

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 shopping trip | Eleanor         | mid 30s | Female | P/T care assistant           | Married        | Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd shopping trip | Shopping trip: Tesco, North Harbour, Portsmouth | diary 1-10/4/03 shopping trip 6/2/03  | 2            | sum01          |
| Hilary's guide for second shopping trip  | Hilary          | mid 40s | Female | P/T worker in school kitchen | Married        | Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd shopping trip | Shopping trip: Tesco, Havant                    | diary 3-12/4/03 shopping trip 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 |
|---|-----------------|-------------------|--------------|-------------------------------------|----------------|---|---|--|--------------|----------------|
| Joan's guide for second shopping trip           | Joan            | mid 30s           | Female       | Housewife                           | Married        | Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd shopping trip | Shopping trip: Asda, Bedhampton                 | diary 13-21/3/03 shopping trip 13/2/03 | 3            | sum03          |
| Laura's guide for second shopping trip          | Laura           | mid 20s           | Female       | Unemployed                          | Single mother  | Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd shopping trip | Shopping trip: Tesco, North Harbour, Portsmouth | diary 1-10/4/03 shopping trip 4/2/03   | 2            | sum04          |
| Nigel and Zara's guide for second shopping trip | Nigel and Zara  | late 30s/ mid 20s | Male/ Female | Not working (disability)/ Housewife | Married        | Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd shopping trip | Shopping trip: Tesco, North Harbour, Portsmouth | diary 31-21/3/03 shopping trip 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 |
|---|-----------------|-----------------------|-----------------|---|----------------|---|---|---|--------------|----------------|
| Nora's guide for second shopping trip           | Nora            | early 30s             | Female          | Housewife                                   | Married        | Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd shopping trip | Shopping trip: Tesco, North Harbour, Portsmouth | diary 31/3/03-9/4/03 shopping trip 7/2/03 | 2            | sum06          |
| Paul and Wanda's guide for second shopping trip | Paul and Wanda  | mid 60s/<br>early 60s | Male/<br>Female | Property Investor/<br>Housewife             | Married        | Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd shopping trip | Shopping trip: Waitrose, Waterlooville          | diary11-20/4/03 shopping trip 13/2/03     | 4            | sum07          |
| Sheila's guide for second shopping trip         | Sheila          | late 50s              | Female          | P/T checkout operator, Waitrose supermarket | Married        | Summary of diary information, summary of 1st accompanied shopping trip and guidance notes for interviewer to ask on 2nd shopping trip | Shopping trip: Waitrose, Havant                 | diary28/3/03-6/4/03 shopping trip 10/2/03 | 3            | sum08          |

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

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

**Transcripts of Kitchen Visits (full interview transcripts)**

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