

## Survey Number: \_\_\_\_\_

Hello, we are students of the Tecnológico de Monterrey, Guadalajara Campus and we are doing a study to know the habits of buying fresh products (meat, fruits, vegetables, dairy products, etc.) of people who live in the Metropolitan Zone of Guadalajara.

Q1. Would you like to help us by participating in the following survey? It will take approximately 10 minutes.

- Yes I agree to participate
- I do not agree to participate (Thank you. End of survey)

Q2. In which of the following options do you usually make your purchases? Mark all that apply.

- Municipal markets
- Supermarkets (eg Soriana, Walmart, Chedraui, etc.)
- Tianguis / Rolling Markets
- Outlets
- Pharmacies
- Central supply / Warehouses
- Shopping centers
- Grocery stores / Corner shop
- Convenience stores (eg Oxxo, 7eleven,)
- Clubs (eg Sams, Costco)
- Other

Q3. Which of the following options do you visit most frequently?

- Municipal markets
- Supermarkets (eg Soriana, Walmart, Chedraui, etc.)
- Tianguis / Rolling Markets
- Outlets
- Pharmacies
- Central supply / Warehouses
- Shopping centers
- Grocery stores / Corner shop
- Convenience stores (eg Oxxo, 7eleven,)
- Clubs (eg Sams, Costco)
- Other \_\_\_\_\_

Q4. Write the name of three municipal markets you know. Please use only capital letters and without accents.

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Q5. Name of the municipal Market that you visit most frequently:

- San Juan de Dios Market
- Freedom Market
- Felipe Angeles Market
- Corona Market
- Mayor Market
- Sea Market
- Mariano Otero Market
- Ball Market
- Juarez Market
- Atemajac Market
- Manuel Ávila Camacho Market
- Market March 18
- Supply Market
- Other \_\_\_\_\_
- I have never visited a municipal market (if you selected this last option, turn to P11)

Q6. Which of the following products do you buy in this Municipal Market?

- Fruits
- Vegetables
- Groceries
- Meat
- Seafood
- Clothing / Shoes
- Movies / Discs
- Household utensils
- Prepared food
- Bread
- Dairy
- Legumes
- Crafts
- Flowers
- Herbs
- Toys

- Haberdashery
- Cosmetics
- Seeds
- Accessories / Jewellery
- Tortillas
- Other \_\_\_\_\_

Q7. What are the main reasons why you visit this municipal market? Order them according to their importance, being 1 the most important and 8 the least important.

\_\_\_\_\_ Buy what I need

\_\_\_\_\_ Eat

\_\_\_\_\_ Buy prepared food

\_\_\_\_\_ Take a walk

\_\_\_\_\_ Accompany someone

\_\_\_\_\_ By family tradition

\_\_\_\_\_ For convenience

\_\_\_\_\_ Other

Q8. How many times a month do you visit this municipal market? Please write numbers without decimals

\_\_\_\_\_ Times a month

Q9. Approximately how much did you spend the last time you visited this municipal market?

\_\_\_\_\_ pesos

Q10. Evaluate the characteristics of this Municipal Market

Prices of unprocessed products (vegetables, meat)

- Very bad
- Bad
- Regular
- Good
- Great

Prices of other products

- Very bad
- Bad
- Regular
- Good
- Great

Quality of unprocessed products (vegetables, meat)

- Very bad
- Bad
- Regular
- Good
- Great

Quality of other products

- Very bad
- Bad
- Regular
- Good
- Great

Variety

- Very bad
- Bad
- Regular
- Good
- Great

Customer service

- Very bad
- Bad
- Regular
- Good
- Great

#### Brands

- Very bad
- Bad
- Regular
- Good
- Great

#### Parking lot

- Very bad
- Bad
- Regular
- Good
- Great

#### Closeness

- Very bad
- Bad
- Regular
- Good
- Great

#### Promotions

- Very bad
- Bad
- Regular
- Good
- Great

#### Products Origin

- Very bad
- Bad
- Regular
- Good
- Great

#### Advertising concerning the market

- Very bad
- Bad
- Regular
- Good
- Great

Environment

- Very bad
- Bad
- Regular
- Good
- Great

Facility cleaning

- Very bad
- Bad
- Regular
- Good
- Great

Illumination

- Very bad
- Bad
- Regular
- Good
- Great

Q11. What are the Supermarkets you know? Mention 3. Please use only capital letters and no accents.

