

EXPLORING THE SUPERMARKET SHOPPING EXPERIENCE OF CUSTOMERS AGED 65+

We are looking for a selection of volunteers aged 65 and over to take part in a research project, 'Designing Better Supermarket Service for Consumers Aged 65 and Over'.

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

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 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 relationship between you and the 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

9 How do you feel about your current household income?

I'm living comfortably on my present income

I'm struggling on my present income

I'm neither comfortable nor struggling

About Your Shopping Experience

1 Where do you do your grocery shopping?

Aldi ASDA Lidl Marks and Spencer Morrisons
Ocado Sainsbury's Tesco The Co-operative Waitrose
Others, please describe

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

3 What is your average weekly spend on groceries? £

4 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

5 Do you shop online?

Once a week or more
Once a month
Once every few months
Less often
Never

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

Once a week or more
Once a month
Once every few months
Less often than once few months
Never

7 Do you have a digital camera?

No
Yes and I use it
Yes but I don't user it

8 Do you have a mobile phone?

No
Yes and I use it
Yes but I don't user it

9 Do you have a computer at home?

No
Yes and I use it
Yes but I don't user it

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 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.