



# 8C: HOUSEHOLD SURVEY QUESTIONNAIRE

**AREA**

**STRICTLY CONFIDENTIAL**  
**BEACON RESEARCH (SERVICES) LTD**  
 The Resource Centre, Bridge Street, Garstang, Lancs PR3 1YB  
 Tel: 01995 606330 Fax: 01995 605336

**LEEDS RETAIL & LEISURE STUDY**  
**HOUSEHOLD TELEPHONE SURVEY ON BEHALF OF COLLIERS INTERNATIONAL**  
 (JULY 2010)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Postcode: \_\_\_\_\_

**C1. Age:**

16-24	1	45-54	4
25-34	2	55-64	5
35-44	3	65 +	6

**C2. Gender:** Male 1 Female 2

**C3. Ethnicity:**

<b>White</b>		<b>Black or Black British</b>	
British	<input type="checkbox"/> 1	Caribbean	<input type="checkbox"/> 10
Irish	<input type="checkbox"/> 2	African	<input type="checkbox"/> 11
Any other White background	<input type="checkbox"/> 3	Any other Black background	<input type="checkbox"/> 12
<b>Mixed</b>		<b>Asian or Asian British</b>	
White and Black Caribbean	<input type="checkbox"/> 4	Indian	<input type="checkbox"/> 13
White and Black African	<input type="checkbox"/> 5	Pakistani	<input type="checkbox"/> 14
White and Asian	<input type="checkbox"/> 6	Bangladeshi	<input type="checkbox"/> 15
Any other mixed background	<input type="checkbox"/> 7	Any other Asian background	<input type="checkbox"/> 16
<b>Chinese</b>	<input type="checkbox"/> 8		
<b>Any other ethnic group</b>	<input type="checkbox"/> 9		

**C4.** What is the occupation of the chief wage earner in your household?

Student	1	Retired	4
Full-time employed	2	Unemployed	5
Part-time employed	3		

**C5.** How many adults (aged 18 or over), including yourself, live in your household?

**C6.** How many children live in your household?

Interviewer Signature: \_\_\_\_\_

Date: \_\_\_\_\_



- Q1a** Can I ask you first of all, excluding Mail Order and shopping over the Internet, at which town/city centre or shopping centre or retail park do you do most of your shopping for non-bulky, non-food goods such as clothing & footwear, books, gifts and jewellery?
- Q1b** And how often do you visit..... town/city centre or shopping centre or retail park, for this type of non-food shopping?
- Q1c** And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on non-bulky, non-food shopping such as clothing & footwear, books, gifts and jewellery would you say that you do in ..... town /city centre or shopping centre or retail park?
- Q2a** Excluding Mail Order and shopping over the Internet, what is your second most important town/city centre or shopping centre or retail park for non-bulky, non-food goods such as clothing & footwear, books, gifts and jewellery? (SINGLE CODE)
- Q2b** And how often do you visit..... town/city centre or shopping centre or retail park for this type of non-food shopping?
- Q2c** And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on non-bulky, non-food shopping such as clothing & footwear, books, gifts and jewellery would you say that you do in ..... town /city centre or shopping centre or retail park? (Write In %)

**RECORD ANSWERS BELOW– CHECK PERCENTAGES ADD TO 100% AT Q1c/Q2c**

	TOWN / CENTRE	Q1	Q2
<b>A</b>	<b>CODE FROM LIST 'A'</b>		
	Local Shops (See instructions)	106	106
	Other (Write In)		
	Varies / No particular centre	107	107
	None / Don't shop for these goods	108	108
	None / Don't shop / Disabled	109	109
	None / Don't shop / Internet or mail order only	110	110
	No Second Centre		111
	DK / Can't remember	112	112
<b>B</b>	<b>FREQUENCY OF SHOPPING</b>		
	More than once a week	1	1
	Once a week	2	2
	Once a fortnight	3	3
	Once a month	4	4
	Once every 2-3 months	5	5
	Once every 4-6 months	6	6
	Less often	7	7
	DK / Can't remember / Varies	8	8
<b>C</b>	<b>% In Location (Write in)</b>	%	%

