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**Appendix 5 – Household Questionnaire**

JobNo.

## Uttlesford District Council Household Telephone Survey

Good morning / afternoon / evening, I am ..... from NEMS Market Research, an independent market research company, and we are conducting a short survey on behalf of Uttlesford District Council in relation to shopping activities. Do you have time to answer some questions? It will take about five minutes.

**QA** Can I ask, are you the person responsible, or jointly responsible, for food shopping and other types of non-food shopping?

- 1 Yes
- 2 No

GO TO Q01  
CLOSE

**QA** Can I please take your post code?

**Q01** In which shop or shopping centre do you do most of your households main food shopping ?  
DO NOT PROMPT. ONE ANSWER ONLY

#Food Food List

If 'Internet' or 'Don't do' at Q01, go to Q03

**Q02** How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01) ?  
DO NOT PROMPT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)
- A (Internet / delivered)
- B (Don't know / varies)

**Q03** Where do you do most of your household's shopping for small scale 'top-up' food shopping ?  
DO NOT PROMPT. ONE ANSWER ONLY

#Food Food List

**Q04** In which town centre, freestanding store, or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods?  
DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

**Q05** In which town centre, freestanding store, or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles ?  
DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

**Q06** In which town centre, freestanding store, or retail park do you do most of your household's shopping for DIY and decorating goods ?  
DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

**Q07** In which town centre, freestanding store, or retail park do you do most of your household's shopping for domestic appliances such as washing machines fridges, cookers and kettles?

DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

**Q08** In which town centre, freestanding store, or retail park do you do most of your household's shopping for TV, Hi Fi, radio, photographic and computer equipment?

DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

**Q9** In which town centre, freestanding store or retail park do you do most of your household's shopping on personal / luxury goods including books, jewellery, china, glass, cosmetics and medical goods?

DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

**Q10** In which town centre, freestanding store or retail park do you do most of your household's shopping on recreational goods including toys, bicycles, games, sports and camping equipment?

DO NOT PROMPT. ONE ANSWER ONLY

#NonFood Non Food List

**Q11** How does your household normally travel when undertaking shopping for non-food goods ?

DO NOT PROMPT. ONE ANSWER ONLY

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus
- 4 Motorcycle
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Bicycle
- 9 Other (PLEASE WRITE IN)
- A (Don't travel, goods delivered)
- B (Don't know / varies)

**Q12** Of the following centres which do you consider your main centre for shopping and leisure purposes?

READ OUT. ONE ANSWER ONLY.

- |   |                           |           |
|---|---------------------------|-----------|
| 1 | Bishops Stortford         | GO TO Q13 |
| 2 | Braintree                 | GO TO Q13 |
| 3 | Cambridge                 | GO TO Q13 |
| 4 | Chelmsford                | GO TO Q13 |
| 5 | Great Dunmow              | GO TO Q13 |
| 6 | Harlow                    | GO TO Q13 |
| 7 | Haverhill                 | GO TO Q13 |
| 8 | Herford                   | GO TO Q13 |
| 9 | Linton                    | GO TO Q13 |
| A | Royston                   | GO TO Q13 |
| B | Saffron Walden            | GO TO Q13 |
|   | Sawston                   | GO TO Q13 |
|   | Stansted                  | GO TO Q13 |
|   | Stevenage                 | GO TO Q13 |
|   | Thaxted                   | GO TO Q13 |
|   | Local Shops within Zone 1 | GO TO Q13 |
| D | (None of these)           | GO TO Q16 |

**Q13** **What do you most like about (centre mentioned Q2) ?**  
DO NOT PROMPT. CAN BE MULTI-CODED (UP TO THREE ANSWERS)

- 1 Cheap parking
- 2 Cleanliness of streets
- 3 Close to friends / relatives
- 4 Coastal location
- 5 Competitive prices
- 6 Easy parking
- 7 Evening entertainment
- 8 Feels safe
- 9 Financial services (banks / building societies, etc)
- A Good public transport links
- B Leisure facilities (PLEASE WRITE IN e.g. pubs / restaurants / cinema / etc.)
- C Near / convenient
- D Particular foodstore (PLEASE WRITE IN)
- E Pedestrian friendly environment
- F Selection / choice multiple shops
- G Selection / choice of independent shops
- H Other (PLEASE WRITE IN)
- I (Nothing)
- J (Don't know / can't remember)

**Q14** **What do you most dislike about (centre mentioned at Q2) ?**  
DO NOT PROMPT, CAN BE MULTI-CODED (UP TP THREE ANSWERS)

- 1 Difficult parking
- 2 Expensive parking
- 3 Lack of particular store (PLEASE WRITE IN STORE NAME)
- 4 Lack of safety / personal security / hooligans
- 5 Lack of services (banks / building societies etc)
- 6 Poor pedestrian environment / pavements / roads in need of repair
- 7 Poor selection / choice of multiple shops
- 8 Poor / limited evening entertainment (PLEASE WRITE IN)
- 9 Poor / limited leisure facilities (PLEASE WRITE IN)
- A Poor selection / choice of independent shops
- B Too expensive
- C Too far from home
- D Unattractive environment / dirty streets / litter
- E Other (PLEASE WRITE IN)
- F (Nothing)
- G (Don't know / can't remember)

**Q15** What improvements to the quality and range of facilities in (town centre mentioned in Q2) would persuade your household to visit it more often? Please name up to THREE improvements.  
DO NOT PROMPT, CAN BE MULTI-CODED (UP TO THREE ANSWERS)

