

Telephone Questionnaire

Date of interview Tel (incl. code): 00 353 ...
 Name of shop Serial Number:..... Directory:

Hello, could I speak to the owner (of the shop) please? *If not avail ...* Can I take his/her name and call him/her back?
(Introduction as per interviewers' notes)

A. Just some basic questions to start with...

1. How many stores do you (/your family) own? *If more than one store owned go through questionnaire in relation to the store they are in.*

2. Are you a member of a franchise or symbol group?

Yes 1

IF YES remember that they are a franchise member

Which one? *(Do not prompt)*

- | | | | |
|-----------------|---|------------|---|
| Centra | 1 | Londis | 5 |
| Costcutter | 2 | Mace | 6 |
| Day Today | 3 | Spar | 7 |
| Gala/Stonehouse | 4 | Super Valu | 8 |

Other *(name)*

No 2

3a. How many tills do you have?

3b. Do you currently have EPOS scanning in the shop? *(i.e. barcodes scanned at till, not prices typed)*

Yes 1 No 2

4. Do you have a deli counter?

Yes 1 No 2

5. Roughly how many euros does the average shopper spend in this store? euros
(i.e. in a single visit. On shop goods only, not petrol if sold)

B. Now, looking at sources of supply...

6A Do you visit a Cash and Carry to buy goods for the store? Yes 1 No 2 *(If No go to 7A)* Will not say 3

6B How often do you visit a cash and carry?:
(If the C&C deliver count it as a delivered wholesaler in 7B)

Twice a day or more	1	Every 2-3 weeks	6
Every day	2	Every month	7
Every 2-3 days	3	Every 6 weeks/2 months	8
Every 4-6 days	4	Less often/rarely	9
Every week	5	Don't know/will not say	10

6C Which one(s) do you visit?:.....

6D *(If more than 1)* Do you have a main one? Which is your main one?.....

6E The last time you visited a cash and carry, what did you buy? *(List what you can remember)*

.....

6F Do you always buy this/these goods from there?

Yes 1 No, it was on promotion 2 No, it was missed off the delivered order 3

Other answer.....

7A **Aside from bread, milk and news, is anything delivered to you?** Yes 1 No 2 (If No go to 8A) Will not say 3

7B Which companies deliver to you?:.....
.....

7C (If more than 1) Who is your main delivery from?.....

7D Which products do you buy from them (your main delivered wholesaler)?:
.....

7Ei How often do you get ambient deliveries? Every days

7Eii How often do you get chilled deliveries? Every days

7Eiii How often do you get frozen deliveries? Everydays

Enter 0 if not applicable e.g. they don't have deliveries of frozen

8A **Do you buy any shop stock from a Local Supermarket?** Yes 1 No 2 (If No go to 9) Will not say 3

8B Which one?

8C Which products do you buy there (at your local supermarket)?.....
.....

8D How often do you visit it?: Every days

ASK: FRANCHISE MEMBERS ONLY

9. Roughly what percentage of your stock do you think you buy through your group? %

None	1	75%-99%	5
Under 10%	2	All	6
11-49%	3	Don't know/ Will not say	7
50-75%	4		

Write in figure if known instantly. If not prompt with choices and circle.

ASK ALL

C. Now, we are looking at what you would like from manufacturers' reps.

10. Can you tell me which manufacturers' **reps** you see and how often? List any you can remember.

(Companies or brands NOT product categories. Do not prompt)

.....How often? Every days / weeks
How often? Every days / weeks
How often? Every days / weeks
How often? Every days / weeks.
How often? Every days / weeks
How often? Every days / weeks
How often? Every days / weeks.
How often? Every days / weeks.
 Any others? How often? Every days / weeks
How often? Every days / weeks
How often? Every days / weeks

No reps call 2

11A. *If sees reps:*Which do you think is the best rep (which rep do you think provides you with the best service)?
.....Don't Know 2

11B. *If has a preferred rep:* What do you rate most highly about his/her service?
.....
.....
.....

- 12A. Do you (personally) receive phone calls from manufacturers apart from to arrange a rep visit?
 Yes 1 No 2 Will not say 3 *i.e. telemarketing calls/calls to give product advice*
- 12B. Do you prefer phone conversations with reps or face to face visits?
 Phone conversations 1 Face to Face 2 Neither 3 Don't Know 4
- 12C. Do you read information sent to you by post from manufacturers? Yes 1 No 2 Don't get 3
- 12D. Do you read information left by manufacturer reps? Yes 1 No 2 Don't get 3
- 12E. Do you ever use temporary point of sale materials (posters/stickers) that **MANUFACTURERS** send to you?
 Yes 1 No 2 Don't get 3
- 12F. Do you have any branded chillers or freezers provided by manufacturers?
 Yes 1 No 2 Don't get 3
- 12G. Do you have any branded dump bins provided by manufacturers? Yes 1 No 2 Don't get 3
(Cardboard containers, often on wheels, e.g. displaying a new type of chocolate bar or a promotion)
- 12H. Is there any other type of support you would **LIKE** to receive from manufacturers?.....

No 2 Don't know 3

Q13 Is advice on merchandising available to you from your WHOLESALER or franchise group?
 Yes 1 No 2 Don't know 3

If yes, ask:

Q14 How much do you use it?
 Always 1
 Often 2 Never 5
 Sometimes 3 Don't know/will not say 6
 Rarely 4

Other comment on merchandising?:.....

