

**J8988 East Herts Household Survey – Final Questionnaire v2 – 01-04-08 SR**

**Telephone Introduction:**

**Good morning/ afternoon. My name is AgentName and I am calling from an independent research agency called 'R&M'. 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 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 S\_Address2 S\_Address3 S\_Address4 S\_Address5 S\_Postcode**

**F2 Can I just ask you to confirm your postcode please?**

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

- CM17 0
- CM20 2
- CM21 0
- CM21 9
- CM22 6
- CM22 7
- CM23 1
- CM23 2
- CM23 3
- CM23 4
- CM23 5
- CM24 1
- CM24 8
- SG10 6
- SG11 1
- SG11 2
- SG12 0
- SG12 7
- SG12 8
- SG12 9
- SG13 7
- SG13 8
- SG14 1
- SG14 3
- SG14.2
- SG2 7
- SG9 9
- Not on list

*If = 28, 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:**

**Q1. Where do you do MOST of your household's main food shopping?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF OTHER, PLEASE SPECIFY STORE AND LOCATION, E.G. Sainsbury's, Draymans Way, Alton**

- Baldock town centre
- Bishops Stortford town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon town centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Ware town centre
- Welwyn Garden City town centre
- Asda, 98 Town Centre, HATFIELD
- Asda, Beehive Centre, Coldhams Lane, CAMBRIDGE
- Asda, Queen Elizabeth II Square, South Woodham Ferrers, CHELMSFORD
- Asda, Village Square, Chelmer Village, CHELMSFORD
- Asda, Water Gardens, HARLOW
- Budgens, London Road, SAWBRIDGEWORTH
- Co-op, Beehive Centre, Coldhams Lane, CAMBRIDGE
- Co-op, Station Road, BUNTINGFORD
- Iceland, HODDESDON
- Lidl, The Forum, STEVENAGE
- Marks & Spencer Simply Food, Garden Square Shopping Centre, LETCHWORTH
- Marks and Spencer's, THE BROOKFIELD CENTRE - CHESHUNT
- Morrisons, Broad Street, Cambourne, CAMBRIDGE
- Morrisons, Broadway, LETCHWORTH
- Morrisons, Hatfield Road, ST ALBANS
- Morrisons, Welwyn Garden City
- Sainsburys, Barnet Road, London Colney, ST ALBANS
- Sainsbury's, BISHOPS STORTFORD
- Sainsburys, Brook Road, Coldhams Lane, CAMBRIDGE
- Sainsbury's, Sidney Road, CAMBRIDGE
- Sainsburys, Corey's Mill, Hitchin Road, STEVENAGE
- Sainsbury's, Enfield, A10 RETAIL PARK
- Sainsburys, Everard Close, ST ALBANS
- Sainsbury's, Fifth Avenue/Allende Avenue, HARLOW
- Sainsbury's, HODDESDON
- Sainsburys, Letchworth Business Park, Third Avenue, LETCHWORTH
- Sainsburys, The Poplars, Magpie Crescent, STEVENAGE
- Sainsbury's, Thorley Centre, BISHOPS STORTFORD
- Sainsburys, White Hart Lane, Springfield, CHELMSFORD
- Somerfield, Baldock Street, ROYSTON
- Somerfield, Copperfield Way, North Melbourne Centre, CHELMSFORD

