



Please note: the store, loyalty card, and customer panel name have all been anonymised in this version of the questionnaire.

## **Participant Information Sheet**

### **OVERVIEW**

Thank you for your interest in this study. This research is being conducted by the <<store name>> customer panel in collaboration with the University of Nottingham. The study is designed to explore how and why people exhibit different consumption patterns across their daily lives. You will be invited to answer a number of questions about yourself (such as demographic information - age range, gender, income bracket and some other questions) and about various everyday behaviours that you think characterise you and your personality. *Please note, you may have answered some of these types of questions before – we are asking them again just to ensure we have the most up-to-date information!*

As ever, the information you provide is for research purposes only. Your responses in the survey will be combined with those from other <<store name>> customer panel members, and only these anonymised responses will be shared with the University of Nottingham. Therefore, **at no time** will any of your personally identifiable information (including name and contact details) be shared with the University of Nottingham or with any other third party.\*

Anonymised responses in the survey will be linked to shopping patterns, which we will observe via the loyalty card records. This association will allow us to explore how personality and everyday behaviours affect real-world consumption patterns.

### **THE SURVEY**

This survey will take up to 20 minutes to complete. Your participation in the survey is completely voluntary. You may withdraw from participation at any time without consequences by simply leaving the survey.

After analysis, the results and conclusions of the study may be shared by University in the form of presentations and open publications with academic and industry partners – but these will only contain averaged results and **never** will any raw data or personal details be made available.

Please proceed to the next page to fill in the consent form.

*\*We always follow the MRS guidelines when storing your data, however it is important to ensure you are entirely comfortable with taking part in this research and that you know that your responses will not be used in any other way*

### **Consent form**

Please note that this survey will skip to the end if you disagree with any of the following statements.

#### **SINGLE CODE**

1. I confirm that I have read and understood all information provided about this study. (Y/N)
2. I agree that data gathered in this study will be stored anonymously and securely, and will be used for market and academic research purposes only. (Y/N)
3. I understand that my participation is voluntary and that I am free to withdraw at any time without giving a reason. (Y/N)
4. I understand that all personal information will remain confidentially within the <<store name>> customer panel archives, and that no personally identifiable information will be shared with

University of Nottingham or any other third party, and that no data will be made available that can allow me to be personally identified in the results of this research. (Y/N)

5. I am at least 18 years of age. (Y/N)
6. I agree to take part in this study. (Y/N)

## PART 1

Please answer the question below as accurately as possible.

### SECTION 1: DEMOGRAPHIC QUESTIONS

Firstly, we'd like to ask you some questions about you and your household...

#### S1. Qualifications

***What is your highest level of education?***

1. Completed some secondary school
2. GCSE(s) or equivalent
3. BTEC or equivalent
4. AS-level
5. A-level or equivalent
6. Bachelor's degree
7. Other postgraduate qualification (e.g. postgraduate diploma)
8. Master's degree
9. Ph.D., law or medical degree
10. Other advanced degree beyond a Master's degree
11. Other – please specify

#### S2. Occupation

***Which of the following best describes the occupation of the main income earner in your household?***

If you are a student living away from home, please indicate the occupation of the main income earner at your family home.

If the main income earner in your household is now retired, and is not entirely reliant on the State Pension, please tell us the occupation he/she used to have.

1. Semi or unskilled manual work  
**e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park Keeper, non-HGV driver, Shop Assistant**
2. Skilled manual worker  
**e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV Driver, AA Patrolman, Pub/Bar Worker etc.**
3. Supervisory or clerical/ junior managerial/ professional/ administrative  
**e.g. Office worker, Student Doctor, Foreman with 25+ employees, Salesperson, etc.**
4. Intermediate managerial/ professional/ administrative  
**e.g. Newly qualified (under 3 years) Doctor, Solicitor, Board Director small organisation, Middle Manager in large organisation, Principle Officer in Civil Service/Local Government**
5. Higher managerial/ professional/ administrative  
**e.g. Established Doctor, Solicitor, Board Director in a large organisation (200+ employees, top level Civil Servant/Public Service Employee**
6. Student
7. Casual worker - not in permanent employment
8. Housewife/ Homemaker
9. Retired and living on State Pension

10. Unemployed or not working due to long-term sickness
11. Full-time carer of other household member
12. Other – please specify

