

Survey questions — ACCC survey of grocery consumers
Survey conducted by Millward Brown

Q.1a Which of the following best characterises the way you typically do your grocery shopping? Do you...?

- | | |
|---|---|
| Do one large shop only for the whole week? | 1 |
| Do one large shop and a few smaller shops? | 2 |
| Do a number of smaller shops throughout the week? | 3 |
| OTHER SPECIFY: ____ | 4 |
-

Q.1b Thinking now about the last 10 times that you shopped for **household groceries**. How many of the last 10 household grocery shops were made at a supermarket, how many at specialty grocery stores such as bakers and butchers and how many were at convenience stores or service stations?

SUPERMARKET	<input type="text"/>
SPECIALITY SHOPS	<input type="text"/>
CONVENIENCE STORES, SERVICE STATIONS, MILK BARS, ETC.	<input type="text"/>

Q.1c And overall about what percentage of your shopping is made at the supermarket, what percentage at specialty stores and what percentage at convenience stores such as service stations and milk bars?

SUPERMARKET	<input type="text"/>
SPECIALITY SHOPS	<input type="text"/>
CONVENIENCE STORES, SERVICE STATIONS, MILK BARS, ETC.	<input type="text"/>

Q.2a How far do you normally travel to get to your regular supermarket?

- | | |
|------------------|---|
| LESS THAN 1 KM | 1 |
| 1-2 kms | 2 |
| 3-5 kms | 3 |
| 5-10 kms | 4 |
| More than 10 kms | 5 |
-

Q.2b What is the furthest distance that you would be willing to travel to another supermarket as an alternative to your regular supermarket?

- | | |
|-----------------------------------|---|
| LESS THAN 1 KM | 1 |
| 1-2 kms | 2 |
| 3-5 kms | 3 |
| 5-10 kms | 4 |
| More than 10 kms | 5 |
| NOT WILLING TO TRAVEL ANY FURTHER | 6 |
-

Q.3a **On a scale of 1 to 10 where 1 very important and 10 is not at all important, how important do you think are each of the following factors when you personally chose where to shop for groceries?**

	<u>Very Important</u>		<u>Neither/Nor</u>						<u>Not Very Important</u>		<u>DK/NA</u>
Price	1	2	3	4	5	6	7	8	9	10	11
Travel time	1	2	3	4	5	6	7	8	9	10	11
KEEP TOGETHER											
1. Range of brands stocked	1	2	3	4	5	6	7	8	9	10	11
2. Range of types of products stocked	1	2	3	4	5	6	7	8	9	10	11
3. Availabilit y of my favourite brands	1	2	3	4	5	6	7	8	9	10	11
Food Quality	1	2	3	4	5	6	7	8	9	10	11
Parking	1	2	3	4	5	6	7	8	9	10	11
Store characteristics including cleanliness, layout, customer service and so on	1	2	3	4	5	6	7	8	9	10	11
Fuel Discounts	1	2	3	4	5	6	7	8	9	10	11
Customer Loyalty Programs such as Fly-Buys	1	2	3	4	5	6	7	8	9	10	11
Attached liquor store	1	2	3	4	5	6	7	8	9	10	11
Opening hours	1	2	3	4	5	6	7	8	9	10	11

Q.4a **Thinking about when you go supermarket shopping, do you always go to the same store for your supermarket shopping or do you sometimes go to other supermarket stores?**

Always shop at same store 1
Often vary the store 2
DON'T KNOW 3

IF ALWAYS SAME STORE:

Q.4b1 **And why do you always shop at the same location? Any other reason?**

	PRICE	1
	TRAVEL TIME	2
	RANGE OF TYPES OF PRODUCTS STOCKED	3
	RANGE OF BRANDS STOCKED	4
	AVAILABILITY OF FAVOURITE BRANDS	
	FOOD QUALITY	5
	PARKING	6
	STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	7
	FUEL DISCOUNTS	8
	CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	9
	ATTACHED LIQUOR STORE	10
	OPENING HOURS	11
	CUSTOMER SERVICE/PERSONAL SERVICE	12
	CLOSE TO OTHER SHOPS	13
	OTHER (Specify): _____	14
	DON'T KNOW	15

IF NOT ALWAYS SAME LOCATION:

