



## Shopping Travel Survey 2004

A Erath

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### Abstract

The Swiss Study of value of travel time savings (VTTS), conducted by König, Axhausen und Abay (2004) has lead to unexpected high values for shopping trips, especially compared to other trip purposes. Furthermore, apart from destination choice models none information about larger shopping trips can be found in literature. Therefore, on the occasion of a diploma thesis, a study focusing only shopping travel behaviour was conducted. As in Switzerland the discussion about the market entry of foreign discount markets as Aldi or Lidl arose, costumers were interviewed in three supermarkets, any one time in Switzerland, Germany and France Swiss costumers were surveyed about their shopping travel behaviour. In the area of Basel 386 costumers were interviewed when they were queuing for the cash desk at the supermarkets Migros Dreispitz, Géant in St. Louis and Marktkauf in Weil am Rhein. 110 persons returned a filled stated choice questionnaire and represent the data pool for the VTTS calculations. Apart from the VTTS the study gives insight about additional travel time and cost of people who do their purchase abroad, respectively in over-regional shopping centres. Especially the discount market in Germany attracts people from far distances, whereas the classier French supermarket acts like a regional alternative. Moreover it was studied if there are further differences which motivate people to their behaviour. Interestingly, the recognition of the quality does not vary much between the shops. Although some differences concerning the shop preferences between the customers could have been detected, most attempts of clustering the main unit failed. Further research in the field of destination choice for shopping trips would be eligible. The calculation of the VTTS is based on a set of discrete choice models. Several model attempts lead to the final model which contains elasticity parameters of income and distance besides a dummy-variable of the preferred supermarket-type. This study estimates the VTTS for shopping trips significantly higher than other, similar studies. Depending on the preferred supermarket values between 60 and 110 CHF/h result. The effect of the preference of shopping in low price supermarkets on the VTTS is much stronger than income or the travel distance. In contradiction to the findings of the study by Koenig et al. the value of time falls with larger distances.

## **Keywords**

Value of Travel Time Savings in Shopping Travel

## **Preferred citation style**

Erath, A. (2005) Shopping Travel Survey 2004 , *Travel Survey Metadata Series*, **20**,  
Institute for Transport Planning and Systems (IVT); ETH Zürich, Zürich.

# 1.0 Document Description

## Citation

Title:	Shopping Travel Survey 2004
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## 2.0 Study Description

### Citation

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## Study Scope

Keywords: Value of Travel Time Savings in Shopping Travel

Topic Classification: Value of Travel Time Savings

The Swiss Study of value of travel time savings (VTTS), conducted by Koenig, Axhausen und Abay (2004) has led to unexpected high values for shopping trips, especially compared to other trip purposes. Furthermore, apart from destination choice models none information about larger shopping trips can be found in literature. Therefore, on the occasion of a diploma thesis, a study focusing only shopping travel behaviour was conducted. As in Switzerland the discussion about the market entry of foreign discount markets as Aldi or Lidl arose, costumers were interviewed in three supermarkets, any one time in Switzerland, Germany and France Swiss costumers were surveyed about their shopping travel behaviour. In the area of Basel 386 costumers were interviewed when they were queuing for the cash desk at the supermarkets Migros Dreispitz, G?ant in St. Louis and Marktkauf in Weil am Rhein. 110 persons returned a filled stated choice questionnaire and represent the data pool for the VTTS calculations. Apart from the VTTS the study gives insight about additional travel time and cost of people who do their purchase abroad, respectively in over-regional shopping centres. Especially the discount market in Germany attracts people from far distances, whereas the classier French supermarket acts like a regional alternative. Moreover it was studied if there are further differences which motivate people to their behaviour. Interestingly, the recognition of the quality does not vary much between the shops. Although some differences concerning the shop preferences between the customers could have been detected, most attempts of clustering the main unit failed. Further research in the field of destination choice for shopping trips would be eligible. The calculation of the VTTS is based on a set of discrete choice models. Several model attempts lead to the final model which contains elasticity parameters of income and distance besides a dummy-variable of the preferred supermarket-type. This study estimates the VTTS for shopping trips significantly higher than other, similar studies. Depending on the preferred supermarket values between 60 and 110 CHF/h result. The effect of the preference of shopping in low price supermarkets on the VTTS is much stronger than income or the travel distance. In contradiction to the findings of the study by Koenig et al. the value of time falls with larger distances.

Time Period: -

Date of Collection: -

Country: Switzerland , Germany , France

Geographic Coverage: The Survey was conducted in three supermarktes (CH, F, D) considering only swiss costumers

Unit of Analysis: Individual Shoppers, for groupshoppers one personen were selected to do the survey.

## Methodology and Processing

Time Method:	2004-11-27 (Supermarkets Migros and Marktkauf); 2004-12-04 (Geant)
Sampling Procedure:	Shoppers queing for check-out were asked if they would like to participate in the surrvey, no population representation is achieved.
Mode of Data Collection:	Shoppers queing for check-out were asked if they would like to participate in the surrvey, no population representation is achieved. For the stated preference survey the shoppers had th fill a separate questionnaire at home and send it by mail.



## **Sources Statement**

Weighting:            No weighting was used.

