



Jersey Retail Study

SURVEY OF RETAILERS AND SERVICES BUSINESSES 2008

*DTZ is undertaking a survey of retailers, and service businesses which occupy retail shops on Jersey, as part of research into the 'health' of the Island commissioned by the States of Jersey Government. **An important aim of the research is to find ways in which obstacles to growth and prosperity of retail and service businesses can be overcome, and improvements can be made to shopping and retail services on the Island.** We would therefore be grateful if you would complete this short survey form, and return it by 14 March 2008 to us in the pre-paid envelope provided. Your answers will be treated as **confidential** by DTZ, and not revealed to the States of Jersey or any other party. Thank you for your help.*

1. Please confirm the name and address of your company:

2. What is the nature of your business? *(Please Tick **one** category and write in business description below table, for example, newsagent, hairdresser)*

- 01 Retailer – convenience goods (e.g. food, newsagents, off-licence)
- 02 Retailer – comparison goods (i.e. non-food)
- 03 Financial – (including Banking / Fund management / Trust & Co. admin / Accountancy / Legal)
- 04 Office / Professional Services (e.g. temp agency, travel agency, real estate, computing)
- 05 Food and Drink (e.g. pub, café, restaurant)
- 06 Other services (e.g. hairdresser, dry cleaner, photo processor)
- 07 Other (Please specify) _____

Business description: _____



3. How many people does your business employ at this location?

Total number of staff employed at 31/12/07

Full-time

Part-time

4. Has the number of people employed increased, remained about the same or decreased in the last 5 years? (Please Tick **one box only)**

⁰¹ Increased

⁰² Remained the same

⁰³ Decreased

5. About how long has your business been at its current address? (Please Tick **one box only)**

⁰¹ Less than 6 months

⁰² 6 months – 11 months

⁰³ 1 – 2 years

⁰⁴ 3 – 5 years

⁰⁵ 6 – 10 years

⁰⁶ More than 10 years

6. What do you think are the main advantages of your location on the Island for your business?

7. How might these advantages be built upon and developed for the benefit of your business and other nearby businesses?

8. What are the main weaknesses of your location on the Island for your business?



9. How might these be overcome?
10. What particular problems (if any) is your business experiencing in operating in this location?
11. How might these be overcome?
12. Is your business at this location growing, steady or declining? *(Please Tick one box only)*
- ⁰¹ Growing
- ⁰² Steady
- ⁰³ Declining
13. Do you have any particular proposals to expand your business or relocate in the next 5 years, and what are these?
14. Are there any other comments you would like to make about your current business location or premises?



15. **What improvements would you like to see in your location in order to increase its attractiveness and prosperity?**

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16. **Please indicate the name and position of the person completing the questionnaire.**

Thank you for your help.

Please return the questionnaire in the pre-paid envelope provided.

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DTZ

48 Warwick Street
London W1B 5NL

Tel: 020-7534-5064

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