

Please answer the following questions as it relates to your most recent “stock up” grocery shopping trip. **Stock-up means the purchase of grocery items you will use for the next week or more.**

BRAND		Choose One		Score
1	When it comes to grocery store, I would describe myself as “brand loyal.”	Agree	Disagree	
2	I shop at a grocery store, not a brand store (e.g. Kroger, Walmart, Save-A-Lot)	Agree	Disagree	
3	When it comes to grocery store, I always choose the lower price over store name.	Agree	Disagree	
4	When purchasing grocery store, store name:	Is very important	Not very important	
5	When I went shopping for my groceries, if a store I prefer is not nearby, I would have:	Waited and gone to the store I wanted at another time	Shopped at another store	

WALLET		Choose One		Score
1	When it comes to shopping for groceries, I usually:	Spend time to save money	Spend money to save time	
2	I often price out my groceries at more than one place, and then I buy it where it’s cheapest.	Agree	Disagree	
3	I wouldn’t have felt satisfied with my grocery purchase unless I had felt I’d gotten good deals.	Agree	Disagree	
4	I chose my grocery store based on a sale or promotion.	Agree	Disagree	
5	When shopping for groceries, I actively use tools that save me money (eg., coupons, deal websites, or pricing applications).	Agree	Disagree	

TIME		Choose One		Score
1	Shopping for groceries is a task that I check off of my 'to-do' list.	Agree	Disagree	
2	I usually put off shopping for groceries until I absolutely need to buy them.	Agree	Disagree	
3	When I shop for groceries, 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 groceries, 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 groceries, I usually:	Have a plan for what I need and stick to it	Know what I need, but I'm open to other grocery stores	

Your Typology

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