## **Other Study Description Materials**

### **Related Studies**

### **Citation**

Title:                      Zeitkosten im Einkaufsverkehr

Holdings  
Information:                <http://www.ivt.ethz.ch/docs/students/dip47.pdf>

## 3.0 File Description

### File: shopping\_survey2.NSDstat

- File Structure: hierarchical
- Record Group
- Number of cases: 384
- No. of variables per record: 117
- Type of File: NSDstat 200203

## 3.0 File Description

### File: Sp\_data2.NSDstat

- File Structure: hierarchical
- Record Group
- Number of cases: 936
- No. of variables per record: 8
- Type of File: NSDstat 200203

## 4.0 Variable Description

### Variable Groups

- [Socio-Demographics](#)
- [Qualitative information on shopping](#)
- [Shoppingtravel information](#)
- [INDEX](#)
- [Stated Preference Data](#)
- [Index variables](#)

### Socio-Demographics

Variables within *Socio-Demographics*

- [Identificationnumber](#)
- [Number of the Questionnaire](#)
- [supermarket](#)
- [Origin](#)
- [Kanton](#)
- [Postcode Place of Residence](#)
- [Place of Residence](#)
- [street \(PoR\)](#)
- [number \(Por\)](#)
- [Nationality](#)
- [Abreviation Nationality if not Switzerland](#)
- [Number of persons of the group doing shopping](#)
- [number of children in the shopping group](#)
- [street of residence](#)
- [streetnumber of residence](#)
- [postcode of residence](#)
- [place of residence](#)
- [sex](#)
- [age](#)
- [size of household](#)
- [number of working persons](#)
- [children](#)
- [education](#)
- [job](#)
- [part-time: percents](#)
- [terms of employment](#)

- [income](#)
- [Email Adresse](#)

## Qualitative information on shopping

Variables within *Qualitative information on shopping*

- [Identificationnumber](#)
- [Number of the Questionnaire](#)
- [supermarket](#)
- [Type SP-Questionnaire](#)
- [homebased roundtrip](#)
- [Interviewer](#)
- [Purpose](#)
- [Postcode Place of Residence](#)
- [price awareness](#)
- [frequency of shopping in this supermarket](#)
- [most important type of goods in the basket/purpose of choosing this shoppingcenter](#)
- [notes](#)
- [other important goods \(1\)](#)
- [other important goods \(2\)](#)
- [associated stated preference datatyp](#)
- [returned questionnaire number](#)
- [price paid](#)
- [favorised supermarket in switzerland](#)
- [frequency of shopping Switzerland](#)
- [frequency of shopping Germany](#)
- [frequency of shopping France](#)
- [other shops visited in Germany](#)
- [other shops visited in Germany \(2\)](#)
- [other other shops visited in Germany](#)
- [other shops visited in F](#)
- [other shops visited in F \(2\)](#)
- [appraisal of the quality of goods in Switzerland](#)
- [appraisal of the quality of goods in Germany](#)
- [appraisal of the quality of goods in France](#)
- [favorised supermarket](#)
- [unknowed supermarket in the list of favorised supermarkets](#)
- [importance of parking availability](#)
- [importance of distance to residence](#)
- [importance of product quality](#)
- [importance of level of price](#)
- [importance of supermarket quality](#)
- [importance of brandimage of supermarket](#)
- [importance of the presence of other shops](#)
- [importance of friendliness](#)
- [importance of knowledge of the offered products](#)

- [importance of offering organic products](#)
- [importance of offering local products](#)
- [importance of little queuing](#)
- [importance of product provenance](#)
- [importance of protest of not shopping in switzerland due to too high prices in switzerland](#)
- [importance of supporting Switzerland](#)
- [most important attribute](#)
- [second important attribute](#)
- [third important attribute](#)
- [fourth important attribute](#)
- [Paid Prices](#)
- [activity time for weekly shopping in foreign country](#)
- [activity time for weekly shopping in switzerland](#)
- [difference between estimated and paid price of basket](#)
- [favorised group](#)

## Shoppingtravel information

### Variables within *Shoppingtravel information*

- [Identificationnumber](#)
- [Number of the Questionnaire](#)
- [supermarket](#)
- [Type SP-Questionnaire](#)
- [homebased roundtrip](#)
- [Purpose](#)
- [Postcode Place of Residence](#)
- [Place of Residence](#)
- [Mean of Transport](#)
- [estimated traveltime \(one way\)](#)
- [activity time](#)
- [shopping time](#)
- [estimated cost of travel](#)
- [activity time of shopping in switzerland \(if interviewed in germany or france and viceversa\)](#)
- [last institution if not residence](#)
- [last street if not residence](#)
- [last streetnumber, if not residence](#)
- [last postcode, if not residence](#)
- [last place, if not residence](#)
- [next institution, if not residence](#)
- [next street if not residence](#)
- [next streetnumber, if not residence](#)
- [next postcode, if not residence](#)
- [next place, if not residence](#)
- [travelcost per km](#)
- [estimated traveldistance](#)
- [calculated traveldistance Migros](#)

