Hamburg, 30.04.2022

E-Food Spryker UK/DE/US

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| **Question no.** | **Survey** | **Question type** |
| **F1** | **Filter**  A: GBR  B: USA  C: GER | Single Choice |
| **F2** | **How many inhabitants live in your place of residence?**  A: Less than 50,000 people  B: 50,001 to 250,000 people  C: 250,001 to 750,000 people  D: 750,001 to 1,500,000 people  E: More than 1,500,000 | Single Choice |
| **F3** | **How far away is the supermarket you shop at most often? (whether by foot/car etc.)**  A: Less than 5 min / Less than 1 mile  B: 5-10 min / Up to 5 miles  C: 11-20 min / Up to 10 miles  D: More than 20 min / More than 10 miles away | Single Choice |
| **F4** | **What is grocery shopping at the supermarket for you? "Shopping for me is..."**  A: Unpleasant / a chore that must be done  B: Pleasant / a pleasant experience | Single Choice  (Answers randomized) |
| **F5** | **How do you currently buy your groceries?**  A: Locally at the bricks-and-mortar stores only  B: Mainly in-store, partly online  C: Mainly online, partly in-store  D: Exclusively online | Single Choice |
| **F6** | **How has your household's food spending been distributed among the following channels in the last 6 months?**  [Choose % / needs to total to 100%]  A: In-store  B: Online with home delivery  C: Online with Click and Collect  D: Other Channels |  |
| **F7** | **In principle, can you imagine ordering groceries online at some point in the future?**  A: No  B: Rather no  C: Rather yes  D: Yes | Likert  Filter:  IF F5A |
| **F8** | **How likely are the following to motivate you to order groceries online (more often)?**  Answers:  A: Very likely  B: Somewhat likely  C: Rather unlikely  D: Very unlikely  Items:  A: Better availability in location  B: Faster delivery  C: Cheaper prices  D: Larger assortment  E: Ease of use  F: More sustainable offering | Matrix  (Items randomized) |
| **F9** | **When you compare online and offline grocery shopping, where do you think the following criteria are better solved overall?**  Answers:  A: Offline much better  B: Offline slightly better  C: No difference  D: Online much better  E: Online slightly better  Items:  A: Overall shopping experience  B: Food selection  C: Food availability  D: Value for money  E: Customer Service  F: Quality of food | Matrix  (Items randomized)  Filter:  IF F5B  IF F5C  IF F5D |
| **F10** | **For which category of vendors do you think an online grocery ordering offer is a good idea?**  A: Supermarkets  B: Low Cost Supermarket  C: Organic Shops  D: Local Suppliers (markets, farmers) | Multiple Choice  (Answers randomized) |
| **F11** | **How much do you spend on average per week on groceries you order <b>online</b>?**  A: Less than £/$/€ 20  B: Between £/$€ 20 - £50  C: Between £/$/€ 51 - £100  D: Between £/$/€ 101 - £200  E: More than £/$/€ 201  F: Not sure | Single Choice  Filter:  IF F5B  IF F5C  IF F5D |
| **F12** | **How much do you spend on average per week on food that you buy <b>offline</b> (e.g. supermarket, discount store, weekly market)**  A: Less than £/$/€ 20  B: Between £/$/€ 20 - £50  C: Between £/$/€ 51 - £100  D: Between £/$/€ 101 - £200  E: More than £/$/€ 201 | Single Choice  Filter:  IF F5A  IF F5B  IF F5C |
| **F13** | **If you buy more groceries online than usual in a month, how does your buying behavior change with other vendors?**  Answers:  A: I spend more  B: I spend the same  C: I spend a little less  D: I spend much less  Items:  A: Supermarkets  B: Low Cost Supermarket  C: Local markets, farmers  D: Restaurants/delivery services  E: Health food stores | Matrix  (Items randomized)  Filter:  IF F5B  IF F5C |
| **F14** | **How do you envision your grocery shopping in 2 years?**  A: Locally at the bricks-and-mortar stores only  B: Mainly in-store, partly online  C: Mainly online, partly in-store  D: Exclusively online  E: (USA) Things are evolving so quickly, I am not sure how to answer | Single Choice |
| **F15** | **What online grocery delivery services do you know?** | Open question  Filter:  IF F5B  IF F5C  IF F5D |
| **F16** | **[BRANDS UK/ALL] We want to know a little more. Which of these online food delivery services do you know, even if only by name?**  A: Amazon Fresh (All)  B: Hello Fresh (All)  C: Gousto  D: Mindful Chef  E: Deliveroo  F: Just Eat  G: Uber Eats  H: OddBox  I: Abel & Cole  J: Foodhub  K: Getir (UK, Ger)  L: Gorillas (UK, Ger)  M: Zapp  N: GoPuff (UK, US)  O: Milk & More  P: Dija  Q: Grocemania  R: Jiffy Groceries  S: Weezy  T: Beelivery  U: Stuart  V: None of these (not randomized)  Other: (Freetext) | Multiple Choice  (Answers randomized)  Filter:  IF F5B  IF F5C  IF F5D |
| **F17** | **[BRANDS US/GER] We want to know a little more. Which of these online food delivery services do you know, even if only by name?**  A: Rewe Online  B: Flink  C: Frische Paradies  D: myTime  E: Edeka24  F: alles-vegetarisch.de  G: Wolt  H: Bringemeister  I: Picnic  J: knuspr  K: BlueAppron (US)  L: Instacart (US)  M: Doordash (US)  N: Postmates (US)  O: Farmesteadapp (US)  P: GrubHub (US)  Q: Delivery.com (US) | Multiple Choice  (Answers randomized) |
