

J8873 JERSEY RETAIL SURVEY

This questionnaire will be processed using a scanner. Help us by completing it carefully using a black pen.

Mark the appropriate box with a X. If you make a mistake, shade in the box and correctly enter the value in another box.

INTRODUCTION: Good morning/afternoon. My name is ... from Research and Marketing plus and we are carrying out a survey of visitors to the town centre investigating shopping behaviour and consumer activities. Could you answer a few questions for me please? It will only take a few minutes?

Day of interview:

- Monday
 Tuesday
 Wednesday
 Thursday
 Friday
 Saturday
 Sunday

Time of interview:

- Morning-Midday
 Midday-Afternoon
 Afternoon-Evening

Location:

- 1
 2
 3
 4
 5
 6

What is the postcode of your home address?

Q1 / **IF NOT A JE POSTCODE GO TO Q3**
 J E 4 7 9 S D

Q2 Which Parish do you live in? *DO NOT READ OUT LIST*

- | | | | |
|-------------|--------------------------|------------|--------------------------|
| | (x) | | (x) |
| Grouville | <input type="checkbox"/> | St Martin | <input type="checkbox"/> |
| St Brelade | <input type="checkbox"/> | St Mary | <input type="checkbox"/> |
| St Clement | <input type="checkbox"/> | St Ouen | <input type="checkbox"/> |
| St Helier | <input type="checkbox"/> | St Peter | <input type="checkbox"/> |
| St John | <input type="checkbox"/> | St Saviour | <input type="checkbox"/> |
| St Lawrence | <input type="checkbox"/> | Trinity | <input type="checkbox"/> |

Firstly, some questions on your shopping and leisure activities in St Helier Town Centre:

Q3 How did you travel here today?

DO NOT READ OUT – MARK ONE BOX ONLY

- | | | | |
|--------------------|--------------------------|------------------------------|---|
| | (x) | | (x) |
| Car (as passenger) | <input type="checkbox"/> | Walk | <input type="checkbox"/> |
| Car (as driver) | <input type="checkbox"/> | Cycle | <input type="checkbox"/> |
| Bus | <input type="checkbox"/> | Moped/Motorcycle | <input type="checkbox"/> |
| Taxi | <input type="checkbox"/> | Boat | <input type="checkbox"/> |
| | | Other (please specify below) | <input type="text"/> <input type="text"/> |
| | | | F.O.U |

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Q4 What is the main purpose of your visit to St Helier town centre today?

DO NOT READ OUT – MARK ONE BOX ONLY

- | | | | |
|--|--------------------------|---|---|
| | (x) | | (x) |
| Food shopping (in shops) | <input type="checkbox"/> | Visiting gym or sports centre | <input type="checkbox"/> |
| Non-food shopping (in shops) | <input type="checkbox"/> | Visiting a place of worship | <input type="checkbox"/> |
| Shopping in the Central Market or street market | <input type="checkbox"/> | Meeting friends or family | <input type="checkbox"/> |
| Using financial services, e.g. banks, building society | <input type="checkbox"/> | Other social or leisure reasons | <input type="checkbox"/> |
| Using other services e.g. hairdressers, travel agents | <input type="checkbox"/> | Business | <input type="checkbox"/> |
| Visiting restaurant, cafe, or public house | <input type="checkbox"/> | Education | <input type="checkbox"/> |
| Work in or near the town centre | <input type="checkbox"/> | Access to transport services (i.e. en route to somewhere else) | <input type="checkbox"/> |
| Tourism or sight seeing | <input type="checkbox"/> | Using health services, e.g. doctor, dentist, optician, hospital | <input type="checkbox"/> |
| Visiting the States of Jersey Government offices | <input type="checkbox"/> | | |
| Visiting the Library | <input type="checkbox"/> | Other (<i>please specify below</i>) | <input type="checkbox"/> <input type="checkbox"/> |

F.O.U

Q5 What else, if anything, will you be doing in the town centre today?