### **S3. Income**

***What is your total annual household income before tax?***

1. Less than £25,000
2. £25,000 to £34,999
3. £35,000 to £49,999
4. £50,000 to £74,999
5. £75,000 to £99,999
6. £100,000 to £149,999
7. £150,000 or more
8. Prefer not to say

### **S4. Marital status**

***What is your marital status?***

1. Single, never married
2. Married, civil or domestic partnership/living with a partner
3. Widowed
4. Divorced
5. Separated
6. Other – please specify

### **S5. People**

***Please could you confirm which household situation best applies to you?***

1. Living on my own (no children or children have left home)
2. Living on my own with children under 18
3. Living with partner/spouse (no children or children have left home)
4. Living with partner/spouse with children under 18
5. Living with other adult family members (i.e. aged 18 or older) e.g. adult children, parents and/or elderly relatives
6. Living with other adults that are non-family members e.g. friends/flatmates

[ASK THOSE WHO RESPOND 5 AT S5]

### **S6. Children**

***Which of the following adult family members do you live with?***

*Please select all that apply*

1. With partner/spouse
2. With adult children (all aged 18 or older)
3. With parent(s)
4. With other adult family member(s)
5. None

[ASK THOSE WHO RESPOND 6 AT S5]

### **S7. Children**

***Which of the following adult non-family members (e.g. housemates) do you live with?***

*Please select all that apply*

1. Friend(s)
2. Houseshare
3. Flatmate(s)
4. Landlord
5. Other – please specify

6. None

[ASK THOSE WHO RESPOND 2 OR 4 AT S5]

**S8. Children**

*How many children aged 18 or under are there living in your household?*

1. None
2. One
3. Two
4. Three
5. Four
6. Five or more

**SECTION 2: PERCEIVED SHOPPING HABITS AND DIET**

Now, we'd like to ask a few questions about the way that you shop...

**S9. Shopping**

*How often would you say you visit any <<store name>> shop at all?*

1. Every day
2. Twice a week
3. More than twice a week
4. Once a week
5. Once a fortnight
6. Once a month
7. Once every 2-3 months
8. Once every 4-6 months
9. Every 6 months or less
10. Don't know

**S10. Shopping**

*Which of the following products do you shop for in <<store name>>?*

*Please select all that apply*

1. Pharmacy items (only available over the counter)
2. General medicines (e.g. pain relief)
3. Vitamins or supplements
4. Everyday toiletries (e.g. Shower gel, Toothpaste, Deodorants, Femcare)
5. Facial Skincare
6. Cosmetics
7. Men's toiletries and beauty products (e.g. shaving products)
8. Photo development/ photography items
9. Holiday products (e.g. suntan lotion)
10. Lunchtime food (e.g. meal deal) and snacks
11. Baby items (including clothing, nappies and food)
12. Footcare
13. Haircare
14. Electrical Beauty
15. Toys
16. Gifts
17. Fragrance
18. Prescriptions
19. Other - please specify
20. None of these

### **S11. Shopping**

***How often do you tend to use your loyalty card when buying something in <<store name>>?***

1. Every time
2. Most of the time
3. Sometimes
4. Hardly ever
5. Never

### **S12. Food**

***Do you have any specific dietary requirements?***

***Please select all that apply***

1. Vegetarian
2. Vegan
3. Pescaterian
4. Diabetic
5. Gluten intolerant
6. Kosher
7. Lactose intolerant
8. Allergic to nuts
9. Allergic to fish
10. None
11. Other – please specify

### **SECTION 3A: TIME PREFERENCES**

Now we'd like to ask you a question about your time preferences...

***S13. If offered the following financial alternatives which would you rather have?***

1. 1. £40 now  
OR
2. £70 in 3 months

***S14. If offered the following financial alternatives which would you rather have***

1. £25 now  
OR
2. £70 in 3 months

***S15. If offered the following financial alternatives which would you rather have***

1. £55 now  
OR
2. £70 in 3 months

### **SECTION 3B – WELLBEING**

Now we're going to ask you some questions about your general wellbeing...

***Please select one response for each statement below***

Overall, how satisfied are you with your life nowadays?	0 – Not satisfied at all	1	2	3	4	5	6	7	8	9	10 – Completely satisfied
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Overall, how happy did you feel yesterday?	0 – Not happy at all	1	2	3	4	5	6	7	8	9	10 – Completely happy
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## PART 2

We are going to show you some statements that people have made about shopping/spending and general behaviours. Each item is a statement that you may either agree or disagree with, and to a certain extent characterise your everyday behaviours.

