

APPENDIX 3b

Copy of Household Telephone
Survey Questionnaire

AREA

STRICTLY CONFIDENTIAL
BEACON RESEARCH
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GREATER DUBLIN AREA RETAIL STRATEGY HOUSEHOLD TELEPHONE SURVEY
ON BEHALF OF COLLIERS CRE
(OCTOBER 2007)

Name: _____

Address: _____

C1 Age: 16-24 1 45-54 4
25-34 2 55-64 5
35-44 3 65+ 6

C2 Gender: Male 1 Female 2

C3 Do you have the use of a car for shopping?
Yes 1 No 2

C4 What is the working status of the chief wage earner in your household?
Full/Part time employed 1 Retired 2 Unemployed 3

C5 Day / Time of interview: Morning 1 Afternoon 2 Evening 3
Weekday 1 Weekend 2

Interviewer Signature: _____ Date: _____

Interviewer Name: _____

Good morning / afternoon, my name is

We are doing some research on behalf of all the Councils in the Greater Dublin Area to improve shopping facilities in the Dublin area and I'd like to ask you a few questions.

Are you / May I speak to the person responsible for the majority of your household shopping?

- YES 1
- NO 2 - CLOSE INTERVIEW

As we need to speak to people across a number of areas, could you please tell me the first line of your address?

WRITE IN HERE _____

Refer to quota and check that respondent is eligible for interview (i.e. within specified survey area) - if not, thank and close.

- Q1a** Can I ask you first of all, excluding Mail Order and shopping over the Internet, at which town/city centre or shopping centre or retail park do you do most of your shopping for non-food goods such as clothing & footwear, books, gifts and jewellery?
- Q1b** And how often do you visit..... town/city centre or shopping centre or retail park, for this type of non-food shopping?
- Q1c** And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on non-food shopping such as clothing & footwear, books, gifts and jewellery would you say that you do in town/city centre or shopping centre or retail park?
- Q2a** Excluding Mail Order and shopping over the Internet, what is your second most important town/city centre or shopping centre or retail park for non-food goods such as clothing & footwear, books, gifts and jewellery? (SINGLE CODE)
- Q2b** And how often do you visit..... town/city centre or shopping centre or retail park for this type of non-food shopping?
- Q2c** And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on non-food shopping such as clothing & footwear, books, gifts and jewellery would you say that you do in town/city centre or shopping centre or retail park?

RECORD ANSWERS BELOW - CHECK PERCENTAGES ADD TO 100% AT Q1c/2c

A	CENTRE	Q1	Q2
	CODE FROM LIST 'A'		
	Other (Write In)		
	No Particular Centre / Varies	136	136
	None / Don't shop / Disabled / Mail order & Internet only	137	137
	No second centre	138	138
	DK / Cant remember	139	139
B	FREQUENCY OF VISIT		
	More than once a week	1	1
	Once a week	2	2
	2-3 times a month	3	3
	Once a month	4	4
	Once every 2-3 months	5	5
	Once every 4-6 months	6	6
	Less often	7	7
	DK / Can't remember / Varies	8	8
C	% In Location (Write In)	%	%

Q3a You said that is the town/city centre or shopping centre/retail park where you do most of your clothing & footwear shopping? What is your main reason for choosing that Centre? (SINGLE CODE)

Close to home/convenient	1	Good/Cheap Public Transport	7
Close to work	2	Ease of parking	8
Good choice of shops/range of goods stores	3	Free/cheap parking	9
Good range of major stores	4	Good quality goods/products	10
Pedestrtrianised streets/attractive environment	5	Part of joint trip to other facility/centre	11
Good prices/Good value for money	6	Other (Write In)	

Q3b How do you normally travel to/from this town/city centre or shopping centre or retail park?

(If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
DART	5	LUAS (Tram)	10
Other (write in)			

Q3c Where does your journey usually start from?

Home	1	(Go to Q3d)
Work	2	(Go to Q4)
Other (write in) _____		(Go to Q4)

ASK ALL SAYING 'HOME' AT Q3c - OTHERS GO TO Q4

Q3d *On average, how long does it take you to travel to this town/city centre or shopping centre / retail park from home?*

5 minutes or less	1	21 - 25 minutes	5
6 - 10 minutes	2	26 - 30 minutes	6
11 - 15 minutes	3	30 - 60 minutes	7
16 - 20 minutes	4	Over 1 hour	8

ASK ALL:

Q4 At which town/city centre or shopping centre or retail park do you normally undertake most of your Christmas or special occasion shopping? (Write in)

Q5a Excluding Mail Order and shopping over the Internet, at which town/city centre or shopping centre or retail park do you do most of your shopping for bulky non-food goods such as DIY, large electrical goods, furniture and carpets (SINGLE CODE)

Q5b And how often do you visit town/city centre or shopping centre / retail park for your main bulky goods shopping?

Q5c And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on bulky non food shopping would you say that you do in town/city centre or shopping centre / retail park?

