



## Grocery Unit Pricing Consumer Survey: Results Summary

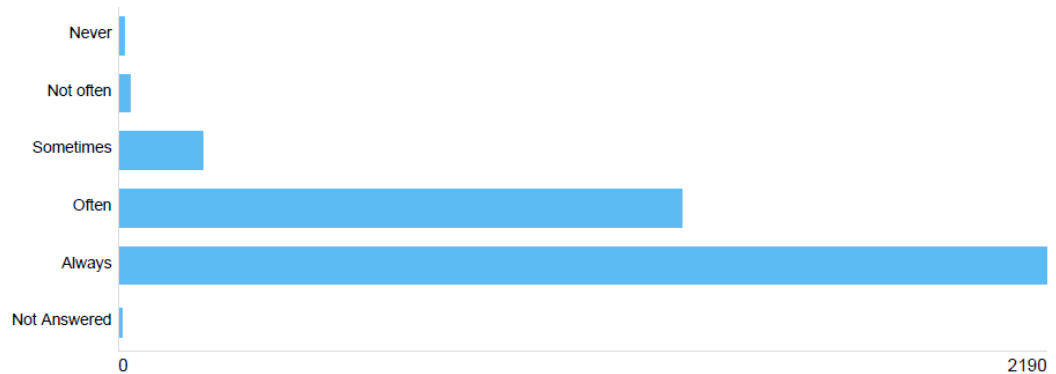
**Question 1: Do you look at and consider the unit price of groceries when you shop at a supermarket?**

*Do you look at and consider the unit price of groceries when you shop at a supermarket? (NB: for the purposes of the survey, supermarkets include online supermarkets)*



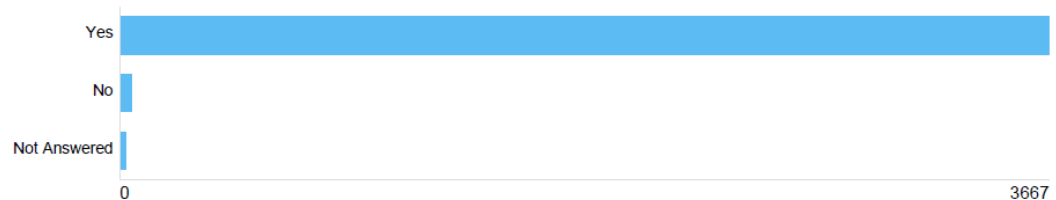
**Question 2: In the last 4 weeks, how often did you refer to the unit price when shopping at a supermarket?**

*In the last 4 weeks, how often did you refer to the unit price when shopping at a supermarket? - Select the most appropriate answer*



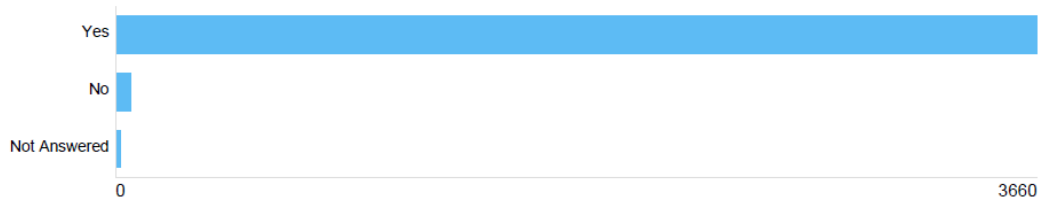
**Question 3: Does the unit price help you compare products of the same brand in different sizes?**

*Does the unit price help you compare products of the same brand in different sizes?*