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Q12. Name of the Supermarket you visit most frequently:

- Soriana
- Walmart
- Superframe
- Chedraui
- Bodega Aurrerá
- Comercial Mexicana / La Comer
- Other \_\_\_\_\_
- I have never visited a Supermarket (if you selected this last option, turn to P18)

Q13. Which of the following products do you buy at this Supermarket?

- Fruits
- Vegetables
- Groceries

- Meat
- Seafood
- Clothing / Shoes
- Movies / Discs
- Household utensils
- Prepared food
- Bread
- Dairy
- Legumes
- Crafts
- Flowers
- Herbs
- Toys
- Haberdashery
- Cosmetics
- Seeds
- Accessories / Jewellery
- Tortillas
- Other \_\_\_\_\_

Q14. What are the main reasons why you visit this Supermarket? Order them according to their importance, being 1 the most important and 8 the least important.

\_\_\_\_\_ Buy what I need

\_\_\_\_\_ Eat

\_\_\_\_\_ Buy prepared food

\_\_\_\_\_ Take a walk

\_\_\_\_\_ Accompany someone

\_\_\_\_\_ By family tradition

\_\_\_\_\_ For convenience

\_\_\_\_\_ Other

Q15. How many times a month do you visit this Supermarket? Please write numbers without decimals

\_\_\_\_\_ Times a month.

Q16. Approximately how much did you spend the last time you visited this Supermarket?

\_\_\_\_\_ pesos.

P17. Evaluate the characteristics of this Supermarket

Prices of unprocessed products (vegetables, meat)

- Very bad
- Bad
- Regular
- Good
- Great

Prices of other products

- Very bad
- Bad
- Regular
- Good
- Great

Quality of unprocessed products (vegetables, meat)

- Very bad
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- Regular
- Good
- Great

Illumination

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- Bad
- Regular
- Good
- Great

Q18. Which Club do you visit most frequently?

- Sams
- Costco
- Other \_\_\_\_\_

Q19. Gender of the respondent

- Woman
- Man

Q20. Age of the respondent

- Less than 15 years
- From 16 to 20 years old
- From 21 to 25 years old
- From 26 to 30 years old
- From 31 to 35 years old
- From 36 to 40 years old
- From 41 to 50 years old
- From 51 to 60 years old
- More than 60 years

Q21. Marital status of the respondent

- Single
- Married / With partner
- Widower / Divorced
- Other

Q22. Do you have children?

- No
- Yes

Q23. City in which you live

- Guadalajara
- Zapopan
- Tonalá
- Tlajomulco de Zúñiga
- Tlaquepaque
- Another city \_\_\_\_\_

Q24. What is the total number of rooms in your home? (Please do not include bathrooms, hallways, or roofs)

- From 1 to 4

- 5 or 6
- 7 or more

Q25. How many full bathrooms with shower and toilet are in your home?

- 0
- 1
- 2 or 3
- 4 or more

Q26. How many own cars, excluding taxis, do you have in at home?

- 0
- 1
- 2
- 3 or more

Q27. Thinking about the person who contributes most of the income in your home, what was the last degree of studies?

- Did not study / Left primary incomplete
- Primary complete / Incomplete secondary
- Business career / Technical career / High school
- Incomplete or complete degree
- Master's / Doctorate
- I don't know

Q28. Your Name:

Q29. Place of application:

- In the Municipal Market \_\_\_\_\_
- In the Supermarket \_\_\_\_\_
- Social networks / Email \_\_\_\_\_

Thank you very much for collaborating with us. Your information is very valuable to us.



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