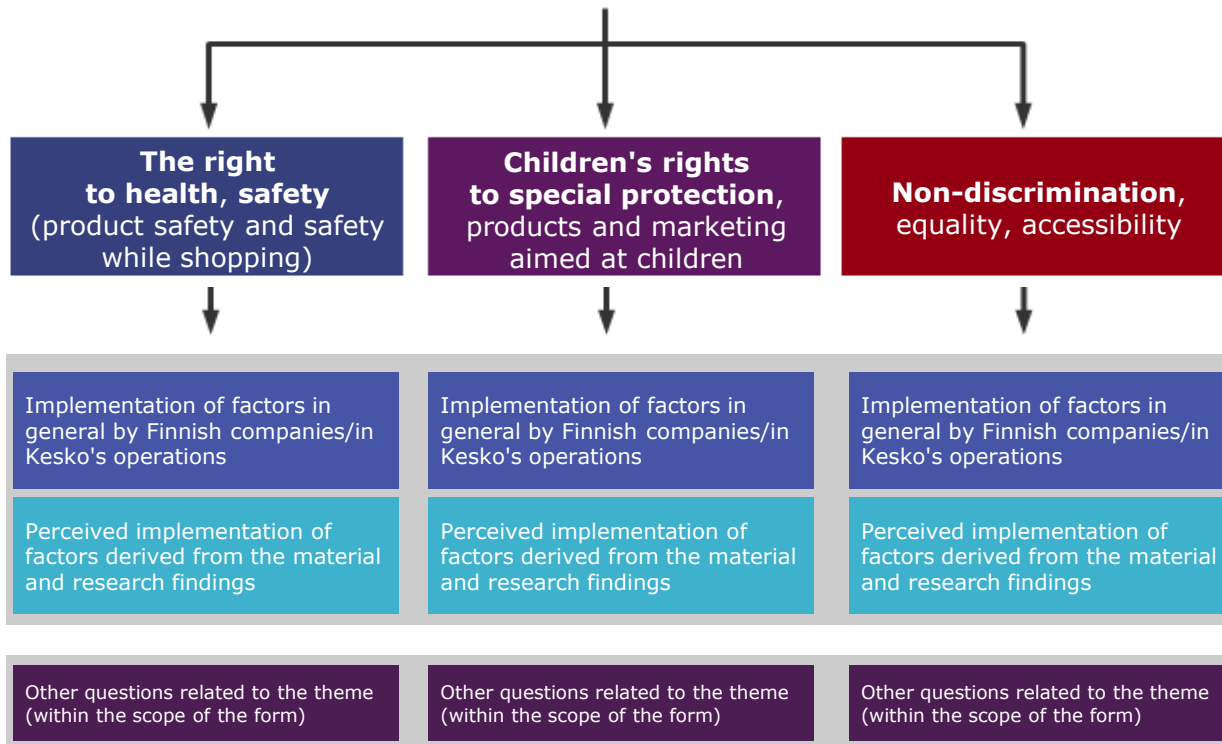


# Quantitative research

## Content of the form

The form is divided into three question types under each human rights theme:

1. Implementation of the human right in question by Finnish companies in general in comparison with implementation in Kesko's operations.
2. Implementation of different individual factors in Kesko's operations
3. Open-ended question: in which circumstances has Kesko acted particularly well and in which circumstances has it acted particularly badly?



The qualitative research identified several areas that could be considered of greater relevance in regard to good commercial practice, corporate responsibility or good service rather than themes for discussion on the subject of human rights. However, together with the client, a decision was taken to include different factors to the broadest possible extent. When the results are analysed, factors can be evaluated from different perspectives.

# Quantitative research

## Target groups

### Customers/General public

The first target group of the research is Kesko's customers. In this case, the group forms in practice a representative sample of the Finnish population. Background information can also be used to separate out several target groups, such as families with young children, from this sample.

To reach the target group, we propose that the survey be carried out on TNS Gallup Forum, which can provide a representative sample of the Finnish population over the age of 15. The panel includes approximately 50,000 respondents to select from.

If the objective is to obtain a picture of the viewpoints and opinions of Kesko's customers in Finland with a reasonable degree of certainty, a sample size of 500 is sufficient.





# Quantitative research

## Target groups

### Customers/Special target groups

The second target group in the research is Kesko customers who have special requirements as customers of Kesko for physical or cognitive reasons.

The aim is to design the form in such a way that the same form can apply to the greatest possible extent to the general public and to target groups of people with disabilities or organisations/persons who can be considered to represent the experiences of people with disabilities. This was also done because the basic sample of Finns will include respondents who fulfil the criteria of this target group.

To build up a sample of this target group, we propose contacting various organisations in order to reach respondents. To obtain a view, it is necessary to reach out to 15–20 experts and 50–100 people who have these special needs.

The plan will be subject to further specification during the qualitative research phase.



### Special target groups

including people who may be treated differently for any of the following reasons:

- Ethnic or national origin (differing from the majority of the Finnish population)
- Religion or ethnic background that strongly affects the way people dress such that they stand out from the majority of the population due to clothing
- Lack of Finnish language skills
- Disability or illness preventing participation in society on equal terms with others

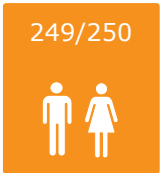
# Quantitative research, implementation

## A. TNS Gallup Forum survey



Target group  
Sample

- 500 responses



Sampling

- Representative sample of Finnish people: region, gender and age
- Weighting in accordance with population distribution



Data collection method

- Data is collected and processed in accordance with the ISO 20252 standard



Survey form  
Designed as the qualitative research progressed and findings were prepared



Results and presentation

# Quantitative research, implementation

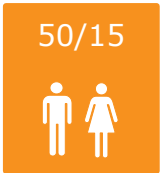
## B. Web survey



Target group  
Sample

- 50–100 respondents with special needs as Kesko customers
- 15–20 expert respondents from different organisations

-> 67 realised  
-> 41 realised



Sampling

- no weightings responses are examined as a whole



Data collection method

- Data is collected and processed in accordance with the ISO 20252 standard



Survey form

To be designed as the qualitative research progressed and findings are prepared



Results and presentation



Kesko and human rights

# 3

## Results of the qualitative research



# Significance of human rights as experienced by respondents – in quotes

*Perspectives highlighted during group discussions*

*"In Finland, these [human rights] are upheld rather well. They may not be that necessary in Western countries. They are needed elsewhere."*

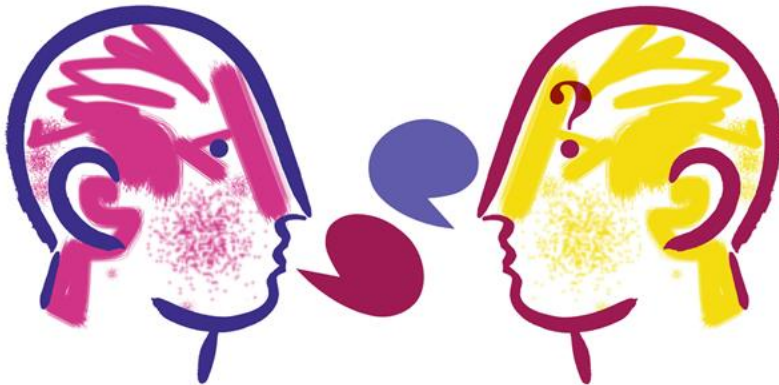
*"There is a historical basis to this. There have been people in very unequal positions, there have been slaves and a class society. ... In this respect, Finland has made a lot of progress very quickly in 100 years."*

*"This is what human rights are for – to ensure that people start on an equal footing."*

*"Human rights should be equivalent to equality in the sense that we are all born with the same rights as people, we are on the same level..."*

*"Everyone should be treated as an individual and there should be no prejudices."*

*"We still presume that we have a welfare state, that we have no problems with basic human rights, that everything is in good order but you only need to scratch the surface to find problems."*



# Significance of human rights as experienced by respondents in general

*Perspectives highlighted during group discussions*

**In group discussions, the essence of human rights was considered to be aspiring to equality: ensuring equal treatment for different people.** The significance of human rights was often seen from historical and global perspectives – the relevance of human rights was considered greater in former times and in countries where the government and laws do not facilitate human rights. As such, human rights were primarily seen as protecting citizens from potential abuses by government or failure to control the implementation of human rights.

**In the context of (present-day) Finnish society, human rights were considered simultaneously close and distant:**

- Close because they were considered fundamentally important
- Distant because it was considered that human rights are generally upheld in Finland

**However, discrimination was thought/perceived to take place in Finland,** particularly by people who do not belong to the majority of the population, such as people with disabilities and minorities whose appearance clearly indicates that they belong to a minority group.

- As regards people with disabilities, the discussions highlighted questions of accessibility and equality in terms of societal participation, as well as the (well meaning but) objectified status caused by patronising.
- As regards other minorities, the discussions highlighted the treatment of people (not as individuals but) as representatives of such a broader group of people that may be subject to negative prejudices.

# Human rights and the trading sector – from the perspective of the majority of the population

*Perspectives highlighted during group discussions*

*"I'm sure it's pretty much invisible in a shop. I don't think about it when buying products."  
"The problem [breaches of human rights] feels so far detached that I don't consider it my problem."*

When the matter is assessed from the perspective of the majority of the population, discussion on the human rights impacts of the trading sector's activities in relation to its customers highlighted thoughts **of the distant nature of the theme in the context of Finnish society**.

In the groups that focused on the themes of "the right to health" and "children's right to special protection", the discussion shifted spontaneously

1. to themes more loosely related to human rights – ethics, responsibility and good commercial practice –
2. away from the customer's perspective and towards questions of goods production and workers' rights.

This could be interpreted as meaning that the participants found it difficult to identify serious breaches of human rights in the Finnish trading sector affecting customers representing the majority of the population. However, the discussion highlighted several interesting viewpoints on corporate responsibility, particularly those related to how the trading sector could strive to actively support choices of healthy products and prevent harmful products from being chosen.

# Human rights and the trading sector – from the perspective of people not from the majority of the population

*Perspectives highlighted during group discussions*

*"On one large chain of stores, it said 'No Romanies allowed inside'. ... I come across these things every day, I know how to read people's reactions. ... If they are really rude about it then I won't go back to that shop."*

*"Several small convenience stores that would otherwise be accessible [for people with reduced mobility] are difficult because of the cramped spaces and entrances."*

*"Refusing to make reasonable adaptations is discrimination. It's quite a fundamental thing."*

**Questions related to discrimination and accessibility were considered relevant to the trading sector in Finland.** The human rights impacts of the trading sector in relation to customers were considered primarily related to these questions.

In relation to discrimination and accessibility, the discussions highlighted

- attitudes (customer service) and
- material factors (the actual environment in the shop).

In relation to discriminatory attitudes, the discussions highlighted the **Romany population** and other groups whose appearance or behaviour clearly differs from that of the majority of the population. However, young people who are included in the majority of the population were also considered to suffer discrimination in shops. Human rights challenges related to these factors were seen in customer service and in the actions of security guards. In relation to material discrimination, the discussions highlighted opportunities for **people with disabilities** to visit shops.



# Human rights and the trading sector – from the perspective of people not from the majority of the population

*Perspectives highlighted during group discussions*

The experts highlighted the importance of **new Non-discrimination Act** enacted at the beginning of 2015 as it contains new obligations for grocery trade stores and companies in general to ensure that human rights are implemented.

The general view of the experts and the consumers was that the attitudes and material environment in shops should enable **equal opportunities for shopping regardless of whether the person belongs to the majority of the population or not.**

The importance of non-discrimination and accessibility are examined in more detail later in this report.

# Human rights vs. commercial interests

## *Perspectives highlighted during group discussions*

*"Stores think using a life-cycle model, customer relationships from birth to old age, when you think about it from that perspective then getting people to buy healthier stuff will keep them buying for longer. If you look at the life cycle, one person may live ten years longer than another. Which is more profitable for the store? There is financial reasoning behind this."*

*"[I]t's precisely this subject-object thinking – is a disabled person a potential customer or are they always some sort of special cases? – is it patronising and caring or are they seen as customers like every other customer?"*

The group discussions considered the compatibility of human rights and commercial interests. A perspective was often put forward whereby **human rights should not be seen as something that is opposed to commercial interests.**

Viewpoints were highlighted in regard to

- 1. corporate responsibility as a source of competitive advantage**, a means of building a brand and differentiation
- 2. accessibility as a means of empowering consumers**, including customers who differ from the majority of the population (e.g., people with disabilities).

Some respondents hoped that Kesko would differentiate itself and build its brand by making use of these opportunities: in the grocery trade there was considered to be space for a store brand that makes more extensive, more comprehensive use of corporate responsibility.

# An active perspective on corporate responsibility

*Perspectives highlighted during group discussions*

**In relation to positive differentiation of the brand, the group discussions included mention of a new, active approach to corporate responsibility.** A store operating in this way was considered to actively support positive choices with long-term benefits for customers.

- This perspective resembles the internationally fashionable *nudge approach*\* whereby effort is made to design the environments in which choices are made (such as store environments) so as to encourage people to make choices that are deemed beneficial (e.g., to health).
- In such cases, stores would adapt the way they use their premises, product placement, pricing, communications and marketing to actively promote healthy, responsible product choices and decrease the choices of other products.

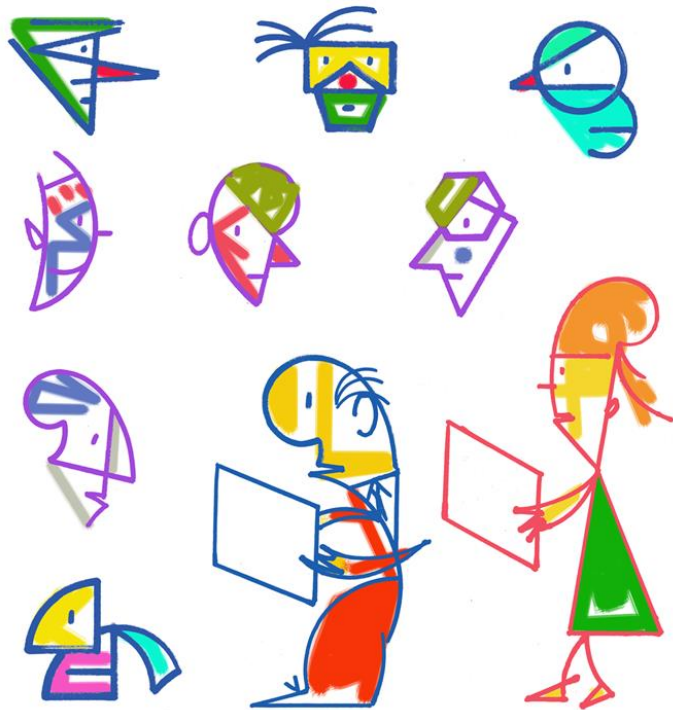
**The question of service accessibility was also seen as a means of empowering consumers.**

- Discussion about people with disabilities highlighted the problem of the general way of speaking to and treating people with disabilities as a group requiring special assistance. In situations where a company's relationship with its customers is generally accepted as commercial in nature, *the very act of applying non-commercial thinking to a specific group of people has the effect of marginalising them.*
- Rather than being seen as passive recipients of assistance, customers with disabilities hoped to be seen as **active consumers** whose full empowerment as consumers only requires stores to make certain changes to their premises and communications. In such cases, the target of the store's corporate responsibility activities are active consumers who are enabled to act in a way that benefits the company commercially.

\* cf. Thaler & Sunstein (2008) *Nudge: Improving Decisions about Health, Wealth, and Happiness*, Yale University Press; Halpern, David (2015) *Inside the Nudge Unit: How small changes can make a big difference*, Random House.

# Corporate responsibility as a competitive advantage – in quotes

*Perspectives highlighted during group discussions*



*"K-stores in comparison with S-stores, which have approached this competitive climate with very aggressive pricing ... the quality of service and responsibility for this shared society – that could be emphasised. ... [I]t could benefit everyone in the long run, it could be seen as a common thing alongside price competition, which everyone engages in."*

*"Of course, products must be available to several groups, also in terms of pricing. Lowering the prices of the right products so as to nudge people towards the right choices in-store too. Stores shouldn't try to do things in the same way as everyone else; they should find their own strengths."*

*"Kesko has different store types. It could think about branding one of these store types so that it thinks more about product placement. The store type category is so big that it could experiment to see what it could create."*

# 'The right to health' – key matters to be noted

*Perspectives highlighted during group discussions*

When trading sector companies strive to uphold essential human rights in relation to their customers, the factor of 'the right to health' elicited the following comments from participants in group discussions:

## **The products themselves**

- The products on sale must be safe for consumers.

## **Information factors applying to products**

- Clear product information and descriptions are provided in a clear and comprehensible manner.
- The information provided about products is reliable and not misleading (necessary information with regard to safety/health).

## **Shopping in stores**

- In relation to shopping in store environments, care must be taken to ensure the safety of the building itself, the walkways and car parks.
- Attention should also be paid to healthy air quality in the store.
- Care must be taken to ensure that customers do not cause a security risk to each other and preparations must be made for situations involving dangerous behaviour.

# 'The right to health' – key matters to be noted

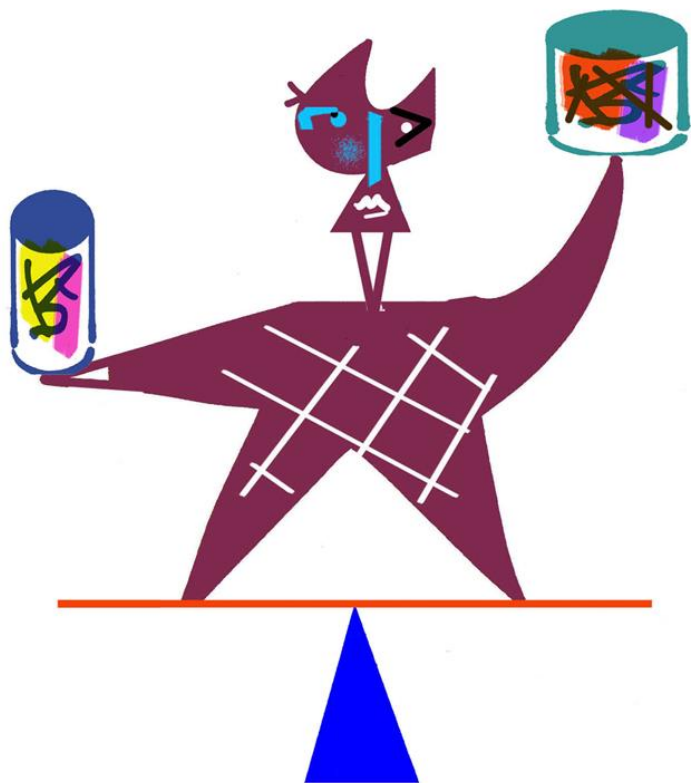
*Perspectives highlighted during group discussions*

## **Responsibility for promoting health and taking beliefs into account**

- Attention shall be paid to practices related to the presence, offering, placement and marketing of potentially hazardous or dangerous products (particularly tobacco, sugar, alcohol; cf. 'nudging approach' as referred to previously).
- Attention shall be paid to practices related to the presence, offering, placement and marketing of healthy products – an active approach shall be taken to promoting health among different consumer groups.
- Pricing should be utilised so as to enable healthy food to be purchased, even by less wealthy customers.
- Taking different beliefs into consideration in a reasonable way in the product selection and product presentation.

# 'The right to health' – quotes on nudging people towards healthy choices

*Perspectives highlighted during group discussions*



*"If we're thinking about the right to health and want to highlight it and encourage people, it would be a sign that we're heading in the right direction at least, a better direction [in terms of product choices]."*

*"For example, two foods could be placed side-by-side so the price can be compared. How much does it cost to feed a family of four on sausage and chips versus something healthier? People would see the alternatives there in the store – is it actually more expensive or cheaper? Next to the box of sweets and chocolates there could be a sign: 'What about a healthier alternative at the same price?' People could be given information that not everyone necessarily has. You can't presume that customers know everything."*

*"The right to health – how can stores guarantee that everyone can afford and is able to buy healthy goods? They are able to purchase goods from their value chain and they play a role in terms of pricing and what is included in the price. Products could be brought into the store to ensure that everyone could afford healthy food. You would not always need to take the pack of sausages, chips, meatballs, tin of pea soup, which are cheap. Could some type of campaign be run? On this day you could get this..."*

# 'Children's right to special protection' – key matters to be noted

*Perspectives highlighted during group discussions*

When trading sector companies strive to uphold essential human rights in relation to their customers, the theme of 'children's right to special protection' elicited the following comments from participants in group discussions:

## **Products for children**

- Products and packaging offered to children are safe for children.
- Products offered to children are healthy for children.
- The age limits for products that are harmful to children are monitored carefully (energy drinks in addition to tobacco and alcohol).

## **Product display and placement and other communication materials in-store and in marketing**

- The objective should be that children are not exposed in-store to products and communications (such as images) that are harmful to children.
- It is essential to pay attention to (1) the checkout environment (queuing) and the (2) marketing of products that are harmful to children in a way that appeals to children (e.g., comic book heroes and merchandise, etc.).
  - Limiting aspect: hiding harmful/inappropriate things from children.
  - Productive aspect: promoting choices of positive things (such as products that are healthy for children) and actively highlighting these in-store and in marketing.
- The principles set out above are applied comprehensively, including to marketing targeting children, taking into account the fact that children have an underdeveloped ability to read advertising critically.



