

Questionnaire on attitudes to shopping

- 1.) Do you enjoy grocery shopping? (Please circle)
Enjoy 1 2 3 4 5 6 7 Don't Enjoy
- 2.) Where do you shop on a regular basis? (Please tick)
Asda Tesco Sainsburys Safeway Marks & Spencer
Waitrose Other _____ (Please state)
- 3.) What means of transportation do you use to do your shopping? (Please tick)
Bus car walk bike train
Other _____ (Please state)
- 4.) How often do you shop? (Please tick)
Less than once a week once a week twice a week more often
- 5.) How much do you spend on a typical shop? (Please tick)
Less than £10 £11-£30 £31-£50 £51-£100 over £100
- 6.) Quantify the typical volume of your shopping (Please tick)
Less than a basket one basket two baskets one trolley two trolleys more
- 7.) What do you use when you shop? (Please tick)
Basket trolley plastic bags rucksack own bag
granny/drag bag other (please state) _____

Please look at these two concepts:

a) Drag-Rucksack



A fashionable rucksack that has an extendable handle and wheels so it can be dragged if loaded heavily. It is similar to a traditional granny/drag bag but more fashionable and user friendly.

b) Plastic Bag Handle



A small handle that can be used in conjunction with plastic bags to relieve strain on the hand. It can be used to hold a multiple number of bags.

- 8.) Which one would you consider more practical/ as a greater help for your shopping transportation? (Please tick)
a) OR b)

12.) Please rate the following attributes in relation to your perception of the rucksack
(Please circle)

	<i>Cheap</i>						<i>Expensive</i>
<i>Price</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Comfortable</i>	1	2	3	4	5	6	7
	<i>Good</i>						<i>Bad</i>
<i>Keeps goods in original state</i>	1	2	3	4	5	6	7
	<i>Long</i>						<i>Short</i>
<i>Lifetime</i>	1	2	3	4	5	6	7
	<i>Excellent</i>						<i>Poor</i>
<i>Availability</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Strength</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Easy to store</i>	1	2	3	4	5	6	7

13.) Please rate the following attributes in relation to your perception of the handle
(Please circle)

	<i>Cheap</i>						<i>Expensive</i>
<i>Price:</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Comfortable:</i>	1	2	3	4	5	6	7
<i>Keeps goods</i>	<i>Good</i>						<i>Bad</i>
<i>in original State:</i>	1	2	3	4	5	6	7
	<i>Long</i>						<i>Short</i>
<i>Lifetime:</i>	1	2	3	4	5	6	7
	<i>Excellent</i>						<i>Poor</i>
<i>Availability:</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Strength:</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Easy to store:</i>	1	2	3	4	5	6	7

14.) Please rate the following attributes in relation to your perception of the plastic bag
(Please circle)

	<i>Cheap</i>						<i>Expensive</i>
<i>Price:</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Comfortable:</i>	1	2	3	4	5	6	7
<i>Keeps goods</i>	<i>Good</i>						<i>Bad</i>
<i>in original state:</i>	1	2	3	4	5	6	7
	<i>Long</i>						<i>Short</i>
<i>Lifetime:</i>	1	2	3	4	5	6	7
	<i>Excellent</i>						<i>Poor</i>
<i>Availability:</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Strength:</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Easy to store:</i>	1	2	3	4	5	6	7

15.) Please rate the following attributes in relation to your perception of the granny/drag bag (Please circle)

	<i>Cheap</i>						<i>Expensive</i>
<i>Price:</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Comfortable:</i>	1	2	3	4	5	6	7
<i>Keeps goods</i>	<i>Good</i>						<i>Bad</i>
<i>in original state:</i>	1	2	3	4	5	6	7
	<i>Long</i>						<i>Short</i>
<i>Lifetime:</i>	1	2	3	4	5	6	7
	<i>Excellent</i>						<i>Poor</i>
<i>Availability:</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Strength:</i>	1	2	3	4	5	6	7
	<i>Very</i>						<i>Not Very</i>
<i>Easy to store:</i>	1	2	3	4	5	6	7

16.) Would you be likely to use the handle (Concept 1)? (Please tick) Yes No

17.) If so, how much would you be prepared to pay for the handle? (Please tick)
Less than £1 £1 > £2 £2 > £3 £3 > £4 £4 > £5
more than £5

18.) Would you be likely to use the rucksack (Concept 2)? (Please tick) Yes No

19.) If so, how much would you be prepared to pay for the rucksack? (Please tick)
Less than £5 £5 > £10 £10 > £20 £20 > £30 more than £30

General questions

20.) Age (years): (Please tick)
16 - 25 26 - 35 36 - 45 46 - 55 56 - 65 66 >

21.) Sex: (Please tick) Male Female

22.) Marital Status: (Please tick) Single Married Partnership

23.) Number of dependants: (Please tick) 1 2 3 4 5 6 >

24.) Income: (Please tick)
> £10k £10k > £20k £20k > £30k £30k > £50k
£50k > £75k £75 > £100k > £100k

THANK YOU FOR YOUR TIME IN COMPLETING THIS QUESTIONNAIRE