D. Now, thinking about products that are important to you...

15. Which product do you think is MOST IMPORTANT overall for your shop (i.e. most profitable, margins and volumes considered)?

 Don't know 2
16. Are there any product(s) you have noticed selling MORE now than they did last year? Which one(s)?

 Don't know 2
17. Are there any product(s) you have noticed selling LESS now than they did last year? Which one(s)?

 Don't know 2

18. Can you give me your general opinion on the following types of promotion?

	Strong dislike	Dislike	Don't mind	Like	Strong Like
Buy one, get one free If like, which products?:.....	1	2	3	4	5
Extra size packs (extra free) If like, which products?:	1	2	3	4	5
2 or more products banded together for a set price If like, which products?:.....	1	2	3	4	5
2 or more products not banded together for a set price If like, which products?:.....	1	2	3	4	5
Free gift with product If like, which products?:.....	1	2	3	4	5
Coupon promotions If like, which products?:.....	1	2	3	4	5
Price marked packs If like, which products?:.....	1	2	3	4	5

19. When you buy promotions do you tend to keep the margin or run the promotion in your store? *(prompt)*

Run the promotion	1				
Sometimes run, sometimes keep	2				
Keep the margin	3	Will not say		6	
Other comment on promotions/keeping the margin?.....					

E. Thinking about competition...

20. Which retailer do you consider your biggest competitor in your local area?

21. Which of the supermarkets or retail groups do you think poses the biggest threat to independents in Ireland as a whole?.....

22. What makes them a threat? *Do not prompt*

Cheaper prices	1	Similar range to us	2	Number of stores	3	Promotions	4
Other						

F. Now, your sources of information

23. Have you visited any trade exhibitions in the past 12 months?
 Yes 1 No 2 23B. *If yes*, which
Name and venue if poss.
24. Have you ever looked at a website in relation to shop supplies?
 Yes 1 No 2 24B. *If yes*, which
25. *(If yes and members of a FRANCHISE / SYMBOL group)* How often do you look at your group's website?
 Every day 1 Once a month 4
 2-3 times a week 2 Hardly ever 5
 Once a week 3 Never 6
 No website 7
26. Which trade magazines have you read or glanced at in the last month?

 Any other trade magazine(s)?.....
 Don't receive any 1
27. And do you also read ...

	Read	Glance at	Receive but don't read	Don't receive
Mailings from cash and carries?	1	1	1	1
28. Mailings from delivered wholesalers?	2	2	2	2
29. Of everything you read, which do you find the most useful/spend the most time on?.....
Don't read anything 2

G. We are coming to the end now, so thinking about the Future

30. Do you have any plans to renovate your store, or has your store been renovated in the last year?
(tick yes if has plans for refurb, talking about it or currently in process)
 Yes 1 Renovated in last year 2
If yes/in last yr: What sort of renovation?.....

- No 3
31. In the long term, what do you expect to happen to the business...
 ...expansion? 1
 ...continue as it is? 2
 or
 ...close/sell up? 3
 Don't Know 4
 Other
32. Do you expect family members to take on the business when you retire? *(ask about hopes even if young)*
 Yes 1 No 2 Don't know 3
 Any other comments on the future.....

ASK: FRANCHISE MEMBERS ONLY

33. As far as the franchise group is concerned, do you plan to stay with in the long term?
- | | | |
|---|---|-----------------|
| Yes, stay | 1 | |
| No, move to another group | 2 | Which one?..... |
| No, leave all groups (become independent again) | 3 | |
| Undecided | 4 | |
| Other (<i>specify</i>) | | |

ASK: NON FRANCHISE MEMBERS ONLY

34. Do you expect to join a franchise or symbol group in the future?
- | | | | |
|----------|---|--------------------------------------|---|
| Yes | 1 | Never considered it | 4 |
| Possibly | 2 | Would like to but don't fit criteria | 5 |
| No | 3 | Don't know/Will not say | 6 |

34B. *If Yes/possibly, Which one? (Do not prompt)*

- | | | | |
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| Other | | | |

H. Classification (wrapping up)

35. Do you currently own, lease or rent the store?
- | | | | | | |
|------------|---|-------|---|------|---|
| Own | 1 | Lease | 2 | Rent | 3 |
| Other..... | | | | | |
36. Do you sell petrol? Yes 1 No 2
37. Can you tell me which of these age groups you fit into please? (or exact age if poss)
- | | | | |
|----------|---|------------|---|
| Under 30 | 1 | 50-59 | 3 |
| 30-49 | 2 | 60 or over | 4 |
38. **Role in Store:**
- | | | | |
|--------------------------------|---|-------------------------|---|
| Owner | 1 | Manager | 3 |
| Son / daughter of owner | 2 | Wife / husband of owner | 4 |
| Other (<i>specify</i>) | | | |
39. **Gender:**
- | | | | |
|------|---|--------|---|
| Male | 1 | Female | 2 |
|------|---|--------|---|
40. **Ethnicity.**
- | | | | |
|-------------|---|----------------------|---|
| White Irish | 1 | Other ethnic descent | 2 |
|-------------|---|----------------------|---|

Any other comments/views from this retailer.....

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