

Drink choices and shopping behaviour

Instructions for participants (Stage 1)

This guide provides an overview of the three stages involved in this task, as well as detailed further instructions for Stage 1 below.

Study Overview

Stage 1: Select drinks for your household Tesco shop

-
- ```
graph LR; A[i. Click on task link sent by Take Part in Research] --> B[ii. View drink options and choose all drinks to buy in next Tesco shop]; B --> C[iii. Answer background and drinking questions];
```
- Click on task link sent by Take Part in Research
  - View drink options and choose all drinks to buy in next Tesco shop
  - Answer background and drinking questions

##### Stage 2: Add chosen drinks to Tesco basket and complete shop

- 
- ```
graph LR; A[i. Open email sent at the end of the task with your drink choices] --> B[ii. Add chosen drinks (and other grocery items) to Tesco basket]; B --> C[iii. Complete shop and send delivery time and date via link in email];
```
- Open email sent at the end of the task with your drink choices
 - Add chosen drinks (and other grocery items) to Tesco basket
 - Complete shop and send delivery time and date via link in email

Stage 3: Send proof of purchase and receive reimbursement

-
- ```
graph LR; A[i. Open email sent by research team on Tesco delivery day] --> B[ii. Send copy of receipt in reply email (within 48 hours)]; B --> C[iii. Receive £35 reimbursement from Take Part in Research];
```
- Open email sent by research team on Tesco delivery day
  - Send copy of receipt in reply email (within 48 hours)
  - Receive £35 reimbursement from Take Part in Research

**You will receive details on how to complete Stage 2 and Stage 3 once you have completed Stage 1. Reimbursement will be made once all three stages are complete.**

#### Further instructions

*Stage 1: Select drinks for your household Tesco shop*

*p.2*

*FAQs*

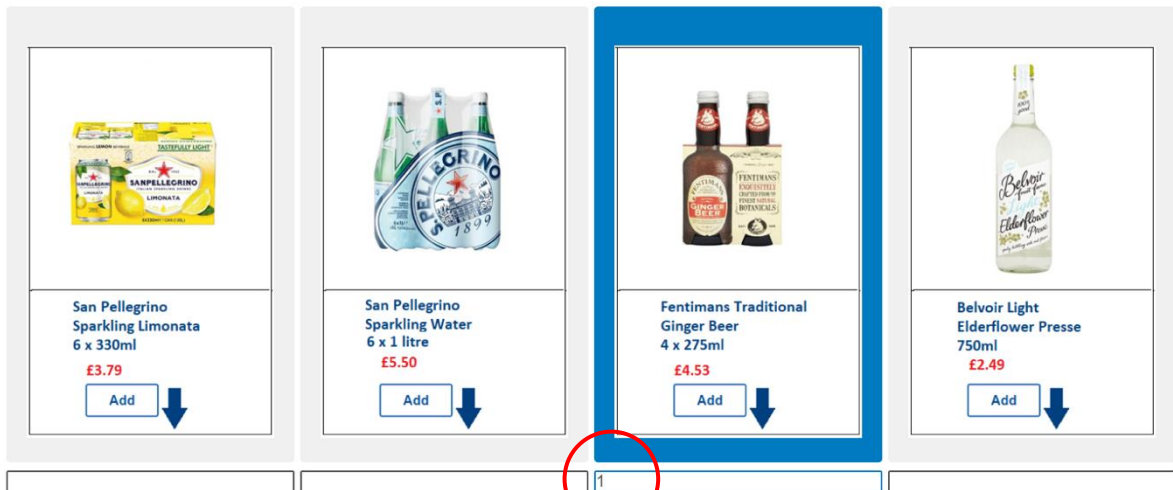
*p.3*

*Contact details*

*p.3*

## Stage 1: Select drinks for your household Tesco shop

- i. **Click on the task link sent by Take Part in Research**
  - The link will take you to the online task
  - Read the task instructions and complete the consent form if you are happy to continue
  - Enter your participant ID, which you can find in communications from Take Part in Research (e.g., aa0000)
  
- ii. **View the drink options and choose all drinks to buy in next Tesco shop**
  - View two sets of drink options: i. beer, cider and soft drinks, ii. wine and soft drinks
  - Scroll up and down to view all options
  - Choose drinks you would like to buy in your next Tesco shop for adults in your household
  - Make sure you **enter the quantity** (including 1) in the box below the image (see below)
  - You will see the total basket price before the end of the task and can go back to change your order if you want



**Important:** Please make sure you choose **all the drinks you want to buy for adults** in your household (including beer, cider, wine, alcohol-free beer, alcohol-free cider, alcohol-free wine or soft drinks) in your next Tesco shop.

We will ask you not to add any other alcoholic or non-alcoholic drinks to your Tesco shop that were not chosen in the online task. You will only be able to add other non-alcoholic drinks from categories not available here, such as tea, coffee, milk and squash.

**PLEASE NOTE: You will not be reimbursed if items are missing or additional drinks are purchased, unless a valid explanation is given.**

- iii. **Answer background and drinking questions and submit responses**
  - Enter your email address (twice to make sure it is correct), which will be used to send you a record of your drink choices
  - Answer questions about you and your usual drinking habits
  - At the end of the task, you will be sent an automatic email including your drink choices, and prompted to check this email and open your Tesco account

## FAQs (Stage 1)

### What if I don't see the drink(s) I usually buy in the task?

- The task is limited to 64 drink options from 7 categories (beer, cider, wine, alcohol-free beer, alcohol-free cider, alcohol-free wine and soft drinks); therefore, it will not include all drink options, brands or sizes available at Tesco
- If your usual drink is not there, please choose the closest option from the drinks available in the task.

## Contact details

If you have any questions about these instructions, or are unclear about anything else in the study, please do not hesitate to get in touch with the research team via email:

[drinkstudy@medschl.cam.ac.uk](mailto:drinkstudy@medschl.cam.ac.uk)