Survey Shared: <http://peersurvey.cc.gatech.edu/platform/survey-respond.html?id=8019cb2df48b443ab9fff8f278bba12f>

The following questions pertain to your shopping experience at grocery stores (Kroger, Publix), wholesale clubs (Costco, Sam’s), department stores (Walmart, Target), and hardware stores (Home Depot, Lowes). Please describe your experiences at these stores.

1. How often do you plan to buy new items that you haven’t purchased before?
2. Always
3. Often
4. Sometimes
5. Rarely
6. Never
7. On average how much time do you spend searching for specific items you’re unable to locate? (in minutes)  
   \_\_\_\_\_\_\_\_\_
8. Describe your agreement with the following statement: In general, I am consistently satisfied with my current shopping experience.
   1. Strongly Agree
   2. Agree
   3. Neither
   4. Disagree
   5. Strongly Disagree
9. Is your preferred in-store shopping method browsing all of the aisles or going straight to the items you need?
   1. Browsing all of the aisles
   2. Going straight to the necessary items
   3. A mixture of both
10. What things would enhance your shopping experience?
    1. Shopping List
    2. In-Store Navigation/Mapping
    3. Electronic Product Locator
    4. Other
11. If you selected Other on the previous question, please describe it here  
    \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
12. On a scale from 1 to 5, how often do you have your personal smartphone with you while shopping?
    1. Always
    2. Often
    3. Sometimes
    4. Rarely
    5. Never
13. Do you ever utilize existing shopping cart programs such as Kroger's clicklist?
    1. Yes
    2. No
14. Do you use shopping services like instacart or store's shopping services
    1. Yes
    2. No
15. If you answered Yes to previous question, what is the main reason you use these services
    1. Busy schedule
    2. Shopping difficulties
    3. Other
16. If you answered “Other” to the previous question, please explain:   
     \_\_\_\_\_\_\_\_\_\_\_\_
17. How often do you use shopping lists?
    1. Always
    2. Often
    3. Sometimes
    4. Rarely
    5. Never
18. If you use a shopping list, approximately what proportion of the time are you the person creating the shopping list for your shopping episode (vs someone else)? (in %)  
    \_\_\_\_\_\_\_\_
19. Describe your agreement with the following statement: It is helpful to plan the path you will take to collect each item on your shopping list.
    1. Strongly Agree
    2. Agree
    3. Neither
    4. Disagree
    5. Strongly Disagree
20. How frequently do you seek help to decide on a product when presented with number of options?
    1. Always
    2. Often
    3. Sometimes
    4. Rarely
    5. Never
21. Describe your agreement with the following statement: When I ask for help locating an item that is on my shopping list, I am very satisfied with the help I receive.
    1. Strongly Agree
    2. Agree
    3. Neither
    4. Disagree
    5. Strongly Disagree