# 'Children's right to special protection' – in quotes

*Perspectives highlighted during group discussions*



*"Of course, the authorities have now intervened in tobacco products. They have been hidden in Finland. Stores did not take responsibility for this themselves: they had to be forced. Thinking about the safety of our children, stores stock other product groups that may not be great for children. Stores could give some thought to what should be kept on display and how it should be displayed."*

*"I'd like to see more attention paid to product placement and advertising – for example, healthy products at checkouts instead of sweets. I'd like to see more attention paid to age limits with things like energy drinks."*

*"Some stores have restricted them – they don't sell them to people below a certain age, which is excellent. They could basically be for people aged 18 plus."*

*"In the area of advertising and marketing, if you think about figures, depending on the source, children need to be 8–12 years old before they can understand the meaning of advertising and realise that they are really trying to sell this product. It is not the same thing as a fact. Adverts are not facts. I don't know whether they should be protected from this but it's good for families to be aware that children see adverts in a different way to adults."*

*"It's good to promote marketing of healthy products."*

# 'Non-discrimination' – key matters to be noted

*Perspectives highlighted during group discussions*

When trading sector companies strive to uphold essential human rights in relation to their customers, the topic of 'non-discrimination' elicited the following comments from participants in group discussions: The participants thought the guiding principle should be to treat each customer equally as an individual and not as a representative of a group with which he/she may be associated on the basis of external appearance.

## **Groups at risk of discrimination**

- The risk of discrimination was considered greater in smaller towns and villages where the population is more homogeneous, ethnically and otherwise.
- The following groups were considered more likely than others to experience discrimination:
  - Ethnic minorities – particularly those with clear external signs that they belong to a minority; Romany people are at particular risk of discrimination in stores
  - People with disabilities who may behave differently from the majority of the population
  - People recovering from mental illnesses who may behave differently from the majority of the population
  - Other minorities with external signs that they belong to a minority
  - Children and young people (others often turn a blind eye to discrimination against this group because the discrimination is considered to affect a transitional life phase)
  - Old people

# 'Non-discrimination' – key matters to be noted

*Perspectives highlighted during group discussions*

## **Shopping and customer service situations are key**

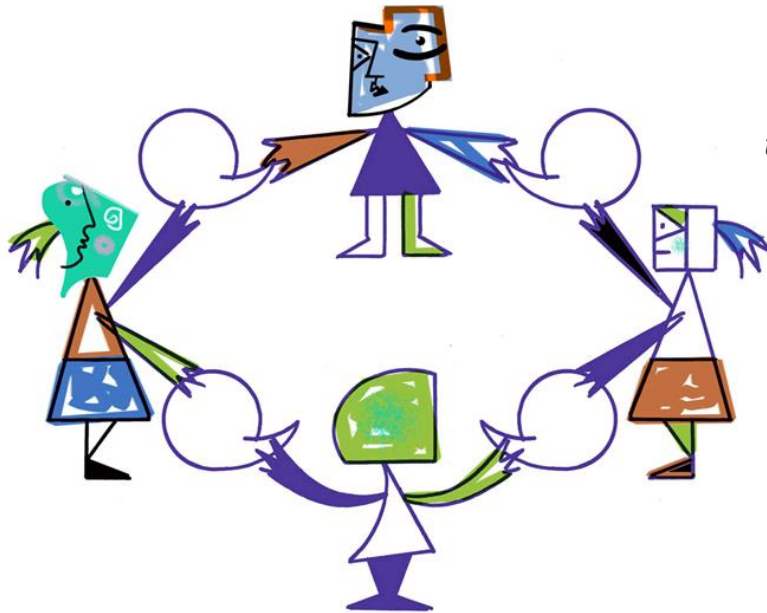
- It is essential that people whose appearance differs from the majority of the population are treated equally and receive service with a positive attitude in stores, at customer service points and at checkouts.
- When service is evaluated and developed, it is important to pay attention to the operation of the personnel and, in particular, the security guards (outsourced security service).

## **Key factors for intervening in discrimination**

- Ensuring that outsourced security services do not discriminate (selection, monitoring, sanctions).
- Offering visible, easy, quick and effective feedback channels for reporting incidents of discrimination; this is essential because it may feel complicated, awkward or otherwise difficult to report discrimination.
- Training for personnel to help in understanding different customer groups and treating customers equally.
- Ensuring diversity among personnel; when there is a diversity of ethnicities and appearances among the personnel, minorities find it easier to shop and an atmosphere of equality is created.

# 'Non-discrimination' – in quotes

*Perspectives highlighted during group discussions*



*"All customers must be treated in the same way:  
with dignity and respect."*

*"It's quite noticeable at the checkout. One day, a customer hadn't weighed a bunch of bananas and the checkout assistant just explained the process in Finnish, even though it was apparent that the person didn't speak Finnish. Then the assistant went stomping off in a bad mood to weigh them. That's a highly noticeable example."*

*"The Helsinki region is so multicultural – Espoo too – if we're thinking about discrimination and unequal treatment, you don't come across it every day here, whereas you may if you go further inland and visit smaller towns or villages."*

*"Nobody should be suspected just because of their appearance: security guards take note."*

*"If the security service is outsourced, it's important to remember monitoring and image in this regard."*

*"Maybe it's just that people want to be ... nobody wants to be a difficult person. People don't want to press charges for this reason. They may feel that they're not accepted, that they're difficult. I'd rather be a pleasant person who puts up with a bit of discrimination. That often happens."*

# 'Non-discrimination' – in quotes

*Perspectives highlighted during group discussions*



*"If my whole [Romany] family goes to a shop, my adult children don't follow me around and we're not all in a single group, we go here and there, everyone buys what they need. The security guards panic a little – here come more of them. ... Maybe one day I'll ... go dressed very smartly, [the security guard] wouldn't know what to think... I'd overcome the bad by being good. I'd win the person over and he'd have to think about how he'd treated me before. I'm the same person."*

*"The main customer group at our new office [of the non-discrimination ombudsman] continues to be ethnic minorities, immigrants and traditional minorities. As regards age discrimination, these are young and slightly older people. And a lot of matters related to disability and language minorities fall within the scope of our duties. It's also forbidden to discriminate against people due to the state of their health."*

*"Personnel training; attitudes to ethnic minorities."*

*"They could look to Lidl for inspiration."  
(personnel comparatively diverse in ethnic terms)*

# 'Accessibility' – key matters to be noted

*Perspectives highlighted during group discussions*

Discussions on accessibility highlighted the following forms of disability: (1) Reduced mobility, (2) Disabilities of the senses, (3) Developmental disabilities, (4) The perspective of people recovering from mental illness, (5) Neurological disabilities.

Discussions on this subject area highlighted the importance of many solutions for increasing accessibility and eliminating obstructions – such as clear communications – **to people with disabilities, as well as to immigrants, children and old people**. Additionally, it is important to note that when done well, they make shopping pleasant for everyone.

When trading sector companies strive to uphold essential human rights in relation to their customers, the theme of 'accessibility' elicited at least the following comments from participants in group discussions:

## **The principle of seeing the shopping chain as a single entity**

- It was considered important to examine the shopping chain as a whole: "shopping is a chain that is only as strong as the weakest link", as "weak links" can completely prevent shopping, no matter how well the "strong links" are handled.
- The first step is to ensure that the chain functions as an overall process before specific parts of it can be improved.

# 'Accessibility' – key matters to be noted

*Perspectives highlighted during group discussions*

## **Physical accessibility and safety**

- Attention is paid to the regional coverage of the store network: store locations must also be accessible to people with reduced mobility.
- Care is taken to ensure the accessibility of smaller local stores (not just large supermarkets, which are often located further from customers).
- There are no obstructions to movement in the store area (outside the store itself, in locations such as the car park) and it is easy and safe to move around.
- There are parking spaces for disabled drivers located appropriately in terms of accessibility.
- There is unobstructed access for pick-up/drop-off traffic and a waiting area.
- Care is taken to ensure access and safety at the entrances, as well as ensuring the safety of electronic doors, gratings and other potentially dangerous areas.
- Inside the store, care is taken to ensure that areas are accessible and safe: aisles and areas must be sufficiently wide and there should be no barriers to accessibility in the store.
- Information about the accessibility of individual stores is available online.

# 'Accessibility' – key matters to be noted

*Perspectives highlighted during group discussions*

## **Accessibility of information**

- Taking into account clear, comprehensible communication throughout the shopping process/store:
  - Marketing and advertising is clear and comprehensible
  - Clear signage in the store. The positioning of signs is also important (e.g., not too high)
  - Prices clearly displayed
  - Product information clearly displayed
  - Placing goods in a way that makes them easy to identify and find
  - The order is not frequently changed, enabling shopping trips to be planned and to follow a routine
  - The scales in the fruit and vegetable department are clear and placed in an accessible location (not too high)
  - Queuing devices/practices for service counters are as clear as possible
  - Payment terminals are clear and easy to use
  - The website is accessible and clear
  - Online store services (including online food shopping) are comprehensive and accessible
- Communications use the multi-channel approach and visual and verbal communications are combined.
- The amount of noise is minimised (noise may be disturbing and distressing).



# 'Accessibility and unobstructed access' – key matters to be noted

*Perspectives highlighted during group discussions*

## **Number of personnel**

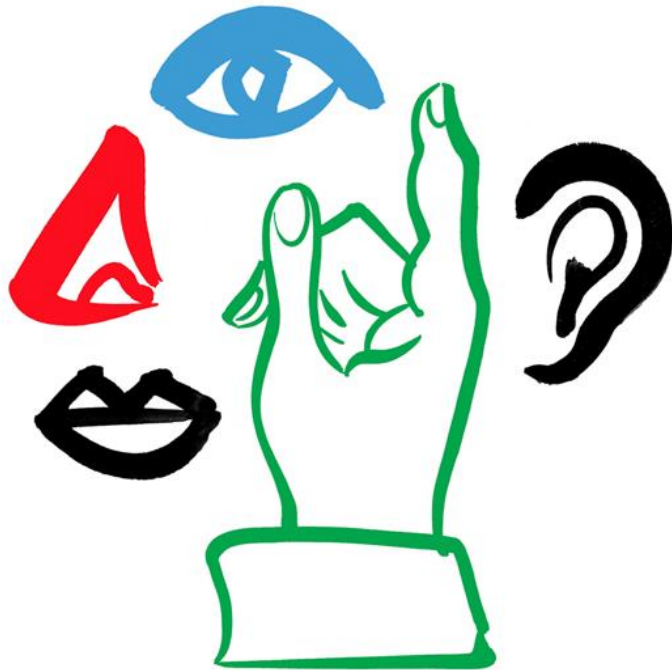
- There are enough personnel in the store to offer help to shoppers throughout the store.

## **Attitude of personnel**

- An attentive service attitude towards everyone, including people who differ from the majority of the population, an understanding of special needs and a positive approach to these.
- An attitude of understanding the differences between people (physical and behavioural differences). (If people have difficulty speaking, they are often labelled as drunks.).
- An attentive and understanding attitude is particularly important at the checkout, where situations can be difficult and distressing for people who have disabilities or mental health problems.

# 'Accessibility' – in quotes

*Perspectives highlighted during group discussions*



*"Refusing to make reasonable adaptations is discrimination. It's quite a fundamental thing. The emphasis is on 'reasonable': we're not demanding miracles."*

*"Shopping is a chain that is only as strong as the weakest link. If something is really bad in that chain, people won't get involved. All of the other good efforts will be wasted. The store could be amazing inside but if you can't get in or you can't find what you came for or you can't pay or get help in the store..."*

*"Yeah, exactly! Get the whole chain in good shape rather than having one perfect issue."*

*"At its best, accessibility is not visible – it is simple functionality and good practices that are certain to benefit every customer; if products are easy to find, they're well placed, it's easy to move around, payment is easy. No-one suffers. Paying attention to these things can only increase business for the store; it's not just that we've got this number of wheelchair users."*

# 'Accessibility' – in quotes

*Perspectives highlighted during group discussions*



*"People with disabilities are no stranger than any other people but they are a more vulnerable group in this regard and to make sure that people with disabilities have the same human rights that apply to everyone they must be given a little help to make sure that these rights are actually upheld. It's not a question of creating new rights for people with disabilities; it's about getting everyone on the same level."*

*"They [people with disabilities] may be the ones it's easiest to walk over. We've still got a culture of doing things on their behalf and fussing over them. It's something that's very difficult to change when people mean well and you say 'There's no need to help' and the shadow of the helper can be really long; doing good can also lead to doing a lot of harm. This is the ethical and practical problem here."*

*"It's a double-edged sword – not doing anything particularly special, not making people more disabled than they are."*

*"And when we think about the earnings logic, lots of the things related to unobstructed access serve a really large number of customers – families with children, people using different types of trolleys in the store – if we go back to thinking about how this should be approached."*

# Human rights and Kesko

## *Perspectives highlighted during group discussions*

There were not considered to be substantial differences between chains in the grocery trade in terms of how well they addressed matters of human rights related to customers.

A few observations were highlighted about different store chains:

- Lidl was praised for the ethnic diversity of its personnel, although there was discussion of whether employees' rights were respected
- Comments on S-Group highlighted its recent shift in profile towards low prices, while Kesko – or some of its chains – was seen as differentiating its brand role with more comprehensive efforts in the realm of corporate responsibility
- Kesko received positive mentions for the following:
  - Projects to employ people with developmental disabilities and people recovering from mental illnesses
  - A slow-track checkout experiment as a signal of recognition of differences between customers
  - This human rights evaluation. Equivalent evaluations were desired at regular intervals to ensure that results were reliable and up to date

# 4

## Results of the quantitative research



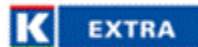
# Content of the quantitative research report (by question group)

4.1 The right to health	56	4.2 Children's right to special protection	71	4.3 Non-discrimination, equality, accessibility	80
<b>4.1a</b>		<b>4.2a</b>		<b>4.3a</b>	
Products & services Kesko and companies in general	57	Children's right to special protection Kesko and companies in general	72	Non-discrimination, unobstructed access Kesko and companies in general	81
<b>4.1b</b>		<b>4.2b</b>		<b>4.3b</b>	
Products & services Realisation at Kesko	58	Children's right Realisation at Kesko	73	Non-discrimination, equality Realisation at Kesko	82
<b>4.1c</b>				<b>4.3c</b>	
Shopping Kesko vs. companies in general	59			Accessibility Realisation at Kesko	83
<b>4.1d</b>					
Shopping Realisation at Kesko	60				
<b>4.1e</b>		<b>4.2c</b>		<b>4.3d</b>	
The right to health Kesko vs. others	61	Children's right Kesko vs. others	74	Non-discrimination, accessibility Kesko vs. others	87
<b>4.1f</b>		<b>4.2d</b>		<b>4.3e</b>	
Good and bad experiences	62	Good and bad experiences	75	Good and bad experiences	88

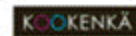
For the purpose of the form, "Kesko" was defined to respondents as follows:

In this study, Kesko refers to the K-Group as a whole, including retail chains in a diverse range of product lines

Grocery trade



Home improvement and speciality goods trade, Car trade



Audi



SEAT



KONEKESKO



MASSEY FERGUSON



YAMAHA



YAMARIN



SUVI



Kubota



KOBELCO



CLAAS



MAGNI



PONSSE



STILL



SENEBOGEN

# 4.1

The right to health

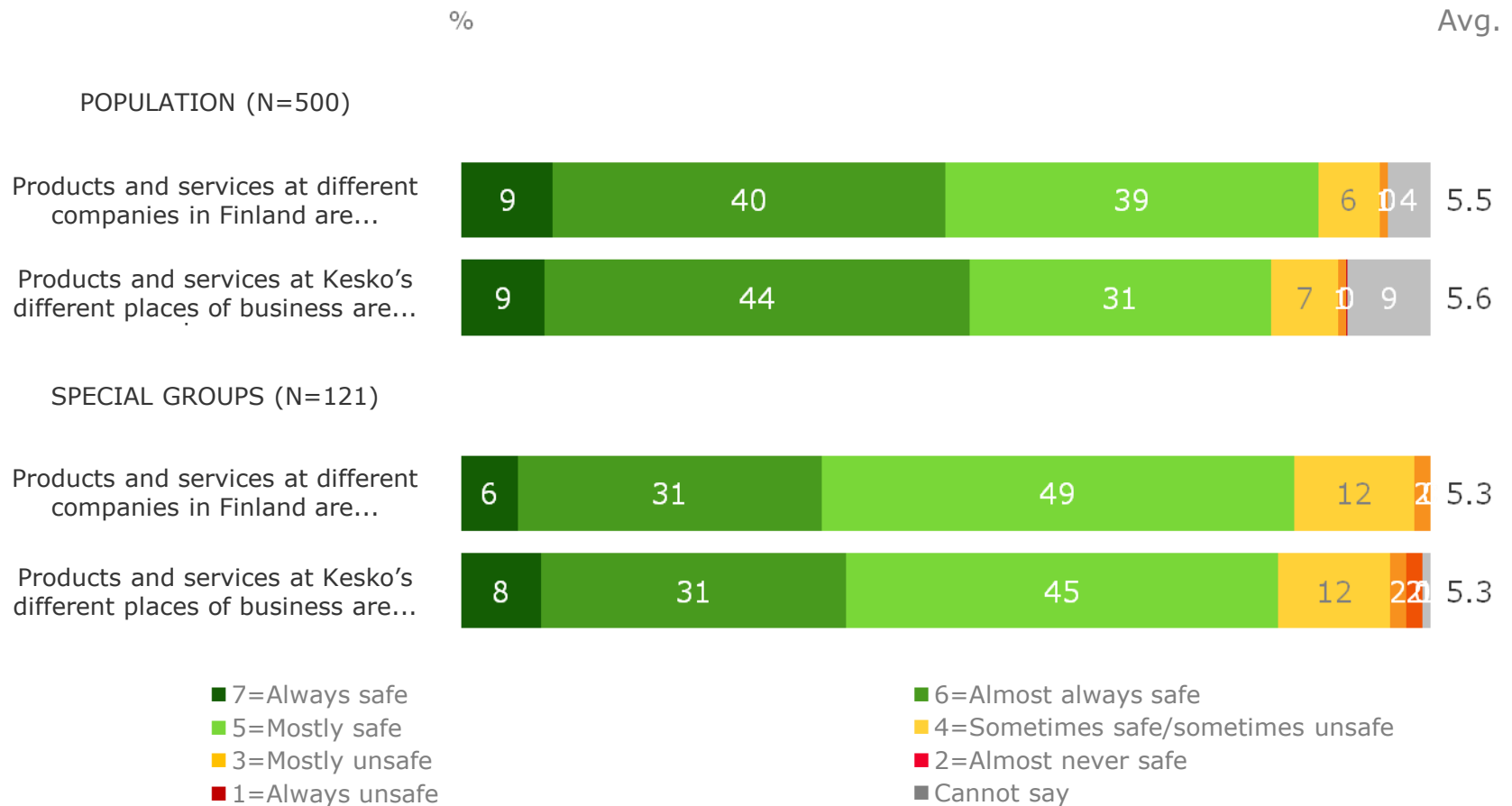
Safety of products/services

Safety while shopping



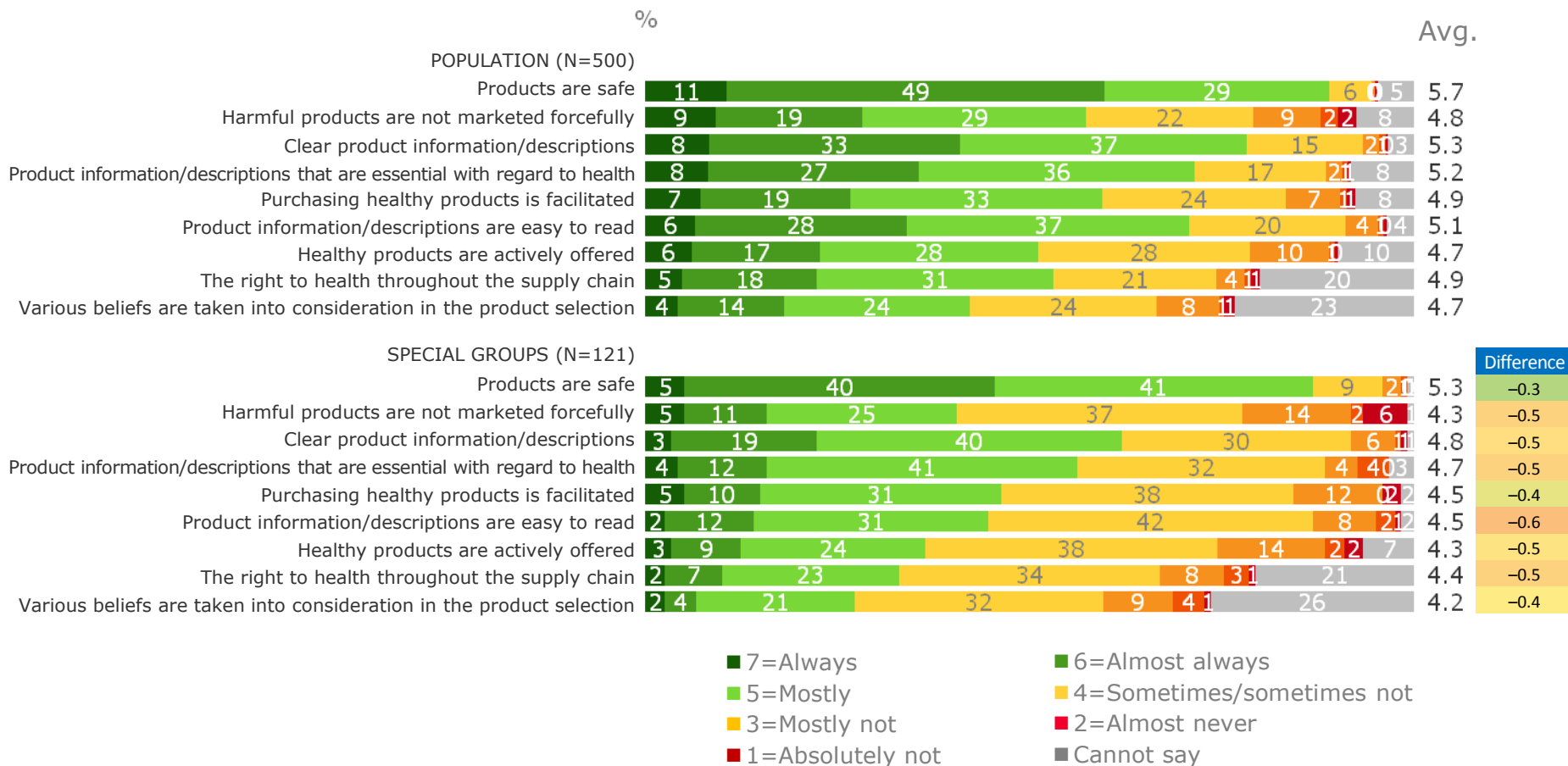
# 4.1a The right to health – Safety of products/services