- Somerfield, High Street, BUNTINGFORD
- Somerfield, Oval Pin Green, STEVENAGE
- Tesco, 58 High Street, BALDOCK
- Tesco, Bishop Park Centre, BISHOPS STORTFORD
- Tesco, Broadwater Retail Park, London Road, STEVENAGE
- Tesco, Cambridge Road Industrial Estate, Minton, CAMBRIDGE
- Tesco, Chambers Lane, CAMBRIDGE
- Tesco, THE BROOKFIELD CENTRE - CHESHUNT
- Tesco, Church Langley Centre, HARLOW
- Tesco, East Road, Edinburgh Way, HARLOW
- Tesco, Great North Way, HATFIELD
- Tesco, Harvey Centre, HARLOW
- Tesco, Old North Road, ROYSTON
- Tesco, Princes Road, CHELMSFORD
- Tesco, Radwinter Road, SAFFRON WALDEN
- Tesco, Springfield Road, CHELMSFORD
- Tesco, St Peters Street, ST ALBANS
- Tesco, The Forum, STEVENAGE
- Tesco, Viking Way, Bar Hill, CAMBRIDGE
- Tesco, Ware Road, HERTFORD
- Tesco, West Street, WARE
- Tesco, Yarrow Road, Cherry Hinton, CAMBRIDGE
- Waitrose, Bircherley Green Shopping Centre, HERTFORD
- Waitrose, BISHOPS STORTFORD
- Waitrose, Ermine Close, Mayne Avenue, ST ALBANS
- Waitrose, Hauxton Road, Trumpington, CAMBRIDGE
- Waitrose, High Street, STEVENAGE
- Waitrose, Hill Street, SAFFRON WALDEN
- Internet
- Other (specify)

If = , goto 'Q5'

**Q2. When you do your household's main food shopping, how do you usually travel?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**PLEASE REMEMBER TO ASK "DRIVER" OR "PASSENGER", IF RESPONDENT TRAVELS BY CAR/VAN**

- Car/Van (as driver)
- Car/Van (as passenger)
- Park and Ride
- Bus
- Motorcycle
- Walk
- Taxi
- Train
- Bicycle
- Goods delivered
- Other (specify)

**Q3. When you do your household's main food shopping in Q1, do you usually combine it with non-food shopping on the same journey?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

- Yes
- No

If = 2, do not ask 'Q4'

**Q4. Where do you do MOST of this non-food shopping?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION**

- Baldock town centre
- Bishops Stortford town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon town centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Ware town centre
- Welwyn Garden City town centre
- Beehive Centre, Coldhams Lane, CAMBRIDGE
- Cambridge Retail Park, CAMBRIDGE
- Chelmer Village Retail Park, CHELMSFORD
- The Brookfield Centre, CHESHUNT
- Edinburgh Way Retail Park, HARLOW
- Elizabeth Way, SAFFRON WALDEN
- Hatfield Road, ST ALBANS
- Homelands Retail Park, CHELMSFORD
- Letchworth Business Park, LETCHWORTH
- Monkswood Retail Park, STEVENAGE
- Galleria, HATFIELD
- Oldings Corner, HATFIELD
- Plinston Retail Park, LETCHWORTH
- Princes Gate Retail Park, HARLOW
- Queensgate Centre, HARLOW
- Riverside Retail Park, CHELMSFORD
- Roaring Meg North Retail Park, STEVENAGE
- Roaring Meg South Retail Park, STEVENAGE
- Roebuck Retail Park, STEVENAGE
- St Albans Retail Park, Griffiths Road, ST ALBANS
- St James's Park, Edinburgh Way, HARLOW
- The Firs, Fairlands Way, STEVENAGE
- The Forum, STEVENAGE
- The Meadows, CHELMSFORD
- The Oaks Retail Park, HARLOW
- Water Gardens, HARLOW

- Waterhouse Lane, CHELMSFORD
- Internet
- Other (specify)

**Q5. Where do you do MOST of your household's shopping for small scale 'top-up' food and convenience goods purchases?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY STORE NAME AND TOWN, E.G. Sainsbury's, Draymans Way, Alton**

