

EXPLORING THE SUPERMARKET SHOPPING EXPERIENCE OF CUSTOMERS AGED 60+

We are looking for a selection of volunteers aged 60 and over to take part in a Focus Group discussion on the 20th of March 2014 at The Trinity Centre as part of a research project, 'Designing a Better Supermarket Service for Customers Aged 60 and Over'. Selected participants will be rewarded for their time and effort.

If you would like to take part, please take a few minutes to complete this short survey and return it to us. We will contact you soon if you are selected as part of the participant sample.

About You

1 Your name Date of birth

Day		Month		Year	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

2 Gender: Male ☐ Female ☐

3 Marital Status: Single ☐ Married ☐ Divorced ☐ Widowed ☐

4 How has your health in general been in the last year?
Very Good ☐ Good ☐ Fair ☐ Bad ☐ Very Bad ☐

5 Do you have any long-standing illness, disability or infirmity?

Yes ☐ → Go to 6

No ☐ → Go to 7

6 Does the illness or disability limit your daily activities in any way?

Ability to move effectively ☐

Ability to hear effectively ☐

Ability to see effectively ☐

Ability to remember ☐

Ability to digest food ☐

Ability to pick up or hold objects ☐

Others, please describe

7 Are you living with anyone in your household?

Yes ☐ If Yes, what is the relationship between you and that person?

No ☐

8 In terms of accommodation is your dwelling

Owned by you ☐

Rented ☐

Rent free (including rent free in relative's/friend's property) ☐

Others, please describe

About Your Shopping Experience

1 Where do you do your grocery shopping?

Aldi ☐ ASDA ☐ Lidl ☐ Marks and Spencer ☐ Morrisons ☐

Sainsbury's ☐ Tesco ☐ The Co-operative ☐ Waitrose ☐

Others, please describe

2 Is Sainsbury's the main supermarket for your grocery shopping? Yes ☐ No ☐

3 Are you normally shopping alone or with someone else? Shopping alone ☐ With someone else ☐

If with someone else, what is the relationship between you and that person?

4 Are you satisfied with your shopping experience at Sainsbury's?

Extremely Dissatisfied 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ Extremely Satisfied

5 What is the frequency of your grocery shopping?

Daily ☐

Between two to six times per week ☐

Once a week ☐

Once every two weeks ☐

Less often ☐

6 Do you shop online?

Once a week or more ☐

Once a month ☐

Once every few months ☐

Less often ☐

Never ☐

7 Do you use a self-check-out machine?

Once a week or more ☐

Once a month ☐

Once every few months ☐

Less often ☐

Never ☐

8 Do you use a mobile phone? Yes ☐ No ☐

9 Do you use a computer at home or at work? Yes ☐ No ☐

10 In order to have a better understanding of different types of consumers, we would like to invite consumers with a range of backgrounds. Would you mind if we access your Nectar card data for balancing the participant profiles for this project?

Yes ☐ No ☐

11 What is the best way for us to contact you?

Telephone number:

Postal address:

Email address:

Thank you very much for your time and we will contact you soon to confirm your participation.