

Supermarket Shopper Surveys - FAQs

- Q. How should I choose which produce to compare?
- A. We suggest choosing a fruit or vegetable at random, maybe something from your shopping list, and then checking to see if that item is available loose and pre-packaged. There may or may not be a price difference for the item you've chosen - it's all valid and important information.
- Q. Which supermarkets can I do the survey at?
- A. This survey will help us draft our report 'Únwrapped - Plastic use in Australian supermarkets 2024', which compares the 4 largest supermarkets in Australia by market share - Woolworths, Coles, Aldi, and Metcash. While these are the supermarkets we're assessing, we welcome data from any supermarket or grocery store in Australia - just make sure you tell us which shop you're at.
- Q. Can I assess an item if it's on special/promotion?
- A. Absolutely. It's all important information about price differences, so it doesn't matter if one or both items are on special.
- Q. Can I do the survey more than once?
- A. Yes please! You can do the survey as many times as you like. Just make sure that each time you do the survey you're assessing a different item (if you're in the same supermarket), or at a different supermarket. Each survey you complete gets you an entry into the draw to win a prize - more surveys, more entries!
- Q. When should I do the survey?
- A. The survey asks questions about supermarket items, so it needs to be completed in-store. We recommend completing the survey before you start your next shop - it only takes a couple of minutes.
- Q. How long will the survey take?
- A. We estimate the survey will take less than 5 minutes to complete - we don't ask too many questions!
- Q. What happens with the data collected through the surveys?
- A. We'll publish a report in November 2024 with our findings - this includes the data provided by supermarkets, and the data collected by supporters. We will combine the data from supporters, and you won't be identified in any way.

Australian Marine Conservation Society

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PO Box 5815, West End QLD 4101 **p** 07 3846 6777 **f** 07 3846 6788 **e** amcs@amcs.org.au

Q. What are the photos used for?

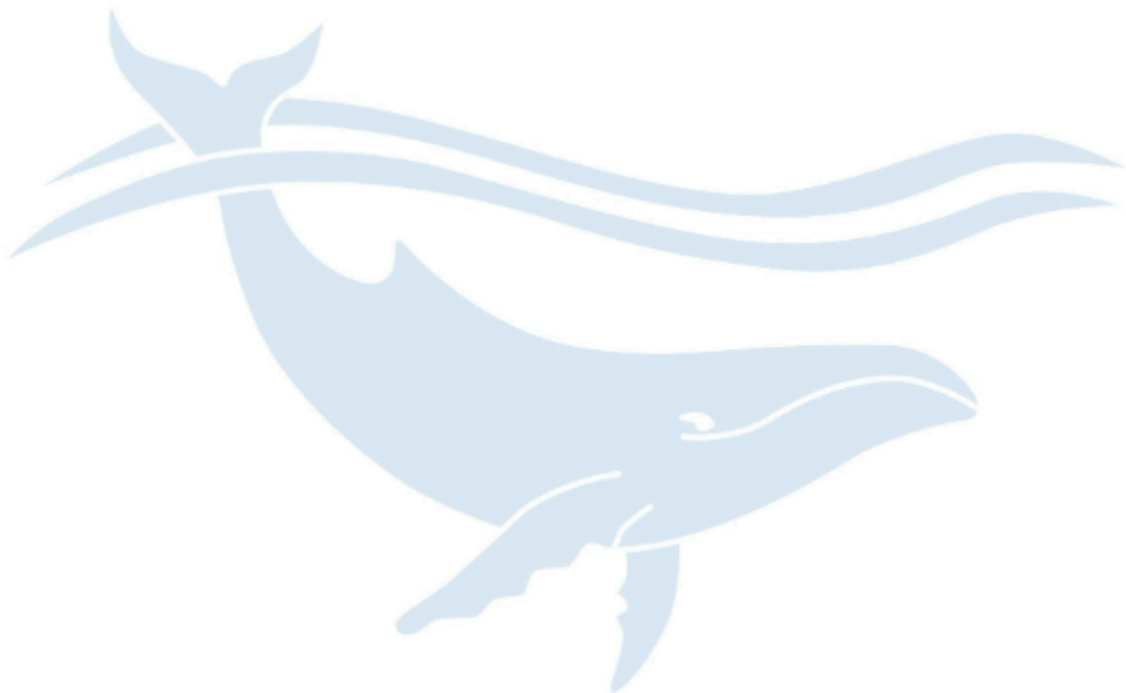
A. We use the photos to verify the data collected, and we may use them in the report, social media, or other communications such as emails. Your name will not be included with the photos.

Q. What if I can't do the survey on my phone?

A. That's ok! You can download and print the survey and complete it the classic way - pen and paper! Then simply take a picture or scan the completed survey, and email it to us. You can download the survey [here](#). Please send the completed survey to plastics@amcs.org.au with your photos. If you need to send a hard-copy of the survey, you can post it to:
AMCS Plastics Team, PO Box 5815, West End QLD 4101

Q. I'm having trouble taking pictures in the survey/I did the survey on hard copy. What should I do?

A. Email the pictures to plastics@amcs.org.au. Please remember to include the store you're shopping at, the suburb, post-code, and date you completed the survey so we can match it up. We need the photos to verify the information, so if you're unable to share the photos by the survey, please make sure you email them!



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