- [calculated distance to Marktkauf](#)
- [calculated distance to Geant](#)
- [traveltime to Migros](#)
- [traveltime to Marktkauf](#)
- [estimated Price of basket in Switzerland \[CHF\]](#)
- [estimated Price of the same Basket in EU \[CHF\] \(if quoted in EU, multiplied by 1.55\)](#)
- [effective traveldistance](#)
- [estimated traveltime](#)

## INDEX

### Variables within *INDEX*

- [Identificationnumber](#)
- [Number of the Questionnaire](#)
- [Type SP-Questionnaire](#)
- [Interviewer](#)
- [Origin](#)
- [Postcode Place of Residence](#)
- [choice sp1](#)
- [choice sp2](#)
- [choice sp3](#)
- [choice sp4](#)
- [choice sp5](#)
- [choice sp6](#)
- [choice sp7](#)
- [choice sp8](#)
- [choice sp9](#)
- [choice sp10](#)
- [questionnaire response](#)

### Stated Preference Data



Variables within *Stated Preference Data*

- [Identificationnumber](#)
- [Place of Residence](#)
- [street \(PoR\)](#)
- [Traveltime Alternative A \(oneway\) \[min\]](#)
- [Price of Basket Alterative A](#)
- [Quality of Supermarket A](#)
- [Traveltime Alternative B \(oneway\) \[min\]](#)
- [Price of Basket Alterative B](#)
- [Quality of Supermarket B](#)
- [Decisionnumber](#)

**Index variables**

Variables within *Index variables*

- [Identificationnumber](#)
- [street \(PoR\)](#)
- [ID](#)

# Variables

**Variable: Identificationnumber**

Location: *Range of Valid Data Values: 1 to 384*

Width: 8 *Variable Format: numeric*

***Variable:* Number of the Questionnaire**

Location: *Variable Format:* character

Width: 6

**Variable: supermarket**

Location:	Value	Label	Frequency
Width: 11	1 .	Migros	141
	2 .	Marktkauf	140
	3 .	Géant	103

*Range of Valid Data Values: 1 to 3*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: Type SP-Questionnaire**

Location: *Range of Valid Data Values: 1 to 3*

Width: 8 *Variable Format: numeric*

**Variable: homebased roundtrip**

Location:                      **Value**    **Label**                                      **Frequency**

Width: 11

1 .                      purpose only shopping

2 .                      also other purposes

*Range of Valid Data Values: 0 to 2*

*Variable Format: numeric*

**Variable: Interviewer**

Location:	Value	Label	Frequency
Width: 3	a .	Alex Erath	43
	af .	Alex Erath	40
	f .	Fabia Moret	39
	j .	Jenny Keller	34
	m .	Mirjam Schilling	34
	me .	Melanie Riedener	85
	mil .	Milena Scherer	56
	p .	Philipp Mohr	29
	r .	Raphael Schilling	24

**Summary Statistics:**

*Variable Format:* character



***Variable: Purpose***

Location: *Variable Format:* character

Width: 12

***Variable: Origin***

Location: *Variable Format:* character

Width: 8

**Variable: Kanton**

Location:	Value	Label	Frequency
Width: 8	#N/A .		12
	AG .		24
	BE .		23
	BL .		141
	BS .		141
	FR .		2
	JU .		5
	LU .		3
	NW .		1
	SO .		27
	SZ .		1
	ZH .		4

**Summary Statistics:***Variable Format:* character

**Variable: Postcode Place of Residence**

Location: *Range of Valid Data Values: 2503 to 8904*

Width: 15 *Variable Format: numeric*

***Variable: Place of Residence***

Location: *Variable Format:* character

Width: 20

***Variable: street (PoR)***

Location: *Variable Format:* character

Width: 18

**Variable: number (Por)**

Location:                      *Range of Valid Data Values: 8 to 40*

Width: 11                      *Variable Format: numeric*

**Variable: Mean of Transport**

Location:	Value	Label	Frequency
Width: 11	1 .	ca	335
	2 .	on foot	19
	3 .	public transport	18
	4 .	bicycle	10
	5 .	motorcycle	2
	6 .	other	0

*Range of Valid Data Values: 1 to 6*

**Summary Statistics:**

*Variable Format: numeric*



**Variable: Nationality**

Location:	Value	Label	Frequency
Width: 11	1 .	swiss citizen	295
	2 .	foreign national	89

*Range of Valid Data Values: 1 to 2*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: Abbreviation Nationality if not Switzerland**

Location: *Variable Format:* character

Width: 19

**Variable: estimated traveltime (one way)**

Location: *Range of Valid Data Values: 2 to 150*

Width: 11

**Summary Statistics:**

*Minimum : 2*

*Maximum : 150*

*Mean : 24.507*

*Standard deviation : 21.994*

*Variable Format: numeric*

**Variable: activity time**

Location: *Range of Valid Data Values: 5 to 660*

Width: 15

**Summary Statistics:**

*Minimum : 5*

*Maximum : 660*

*Mean : 140.199*

*Standard deviation : 97.854*

*Variable Format: numeric*

**Variable: shopping time**

Location: *Range of Valid Data Values: 2 to 260*

Width: 15

**Summary Statistics:**

*Minimum : 2*

*Maximum : 260*

*Mean : 57.094*

*Standard deviation : 41.258*

*Variable Format: numeric*

**Variable: estimated cost of travel**

Location: *Range of Valid Data Values: 0 to 140*

Width: 15

**Summary Statistics:**

*Minimum : 0*

*Maximum : 140*

*Mean : 14.461*

*Standard deviation : 20.171*

*Variable Format: numeric*

**Variable: Number of persons of the group doing shopping**

Location:	Value	Label	Frequency
Width: 15	1 .		84
	2 .		264
	3 .		20
	4 .		5
	5 .		1
	30 .		1
	Sysmiss .		9

