

Supermarket Sustainability Research

Customer Feedback/Questionnaire

Thank you for participating in this questionnaire, your input is invaluable for our research!

Personal Details:

How old are you?

- Under 18 18–24 25–34 35–44 45+

Are you comfortable using mobile apps while shopping?

- Not confident Slightly confident Confident Very confident

Usage Experience:

How often do you use a mobile app while shopping?

- Never Rarely Sometimes Often

Do you use coupons or vouchers while shopping?

- Never Rarely Sometimes Often

Opinions on Sustainability

How important is sustainability to you while shopping?

- Not important Slightly important Moderately important Very important

What part of sustainability do you care about the most? (Rate from 1–5)

- Carbon footprint Recyclable packaging Ethical sourcing
 Local production Animal welfare

Do you find it easy to get information on product sustainability?

- Hard Find it sometimes Easy

Customer Wants & Needs

Would you use a mobile app for finding item sustainability whilst shopping?

- Yes No Maybe

Do you think there's anything that'd make it difficult?

- Lack of time Too much information Poor phone signal
 Lack of trust in data usage Lack of accessibility features
 Nothing would make it difficult