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

Note au lecteur : les instructions pour la programmation sont en <u>bleu</u> et <u>orange</u>.

Sommaire d'enquête

- 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	Thanks and finish		
	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	Wha	at language do you speak <u>most</u>	: 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	1		
	3	Someone else	T	hanks and finish	
QS1		, in the <u>last month,</u> have you p	ourchased any food or g	groceries from the	following supermarkets?
	[GR_b]				
	Peri	Permutation			
			Label	Oui	Non
			Code	1	2
	a)	Co-Op		1	2
	b)	IGA	·	1	2
		c) Real Atlantic Superstore or Superstore		1	2
	d)	Sobeys		1	2
	e)	Walmart / Wal-Mart Superc		1	2
	f)	Costco for food or grocery it Foodland	ems	1	2
	g) h)	No Frills		1	2
	i)	Your Independent Grocer (Y	IC)	1	2
		Dominion	10)	1	2
	j)	Colemans		1	۷
		Colcilians			
QS2		Which is THE supermarket or groceries?	grocery store where yo	ou, personally, spe	end the most money on

Permutation synchronisée QS1 Montrer si QS1>1 001 Co-Op +1 si QS1a=2 002 IGA +1 si QS1b=2 005 Real Atlantic Superstore or Superstore +1 si QS1c=2 Sobeys 003 +1 si QS1d=2 Walmart / Wal-Mart Supercentre Costco for food or grocery items Foodland 006 +1 si QS1e=2 +1 si QS1f=2 007 +1 si QS1g=2 012 No Frills +1 si QS1h=2 013 Your Independent Grocer (YIG) +1 si QS1i=2 014 +1 si QSj1=2 Dominion

Commented [MG2]: To be adapt to Atlantic

024 996

999

Colemans

I don't know

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 promotic that you might see soon at [pipe]. Please answer the following questions even if you don't frequent this store regularly.

Commented [KH4]: Please see the prom

PERMUTATION ENTRE QA0A, QA0B.



Please see the promotion below.



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

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

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 Sobeys for our flyer-covered products.

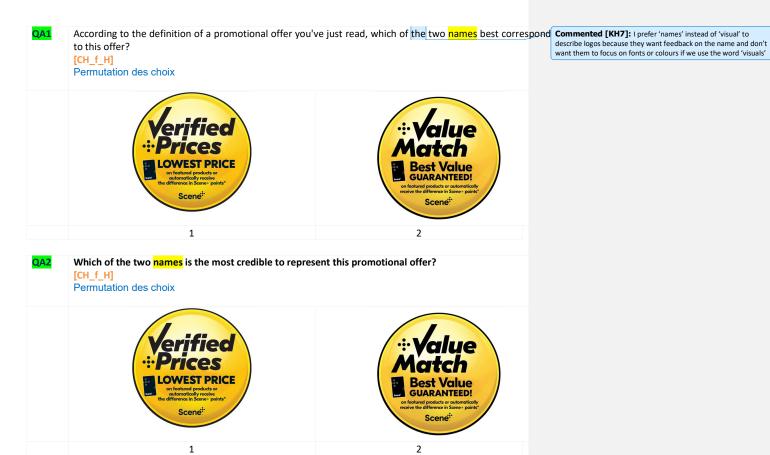
To take advantage:

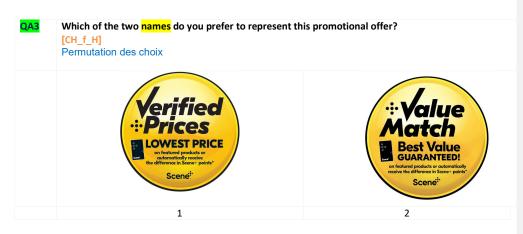
- No effort, no paper or electronic proof required.
- At the checkout, simply present your SCENE+ card and points will be automatically credited to your account.
- Look at your receipt, your points will be indicated.

* 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'





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

TAIL + ENFA + ENF sur le même écran

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

Base : tous

ENFA	Are there any children <u>under the age of 18</u> 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]</num>		
	1	Yes	Si NUM>15 → Remercier et terminer
	2	No	Aller à TAIL

QS12-QS13-QS14 sur le même écran What is the highest level of education you have completed? QS12 [CH_a_V] 1 Elementary or less 2 High school College/Cegep 3 4 University QS13 Which of the following situations best describes your current situation? 1 Working full-time Working part-time Unemployed or looking for work 3 Retired Full-time homemaker 5 6 Student 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] Less than \$20,000 \$20,000 to \$39,999 3 \$40,000 to \$49,999 \$50,000 to \$79,999 \$80,000 to \$99,999 5 \$100,000 to \$149,999 6

[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?

7 \$150,000 or over9 I prefer not to answer

- 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]

END Thank you for your participation!

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