*Range of Valid Data Values: 1 to 30*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: number of children in the shopping group**

Location:	Value	Label	Frequency
Width: 15	0 .		271
	1 .		49
	2 .		49
	3 .		8
	4 .		1
	Sysmiss .		6

*Range of Valid Data Values: 0 to 4*

**Summary Statistics:**

*Variable Format: numeric*



**Variable: activity time of shopping in switzerland (if interviewed in germany or france and viceversa)**

Location: *Range of Valid Data Values: 0 to 300*

Width: 15 **Summary Statistics:**

*Minimum : 0*

*Maximum : 300*

*Mean : 80.782*

*Standard deviation : 48.886*

*Variable Format: numeric*

**Variable: price awareness**

Location:	Value	Label	Frequency
Width: 15	0 .	know the prices of goods	34
	1 .	don't know the prices of goods	189
	2 .	n.a.	159
	3 .		1
	4 .		1

*Range of Valid Data Values: 0 to 4*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: frequency of shopping in this supermarket**

Location:	Value	Label	Frequency
Width: 11	1 .	several times a week	29
	2 .	weekly	88
	3 .	several times a month	73
	4 .	monthly	101
	5 .	more rare	79
	6 .	the first time	14

*Range of Valid Data Values: 1 to 6*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: most important type of goods in the basket/purpose of choosing this shoppingcenter**

Location:	Value	Label	Frequency
Width: 15	1 .	fresh	51
	2 .	long keeping	38
	3 .	meat	29
	4 .	non-Food	9
	5 .	other	68
	6 .	choice	184
	Sysmiss .		5

*Range of Valid Data Values: 1 to 6*

**Summary Statistics:**

*Variable Format: numeric*

***Variable: notes***

Location: *Variable Format:* character

Width: 39

***Variable: other important goods (1)***

Location: *Variable Format:* character

Width: 22

***Variable: other important goods (2)***

Location: *Variable Format:* character

Width: 11

**Variable: associated stated preference datatype**

Location: *Range of Valid Data Values: 1 to 6*

Width: 11 *Variable Format: numeric*



***Variable:* returned questionnaire number**

Location: *Variable Format:* character

Width: 6

**Variable: price paid**

Location: *Range of Valid Data Values: 0 to 900*

Width: 15

**Summary Statistics:**

*Minimum : 0*

*Maximum : 900*

*Mean : 69.159*

*Standard deviation : 118.844*

*Variable Format: numeric*

***Variable: street of residence***

Location: *Variable Format:* character

Width: 22

**Variable: streetnumber of residence**

Location:	Value	Label	Frequency
Width: 11	0 .		14
	2 .		3
	3 .		3
	4 .		1
	5 .		4
	6 .		7
	7 .		2
	8 .		1
	9 .		6
	10 .		2
	11 .		2
	13 .		2
	15 .		2
	17 .		1

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20 .	2
21 .	1
22 .	1
23 .	2
25 .	3
26 .	1
30 .	3
31 .	1
32 .	1
33 .	1
36 .	3
37 .	1
38 .	1
41 .	1
44 .	1
46 .	2

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48 .	3
55 .	1
57 .	1
58 .	1
60 .	2
62 .	1
71 .	1
81 .	2
83 .	1
86 .	1
88 .	1
89 .	1
93 .	2
112 .	1
118 .	1
123 .	1

129 .	1
175 .	1
202 .	1
203 .	1
212 .	1
279 .	1
313 .	1
421 .	1
423 .	1
Sysmiss .	279

*Range of Valid Data Values: 0 to 423*

**Summary Statistics:**

*Variable Format: numeric*

***Variable: postcode of residence***

Location: *Range of Valid Data Values: 0 to 8135*

Width: 11 *Variable Format: numeric*



***Variable: place of residence***

Location: *Variable Format:* character

Width: 15

***Variable:* last institution if not residence**

Location: *Variable Format:* character

Width: 15

***Variable:* last street if not residence**

Location: *Variable Format:* character

Width: 16

**Variable: last streetnumber, if not residence**

Location: *Range of Valid Data Values: 0 to 149*

Width: 11 *Variable Format: numeric*

**Variable: last postcode, if not residence**

Location: *Range of Valid Data Values: 0 to 4153*

Width: 11 *Variable Format: numeric*

***Variable:* last place, if not residence**

Location: *Variable Format:* character

Width: 15

**Variable: next institution, if not residence**

Location: *Variable Format:* character

Width: 24

***Variable:*** next street if not residence

Location: *Variable Format:* character

Width: 19



**Variable: next streetnumber, if not residence**

Location: *Range of Valid Data Values: 0 to 330*

Width: 11 *Variable Format: numeric*

**Variable: next postcode, if not residence**

Location: *Range of Valid Data Values: 0 to 79576*

Width: 15 *Variable Format: numeric*

***Variable:* next place, if not residence**

Location: *Variable Format:* character

Width: 15

**Variable: favoured supermarket in switzerland**

Location:	Value	Label	Frequency
Width: 11			
	1 .	Migros	28
	2 .	Denner	13
	3 .	Manor	0
	4 .	Coop	1
	5 .	Pick Pay	0
	6 .	anderes	0
	Sysmiss .		342