**Q3a You said that ..... is the Centre/Retail Park where you do most of your clothing & footwear shopping? What is your main reason for choosing that Centre?**

Close to home/convenient	1	Good/cheap public transport	7
Close to work	2	Ease of parking	8
Good choice of shops/range of stores	3	Free/cheap parking	9
Town centre markets	4	Good quality goods/products	10
Pedestrianised streets/attractive environment	5	Part of joint trip to other facility/centre	11
Good prices/good value for money	6	Markets	12
Other (Write In)			

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**Q3b How do you normally travel to / from this Centre / Retail Park? (If more than one mode of transport used, code transport used for longest part of journey)**

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Car (Park & Ride)	3	Motor Cycle	8
Bus / Coach	4	Taxi	9
Train	5	Other	10

**Q3c Where does your journey usually start from?**

Home	1
Work	2
Other (write in) _____	

**ASK ALL SAYING HOME AT Q3c - OTHERS GO TO Q4**

**Q3d On average, how long does it take you to travel to this Town / Centre / Retail Park from home?**

5 minutes or less	1	31 – 45 minutes	4
6 – 15 minutes	2	46 - 60 minutes	5
16 – 30 minutes	3	Over 1 hour	6

**Q4 At which Town / City Centre or Retail Park do you normally undertake most of your Christmas or other special occasion non-food shopping? (Write In)**

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- Q5a** Excluding Mail Order and shopping over the Internet, at which town/city centre or shopping centre or retail park do you do most of your shopping for bulky non-food goods such as DIY, large electrical goods, furniture and carpets (SINGLE CODE)
- Q5b** And how often do you visit ..... town/city centre or shopping centre or retail park for your main bulky goods shopping?
- Q5c** And excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on bulky non food shopping would you say that you do in .....town /city centre or shopping centre or retail park?
- Q6a** Excluding Mail Order and shopping over the Internet, which is your second most important town/city centre or shopping centre or retail park for bulky non-food goods such as DIY, large electrical goods, furniture and carpets? (SINGLE CODE)
- Q6b** And how often do you visit ..... town/city centre or shopping centre or retail park for your main bulky goods shopping?
- Q6c** And Excluding Mail Order and shopping over the Internet, what percentage or proportion of your total expenditure on bulky non food shopping would you say that you do in ..... town/city centre or shopping centre or retail park?

**RECORD ANSWERS BELOW– CHECK PERCENTAGES ADD TO 100% AT Q5c / Q6c**

	TOWN / CENTRE	Q5	Q6
<b>A</b>	<b>CODE FROM LIST 'A'</b>		
	Local Shops (See instructions)	106	106
	Other (Write In)		
	Varies / No particular centre	107	107
	None / Don't shop for these goods	108	108
	None / Don't shop / Disabled	109	109
	None / Don't shop / Internet or mail order only	110	110
	No Second Centre		111
	DK / Can't remember	112	112
<b>B</b>	<b>FREQUENCY OF SHOPPING</b>		
	More than once a week	1	1
	Once a week	2	2
	Once a fortnight	3	3
	Once a month	4	4
	Once every 2-3 months	5	5
	Once every 4-6 months	6	6
	Less often	7	7
	DK / Can't remember / Varies	8	8
<b>C</b>	<b>% In Location (Write in)</b>	%	%

**Q7a** You said that ..... is the Centre/Retail Park where you do most of your bulky goods shopping? What is your main reason for choosing that Centre?

