

Telephone Introduction:

Good morning/ afternoon. My name is AgentName and I am calling from an independent research agency 'R&M' in Cardiff. Firstly, can I assure you that we are NOT a sales company; we're simply conducting a short shopping survey in your area. Would you be kind enough to spare a few minutes of your time?

F1. Are you the person responsible for the main food and grocery shopping in your household?

If not ask for person who is. If not available please thank respondent and close interview.

- Yes
 No

If = 2, Prompt interviewee with message 'Please thank respondent and close interview'

S_Address1

Q1. Can I just ask you to confirm which parish you live in?

If not on list, please thank respondent and close interview.

- Grouville (G)
 St Brelade (SB)
 St Clement (SC)
 St Helier (SH)
 St John (SJ)
 St Lawrence (SL)
 St Martin (SMn)
 St Mary (SM)
 St Ouen (SO)
 St Peter (SP)
 St Saviour (SS)
 Trinity (T)

If = , Prompt interviewee with message 'Please thank respondent and close interview'

To begin with, I would like to ask you some questions about shopping for food:

Q2. At which town or village centre or other food store do you do most of your household's main food shopping?

If other, please specify the FOOD STORE NAME, ROAD/STREET NAME and AREA. E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- Beaumont
 Bel Royal
 Checkers superstore at Les Quennevais/Red Houses, St Brelade
 Checkers Superstore at St Saviour (La Rue des Pres)
 Co-op Grand Marche in St Helier
 Farm shops
 Gorey village centre
 Grouville village centre
 Guernsey
 Maufant village centre
 Other food stores at Les Quennevais/Red Houses, St Brelade (Marks & Spencer, Checkers Express, Co-op)
 Other places in England
 Other places in France
 Poole, England
 Portsmouth, England
 Rennes, France
 Safeway in St Helier (at La Vallee des Vaux)
 St Brelade's Bay village centre
 St Clement (Marks & Spencer, Co-op, other shops)
 St Helier Town Centre (Co-op, Marks & Spencer, Checkers Express, Central Market, other food shops in St Helier Town Centre)
 St John (Marks & Spencer, other village shops)
 St Malo, France
 St Martin village centre
 St Mary village centre

- St Ouen village centre
- St Peter (Co-op superstore, Marks & Spencer)
- Trinity village centre
- Weymouth, England
- Internet/mail order
- Local convenience shops not covered above
- Other (specify)

If = 29, goto 'Q5'

Q3. When you do your household's main food shopping, do you usually do any non-food shopping in any of the following areas or Parishes on the same journey?

DO NOT READ OUT LIST. MARK AS MANY AS APPLY.

INTERVIEWER NOTE: TYPE IN PARISH ONLY

(16 maximum responses)

- Five Oaks
- Grouville
- Les Quennevais / Red Houses, St Brelade
- Other St Brelade
- St Aubin
- St Clement
- St Helier
- St John
- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity
- Don't do
- Other (specify)

Q4. When you do your household's main food shopping, how do you usually travel?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- Car (as driver)
- Car (as passenger)
- Bus
- Taxi
- Walk
- Bicycle
- Moped/motorcycle
- Boat
- Other (specify)

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?

If other, please specify the FOOD STORE NAME, ROAD/STREET NAME and AREA E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- Beaumont
- Bel Royal
- Checkers superstore at Les Quennevais/Red Houses, St Brelade
- Checkers Superstore at St Saviour (La Rue des Pres)
- Co-op Grand Marche in St Helier
- Farm shops
- Gorey village centre
- Grouville village centre
- Guernsey
- Maufant village centre
- Other food stores at Les Quennevais/Red Houses, St Brelade (Marks & Spencer, Checkers Express, Co-op)