*Range of Valid Data Values: 1 to 6*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: frequency of shopping Switzerland**

Location:	Value	Label	Frequency
Width: 11	0 .		2
	1 .	never	4
	2 .	rarely	7
	3 .	monthly	2
	4 .	two times a month	3
	5 .	weekly	22
	Sysmiss .		344

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: frequency of shopping Germany**

Location:	Value	Label	Frequency
Width: 11	0 .		8
	1 .	never	19
	2 .	rarely	34
	3 .	monthly	16
	4 .	two times a month	12
	5 .	weekly	21
	Sysmiss .		274

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: frequency of shopping France**

Location:	Value	Label	Frequency
Width: 15	0 .		11
	1 .	never	41
	2 .	rarely	34
	3 .	monthly	9
	4 .	two times a month	7
	5 .	weekly	6
	6 .		1
	Sysmiss .		275

*Range of Valid Data Values: 0 to 6*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: other shops visited in Germany**

Location:	Value	Label	Frequency
Width: 11	0 .		25
	1 .	only Marktkauf	15
	2 .	Aldi, Grenzach	15
	3 .	Aldi, Lörrach	12
	4 .	Aldi ,Weil am Rhein	18
	5 .	Marktkauf	12
	6 .	Kaufland, Lörrach	2
	7 .	Hieber, Lörrach	3
	8 .	Hieber, Weil am Rhein	7
	9 .	other	0
	Sysmiss .		275

*Range of Valid Data Values: 0 to 9*

**Summary Statistics:**

*Variable Format: numeric*



**Variable: other shops visited in Germany (2)**

Location:	Value	Label	Frequency
Width: 18	0 .		48
	1 .	only Marktkauf	0
	2 .	Aldi, Grenzach	4
	3 .	Aldi, Lörrach	1
	4 .	Aldi ,Weil am Rhein	6
	5 .	Marktkauf	7
	6 .	Kaufland, Lörrach	3
	7 .	Hieber, Lörrach	0
	8 .	Hieber, Weil am Rhein	0
	9 .	other	3
	Sysmiss .		312

*Range of Valid Data Values: 0 to 9*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: other other shops visited in Germany**Location: *Variable Format:* character

Width: 18

**Variable: other shops visited in F**

Location:	Value	Label	Frequency
Width: 15	0 .		32
	1 .	only Géant	20
	2 .	Géant	17
	3 .	Rond Point	8
	Sysmiss .		307

*Range of Valid Data Values: 0 to 3*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: other shops visited in F (2)**

Location:	Value	Label	Frequency
Width: 15	0 .		57
	1 .	only Géant	0
	2 .	Géant	4
	3 .	Rond Point	6
	Sysmiss .		317

*Range of Valid Data Values: 0 to 3*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: appraisal of the quality of goods in Switzerland**

Location:	Value	Label	Frequency
Width: 15	1 .	bad	0
	2 .	satisfactory	4
	3 .	moderate	2
	4 .	good	79
	5 .	excellent	22
	6 .	don't know	1
	Sysmiss .		276

*Range of Valid Data Values: 1 to 6*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: appraisal of the quality of goods in Germany**

Location:	Value	Label	Frequency
Width: 11	1 .	bad	0
	2 .	satisfactory	3
	3 .	moderate	20
	4 .	good	69
	5 .	excellent	8
	6 .	don't know	12
	Sysmiss .		272

*Range of Valid Data Values: 1 to 6*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: appraisal of the quality of goods in France**

Location:	Value	Label	Frequency
Width: 11	1 .	bad	1
	2 .	satisfactory	6
	3 .	moderate	11
	4 .	good	46
	5 .	excellent	10
	6 .	don't know	36
	Sysmiss .		274

*Range of Valid Data Values: 1 to 6*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: favoured supermarket**

Location:	Value	Label	Frequency
Width: 11			
	1 .	Aldi	5
	2 .	Marktkauf	39
	3 .	Géant	16
	4 .	Migros	34
	5 .	Coop	9
	6 .	Manor	5
	7 .	Globus	3
	Sysmiss .		273

*Range of Valid Data Values: 1 to 7*

**Summary Statistics:**

*Variable Format: numeric*



**Variable: unknowned supermarket in the list of favorised supermarkets**

Location:	Value	Label	Frequency
Width: 15	0 .		58
	1 .	Aldi	4
	2 .	Marktkauf	4
	3 .	Géant	10
	4 .	Migros	0
	5 .	Coop	0
	6 .	Manor	0
	7 .	Globus	0
	Sysmiss .		308

*Range of Valid Data Values: 0 to 7*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of parking availability**

Location:	Value	Label	Frequency
Width: 15	0 .		4
	1 .	not important at all	10
	2 .	little important	1
	3 .	partly important	5
	4 .	important	35
	5 .	very important	53
	Sysmiss .		276

