



Lancaster University
MANAGEMENT SCHOOL

Hillslopes Local Food Shopping Survey

- This survey should be filled in by the main shopper of the household and should take about 10-15mins to answer
- Please answer as many questions as possible
- If you are unable to give any precise information, please provide an estimate
- Please return your completed questionnaire in the pre-paid envelope provided to the address below by the 4th of November

**Professor of Retailing Alan Hallsworth, Manchester Metropolitan University,
Manchester M13GH**



We are interested in your attitudes towards **food shopping**. For each question, please circle the appropriate answer

Example (WHERE YOU STRONGLY DISAGREE WITH THE STATEMENT)

	strongly agree	agree	have no opinion on this	disagree	strongly disagree
I find that shopping is a nuisance	1	2	3	4	(5)

1	Shopping for groceries is usually enjoyable	1	2	3	4	5
2	I like food shopping because it gets me out of the house	1	2	3	4	5
3	Given a choice between good shops and good parking facilities, I would choose to shop where there is better parking.	1	2	3	4	5
4	I usually do my grocery shopping on a journey when I do other errands or other shopping.	1	2	3	4	5
5	There are already plenty of food stores to choose from in this area	1	2	3	4	5
6	I find shopping for my groceries very tiring.	1	2	3	4	5
7	I usually do a lot of comparing of prices for ordinary food purchases.	1	2	3	4	5
8	I can easily get to any food store I wish in my local area	1	2	3	4	5
9	The convenience of local shops is worth the extra it can cost.	1	2	3	4	5
10	I usually try hard to look for bargains.	1	2	3	4	5
11	My choice of food stores is too dominated by large retailers	1	2	3	4	5
12	Getting food shopping done quickly is very important to me.	1	2	3	4	5
13	I try to avoid walking for more than five minutes with my shopping.	1	2	3	4	5
14	I don't mind going out of my way to get better shops.	1	2	3	4	5
15	I find the staff more friendly in small shops.	1	2	3	4	5
16	When it comes to buying food, price is not important to me.	1	2	3	4	5
17	Chain stores and supermarkets make for better grocery shopping all around.	1	2	3	4	5
18	I would prefer to do all my shopping just once a week.	1	2	3	4	5
19	There's not much difference between food shops these days.	1	2	3	4	5
20	The way a person shops for the household groceries is a good indication of how capable they are all round.	1	2	3	4	5
21	I prefer to shop at small shops	1	2	3	4	5
22	I always try to buy good quality food, even if prices are higher.	1	2	3	4	5
23	I wish I had more small local shops to choose from	1	2	3	4	5
24	I want more food discounters (e.g. Netto, Lidl, Aldi etc) in my local area	1	2	3	4	5
25	I always use a list when I do my shopping	1	2	3	4	5
26	Large food stores have too many own label products	1	2	3	4	5
27	Convenience is more important than quality when I do my food shopping	1	2	3	4	5
28	There are too many brands of the same basic product on offer in large stores	1	2	3	4	5
29	I always buy the same brands when I do my shopping	1	2	3	4	5

30. Please give the name and location of up to two stores where you buy most of your groceries

	1	2
Name		
Location		
Why/Reason		

31. For the main store you have indicated in Q30, please indicate how you get there and back. **Please Rank from 1(most used method) and so on up to a maximum of six. Do not rank those you do not use.**

Foot		M/cycle		Car		Taxi	
Cycle		Bus		Other			

32. Please give the name(s) and location of any other stores you sometimes use.

	1	2
Name		
Location		
Why/Reason		

33. How many cars does your household have? (Please circle) 0 1 2 3 4+
if 0 go to question 35

34. If your household has a car, how often is it normally available for you to use for grocery shopping (Please tick one of these 6 boxes)

All the time		Evenings and weekend		Never	
Evenings only		Weekends only		Other (please specify)	

35. What time of the day do you normally make your grocery shopping trips?

Early morning (5AM-8AM)		Between 8am and midday	
Midday –5PM		Between 5 PM and 9PM	
Night (9PM - 5AM)		No particular time	

36. On which Days of the week do you usually shop for your groceries?

Monday	<input type="checkbox"/>	Thursday	<input type="checkbox"/>	Sunday	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	Friday	<input type="checkbox"/>		
Wednesday	<input type="checkbox"/>	Saturday	<input type="checkbox"/>		

37. Can you think of any grocery stores in the area that you would like to use but cannot do so since they are too difficult for you to reach?

	1	2
Name		
Location		
Why/Reason		

38. How many adults do you shop for in your household? 0 1 2 3 4 5+

39. How many children (under 18) do you shop for in your household? 0 1 2 3 4+
IF 0 GO TO QUESTION 42

40. How many children are under 5? 0 1 2 3 4 5+

41. If you have children under 5, do you have to take them with you when you shop?
Yes ☐ No ☐

42. How many adults in your household are retired? 0 1 2 3 4 5+

43. In which of these age groups would you put yourself?
Up to 24 ☐ 25 to 34 ☐ 35 to 44 ☐ 45 to 60 ☐ over 60 ☐

44. Do you have to fit in your shopping around paid work?
Yes ☐ No ☐ if no go to Q 46

45. If yes, is your work full time or part time? FT ☐ PT ☐

46. What is the occupation of the main earner in your household?
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47. Approximately how many years have you lived at this address? years

48. Are you Male ☐ or Female ☐

Would you be interested in participating in a local group discussion about shopping in your area? If yes, please leave your name and telephone number.

Title: Mrs Ms Mr Surname: House number: Street:	City: Post code (all six digits): Telephone no (including STD):
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Thank you for your co-operation. Your help is most appreciated. Please return the completed questionnaire in the pre-paid envelope provided to Professor of Retailing Alan Hallsworth, Manchester Metropolitan University, Manchester M13GH