DO NOT READ OUT – MARK ALL THAT APPLY

- | | | | |
|--|--------------------------|---|---|
| | (x) | | (x) |
| Food shopping (in shops) | <input type="checkbox"/> | Visiting gym or sports centre | <input type="checkbox"/> |
| Non-food shopping (in shops) | <input type="checkbox"/> | Visiting a place of worship | <input type="checkbox"/> |
| Shopping in the Central Market or street market | <input type="checkbox"/> | Meeting friends or family | <input type="checkbox"/> |
| Using financial services, e.g. banks, building society | <input type="checkbox"/> | Other social or leisure reasons | <input type="checkbox"/> |
| Using other services e.g. hairdressers, travel agents | <input type="checkbox"/> | Business | <input type="checkbox"/> |
| Visiting restaurant, cafe, or public house | <input type="checkbox"/> | Education | <input type="checkbox"/> |
| Work in or near the town centre | <input type="checkbox"/> | Access to transport services (i.e. en route to somewhere else) | <input type="checkbox"/> |
| Tourism or sight seeing | <input type="checkbox"/> | Using health services, e.g. doctor, dentist, optician, hospital | <input type="checkbox"/> |
| Visiting the States of Jersey Government offices | <input type="checkbox"/> | Nothing else | <input type="checkbox"/> |
| Visiting the Library | <input type="checkbox"/> | | |
| | | Other (<i>please specify below</i>) | <input type="checkbox"/> <input type="checkbox"/> |

F.O.U

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Q6 Why did you choose to come here for shopping or services today?

DO NOT READ OUT – MARK ONE BOX ONLY

	(x)		(x)
Close to home/live here	<input type="checkbox"/>	Easy to get to by car	<input type="checkbox"/>
Close to work	<input type="checkbox"/>	Easy/good car parking	<input type="checkbox"/>
Close to friends or relatives	<input type="checkbox"/>	Easy to get to by public transport	<input type="checkbox"/>
Good food stores	<input type="checkbox"/>	Attractive environment/nice place	<input type="checkbox"/>
Visiting St Helier as a tourist	<input type="checkbox"/>	Good range of non-food shops/shops which I like	<input type="checkbox"/>
St Helier is the only large shopping centre on Jersey	<input type="checkbox"/>	To visit a particular shop or service (please also specify shop name under other)	<input type="checkbox"/>
Market day/to visit the market	<input type="checkbox"/>	Other (<i>please specify below</i>)	<input type="checkbox"/> <input type="checkbox"/>
			F.O.U

Q7 What have you bought or do you expect to buy in St Helier town centre today?

SHOWCARD A – MARK ALL THAT APPLY

	(x)		(x)
Food/drink/groceries	<input type="checkbox"/>	Hardware, DIY goods and decorating supplies, tools, garden products	<input type="checkbox"/>
Confectionery/tobacco/ newspapers and magazines	<input type="checkbox"/>	Chemists and medical goods, cosmetics and beauty products	<input type="checkbox"/>
Clothes and shoes	<input type="checkbox"/>	Leisure and luxury goods e.g. books/CDs, sports goods, jewellery, toys and gifts	<input type="checkbox"/>
Household textiles and soft furnishings	<input type="checkbox"/>	Financial Services, e.g. banks and building societies	<input type="checkbox"/>
Furniture, carpets and other floor coverings	<input type="checkbox"/>	Personal Services, e.g. hairdressers, travel agent, dry cleaner	<input type="checkbox"/>
Household appliances, e.g. fridges, washing machines, kettles, hairdryers	<input type="checkbox"/>	Nothing	<input type="checkbox"/>
Audio-visual equipment, e.g. telephones, radio, TV, HiFi, cameras, computers	<input type="checkbox"/>	Other (<i>please specify below</i>)	<input type="checkbox"/> <input type="checkbox"/>
			F.O.U

Q8 Approximately how much have you spent or do you expect to spend on food in the town centre today (excluding food and drink bought in cafes and restaurants, etc)?

Please write to the nearest £, using leading zeros in the boxes

e.g. £100 would be written as 0 1 0 0

£

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Q9 Approximately how much have you spent or do you expect to spend on non-food goods in the town centre today?