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **In your opinion, what do Finnish companies do to ensure safe products and services and what does Kesko do?** (Q1)



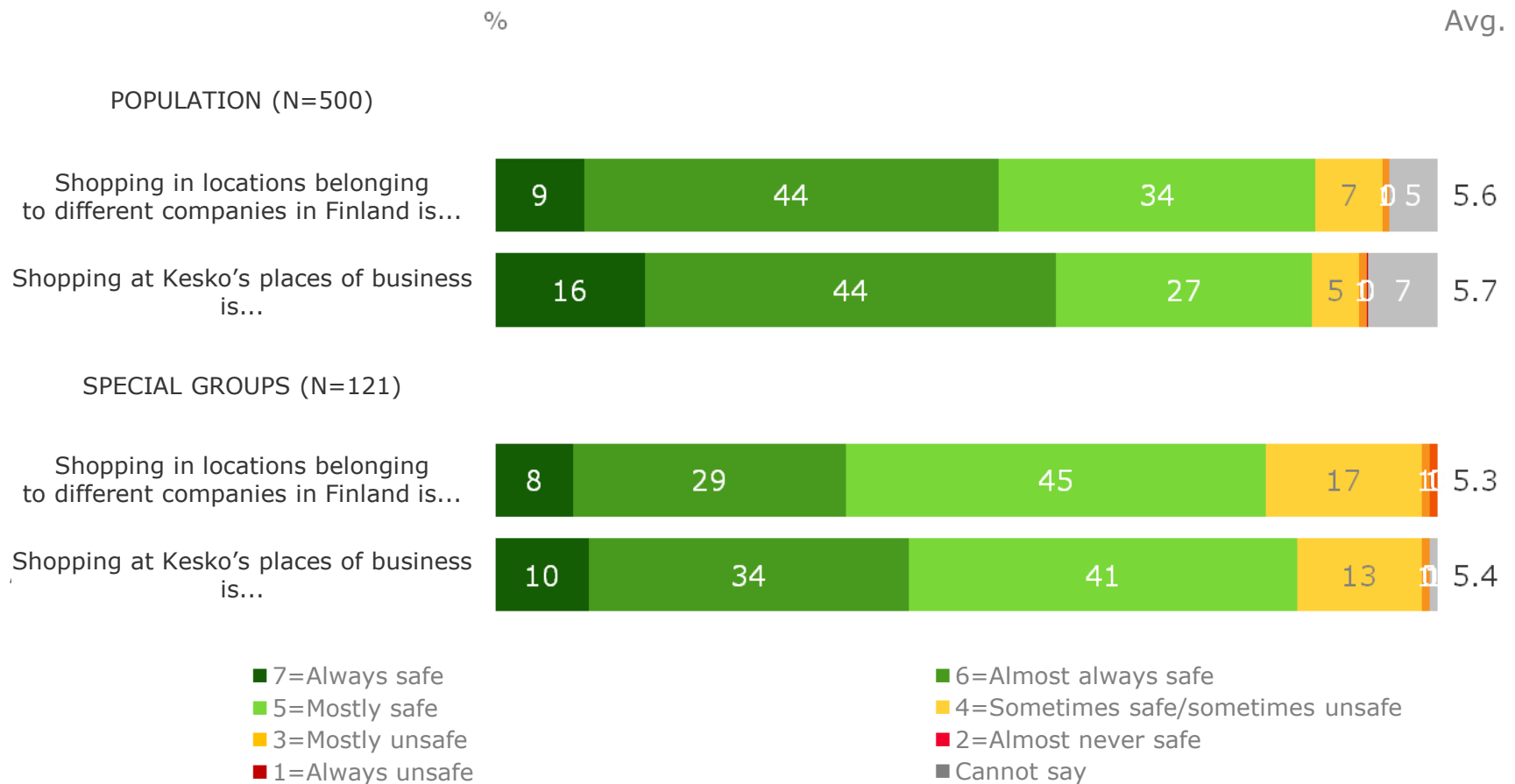
# 4.1b Products – Realisation in Kesko/K-stores

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **The matter is realised in Kesko/K-stores...** (Q3)



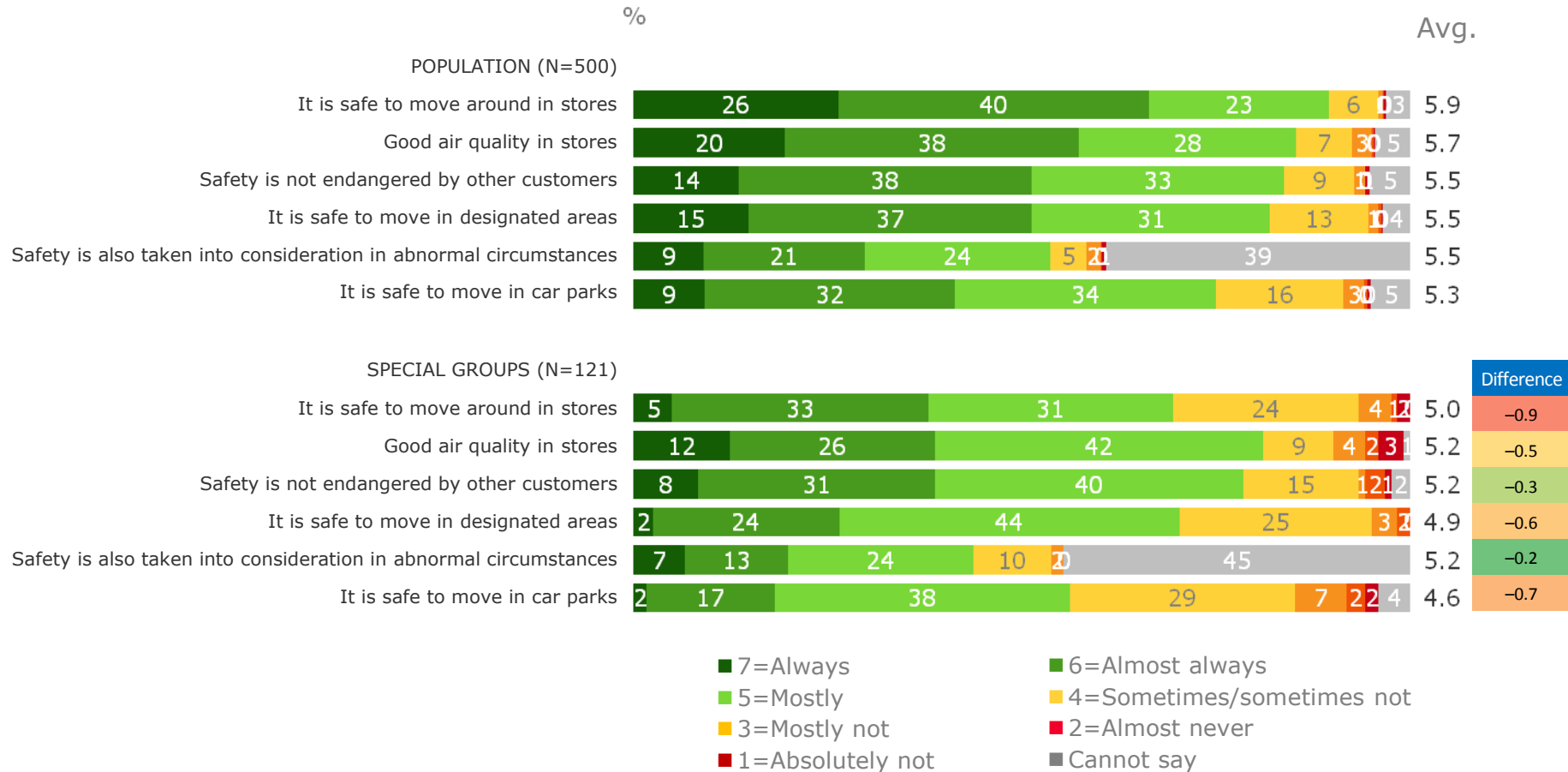
# 4.1c The right to health – Safety while shopping

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **What do Finnish companies do to ensure safe shopping and what does Kesko do?** (Q2)



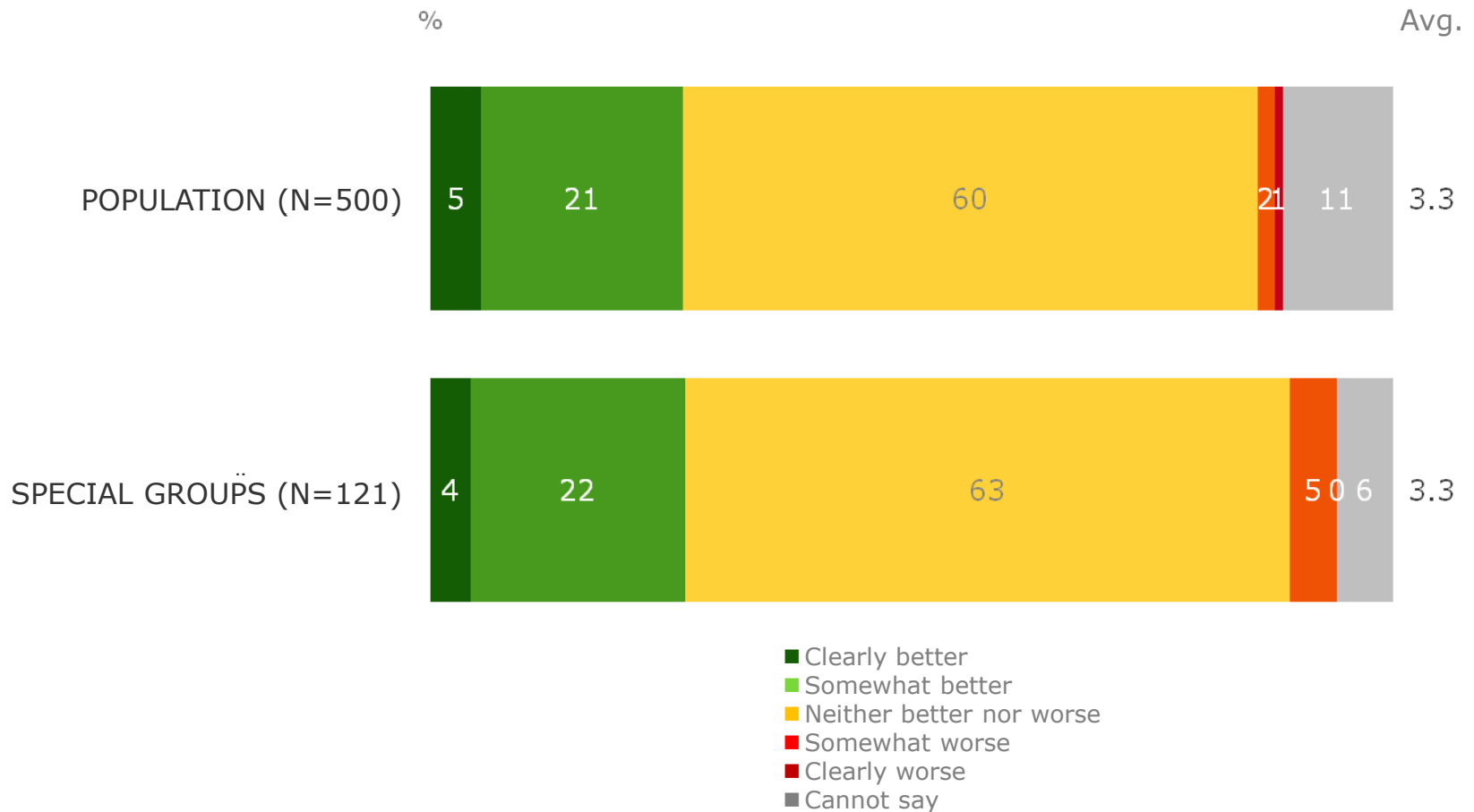
# 4.1d Shopping – Realisation in Kesko/K-stores

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **The matter is realised in Kesko/K-stores... (Q4)**



## 4.1e The right to health – Kesko vs. others

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **In relation to matters affecting product safety and shopping with the company, do you think that Kesko operates better or worse than other equivalent Finnish companies on average? (Q5)**



# The right to health – Bad experiences

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q6, OPEN-ENDED)

## Population (N=500)

- No personal negative experiences.
- The range of vegan/meat substitutes could be improved. However, improvements are taking place in my area.
- The fruit and veg scales do not take into account blind people or people with visual impairments. If a person has poor eyesight, they can't make out the codes on the scales without help because the codes are so small and they are located far away at a height that prevents people from getting closer to them if they are not very tall!!! I have experienced this too many times... Additionally, all product description texts use fonts that are too small! If these things worked, it would represent better customer service...
- Once I was looking for a specific product at one of the K-stores in Ruoholahti. I was working with an entrepreneur's budget so that particular K-store was my first choice. I couldn't find it but then I went an S-store (next door) and found it there.
- I don't have because my home municipality, Miehikkälä, only has an S-Group store and I rarely travel outside Miehikkälä, but if I do I generally prefer S-Group stores.
- If we don't mention the slippery floors in some stores then no.
- Sometimes aisles have too many shelves pushing additional sales. I sometimes think about safety in the event of panic.
- Sometimes things have come up but I don't necessarily notice them myself but people with limited mobility may find it rather challenging to get by in these situations. It's the same for people with visual impairments. In big stores, simply moving around may represent a challenge to a person with a disability or an elderly person due to the long distances involved. A better shape for the store (from the customer's perspective) would be square rather than rectangular. Signage will change – and in part it already has – because smartphones will also revolutionise this area. Hopefully they will also remember people who find it challenging to use smart devices. They should use the services of an occupational therapist when they are making plans. This would provide new perspectives.
- Sometimes there are places where snow-shovelling and gritting are badly done in the winter.
- Everything is done really well; I've experienced K-Group stores in a medium-sized town.
- Loud and disturbing behaviour of checkout operators with no regard for other customers makes customers feel less safe. It feels as if the real reason for checkout operators' bad behaviour is to cover up something bigger by highlighting people who are innocent.
- At the K-Citymarket where I shop, they don't always pay enough attention to food freshness. For example, minced meat spoils in the fridge at home long before the use-by date. Fruits and vegetables can be in bad condition and spoil prematurely.
- Once I noticed a young customer using a circular saw in the drive-through builder's yard. It looked so dangerous that I had to intervene.

# The right to health 6 – Bad experiences

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q6, OPEN-ENDED)

## Population (n=500)

- Kesko (and other companies in the grocery trade in Finland) imports meat from abroad with dubious origins. In Finland, there are very high standards for agricultural production so isn't it a bit morally dubious that the same criteria are not demanded for imported food and yet people still expect these foods to compete on the same markets? Store chains are constantly using their own brands to drag down the prices of Finnish production and make conditions tougher for producers. In my opinion, Kesko is not as bad as the S chain in this regard but it also hasn't rejected this operating model.
- K-market Länsiväylä Jyväskylä was selling minced meat that was almost a week past its use-by date. I mentioned it to a sales assistant who was taking so much expired minced meat off the shelf that it was difficult to carry it all in one go. I don't know if there has been a change because I haven't been back since. I think this is a risk to customers' health if a customer with a visual impairment or similar buys such old meat without realising it. On top of that, there was no red or yellow discount sticker on the package to indicate that the use-by date was approaching.
- The K-market that I visited recently had internal air problems because the building was owned by a lessor. I was worried about the health of the personnel and the store owner, who is a nice person. The former butcher said that she had switched jobs because she had become sensitive to the harmful factors in the building. She was sad to leave because it was otherwise a good job. I spend so little time in the store so internal air problems do not affect my own shopping as such. I hope that Kesko does what it can to ensure that the personnel and the store owners do not suffer from any health problems related to the premises.
- In the Citymarket I use, the aisles are beginning to get blocked with goods. There are pallets and piles in the middle of the aisle so there isn't space to overtake a trolley in the aisle.
- Well, those chemical products are marketed using all manner of trickery. The skin absorbs all sorts of things – it's quite dangerous to absorb all that rubbish through the skin every day.
- Some of the personnel use too much perfume or aftershave. Ban it. Asthmatic people should also be able to shop in your stores safely.
- Involvement with Fennovoima (even though it is through the property company).
- A store in Pasila violently defended its rights against beer thieves – this does not give the right signal of them dealing with the problem. Although I understand the principle of defending your property, this aggressive form of communication does not belong in a local store, at least it shouldn't.
- Looking after outdoor areas is challenging in the winter in regard to matters such as slippery surfaces...
- Goods are messily placed on shelves/in aisles giving rise to dangerous situations.
- Too many products in aisles, it is occasionally difficult to get around with a pushchair. The sales counter for meat products does not have any illustrative information about the meat – pictures of pigs, birds or cows – for Muslims who are unable to read Finnish. Stores do not need to be general defenders of public morals – alcoholics will find their beer and smokers will find their products – customers have brains, product placement according to demand.
- Kesko can't do anything about this but I don't enjoy shopping in shopping centres where groups of non-indigenous Finns loiter or spend time in the vicinity/in the centre.

# The right to health 6 – Bad experiences

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q6, OPEN-ENDED)

## Special groups (n=121)

- The only criticisms are for indoor air problems, which occur in too many stores. Placing the perfume department near the entrance. Detergents could easily be in the immediate vicinity. Asthmatics and people who are sensitive to smells find it very difficult to buy products located in the middle of this perfume hell. The same goes for intimate hygiene products. For example, Always sanitary pads are no longer available unscented! Choosing between scents is difficult more than anything. As regards signage, I'd like to see better availability of unscented products. The same goes for gluten-free products. You are already ahead of many other stores in this respect, such as the Citymarket in the centre of Joensuu.
- Not necessarily bad but people haven't been able to get out of the local shopping centre where the supermarket is located if there is a power cut during a thunder storm. Products containing genetically modified ingredients should not be sold at all!
- Perfumes and cosmetics are located right at the entrance, ensuring that people who are sensitive to fragrances will experience symptoms as soon as they step in the shop. Unscented products are in the same aisle as scented ones, which makes it more difficult to shop and may cause people to experience symptoms at home.
- Unscented products should definitely be moved away from scented ones! The whiff of detergents may set off the worst migraine in days. People who are sensitive to fragrances need breathing protection when they pick up detergents.
- Placing scented products and products that cause allergies in the main aisles and next to entrances/checkouts.
- The placement of fruit scales could be improved so that wheelchair users and shorter people can weigh fruit independently. The Non-discrimination Act entered into force at the beginning of 2015 and it expanded to apply to providers of private services and goods. According to Section 15 of the Non-discrimination Act, service providers must make appropriate changes or arrangements as required in individual cases to ensure that people with disabilities can exercise their human rights to the full. Examples of reasonable adaptations include correctly-positioned fruit scales, a slow-track checkout, the height of the card payment terminal, parking spaces for disabled people in the vicinity of the shop doors and actual availability (sufficient monitoring of illegally-parked cars such as SUVs) and a sufficient number of benches for people with limited mobility.
- There are not enough disabled parking spaces at the Citymarket in Hämeenlinna and this leads to dangerous situations when navigating the car park.
- Too few disabled parking spaces and unauthorised cars are allowed to park in them. Sometimes sales assistants treat customers in wheelchairs disdainfully – this is apparent in the sport department – disabled toilets, if they even have them, are too small for electric wheelchairs. Citymarkets could also have other places to buy lunch than just Hesperger...
- Shops have narrow aisles because all sorts of special offer batches and crates have been placed in them. It is difficult for people with visual impairments to use the store independently and it is often cramped if there is an assistant.
- Removing a family with small children from the store at the request of another customer was unbelievable..
- In the local store, many foods, such as fresh vegetables and fruit, used to be low quality (under the previous owner).



# The right to health 6 – Bad experiences

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q6, OPEN-ENDED)

## Special groups (n=121)

- My local K-store has a bad mould problem and I've mentioned it a couple of times when I've visited. I get really bad symptoms there and I don't want to go back. In Citymarkets and shoe departments, the detergent departments could be better ventilated. Shoes have some type of chemical substances that evaporate and make breathing difficult. The same goes for lots of new clothes (apparently a dye or similar). The horrible smells in detergent departments also make it hard to breathe!
- My nearest K-market does not take all customers into consideration and when I made a complaint I got the feeling that not everyone is welcome in the store.
- Rethink the positioning of detergents in your stores. Get a proper extraction fan for the detergent smells. This makes it difficult for asthmatics to breathe!
- It is difficult for people with several allergies to shop in your stores because products (such as flowers, scented products, boxes and products smelling of mould) cause symptoms are openly on display.
- As someone who is hypersensitive to many chemicals, it is difficult to shop in stores where unscented detergents are located next to scented detergents. My local CM also has scented candles next to the detergents so I can't go shopping there at all. The scent of flowers and mouldy soil often hangs around the checkouts. I've had to leave the CM several times due to asthma attacks. :(
- It is difficult for people with visual impairments to shop in stores. There is no actual example but cramped aisles cause problems, as well as the number of people in the store. Unfortunately, not even this questionnaire is completely accessible. It is also difficult to obtain the correct product information.
- People with visual impairments shopping at counters for meat and convenience food, queuing tickets. Surprising special offer baskets in the middle of aisles. In the clothing department, the spaces are too tight for electric wheelchairs; products get damaged. No thought is given to shorter routes for people with bad legs. Can't a person with bad legs get a carton of milk from a Citymarket without having to walk through the entire store? After all, cold energy drinks are available at the checkout. (next to the checkout, 1 per customer)? The service counter is often only for people who are standing.
- The right to health? The product selections in stores should be narrowed down to concentrate on quality, local food, services, products. In other words, hand-made products such as clothes should be individually made, food should be produced in the local area. Minimising transportation, packaging and processing truly and comprehensively promotes health. Freshness in terms of the operating culture – stores should respond to changes in society and the world as a whole; they should stop selling polluting and unsustainable products completely. An emphasis on services that require work: people would be sold hand-made food, clothes, houses, etc. Genuinely high-quality services and products rather than industrial, mass-produced products. These would promote good health, providing the right to health world-wide. Is it time to take action?
- My own local store has such tight spaces that I often get the pushchair snagged on things and there's a danger of a pile of goods falling down on the pushchair.
- At the K-market in Paimio, there is a flowerbed next to the doors and this obstructs the view of cars driving into the car park. It stops drivers from seeing children and wheelchair users coming out of the doors.

