



2026 Supermarket Shopper Surveys - FAQs

Q. When should I do the survey?

A. The survey asks questions about the price of fruit and vegetables at the supermarket, 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. How should I choose which produce to compare?

A. We suggest choosing a fruit or vegetable at random, maybe something from your shopping list. The most important thing is that both items are the same product - for example, if you choose to compare apples, choose a variety (like granny smith) - then record the price for the loose granny smith apples and the pre-packaged granny smith apples. We can't assess two products that aren't the same variety.

Q. What if there's no price difference?

A. We want you to choose products at random so that there is a good spread of products chosen. There may or may not be a price difference for the item you've chosen and that's ok - it's all valid and important information.

Q. Does the item need to be available both loose and pre-packaged?

A. No, It's also really helpful to know if your chosen item is only available loose or pre-packaged. There are instructions in the survey for how to capture that data.

Q. Which supermarkets can I do the survey at?

A. You can complete the survey at any supermarket. The findings for this survey are used in our audit report 'Unwrapped - Plastic use in Australian supermarkets 2026', 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.

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- 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. However, if an item is discounted due to it reaching its best-before or use-by date (for example, a quick sale), it's best not to include this item.
- Q. Can I do the survey more than once?
- A. Yes please! You can do the survey as many times as you like - it helps us monitor how prices change over time, or across different stores. The most eligible complete surveys wins a prize pack if you opt in!
- Q. What happens with the data collected through the surveys?
- A. We'll publish a report towards the end of 2026 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. We may use some of your de-identified responses throughout the report to share customer sentiments on plastic packaging. You can see how we used the results in our 2025 audit report, available [here](#).
- 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 with pen and paper. Then take a photo or scan the completed survey, and email it to us. You can download the survey [here](#). Please email 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 supermarket you're shopping at (e.g. Coles, Woolworths, Aldi, etc.), the postcode of the supermarket, and the 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 via the survey, please make sure you email them!

Prizes

- Q. How do I become eligible to win the prize?
- A. The person who submits the most complete and valid shopper surveys will be eligible to win the AMCS prize pack. Eligible surveys must include images of produce with clearly visible prices, with all fields answered; this constitutes one complete and valid shopper survey. Respondents must opt in to enter the prize at the end of the survey. Please use the same name and phone number

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when submitting shopper surveys, as we use this information to determine the prize winner.

Q. Can I complete more than one survey during the one shop?

A. Yes you can, but you'll need to choose different items if you're completing the surveys in the same supermarket on the same day. But don't worry, there's plenty of fresh produce to choose from!

Q. When will the winner receive the prize?

A. The person who submits the most complete and valid surveys between 9am Wednesday 22 July 2026 and 12pm Sunday 23 August 2026 AEST will be eligible to win the prize. All surveys will be verified for accuracy and validity. If you are the winner, we will contact you to notify you, and ask for your postal address, along with any preferred colour options (if available). The prize will be sent by mail following the phone call and will be subject to Australia Post delivery schedules, but will be placed in the post by Friday 11 September 2026.

Q. Do I have to enter the prize?

A. No, entry to the prize is optional. You will be asked at the end of the survey if you would like to enter the prize draw.

Need more information about the AMCS Shop, shipping or products? Please email shop@amcs.org.au