Q.4b2 **And why don't you always shop at the same location? Any other reason?**

	PRICE/CHEAPER	1
	TRAVEL TIME/OTHER IS CLOSER TO HOME/WORK	2
	GIVES ME GREATER VARIETY	3
	RANGE OF TYPES OF PRODUCTS STOCKED	4
	RANGE OF BRANDS STOCKED	5
	BETTER FOOD QUALITY	6
	BETTER PARKING	7
	BETTER STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	8
	BETTER FUEL DISCOUNTS	9
	BETTER CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	10
	ATTACHED LIQUOR STORE	11
	OPENING HOURS	12
	BETTER CUSTOMER SERVICE/PERSONAL SERVICE	14
	OTHER (Specify): _____	15
	DON'T KNOW	

Q.5a	Do you always shop at the same supermarket <u>chain</u> or do you regularly shop at more than one chain?	
	Always shop at same chain	1
	Shop at more than one chain regularly	2
	DON'T KNOW	3

IF ALWAYS THE SAME:

Q.5b1	And why do you always shop at the same supermarket chain? Any other reason?	
	PRICE	1
	TRAVEL TIME/CLOSE TO HOME/WORK	2
	RANGE OF TYPES OF PRODUCTS STOCKED	3
	RANGE OF BRANDS STOCKED	4
	GIVES ME GREATER VARIETY	3
	BETTER FOOD QUALITY	5
	BETTER PARKING	6
	BETTER STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	7
	BETTER FUEL DISCOUNTS	8
	BETTER CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	9
	ATTACHED LIQUOR STORE	10
	OPENING HOURS	11
	BETTER CUSTOMER SERVICE/PERSONAL SERVICE	12
	CLOSE TO OTHER SHOPS	13
	OTHER (Specify): _____	14
	DON'T KNOW	15

IF NOT ALWAYS THE SAME CHAIN:

Q.5b2 **And why don't you always shop at the same supermarket chain? Any other reason?**

	PRICE	1
TRAVEL TIME/OTHER IS CLOSER TO HOME/WORK		2
RANGE OF TYPES OF PRODUCTS STOCKED		3
RANGE OF BRANDS STOCKED		4
FOOD QUALITY		5
PARKING		6
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)		7
FUEL DISCOUNTS		8
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)		9
ATTACHED LIQUOR STORE		10
OPENING HOURS		11
CUSTOMER SERVICE/PERSONAL SERVICE		12
CLOSE TO OTHER SHOPS		13
OTHER (Specify): _____		14
DON'T KNOW		15

Q.6a **Which of the following supermarket chains do you shop at regularly, that is, at least once a month?**

	Coles/Bi-Lo	1
	Woolworths/Safeway	2
	ALDI	3
	IGA	4
	Foodworks	5
	Franklins	6
	NQR (Not Quite Right)	7
Some other supermarket chain (Specify) _____		8
DO NOT SHOP AT SUPERMARKET CHAIN		9
DO NOT SHOP AT SUPERMARKETS		10

IF MORE THAN ONE (Code 1-8):

Q.6b **Which one of the following do you shop at most often?**

DISPLAY ONLY RESPONSES FROM Q.6a.

Coles/Bi-Lo	1
Woolworths/Safeway	2
ALDI	3
IGA	4
Foodworks	5
Franklins	6
NQR (Not Quite Right)	7
Some other supermarket chain (Specify)_____	8
Independent/local supermarket or grocery store	9
DO NOT SHOP AT SUPERMARKET CHAIN	10
DO NOT SHOP AT SUPERMARKETS	11

IF CODE 1 AND/OR 2 **ONLY** (COLES &/OR WOOLWORTHS/SAFEWAY) AT Q.6a
Q.7a:

Q.7a **Do you ever shop or would you consider shopping at one of the smaller supermarket chains such as IGA, Foodworks or ALDI?**

IF YES: **So do you sometimes actually shop at smaller supermarkets or not?**

YES - SOMETIMES SHOP	1
YES – WOULD CONSIDER	2
NO	3
DO NOT READ – DON'T KNOW	4

IF YES:

Q.7b **Why would you sometimes consider shopping at smaller supermarket chains? Any other reasons?**