| **F18** | **Please indicate what experience you have had with the following online grocery delivery services:**  Answers:  A: Never tried  B: Used it, but not anymore  C: Use it occasionally  D: Use it regularly  Items:  A: Amazon Fresh  B: Hello Fresh  C: Gousto  D: Mindful Chef  E: Deliveroo  F: Just Eat  G: Uber Eats  H: OddBox  I: Abel & Cole  J: Foodhub | Matrix  (Items randomized)  Filter:  IF F16A  IF F16B  IF F16C  IF F16D  IF F16E  IF F16F  IF F16G  IF F16H  IF F16I  IF F16J |
| **F19** | **Please indicate what experience you have had with the following online grocery delivery services:**  Answers:  A: Never tried  B: Used it, but not anymore  C: Use it occasionally  D: Use it regularly  Items:  A: Getir  B: Gorillas  C: Zapp  D: GoPuff  E: Milk & More  F: Dija  G: Grocemania  H: Jiffy Groceries  I: Weezy  J: Beelivery  K: Stuart | Matrix  (Items randomized)  Filter:  IF F16K  IF F16L  IF F16M  IF F16N  IF F16O  IF F16P  IF F16Q  IF F16R  IF F16S  IF F16T  IF F16U |
| **F20** | **[GER] Please indicate what experience you have had with the following online grocery delivery services:**  Answers:  A: Never tried  B: Used it, but not anymore  C: Use it occasionally  D: Use it regularly  Items:  A: Rewe Online  B: Flink  C: Frische Paradies  D: myTime  E: Edeka24  F: alles-vegetarisch.de  G: Wolt  H: Bringmeister  I: Picnic  J: knuspr | Matrix  (Items randomized) |
| **F21** | **How often / do you ever order DIY meal boxes? (eg. Hello Fresh / Gousto)**  A: Weekly  B: Several times a month  C: Monthly  D: Every few months  E: Once a year or less  F: Never | Single Choice |
| **F22** | **Which companies would you like to see offer online food ordering?**  A: Aldi  B: Lidl  C: M&S  D: Co-op  E: Netto (not randomized)  F: Penny (not randomized)  G: Norma (not randomized)  H: Denn's / Dennree (not randomized)  I: Alnatura (not randomized)  J: BioCompany (not randomized)  K: None of the above (not randomized)  Other, namely: (Freetext) | Multiple Choice  (Answers randomized) |
| **F23** | **Which of the following negative experiences have you had while grocery shopping online?**  A: I couldn't find a matching delivery slot  B: I felt like the groceries didn't get to my house fresh enough  C: The delivery did not arrive at the requested delivery slot  D: Too many substituted items  E: The minimum order value was too high for me  F: The delivery charge was too high  G: I haven't had any negative experiences  Other: (Freetext) | Multiple Choice  Filter:  IF F5B  IF F5C  IF F5D |
| **F24** | **Which of the following situations apply to you? <br></br>"I order groceries online..."**  A: When I spontaneously miss an ingredient while cooking  B: When I'm at home and too lazy to leave the house  C: When I don't have time to go shopping  D: To do all the weekly shopping  E: In order not to have to go into a store (e.g. avoid crowds or risk of infection) | Multiple Choice  (Answers randomized)  Filter:  IF F5B  IF F5C  IF F5D |
| **F25** | **Which of the following product categories do you shop online?**  A: Pharmacy products  B: Sweets and snacks  C: Beverages  D: Dry goods such as pasta, rice  E: Ready Meals  F: Fruit and vegetables  G: Frozen products  H: Dairy products (yogurt, milk, etc.)  I: Fresh meat and fish | Multiple Choice  (Answers randomized)  Filter:  IF F5B  IF F5C  IF F5D |
| **F26** | **When you order groceries online, how important is it to you that the vendor offers the following?**  Answers:  A: Not important at all  B: Rather unimportant  C: Slightly important  D: Very important  Items:  A: Good assortment  B: Convenient delivery times  C: Low order fees / delivery costs  D: Fresh products  E: Order Tracking / Delivery Notification  F: Fast and reliable customer service  G: Easy-to-use platform / user-friendly shopping experience  H: That the staff / riders are treated well  I: Reviews and product information  J: Organised shopping lists / a subscription model  K: Personalised Promotions  L: Sustainable products | Matrix  (Items randomized)  Filter:  IF F5B  IF F5C  IF F5D |
| **F27** | **How many different platforms / services do you use to order groceries online?**  A: 1  B: 2  C: 3  D: More than 4 | Single Choice  Filter:  IF F5B  IF F5C  IF F5D |
| **F28** | **Which of the following sentences is most true of you when you order your online groceries ?**  A: I place Individual orders as an when I need to  B: I have a subscription for regular deliveries  C: I do both | Single Choice  Filter:  IF F5B  IF F5C  IF F5D |
| **F29** | **Which option do you prefer for groceries purchased online?**  A: Click & Collect  B: Delivery ASAP  C: Delivery at a later date | Single Choice  (Answers randomized)  Filter:  IF F5B  IF F5C  IF F5D |
| **F30** | **Which of the following devices do you use for online grocery shopping?**  A: Mobile Phone  B: Tablet  C: Desktop / Website  D: Voice Assistant (E.g Alexa) | Multiple Choice  (Answers randomized)  Filter:  IF F5B  IF F5C  IF F5D |