

IRISH GROCERY SHOPPER QUESTIONNAIRE (Evening & Weekend only)

Intro. I'm doing a study on food and grocery shopping. First of all, can you tell me what you think of the prices of food and grocery nowadays? (Do NOT prompt. Circle as appropriate or write comment)

Higher than they used to be 1 OK 2 Lower than they used to be 3
 Other comment:.....

A. Retailer Comparisons

1A. Could I ask you which of the following shops are **convenient for you** to shop at? (Ask for each) Is..... very convenient (V) or quite convenient (Q) or not very convenient (N) or inconvenient (I)? or a long way away? (L) Not heard of (X)

1B. Ask for all shops heard of: Do you ever shop there? **How often?** Daily (1), Every 2 days (2), Twice weekly (3), weekly (4), fortnightly (5), monthly (6), less often (7), or never (8)

1C. Ask for all shops heard of: What about **prices?** Would you say prices in ... are very high (V) or quite high (Q) or average (A) or quite low (L) or extremely low (E). Don't know (X)

	1A. Convenient for you?						1B. How often?								1C. Prices?					
	Very	Quite	Not very	Inconvenient	None near here	Not heard of	Daily	Every 2 days	Twice/w	Weekly	Fortnightly	Monthly	Less often	Never	Very High	Quite high	Average	Quite low	Extremely low	Don't know
Tesco	V	Q	N	I	L	X	1	2	3	4	5	6	7	8	V	Q	A	L	E	X
Dunnes	V	Q	N	I	L	X	1	2	3	4	5	6	7	8	V	Q	A	L	E	X
Superquinn	V	Q	N	I	L	X	1	2	3	4	5	6	7	8	V	Q	A	L	E	X
Supervalu	V	Q	N	I	L	X	1	2	3	4	5	6	7	8	V	Q	A	L	E	X
Centra	V	Q	N	I	L	X	1	2	3	4	5	6	7	8	V	Q	A	L	E	X
Spar	V	Q	N	I	L	X	1	2	3	4	5	6	7	8	V	Q	A	L	E	X
Londis	V	Q	N	I	L	X	1	2	3	4	5	6	7	8	V	Q	A	L	E	X
Lidl	V	Q	N	I	L	X	1	2	3	4	5	6	7	8	V	Q	A	L	E	X
Aldi	V	Q	N	I	L	X	1	2	3	4	5	6	7	8	V	Q	A	L	E	X

Notes:

All questions relate to the interviewee's own opinions and experiences, not "My friend uses.." etc
 All interviews must be after 5pm weekdays or after 10am weekends

B. Availability

2A. When you last did a big grocery shop, can you remember anything particularly which you looked for on the shelves and couldn't find? I'm just thinking of packaged items, not fruit & vegetables or fresh meat or fish.

- Yes 1 Ask: What was it? What brand was it? *Write in boxes 2A, then ask 2B, 2C, 2D.*
 No 2
 Cannot recall 3 *If No or Cannot recall go straight to Q3 on next page*

2B When you couldn't find it, what did you do? Did you buy an alternative size of the same brand (1), did you buy a different brand (2), did you buy a different type of product which would do (3), or did you go out of the shop without buying the item or an alternative (4)? *Ask for each item if several.*

2C How annoyed were you about not being able to get what you wanted? Please give a score out of ten, where 10 means you were absolutely furious and 0 is not annoyed at all...

	2A Product.	2A Brand.	2B. Bought a different....				2C. Annoyed/10
			Size	Brand	Product	None	
<i>Item 1</i>			1	2	3	4	
<i>Item 2</i>			1	2	3	4	
<i>Item 3</i>			1	2	3	4	
<i>Item 4</i>			1	2	3	4	

(Circle as appropriate)

- 2D. Which shop were you at?
- Item 1
- Item 2
- Item 3
- Item 4

C. Promotions, Own Brands and Prices

3. We've interviewed a lot of different people and got a lot of different opinions on food shopping, some of which you may agree with and some you may not. If I read some out, will you tell me whether you agree or disagree? (Strongly or just agree/disagree?)

	Str/agree	Agree	DK	Disagree	Str/disagree
<i>First of all about offers/promotions....</i>					
I often buy a different brand from usual if there's a good offer on it	5	4	3	2	1
Offers make grocery shopping more interesting	5	4	3	2	1
I put off buying a lot of things if I can, until there's an offer	5	4	3	2	1
I don't care what offers there are on other brands, I like to stick to the brands I know	5	4	3	2	1
If there are a lot of good offers, I spend more money that week.	5	4	3	2	1
It's worth going to a different supermarket if the offers are good	5	4	3	2	1
It's worth writing away for special offers	5	4	3	2	1
When there's a really good offer, I tell my friends about it	5	4	3	2	1
Vouchers and coupons are a nuisance because I forget to give them in.	5	4	3	2	1
<i>Now about the retailers' own brands....</i>					
You can get some really cheap shop brands which are just as good as the manufacturers' brands.	5	4	3	2	1
I don't buy shop brands. I always stick to the well-known brands I have always bought.	5	4	3	2	1
The shops' own brands are the same as the brands inside the packet: they just label them differently.	5	4	3	2	1
The shops' own brands are much better than they used to be	5	4	3	2	1
It's worth going to a different supermarket if it's own shop brands are really good.	5	4	3	2	1
<i>Just three more on prices:</i>					
I know the prices of most things I buy	5	4	3	2	1
When I get to the checkout, I know roughly how much the bill will be.	5	4	3	2	1
I used to know the price of most things. Now I hardly know the price of anything.	5	4	3	2	1

D. Classification (wrapping up)

4. Age (exact if possible)..... or Age Group: 16-24 1
25-34 2
35-44 3
45-54 4
55 & over 5

5. How many people are you usually shopping for when buying grocery (including yourself)?

Adults (16+) Children..... Total:

6. Do you work.. Full Time 1
Part Time 2
Not working 3

7. Can I take the occupation of the main wage earner in the household (i.e. rank or title not workplace):

.....
.....

Office use: AB 1 C1 2 C2 3 DE 4

8. We are doing a lot of research on this and I wonder if we could interview you again over the telephone at some convenient time. We want to find out more about how you feel about food and health and cooking and things like that. We would pay you 15 euros for your help and it wouldn't take more than half an hour.

Agrees 1 (If agrees ask name for call back)

Does not agree 2

9. Gender: Male 1

Female 2

Region:..... Town:..... Tel 00 353:.....

Date:..... Time at end of interview:.....

Interviewer's name:.....