	PRICE	1
	TRAVEL TIME	2
	GREATER VARIETY/RANGE OF TYPES OF PRODUCTS	3
	GREATER VARIETY/RANGE OF BRANDS	4
	AVAILABILITY OF MY FAVOURITE BRANDS	5
	FOOD QUALITY	6
	PARKING	7
	NICER STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	8
	FUEL DISCOUNTS	9
	CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	10
	ATTACHED LIQUOR STORE	11
	OPENING HOURS	12
	CUSTOMER SERVICE/PERSONAL SERVICE	13
	CLOSE TO OTHER SHOPS	14
	OTHER (Specify): _____	15
	DON'T KNOW	

IF HAVE SHOPPED (Code 1) at Q.7a:

Q.7c **How frequently would you visit one of the smaller supermarkets chains such as IGA, Foodworks or ALDI?**

More than once a week	1
Once a week	2
Once a fortnight	3
Once a month	4
Once every 3 months	5
Once every 6 months	6
Once a year or less often	7
DON'T KNOW	8

Q.7d **And overall how satisfied are you with the choice of grocery retailers available to you?**

Very satisfied	1
Somewhat satisfied	2
Neither satisfied nor dissatisfied	3
Somewhat dissatisfied	4
Very Dissatisfied	5
DON'T KNOW	8

IF NO AT Q.7a:

Q.7e **Why would you not consider shopping at smaller supermarket chains? Any other reasons?**

PRICE	1
TRAVEL TIME	2
RANGE OF TYPES OF PRODUCTS STOCKED	3
RANGE OF BRANDS STOCKED	4
AVAILABILITY OF MY FAVOURITE BRANDS	5
FOOD QUALITY	5
PARKING	6
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	7
FUEL DISCOUNTS	8
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	9
ATTACHED LIQUOR STORE	10
OPENING HOURS	11
CUSTOMER SERVICE/PERSONAL SERVICE	12
CLOSE TO OTHER SHOPS	13
OTHER (Specify): _____	14
DON'T KNOW	15

Q.8a **Thinking now about the last 10 times that you shopped for household meat and fish. How many of the last 10 meat and fish purchases were made at a supermarket, and how many at a specialty grocery stores such as a butcher, fishmonger or market?**

SUPERMARKET	<input type="text"/>
SPECIALITY SHOPS SUCH AS BUTCHERS & FISHMONGERS & MARKETS	<input type="text"/>
DON'T BUY MEAT/FISH	<input type="text"/>

IF EQUAL:

Q.8a1 **Which one of these would you shop at for meat and fish most often?**

SUPERMARKET	1
SPECIALITY SHOPS SUCH AS BUTCHERS & FISHMONGERS, MARKET	2

FOR TYPES OF STORE WITH MAJORITY VISITS AT Q.8a/8a1:

Q.8b **And why do you make most of your meat and fish purchases at (STORE FROM Q.8a/8a1)? Any other reason?**

PRICE	1
TRAVEL TIME	2
RANGE OF MEAT & FISH STOCKED	3
RANGE OF BRANDS STOCKED	4
FOOD QUALITY	5
PARKING	6
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	7
FUEL DISCOUNTS	8
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	9
ATTACHED LIQUOR STORE	10
OPENING HOURS	11
CUSTOMER SERVICE/PERSONAL SERVICE	12
CUSTOMER SERVICE/PERSONAL SERVICE	12
OTHER (Specify): _____	13
DON'T KNOW	14

Q.9a **Thinking now about the last 10 times that you shopped for bread. How many of the last 10 bread shops were made at a supermarket, how many at a specialty grocery stores such as a baker or market and how many were at a convenience store or service station?**

SUPERMARKET	<input type="text"/>
SPECIALITY SHOPS SUCH AS BAKERIES, MARKET	<input type="text"/>
CONVENIENCE STORE, SERVICE STATIONS, MILK BARS, ETC	<input type="text"/>
DON'T BUY BREAD	<input type="text"/>

IF EQUAL:

Q.9a1 **Which one of these would you shop at for bread most often?**

SUPERMARKET	1
SPECIALITY SHOPS SUCH AS BAKERIES, MARKET	2
CONVENIENCE STORE, SERVICE STATIONS, MILK BARS, ETC	3

FOR TYPES OF STORE WITH MAJORITY VISITS AT Q.9a/9a1:

Q.9b **And why do you make most of your bread purchases at (STORE FROM Q.9a/9a1)? Any other reason?**

