

Veggie-Friendly

SUPERMARKET SURVEY



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Please take a moment to fill in the following questionnaire. The results will help to encourage supermarkets to improve their provision of vegetarian and vegan foods.

It is important that all the questions in **bold** are answered, but please try to complete as many as possible of the other questions too.

Name of supermarket:

Location (town/area):

Are you (*please circle*): meat eater / pescatarian (*eat fish not meat*) / vegetarian / vegan

SUPERMARKET - GENERAL

- | | | | | |
|----------|--|-----|----|--------------------------|
| 1 | Is there a 'free from' section? | Yes | No | (<i>please circle</i>) |
| 2 | Does the supermarket have its 'own-brand' of soya milk? (N.B. you may find soya milk in the chilled section and with the long life milk) | Yes | No | (<i>please circle</i>) |
| 3 | Are there any other brands of non-dairy milks? If yes, how many?..... | Yes | No | (<i>please circle</i>) |
| 4 | Does the supermarket stock vegan (non-dairy) cream? | Yes | No | (<i>please circle</i>) |

CHILLED SECTION

- | | | | | |
|-----------|---|-----|----|--------------------------|
| 5 | Is tofu available? If yes, how many flavours / types? | Yes | No | (<i>please circle</i>) |
| 6 | Are there any fake meat / fake fish products? If yes, what brands are offered? | Yes | No | (<i>please circle</i>) |
| 7 | How many ready-made vegetarian meals can you see (e.g. Italian, Indian, Chinese)? Are they clearly labelled as being suitable for vegetarians? | Yes | No | (<i>please circle</i>) |
| 8 | How many ready-made vegan meals can you see? Are they clearly labelled as being suitable for vegans? | Yes | No | (<i>please circle</i>) |
| 9 | Can you see any non-dairy yoghurt? If yes, how many different flavours / types are there? | Yes | No | (<i>please circle</i>) |
| 10 | Is there any vegan cheese for sale e.g. Redwoods or Scheese? | Yes | No | (<i>please circle</i>) |

BISCUIT SECTION

- | | | | | |
|-----------|---|-----|----|--------------------------|
| 11 | Of the supermarket's 'own-brand' biscuits, please list the types you know are vegan | | | |
| 12 | Are the vegan biscuits labelled 'suitable for vegans'? | Yes | No | (<i>please circle</i>) |
| 13 | Do they stock any other brands of biscuits that you know are vegan? | Yes | No | (<i>please circle</i>) |

FROZEN SECTION (NOT FROZEN VEGETABLES AND CHIPS)

- 14 Is there a separate vegetarian freezer section? Yes No (please circle)
- 15 How many vegetarian frozen products can you see?.....
- 16 How many of the vegetarian products are labelled 'suitable for vegetarians'?.....
Please list the major brands
- 17 How many vegan frozen products can you see?
How many of the vegan products are labelled 'suitable for vegans'?.....
Please list the major brands
- 18 Can you find any soya mince? (dried or frozen) Yes No (please circle)
- 19 Of the frozen vegetarian and vegan products, how many are own-brand?

DESSERT SECTION

- 20 Are there any non-dairy ice creams? Yes No (please circle)
If so, how many flavours / types?
Please list the brands
- 21 Are there any other types of non-frozen, non-dairy desserts (not yoghurt) e.g. Alpro soya dessert? Yes No (please circle)

OTHER

- 22 Do you feel the vegetarian / vegan food is conveniently located? Yes No (please circle)
- 23 If you are a vegan do you check the ingredients on products at this supermarket, or are the foods clearly labelled as vegan? (please circle)
- 24 Does the supermarket stock enough veggie / vegan products? Yes No (please circle)
If not, are there any brands / products you would like them to stock.
Please list
- 25 What would make your shopping easier – i.e. better labelling, sections, etc. ?

COMMENTS

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(optional) Your name: tel: email:

Thank you for taking part in Animal Aid's supermarket survey.
Additional copies of this form can be obtained by contacting Animal Aid or downloaded at www.animalaid.org.uk/images/pdf/vegq.pdf