

Valuemart Supermarket: Questionnaire

Valuemart is a new supermarket in Bolton and we are looking to improve our services to you. We also would like to reward our existing loyal customers and welcome new ones. Therefore we would be grateful if you could take a few moments of your time to answer the following questions about where you do your weekly shopping and what you buy.

1. Male

73

 Female

83

2. How many people are there living in your household?

Just me	36	Two	48	Three	25	Four	30	Five	10	Six or more	7
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3. Which age group do you belong to?

Under 18	10	18-30	28	31-45	50	46-60	40	61-75	20	Over 75	8
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4. Which is your main supermarket for shopping?

Morrison's	26	Sainsbury's	12	Tesco	22	Valuemart	82	Other	14
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5. How much do you usually spend on supermarket items per week?

Less than £50	32	£50 - £99	60	£100 - £149	44	Over £150	20
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6. How important are the following in your choice of supermarket?

6.a. Price:

Very important	101	Some importance	45	Little importance	10	No importance	0
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6.b. Range of products:

Very important	26	Some importance	70	Little importance	58	No importance	2
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6.c. Atmosphere/layout

Very important	25	Some importance	64	Little importance	58	No importance	2
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