Please write to the nearest £, using leading zeros in the boxes

e.g. £100 would be written as 0 1 0 0

£

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Q10 How often do you visit St Helier town Centre for each of these reasons:

SHOWCARD B: READ OUT – MARK A CROSS ON EACH ROW

	Everyday	2-3 times week	Once a week	Once a fortnight	Once a month	Less often	First Visit	Never	Don't know
	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)	(x)
Food shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non food shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Services (e.g. hairdresser, bank or building society, dry cleaners)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure facilities (e.g. leisure centre or health & fitness club)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pubs, cafes, restaurants, nightclubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 What do you like about St Helier town centre for shopping or services?

DO NOT READ OUT – MARK ALL THAT APPLY

	(x)		(x)
Good food shops	<input type="checkbox"/>	Clean streets	<input type="checkbox"/>
Good non-food shops	<input type="checkbox"/>	Well maintained streets	<input type="checkbox"/>
Department stores	<input type="checkbox"/>	Easy to park the car	<input type="checkbox"/>
Good market	<input type="checkbox"/>	Good public transport	<input type="checkbox"/>
Good value for money in the shops / low prices	<input type="checkbox"/>	Easy to get to from home	<input type="checkbox"/>
Good range of financial or personal services	<input type="checkbox"/>	Easy to get to from work	<input type="checkbox"/>
Good cafes, restaurants or public houses	<input type="checkbox"/>	Good safety/security	<input type="checkbox"/>
Attractive environment/nice place	<input type="checkbox"/>	Particular shops or services (please specify which under other)	<input type="checkbox"/>
Historic buildings	<input type="checkbox"/>	Nothing or very little	<input type="checkbox"/>
Traffic free pedestrian areas	<input type="checkbox"/>	Other (please specify below)	<input type="checkbox"/>
			F.O.U

Q12 What do you dislike about St Helier town centre for shopping or services?

DO NOT READ OUT – MARK ALL THAT APPLY

	(x)		(x)
Too busy/crowded	<input type="checkbox"/>	Car parking too expensive	<input type="checkbox"/>
Poor range of shops	<input type="checkbox"/>	Streets dirty	<input type="checkbox"/>
Expensive food shops	<input type="checkbox"/>	Streets badly maintained	<input type="checkbox"/>
Poor range of services	<input type="checkbox"/>	Unattractive environment/not a very nice place	<input type="checkbox"/>
Poor market	<input type="checkbox"/>	Not enough seats/litter bins/public telephones/public toilets	<input type="checkbox"/>
Traffic congestion makes it difficult to get to by car	<input type="checkbox"/>	Poor access for the disabled	<input type="checkbox"/>
Poor value for money in the shops / high prices	<input type="checkbox"/>	Particular shops or services (please specify which under other)	<input type="checkbox"/>
Danger from vehicles in some streets/not fully pedestrianised	<input type="checkbox"/>	Nothing/very little	<input type="checkbox"/>
Difficult to park near shops	<input type="checkbox"/>	Other (please specify below)	<input type="checkbox"/>
			F.O.U

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Q13 When you come to the town centre during the day, how would you rate the following:

SHOW CARD C: READ OUT – MARK A CROSS ON EACH ROW

	<i>Very good</i>	<i>Good</i>	<i>Neither good nor poor</i>	<i>Poor</i>	<i>Very poor</i>	<i>Don't know</i>
	(x)	(x)	(x)	(x)	(x)	(x)
Car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money in shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 What improvements, if any, would make you shop or use services in the town centre more often? DO NOT READ OUT – MARK ALL THAT APPLY

	(x)		(x)
More/better car parking	<input type="checkbox"/>	Cleaner streets	<input type="checkbox"/>
Lower car park charges	<input type="checkbox"/>	More/better leisure, entertainment or cultural facilities	<input type="checkbox"/>
Better public transport	<input type="checkbox"/>	More/better seats or floral displays	<input type="checkbox"/>
More/better shops (please specify which shops at Q14a)	<input type="checkbox"/>	Better disabled access	<input type="checkbox"/>
More/better financial or personal services	<input type="checkbox"/>	Shops and services open later in the evening	<input type="checkbox"/>
More/better cafes, restaurants or public houses	<input type="checkbox"/>	More shops and services open on Sundays	<input type="checkbox"/>
Better value for money / lower prices (please specify which shops at Q14b)	<input type="checkbox"/>	Better signposting	<input type="checkbox"/>
More traffic free pedestrian streets	<input type="checkbox"/>	A particular shop (please specify which shops at Q14c)	<input type="checkbox"/>
Fewer traffic free pedestrian streets	<input type="checkbox"/>	No improvements	<input type="checkbox"/>
		Other (<i>please specify below</i>)	<input type="checkbox"/> <input type="checkbox"/>
			F.O.U

Q14a You mentioned, more/better shops would make you shop or use services in the town centre more often, which shops or types of shops would you like to see (e.g. food shops or non-food shops, and types of non-food shops or retailers)?

