



Information the supermarket can find out from your shopping

- How many people are in your family (number of adults and children)
- Roughly how old the children
- The gender of each member of the family
- The family have a baby (nappies)
- There is a teenager, probably a girl (CD choice, magazine)
- There is at least one school child (pencil case, pencils, ruler)

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Information the supermarket can find out from your shopping

- The income of the family (deduced from the money spent on weekly groceries)
- Their social class (deduced from reading material, type of food purchased, CD choice)
- The kind of car they drive and how many miles they drive each week

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Information the supermarket can find out from your shopping

- They have a cat
- They have a dog
- They have a computer
- They have a DVD player
- They like to watch the latest movie releases
- They have a CD player
- They have a dishwasher

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Information the supermarket can find out from your shopping



- They have satellite TV
- There is a smoker in the family who is trying to quit
- They have someone who is on a diet (tights, slimfast, diet coke)
- They lead busy lives, probably both parents work (lots of ready meals)
- They like the idea of cooking but don't do much (cookbook but very little fresh food)

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Information the supermarket can find out from your shopping



- Someone in the family has a varooka
- They like to buy quality food rather than economy own brand
- Someone in the family has dentures
- They take showers rather than baths
- They drink a lot (or do they ?????)

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Overall conclusion



- The family consists of mother, father, teenage girl, school age boy and baby
- Both parents work full-time
- They lead busy lives and rarely have time to cook proper meals
- They are well educated and middle class
- They like to spend money on entertainment

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