

Sobeys (SB353)
Sondage en ligne via la base de données Scene+

Note au lecteur : les instructions pour la programmation sont en [bleu](#) et [orange](#).

Sommaire d’enquête
<ul style="list-style-type: none">Responsables ou co-responsables des achats;Francophones;Membres de Scene+.
Quotas : 300 répondants :

SECTION I : INTRODUCTION

INT

Hello!

- Thank you for taking the time to complete this survey!
- Please note that this survey requires no more than 5 minutes of your time.
- If you qualify and complete the survey by July xx, 2024, you could win one of 1 \$100 gift cards to Sobeys.
- Please do not use your browser's Next/Back arrows to navigate through the survey. Please only use the arrow at the bottom of your screen.
- By clicking on the button below, you agree to answer each of the survey questions conscientiously and honestly.

Note: For this questionnaire, we strive to use the most inclusive script possible while preserving the clarity and readability of its texts. We use the masculine gender only as a last resort.

Thank you for your participation!

SECTION S : SÉLECTION DES RÉPONDANTS

REG + SEX + AGE sur le même, afficher une après l’autre écran

REG	What region of Atlantic do you live in?	
	CH_a_V]	
	1	NFL
	2	IPE
	3	
	4	Hors Québec
	Remercier et terminer	

Commented [MG1]: To be adapt with province in Atlantic

SEX	Are you...	
	[CH_a_V]	
	1	Man
	2	Woman
	3	Other
	9	I prefer not to answer

AGE	In which of the following age groups do you belong?	
	[CH_a_V]	
	0	Under 18 years old
	1	18 to 24 years old
	2	25 to 34 years old
	3	35 to 44 years old
	4	45 to 54 years old
	5	55 to 64 years old
	6	65 years old and over

LNG	What language do you speak most often at home?	
	1	English
	2	French
	3	English and french equally
	4	Other

RESP	Who is mainly responsible for food and grocery shopping in your household?	
	1	You
	2	You and someone else equally
	3	Someone else

QS1	And, in the last month , have you purchased any food or groceries from the following supermarkets?	
	[GR_b]	
	Permutation	
		Label
		Code
		Oui
		Non
	a)	Co-Op
	b)	IGA
	c)	Real Atlantic Superstore or Superstore
	d)	Sobeys
	e)	Walmart / Wal-Mart Supercentre
	f)	Costco for food or grocery items
	g)	Foodland
	h)	No Frills
	i)	Your Independent Grocer (YIG)
	j)	Dominion
		Colemans

QS2	Which is THE supermarket or grocery store where you, personally, spend the most money on groceries?	
	Permutation synchronisée QS1	
	Montrer si QS1>1	
	001	Co-Op
	002	IGA
	005	Real Atlantic Superstore or Superstore
	003	Sobeys
	006	Walmart / Wal-Mart Supercentre
	007	Costco for food or grocery items
	012	Foodland
	013	No Frills
	014	Your Independent Grocer (YIG)
	024	Dominion
	996	Colemans
	999	I don't know


Commented [MG2]: To be adapt to Atlantic

INTA We're now going to show you two promotions that you might see soon at (PIPE SOBEYS BANNERS). Then answer the related questions, even if you don't frequent this grocery store regularly.

Commented [KH3]: We're going to show you two promotions that you might see soon at [pipe]. Please answer the following questions even if you don't frequent this store regularly.

PERMUTATION ENTRE QA0A, QA0B.

QA0a Please see the promotion below.




What do you think this promotion is trying to tell you? Be as specific as possible.

[OUV] [i]

Commented [KH4]: Please see the promotion below

Commented [KH5]: What do you think this promotion is trying to communicate to you? Please be as specific as possible.

QA0b Please see the promotion below.



What do you think this promotion is trying to tell you? Be as specific as possible.

[OUV] [i]

IntQA1 Please read the brief description below explaining the terms and conditions of a promotional offer that may be available at IGA.

IGA is committed to guaranteeing the best prices on the market for the selection of products* featured on the front page of our flyer. This “no-hassle” guarantee means that if competitors' prices are better, you'll automatically get the difference in SCENE+ points, without having to prove it or ask for it at checkout.

No need to scroll through all the pages of our competitors' flyers to be sure you're getting the best price at Sobeyes for our flyer-covered products.

To take advantage:

- No effort, no paper or electronic proof required.
- At the checkout, simply present your SCENE+ card and points will be automatically credited to your account.
- Look at your receipt, your points will be indicated.

* Products must be identical: same brand, same size, same origin (for fresh products).

[CH_f_H]

Encadré gris – timer 5 secondes

Commented [KH6]: Please change ‘invoice’ to ‘receipt’

QA1

According to the definition of a promotional offer you've just read, which of the two names best correspond to this offer?

[CH_f_H]
Permutation des choix



1



2

Commented [KH7]: I prefer 'names' instead of 'visual' to describe logos because they want feedback on the name and don't want them to focus on fonts or colours if we use the word 'visuals'

QA2

Which of the two names is the most credible to represent this promotional offer?



[CH_f_H]
Permutation des choix



1



2

QA3	Which of the two names do you prefer to represent this promotional offer? [CH_f_H] Permutation des choix	
		
	1	2

Section S2 : Sociodémographique

INTS	Finally, these are a few questions to help classify your answers alongside those of the other people taking part in this study. [DESC] Encadré gris
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TAIL + ENFA + ENF sur le même écran

TAIL	Including yourself , how many adults aged 18 years old and over live in your household?	
	[NUM] borne de 1 à 9	
	_____	personne(s)

Base : tous

ENFA	Are there any children under the age of 18 living in your household? [CH_a_V]	
	1	Oui
	2	Non

Si ENFA=2, aller à QS12

ENF	How many children under the age of 18 live in your household?	
	[NUM] borne de 1 à 9	
	_____	enfant(s)

Créer la variable NUM : TAIL+ENF

Si NUM ≤10 : passer à QS12

Si NUM >10 : Passer à VAL

VAL	You have indicated there are <NUM> people living in your household. Is this the correct number? [CH_a_V]	
	1	Yes
	2	No
	Si NUM>15 → Remercier et terminer Aller à TAIL	

QS12-QS13-QS14 sur le même écran

QS12	What is the highest level of education you have completed?	
	[CH_a_V]	
	1	Elementary or less
	2	High school
	3	College/Cegep
	4	University

QS13	Which of the following situations best describes your current situation?	
	1	Working full-time
	2	Working part-time
	3	Unemployed or looking for work
	4	Retired
	5	Full-time homemaker
	6	Student
	7	Other

QS14	Which of the following categories does your household’s gross annual income (before taxes) for the last year fall into? [CH_a_V]	
	1	Less than \$20,000
	2	\$20,000 to \$39,999
	3	\$40,000 to \$49,999
	4	\$50,000 to \$79,999
	5	\$80,000 to \$99,999
	6	\$100,000 to \$149,999
	7	\$150,000 or over
	9	I prefer not to answer

[provient de SB336]

QZ12 The survey is now closed.

You are now eligible to enter our draw for a \$100 gift card to Sobeys. To access the contest rules, please click here.

Would you like to enter the draw?

01

Yes

02

No

+1 IF QZ12=2

QZ13 For the sole purpose of the drawing, we need some information about you. This information will remain entirely confidential.

[OPEN]

01

First Name :

02

Family Name :

03

Phone number : xxx-xxx-xxxx

04

Email:

validate email format

END Thank you for your participation!

Note to programmer: please redirect respondent’s to Sobeys.com website.