

Trolley Talk

Consumer awareness questionnaire

Instructions

You should carry out this questionnaire at each store / supermarket you go to. The questions are written in the left-hand column of the data collection table below. Make sure that you clearly tell / show people the answer 'options' for each question. Be careful with 'sensitive' questions like age group – people may prefer to point or even not answer – respect this!

Fill peoples' responses into the data collection table by placing tally marks into the correct response box. Using a data collection table like this saves you having to photocopy lots of question sheets, and will also make it easier when you get back into the classroom and want to analyse and compare the data.

Try to question the same number of people at each location, and aim to question 10-15 people at each location (the bigger the sample size, the more reliable and valid the results are said to be!)

Start each questionnaire by introducing yourself, saying where you're from and that you are doing a geography investigation into supermarkets and people's shopping habits. Ask them politely if they could spare a few moments to answer your short questionnaire.

While you're asking your questions, remember to...

- Listen to what they're saying!
- Look interested
- Respond to comments and be prepared to explain if they don't understand
- Ask for clarification if you don't understand something they've said
- Not be offended or get cross if people don't want to stop and answer your questionnaire – people are busy!

Data collection table

		Tally		
Question	Answer options	Location 1:	Location 2:	Location 3:
1. How far have you travelled to get here today?	Under 5 miles			
	5 – 10 miles			
	Over 10 miles			
2. How did you travel here today?	Walk			
	Car			
	Public transport			
3. Which age group do you fall into?	Under 20			
	21 – 30			
	31 – 40			
	41 – 50			
	51 – 60			
	Over 60			
4. Which Store / supermarket do you use most frequently?	Tesco			
	Sainsburys			
	Asda			
	Morrisons			

	Cooperative			
	Somerfield			
	Waitrose			
	Other			
5. Do you know what 'Fairtrade' is?	Yes			
	No			
6. Is your choice of supermarket affected by the range of Fairtrade products it sells?	Yes			
	No			
7. Have you heard of the 'Ecover' range of products?	Yes			
	No			
8. Does the range of eco-friendly products, such as cleaning products, affect which supermarket you use?	Yes			
	No			
9. What do you think about packaging of fruit and vegetables – choose the statement which most applies to you?	I like it to be pre-packaged			
	It's too much / unnecessary			
	Don't know / not bothered			
10. Which statement most applies to you?	I always try to buy fruit and vegetables that are in-season and grown in the UK			

		It depends what I want to buy – sometimes I try to buy fruit and vegetables grown in the UK, but I'm not too bothered if they're not			
		It doesn't bother me where my fruit and vegetables have come from			
11. Do you usually buy...	...Recycled toilet tissue?	Yes			
		No			
	...Recycled kitchen roll?	Yes			
		No			
	...Recycled bin bags?	Yes			
		No			
12. Do you either re-use plastic bags or use a 'bag for life' or equivalent when you go shopping?	Always				
	Usually				
	Never				