# The right to health 6 – Bad experiences

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q6, OPEN-ENDED)

## Special groups (n=121)

- In regard to services, it is highly unacceptable that the toilet facilities intended for people with disabilities are closed. This is not equality!
- Little things: the make-up shelf – people test make-up, not just the testers, I'm concerned about hygiene: there are no sales assistants to be found if there is no clear product description available, the pick-and-mix sweets are used by children and their hygiene (and health) is worrying, car parks are problematic in the winter, slippery and dark, I wonder how long the pick-and-mix nuts and seeds keep for, there are human health risks in the clothing department, conservation agents and dyes in the clothes, there is no recommendation that new garments be washed before the first use.
- The outdoor areas and car parks are slippery, for example at the Länsikeskus in Turku. My friends in wheelchairs find it difficult to get products and prices and it is not clear where, how and how quickly they can get help, let alone how considerate and convenient the help may be. I sometimes use crutches when I shop and I'd like a safe place to rest, a good bench, on the shopping route. This would also make it easier to get things from my bag (tissues, mobile phone, purse, etc.).
- "Pirkka chocolate collections are made in dodgy conditions! Pirkka Belgian chocolates turned out to contain something totally different! The payment terminals at checkouts are much too high in the Jumbo Citymarket."
- When using a wheelchair (electric), the aisles are wide enough but there's no access to shelves/bars... and it's impossible to shop at K-market (Paltamo)... not enough space, unsuitable... like getting through the door...
- In Finland, there are lots of people who are sensitive to smells so I would like it if you didn't sell things that are scented unnecessarily, such as toilet paper. It would also be good if scented products could be located in a separate place away from other products so people who are sensitive to smells could shop more easily. It would be good to ensure decent air quality (ventilation) in general, particularly near scented products. You could be pioneers in unscented products in stores.
- In grocery stores, goods, products are placed so high up on shelves that it is difficult to get them down, even with a stool/stand. Products could be placed a little lower down so it would be safer for customers, who wouldn't need to climb up the shelves to reach products.
- "Unscented/fragrance-free detergents, shampoos, conditioners, skin creams should be kept off detergent shelves. Smelly detergent shelves are horrible for asthmatics. In many firms, the perfume departments are right next to the entrances (nowhere else in Oulu other than Pukumies and Stockmann). I want you to pay more attention to people who are hypersensitive to fragrances in your shop."
- More attention should be paid to the chemicals in products. For example, scented Always sanitary pads are still on sale even though Tukes requested that the manufacturer provide information about the chemicals in them more than six months ago. The chemicals in objects are a major problem because there is no need to tell consumers about them. Scented products should be removed from all Kesko stores immediately. They are dangerous to users of the products, as well as others.
- The problem of not being able to reach things: the salad bar at the Jumbo Citymarket cannot be used, despite requests, because it is too high. I have asked for the edges to be removed, or at least reduced, which would enable the products to be reached, along with a slightly lower table level. Now the empty containers and lids are too high up to reach.

# The right to health 6 – Bad experiences

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q6, OPEN-ENDED)

## Special groups (n=121)

- Occasionally, products that are harmful to the health receive the strongest marketing = they have the best special offers.
- My mother tripped on an unmarked speed bump outside a K-supermarket and had to be treated in hospital. Since then, the bump has not been marked, even indirectly. Kesko has not helped my mother with her insurance claim other than providing forms that clearly should be filled in by the policyholder. The claim would probably never have been made if I hadn't had the experience of working for an insurance company.

# The right to health 7 – Good experiences

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **Have you or anyone close to you experienced Kesko operating particularly well in regard to the aforementioned objectives?** (Q7, OPEN-ENDED)

## Population (n=500)

- There's no need to worry about whether it's safe to go to the shop or whether the products are safe.
- No. Store chains probably aren't even able to prevent people from playing the race card.
- Products suitable for people with special dietary requirements (coeliac, vegetarian, vegan) are well stocked, even at smaller K-stores and the products are very easy to find.
- This questionnaire itself demonstrates Kesko's aim to fulfil this objective.
- A few times, the paths to the store have been slippery.
- Sweets have been removed from some checkouts. Good idea.
- If I can't find a product at my local K-store, the retailer orders it in and informs me when the product is available.
- Kesko supports local production and Finnish products more than other companies. Buying Finnish products is, in my view, an effective way to be sure of the origins of products and the way they affect health, for individuals as well as for society as a whole.
- K-Market Lampinen is the village store in Kalkkinen, where our summer cottage is located. The premises are small. They have used the premises very well, also from the point of view of safety.
- Yes – they are self-employed after all. S-stores are just full of people on the payroll.
- Whenever I've asked, I've always received expert guidance.
- As I understand it, Kesko has withdrawn products such as unsafe toys, just as a responsible company should.
- Some attention is paid to people with limited mobility but there isn't much effort for people with visual impairments! When planning these things, I recommend they contact the Finnish Federation of the Visually Impaired.
- The stores we visit are well designed with regard to mobility and emergency procedures.
- Participates in various charitable events.
- Out of date products are removed quickly, "accidents" in the aisles are cleaned up quickly. They take responsibility in general.
- I feel that Kesko has really internalised the idea that there are people with food allergies, such as coeliacs. Maybe there's a coeliac on the team.
- Refreshes the product selection nicely.
- The product selection is good and extensive, there is a very extensive selection of products for people with special dietary requirements and the selection offers new products – very good!

# The right to health 7 – Good experiences

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **Have you or anyone close to you experienced Kesko operating particularly well in regard to the aforementioned objectives?** (Q7, OPEN-ENDED)

## Special groups (n=121)

- Previously by taking the aforementioned premises into use and excellent parking spaces, both for people with disabilities (outside and in) and families with children.
- The shopping assistant service is great.
- Citymarkets and others always offer easy access for wheelchair users :)
- Accessible entrances, sliding doors, etc. are good.
- The display of gluten-free products at the Citymarket in the centre of Joensuu. Not many places have such a good selection on display. Thanks!
- I go shopping in the store with an autistic 13-year-old who has challenging behavioural patterns. At K-Group's stores, the service and interaction with personnel has been knowledgeable, dignified and respectful of human rights. They have exercised discretion and flexibility, even when our shopping trip has been interrupted or the youngster has been stared at by other customers. In some cases, other customers have been frightened by the child's voice or unusual jumping.
- The personnel are keen to serve customers at the Citymarkets and Supermarkets in Hämeenlinna.
- If Kesko sells various light vehicles or equipment to aid walking, it is not enough to ensure that the devices are electrically safe. It is also essential to show how they can be used safely so that users do not injure themselves or cause accidents by running into other pedestrians.
- The retailer-run model gives rise to a more personal approach to the shopping trip than otherwise. The level of service is proof of this.
- K-Citymarket Kaakkuri, Oulu.
- There was a small Brunni K-store in Klaukkala and the personnel had time to help people with visual impairments. My friend travelled by taxi all the way from Espoo for this reason. But the store was squeezed out of the market by Lidl and Citymarket. The same store had toys for children to take along with them while shopping, a table for eating purchases right after the checkout and superb service in all circumstances. Now the village doesn't have this.
- This questionnaire feels like a good step towards good business.
- In my opinion, it is good to get around the store, wide aisles and investments have been made in fresh food, such as vegetables, and they are high quality.
- The shopping bags on wheels are good. The model used by the K-supermarkets in Kaarina and Parainen is the best (locks when standing). The model used by the Citymarket in the Länsikeskus in Turku does not work because the handle needs to be squeezed whenever the bag is moved.
- The salespeople are usually professional at Musta Pörssi, K-rauta in particular, selections of Fairtrade and organic products have improved and there is also a good range of ethnic products, as well as health products. The stores are tidy and light, and they are mostly accessible (this does not always apply to smaller shops), some immigrants working there, which is a big plus.

# The right to health 7 – Good experiences

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **Have you or anyone close to you experienced Kesko operating particularly well in regard to the aforementioned objectives?** (Q7, OPEN-ENDED)

## Special groups (n=121)

- In my opinion, the following relates to safety: I use a wheelchair so carrying and reaching up to goods in the store is difficult. Examining and comparing different products when I'm buying a particular product is actually impossible. I have received very good help with this from the personnel at the shop I use (Citymarket Skanssi Turku). I can't remember how and when it began but nowadays I always go directly to the advisors and explain my needs, including which department I need products from. They call the department and an employee helps me. The service is always very friendly!
- It differs a lot from one store to the next.
- It is possible to order transportation for people with disabilities using the phone in the Citymarket – that's great!
- Checkout girls who can communicate in sign language.
- It is safe to visit the K-supermarket in Vällivainio because they have a toilet for disabled customers and the salespeople are quick to offer help to reach products that are high up on the shelves. It is easy to get into the shop from the car park and the snow is always shovelled away.
- The stores are generally clear, fairly spacious and easy to navigate.

# 4.2

Children's right to special protection

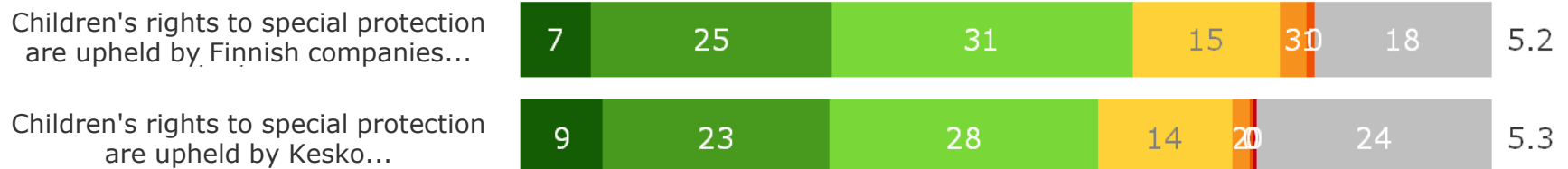
# 4.2a Children have the right to special protection – Realisation at Kesko

Children have a right to enjoy the best possible state of health and safety. In this context, "children" are consumers/the children of Kesko's customers, as well as any children who may be involved in producing products sold to consumers. **What do you think Finnish companies do to ensure that children's rights to special protection are upheld and what does Kesko do...?** (Q8)

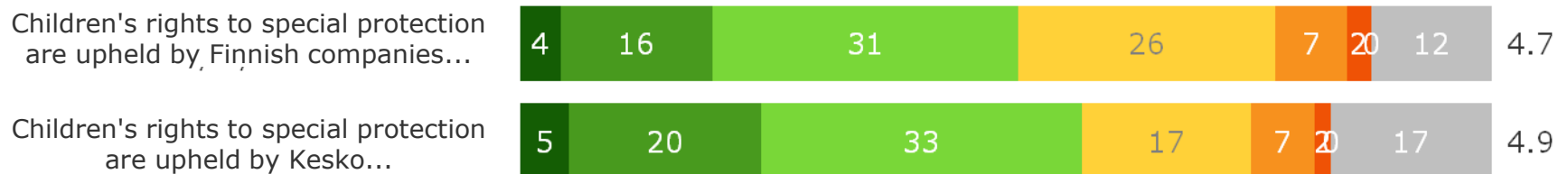
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Avg.

## POPULATION (N=500)



## SPECIAL GROUPS (N=121)



■ 7=Always  
 ■ 6=Almost always  
 ■ 5=Mostly  
 ■ 4=Sometimes/sometimes not  
 ■ 3=Mostly not  
 ■ 2=Almost never  
 ■ 1=Absolutely not

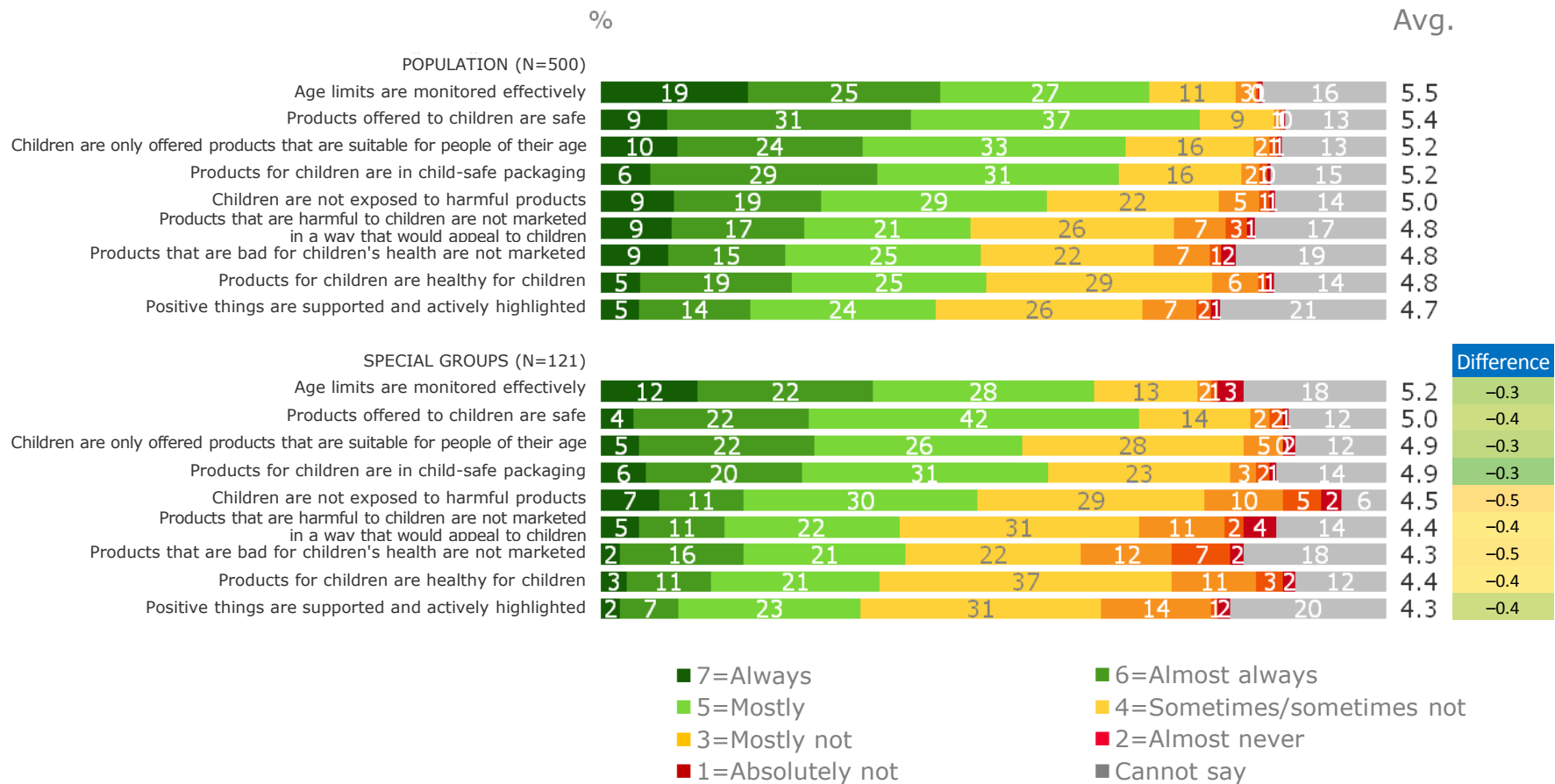
■ 6=Almost always  
 ■ 4=Sometimes/sometimes not  
 ■ 2=Almost never  
 ■ Cannot say





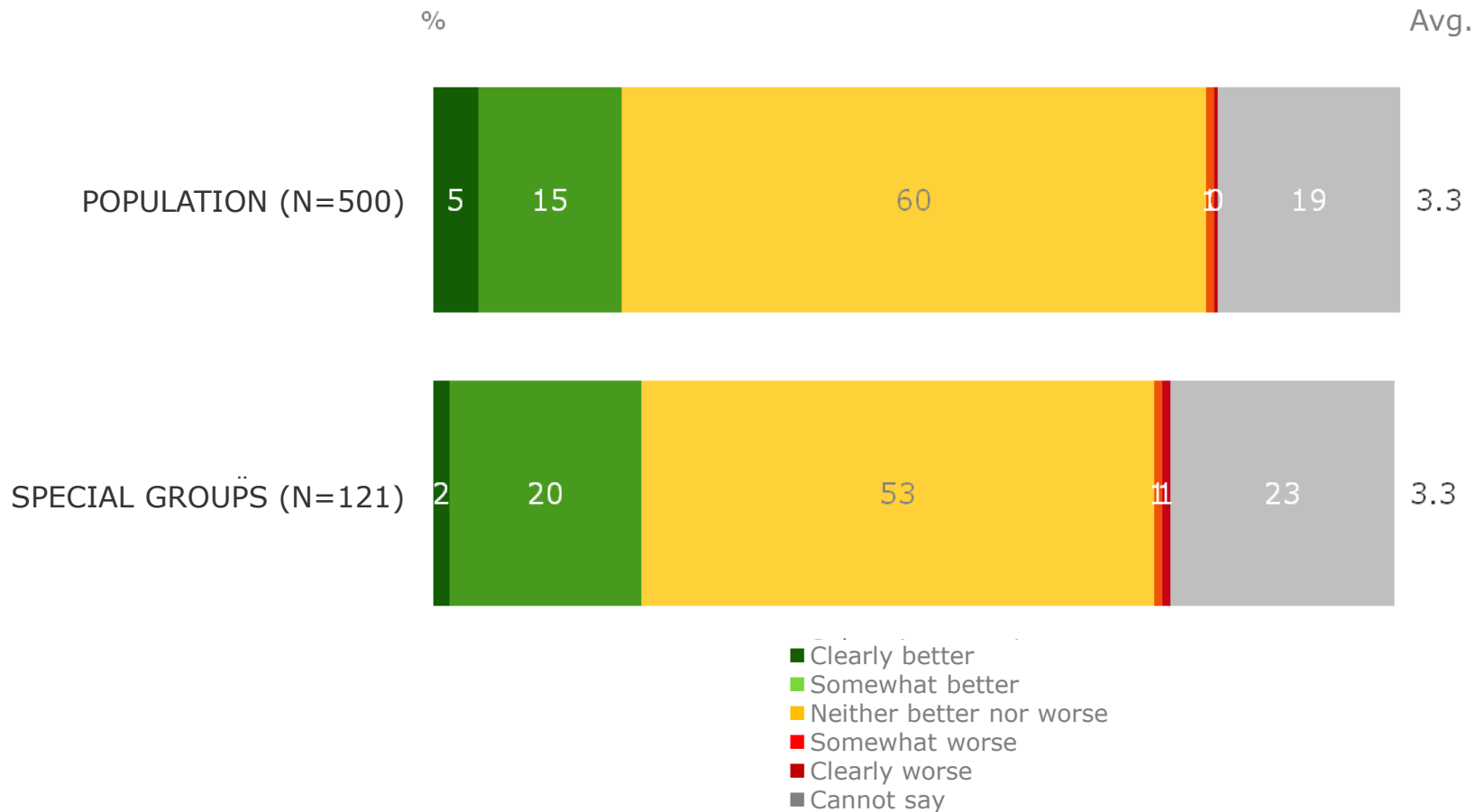
# 4.2b Children's rights to special protection – Realisation at Kesko

Children have a right to enjoy the best possible state of health and safety. In this context, "children" are consumers/the children of Kesko's customers, as well as any children who may be involved in producing products sold to consumers. **The matter is realised in Kesko/K-stores...** (Q9)



## 4.2c Children's right to special protection – Kesko vs. others

Children have a right to enjoy the best possible state of health and safety. In this context, "children" are consumers/the children of Kesko's customers, as well as any children who may be involved in producing products sold to consumers. **In relation to matters affecting children's rights to special protection, do you think that Kesko operates better or worse than other equivalent Finnish companies on average? .....** (Q10)



## 4.2d Children's right to special protection – Bad experiences

Children have a right to enjoy the best possible state of health and safety. In this context, "children" are consumers/the children of Kesko's customers, as well as any children who may be involved in producing products sold to consumers. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q11, OPEN-ENDED)

Population (n=500)

- –
- I don't have any but I do think that shelves with sweets are displayed attractively.
- No, but I would like the sale of energy drinks to children/teenagers to be somehow restricted even if other shops don't do this.
- "Energy drinks, sugary products and drinks containing alcohol are too prominent and can be seen by children. Everything that's offered by Kesko's grocery stores is displayed too attractively – as if children had the critical faculties and information that adults have. The shops are decorated and the products are arranged in accordance with rational adult mindsets rather than the principle that children should not be constantly influenced by non-recommended products they see in shops. Children are highly vulnerable to impulses and influences. I've seen dozens of cases where difficulties have arisen between adults and their children when the adults do not buy sweets for the children. The same thing occurs with toys, which are displayed too attractively, inviting children to imagine that they can have them simply by asking their parents for them, while the parents understand that the products are unnecessary in their household. Kesko is not particularly different from the others in this regard. All retail stores are guilty of this. Parents do not control their children – children try to control their parents."
- Energy drinks are easy to buy.
- Selling energy drinks to children.
- Tabloid headlines are visible to children in Kesko's stores.
- Placement of pick-and-mix sweets in shops.
- "Not for me or anyone close to me but, as an employee, yes. At the store checkout I've often been astounded by the way young children – aged under 13 – buy several bottles of energy drink at a time. Naturally, if stores had limits on how much young people could buy/were allowed to buy overall, I would be much happier."
- Sweets are forced upon customers in the checkout queue, no clear stand on avoiding child labour in production.
- Kesko has not restricted the availability of energy drinks, nor does it take full care to check the age of people buying tobacco products.
- Kesko sells and advertises sweets, fizzy drinks and biscuits to children – products containing fructose syrup, which puts a strain on the liver – and some children nowadays already have fatty livers because of fructose. Stores should carry warnings about the danger of fructose so any mothers who are not aware of this could be informed. In my opinion, all products containing fructose should be put in a separate department. After that, it would be the purchaser's responsibility. At the moment, they are hidden among the other products and the product descriptions are written in such small text that nobody can read them without a magnifying glass. Even jars of baby food contain fructose!
- Kesko has generally operated well.