- Other places in England
- Other places in France
- Poole, England
- Portsmouth, England
- Rennes, France
- Safeway in St Helier (at La Vallee des Vaux)
- St Brelade's Bay village centre
- St Clement (Marks & Spencer, Co-op, other shops)
- St Helier Town Centre (Co-op, Marks & Spencer, Checkers Express, Central Market, other food shops in St Helier Town Centre)
- St John (Marks & Spencer, other village shops)
- St Malo, France
- St Martin village centre
- St Mary village centre
- St Ouen village centre
- St Peter (Co-op superstore, Marks & Spencer)
- Trinity village centre
- Weymouth, England
- Internet/mail order
- Don't do top-up shopping
- Local convenience shops not covered above
- Other (specify)

Now some questions about non-food shopping:

Q6. Where do you do most of your household's shopping for clothes, footwear and other fashion goods?

If other, please specify the STORE NAME, ROAD/STREET NAME and AREA E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- St Helier Town Centre
- Retail Warehouses in St Helier
- Food superstores in St Helier or St Saviour (Safeway in St Helier, Co-op Grand Marche in St Helier, Checkers in St Saviour)
- Five Oaks
- Les Quennevais / Red Houses
- St Aubin
- St Brelade (including Marks & Spencer at St Brelade)
- St Clement
- Grouville
- St John
- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity
- Guernsey
- Rennes, France
- St Malo, France
- Other France (please specify under other)
- Portsmouth, England
- Weymouth, England
- Bournemouth, England
- Southampton, England
- Other England (please specify under other)
- Other locations (please specify under other)
- Internet
- Mail Order
- Don't buy
- Other (specify)

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

If other, please specify the STORE NAME, ROAD/STREET NAME and AREA E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- St Helier Town Centre
- Retail Warehouses in St Helier
- Food superstores in St Helier or St Saviour (Safeway in St Helier, Co-op Grand Marche in St Helier, Checkers in St Saviour)
- Five Oaks
- Les Quennevais / Red Houses
- St Aubin
- St Brelade (including Marks & Spencer at St Brelade)
- St Clement
- Grouville
- St John
- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity
- Guernsey
- Rennes, France
- St Malo, France
- Other France (please specify under other)
- Portsmouth, England
- Weymouth, England
- Bournemouth, England
- Southampton, England
- Other England (please specify under other)
- Other locations (please specify under other)
- Internet
- Mail Order
- Don't buy
- Other (specify)

Q8. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

If other, please specify the STORE NAME, ROAD/STREET NAME and AREA E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- St Helier Town Centre
- Retail Warehouses in St Helier
- Food superstores in St Helier or St Saviour (Safeway in St Helier, Co-op Grand Marche in St Helier, Checkers in St Saviour)
- Five Oaks
- Les Quennevais / Red Houses
- St Aubin
- St Brelade (including Marks & Spencer at St Brelade)
- St Clement
- Grouville
- St John
- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity
- Guernsey
- Rennes, France
- St Malo, France
- Other France (please specify under other)
- Portsmouth, England
- Weymouth, England

- Bournemouth, England
- Southampton, England
- Other England (please specify under other)
- Other locations (please specify under other)
- Internet
- Mail Order
- Don't buy
- Other (specify)

Q9. Where do you do most of your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

If other, please specify the STORE NAME, ROAD/STREET NAME and AREA E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- St Helier Town Centre
- Retail Warehouses in St Helier
- Food superstores in St Helier or St Saviour (Safeway in St Helier, Co-op Grand Marche in St Helier, Checkers in St Saviour)
- Five Oaks
- Les Quennevais / Red Houses
- St Aubin
- St Brelade (including Marks & Spencer at St Brelade)
- St Clement
- Grouville
- St John
- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity
- Guernsey
- Rennes, France
- St Malo, France
- Other France (please specify under other)
- Portsmouth, England
- Weymouth, England
- Bournemouth, England
- Southampton, England
- Other England (please specify under other)
- Other locations (please specify under other)
- Internet
- Mail Order
- Don't buy
- Other (specify)

Q10. Where do you do most of your household's shopping for audio-visual equipment, such as radio, TV, HiFi, telephones, photographic goods and computer products?