Close to home/convenient	1	Good/cheap public transport	7
Close to work	2	Ease of parking	8
Good choice of shops/range of stores	3	Free/cheap parking	9
Town centre markets	4	Good quality goods/products	10
Pedestrianised streets/attractive environment	5	Part of joint trip to other facility/centre	11
Good prices/good value for money	6	Markets	12
Other (Write In)			

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**Q7b** How do you normally travel to / from this Centre / Retail Park? (If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Car (Park & Ride)	3	Motor Cycle	8
Bus	4	Taxi	9
Train	5	Other	10

**Q7c** Where does your journey usually start from?

Home	1
Work	2
Other (write in) _____	

**ASK ALL SAYING HOME AT Q7c - OTHERS GO TO Q8**

**Q7d** On average, how long does it take you to travel to this Centre / Retail Park from home?

5 minutes or less	1	31 – 45 minutes	4
6 – 15 minutes	2	46 - 60 minutes	5
16 – 30 minutes	3	Over 1 hour	6

**ASK ALL:**

**Q8a** At which store and location do you usually do most or all of your main food and grocery shopping? (Store and location code needed from separate list – SINGLE CODE)

**Q8b** And, when during the week would you normally shop at your main food store?

**Q9** At which store and location do you usually do your remaining top-up food and grocery shopping? (Store and Centre needed)

**RECORD ANSWER BELOW**

<b>A</b>	<b>STORE / CENTRE</b>	<b>Q8</b>	<b>Q9</b>
	<b>CODE FROM LIST 'B'</b>		
	Local shops / PO (See instructions)	245	245
	Local markets	246	246
	Other (Write In)		
	None in particular / Varies	247	247
	None / Don't shop / Disabled / Someone else shops	248	248
	None / Internet or mail order only	249	249
	No second store		250
	DK / Cant remember	251	251
<b>B</b>	<b>WHEN SHOP</b>		
	Weekdays (Mon- Fri) Daytime	1	
	Weekdays (Mon – Fri) Evening	2	
	Saturday	3	
	Sunday	4	
	Varies / No particular time	5	

**Q10a** On average how much do you and your household spend in total on food and groceries each week? (INCLUDE MAIN & TOP-UP SHOPPING)

**Q10b** And of this amount, how much is spent at the Store where you normally do your main food and grocery shopping?

	<b>£</b>	<b>p</b>
<b>Q10a</b> - Total weekly expenditure on food & groceries		
<b>Q10b</b> - 'Main' store weekly total expenditure		
<b>Q10c</b> Top-up weekly food expenditure ( <i>calculate</i> )		

**Note: c is calculated as (Q10a – Q10b)**



**Q11a** You said that..... is your main store for food/grocery shopping. How often do you visit that store for food and grocery shopping?

- Daily 1
- 2 – 3 times a week 2
- Once a week 3
- Once a fortnight 4
- Once a month 5
- Once every two months 6
- Less often 7

**Q11b** What is the main reason why you and your household choose to shop at the store where you do your main food / grocery shopping? (SINGLE CODE)

- Close to home / convenient 1
- Close to work 2
- Ease of parking 3
- Free / cheap parking 4
- Good / cheap public transport 5
- Wide choice of goods / products 6
- Close to other shops 7
- Good prices/value for money 8
- Good quality goods / products 9

Other (WRITE IN) \_\_\_\_\_

**Q11c** How do you normally travel to / from this store? (If more than one mode of transport used, code transport used for longest part of journey)

Car (Driver)	1	Walk	6
Car (Passenger)	2	Cycle	7
Bus	3	Motor Cycle	8
Train	4	Taxi	9
Park & Ride	5	Other	10

**Q11d** Where does your journey usually start from?

- Home 1 (Go to Q11e)
- Work 2 (Go to Q12a)
- Other (write in) \_\_\_\_\_ (Go to Q12a)

**ASK ALL SAYING HOME AT Q11d - OTHERS GO TO Q12a**

**Q11e** On average, how long does it take you to travel to this store from home?

5 minutes or less	1	31 – 45 minutes	4
6 – 15 minutes	2	46 - 60 minutes	5
16 – 30 minutes	3	Over 1 hour	6

**ASK ALL**

**Q12a** When you do your main food and grocery shopping at.....do you or your household usually visit any other shops/service outlets in the same area as part of that trip?