Probe, and write in

Other (*please specify below*)

F.O.U

Q14b You mentioned, better value for money/lower price would make you shop or use services in the town centre more often, which shops or types of shops would you like to see (e.g. food shops or non-food shops, and types of non-food shops or retailers)?

Probe, and write in

Other (*please specify below*)

F.O.U

Q14c You mentioned, a particular shop would make you shop or use services in the town centre more often, which shops or types of shops would you like to see (e.g. food shops or non-food shops, and types of non-food shops or retailers)?

Probe, and write in

Other (*please specify below*)

F.O.U

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Now, some questions about your use of the town centre in the evening:

Q15 How often do you visit St Helier town centre in the evening?

DO NOT READ OUT – MARK ONE BOX ONLY

- | | | | |
|------------------|--------------------------|--------------|--------------------------|
| | (x) | | (x) |
| Everyday | <input type="checkbox"/> | Once a month | <input type="checkbox"/> |
| 2-3 times a week | <input type="checkbox"/> | Less often | <input type="checkbox"/> |
| Once a week | <input type="checkbox"/> | Don't know | <input type="checkbox"/> |
| Fortnightly | <input type="checkbox"/> | Never | <input type="checkbox"/> |

Skip to Q20

Q16 What are your main reasons for visiting the town centre in the evening?

DO NOT READ OUT – MARK ALL THAT APPLY

- | | | | |
|----------------------------------|--------------------------|--|---|
| | (x) | | (x) |
| Pubs/bars | <input type="checkbox"/> | Sports Centre | <input type="checkbox"/> |
| Cafes/restaurants | <input type="checkbox"/> | Other Health and fitness centre | <input type="checkbox"/> |
| Nightclub | <input type="checkbox"/> | Live there / visiting friends / family | <input type="checkbox"/> |
| Church or other place of worship | <input type="checkbox"/> | | |
| Library | <input type="checkbox"/> | Other (please specify below) | <input type="checkbox"/> <input type="checkbox"/> |

F.O.U

Q17 What do you like about the town centre in the evening?

DO NOT READ OUT – MARK ALL THAT APPLY

- | | | | |
|--|--------------------------|------------------------------------|--------------------------|
| | (x) | | (x) |
| Good cafes, restaurants or bars | <input type="checkbox"/> | Easy to get to by public transport | <input type="checkbox"/> |
| Good leisure, entertainment or cultural facilities | <input type="checkbox"/> | Clean streets | <input type="checkbox"/> |
| Good value for money / low prices | <input type="checkbox"/> | Good street lighting | <input type="checkbox"/> |
| Attractive environment/nice place | <input type="checkbox"/> | Good safety/security | <input type="checkbox"/> |
| Easy to get to by car | <input type="checkbox"/> | Nothing/very little | <input type="checkbox"/> |
| Good car parking | <input type="checkbox"/> | | |

Other (please specify below)

F.O.U

Q18 What do you dislike about the town centre in the evening?

DO NOT READ OUT – MARK ALL THAT APPLY

- | | | | |
|--|--------------------------|------------------------------------|--------------------------|
| | (x) | | (x) |
| Difficult to park | <input type="checkbox"/> | Poor value for money / high prices | <input type="checkbox"/> |
| Poor public transport | <input type="checkbox"/> | Streets dirty | <input type="checkbox"/> |
| Feels unsafe | <input type="checkbox"/> | Vandalism | <input type="checkbox"/> |
| Poor street lighting | <input type="checkbox"/> | Graffiti | <input type="checkbox"/> |
| Poor cafes, restaurants or bars | <input type="checkbox"/> | Nothing/very little | <input type="checkbox"/> |
| Poor leisure, entertainment or cultural facilities | <input type="checkbox"/> | | |