For each item, simply indicate how much you agree or disagree with what the item says. Please be as accurate and honest as you can be!

### SECTION 5: SHOPPING MOTIVATIONS

Now, we'd like to ask you about your shopping preferences...

How much do you agree or disagree with each item?

Please click on the bar below and slide to the number you want to select, where 1 is 'Disagree strongly' and 7 is 'Agree strongly'.

	<i>Disagree strongly</i>	<i>Disagree moderately</i>	<i>Disagree a little</i>	<i>Neither agree nor disagree</i>	<i>Agree a little</i>	<i>Agree moderately</i>	<i>Agree strongly</i>
1. I would rather stick to a brand I usually buy than try something I am not very sure of.	1	2	3	4	5	6	7
2. I enjoy taking chances in buying unfamiliar brands just to get some variety in my purchases.	1	2	3	4	5	6	7
3. If I like a brand I rarely switch from it just to try something new.	1	2	3	4	5	6	7

4. I would not mind paying more in order to get a high quality product.	1	2	3	4	5	6	7
5. I only buy products I trust.	1	2	3	4	5	6	7
6. Product Quality is extremely important to me.	1	2	3	4	5	6	7
7. I am pleased about the way I look.	1	2	3	4	5	6	7
8. When I feel good about my looks, I am happier and have a better outlook on life.	1	2	3	4	5	6	7
9. Whenever I see a mirror, I "check myself out" to see how I look.	1	2	3	4	5	6	7
10. Environmental considerations affect the products that I purchase.	1	2	3	4	5	6	7
11. I am concerned about climate change (also known as global warming).	1	2	3	4	5	6	7

#### SECTION 4: PERSONALITY

We'd like to learn a bit more about how you are as a person...

How much do you agree or disagree with the following statements...

<i>I see myself as.....</i>	<i>Disagree strongly</i>	<i>Disagree moderately</i>	<i>Disagree a little</i>	<i>Neither agree nor disagree</i>	<i>Agree a little</i>	<i>Agree moderately</i>	<i>Agree strongly</i>
1. Extraverted, enthusiastic	1	2	3	4	5	6	7
2. Critical, quarrelsome	1	2	3	4	5	6	7
3. Dependable, self-disciplined	1	2	3	4	5	6	7
4. Anxious, easily upset	1	2	3	4	5	6	7
5. Open to new experiences, complex	1	2	3	4	5	6	7
6. Reserved, quiet	1	2	3	4	5	6	7
7. Sympathetic, warm	1	2	3	4	5	6	7
8. Disorganised, careless	1	2	3	4	5	6	7
9. Calm, emotionally stable	1	2	3	4	5	6	7
10. Conventional, uncreative	1	2	3	4	5	6	7

#### SECTION 6: SELF-CONTROL

We're now going to ask you a few questions about what motivates you in general...

Please click on the bar below and slide to the number you want to select, where 1 is 'Very false for me' and 6 is 'Very true for me'.

	<i>Very false for me</i>	<i>Somewhat false for me</i>	<i>Neither false nor true of me</i>	<i>Somewhat true of me</i>	<i>Very true for me</i>
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1. I am good at resisting temptation.	1	2	3	4	5
2. I have a hard time breaking bad habits.	1	2	3	4	5
3. I am lazy.	1	2	3	4	5
4. I say inappropriate things.	1	2	3	4	5
5. I do certain things that are bad for me, if they are fun.	1	2	3	4	5
6. I refuse things that are bad for me.	1	2	3	4	5
7. I wish I had more self-discipline.	1	2	3	4	5
8. People would say that I have iron self-discipline.	1	2	3	4	5
9. Pleasure and fun sometimes keep me from getting work done.	1	2	3	4	5
10. I have trouble concentrating.	1	2	3	4	5
11. I am able to work effectively toward long-term goals.	1	2	3	4	5
12. I often act without thinking through all the alternatives	1	2	3	4	5
13. Sometimes I can't stop myself from doing something, even if I know it's wrong	1	2	3	4	5

### SECTION 7: SHOPPING IMPULSIVITY

We're now going to ask you some questions about how you like to make purchases...

How much do you agree or disagree with each item?

Please select one response for each statement below.