- |     |   |             |
|-----|---|-------------|
| Yes | 1 | (Ask Q12b)  |
| No  | 2 | (Go to Q13) |

**ONLY ASK Q12b IF Q12a=1**

**Q12b** And what other shops/services do you normally visit (MULTI-CODE)

- |  |    |
|--|----|
| Clothing   | 1  |
| Footwear   | 2  |
| Leisure Goods (e.g. Books, CDs, DVDs, Toys etc)                    | 3  |
| Jewellery  | 4  |
| Carpets / Furniture  | 5  |
| Electrical Goods (e.g. TV, Stereo etc)                             | 6  |
| Household Textiles / Soft Furnishings                              | 7  |
| DIY / Hardware / Garden Products                                   | 8  |
| Chemists Goods   | 9  |
| Health & Beauty Services   | 10 |
| Catering Services (e.g. Cafes, Takeaways, Pubs, Restaurants etc)   | 11 |
| Leisure Services (e.g. Travel Agent, Betting Shop, DVD Rental etc) | 12 |
| Financial outlets (e.g. Banks, Building Societies)                 | 13 |
| Professional Services (e.g. Solicitor, Accountant)                 | 14 |
| Post Office  | 15 |
| Specialist food shops (eg Baker, Greengrocer, Butcher, Deli)       | 16 |
| Newsagent/ Confectioner/ Tobacconist                               | 17 |
| Charity Shop   | 18 |
| Department/ Variety Store  | 19 |
| Other type of shop (WRITE IN) _____                                |    |
| _____  |    |

**Q13a** How often do you visit market halls or street markets for your general shopping?

- |                       |   |
|-----------------------|---|
| Daily                 | 1 |
| 2 – 3 times a week    | 2 |
| Once a week           | 3 |
| Once a fortnight      | 4 |
| Once a month          | 5 |
| Once every two months | 6 |
| Less often            | 7 |

**Q13b** What type of goods do you buy when visiting market halls or street markets?

- |   |   |
|---|---|
| Mainly food goods                       | 1 |
| Mainly non-food goods                   | 2 |
| An equal mix of food and non-food goods | 3 |

I would now like to ask you a few questions on your household's leisure activities.

**Q14a** How often, if at all, do you or any member of your household participate in the following leisure activities? (READ OUT)

**FOR EACH ACTIVITY WHERE ANSWER IS CODED (1-4) ASK Q14b – IF NONE MENTIONED GO TO Q15a.**

**Q14b** Which town / centre do members of your household visit most often for .....?

ACTIVITY	Q14a						Q14b Main Centre visited (Write in)
	Weekly / more often	2-3 times a month	Once a month	Once every 2 or 3 months	Less often	Never	
Cinema	1	2	3	4	5	6	
Theatre/concert halls	1	2	3	4	5	6	
Museums/Libraries	1	2	3	4	5	6	
Bingo	1	2	3	4	5	6	
Casinos	1	2	3	4	5	6	
Ten Pin Bowling	1	2	3	4	5	6	
Restaurant	1	2	3	4	5	6	
Pubs/Bars	1	2	3	4	5	6	
Night club/Disco	1	2	3	4	5	6	
Swimming	1	2	3	4	5	6	
Health Centre/Gym	1	2	3	4	5	6	
Ice Rink	1	2	3	4	5	6	

**Q15a** Which particular type of new leisure facility, if any, do you think your local area (i.e. the area within a few miles of your home) is most in need of?  
(WRITE IN – SINGLE ANSWER)

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**Q15b** And if this facility were built, how often would you or your household use it?

- |                       |   |                       |   |
|-----------------------|---|-----------------------|---|
| More than once a week | 1 | Once every 2-3 months | 5 |
| Once a week           | 2 | Once every 4-6 months | 6 |
| 2-3 times a month     | 3 | Less often            | 7 |
| Once a month          | 4 |                       |   |

**COMPLETE CLASSIFICATION - THANK RESPONDENT**