

London Borough of Redbridge Household Survey

LBR
2.34.2

Good morning / afternoon / evening, I am from NEMS market research and we are conducting a short survey in your area about shopping on behalf of Redbridge Council. The survey will help the Council plan for shopping needs of the area. Do you have time to answer some questions please? It will take about 5 minutes.

QA Are you the person responsible for main food shopping in your household?

- 1 Yes
2 No

IF 'YES' – CONTINUE INTERVIEW.

IF 'NO' – ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE, THANK AND CLOSE INTERVIEW.

Q01 Where did you last undertake your main food and grocery purchase ?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE NAME AND LOCATION

#Food Food List

- 501 Internet / home delivery
502 (Don't do main food shopping)

GO TO Q04
GO TO Q02
THANK AND CLOSE

Those who do their main food shopping via the Internet at Q01:

Q02 Which store did you last get your Internet / home delivery main food shopping from?
ONE ANSWER ONLY.

- 1 Asda
2 Morrison
3 Ocado
4 Sainsbury's
5 Tesco
6 Waitrose
7 Other (PLEASE WRITE IN)
8 (Don't know / can't remember)

Those who do their main food shopping via the Internet at Q01:

Q03 And was that a Click & Collect purchase or did you have your shopping delivered ?
ONE ANSWER ONLY.

- 1 Click & Collect
2 Delivered

Q04 How much did you spend on your last main food and grocery shop (including internet)?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- X To the nearest £: (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Q05 What was the main reason why you chose [STORE MENTIONED AT Q01] for your last main food shopping?

DO NOT PROMPT. ONE ANSWER ONLY

- 1 Good range of food items
2 Good range of non-food items
3 Good availability of items in stock
4 Good staff knowledge / expertise
5 Good level of staffing
6 Good value for money
7 More choice
8 Easy to find what you need
9 Nice store/like the store
A Close to home / live here
B Close to work
C Close to relatives / friends
D Easy parking
E Good public transport links
F Visiting as a tourist
G Close to other shopping destination (PLEASE WRITE IN)
H Other (PLEASE WRITE IN)
I (No particular reason)
J (Don't know)

Q06 And where did you undertake your main food shopping purchase the time before last ?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE NAME AND LOCATION

#Food Food List

- 501 Internet / home delivery (PLEASE WRITE IN)
502 (Don't know / varies)
503 (Don't do top-up food shopping)

Those who do their main food shopping via the Internet at Q06:

Q07 Which store did you get your Internet / home delivery main food shopping from?
ONE ANSWER ONLY.

- 1 Asda
2 Morrison
3 Ocado
4 Sainsbury's
5 Tesco
6 Waitrose
7 Other (PLEASE WRITE IN)
8 (Don't know / can't remember)

Those who do their main food shopping via the Internet at Q06:

Q08 And was that a Click & Collect purchase or did you have your shopping delivered ?

ONE ANSWER ONLY.

- 1 Click & Collect
- 2 Delivered

Q09 How much did you spend at that store (including internet)?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- X To the nearest £: (PLEASE WRITE IN)
- Y (Don't know / varies)
- Z (Refused)

Q10 What was the main reason why you chose [STORE MENTIONED AT Q06] for your main food shopping the time before last?

DO NOT PROMPT. ONE ANSWER ONLY.

- 1 Close to home / live here
- 2 Close to relatives / friends
- 3 Close to work
- 4 Easy parking
- 5 Easy to find what you need
- 6 Good availability of items in stock
- 7 Good level of staffing
- 8 Good public transport links
- 9 Good range of food items
- A Good range of non-food items
- B Good staff knowledge / expertise
- C Good value for money
- D More choice
- E Nice store / like the store
- F Visiting as a tourist
- G Close to other shopping destination (PLEASE WRITE IN)
- H Other (PLEASE WRITE IN)
- I (No particular reason)
- J (Don't know / varies)

Q11 Do you ever make shopping trips for small top-up purchases such as bread, milk and other such items in-between your main food shopping trips?

ONE ANSWER ONLY

- 1 Yes
- 2 No

GO TO Q12
GO TO Q14

Those who do top-up shopping at Q11:

Q12 Where did you last undertake these top-up purchases?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE NAME AND LOCATION

#Food Food List

- 501 Internet / home delivery (PLEASE WRITE IN)
- 502 (Don't know / varies)
- 503 (Don't do top-up food shopping)

Those who do top-up shopping at Q11:

Q13 How much did you spend at that store (including internet)?

DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

- X To the nearest £: (PLEASE WRITE IN)
- Y (Don't know / varies)
- Z (Refused)

Q14 Where did you last buy clothes & footwear?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-F Non-Food List

Q15 Where did you last buy books, CDs, DVDs?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-

Food Non-Food List

Q16 Where did you last buy furnishings & household textiles?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-

Food Non-Food List

Q17 Where did you last buy small household goods (glassware, utensils, clocks, watches)?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-F Non-Food List

Q18 Where did you last buy toys, games, bicycles, pets/pet products & other recreational goods?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-

Food Non-Food List

Q19 Where did you last buy chemist/health & beauty goods?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-

Food Non-Food List

Q20 Where did you last buy large electrical goods (white goods)?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-Food
Food Non-Food List

Q21 Where did you last buy small electrical goods (cameras, tablets, computers, hairdryers, blenders)?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-Food
Food Non-Food List

Q22 Where did you last buy DIY, decorating goods & gardening products?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-Food
Food Non-Food List

Q23 Where did you last buy furniture, carpets & floor coverings?