Q6a Excluding Mail Order and shopping over the Internet, which is your second most important town/city centre or shopping centre or retail park for bulky non food shopping? (SINGLE CODE)

Q6b And how often do you visit town/city centre or shopping centre / retail park for your main bulky goods shopping?

Q6c And Excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on bulky non food shopping would you say that you do in town/city centre or shopping centre / retail park?

RECORD ANSWERS BELOW - CHECK PERCENTAGES ADD TO 100% AT Q5c/6c

A	CENTRE	Q5	Q6
	CODE FROM LIST 'A'		
	Other (Write In)		
	No Particular Centre / Varies	136	136
	None / Don't shop / Disabled / Mail order & Internet only	137	137
	No second centre	138	138
	DK / Cant remember	139	139
B	FREQUENCY OF VISIT		
	More than once a week	1	1
	Once a week	2	2
	2-3 times a month	3	3
	Once a month	4	4
	Once every 2-3 months	5	5
	Once every 4-6 months	6	6
	Less often	7	7
	DK / Can't remember / Varies	8	8
C	% In Location (Write In)	%	%

Q7a You said that is the town/city centre or shopping centre / retail park where you do most of your bulky goods non-food shopping? What is your main reason for choosing that Centre?

Close to home/convenient	1	Good/Cheap Public Transport	7
Close to work	2	Ease of parking	8
Good choice of shops/range of goods stores	3	Free / cheap parking	9
Good range of major stores	4	Good quality goods/products	10
Pedestrtrianised streets / attractive environment	5	Part of joint trip to other facility / centre	11
Good prices/Good value for money	6	Other (Write In)	

Q7b How do you normally travel to/from this town/city centre or shopping centre / retail park? (If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
DART	5	LUAS (Tram)	10
Other (write in)			

Q7c Where does your journey usually start from?

Home	1	(Go to Q7d)
Work	2	(Go to Q8a)
Other (write in)_____		(Go to Q8a)

ASK ALL SAYING 'HOME' AT Q7c - OTHERS GO TO Q8

Q7d *On average, how long does it take you to travel to this town/city centre or shopping centre / retail park from home?*

5 minutes or less	1	21 - 25 minutes	5
6 - 10 minutes	2	26 - 30 minutes	6
11 - 15 minutes	3	30 - 60 minutes	7
16 - 20 minutes	4	Over 1 hour	8

ASK ALL:

Q8a At which store and location do you usually do most or all of your main food and grocery shopping? (Store and location code needed from separate list - **SINGLE CODE**)

Q8b And, when during the week would you normally shop at your main food store?

Q9a At which store and location do you usually do your remaining top-up food and grocery shopping? (Store and Centre needed)

RECORD ANSWER BELOW

		Q8a Main Store & Location	Q9a Second Store & Location
A	CODE FROM LIST 'B'		
	Other (write in)		
	None in particular / Varies	236	236
	DK / Can't remember	237	237
	No second / Top-up store	238	238
B	WHEN SHOP		
	Weekdays (Mon - Fri) Daytime	1	
	Weekdays (Mon - Fri) Evening	2	
	Saturday	3	
	Sunday	4	
	Varies / No particular time	5	

Q10a On average how much do you and your household spend in total on food and groceries each week? (INCLUDE MAIN & TOP-UP SHOPPING)

Q10b Of this amount, how much is spent at the Store where you normally do your main food and grocery shopping?

	€	Cents
Q10a - Total household expenditure on food & groceries		
Q10b - 'Main' store weekly total expenditure		
(c) Top-up weekly food expenditure (<i>calculate</i>)		

Note: (c) is calculated as (Q10a - Q10b)

Q11a You said that..... is your main store for food/grocery shopping. How often do you visit that store for food and grocery shopping?

Three times a week or more often	1	Once a month	5
Twice a week	2	Once every two months	6
Once a week	3	Less often	7
Once a fortnight	4		

Q11b What is the main reason why you and your household choose to shop at the store where you do your main food/grocery shopping? (SINGLE CODE)

Close to home / convenient	1
Close to work	2
Ease of parking	3
Free / cheap parking	4
Good / cheap public transport	5
Wide choice of goods / products	6
Close to other shops	7
Good prices/good value for money	8
Good quality goods / products	9
Other (WRITE IN) _____	

Q11c How do you normally travel to/from this store? (If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
DART	5	LUAS (Tram)	10
Other (write in) _____			

Q11d Where does your journey usually start from?

Home	1	(Go to Q11d)
Work	2	(Go to Q12a)
Other (write in) _____		(Go to Q12a)

ASK ALL SAYING HOME AT Q11e - OTHERS GO TO Q12a

Q11e On average, how long does it take you to travel to this Store from home?

5 minutes or less	1	21 - 25 minutes	5
6 - 10 minutes	2	26 - 30 minutes	6
11 - 15 minutes	3	Over 30 minutes	7
16 - 20 minutes	4		

