

XXX Town Centre Shopping Survey

Good morning/ afternoon/ evening. I am carrying out a short survey about shopping in this area on behalf of XXX.

Q.1 Have you been shopping in XXX Town Centre today?

Yes	1
No	2

Q.2 For what other reasons have you been in the town centre?

Walking/ Window Shopping	1
Passing through	2
Attending Work	3
Service/ Administrative reasons e.g. visiting govt offices/ council offices	4
Professional Reasons	5
Social/ recreational service (having a meal/coffee, etc.)	6
Other specify - _____	7
None/ no other reason	8

Q.3 Which Business/Shop did you visit today and how much have you spent?

Dry Cleaners	1 _____	Furniture/ Flooring Shop	1 _____
Hairdressing	2 _____	Off-Licence	2 _____
Clothing/ Shoe Repair	3 _____	Telephones & Mobiles	3 _____
Souvenirs & Gifts	4 _____	Hardware/DIY	4 _____
Café or Takeaway	5 _____	Supermarket	5 _____
Pubs/ Clubs	6 _____	Chemist	6 _____
Optician	7 _____	Clothes Shop	7 _____
Bookmaker	8 _____	Newsagent	8 _____
Bank	9 _____	Shoe shop	9 _____
Post Office	10 _____	Jewellers	10 _____
Other (Please Specify) _____			

Q.4 How often do you go shopping or buy anything in XXXX Town?

Every day	1
2/3 times per week	2
Once a week	3
2/3 times per month	4
Once a month	5
Less Often	7
Don't Know	8

Q.5 What are the main reasons that you come to XXX for your shopping from time to time?

Habit/ always shop there	1
Selection of shops/ range of shops	2
Quality of shops/ good/ nice shops	3
Easy to get to/ handy	4
Good car parking/ easy to park	5
Variety of goods on sale	6
Prices cheaper/ good value	7
Nice environment/ atmosphere	8

Q.6 What do you particularly like about shopping in XXX?

Q.7 And what do you particularly dislike about shopping in XXX?

Q.8 Please give me a score from 1 to 5 for your opinion of XXX Town:

1= Excellent

5= Very Poor

Convenience	<input type="text"/>	Quality of Shops	<input type="text"/>
General Attractiveness	<input type="text"/>	Variety/ Range	<input type="text"/>
Public Transport	<input type="text"/>	Eating Facilities	<input type="text"/>
Standard of Service in Shops/ Friendliness	<input type="text"/>	Car Parking	<input type="text"/>
Prices	<input type="text"/>	Traffic Flow	<input type="text"/>

Q.9 What improvements if any do you think XXX needs for its shopping facilities?

Q.10 What improvements or incentives would encourage you to live in the town centre?

Q.11 Where do you do your main shopping for foodstuff and groceries?

Q.12 Where do you do your main shopping for clothing, furniture and other durable goods?

Q.13 I will call out some other shopping centres/ destinations, and for each one please tell, me how often you use it?

	XXX	XXX	XXX	XXX	XXX
Every Day	1	1	1	1	1
2/3 times a week	2	2	2	2	2
Once a week	3	3	3	3	3
<hr/>					
2/3 times a month	4	4	4	4	4
Once a month	5	5	5	5	5
Less often	6	6	6	6	6
<hr/>					
Never	7	7	7	7	7
Don't Know	8	8	8	8	8

Q.14 How often do you buy goods on-line – please choose from the list below?

Every Day	1
2/3 times a week	2
Once a week	3
2/3 times a month	4
Once a month	5
Less Often	6
Never	7
Don't know	8

Q.15 How much did you spend on your last on-line purchase? € _____

Q.16 What form of transport did you use to get to this centre today?

Car/ Van as driver	1
Car/ Van as passenger	2
Bus	3
Taxi	4
Walk	5
Bicycle	6
Motorbike	7

Q.17 If car driver/passenger- where did you park? (N/A forward to Q18) Name of street and location?

Q.18 How many cars or vans or motorbikes are owned or privately used by all members of your household?

None	1
One	2
Two	3
Three	4
Four +	5

Q.19 Is a car normally available to you for shopping?

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>

Classification:

<i>Gender</i>		<i>Age</i>	
Male	1	16-24	1
		25-44	2
Female	2	45-59	3
		60+	4

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