PRICE	1
TRAVEL TIME	2
RANGE OF PRODUCTS STOCKED	3
RANGE OF BRANDS STOCKED	4
AVAILABILITY OF MY FAVOURITE BRANDS	5
FOOD QUALITY	6
PARKING	7
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	8
FUEL DISCOUNTS	9
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	10
ATTACHED LIQUOR STORE	11
OPENING HOURS	12
CUSTOMER SERVICE/PERSONAL SERVICE	13
OTHER (Specify): _____	14
DON'T KNOW	

Q.10a **Thinking now about the last 10 times that you shopped for fruit & vegetable. How many of the last 10 fruit & vegetable shops were made at a supermarket, how many at a specialty stores such as a fruiterer or market and how many were at a convenience store or service station?**

SUPERMARKET	<input type="text"/>
SPECIALITY SHOPS SUCH AS FRUITERER, MARKET	<input type="text"/>
CONVENIENCE STORE, SERVICE STATIONS, MILK BARS, ETC	<input type="text"/>
DON'T BUY FRUIT & VEG	<input type="text"/>

IF EQUAL:

Q.10a1 Which one of these would you shop at for fruit and vegetables most often?

SUPERMARKET	1
SPECIALITY SHOPS SUCH AS FRUITERER, MARKET	2
CONVENIENCE STORE, SERVICE STATIONS, MILK BARS, ETC	3

FOR TYPES OF STORE WITH MAJORITY VISITS AT Q.10a/10a1:

Q.10b And why do you make most of your fruit & vegetable purchases at (STORE FROM Q.10a/10a1)? Any other reason?

PRICE	1
TRAVEL TIME	2
RANGE OF PRODUCTS STOCKED	3
RANGE OF BRANDS STOCKED	4
FOOD QUALITY	5
PARKING	6
STORE CHARACTERISTICS (INCL. CLEANLINESS, LAYOUT, ETC.)	7
FUEL DISCOUNTS	8
CUSTOMER LOYALTY PROGRAMS (E.G. FLY-BUYS)	9
ATTACHED LIQUOR STORE	10
OPENING HOURS	11
CUSTOMER SERVICE/PERSONAL SERVICE	12
OTHER (Specify): _____	13
DON'T KNOW	14

Q.11a Do you compare grocery prices from one supermarket to another before you buy your groceries? IF YES: Is that always or sometimes?

YES - ALWAYS	1
YES - SOMETIMES	2
NO - NEVER	3

IF YES – CODE 1 OR 2 – AT Q.11 (Otherwise go to Q.11d):

- Q.11b **And how do you compare prices before you do your usual grocery shopping?**
- | | |
|----------------------------|---|
| BROCHURES/LETTER DROPS | 1 |
| ADVERTISEMENTS – NEWSPAPER | 2 |
| ADVERTISEMENTS – TV/RADIO | 3 |
| VISIT STORES AND COMPARE | 4 |
| OTHER (Specify): _____ | 5 |
| DON'T KNOW | 6 |
-

- Q.11c **And do you compare prices across a wide range of products or just on certain products?**
- | | |
|-----------------------|---|
| WIDE RANGE | 1 |
| CERTAIN PRODUCTS ONLY | 2 |
| DON'T KNOW/DEPENDS | 3 |
-

- Q.12a **Thinking about your regular grocery shopping, how likely would you be to change to another local supermarket if it was 10% cheaper than your current supermarket for the same products that you normally buy?**
- | | |
|---------------------|---|
| Very Likely | 1 |
| Somewhat likely | 2 |
| Somewhat unlikely | 3 |
| Definitely unlikely | 4 |
| DON'T KNOW | 5 |
-

- Q.12b **How likely would you be to change to another local supermarket if it was 5% cheaper than your current supermarket for the same products that you normally buy?**
- | | |
|---------------------|---|
| Very Likely | 1 |
| Somewhat likely | 2 |
| Somewhat unlikely | 3 |
| Definitely unlikely | 4 |
| DON'T KNOW | 5 |
-

Q.12c **And in addition to the normal pricing, how helpful do you think it is to have the price per unit of measure also shown? (The price per unit of measure is when the price per 100 grams or similar is shown.)**

Very Helpful	1
Somewhat Helpful	2
Neither helpful nor unhelpful	
Somewhat unhelpful	3
Very unhelpful	4
DON'T KNOW	5

Q.13a **Now I would like you to think about the product brands that you buy when you make grocery purchases.**
Overall how important is the brand name of the product when you purchase grocery items? Would you say the brand name of the product is...?

