



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. 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 compare 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 was only available either 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. This survey will help us draft our report 'Unwrapped - 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.

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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. We may use some of your responses throughout the report to share customer sentiments on plastic packaging.

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 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 post-code of the supermarket, 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!