# Children's right to special protection – Bad experiences

Children have a right to enjoy the best possible state of health and safety. In this context, "children" are consumers/the children of Kesko's customers, as well as any children who may be involved in producing products sold to consumers. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q11, OPEN-ENDED)

## Population (n=500)

- When we talk about sugar as a product that is harmful to the health, no shopping trip can avoid coming across several types of biscuit, sugary juice, sweets and fizzy drinks, all displayed appealingly. The product supplier/seller naturally wants to maximise the visibility of its own products.
- Children are allowed to buy energy drinks. Artificial sweeteners in drinks where there is no clear indication except in small print.
- Children's shopping trolleys could be washed more frequently – diseases spread and they are dirty, could this be because parents allow their children to eat while sitting in the car-shaped trolleys and they are only repaired when faults arise? – sales personnel could check them at certain intervals if feedback from parents is not getting through, children's food could be packaged using materials that can be burnt.
- In my opinion, it is primarily the parents' responsibility in the case of small children. Send the parents "back to school".
- In my opinion, products that are less fattening and healthier should be displayed more prominently in food stores. These include the sugar/fat/calorie contents of cereals, yoghurt, etc. The problem for retailers is the strong marketing support efforts for these products by the companies that are selling them.
- It seems that they can get these energy drinks somehow.
- I have seen tobacco being sold to a minor at a Kesko store. Before new year, an adult customer bought fireworks for some unknown children near the shop.
- Some food products intended for children are unhealthy. For example, cereals, hot chocolate and sweets contain a lot of sugar. Fruit is only accessible to adults.
- More effort could be made to monitor age limits when small children/young people buy energy drinks.
- I would like children with an immigrant background to be safe in stores.

# Children's right to special protection – Bad experiences

Children have a right to enjoy the best possible state of health and safety. In this context, "children" are consumers/the children of Kesko's customers, as well as any children who may be involved in producing products sold to consumers. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q11, OPEN-ENDED)

## Special groups (n=121)

- Earlier, when my children were small, men's magazines were too close to the checkout and were visible to children. I haven't noticed this recently.
- Before, the two nearest K-supermarkets did not offer carrageenan-free cream, despite several requests (harmful to the intestines, particularly bad for developing children). Ready-made fruit purées for children (with the exception of ELLA's) are unhealthy starchy sludge.
- Occasionally, depending on the location and the size of the shop.
- Minors can easily get beer and energy drinks from supermarkets.
- Unhealthy products are often prominently displayed with good special offers.
- There is no easy access for children with disabilities, but toys, sweets and unhealthy food do not promote the health of all children.
- Harmful additives and chemicals in products intended for children.
- Shocking tabloid headlines visible from the street, even if there is no intention of visiting the store.
- In larger stores with toilets, children cannot even reach to wash their hands themselves! Everything is designed for tall, healthy adults!
- Sweets should be even further away from checkouts.
- Children actively have sugary products forced upon them in advertising and in shops.
- Children's products and foods are more expensive than at Prisma, which is a safer, better store.
- In my local store, fizzy drinks, crisps and sweets are prominently displayed, it almost feels like they're forced on customers. If you go to the store with a child, it's the child they always notice and invite to buy things.
- In my opinion, the materials used to make toys should definitely be safe and manufacturers should be required to disclose all of the chemicals used to manufacture and process products.
- In one store belonging to Kesko near where I live, there are often out-of-date products on sale.
- I have seen energy drinks and tobacco being sold to people who are clearly under-age.
- Is it time for sweet-free checkouts? You could have one with nuts or similar. Marketing Frozen cereal (Kelloggs) at the end of an enormous aisle shelf using only pictures of Anna and Elsa without any text describing the product was a record low.
- Sales of fireworks are pretty bad – everywhere else as well – because children aren't able to read the signs saying that they cannot be sold to minors. This gives rise to an unnecessarily large number of arguments with children when fireworks are sold so prominently. I would prefer them to be sold under the counter. And do these shelves of sweets need to be several dozen metres long from floor to ceiling?...
- Above all, stores are selling a lot of products containing unnecessary chemicals. During a shopping trip, children are exposed to fragrances and other unnecessary chemicals. It should be possible to take a route well away from scented products!

# Children's right to special protection – Good experiences

Children have a right to enjoy the best possible state of health and safety. In this context, "children" are consumers/the children of Kesko's customers, as well as any children who may be involved in producing products sold to consumers. **Have you or anyone close to you experienced Kesko operating particularly well in regard to the aforementioned objectives?** (Q12, OPEN-ENDED)

## Population (n=500)

- Sales of alcohol and tobacco products are controlled well.
- It's not possible to endlessly control everything – everyone should take responsibility for themselves.
- Nothing comes to mind.
- Families with special dietary requirements are super happy about the extensive product selection and the way that there are always new products to be found on the shelves – an egg-free, milk-protein-free family sends its thanks.
- There is good control of products that cannot be sold to people under the age of 18 (my 22-year-old partner cannot get tobacco products from the K-store – hah!).
- Everything has gone as normal.
- Kesko has operated appropriately in this regard.
- When our children were small in the 1990s, right from the very start we shopped at Pekka Taavitsainen's K-supermarket, Musta Pekka, next to Käpylä station. It was safe to shop there with children because the store was well designed.
- I've seen them asking for proof of age a few times.
- By bringing the matter up.
- The Pirkka magazine has sometimes contained recipes for healthy snacks for school-aged children.
- Withdrawals of dangerous toys.

# Children's right to special protection – Good experiences

Children have a right to enjoy the best possible state of health and safety. In this context, "children" are consumers/the children of Kesko's customers, as well as any children who may be involved in producing products sold to consumers. **Have you or anyone close to you experienced Kesko operating particularly well in regard to the aforementioned objectives?** (Q12, OPEN-ENDED)

## Special groups (n=121)

- Adding Ella's products to the selection.
- I've had good experiences in the sense that they have checked the age of young customers when they sell energy drinks, tobacco products and alcohol products.
- Age limits have been imposed for buying energy drinks, at least at Citymarket.
- Yeah, the place is tidy and there is plenty of room in the aisles. That's a big plus. It also creates breathing space! This is a really big thing for asthmatics!
- Collections take place in-store for children's charities and causes such as sports, as well as for the new children's hospital. Plenty of information about Kesko's activities to employ people with developmental disabilities.
- More attention is paid to children in small K-stores.
- This research feels like a good step towards a good result in the future.

# 4.3

Non-discrimination, equality, unobstructed access



# 4.3a Non-discrimination, equality, accessibility

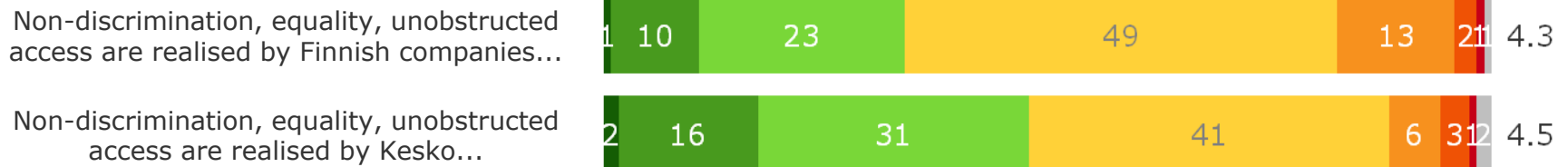
From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **In your opinion from a customer's perspective, what do Finnish companies do in regard to this and what does Kesko do?** (Q13)

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## POPULATION (N=500)

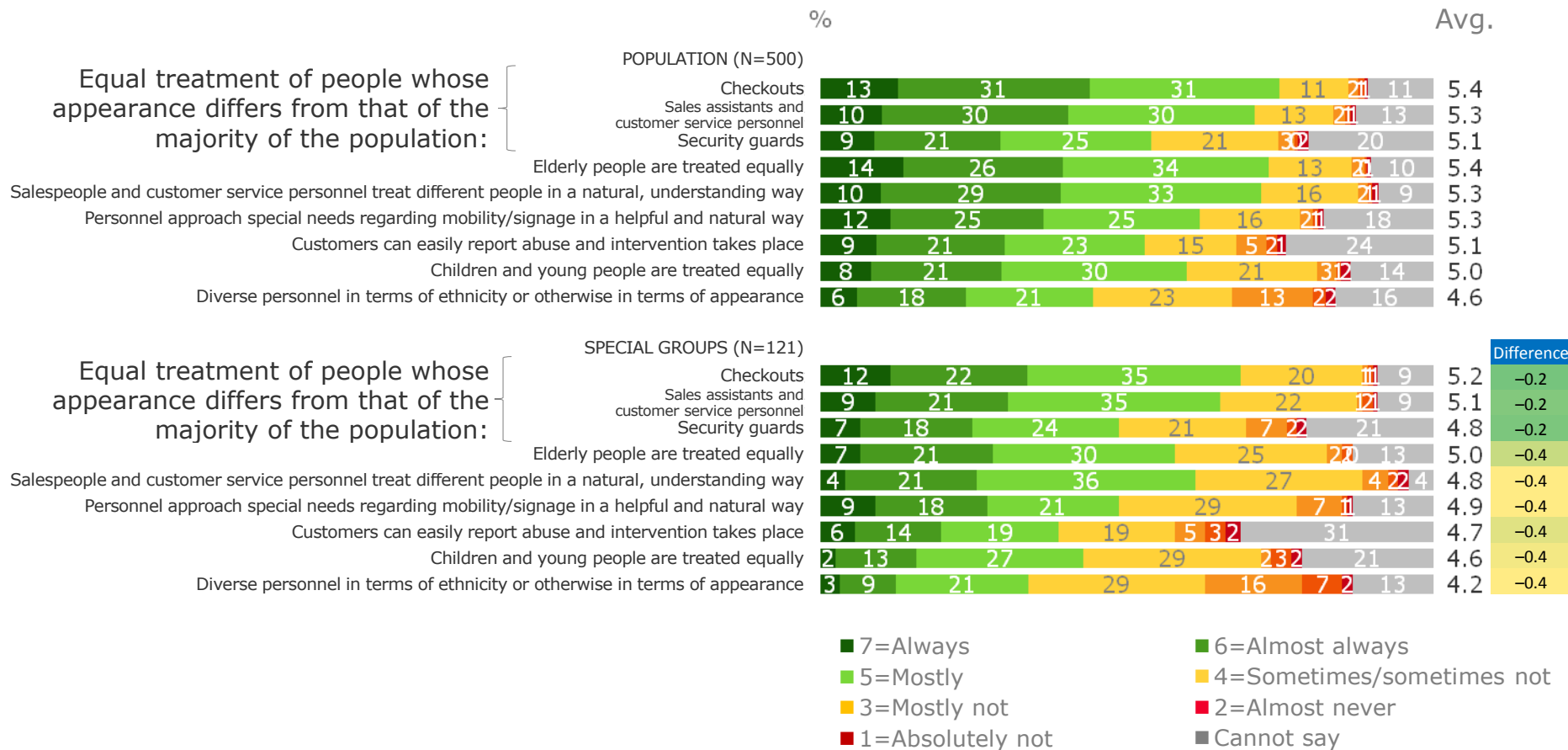


## SPECIAL GROUPS (N=121)



# 4.3b Non-discrimination, equality

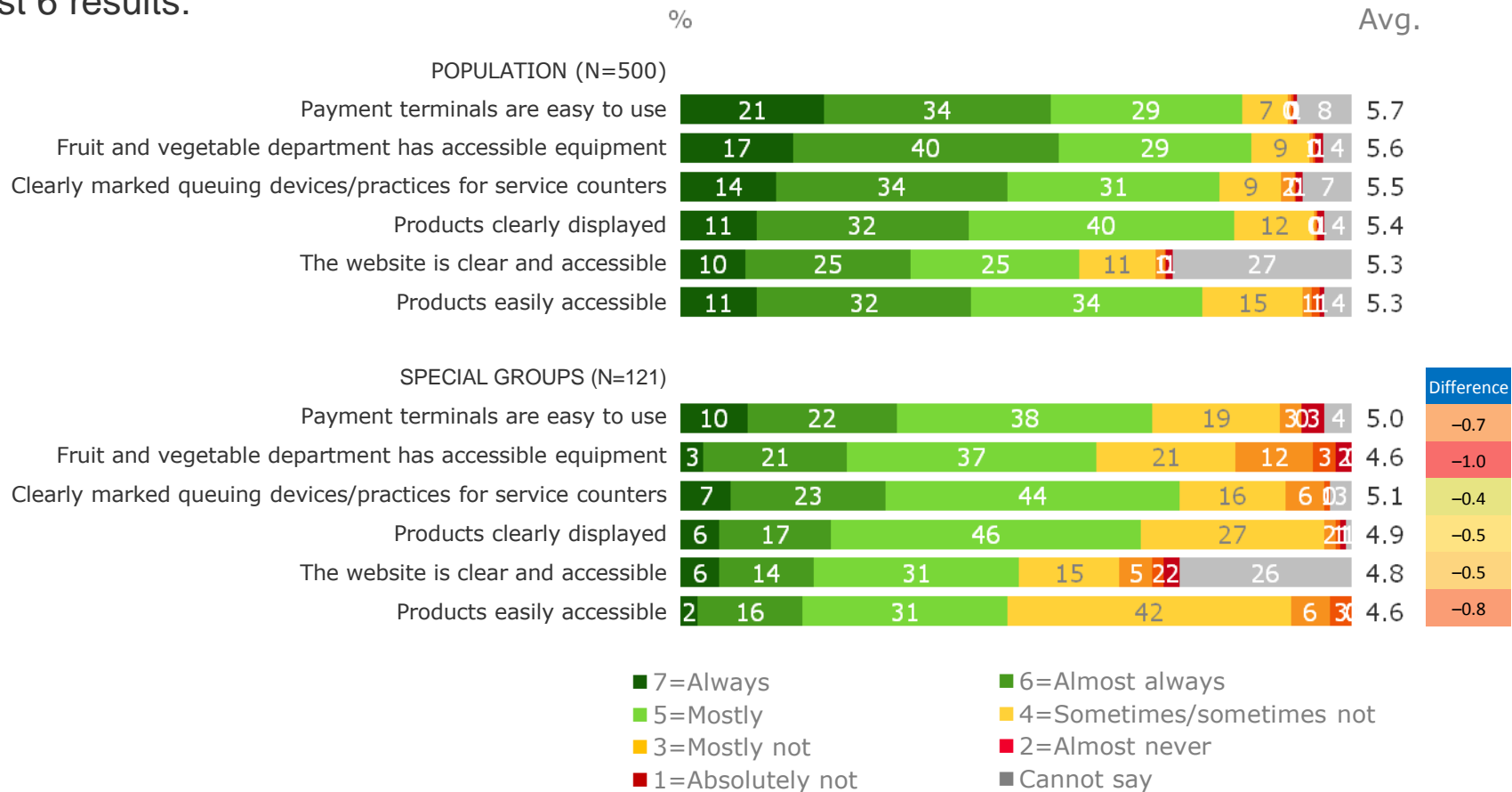
From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **The matter is realised in Kesko/K-stores...** (Q14)



# 4.3c1 Accessibility

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **The matter is realised in Kesko/K-stores...** (Q15)

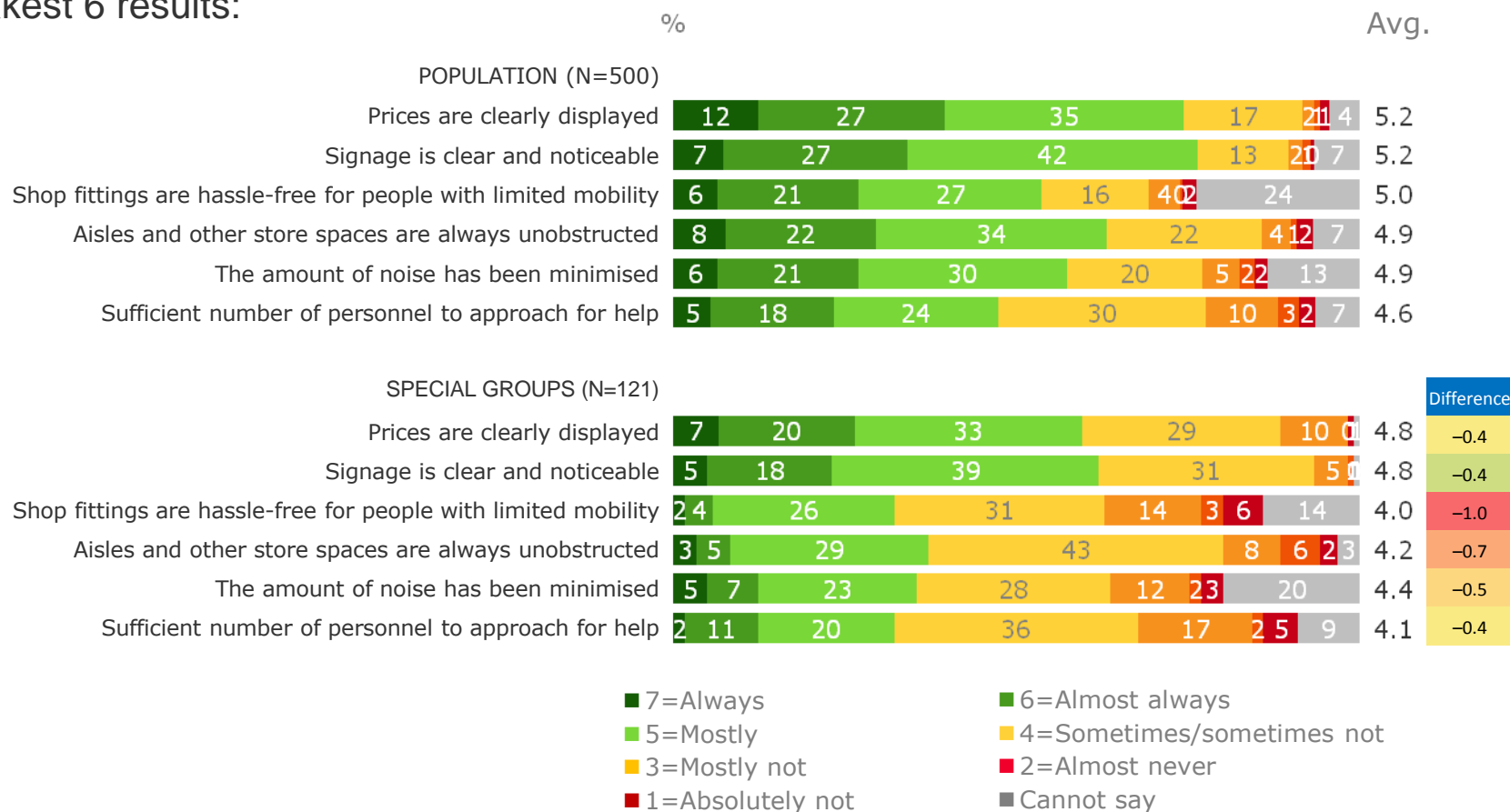
## The best 6 results:



## 4.3c2 Accessibility

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **The matter is realised in Kesko/K-stores...** (Q15)

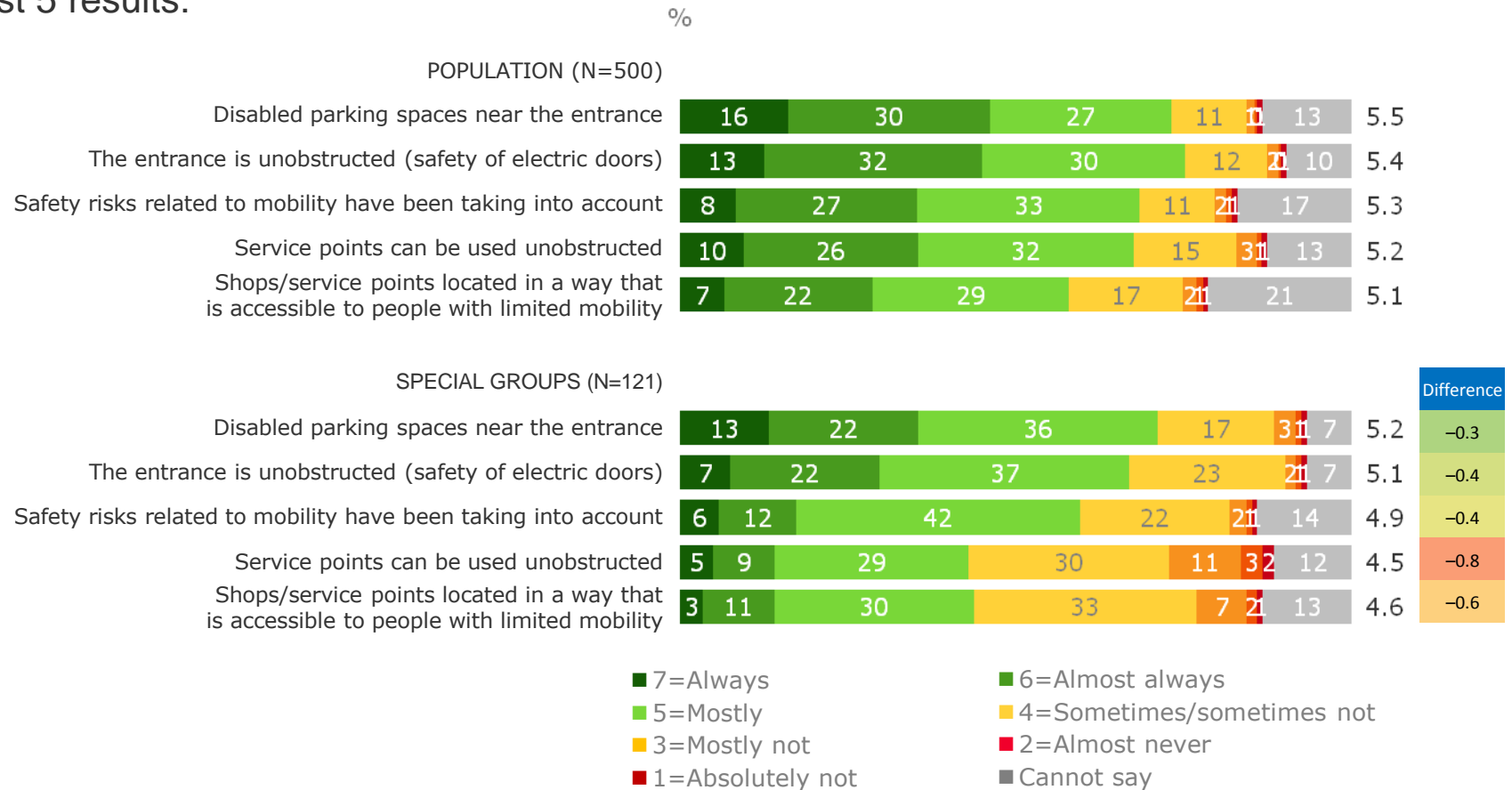
### The weakest 6 results:



# 4.3d1 Accessibility

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **The matter is realised in Kesko/K-stores...** (Q16)

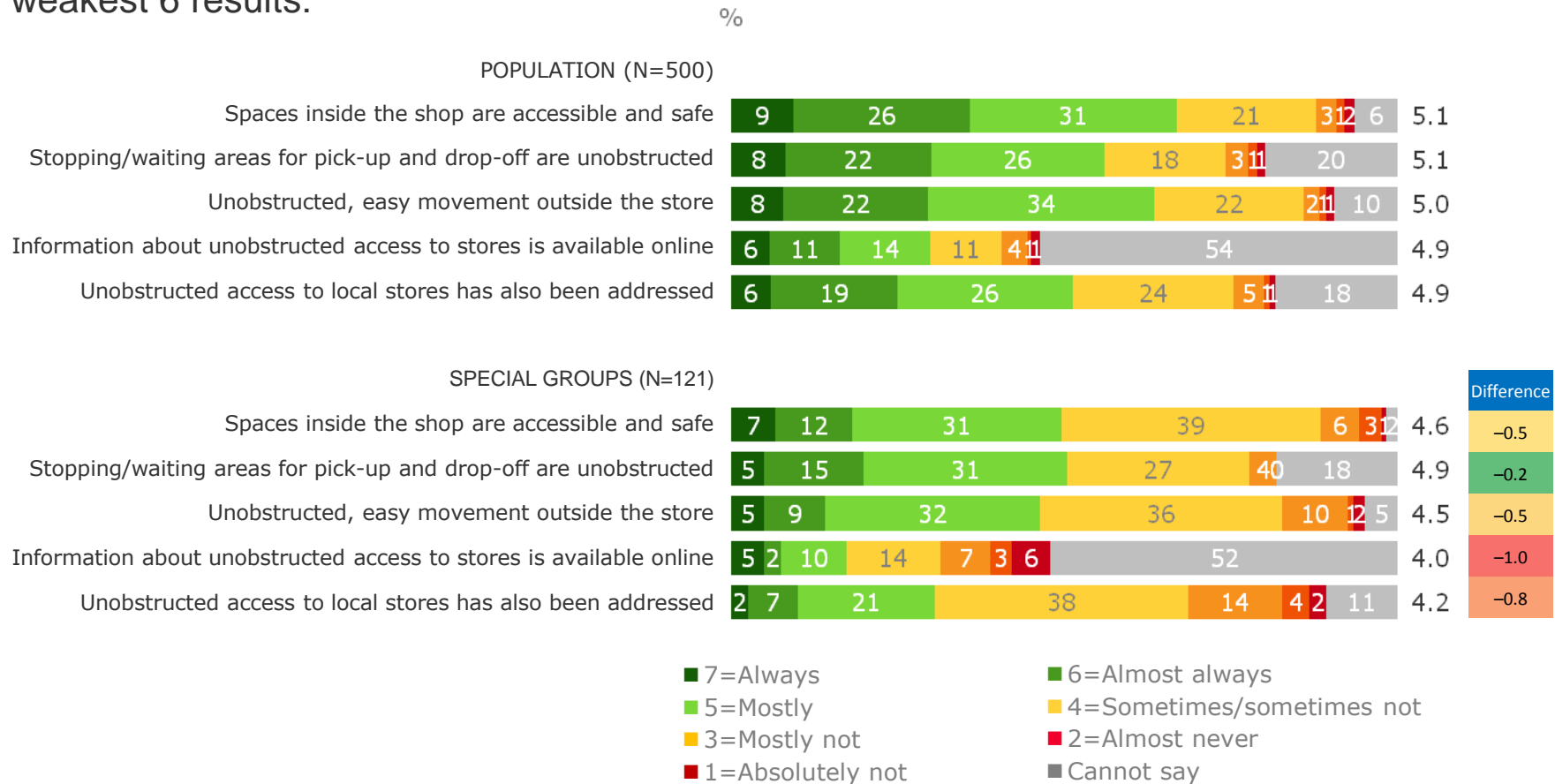
The best 5 results:



# 4.3d2 Accessibility

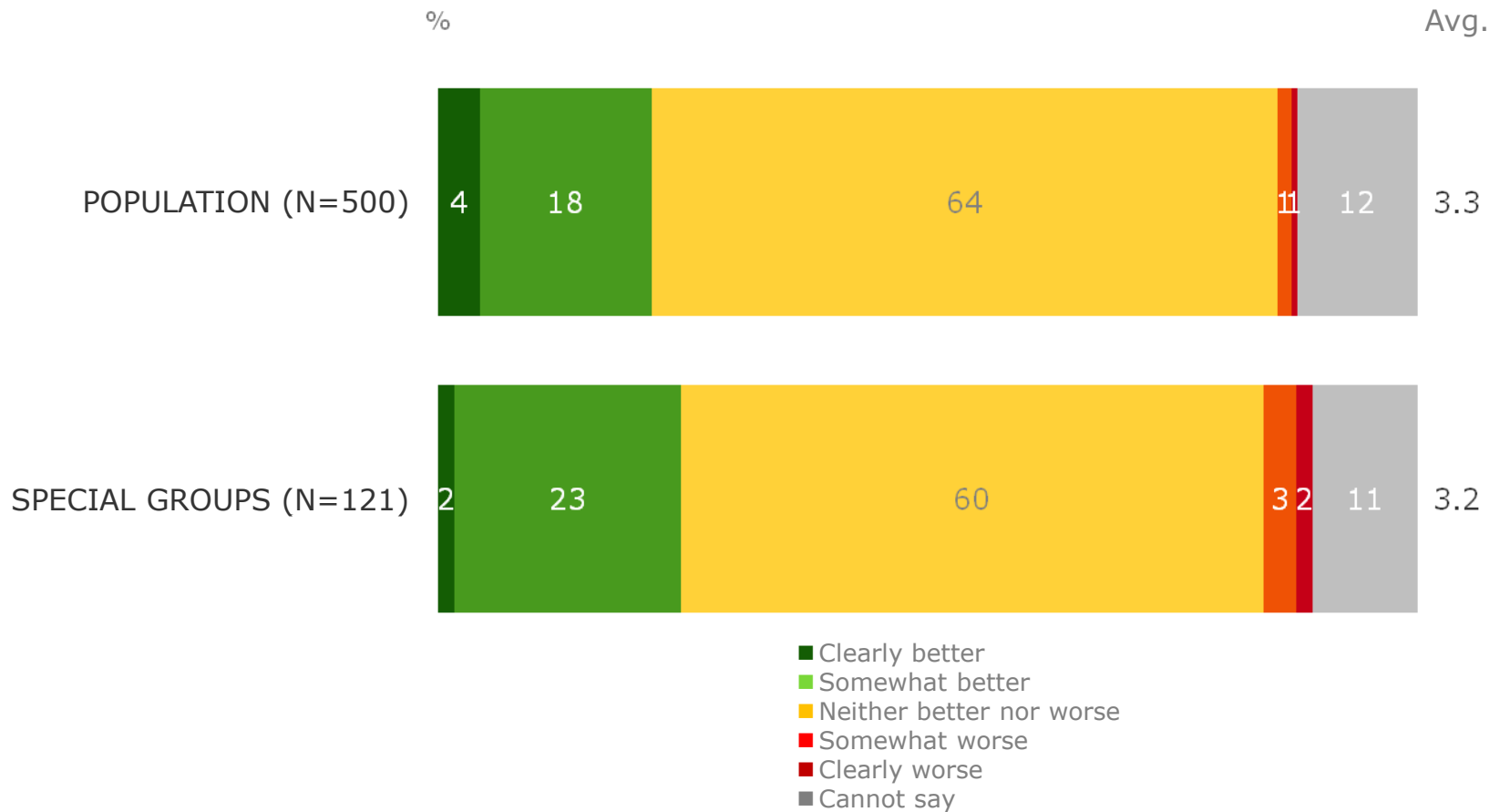
From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **The matter is realised in Kesko/K-stores...** (Q16)

## The weakest 6 results:



## 4.3e Non-discrimination, equality, accessibility

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **The matter is realised in Kesko/K-stores...** (Q17)



## 4.3f Non-discrimination, equality, accessibility 6 – Bad experiences

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q18, OPEN-ENDED)

### Population (n=500)

- The information points in Citymarkets are usually behind high counters, which can be unpleasant for people sitting in wheelchairs. Sometimes, when shelves are being stacked, there are trolleys/carts of goods in the middle of aisles or in front of shelves.
- No (dark, slippery car parks in the winter are probably common to all stores).
- No, except sometimes really brazen people take the disabled parking spaces by the doors.
- No attention has been paid to people with visual impairments or shorter people at all in terms of the placement of goods and prices.
- Otherwise appropriate, apart from the troublemakers.
- There has been a pile of snow in the disabled parking space because it was not occupied with the snow was ploughed. In one place, the pile of snow was there all winter. The car park was shared with other shops in the shopping centre. I've come across the same arrangement in several other towns. Arrange training for the strong young men who look after the property.
- Sometimes the products I need are quite high up on the shelf. Of course, I can stretch, borrow a stool or ask a member of staff to hand me the product I want but this would be a difficult situation for a person in a wheelchair or an elderly person. Of course, the solution is to ask a member of staff to come and help, and I've always received help.
- Narrow aisles between the shelves and a weird café department in the Kannelmäki K-store at the Neste service station. It attracts strange people.
- I never see people with a foreign background or even those who look that way working for Kesko – I imagine there must be applicants...?
- Yes. Christians are subject to discrimination in some stores.
- No attention is paid to children and Romanies are still treated like thieves for no reason.
- Children are not taken into consideration at the checkout: if there is an adult next to them, the checkout assistant only talks to the adult. Several times I've been there "in the background" to support my children and teach them to independently make everyday purchases. Often they are disregarded, even if they put the goods on the conveyor belt, take a bag and go and pack the shopping. When they go to pay, that's when it happens. It's sad!
- At the local store, it is difficult for people with limited mobility to move/turn around. It's rare to receive help in getting things down off the shelf.
- It is almost impossible to get around our local supermarket with a pushchair. The aisles are teeming with cardboard stands and products stacked in different ways. I'm not keen on shopping at that K-market.
- One of my close friends has limited mobility (wheelchair) and people in Citymarkets push in line and ignore him more than at Prisma.
- How can customers with limited mobility, customers in wheelchairs, get products from the top shelf if there's no sales personnel nearby or another customer who could help? Sometimes there are products in the aisles and stacked up in towers at the corners. It's difficult enough getting round with a pushchair – what's it like in a wheelchair? Someone from sales planning or replenishment could try getting around the store in a wheelchair. It's good to have a broad selection of products but they have to safely fit on the store's shelves or alongside aisles.



# Non-discrimination, equality, accessibility 6 – Bad experiences

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q18, OPEN-ENDED)

## Population (n=500)

- A few local shops only have stairs.
- My own supermarket has considerably narrower aisles than S-markets of a similar size. When I use a wheelchair or electric scooter I often need to ask for help.
- I continuously have bad experiences with bad behaviour at Citymarket checkouts regardless of the fact that the purchases are always selected, placed and paid for carefully.
- Get the Somalis and all of their prams out of stores. They block the aisles and the kids scream.....
- Certain local stores are not accessible for people with limited mobility, people with foreign backgrounds do not get guidance on fruit and vegetable products, monolingual immigrants from regions such as Africa, Asia and the Middle East.
- Very often in Kesko's grocery stores there are goods in the aisles so it is difficult to get around, whether you have limited mobility or not.
- There could be seats for elderly people inside large stores.
- The vegan product range is not as extensive as in S-Group stores.
- Before 2000, Romanies and foreigners were occasionally victims of bad treatment in K-stores. This has improved now.
- I referred to the problems with smells in my previous answer (some of the personnel use too much perfume or aftershave).

# Non-discrimination, equality, accessibility 6 – Bad experiences

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q18, OPEN-ENDED)

## Special groups (n=121)

- It is difficult to get help with shopping.
- Getting around with mobility aids is difficult in cramped local stores and there are not enough personnel who could help.
- The people responsible for things are the one who care least about them.
- Scented products should not be allowed next to unscented products in the store. Internal air is also a part of accessibility.
- It is sometime difficult to find personnel in a big hypermarket. You always have to go back to the checkout or the food department to find a member of staff...
- "Kesport in Iisalmi is not a pleasant place for people with limited mobility to shop – cramped and long staircases. The fruit and vegetable departments in several K-grocery stores do not have scales at a height that shorter people can reach – Prisma, the competitor, has them lower down. Many ordinary shoppers think that the lower scales are for children: not at all; shorter people and customers in wheelchairs can use them. And what is the logic in always putting small shoe sizes higher up and large ones lower down? People with small feet are usually also shorter so it is difficult to reach the top shelves. Also, tall people with big feet have to crouch and bend down. It's madness. Once I asked about this and I was told that this is how it has always been done. Newsflash – things can also be done differently."
- The disabled parking spaces are used by people without a parking permit.
- There are not enough disabled parking spaces and in the winter I've had to complain about the lack of gritting.
- They don't always have disabled parking spaces.
- The Citymarket in Itäkeskus should have a disabled toilet. Also, there should be completely unobstructed access to the Itis shopping centre.
- "One of the small K-markets in Oulu (maybe towards Heinäpää) a cycle rack had been installed at the bottom of the ramp so it was impossible to go up the ramp in a wheelchair and get into the store. The Joutsensilta K-supermarket in Oulu sells products on special offer: 'we haven't got any – maybe they'll come the day after tomorrow'. As a person with limited mobility who visits shops by taxi, it's a bit awkward to wait on standby just in case the products will be there some day. The public toilets at the Citymarket in Raksila are so small that it's impossible to fit in there with a wheelchair + assistant and they're always really messy..."
- The card payment terminals at the checkouts are TOO high! The vegetable scales are TOO high! The checkout assistants are too arrogant and fed up with their low-paid jobs. It's like they're the senior management in the store, even though they're dirtbags.
- Stores treat young people and those who don't dress in a mainstream way with discrimination and prejudice. Not every young person or fifty-year-old who dresses up like a rocker is automatically a shoplifter who needs to be routinely asked to open up bags or be followed around by a security guard. I have rock status but it doesn't mean I can't afford to pay for my shopping. My local store knows me as a rather lucrative customer but elsewhere I often feel like I've been treated with prejudice. Naturally, I don't go back to shops like these. The same applies to the treatment of young people. If they get unfriendly service, I've advised them not to do back to the store.
- The retailer has banned shoppers in wheelchairs from entering his store on the grounds that the premises are too cramped.
- I wrote about potential emergencies in a previous comment. This doesn't just apply to Kesko – it's everywhere from the point of view of a person with a hearing impairment.

# Non-discrimination, equality, accessibility 6 – Bad experiences

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q18, OPEN-ENDED)

## Special groups (n=121)

- Blocking aisles with massive carts is really bad, as is placing shelves/clothing racks so close to each other that there's no way of getting to them. The same applies to goods that are high up.
- For short people, people in wheelchairs or elderly people with hunched backs, the store's scales are too high and it's not possible to reach the buttons! Similarly, the checkouts are high up and it is difficult to pack goods into bags. As a short person, if I go to a store alone, I choose a store where I can reach everything. In stores with toilets, the washbasins are too high and even if you can reach to wash your hands, the soap or towels are usually out of reach. Even children – who could wash their hands themselves – cannot reach!
- A wheelchair user who is a close friend is not keen on shopping at smaller Kesko stores such as K-markets. The aisles are too narrow and there are too many heaps of goods – there's a fear of products falling down. In large supermarkets, it is difficult to get help from salespeople because there are so few of them. Payment terminals are difficult to use and very often too high up.
- In my opinion, having strongly scented products such as perfumes and other cosmetics located right at the entrance is disrespectful of the principle of accessibility because people who are hypersensitive to fragrances and sufferers of MSC may experience strong symptoms as soon as they enter the shop. In such cases, it is likely that they will not buy anything. In my opinion, stores should pay much more attention to people who are hypersensitive to chemicals and fragrances.
- As someone who is hypersensitive to many chemicals, it is difficult to shop in stores where unscented detergents are located next to scented detergents. My local CM also has scented candles next to the detergents so I can't go shopping there at all. The scent of flowers and mouldy soil often hangs around the checkouts. I've had to leave the CM several times due to asthma attacks. :( Mouldy store premises are not at all suitable for me and many Kesko premises are mouldy. I also suspect that the warehouses are often mouldy because some product packages smell of mould.
- Mylly has bad signage.
- Depending on the store, it can be difficult to get around, the aisles are narrow, special offer baskets or presentation counters are obstructions and they make the store more cramped.
- As a person with a visual impairment, I find the fruit and vegetable counter disappointing because it is almost impossible for me to buy anything independently if it needs to be weighed. If there is no help available I usually don't buy anything. It is also difficult to find the product code on the scales even if someone tells me what it is.
- I'm quite short and it would be great if the store had some sort of stool around so I could reach things that are high up. I shop at the Alepa in Koskela and the personnel there are great in terms of customer service: you can always ask them to help and they always do help. It'd be nice to have the scales a bit lower down.
- Some stores are so cramped that a wheelchair won't fit in.

# Non-discrimination, equality, accessibility 6 – Bad experiences

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q18, OPEN-ENDED)

## Special groups (n=121)

- Romanians and Somalis experience the most discrimination when they shop in the stores and in regard to their treatment by security guards. They also have the lowest representation among employees, as do people with disabilities. Disabled people are not just those who use wheelchairs (an example is fitting rooms where there is not space to try on a jumper), in big stores there are no chairs where people with limited mobility could relax. Here's a tip: big stores could have mobility aids for elderly people and those with bad legs to borrow. There are no really big sizes in the shoe selection, either for women or men, nor among socks.
- Lots of scented products where I "need" to shop.
- The planning for pick-up and drop-off was poor. The number of taxi customers is constantly increasing. Disabled parking spaces cannot always be waiting areas for taxis. Parking is not controlled – this applies to all stores. If my personal assistant attracts attention by being ethnically different, I've noticed that security guards follow us much more closely than when I shop on my own or with assistants from Finnish backgrounds.
- The indoor air quality and the placement of scented/smelly products puts paid to many shopping trips. For example, at the Citymarket in Pirkko, a customer lost their voice when choosing bedclothes. They came back a while later but lost their voice again. The chemicals used to process products cause a lot of problems. This may be one of the reasons why people are interested in flea markets, although there are lots of other problems there... but no more about that here.
- The products on offer at counters should be displayed better. The price labels next to the products have small text and the lighting is often badly directed, making it difficult to read the labels.
- When I'm there with a pushchair, I can't always fit down the aisles safely. Not all of the products on the shelves are accessible to people sitting in wheelchairs or short people.
- Individual cases related to the building and home improvement trade and the grocery trade in various parts of Finland. K-rautas are the worst.

# Non-discrimination, equality, accessibility 7 – Good experiences

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q19, OPEN-ENDED)

## Population (n=500)

- Helpful personnel, they help customers with limited mobility in the store, for example by collecting the customer's shopping.
- Citymarket Klaukkala, Tammisto, Sello.
- No.
- Nothing comes to mind now. I've got a bad memory.
- The range of ethnic food in some K-stores is really good.
- Disabled parking spaces are normally well located.
- Some stores have lovely, helpful employees who have understood the fundamentals of the service profession: customers should be helped in a natural and friendly way. Customers who need help are valued – they are not a burden.
- If Stockmann is included in the same group as Kesko, no other place pays better attention to people with limited mobility – except Akateeminen Kirjakauppa.
- They have employed people with developmental disabilities.
- The employees in the local store help people with visual impairments and other people with limited mobility.
- In my opinion, they've employed more immigrants than others. At my local store, they open the doors for people with limited mobility, collect products and put them in the mobility aid and otherwise provide superb service. There is a "disabled building" in the neighbourhood. The service works brilliantly but it is "disruptive" to other customers.
- In my opinion, keeping a closer eye on gypsies is fine – it's common sense.
- I've been shopping with customers with developmental disabilities several times and we have always received good service, even though the behaviour is not always completely positive or shopping takes a bit longer.
- In general, the car park facilities are amazing. The trolley parks for the big supermarkets work well and they are taken care of – they don't get too full.

