Study Number 5049 Retail Competition and Consumer Choice, 2002-2004 Clarke, I.

Summary Transcripts of 1st Accompanied Shopping Trips and guide notes for 2nd Accompanied Shopping Trips, Diary summaries

Interview ID	Respondent Name	Age	Gender	Occupation	Marital Status	Interview summary?	Place of Interview	Date of Interview	No. of Pages	Text File Name
Eleanor's guide for second				P/T care		Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd	Shopping trip: Tesco, North Harbour,	diary 1-10/4/03 shopping trip		
shopping trip Hilary's guide for second	Eleanor	mid 30s	Female	assistant P/T worker in	Married	shopping trip Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd	Shopping trip: Tesco,	diary 3-12/4/03 shopping trip	2	sum01
	Hilary	mid 40s	Female	school kitchen	Married	shopping trip	Havant	12/2/03	2	sum02

Interview ID	Respondent Name	Age	Gender	Occupation	Marital Status	Interview summary?	Place of Interview	Date of Interview	No. of Pages	Text File Name
11101 11011 12	114	7.90	Condo	Cocapation	maritar otatao	Summary of			. ugoo	1100
						diary				
						information,				
						summary of 1st				
						accompanied				
						shopping trip				
						and guidance				
						notes for		diary 13-		
Joan's guide for						interviewer to	Shopping	21/3/03		
second						ask on 2nd	trip: Asda,	shopping trip		
shopping trip	Joan	mid 30s	Female	Housewife	Married	shopping trip	Bedhampton		3	sum03
						Summary of	,			
						diary				
						information,				
						summary of 1st				
						accompanied				
						shopping trip				
						and guidance	Shopping			
						notes for	trip: Tesco,			
Laura's guide for	·					interviewer to	North	diary 1-10/4/03		
second						ask on 2nd	Harbour,	shopping trip		
shopping trip	Laura	mid 20s	Female	Unemployed	Single mother	shopping trip	Portsmouth	4/2/03	2	sum04
						Summary of				
						diary				
						information,				
						summary of 1st				
						accompanied				
						shopping trip				
						and guidance	Shopping			
				L		notes for	trip: Tesco,	diary 31-		
Nigel and Zara's				Not working		interviewer to	North	21/3/03		
guide for second			Male/	(disability)/	1	ask on 2nd	Harbour,	shopping trip		
shopping trip	Nigel and Zara	20s	Female	Housewife	Married	shopping trip	Portsmouth	6/2/03	4	sum05

Interview ID	Respondent Name	Age	Gender	Occupation	Marital Status	Interview summary?	Place of Interview	Date of Interview	No. of Pages	Text File Name
						Summary of				
						diary				
						information,				
						summary of 1st				
						accompanied				
						shopping trip				
						and guidance	Shopping			
						notes for	trip: Tesco,	diary 31/3/03-		
Nora's guide for						interviewer to	North	9/4/03		
second						ask on 2nd	Harbour,	shopping trip		
shopping trip	Nora	early 30s	Female	Housewife	Married	shopping trip	Portsmouth	7/2/03	2	sum06
		,				Summary of				
						diary				
						information,				
						summary of 1st				
						accompanied				
						shopping trip				
						and guidance				
Paul and						notes for	Shopping			
Wanda's guide				Property		interviewer to	trip:	diary11-20/4/03		
for second		mid 60s/	Male/	Investor/		ask on 2nd	Waitrose,	shopping trip		
shopping trip	Paul and Wanda	early 60s	Female	Housewife	Married	shopping trip	Waterlooville		4	sum07
		,				Summary of				
						diary				
						information,				
						summary of 1st				
						accompanied				
						shopping trip				
						and guidance				
				P/T checkout		notes for	Shopping	diary28/3/03-		
Sheila's guide				operator,		interviewer to	trip:	6/4/03		
for second				Waitrose		ask on 2nd	Waitrose,	shopping trip		
shopping trip	Sheila	late 50s	Female	supermarket	Married	shopping trip	Havant	10/2/03	3	sum08

Transcripts of 2nd Accompanied Shopping Trips (full interview transcripts)

	Respondent					Place of			Text File
	Name	Age	Gender	Occupation	Marital Status	Interview	Date of Interv	No of Pages	Name
Eleanor's						Iceland, Cosham			
second				P/T care		and Tesco,	shopping trip		
shopping trip	Eleanor	mid 30s	Female	assistant	Married	Cosham	10/2/03	22	int01
Hilary's second				P/T worker in			shopping trip		
	Hilary	mid 40s	Female	school kitchen	Married	Tesco, Havant	19/5/03	21	int02
Joan's second						Asda,	shopping trip		
shopping trip	Joan	mid 30s	Female	Housewife	Married	Bedhampton	19/5/03	18	int03
						Iceland, Cosham			
Laura's second						and Tesco,	shopping trip		
shopping trip	Laura	early 30s	Female	Housewife	Married	Cosham	13/5/03	22	int04
Nigel and Zara's				Not working					
second		late 30s/ mid	Male/	(disability)/			shopping trip		
shopping trip	Nigel and Zara	20s	Female	Housewife	Married	Tesco, Cosham	8/5/03	28	int05
Nora's second							shopping trip		
shopping trip	Nora	early 30s	Female	Housewife	Married	Iceland, Cosham	9/5/03	17	int06
Paul and				Property					
Wanda's second		mid 60s/	Male/	Investor/		Waitrose,	shopping trip		
	Paul and Wanda		Female	Housewife	Married	Waterlooville	4/6/03	25	int07
chopping the	r adrana wanda	carry coc	· omaio	P/T checkout	Marriod	Tratorio vino	17 07 00	20	111107
				operator,					
Sheila's second				Waitrose		Waitrose,	shopping trip		
	Sheila	late 50s	Female	supermarket	Married	Havant	15/5/03	19	int08

Transcripts of Kitchen Visits (full interview transcripts)

	Respondent					Place of			File
Interview ID	Name	Age	Gender	Occupation	Marital Status	Interview	Date of Inter-	No of Pages	Name
Eleanor kitchen						Eleanor's home,			
visit	Eleanor	mid 30's	Female	housewife	married	Paulsgrove	26/06/2003	27	int09
Hilary kitchen				P/T worker in		Hilary's home,			
visit	Hilary	mid 40s	Female	school kitchen	Married	Purbrook	23/06/2003	20	int10
Joan kitchen						Joan's home,			
visit	Joan	mid 30s	Female	Housewife	Married	Hayling Island	17/06/2003	20	int11
Laura kitchen						Laura's home,			
visit	Laura	early 30s	Female	Housewife	Married	Paulsgrove	11/06/2003	36	int12
				Not working		Nigel and Zara's			
Nigel and Zara's		late 30s/ mid	Male/	(disability)/		home,			
kitchen visit	Nigel and Zara	20s	Female	Housewife	Married	Portsmouth	13/07/2003	34	int13
Nora kitchen						Nora's home,			
visit	Nora	early 30s	Female	Housewife	Married	Paulsgrove	07/07/2003	20	int14
Paul and				Property		Paul and			
Wanda's kitchen		mid 60s/	Male/	Investor/		Wanda's home,			
visit	Paul and Wanda	early 60s	Female	Housewife	Married	Purbrook Heath	07/07/2003	40	int15
				P/T checkout					
				operator,					
Sheila's kitchen				Waitrose		Sheila's home,			
visit	Sheila	late 50s	Female	supermarket	Married	Bedhampton	24/06/2003	23	int16

Users should note that this study is a mixed methods collection - quantitative data files comprising the results of the two questionnaire surveys are also included in the collection.