- The Avenue, Bengoe, HERTFORD
- Baldock town centre
- Bishops Stortford town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Fleming Crescent, HERTFORD
- Harlow town centre
- Hatfield town centre
- Havers Parade, BISHOPS STORTFORD
- Hertford town centre
- Hockerill, BISHOPS STORTFORD
- Hoddesdon town centre
- Kingshill, WARE
- Letchworth town centre
- Much Hadham
- Puckeridge
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- Sele Farm, HERTFORD
- Snowley Parade, BISHOPS STORTFORD
- St Albans town centre
- Stevenage town centre
- Ware town centre
- Watton-at-Stone
- Welwyn Garden City town centre
- A10 Farm Shop
- Asda, 98 Town Centre, HATFIELD
- Asda, Beehive Centre, Coldhams Lane, CAMBRIDGE
- Asda, Queen Elizabeth II Square, South Woodham Ferrers, CHELMSFORD
- Asda, Village Square, Cheimer Village, CHELMSFORD
- Asda, Water Gardens, HARLOW
- Budgens, London Road, SAWBRIDGEWORTH
- Co-op, Station Road, BUNTINGFORD
- Co-Op, Bengoe Street, HERTFORD
- Iceland, HODDESDON
- Marks & Spencer Simply Food, Garden Square Shopping Centre, LETCHWORTH
- Marks and Spencer's, THE BROOKFIELD CENTRE - CHESHUNT
- Morrisons, Broad Street, Cambourne, CAMBRIDGE
- Morrisons, Broadway, LETCHWORTH
- Morrisons, Hatfield Road, ST ALBANS
- Sainsburys, Barnet Road, London Colney, ST ALBANS

- Sainsbury's, BISHOPS STORTFORD
- Sainsburys, Brook Road, Coldhams Lane, CAMBRIDGE
- Sainsburys, Corey's Mill, Hitchin Road, STEVENAGE
- Sainsburys, Everard Close, ST ALBANS
- Sainsburys, Fifth Avenue/Allende Avenue, HARLOW
- Sainsburys, Letchworth Business Park, Third Avenue, LETCHWORTH
- Sainsbury's, Sidney Road, CAMBRIDGE
- Sainsburys, The Poplars, Magpie Crescent, STEVENAGE
- Sainsbury's, Thorley Centre, BISHOPS STORTFORD
- Sainsburys, White Hart Lane, Springfield, CHELMSFORD
- Sainsbury's, HODDESDON
- Somerfield, Baldock Street, ROYSTON
- Somerfield, Copperfield Way, North Melbourne Centre, CHELMSFORD
- Somerfield, High Street, BUNTINGFORD
- Somerfield, Oval Pin Green, STEVENAGE
- Tesco, 58 High Street, BALDOCK
- Tesco, Bishop Park Centre, BISHOPS STORTFORD
- Tesco, Broadwater Retail Park, London Road, STEVENAGE
- Tesco, Cambridge Road Industrial Estate, Minton, CAMBRIDGE
- Tesco, Chambers Lane, CAMBRIDGE
- Tesco, THE BROOKFIELD CENTRE - CHESHUNT
- Tesco Metro, CHESHUNT
- Tesco, Church Langley Centre, HARLOW
- Tesco, East Road, Edinburgh Way, HARLOW
- Tesco, Great North Way, HATFIELD
- Tesco, Harvey Centre, HARLOW
- Tesco Express, HODDESDON
- Tesco, Old North Road, ROYSTON
- Tesco, Princes Road, CHELMSFORD
- Tesco, Radwinter Road, SAFFRON WALDEN
- Tesco, Springfield Road, CHELMSFORD
- Tesco, St Peters Street, ST ALBANS
- Tesco, The Forum, STEVENAGE
- Tesco, Viking Way, Bar Hill, CAMBRIDGE
- Tesco, Ware Road, HERTFORD
- Tesco, West Street, WARE
- Tesco, Yarrow Road, Cherry Hinton, CAMBRIDGE
- Van Hages, Gt Amwell
- Waitrose, Bircherley Green Shopping Centre, HERTFORD
- Waitrose, BISHOPS STORTFORD
- Waitrose, Ermine Close, Mayne Avenue, ST ALBANS
- Waitrose, Hauxton Road, Trumpington, CAMBRIDGE
- Waitrose, High Street, STEVENAGE
- Waitrose, Hill Street, SAFFRON WALDEN
- Internet
- Don't do 'top-up' food shopping (DO NOT READ OUT)
- Other (specify)

**I would like to ask you some questions about shopping for non-food items:**

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

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY TOWN CENTRE/ RETAIL PARK ONLY**