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of distance to residence**

Location:	Value	Label	Frequency
Width: 15	0 .		3
	1 .	not important at all	1
	2 .	little important	8
	3 .	partly important	35
	4 .	important	40
	5 .	very important	22
	Sysmiss .		275

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of product quality**

Location:	Value	Label	Frequency
Width: 11	0 .		1
	1 .	not important at all	0
	2 .	little important	0
	3 .	partly important	5
	4 .	important	50
	5 .	very important	55
	Sysmiss .		273

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of level of price**

Location:	Value	Label	Frequency
Width: 11	0 .		2
	1 .	not important at all	1
	2 .	little important	2
	3 .	partly important	7
	4 .	important	40
	5 .	very important	58
	Sysmiss .		274

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of supermarket quality**

Location:	Value	Label	Frequency
Width: 11	0 .		5
	1 .	not important at all	2
	2 .	little important	10
	3 .	partly important	23
	4 .	important	52
	5 .	very important	16
	Sysmiss .		276

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of brandimage of supermarket**

Location:	Value	Label	Frequency
Width: 11	0 .		7
	1 .	not important at all	10
	2 .	little important	19
	3 .	partly important	37
	4 .	important	30
	5 .	very important	5
	Sysmiss .		276

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of the presence of other shops**

Location:	Value	Label	Frequency
Width: 11	0 .		6
	1 .	not important at all	12
	2 .	little important	28
	3 .	partly important	36
	4 .	important	22
	5 .	very important	4
	Sysmiss .		276

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*



**Variable: importance of friendliness**

Location:	Value	Label	Frequency
Width: 11	0 .		5
	1 .	not important at all	1
	2 .	little important	19
	3 .	partly important	27
	4 .	important	43
	5 .	very important	13
	Sysmiss .		276

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of knowledge of the offered products**

Location:	Value	Label	Frequency
Width: 11	0 .		5
	1 .	not important at all	13
	2 .	little important	24
	3 .	partly important	28
	4 .	important	28
	5 .	very important	7
	Sysmiss .		279

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of offering organic products**

Location:	Value	Label	Frequency
Width: 11	0 .		5
	1 .	not important at all	17
	2 .	little important	32
	3 .	partly important	20
	4 .	important	18
	5 .	very important	17
	Sysmiss .		275

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of offering local products**

Location:	Value	Label	Frequency
Width: 11	0 .		4
	1 .	not important at all	9
	2 .	little important	15
	3 .	partly important	31
	4 .	important	33
	5 .	very important	16
	Sysmiss .		276

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of little queuing**

Location:	Value	Label	Frequency
Width: 11	0 .		5
	1 .	not important at all	1
	2 .	little important	7
	3 .	partly important	25
	4 .	important	49
	5 .	very important	21
	Sysmiss .		276

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of product provenance**

Location:	Value	Label	Frequency
Width: 11	0 .		6
	1 .	not important at all	3
	2 .	little important	6
	3 .	partly important	27
	4 .	important	43
	5 .	very important	23
	Sysmiss .		276

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of protest of not shopping in switzerland due to too high prices in switzerland**

Location:	Value	Label	Frequency
Width: 15	0 .		5
	1 .	not important at all	25
	2 .	little important	17
	3 .	partly important	26
	4 .	important	17
	5 .	very important	19
	Sysmiss .		275

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: importance of supporting Switzerland**

Location:	Value	Label	Frequency
Width: 15	0 .		4
	1 .	not important at all	39
	2 .	little important	24
	3 .	partly important	21
	4 .	important	14
	5 .	very important	3
	Sysmiss .		279

*Range of Valid Data Values: 0 to 5*

**Summary Statistics:**

*Variable Format: numeric*



**Variable: most important attribute**

Location:	Value	Label	Frequency
Width: 11	0 .		15
	1 .		15
	2 .		2
	3 .		34
	4 .		23
	10 .		3
	11 .		3
	14 .		3
	Sysmiss .		286

*Range of Valid Data Values: 0 to 14*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: second important attribute**

Location:	Value	Label	Frequency
Width: 11	0 .		15
	1 .		5
	2 .		4
	3 .		25
	4 .		34
	5 .		3
	7 .		1
	8 .		1
	9 .		1
	10 .		3
	11 .		1
	12 .		3
	14 .		1
	15 .		1

Sysmiss . 286

*Range of Valid Data Values: 0 to 15*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: third important attribute**

Location:	Value	Label	Frequency
Width: 11	0 .		15
	1 .		22
	2 .		12
	3 .		8
	4 .		7
	5 .		6
	6 .		1
	7 .		4
	8 .		3
	9 .		3
	10 .		3
	11 .		4
	12 .		3
	13 .		3

14 .	3
15 .	1
Sysmiss .	286

*Range of Valid Data Values: 0 to 15*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: fourth important attribute**

Location:	Value	Label	Frequency
Width: 11	0 .		15
	1 .		11
	2 .		15
	3 .		5
	4 .		4
	5 .		5
	7 .		6
	8 .		7
	9 .		1
	10 .		2
	11 .		4
	12 .		8
	13 .		7
	14 .		5

