

Dartford Retail and Leisure Study

HOUSEHOLD INTERVIEW SURVEY QUESTIONNAIRE

Note to Interviews

In questions 2 and 5 to 13 inclusive, if a particular shop or store is mentioned by respondents, ask where it is and code the response accordingly.

Good morning/afternoon. I am calling from Next Steps Market Research Limited, and we are conducting a shopping survey in your area. Are you the person responsible for most of your household's shopping? If so, would you be kind enough to take part in this survey – the questions will only take a few minutes of your time?

1. Can I just ask you your postcode please?

List of postcodes covering the catchment area. If not on list, thank and close the interview.

See attached Sampling Specification.

First some questions about shopping for food:

2. At which food store do you do most of your household's main food shopping, and where is that?

Food stores in *Dartford Town Centre*:

Co-op, Hythe Street, Dartford
Iceland, High Street, Dartford
Sainsburys, Priory Market Place, Dartford
Waitrose, Orchards Shopping Centre, Dartford

Other food stores around Dartford:

*ASDA, Crossways Boulevard, Greenhithe
Waitrose, Station Road, Longfield
Sainsbury's, Stadium Way, Crayford
Johnstones Supermarket, 7 Parkside Parade, Dartford
Iceland Foods, Crayford Road, Dartford*

Any Food stores in:

Bexley
Bexleyheath
Bromley
Chatham
Crayford
Croydon
Erith
Gillingham
Gravesend
Greenhithe
Hempstead Valley
Maidstone
Northfleet

Orpington
Rochester
Sevenoaks
Strood
Swanscombe
Swanley

- Local convenience shops
- Other (please specify)
- Internet
- Don't do
- Don't know/No Answer

3. When you do your household's main food shopping, do you usually do any non-food shopping in the same centre on the same journey?

Yes
No

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

Car; car (including park and ride); bus; taxi; train; cycle; motorcycle; walk.

5. 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?

Answers as for Question 2.

Now some questions about non-food shopping:

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

Dartford Town Centre
Retail warehouses in Dartford
Food Superstores in Dartford

Lakeside, Thurrock

Bluewater, Greenhithe

Gravesend Town Centre
Retail warehouses in Gravesend
Food Superstores in Gravesend

Bexleyheath Town Centre
Retail warehouses in Bexleyheath
Food Superstores in Bexleyheath

Chatham Town Centre
Retail warehouses in Chatham
Food Superstores in Chatham

Maidstone Town Centre

Retail warehouses in Maidstone
Food Superstores in Maidstone

Sevenoaks Town Centre
Retail warehouses in Sevenoaks
Food Superstores in Sevenoaks

Croydon Town Centre
Retail warehouses in Croydon
Food Superstores in Croydon

Orpington Town Centre
Retail warehouses in Orpington
Food Superstores in Orpington

Bromley Town Centre
Retail warehouses in Bromley
Food Superstores in Bromley

Central London

- Other locations (please specify)
- Internet
- Mail Order
- Don't buy
- Don't know/No answer

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

Answers as for question 6

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

Answers as for Question 6.

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

Answers as for Question 6.

10. 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?

Answers as for Question 6.

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

Answers as for Question 6.

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

Answers as for Question 6.

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

Answers as for Question 6.

14. When you shop for non-food goods, how do you usually travel there?

Answers as for question 4

Now I would like to ask you about where you go for leisure activities.

15. Which town do members of your household visit most often for the following leisure facilities:

	Cinema?	Theatre?	Bowling Alley?	Sports Centre or Gym?	Nightclub ?	Eating out in pubs, cafes or restaurants ?
Dartford Town Centre						
Elsewhere in Dartford						
Bexleyheath						
Bluewater						
Bromley						
Central London						
Chatham						
Croydon						
Gravesend						
Lakeside						
Maidstone						
Orpington						
Rochester						
Sevenoaks						
Other towns (specify which)						
Don't use						
Don't know/no answer						

Now I need 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.

16. What is the occupation of the head of your household?

If retired ask for previous occupation

17. SEG (Record from answer to Question 14)

- A/B
- C1
- C2
- D/E
- Refused

18. How many people are there in your household who are aged between:

- 0 - 4 years
- 5 - 15 years
- 16 - 24 years
- 25 - 44 years
- 45 to pensionable age
- Pensionable age

19. 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)?
- In full time employment - 30 or more hours per week?
- Unemployed but available or seeking employment?

**20. 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)**

- None
- One
- Two
- Three or more

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

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

The Council has a legal duty to monitor the effect of its services and policies on minority ethnic groups:

20. Please can you indicate your ethnicity?

White

- British
- Irish
- Any other white background
- Other (*Please write below*)

Mixed

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Asian background

	Other (<i>Please write in below</i>)
Asian or Asian British	Indian Pakistani Bangladeshi Any other Asian background Other (<i>Please write in below</i>)
Black or Black British	Caribbean African Any other Black background Other (<i>Please write in below</i>)
Chinese or other ethnic groups	Chinese Any other ethnic group Other (<i>Please write in below</i>)
Refused	

22. Gender of respondent (Record by observation – do not ask)

- Male
- Female

Thank and close interview.

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