If other, please specify the STORE NAME, ROAD/STREET NAME and AREA E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- St Helier Town Centre
- Retail Warehouses in St Helier
- Food superstores in St Helier or St Saviour (Safeway in St Helier, Co-op Grand Marche in St Helier, Checkers in St Saviour)
- Five Oaks
- Les Quennevais / Red Houses
- St Aubin
- St Brelade (including Marks & Spencer at St Brelade)
- St Clement
- Grouville
- St John

- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity
- Guernsey
- Rennes, France
- St Malo, France
- Other France (please specify under other)
- Portsmouth, England
- Weymouth, England
- Bournemouth, England
- Southampton, England
- Other England (please specify under other)
- Other locations (please specify under other)
- Internet
- Mail Order
- Don't buy
- Other (specify)

Q11. Where do you do most of your household's shopping for hardware, DIY goods, decorating supplies and garden products?

If other, please specify the STORE NAME, ROAD/STREET NAME and AREA E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- St Helier Town Centre
- Retail Warehouses in St Helier
- Food superstores in St Helier or St Saviour (Safeway in St Helier, Co-op Grand Marche in St Helier, Checkers in St Saviour)
- Five Oaks
- Les Quennevais / Red Houses
- St Aubin
- St Brelade (including Marks & Spencer at St Brelade)
- St Clement
- Grouville
- St John
- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity
- Guernsey
- Rennes, France
- St Malo, France
- Other France (please specify under other)
- Portsmouth, England
- Weymouth, England
- Bournemouth, England
- Southampton, England
- Other England (please specify under other)
- Other locations (please specify under other)
- Internet
- Mail Order
- Don't buy
- Other (specify)

Q12. Where do you do most of your household's shopping for chemists' and medical goods, cosmetics and other beauty products?

If other, please specify the STORE NAME, ROAD/STREET NAME and AREA E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- St Helier Town Centre
- Retail Warehouses in St Helier
- Food superstores in St Helier or St Saviour (Safeway in St Helier, Co-op Grand Marche in St Helier, Checkers in St Saviour)
- Five Oaks
- Les Quennevais / Red Houses
- St Aubin
- St Brelade (including Marks & Spencer at St Brelade)
- St Clement
- Grouville
- St John
- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity
- Guernsey
- Rennes, France
- St Malo, France
- Other France (please specify under other)
- Portsmouth, England
- Weymouth, England
- Bournemouth, England
- Southampton, England
- Other England (please specify under other)
- Other locations (please specify under other)
- Internet
- Mail Order
- Don't buy
- Other (specify)

Q13. Where do you do most of your household's shopping for books; jewellery and watches; china, glassware and kitchen utensils; recreational and luxury goods?

If other, please specify the STORE NAME, ROAD/STREET NAME and AREA E.G. Asda, Hillfield Road, Hemel Hempstead

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- St Helier Town Centre
- Retail Warehouses in St Helier
- Food superstores in St Helier or St Saviour (Safeway in St Helier, Co-op Grand Marche in St Helier, Checkers in St Saviour)
- Five Oaks
- Les Quennevais / Red Houses
- St Aubin
- St Brelade (including Marks & Spencer at St Brelade)
- St Clement
- Grouville
- St John
- St Lawrence
- St Martin
- St Mary
- St Ouen
- St Peter
- St Saviour
- Trinity
- Guernsey
- Rennes, France
- St Malo, France
- Other France (please specify under other)
- Portsmouth, England
- Weymouth, England
- Bournemouth, England

- Southampton, England
- Other England (please specify under other)
- Other locations (please specify under other)
- Internet
- Mail Order
- Don't buy
- Other (specify)

Q14. Do you at any time do shopping in:

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- France
- England
- Both
- Neither

If = 4, goto 'Demographics'

Q15. What do you usually buy?

PLEASE TYPE IN TYPES OF ITEMS

Q16. How much do you usually spend?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- Less than £100
- £101 - £500
- £501 - £1000
- Over £1001
- Refused

Q17. How often do you make a shopping trip to either England or France?