	<i>Very inaccurate</i>	<i>Moderately inaccurate</i>	<i>Neither accurate or inaccurate</i>	<i>Moderately accurate</i>	<i>Very accurate</i>
1. I often buy things spontaneously	1	2	3	4	5
2. "Just do it" describes the way I buy things	1	2	3	4	5
3. I often buy things without thinking	1	2	3	4	5
4. "I see it, I buy it" describes me	1	2	3	4	5
5. "Buy now, think about it later" describes me	1	2	3	4	5
6. Sometimes I feel like buying things on the spur-of-the-moment	1	2	3	4	5
7. I buy things according to how I feel at the moment	1	2	3	4	5
8. I carefully plan most of my purchases	1	2	3	4	5
9. Sometimes I am a bit reckless about what I buy	1	2	3	4	5

### SECTION 8: FRUGALITY

Now, we're going to ask you just a few questions around your general attitudes towards spending...



How much do you agree or disagree with each item?  
Please select one response for each statement below.

	<i>Very inaccurate</i>	<i>Moderately inaccurate</i>	<i>Slightly inaccurate</i>	<i>Slightly accurate</i>	<i>Moderately accurate</i>	<i>Very accurate</i>
1. I am willing to wait on a purchase I want so that I can save money	1	2	3	4	5	6
2. Making better use of my resources makes me feel good	1	2	3	4	5	6
3. Many things that are normally thrown away are still quite useful	1	2	3	4	5	6
4. I believe in being careful in how I spend my money	1	2	3	4	5	6
5. If you can re-use an item you already have, there's no sense in buying something new	1	2	3	4	5	6
6. I discipline myself to get the most from my money	1	2	3	4	5	6
7. If you take good care of possessions, you will definitely save money in the long run	1	2	3	4	5	6
8. There are things I resist buying today so I can save for tomorrow	1	2	3	4	5	6

### **SECTION 9. GENERAL IMPULSIVITY**

Now, we're going to ask you some more general questions about you...

Please click on the bar below and slide to the number you want to select, where 1 is 'Very False for me' and 6 is 'Very true for me'.

	<i>Very false for me</i>	<i>Somewhat false for me</i>	<i>Somewhat true of me</i>	<i>Very true for me</i>
1. I go out of my way to get things I want.	1	2	3	4
2. When I'm doing well at something I love to keep at it.	1	2	3	4
3. I'm always willing to try new things if I think it will be fun.	1	2	3	4
4. When I get something I want, I feel excited and energized.	1	2	3	4
5. When I want something I usually go all-out to get it.	1	2	3	4
6. I will often do things for no other reason than that they might be fun.	1	2	3	4
7. If I see a chance to get something I want I move on it right away.	1	2	3	4
8. When I see an opportunity for something I like I get excited right away.	1	2	3	4
9. I often act on the spur of the moment.	1	2	3	4
10. When good things happen to me, it affects me strongly.	1	2	3	4
11. I crave excitement and new sensations.	1	2	3	4
12. It would excite me to win a contest.	1	2	3	4
13. When I go after something I use a "no holds barred" approach.	1	2	3	4

## SECTION 10. COMMENTS

F1. Finally, do you have any other thoughts or feelings which you would like to share with us on this topic or about this survey?

***[open answer]***

F2. Thanks very much for taking part in this survey.

As your views are so important to us, we'd be grateful if you could answer a couple of quick questions telling us what you thought about it.

Your answers will be taken on board and considered when devising future panel surveys.

We ask these survey health questions to find out how your experience of this particular survey compares to other surveys we run - for example to check it's not too long or repetitive. We look at the results of each survey to try to learn from the feedback and improve our surveys moving forward. We greatly appreciate your feedback - but feel free to skip this section this time if you would prefer.

1. Yes, happy to do so

2. No thanks, maybe next time

F3. Taking everything into account, including how much you enjoyed it and how relevant it was to you personally, how would you rate this survey?

**Very poor**

**Excellent**

0	1	2	3	4	5	6	7	8	9	10
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F4. And to what extent, if at all, do you feel this survey was long and/or repetitive?

**Not at all long and repetitive**

**Extremely long and repetitive**

0	1	2	3	4	5	6	7	8	9	10
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F5. If you have any ideas, comments or suggestions you would like to share about the subject or design of today's survey, please write them below.

***[open answer]***