Very Important	1
Somewhat Important	2
Not very Important	3
Not at all Important	4
DON'T KNOW	5

IF CODES 1 OR 2:

Q.13a1 **Which types of products do you always choose based on the brand?**

Drinks	1
Snackfood	2
Pasta & rice	3
Nappies	4
Toiletries & beauty products	5
Dairy products including cheese	6
Condiments such as sauces	7
Other food products (Please name_____)	8
Other non-food products (Please name_____)	9
DON'T KNOW	10

Q.13a2	And generally what do you do when your preferred brand is not available?		
		Not buy the product at all	1
		Buy a different brand	2
		Buy a generic or home brand	3
		Go to another store to get the preferred brand	4
		DON'T KNOW	5

Q.13b	Do you ever buy generic products, that is home brands or store own brands?		
		YES	1
		NO	2
		DON'T KNOW	3

IF YES AT Q13b:

Q.13c	Why do you buy generic products?		
		PRICE/CHEAPER	1
		BETTER VALUE FOR MONEY	2
		BETTER QUALITY THAN BRAND NAMES	3
		OTHER (Specify): _____	4
		DON'T KNOW	5

Q.14a	Have you ever shopped at an ALDI supermarket?		
		YES	1
		NO	2
		DON'T KNOW	3

IF YES AT Q14a:

Q.14b	Why have you shopped at ALDI? Any other reason?		
		PRICE/CHEAPER	1
		BETTER VALUE FOR MONEY	2
		BETTER QUALITY PRODUCTS	3
		CLOSER LOCATION/CONVENIENCE	4
		SELL NON-GROCERY ITEMS	5
		BETTER VARIETY	6
		OTHER (Specify): _____	7
		DON'T KNOW	8

IF NO AT Q14a:

Q.14b **Why haven't you ever shopped at ALDI?**

- | | |
|-------------------------------|---|
| TOO FAR AWAY/NOT CONVENIENT | 1 |
| POOR QUALITY | 2 |
| UNKNOWN BRAND/NO KNOWN BRANDS | 3 |
| OTHER (Specify): _____ | 4 |
| DON'T KNOW | 5 |
-

Q.15 **How often do you purchase grocery items over the internet?**

- | | |
|-----------|---|
| Never | 1 |
| Rarely | 2 |
| Sometimes | 3 |
| Often | 4 |
-

Q.16 **And thinking of Australian consumers as a whole, which of the following statements do you think applies to Australian consumers overall?**

- | | |
|--|---|
| Overall Australians get <u>very good</u> value for money when they purchase everyday groceries | 1 |
| Overall Australians get <u>good</u> value for money when they purchase everyday groceries | 2 |
| Overall Australians get <u>average</u> value for money when they purchase everyday groceries | 3 |
| Overall Australians get <u>slightly poor</u> value for money when they purchase everyday groceries | 4 |
| Overall Australians get <u>very poor</u> value for money when they purchase everyday groceries | 5 |
| DON'T KNOW | 6 |
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DEMOGRAPHICS

D1 **Into which of the following age groups do you belong? [If Necessary:
Would you be under 40 or over 40?]**

UNDER 40	18 to 19	01
	20 to 24	02
	25 to 29	03
	30 to 34	04
	35 to 39	05
40 PLUS	40 to 44	06
	45 to 49	07
	50 to 54	08
	55 to 59	09
	60 to 64	10
	65 to 69	11
	70 +	12
	Refused	13

D2

Gender	Male / Female
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D3 **And which of the following best describes your annual household income
before tax?**

Up to \$20,000	1
\$21,000 - \$40,000	2
\$41,000 - \$60,000	3
\$61,000 - \$80,000	4
\$81,000 - \$100,000	5
\$101,000+	6
Don't Know/ Not Sure	7
REFUSED	8

D4 **Is your household structure...?**

Two parent family	1
Couple, no children	2
Couple, children no longer at home	8
Single parent family	3
Single person household	4
Group household	5
Other [SPECIFY] _____	6
Refused	7

Location	Rural / Inner Metro/ Outer Metro
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May I please have your suburb and postcode of residence?

Suburb _____

Postcode _____