DO NOT READ OUT LIST. MARK ONE BOX ONLY.

- Everyday/most days
- 2-3 times a week
- Once a week
- Once a fortnight
- Once a month
- Less often
- Never
- Don't know/Varies

Demographics. Please READ OUT Statement:

Finally, I would like to ask you a few questions about yourself and your household. These are for survey control purposes only and the results will not be released identifying you by name.

Q18. What industry does the head of your household work in?

READ OUT

IF RETIRED, ASK FOR PREVIOUS OCCUPATION

IF REFUSED, PLEASE TYPE IN 'REFUSED'

- Agriculture and fishing
- Construction and tradesmen

- Electricity, gas and water
- Finance (including legal work)
- Hotels, restaurants and bars
- Private sector Education or Health
- Public sector
- Transport and communications (including Jersey Airport, Harbours, Post & Telecom)
- Wholesale and retail
- Refused
- Other (specify)

Q19a. How many people are there in your household who are aged between 0-15 years?

SINGLE ANSWER ONLY

- None
- 1
- 2
- 3
- 4 or more
- Refused

Q19b. How many people are there in your household who are aged between 16-64 years?

SINGLE ANSWER ONLY

- None
- 1
- 2
- 3
- 4 or more
- Refused

Q19c. How many people are there in your household who are aged 65 years and over?

SINGLE ANSWER ONLY

- None
- 1
- 2
- 3
- 4 or more
- Refused

Q20a. How many people (men and women) aged 16-64 are there in your household who are in part-time employment (up to 29 hours per week)?

SINGLE ANSWER ONLY

- None
- 1
- 2
- 3
- 4 or more
- Refused

Q20b. How many people (men and women) aged 16-64 are there in your household who are in full-time employment (30 or more hours per week)?

SINGLE ANSWER ONLY

- None
- 1
- 2
- 3
- 4 or more

Refused

Q20c. How many people (men and women) aged 16-64 are there in your household who are unemployed but available for or seeking employment?

SINGLE ANSWER ONLY

- None
- 1
- 2
- 3
- 4 or more
- Refused

Q21. How many cars do you have in your household which can be used for shopping trips? (include light vans, pickups and 4 wheel drive vehicles)

DO NOT READ OUT. SINGLE ANSWER ONLY

- None
- 1
- 2
- 3 or more
- Refused

Q22. Which of the following age bands do you fall into?

PLEASE READ OUT

- 18 - 24 years
- 25 - 34 years
- 35 - 44 years
- 45 - 54 years
- 55 - 64 years
- 65 years or above
- Refused

Q23. Where were you born?

PLEASE READ OUT

- Jersey
- Elsewhere in the British Isles or the Republic of Ireland
- Portugal/Madeira
- Refused
- Other (specify)

Q24. What is the type of your housing accommodation?

PLEASE READ OUT

- Housing trust rent
- Lodger paying rent in private household
- Old peoples/retirement home
- Owner occupied
- Private rent (non-qualified)
- Private rent (qualified)
- Registered lodging house
- Sheltered/disabled
- Staff/service
- States/Parish rent
- Other (specify)

Q25. Gender of respondent

RECORD BY OBSERVATION

- Male
- Female

Q26. Would you be willing to be recontacted for future quality control purposes?

INTERVIEWER NOTE: This will involve an interviewer contacting you and asking you a few brief questions to verify and monitor the quality of this call.

- Yes
- No

INTERVIEWERS PLEASE READ OUT TO ALL RESPONDENTS:

Thank you for participating in this survey. If you wish to check the credentials of Research and Marketing Limited, I can provide the telephone number for the Market Research Society, who will be able to verify our company.

Would you like to take the number? 0500 39 69 99

Please check your work because once you move on you will not be able to return to this record.

- Checking (Return to start of survey)
- Continue to end of survey

If = 1, goto 'Intro'

Enter your initials to complete the survey