The feasibility of using a UK Virtual Supermarket to examine differences in purchases across income groups

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Results

• 98 participants were recruited
• 46 (47%) fully completed the study procedure
  – Low-income participants were less likely to complete the study.
• 83% found the UKVS easy to use
• 89% reported purchases resembled usual purchases
Conclusion

• Recruitment and retention need addressing

• Positive feedback from study completers (across all income groups)

• High purchasing variability
Thank you!

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