15 . 3

Sysmiss . 286

*Range of Valid Data Values: 0 to 15*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: choice sp1**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*



**Variable: choice sp2**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*

**Variable: choice sp3**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*

**Variable: choice sp4**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*

**Variable: choice sp5**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*

**Variable: choice sp6**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*

**Variable: choice sp7**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*

**Variable: choice sp8**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*

**Variable: choice sp9**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*



**Variable: choice sp10**

Location: *Range of Valid Data Values: 0 to 2*

Width: 11 *Variable Format: numeric*

**Variable: sex**

Location:	Value	Label	Frequency
Width: 15	m .		37
	w .		67

**Summary Statistics:***Variable Format:* character

**Variable: age**

Location: *Range of Valid Data Values: 22 to 70*

Width: 11

**Summary Statistics:**

*Minimum : 22*

*Maximum : 70*

*Mean : 44.168*

*Standard deviation : 13.271*

*Variable Format: numeric*

**Variable: size of household**

Location:	Value	Label	Frequency
Width: 11	1 .		14
	2 .		39
	3 .		23
	4 .		25
	5 .		3
	6 .		3
	Sysmiss .		277

*Range of Valid Data Values: 1 to 6*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: number of working persons**

Location:	Value	Label	Frequency
Width: 15	0 .		6
	1 .		43
	2 .		51
	3 .		5
	4 .		1
	Sysmiss .		278

*Range of Valid Data Values: 0 to 4*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: children**

Location:	Value	Label	Frequency
Width: 15	0 .		42
	1 .		21
	2 .		27
	3 .		3
	4 .		4
	Sysmiss .		287

*Range of Valid Data Values: 0 to 4*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: education**

Location:	Value	Label	Frequency
Width: 11	0 .		1
	1 .	A-levels	8
	2 .	compulsary education	11
	3 .	academic	33
	4 .	apprentieship	26
	5 .	apprentieship with further education	23
	6 .	'Burger King'-Professorship	0
	32 .		4
	42 .		1
	52 .		1
	Sysmiss		276
	.		

*Range of Valid Data Values: 0 to 52*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: job**

Location:	Value	Label	Frequency
Width: 11	1 .	full-time	53
	2 .	part-time	30
	3 .	in education	0
	4 .	at home	14
	5 .	student	3
	6 .	retired	8
	Sysmiss .		276

*Range of Valid Data Values: 1 to 6*

**Summary Statistics:**

*Variable Format: numeric*



***Variable: part-time: percents***

Location:	Value	Label	Frequency
Width: 11	0 .		49
	1 .		2
	20 .		1
	30 .		1
	33 .		1
	40 .		2
	45 .		1
	50 .		7
	60 .		4
	75 .		1
	80 .		8
	90 .		3
	Sysmiss .		304

*Range of Valid Data Values: 0 to 90*

**Summary Statistics:**

*Variable Format:* numeric

**Variable: terms of employment**

Location:	Value	Label	Frequency
Width: 11	0 .		13
	1 .	self-employed	8
	2 .	self-employed with employees	1
	3 .	co-worker in a family business	1
	4 .	apprenticeship	0
	5 .	higher executives	13
	6 .	middle/lower executives	24
	7 .	employee	39
	Sysmiss .		285

*Range of Valid Data Values: 0 to 7*

**Summary Statistics:**

*Variable Format: numeric*

**Variable: income**

Location:	Value	Label	Frequency
Width: 15	0 .		6
	2000 .		3
	3000 .		11
	5000 .		21
	7000 .		22
	9000 .		16
	11000 .		13
	13000 .		20
	Sysmiss .		272

*Range of Valid Data Values: 0 to 13000*

**Summary Statistics:**

*Variable Format: numeric*

***Variable:* Email Adresse**

Location: *Variable Format:* character

Width: 31

**Variable: Paid Prices**

Location: *Range of Valid Data Values: 0 to 1350*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 1350*

*Mean : 95.091*

*Standard deviation : 171.766*

*Variable Format: numeric*

**Variable: activity time for weekly shopping in foreign country**

Location: *Range of Valid Data Values: 0 to 660*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 660*

*Mean : 149.835*

*Standard deviation : 94.368*

*Variable Format: numeric*

**Variable: activity time for weekly shopping in switzerland**

Location: *Range of Valid Data Values: 5 to 240*

Width: 8 **Summary Statistics:**

*Minimum : 5*

*Maximum : 240*

*Mean : 70.657*

*Standard deviation : 41.066*

*Variable Format: numeric*



**Variable: travelcost per km**

Location: *Range of Valid Data Values: 0 to 6*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 6*

*Mean : 0.682*

*Standard deviation : 0.729*

*Variable Format: numeric*

**Variable: difference between estimated and paid price of basket**

Location: *Range of Valid Data Values: -525 to 750*

Width: 8 **Summary Statistics:**

*Minimum : -525*

*Maximum : 750*

*Mean : 111.098*

*Standard deviation : 156.976*

*Variable Format: numeric*

**Variable: questionnaire response**

Location: *Range of Valid Data Values: 0 to 1*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 1*