**Retail:**

- 001 Attract larger retailers
- 002 Develop new shopping facilities
- 003 Encourage reduced shop prices
- 004 Improve choice of multiple shops
- 005 Improve market stalls
- 006 Improve range of independent / specialist shops
- 007 Introduce a larger supermarket
- 008 New department store (PLEASE WRITE IN)
- 009 Other new shop (PLEASE WRITE IN)
- 010 Refurbish / improve existing shopping facilities

**Leisure:**

- 011 Enhanced range of health and fitness centres / gyms
- 012 Improved music / theatre provision
- 013 Improved play areas for children
- 014 Improved policing / enhance security / CCTV
- 015 Improved public transport facilities during the evenings
- 016 Improved range of places to eat
- 017 Improved range of pubs and night clubs
- 018 Less pubs and clubs
- 019 New / improved bingo facility
- 020 New / improved cinema
- 021 New / improved museum or art gallery
- 022 New / improved other leisure facilities (PLEASE WRITE IN)
- 023 New / improved ten pin bowling centre

**Transport:**

- 024 Enhance shopmobility service
- 025 Improve access for pushchairs / wheelchairs, etc
- 026 Improve directional signs to town centre
- 027 Improve layout of car parks
- 028 Improve location of bus stops / bus station
- 029 Improve public transport links
- 030 Improve safety of pedestrians
- 031 Improve signage / routeways within centre
- 032 Increase frequency of public transport in the evenings
- 033 Increase number of taxis
- 034 More parking spaces - long stay
- 035 More parking spaces - short stay
- 036 More parking spaces - type unspecified
- 037 More pedestrianisation
- 038 Reduce cost of parking
- 039 Reduce road congestion

**Environmental:**

- 040 Attract less people / relieve over-crowding
- 041 Attract more people / make more lively
- 042 Clean shopping streets
- 043 Create more open spaces
- 044 Create more shelters from the weather
- 045 Enhance seafront location
- 046 Enhance Torquay harbour
- 047 Improve number and attractiveness of meeting places
- 048 Improve play areas for children
- 049 Improve policing / other security measures
- 050 Improve street furniture / floral displays

**Other:**

- 051 Other (PLEASE WRITE IN)
- 052 (Nothing in particular)
- 053 (Don't know / can't remember)

**Q16** Do you have access to broadband internet at home or work or somewhere else?  
DO NOT PROMPT. CAN BE MULTICODED

- 1 Yes, at home
- 2 Yes, at work
- 3 Yes, other location
- 4 No

**Q17 How often do you purchase goods via the Internet?**

DO NOT PROMPT. ONE ANSWER ONLY

- 1 Every few days
- 2 Weekly
- 3 Fortnightly
- 4 Monthly
- 5 A few times a year
- 6 Rarely
- 7 Never
- 8 (Don't know / varies)

GO TO GEN

**Q18 What type of goods do you purchase via the Internet?**

DO NOT PROMPT. CAN BE MULTICODED.

- 1 Clothing & Footwear
- 2 DIY & Decorating goods
- 3 Domestic appliances
- 4 Floor coverings & household textiles
- 5 Food and grocery items
- 6 Holidays
- 7 Personal / luxury goods, including books, jewellery, china, glass, cosmetics & medical goods
- 8 Recreational goods, including bicycles, games, toys, sports & camping equipment
- 9 TV, Hi Fi, radio, photographic & computer equipment
- A Music, gaming, other media
- B Other (PLEASE WRITE IN)
- D (Don't know / can't remember)

**Q19 On average, how much money do you normally spend on internet shopping every month ?**

DO NOT PROMPT. ONE ANSWER ONLY

- 1 £0-5
- 2 £6-10
- 3 £11-20
- 4 £21-30
- 5 £31-40
- 6 £41-50
- 7 £51-60
- 8 £61-70
- 9 £71-80
- A £81-90
- B £91-100
- C £101+
- D (Don't know / varies)
- E (Refused)

**GEN Gender of respondent.**

CODE FROM OBSERVATION

- 1 Male
- 2 Female

**AGE Could I ask, how old are you ?**

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 +
- 7 (Refused)

**ADU How many adults, including yourself, live in your household (16 years and above) ?**

ONE ANSWER ONLY

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six or more
- 7 (Refused)

**CHI**      **How many children live in your household (15 years and under) ?**  
ONE ANSWER ONLY

- 1      None
- 2      One
- 3      Two
- 4      Three
- 5      Four
- 6      Five
- 7      Six or more
- 8      (Refused)

**EMP**      **Which of the following best describes the chief wage earner of your household's current employment situation ?**  
READ OUT

- 1      Working full time
- 2      Working part time
- 3      Unemployed
- 4      Retired
- 5      A housewife
- 6      A student
- 7      Other (PLEASE WRITE IN)
- 8      (Refused)

**OCC**      **What is the occupation of the chief income earner in your household ?**  
(IF RETIRED OR UNEMPLOYED, PLEASE ASK PREVIOUS OCCUPATION)

- 1      Occupation / job description (PLEASE WRITE IN)
- 2      (Refused)

**INC**      **Approximately what is your total gross household income ?**  
DO NOT PROMPT. ONE ANSWER ONLY

- 1      £0-£14,999
- 2      £15,000 - £20,999
- 3      £21,000 - £30,999
- 4      £31,000 - £40,999
- 5      £41,000 - £50,999
- 6      £51,000 - £60,999
- 7      £61,000 - £70,999
- 8      £71,000 - £80,999
- 9      £81,000 - £90,999
- A      £91,000 - £100,999
- B      £100,000 - £150,999
- C      £151,000+
- D      (Don't know / refused)

**CAR**      **How many cars does your household own or have the use of ?**  
ONE ANSWER ONLY

- 1      None
- 2      One
- 3      Two
- 4      Three or more
- 5      (Refused)

**Thank & close**