# Non-discrimination, equality, accessibility 7 – Good experiences

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q19, OPEN-ENDED)

## Special groups (n=121)

- I responded to a customer survey at the Alajärvi supermarket and I said that I would like them to put a helpful tool on the scales in the fruit and vegetable department (I am short and I have seen how an elderly person was not able to press the button on the scales; they couldn't reach because of their back). Sticks soon appeared on both sets of scales but they disappeared at some point. I don't shop in that department any more because I can't reach and I don't want to ask other people for help every time.
- If I request help, I almost always get it. Good service for people with limited mobility.
- For example, some of the fruit scales are located lower down so people in wheelchairs can reach and so can children – this promotes independent shopping.
- The location of the fruit scales takes into account people with limited mobility. When I gave some feedback once, the retailer was willing to correct the situation.
- In large stores, accessibility is almost perfect, with the exception of fitting rooms.
- Amazing checkout in a small store.
- When my old mother was still able to visit the store on her own, someone always helped her weigh the goods and things like that because my mother is visually impaired.
- In my opinion, people in wheelchairs and users of equivalent mobility aids have been taken into consideration fairly well.
- I am short so I can't always reach things. However, I've always received help from the store personnel whenever I've needed it and they actively offer help. The fruit/vegetable scales have also been placed lower down so I can reach to weight products myself. However, the fruit and vegetable boxes are sometimes too high up, particularly in larger stores, and I can't reach in.
- As a person with limited mobility, I've received excellent service twice at Citymarket when I was buying difficult clothes for my children like shoes and rain suits and I didn't have an assistant with me. Both times I wrote a letter and gave them feedback. Unusual but very thoughtful!
- We get a lot of feedback about good and friendly service. The situation has improved as the decades have gone by.
- Entrances are usually step-free so there is easy access.
- Goods are usually within reach of shorter people.
- Terraces have invested in customer service recently. They have sales assistants – they are active and helpful.
- So far, no-one has taken into consideration people who suffer due to fragrances and smells. That's why this questionnaire is valuable! Luckily, it's clear that shops in Finland are very safe. But the chemicals in products and the indoor air problems may make shopping impossible. People have to make special coping strategies and plans. Some know how long they can be in the store as soon as they enter. They plan their route and hope that they can get directly to the checkout. A longer shopping trip usually means several days of recovery. This is worrying – it's a tough battle for survival. For example, as regards detergents, many people have to ask for help because they can't go themselves. That's why it's unbelievable that scents are being added to products such as tissues. Particularly when scented products are all over the place.
- Employs people with disabilities – that is really important employment!

# Non-discrimination, equality, accessibility 7 – Good experiences

From the consumer's perspective this means that everyone has the rights and opportunity to participate fully and effectively in society on equal terms with others. **Have you or anyone close to you experienced Kesko operating particularly badly in regard to the aforementioned objectives?** (Q19, OPEN-ENDED)

## Special groups (n=121)

- When the new refrigeration units were installed at the Alepa in Koskela, several products were moved further down so I can now reach them better as a short person. The salespeople at Alepa in Koskela often ask whether they can pack the products into bags and have helped enormously by packing products directly into plastic bags at the checkout. This has been a hugely good service – thank you for that. At the Alepa in Koskela, they probably see lots of different types of people but whenever I've shopped there it's been a nice feeling when sales assistants have treated me in the same way as so-called "normal people"; they haven't been kind of put off like "what on earth is that customer?" – thank you for that as well :)
- New store premises are good at taking accessibility into consideration.
- There are people at the checkout who can communicate in sign language.
- Societal participation in this context may be a bit of an exaggeration; this is about shopping...

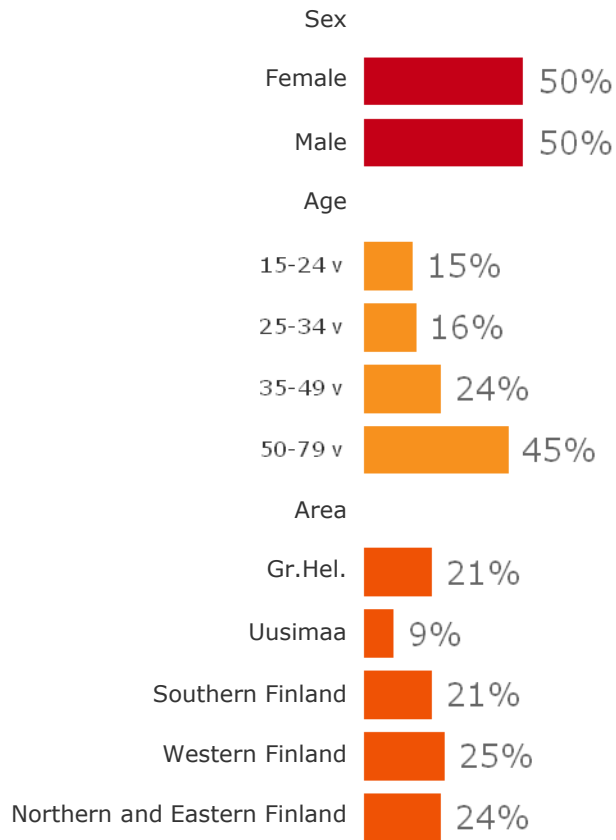
# 4.4

Description of the target groups



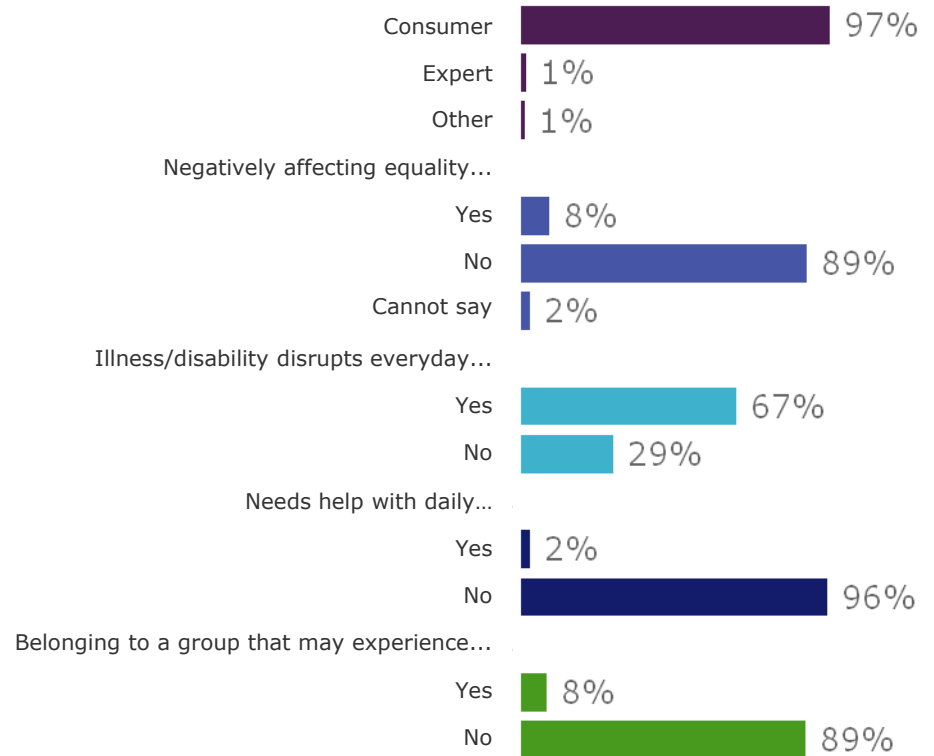
## 4.4. Structure of the material: sample representative of the population

Population (n=500)



Population (n=500)

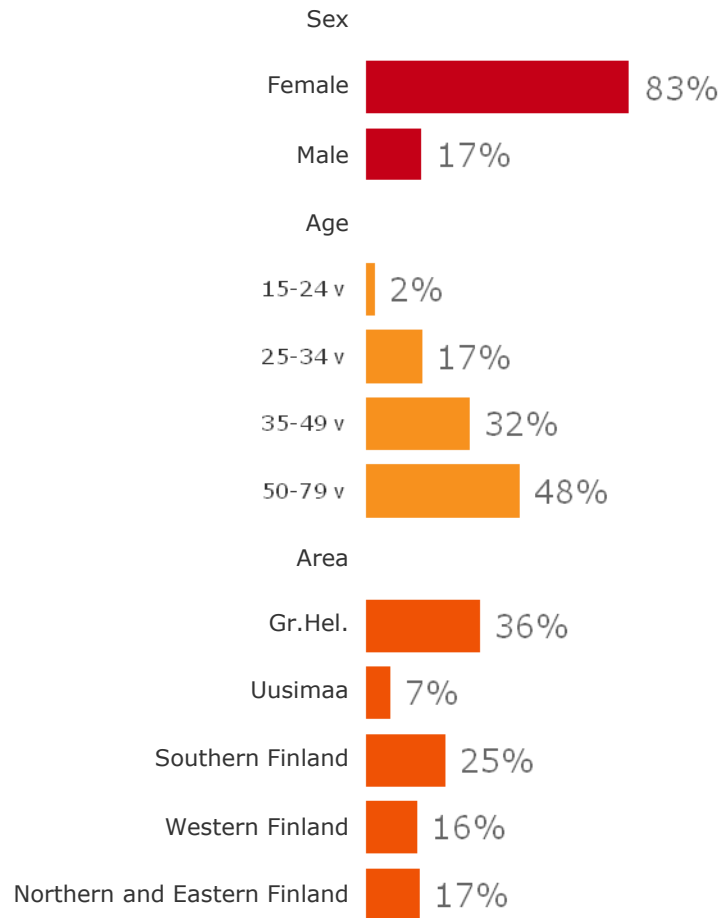
In which capacity is the person participating?



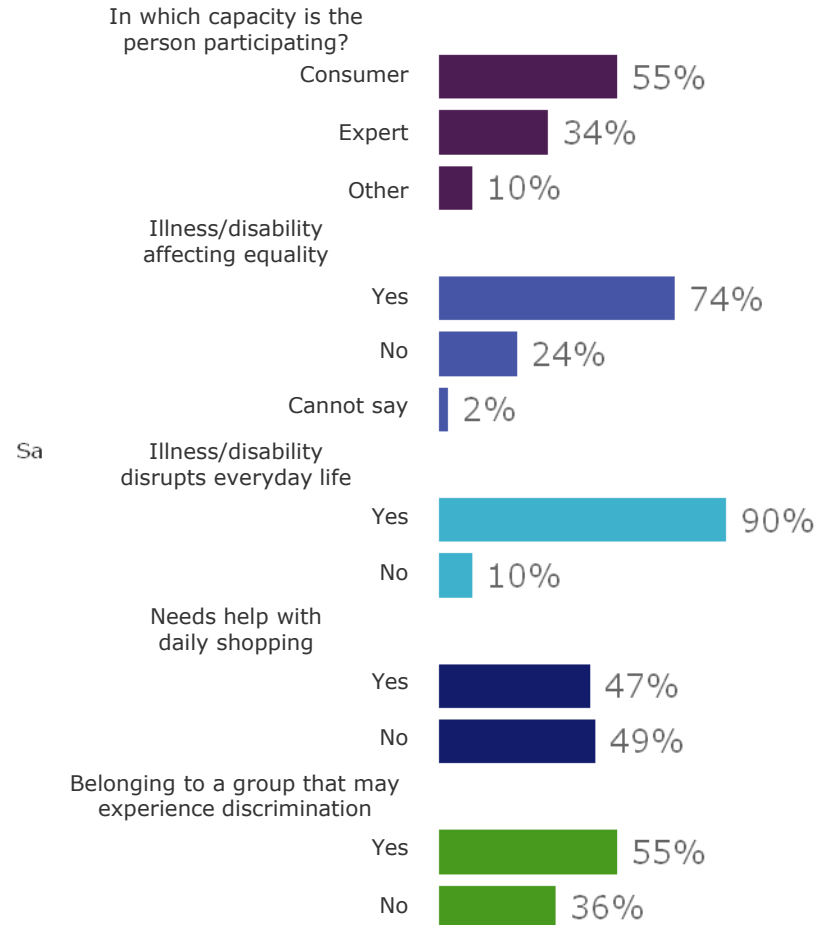
11% of Finns belong to a group that feels it may experience discrimination OR that has a disability or illness that reduces equality

# Structure of the material: sample representative of special groups

## Special groups (n=121)

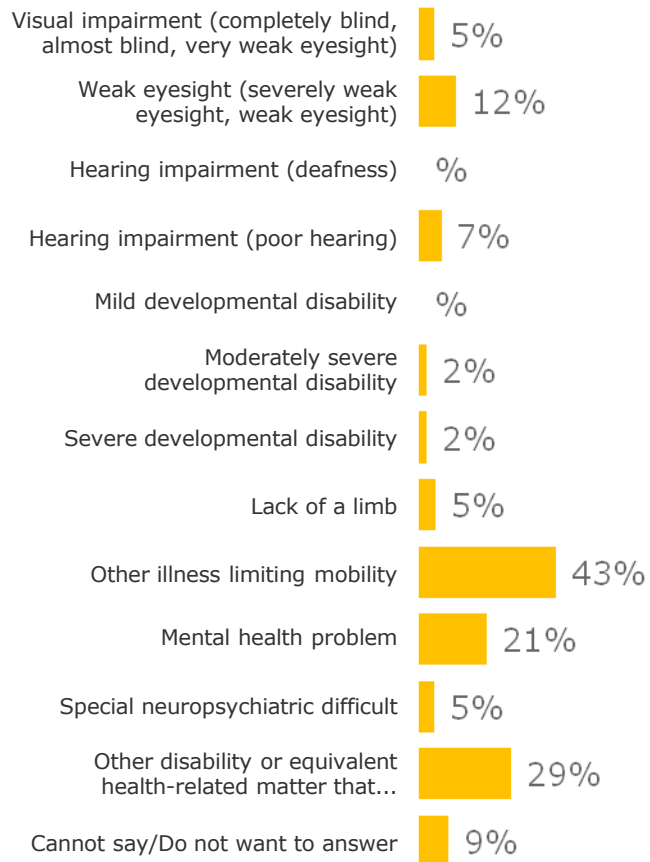


## Special groups (n=121)

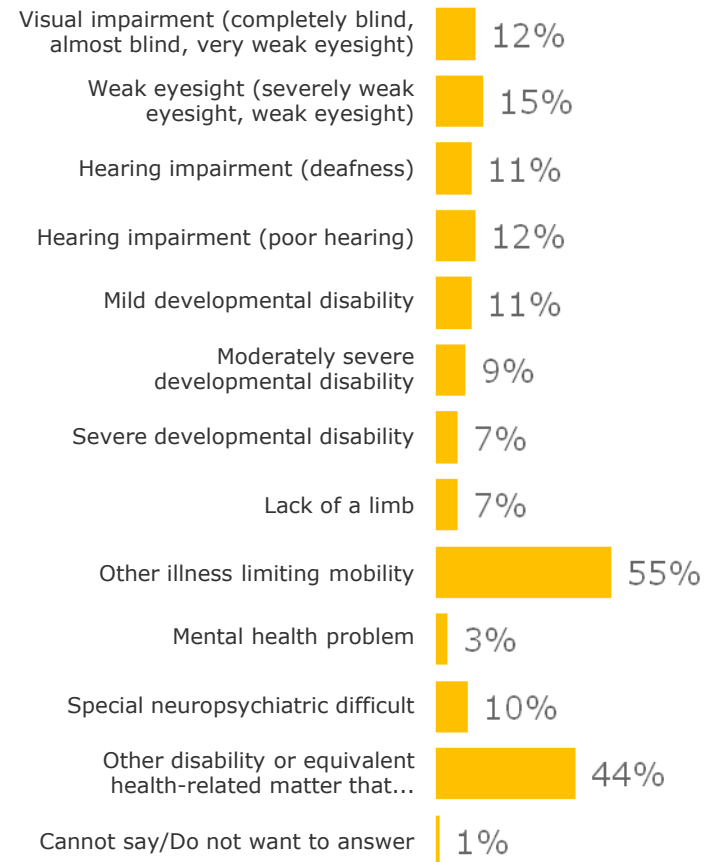


# Structure of the material

Population (n=42)  
8.5% of respondents



Special groups (n=89)  
73% of respondents



# 4.5

## Analysis of the results

## 4.5 Comparing results

How were the evaluations distributed?

What is a good result and what is a bad result? What is the objective?

General public:

The median result for all statements is 5.2. The results can be interpreted as "this matter is mostly realised". This can be considered the minimum target over the long term. As such, nearly half of the individual factors did not meet the target.

Special target groups:

as regards special target groups in general, bridging the gap to the evaluations given by the general public would seem to be a reasonably long-term target. Now, there is maximum gap of almost one unit on the 7-step scale in comparison with the population as a whole. There were gaps of more than 0.5 units in 20 factors.

The results are averages on the scale from  
7 = Always to 1 = Never

	Population	Special target groups
Maximum	5.9	5.3
Upper quartile	5.4	5.0
Median	5.2	4.7
Lower quartile	4.9	4.4
Minimum	4.6	4.0

■ Always =7

■ Mostly =5

■ Mostly not =3

■ Never =1

■ Almost always =6

■ Sometimes/sometimes not =4

■ Almost never =2

■ Cannot say

## 4.5 Comparing results

The 15 best-handled factors in the opinion of the sample representative of the population

The results are averages on the scale from 7 = Always to 1 = Never

	Population	Difference	Special target groups
It is safe to move around in stores	5.9	-0.85	5.0
Payment terminals are easy to use	5.7	-0.68	5.0
Good air quality in stores	5.7	-0.5	5.2
Products are safe	5.7	-0.32	5.3
Fruit and vegetable department has accessible equipment	5.6	-0.96	4.6
Safety is not endangered by other customers	5.5	-0.33	5.2
It is safe to move in designated areas	5,5	-0.58	4.9
Age limits are monitored effectively	5.5	-0.33	5.2
Disabled parking spaces near the entrance	5.5	-0.31	5.2
Clearly marked queuing devices/practices for service counters	5.5	-0.4	5.1
Safety is also taken into consideration in abnormal circumstances	5.5	-0.21	5.2
The entrance is accessible (safety of electric doors)	5.4	-0.37	5.1
Equal treatment of people whose appearance differs from that of the majority of the population: Checkouts	5.4	-0.22	5.2
Products offered to children are safe	5.4	-0.36	5.0
Products clearly displayed	5.4	-0.47	4.9

## 4.5 Comparing results

The 15 worst-handled factors in the opinion of the sample representative of the population

The results are averages on the scale from 7 = Always to 1 = Never

	Population	Difference	Special target groups
Sufficient number of personnel to approach for help	4.6	-0.43	4.1
Diverse personnel in terms of ethnicity or otherwise in terms of appearance	4.6	-0.44	4.2
Various beliefs are taken into consideration in the product selection	4.7	-0.44	4.2
Positive things are supported and actively highlighted	4.7	-0.36	4.3
Healthy products are actively offered	4.7	-0.47	4.3
Products for children are healthy for children	4.8	-0.44	4.4
Products that are bad for children's health are not marketed	4.8	-0.46	4.3
Products that are harmful to children are not marketed in a way that would appeal to children	4.8	-0.44	4.4
Harmful products are not marketed forcefully	4.8	-0.54	4.3
The amount of noise has been minimised	4.9	-0.52	4.4
Purchasing healthy products is facilitated	4.9	-0.4	4.5
The right to health throughout the supply chain	4.9	-0.54	4.4
Accessibility to local stores has also been addressed	4.9	-0.75	4.2
Information about accessibility to stores is available online	4.9	-0.95	4.0
Aisles and other store spaces are always unobstructed	4.9	-0.71	4.2

## 4.5 Comparing results

The 15 best-handled factors in the opinion of the sample representative of the special target groups

The results are averages on the scale from 7 = Always to 1 = Never

	Population	Difference	Special target groups
Products are safe	5.7	-0.32	5.3
Safety is also taken into consideration in abnormal circumstances	5.5	-0.21	5.2
Equal treatment of people whose appearance differs from that of the majority of the population: Checkouts	5.4	-0.22	5.2
Disabled parking spaces near the entrance	5.5	-0.31	5.2
Safety is not endangered by other customers	5.5	-0.33	5.2
Age limits are monitored effectively	5.5	-0.33	5.2
Good air quality in stores	5.7	-0.5	5.2
Clearly marked queuing devices/practices for service counters	5.5	-0.4	5.1
Equal treatment of people whose appearance differs from that of the majority of the population: Sales assistants and customer service personnel	5.3	-0.24	5.1
The entrance is accessible (safety of electric doors)	5.4	-0.37	5.1
Products offered to children are safe	5.4	-0.36	5.0
Payment terminals are easy to use	5.7	-0.68	5.0
It is safe to move around in stores	5.9	-0.85	5.0
Elderly people are treated equally	5.4	-0.35	5.0
It is safe to move in designated areas	5.5	-0.58	4.9



## 4.5 Comparing results

The 15 worst-handled factors in the opinion of the sample representative of the special target groups

The results are averages on the scale from 7 = Always to 1 = Never

	Population	Difference	Special target groups
Information about accessibility to stores is available online	4.9	-0.95	4.0
Shop fittings are hassle-free for people with limited mobility	5.0	-0.98	4.0
Sufficient number of personnel to approach for help	4.6	-0.43	4.1
Accessibility to local stores has also been addressed	4.9	-0.75	4.2
Diverse personnel in terms of ethnicity or otherwise in terms of appearance	4.6	-0.44	4.2
Various beliefs are taken into consideration in the product selection	4.7	-0.44	4.2
Aisles and other store spaces are always unobstructed	4.9	-0.71	4.2
Healthy products are actively offered	4.7	-0.47	4.3
Harmful products are not marketed forcefully	4.8	-0.54	4.3
Positive things are supported and actively highlighted	4.7	-0.36	4.3
Products that are bad for children's health are not marketed	4.8	-0.46	4.3
Products for children are healthy for children	4.8	-0.44	4.4
The amount of noise has been minimised	4.9	-0.52	4.4
The right to health throughout the supply chain	4.9	-0.54	4.4
Products that are harmful to children are not marketed in a way that would appeal to children	4.8	-0.44	4.4

## 4.5 Comparing results

Matters that received substantially worse evaluations from special target groups than from the sample representative of the population