*Mean : 0.294*

*Standard deviation : 0.456*

*Variable Format: numeric*

**Variable: favorised group**

Location:	Value	Label	Frequency
Width: 8	1 .	Germany: Aldi, Lidl, Marktkauf	44
	2 .	France: Géant, Rond Point	16
	3 .	Switzerland: Migros, Coop, etc.	51

*Range of Valid Data Values: 1 to 3*

**Summary Statistics:**

*Minimum : 1*

*Maximum : 3*

*Variable Format: numeric*

**Variable: estimated traveldistance**

Location: *Range of Valid Data Values: 0.1 to 300*

Width: 15

**Summary Statistics:**

*Minimum : 0.1*

*Maximum : 300*

*Mean : 25.659*

*Standard deviation : 35.356*

*Variable Format: numeric*

**Variable: calculated traveldistance Migros**

Location: *Range of Valid Data Values: 0 to 169*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 169*

*Mean : 20.747*

*Standard deviation : 31.708*

*Variable Format: numeric*

**Variable: calculated distance to Marktkauf**

Location: *Range of Valid Data Values: 0 to 172*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 172*

*Mean : 26.128*

*Standard deviation : 31.27*

*Variable Format: numeric*

**Variable: calculated distance to Geant**

Location: *Range of Valid Data Values: 0 to 173*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 173*

*Mean : 25.352*

*Standard deviation : 32.244*

*Variable Format: numeric*



**Variable: traveltime to Migros**

Location: *Range of Valid Data Values: 0 to 225.333333333333*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 225.333*

*Mean : 27.663*

*Standard deviation : 42.278*

*Variable Format: numeric*

**Variable: traveltime to Marktkauf**

Location: *Range of Valid Data Values: 0 to 229.333333333333*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 229.333*

*Mean : 34.837*

*Standard deviation : 41.693*

*Variable Format: numeric*

**Variable: estimated Price of basket in Switzerland [CHF]**

Location: *Range of Valid Data Values: 7 to 750*

Width: 15

**Summary Statistics:**

*Minimum : 7*

*Maximum : 750*

*Mean : 159.221*

*Standard deviation : 121.999*

*Variable Format: numeric*

**Variable: estimated Price of the same Basket in EU [CHF] (if quoted in EU, multiplied by 1.55)**

Location: *Range of Valid Data Values: 10 to 1000*

Width: 15 **Summary Statistics:**

*Minimum : 10*

*Maximum : 1000*

*Mean : 210.318*

*Standard deviation : 170.372*

*Variable Format: numeric*

**Variable: effective traveldistance**

Location: *Range of Valid Data Values: 0 to 169*

Width: 8

**Summary Statistics:**

*Minimum : 0*

*Maximum : 169*

*Mean : 23.273*

*Standard deviation : 32.517*

*Variable Format: numeric*

**Variable: estimated traveltime**

Location: *Range of Valid Data Values: 2 to 150*

Width: 8

**Summary Statistics:**

*Minimum : 2*

*Maximum : 150*

*Mean : 24.509*

*Standard deviation : 21.992*

*Variable Format: numeric*

**Variable: Traveltime Alternative A (oneway) [min]**

Location: *Range of Valid Data Values: 5 to 30*

Width: 11

**Summary Statistics:**

*Minimum : 5*

*Maximum : 30*

*Mean : 12.345*

*Standard deviation : 7.145*

*Variable Format: numeric*

**Variable: Price of Basket Alternative A**

Location: *Range of Valid Data Values: 60 to 400*

Width: 11

**Summary Statistics:**

*Minimum : 60*

*Maximum : 400*

*Mean : 199.167*

*Standard deviation : 102.65*

*Variable Format: numeric*



**Variable: Quality of Supermarket A**

Location: *Range of Valid Data Values: 2 to 4*

Width: 11

**Summary Statistics:**

*Minimum : 2*

*Maximum : 4*

*Mean : 3.451*

*Standard deviation : 0.585*

*Variable Format: numeric*

**Variable: Traveltime Alternative B (oneway) [min]**

Location: *Range of Valid Data Values: 5 to 60*

Width: 11

**Summary Statistics:**

*Minimum : 5*

*Maximum : 60*

*Mean : 22.447*

*Standard deviation : 9.965*

*Variable Format: numeric*

**Variable: Price of Basket Alternative B**

Location: *Range of Valid Data Values: 40 to 265*

Width: 11

**Summary Statistics:**

*Minimum : 40*

*Maximum : 265*

*Mean : 133.78*

*Standard deviation : 64.778*

*Variable Format: numeric*

**Variable: Quality of Supermarket B**

Location: *Range of Valid Data Values: 1 to 4*

Width: 11

**Summary Statistics:**

*Minimum : 1*

*Maximum : 4*

*Mean : 1.766*

*Standard deviation : 0.779*

*Variable Format: numeric*

**Variable: ID**

Location: *Range of Valid Data Values: 1 to 282*

Width: 11

**Summary Statistics:**

*Minimum : 1*

*Maximum : 282*

*Mean : 58.827*

*Standard deviation : 39.784*

*Variable Format: numeric*

**Variable: Decisionnumber**

Location: *Range of Valid Data Values: 1 to 9*

Width: 8 **Summary Statistics:**

*Minimum : 1*

*Maximum : 9*

*Mean : 5*

*Standard deviation : 2.583*

*Variable Format: numeric*