DO NOT PROMPT. ONE ANSWER ONLY. PROBE FOR STORE / RETAIL CENTRE NAME AND LOCATION

#Non-Food
Food Non-Food List

Q24 How often do you make trips to Ilford Town Centre for shopping and / or services?

DO NOT READ OUT. ONE ANSWER ONLY.

- | | | |
|---|-----------------------|-----------|
| 1 | Everyday | GO TO Q26 |
| 2 | 5 - 6 times a week | GO TO Q26 |
| 3 | 3 - 4 times a week | GO TO Q26 |
| 4 | Twice a week | GO TO Q26 |
| 5 | Once a week | GO TO Q26 |
| 6 | Once every two weeks | GO TO Q26 |
| 7 | Once a month | GO TO Q26 |
| 8 | Once every two months | GO TO Q26 |
| 9 | 3 or 4 times a year | GO TO Q26 |
| A | Twice a year | GO TO Q26 |
| B | Once a year | GO TO Q26 |
| C | Less often | GO TO Q26 |
| D | Never | GO TO Q26 |
| E | (Don't know / varies) | GO TO Q26 |

Those who never visit Ilford Town Centre for shopping and / or services at Q24:

Q25 Why do you not use Ilford Town Centre for shopping and / or services?
DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- | | | |
|---|--|-----------|
| 1 | Choice of leisure facilities (cinema, gym, pubs etc) | GO TO Q27 |
| 2 | Choice of services (hairdressers, banks etc) | GO TO Q27 |
| 3 | Enough choice in the local Ilford area | GO TO Q27 |
| 4 | Environmental quality of centre | GO TO Q27 |
| 5 | Expensive car parking | GO TO Q27 |
| 6 | Inconveniently located car parking | GO TO Q27 |
| 7 | Lack of choice and range of shops | GO TO Q27 |
| 8 | Lack of preferred supermarket operator | GO TO Q27 |
| 9 | Not accessible by public transport | GO TO Q27 |
| A | Not easy to get to | GO TO Q27 |
| B | Prefer other town centres | GO TO Q27 |
| C | Too far away from home or work | GO TO Q27 |
| D | Other (PLEASE WRITE IN) | GO TO Q27 |
| E | (Nothing / no reason to visit) | GO TO Q27 |
| F | (Don't know) | GO TO Q27 |

Those who visit Ilford Town Centre for shopping and / or services at Q24:

Q26 What is the main reason(s) for visiting Ilford Town Centre?
DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- | | |
|---|---|
| 1 | Go to hairdressers / dry cleaners or other services |
| 2 | Go to work |
| 3 | Shopping for food items |
| 4 | Shopping for non-food items |
| 5 | Use bank / financial services |
| 6 | Use post office |
| 7 | Visit doctors / dentist |
| 8 | Visit pub / restaurant |
| 9 | Other (PLEASE WRITE IN) |
| A | (Don't know) |

Q27 What would encourage you to visit Ilford Town Centre more?
DO NOT PROMPT. CAN BE MULTICODED. PROBE FULLY. Anything else?

- 1 Better environment
- 2 Better public transport facilities
- 3 Better range of leisure facilities
- 4 Better range of shops
- 5 Better restaurants / bars
- 6 Better security
- 7 Cheaper parking
- 8 Cheaper public transport
- 9 Discount foodstores within the town centre
- A Improved leisure facilities
- B Improved non-food shops within the town centre
- C Improved quality of environment
- D Improved quality of shops
- E Improved street cleaning
- F Increased choice and range of shops
- G Longer opening hours
- H Lower priced parking
- I More brand names
- J More convenient parking
- K More independent shops
- L More parking
- M Safer / better personal security
- N Safer car parks in the evening
- O Nothing
- P Other (PLEASE WRITE IN)
- Q (Don't know)

GEN Gender of respondent:
DO NOT READ OUT. CODE FROM OBSERVATION.

- 1 Male
- 2 Female

AGE Could I ask, how old are you?
DO NOT READ OUT. ONE ANSWER ONLY.

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

ADU Including yourself, how many people are there in your household who are aged 16 and over?
DO NOT READ OUT. ONE ANSWER ONLY.

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

CHI How many people are there in your household who are aged 15 and under?
DO NOT READ OUT. ONE ANSWER ONLY.

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

CAR How many cars does your household own or have the use of?
DO NOT READ OUT. ONE ANSWER ONLY.

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

EMP Which of the following best describes employment status?
READ OUT. ONE ANSWER ONLY.

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

Thank & Close