## 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	Yes	1	
today?	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)			

0.4	How of	ten do	voli do	shopping	or huv	anything	in	XXXX	Town?
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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		Quality of Shops			
General Attractiveness		Variety/ Range			
Public Transport		Eating Facilities			
Standard of Service in S	Shops/	Car Parking			
Prices		Traffic Flow			
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 d	o your main shopping f	or foodstuff and groceries?			
Q.12 Where do you d	o your main shopping f	or 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
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
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?

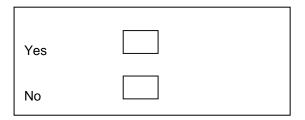
Car/ Van as driver Car/ Van as passenger Bus	1 2 3
	3 4
Walk	5
Bicycle	6
Motorbike	7

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 One Two Three	1 2 3 4		
Four +	5		
1			

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



## Classification:

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

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