survey of shoppers
New programme to improve Tralee town

A NEW TRAINING programme aims to make Tralee town a better place to work, live and do business in - by encouraging more people to visit the town, increase footfall and make the town more active to prospective business people.

BY AMBER GILMOUR

Tralee is one of ten towns nationally selected to take part in the National Town Centre Health Check Training Programme – a pilot project that aims to understand and promote the role of historical town centres and their impact on quality of life.

Students from ITT are also getting involved and will work under the guidance of Martha Farrell, lecturer in the School of Business, Computing and Humanities at ITT.

The students will be handing out surveys over the month which will discuss land use and vacancy rates, footfall, shopper experience and satisfaction, retailer surveys, vehicles counts, mapping of car parking patterns and accessibility audits and locals are being urged to take part in the surveys to help gain a better understanding of how to improve the town.

According to CEO of Tralee Chamber Alliance Kieran Rutledge, the project is about making the town more vibrant.

"By collecting data through surveys we can plan for the town’s future with certainty. "All the various agencies working together for the benefit of the town is definitely the best way forward and we are very hopeful that we will make progress through this project," he said.

Crime rates for the area as well as environmental quality will also be incorporated to ensure a comprehensive check of the town is carried out and the results are due to be published in February.

County Heritage Officer TJ Mahony says the project will be of great benefit.

"We will be able to address any issues we come across to ensure that Kerry’s town centres are enhanced as sustainable and viable places, with the ability to attract investment, which can contribute to economic growth, attract people to live, work, develop businesses and visit, and contribute to the flourishing of civic pride and overall quality of life," he said.

Tralee TCHC Launch
14th October, 2016
Research Methods

- Mall-Intercept Survey
- 10 Survey Points - in Tralee Town Centre
- 29th October - 15th November 2017
- Questionnaire based on previous research
- 27 Questions - 300 Questionnaires Completed
- Quota Sampling approach: Age, Gender, Social Class
- Only surveyed those visiting town centre
- Focused on Shopping
When you think about Tralee town, what are your first thoughts?

- Shops
- Busy
- Rose of Tralee
59% were in Tralee to shop

49% particularly like the convenience

60% shop in Tralee out of Habit/Convenience

8% shop in Tralee for the selection/range of shops
Top 5 Business Types Visited:

- Supermarket .......... 30%
- Clothes Shop .......... 23%
- Restaurant ............ 21%
- Bank ..................... 10%
- Chemist .................. 10%

90% +

Picked Tralee as No 1 town for Clothing and for Food Shopping

Average Spend: €34.85 Min: €1 Max: €328
78% shop in Tralee at least once a week

- Never: 1
- Less often: 6
- Once a month: 5
- 2/3 times a month: 10
- Once a week: 30
- 2/3 times a week: 32
- Every Day: 16
13% shop online at least once a week

- Never: 42
- Less often: 21
- Once a month: 15
- 2/3 times a month: 9
- Once a week: 7
- 2/3 times a week: 5
- Every Day: 1

- Average spend on last online purchase: €64.72
- Younger Shoppers:
  - Shop online more frequently
  - Buy a higher percentage of clothing online
  - Have higher online spend
What type of goods do you **mainly** buy online?

- Other: 11
- Music: 2
- Plane Tickets: 2
- Books: 3
- Food: 4
- Electronics/Games/Technology: 5
- Cosmetics/Perfume: 5
- Clothing/Accessories: 68
Favourite Online Stores

1. Amazon
2. Asos
3. Boohoo
4. Ebay
5. Zara
6. Littlewoods
7. Sports Direct
8. JD Sports
9. River Island
10. Zalando / iTunes
What’s missing in Tralee?

H&M

MARKS & SPENCER

boohoo.com

RIVER ISLAND

Bershka

IKEA

NEW LOOK

KFC

ZARA
What **key improvement** do you think Tralee town centre could benefit from?

- Parking Issues: 23
- Public Realm/ Green Infrastructure: 19
- Increase Number of shops: 15
- Tidy/ Improve Appearance of TC: 10
- More Entertainment/ Events: 9
- Improve Safety: 5
- No Improvements: 4
- Other: 15
What type of **event** would you like to see take place in the town centre?
Which of the following extended shopping options would you avail of?

- None: 34%
- Sunday 2-6: 21%
- Friday 6-9: 31%
- Thursday 6-9: 14%
survey of retailers
Research Methods

- Advance notice - by mail
- Drop Off – Pick Up Survey
- 9th -18th November 2016
- Questionnaire based on previous research
- 31 Questions
- 100 Business Owners targeted
- Stratified Random Sampling
- Response: 69 completed questionnaires
When you think about Tralee town centre, what are your first thoughts?

- Quiet
- Taxis
- Parking
- Parking Problems
- Shopping
- Lively
- Lively Square
- Occupying key space
- Town Park
- Heart of Tralee
- Shabby
- Long Businesses
What is the **main thing** that attracts customers to Tralee town centre?

- Wish to Support Family Businesses: 1%
- Proximity of Shops to Each Other: 2%
- Restaurants: 2%
- Nice Town in Kerry: 2%
- Work: 2%
- The Square: 2%
- Service: 2%
- Meeting Point: 2%
- Value: 2%
- Banks: 5%
- Shopping: 78%

%
What are your expectations for trading over the **next two years**?
What **investment plan** have you put into action in the **past 5 years**?

- Advertising: 3%
- Web Site: 3%
- Increased Variety of Stock: 13%
- Training of Staff: 3%
- Computerisation: 3%
- Renovated: 56%
- Expanded Business Trading Space: 6%
- Maintained Market Share: 3%
- Invested in Social Media: 4%
- Bought and Moved to New Premises: 6%
Business Owners’ Online Presence

- Instagram: 20%
- Facebook: 77%
- Website: 79%

Do you sell online?
- Yes: 38%
- No: 62%
What **improvements** would you like to make to Tralee town centre?

- **Parking**: 46
- **% Fill Vacant Units/ More shops**: 16
- **Pavements**: 14
- **Increased Vibrancy/Events**: 5
- **Other**: 19
Are you a member of Tralee Chamber Alliance?

Yes 27%

No 73%
Would you be willing to **organise events** to attract people to Tralee?
What kind of **events** would you like to see take place in Tralee town centre?

- Conferences: 2
- Arts and Crafts: 2
- Pop Up Stalls: 2
- Hotels Running Mini Weekends with Activities: 3
- Christmas Markets: 5
- Better Opening Hours: 5
- Family Days: 5
- Open Markets: 8
- Food Fair: 8
- Relocate Farmers Market to Centre: 8
- Live Music in the Square: 26
- Concerts: 26
Would you be willing to contribute to a cooperative marketing strategy fund for Tralee town?
“Having the opportunity to be a part of the programme, has been a great learning experience. I hugely enjoyed the entire experience, and would recommend every student to make the most of this opportunity”.

Aleksandra Michniewicz, Bachelor of Business (Marketing)