Other (please specify below)

F.O.U

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Q19 When you come to the town centre in the evening, how would you rate the following:

SHOW CARD C: READ OUT – MARK A CROSS ON EACH ROW

	<i>Very good</i>	<i>Good</i>	<i>Neither good nor poor</i>	<i>Poor</i>	<i>Very poor</i>	<i>Don't know</i>
	(x)	(x)	(x)	(x)	(x)	(x)
Car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Range of evening attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of evening attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money in evening attractions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attractiveness of the town centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Demographics:

The following questions are for survey control purposes only and will never be revealed in connection with your name and address.

Q20 Which of the following age bands do you fall into?

READ OUT LIST

	(x)		(x)
18 – 24 years	<input type="checkbox"/>	55 – 64 years	<input type="checkbox"/>
25 – 34 years	<input type="checkbox"/>	65 years or above	<input type="checkbox"/>
35 – 44 years	<input type="checkbox"/>	Refused	<input type="checkbox"/>
45 – 54 years	<input type="checkbox"/>		

Q21 Where were you born?

	(x)		(x)
Jersey	<input type="checkbox"/>	Portugal/ Madeira	<input type="checkbox"/>
Elsewhere in the British Isles or the Republic of Ireland	<input type="checkbox"/>		
		Other (please specify below)	<input type="checkbox"/> <input type="checkbox"/>
			F.O.U

Q22 What industry does the head of your household work in?

DO NOT READ OUT – MARK ONE BOX ONLY, IF RETIRED, PLEASE SPECIFY PREVIOUS OCCUPATION

	(x)		(x)
Agriculture and fishing	<input type="checkbox"/>	Private sector Education or Health	<input type="checkbox"/>
Finance (including legal work)	<input type="checkbox"/>	Hotels, restaurants and bars	<input type="checkbox"/>
Construction and tradesmen	<input type="checkbox"/>	Electricity, gas and water	<input type="checkbox"/>
Wholesale and retail	<input type="checkbox"/>	Public sector	<input type="checkbox"/>
Transport and communications (including Jersey Airport, Harbours, Post & Telecom)	<input type="checkbox"/>	Refused	<input type="checkbox"/>
		Other (please specify below)	<input type="checkbox"/> <input type="checkbox"/>
			F.O.U

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Q23 How many people (men and women) between 16-64 are there in your household who are:

Write in number

- In part-time employment (up to 29 hours per week)
- In full-time employment (30 or more hours per week)
- Unemployed but available for or seeking employment

Q24 What is the type of your housing accommodation?

SHOW CARD D – MARK ONE BOX ONLY

- | | | | |
|-----------------------------|--------------------------|---|--------------------------|
| | (x) | | (x) |
| Owner occupied | <input type="checkbox"/> | Private rent (qualified) | <input type="checkbox"/> |
| Sheltered/disabled | <input type="checkbox"/> | Private rent (non-qualified) | <input type="checkbox"/> |
| Old peoples/retirement home | <input type="checkbox"/> | Staff/service accommodation | <input type="checkbox"/> |
| States/Parish rent | <input type="checkbox"/> | Lodger paying rent in private household | <input type="checkbox"/> |
| Housing trust rent | <input type="checkbox"/> | Registered lodging house | <input type="checkbox"/> |
| | | Refused | <input type="checkbox"/> |

Q25 How many cars do you have in your household?

- (x)
- None
- One
- Two
- Three or more
- Refused

Q26 Gender of respondent RECORD BY OBSERVATION

- (x)
- Male
- Female

Q27 Would you be willing to be recontacted as part of our quality procedures?

- (x)
- Yes
- No

BACKCHECKING INFORMATION – PLEASE COMPLETE ALL DETAILS FULLY

Name:

Address:

Postcode:

/

Email

Address:

Tel. No:

Interviewer's declaration: I declare that this interview was conducted in accordance with your instructions and within the code of conduct of the Market Research Society.

Date:

/ /

Signed:

.....

NAME OF INTERVIEWER: (please print full name clearly)