

APPENDIX 4a

Copy of Questionnaire



STRICTLY CONFIDENTIAL
BEACON RESEARCH
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**GDA RETAIL STRATEGY VISITOR STREET 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** Status: Single/Widowed/Divorced: 1 Married/living with partner: 2
- C4** Day of the week: Wednesday 1 Saturday 4
 Thursday 2 Sunday 5
 Friday 3
- C5** Location: Grafton St 1 Henry St 2

Interviewer Name: _____ Date: _____

Interviewer Signature: _____

Good morning/afternoon, I am doing some research on shopping facilities in the City Centre today on behalf of all the Councils in the Greater Dublin Area, and I would like to ask you a few questions.

Initially, can I ask if you have already been interviewed today or during your visit to Dublin?

Yes 1 (Close interview) No 2 (Continue)

Do you currently live outside this area? (show map)

Yes 1 (Continue) No 2 (Close interview)

Have you finished your shopping in Dublin City Centre today?

Yes 1 (Continue) No 2 (Close interview)

IF YES TO ALL - CONTINUE WITH INTERVIEW

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Q1 How long are you staying in Dublin city centre?

One day / today only	1
2 - 7days	2
More than 7 days	3

Q2 How many people, including yourself, are in the immediate party/group with you now visiting Dublin City Centre today? (e.g. not coach/school party etc) (WRITE IN)

Adult Females	<input type="text"/>
Adult Males	<input type="text"/>
Children Under 16	<input type="text"/>
Total	<input type="text"/>

Q3 What is your main reason for visiting Dublin City Centre today? (SINGLE CODE)

- Shopping for goods 1 (Go to 4a)
- Work here 2 (Go to 4b)
- Meet friends or relatives 3 (Go to 4b)
- Just browsing / window shopping 4 (Go to 4b)
- Sightseeing / Tourist 5 (Go to 4b)
- Other (WRITE IN) _____ (Go to 4b)

ASK ALL SHOPPING FOR GOODS AT Q3 - OTHERS GO TO Q4a

Q4a Before you came to Dublin City Centre today, which items, if any, on this list (SHOW CARD A) did you or anyone with you now intend to shop for?

ASK ALL RESPONDENTS:

Q4b Which items, if any, on this list, did you or anyone with you now actually purchase during your visit today? (MULTI CODE)

RECORD ANSWERS IN GRID BELOW	Filter Question: Q4a	ASK ALL: Q4b
Food to take home	1	1
Clothing	2	2
Footwear	3	3
Leisure Goods (e.g. Books, CDs, DVDs, Toys etc)	4	4
Jewellery	5	5
Carpets/ Furniture	6	6
Electrical Goods (e.g. TV, Stereo etc)	7	7
Household textiles / Soft furnishings	8	8
DIY/ Hardware/ Garden Products	9	9
Chemists Goods	10	10
Health & Beauty Services (e.g. Hairdresser, Beautician, Nail Bar)	11	11
Catering Services (e.g. Cafe, Takeaway, Pub, Wine Bar, Restaurant etc)	12	12
Leisure Services (e.g. Travel Agent, Betting Shop, DVD Rental etc.)	13	13
Financial Services (e.g. Bank, Building Society, Post Office etc)	14	14
None of These / Purchased nothing today	15	15

Q5 How much in total has your immediate party/group spent today on goods and services in the City Centre today?

READ OUT	€ (Euros)	SPENT NOTHING	REFUSED
Food to take home/ back to hotel or accommodation		X	Y
Bulky non-food items (eg electrical, furniture, DIY)		X	Y
Other non-food Items (eg clothing, shoes, gifts)		X	Y
Total		X	Y

Q6a And have you shopped, or do you intend to shop, anywhere else outside Dublin City Centre today? (Any shopping, including food)

- Yes 1 (Go to Q6b)
 No 2 (Go to Q7a)

Q6b Where was/is that? (Write in) _____

Q7a And have you shopped, or do you intend to shop, anywhere else outside Dublin City Centre during your current stay? (Include any shopping, including food)

- Yes 1 (Go to Q7b)
 No 2 (Go to Q8)
 Day trip only 3 (Go to Q8)

Q7b Where was/is that? (Write in) _____

ASK ALL:

Q8 Have you come to Dublin City Centre today directly from your home, from where you are staying (e.g hotel), from work or from shopping elsewhere?

- Home 1
 Hotel / Other accommodation 2
 Home of friends 3
 Work 4
 Shopping elsewhere (write in) _____ 5
 Sightseeing elsewhere (write in) _____ 6

Other (write in) _____

Q9 How did you travel to Dublin City Centre today (main part of journey)?

- | | | | |
|---------------|----|--------------------------------|----|
| Car Driver | 1 | Bicycle | 6 |
| Car Passenger | 2 | Motorcycle | 7 |
| Bus | 3 | Walked | 8 |
| Coach | 4 | Taxi | 9 |
| Train | 5 | Walked/Accommodation in centre | 10 |
| LUAS | 11 | DART | 12 |

Other (write in) _____

Q10 How long have you spent in Dublin City Centre today?

Less than 30 minutes	1
30 minutes - 59 minutes	2
1 hour - 1 hour 29 minutes	3
1 hour 30 minutes - 1 hour 59 minutes	4
2 hours - 2 hours 29 minutes	5
2 hours 30 minutes - 2 hours 59 minutes	6
3 hours -3hours 59 minutes	7
4 hours-4 hours 59 minutes	8
5 hours-5 hours 59 minutes	9
6hrs-8 hours	10
More than 8 hours	11

Q11 Which one of the following best describes your opinion of Dublin City Centre? (SHOWCARD B) (One answer only)

Lively	1	Easy to get to	6
Attractive	2	Difficult to get to	7
Safe	3	Unsafe	8
OK / Nice	4	Quiet	9
Historic / Strong heritage	5	Scruffy	10

Q12 Why did you choose to visit/stay in Dublin rather than another city? (MULTICODE)

Better shopping	1
Culture / History	2
Culture / Music	3
Architecture / Buildings	4
Food and drink/ Restaurants / Bars	5
Plenty to see / do	6
Other (WRITE IN) _____	

COMPLETE CLASSIFICATION - THANK RESPONDENT