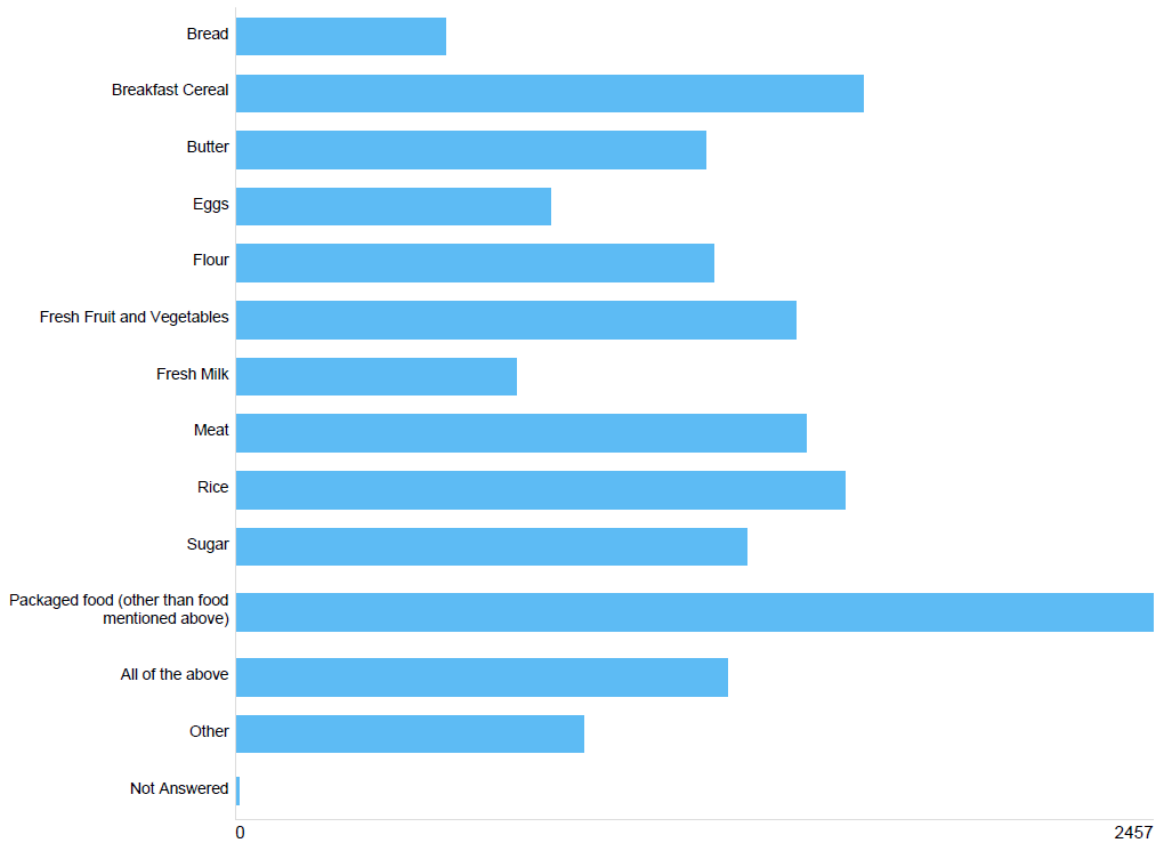
**Question 4: Does the unit price help you compare products of different brands of goods?**

*Does the unit price help you compare products of different brands of goods?*



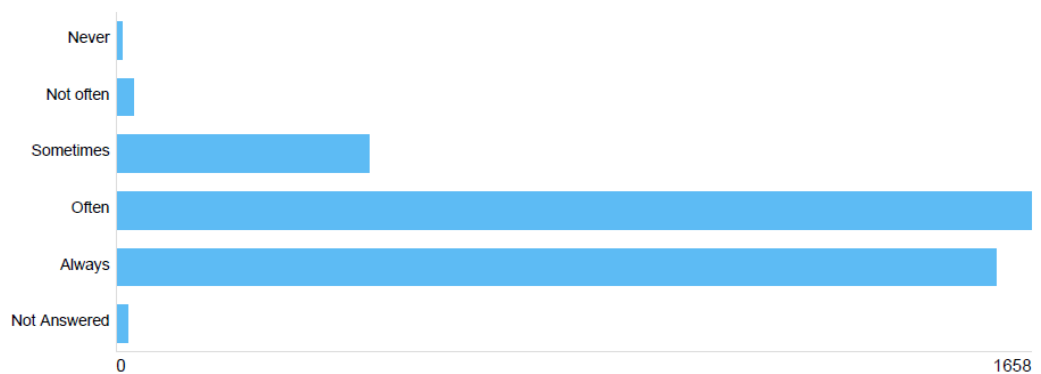
**Question 5: On which grocery items do you use the unit price most frequently?**

*On which grocery items do you use the unit price the most?*



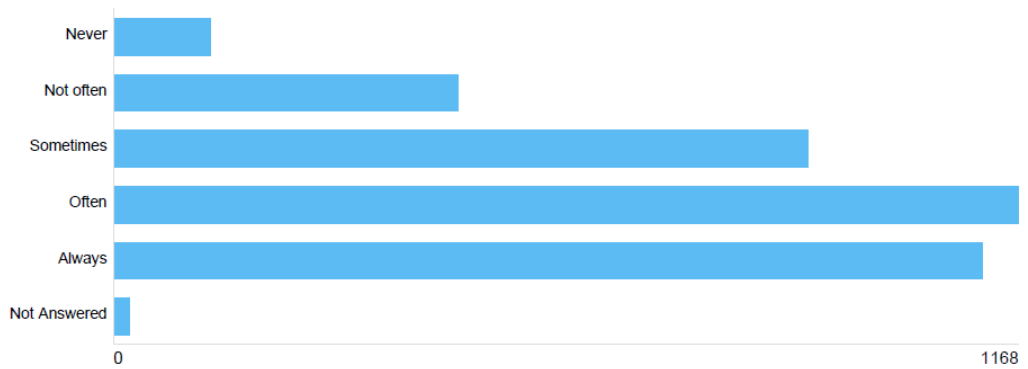
**Question 6: Does the unit price help you save money when shopping?**

*Does the unit price help you save money when shopping? - Select the most appropriate answer*



**Question 7: Does the unit price help you save time when shopping?**

*Does the unit price help you save time when shopping? - Select the most appropriate answer*



**Question 8: At your supermarket, do you have trouble finding and reading the unit price on the supermarket shelf (or in a catalogue, or website if shopping online)?**

*At your supermarket, do you have trouble finding and reading the unit price on the supermarket shelf (or website if shopping online)? - Select the most appropriate answer*