The results are averages on the scale from 7 = Always to 1 = Never

	Population	Difference	Special target groups
Shop fittings are hassle-free for people with limited mobility	5.0	-0.98	4.0
Fruit and vegetable department has accessible equipment	5.6	-0.96	4.6
Information about accessibility to stores is available online	4.9	-0.95	4.0
It is safe to move around in stores	5.9	-0.85	5.0
Products easily accessible	5.3	-0.76	4.6
Service points can be used unobstructed	5.2	-0.76	4.5
Accessibility to local stores has also been addressed	4.9	-0.75	4.2
Aisles and other store spaces are always accessible	4.9	-0.71	4.2
Payment terminals are easy to use	5.7	-0.68	5.0
It is safe to move in car parks	5.3	-0.66	4.6
Product information/descriptions are easy to read	5.1	-0.62	4.5
It is safe to move in designated areas	5.5	-0.58	4.9
Shops/service points located in a way that is accessible to people with limited mobility	5.1	-0.55	4.6
Harmful products are not marketed forcefully	4.8	-0.54	4.3

## 4.5 Comparing results

The 15 factors that received the most negative evaluations from the sample representative of the population (mostly not + almost never + never)

The results are averages on the scale from 7 = Always to 1 = Never

	Population	Difference	Special target groups
Diverse personnel in terms of ethnicity or otherwise in terms of appearance	17	7	24
Sufficient number of personnel to approach for help	16	7	23
Harmful products are not marketed forcefully	13	8	21
Healthy products are actively offered	11	8	19
Products that are bad for children's health are not marketed	10	10	21
Products that are harmful to children are not marketed in a way that would appeal to children	10	7	17
Various beliefs are taken into consideration in the product selection	10	4	14
Positive things are supported and actively highlighted	10	7	17
The amount of noise has been minimised	9	7	17
Purchasing healthy products is facilitated	9	5	14
Customers can easily report abuse and intervention takes place	8	3	11
Products for children are healthy for children	8	8	16
Aisles and other store spaces are always unobstructed	8	9	17
Children are not exposed to harmful products	7	10	17
Shop fittings are hassle-free for people with limited mobility	7	16	23

## 4.5 Comparing results

The 15 factors that received the most negative evaluations from the sample representative of special target groups (mostly not + almost never + never)

The results are averages on the scale from 7 = Always to 1 = Never

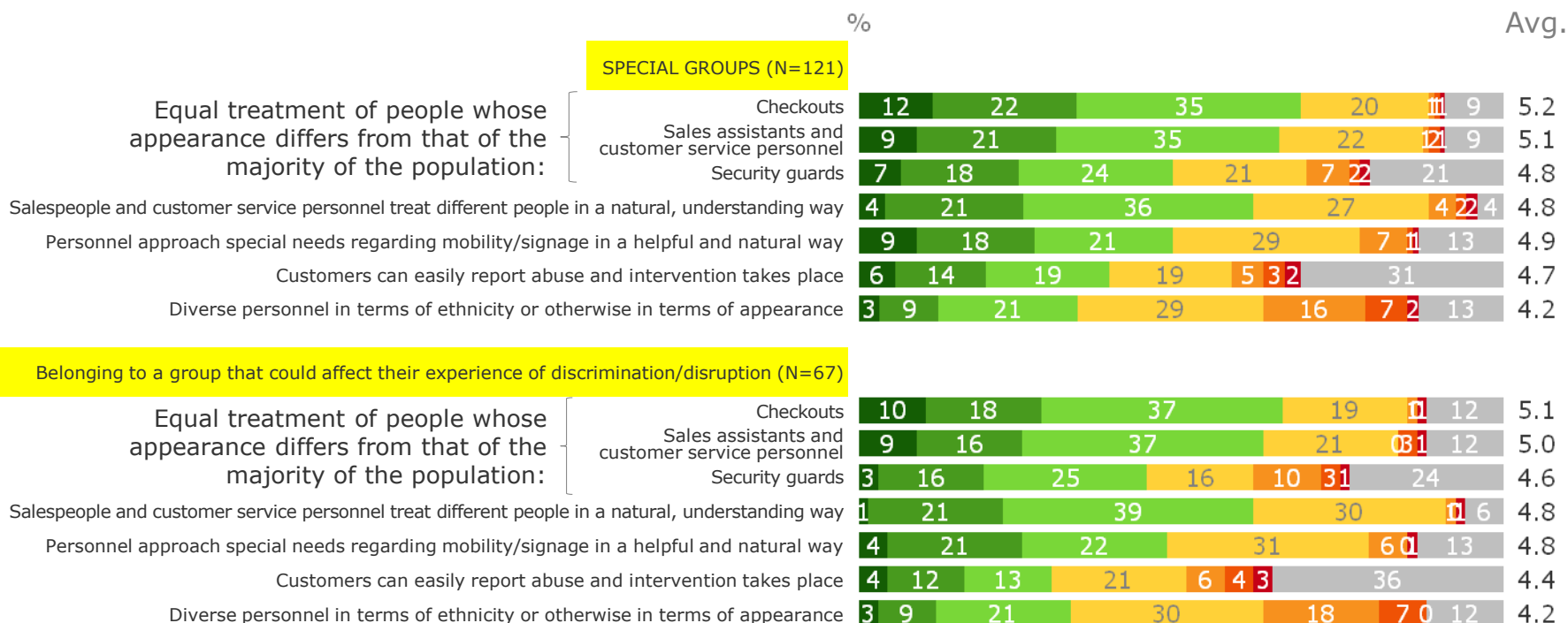
	Population	Difference	Special target groups
Diverse personnel in terms of ethnicity or otherwise in terms of appearance	17	7	24
Sufficient number of personnel to approach for help	16	7	23
Shop fittings are hassle-free for people with limited mobility	7	16	23
Harmful products are not marketed forcefully	13	8	21
Products that are bad for children's health are not marketed	10	10	21
Accessibility to local stores has also been addressed	6	14	21
Healthy products are actively offered	11	8	19
Children are not exposed to harmful products	7	10	17
Fruit and vegetable department has accessible equipment	2	15	17
Products that are harmful to children are not marketed in a way that would appeal to children	10	7	17
Positive things are supported and actively highlighted	10	7	17
The amount of noise has been minimised	9	7	17
Aisles and other store spaces are always accessible	8	9	17
Information about accessibility to stores is available online	6	11	17
Products for children are healthy for children	8	8	16

# 4.6

Analysis of the results: special target groups

## 4.3b Non-discrimination, equality

**Respondents who felt that they belonged to a group that could affect their experience of discrimination/disruption felt that they were generally treated only slightly worse than special groups in general.** The treatment received from security guards was found to be slightly worse, while the ease of reporting abuses was felt to be clearly worse than among special groups in general.

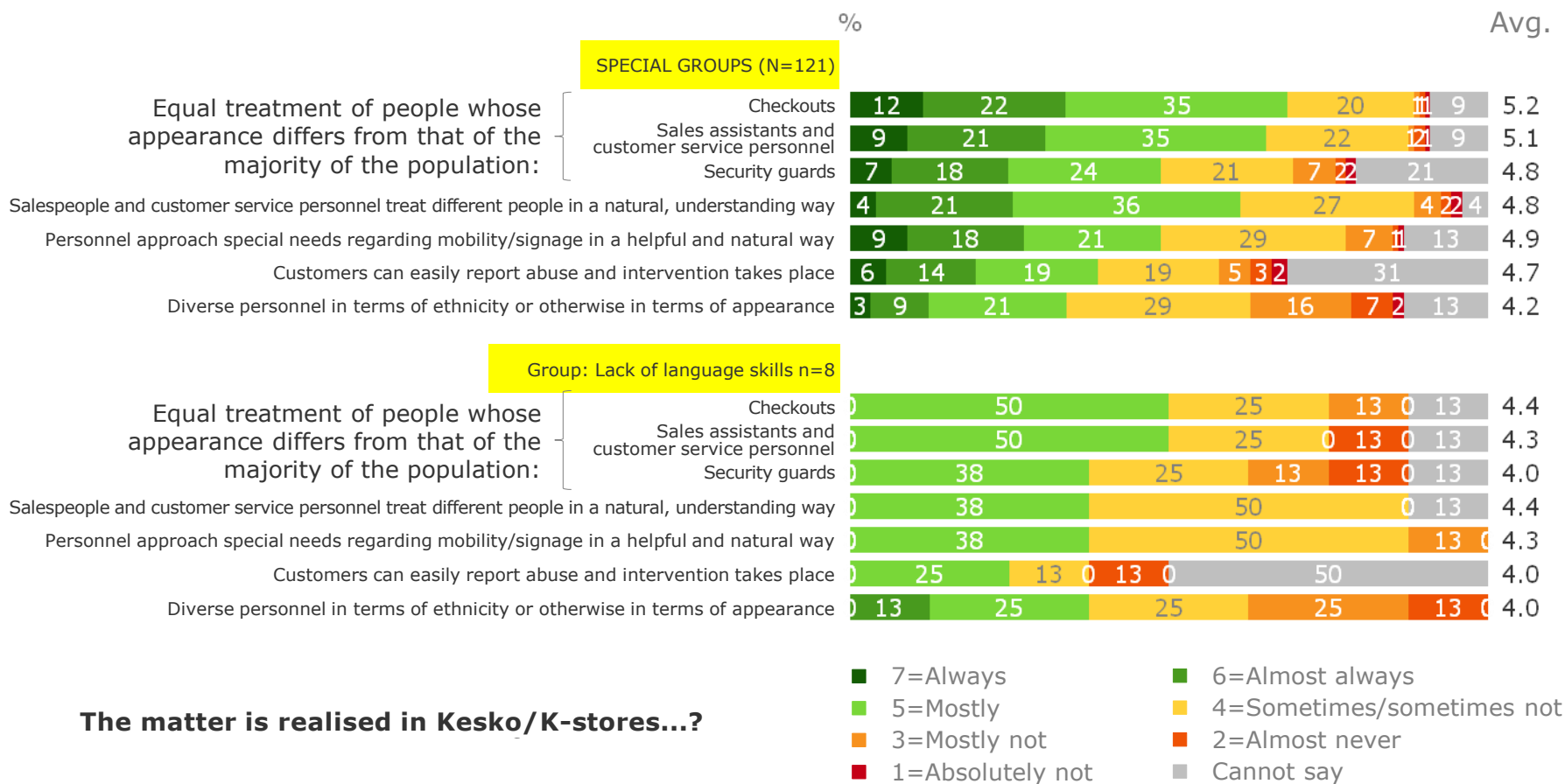


**The matter is realised in Kesko/K-stores...?**



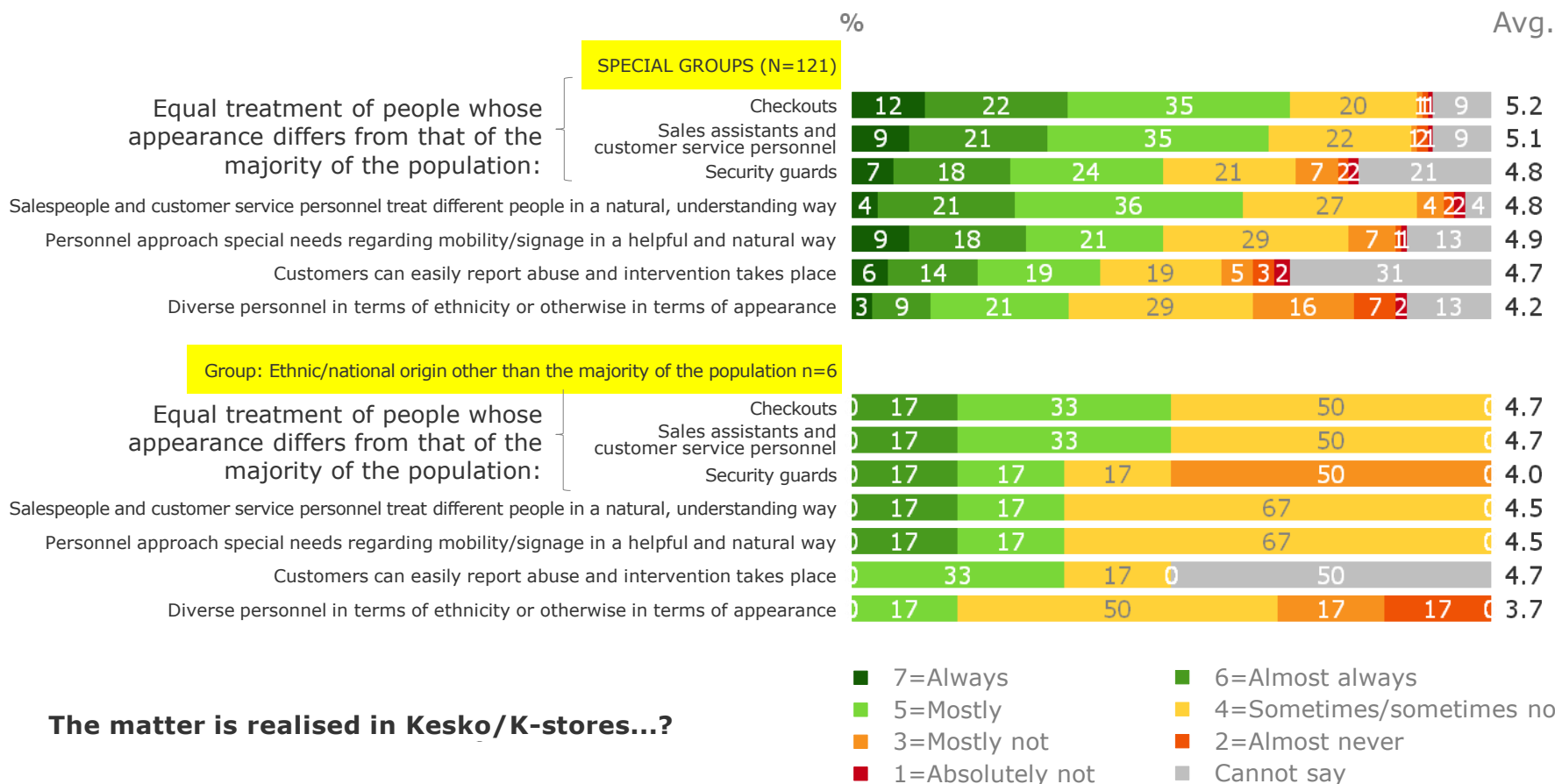
## 4.3b Non-discrimination, equality

**A lack of language skills seems to clearly harm the experience of equality and the number of negative experiences increases.** The small number of respondents reduces the capability to generalise.



## 4.3b Non-discrimination, equality

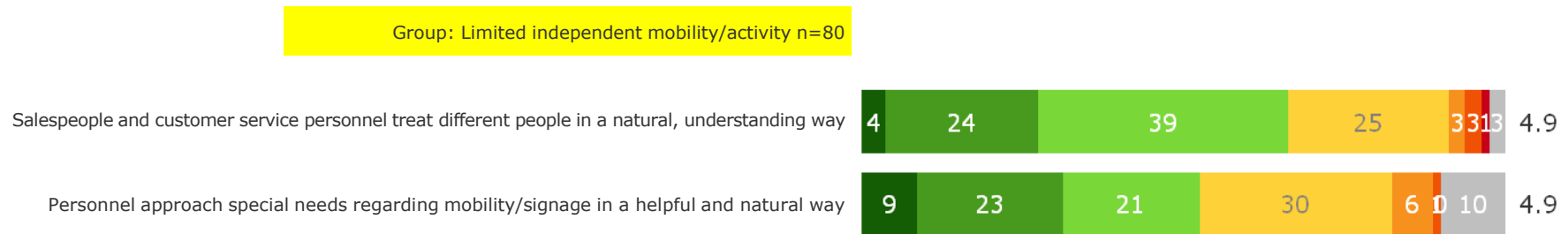
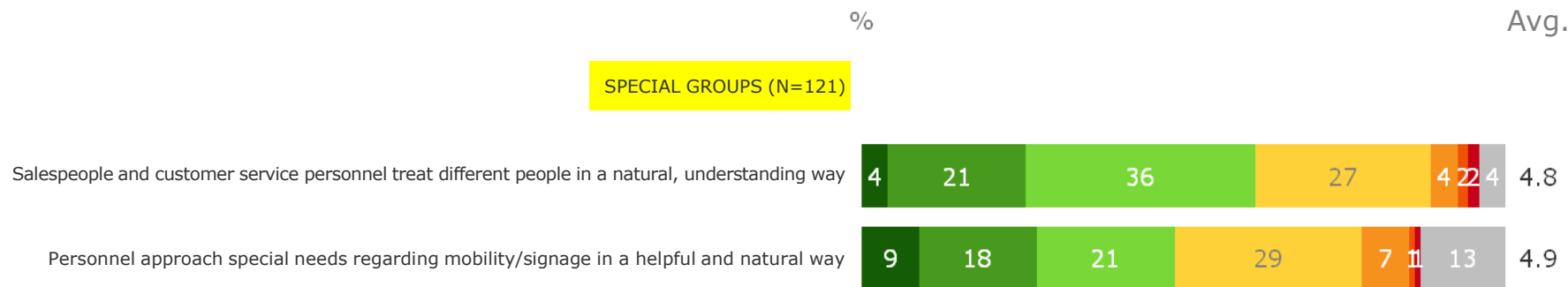
**Having an ethnic or national origin other than that of the majority of the population appears to reduce the feeling of equality somewhat.** The small number of respondents reduces the capability to generalise.





# 4.3b Non-discrimination, equality

**Limited mobility/activity does not have the effect of reducing the feeling of equality!**



**The matter is realised in Kesko/K-stores'...?**

- 7=Always
- 6=Almost always
- 5=Mostly
- 4=Sometimes/sometimes not
- 3=Mostly not
- 2=Almost never
- 1=Absolutely not
- Cannot say



## 4.1b Products – Realisation in Kesko/K-stores

This concept refers to factors related to the safety of all different products and services from the customer's perspective. This right also includes safety while shopping in places where these products and services can be purchased. **The matter is realised in Kesko/K-stores...** (Q3)



## 4.3b Non-discrimination, equality

Being young or old does not particularly affect evaluations of the impact of age.  
 Respondents aged 65 or over felt that elderly people were treated consistently at almost the same level as Finns in general.  
 Respondents aged 15–24 felt that children and young people were treated consistently at almost the same level as Finns in general.



# 5

Appendices

Participants in the group discussions

Organisations contacted

# Participants in the group discussions. The right to health?

Sex	Age	City/town	Occupation
Male	50	Espoo	President
Male	35	Helsinki	Mechanic
Female	33	Vantaa	Baker
Female	54	Helsinki	Office worker
Male	56	Helsinki	State Auditor

# Participants in the group discussions. R2, 'Children's right to special protection'

The group's expert discussant was Eveliina Viitanen from Save the Children Finland.

Sex	Age	City/town	Occupation	Children in the household
Male	40	Helsinki	ICT Architect	Children aged 4, 12 and 18
Male	47	Helsinki	Senior Customs Officer	Child aged 15
Female	33	Espoo	Sales Manager	2 children aged 2.5
Male	52	Vantaa	Service product salesperson	Child aged 14
Female	48	Espoo	Teacher	Children aged 6, 10, 13, 16, 19, 20 and 21
Female	33	Espoo	Teacher	Child aged 3
Female	43	Espoo	Nutritional Manager	Children aged 13 and 16

# Participants in the group discussions. R3, 'Non-discrimination'

The group's expert participant was Mikko Joronen, Senior Officer from the Office of the Non-Discrimination Ombudsman. The discussion included a Romany, an indigenous Finn belonging to a Romany family, a person with a Congolese background, the parent of a child adopted from Asia, a person with a Russian background, a Muslim who uses a scarf and a Muslim who used to use a scarf.

Sex	Age	City/town	Occupation
Female	50	Vantaa	Secretary
Female	46	Espoo	Housewife
Male	48	Espoo	CEO
Female	45	Espoo	Network Coordinator
Female	18	Espoo	Student
Female	17	Helsinki	Student
Female	60	Espoo	Official, the City of Helsinki

# Participants in the group discussions.

## R4, 'Equality and accessibility from the perspective of customers with disabilities'

The group consisted of experts in the field of disabilities. The experts were selected so as to represent various key perspectives on disability as comprehensively as possible.

Name	Organisation	Role	Perspectives represented
Johanna Hätönen	Kynnys ry.	Architect: accessibility	Mobility-related disabilities
Marika Ahlstén	Finnish Association on Intellectual and Developmental Disabilities	Advocacy Manager	Developmental disabilities
Merja Heikkonen	The National Council on Disability	Acting Secretary General	Disabilities related to the senses, neurological disabilities, etc.
Mirja Peiponen	Finnish Central Association for Mental Health	Rehabilitation Advisor	Perspective of people recovering from mental health problems



# Special groups: organisations and societies contacts

- AFAES
- Against racism! project
- FAMILIA CLUB
- Human Rights Centre
- The Finnish Association of People with Physical Disabilities
- The Iraqi Women's Association
- East Vantaa Somali Culture Association
- Inclusion Finland KVTL
- Finnish Association on Intellectual and Developmental Disabilities
- KEPA
- The Central Finland Thai Society
- The Association of Disability Organisations in Kouvola
- Finnish Association of the Deaf
- Kuusankoski Physical Disability Association
- KYNNYS RY
- Association of Muscular Diseases
- Lyhytkasvuiset – Kortväxta ry
- Network of Multicultural Organisations
- Finnish Central Association for Mental Health
- OIKEUS.FI
- Save the Children Finland
- The Swallows of Finland
- RASMUS
- National Advisory Board on Romani Affairs
- The National Roma Forum of Finland
- Ministry of Social Affairs and Health
- The Finnish-Arabic Society
- The Finnish Japanese Society
- The Finnish Romany Society
- The Finnish Somali League
- The League of Finnish Estonian Societies
- The Finnish-Indian Society
- The Finland-Nepal Friendship Association
- Finland-Russia
- The Finland-Africa Society
- TAPATURMA- JA SAIRAUSINVALIDIEN LIITTO RY
- The Finnish Union for Senior Services
- The Finnish Disability Forum
- Disability Partnership Finland
- Union of Friendship Associations in Finland