

Please answer the following questions as it relates to your last dog food purchase.

BRAND		Choose One		Score
1	When it comes to dog food, I would describe myself as "brand loyal."	Agree	Disagree	
2	I don't buy brands, I buy dog food.	Agree	Disagree	
3	When it comes to dog food, I always choose the lower price over brand name.	Agree	Disagree	
4	When purchasing dog food, brand name:	Is very important	Not very important	
5	When I shop for dog food, if a brand I prefer is unavailable, I:	Buy another brand	Wait and buy the brand I want at another time.	

WALLET		Choose One		Score
1	When it comes to shopping for dog food, I usually:	Spend time to save money	Spend money to save time	
2	I often price out dog food at more than one place, and then I buy it where it's cheapest.	Agree	Disagree	
3	I am not really satisfied with a dog food purchase unless I feel I've gotten a good deal.	Agree	Disagree	
4	If I want to buy dog food, I usually buy it on sale or wait for it to go on sale.	Agree	Disagree	
5	When shopping for dog food, I actively use tools that save me money (eg., coupons, deal websites, or pricing applications).	Agree	Disagree	

TIME		Choose One		Score
1	Shopping for dog food is a task that I check off of my 'to-do' list.	Agree	Disagree	
2	I usually put off shopping for dog food until I absolutely need to buy them.	Agree	Disagree	
3	When I shop for dog food, it is usually:	Like a mission - there is a very specific goal and plan of action	Like a journey - there is a process of discovery and evaluation	
4	When I shop for dog food, I usually:	Want to spend as little time as possible	Enjoy it and like to browse around to see what's available	
5	When I shop for dog food, I usually:	Have a plan for what I need and stick to it	Know what I need, but I'm open to other products and services	

Your Typology

Go to PrimalShopper.com for Shopper DNA scoring and typology explanations.