- Baldock town centre
- Bishops Stortford town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon Town Centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Ware town centre
- Welwyn Garden City town centre
- Beehive Centre, Coldhams Lane, CAMBRIDGE
- Cambridge Retail Park, CAMBRIDGE
- Chelmer Village Retail Park, CHELMSFORD
- The Brookfield Centre, CHESHUNT
- Queensgate Centre, HARLOW
- Galleria, HATFIELD
- Riverside Retail Park, CHELMSFORD
- St Albans Retail Park, Griffiths Road, ST ALBANS
- The Forum, STEVENAGE
- Water Gardens, HARLOW
- Internet
- Don't buy
- Other (specify)

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

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY TOWN CENTRE/ RETAIL PARK ONLY**

- Baldock town centre
- Bishops Stortford town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon Town Centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Ware town centre
- Welwyn Garden City town centre
- A10 RETAIL PARK

- Beehive Centre, Coldhams Lane, CAMBRIDGE
- Cambridge Retail Park, CAMBRIDGE
- Chelmer Village Retail Park, CHELMSFORD
- Chesterton Road, CAMBRIDGE
- THE BROOKFIELD CENTRE, CHESHUNT
- Edinburgh Way Retail Park, HARLOW
- Elizabeth Way, SAFFRON WALDEN
- Fitzroy Park, BISHOPS STORTFORD
- Hatfield Road, ST ALBANS
- High Street, STEVENAGE
- Homelands Retail Park, CHELMSFORD
- London Road, STEVENAGE
- Newmarket Road, CAMBRIDGE
- Oldings Corner, HATFIELD
- Plinston Retail Park, LETCHWORTH
- Princes Gate Retail Park, HARLOW
- Queensgate Centre, HARLOW
- Riverside Retail Park, CHELMSFORD
- Roaring Meg North Retail Park, STEVENAGE
- Roebuck Retail Park, STEVENAGE
- St Albans Retail Park, Griffiths Road, ST ALBANS
- The Meadows, CHELMSFORD
- The Oaks Retail Park, HARLOW
- Van Hage Garden Centre, WARE
- Waterhouse Lane, CHELMSFORD
- Internet
- Don't buy
- Other (specify)

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

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY TOWN CENTRE/ RETAIL PARK ONLY**

- Baldock town centre
- Bishops Stortford town centre
- Brimsdown town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon Town Centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Ware town centre
- Welwyn Garden City town centre
- A10 RETAIL PARK

- Beehive Centre, Coldhams Lane, CAMBRIDGE
- Cambridge Retail Park, CAMBRIDGE
- Chelmer Village Retail Park, CHELMSFORD
- Chesterton Road, CAMBRIDGE
- THE BROOKFIELD CENTRE, CHESHUNT
- Edinburgh Way Retail Park, HARLOW
- Elizabeth Way, SAFFRON WALDEN
- Fitzroy Park, BISHOPS STORTFORD
- Hatfield Road, ST ALBANS
- Oldings Corner, HATFIELD
- Plinston Retail Park, LETCHWORTH
- Princes Gate Retail Park, HARLOW
- Queensgate Centre, HARLOW
- Riverside Retail Park, CHELMSFORD
- Roaring Meg North Retail Park, STEVENAGE
- St Albans Retail Park, Griffiths Road, ST ALBANS
- The Meadows, CHELMSFORD
- The Oaks Retail Park, HARLOW
- Van Hage Garden Centre, WARE
- Waterhouse Lane, CHELMSFORD
- Internet
- Don't buy
- Other (specify)

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

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY TOWN CENTRE/ RETAIL PARK ONLY**

- Baldock town centre
- Bishops Stortford town centre
- Brimsdown town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon town centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Waltham Cross town centre
- Ware town centre
- Welwyn Garden City town centre
- A10 Retail Park
- Beehive Centre, Coldhams Lane, CAMBRIDGE
- Cambridge Retail Park, CAMBRIDGE
- Chelmer Village Retail Park, CHELMSFORD
- Chesterton Road, CAMBRIDGE

- The Brookfield Centre, CHESHUNT
- Edinburgh Way Retail Park, HARLOW
- Elizabeth Way, SAFFRON WALDEN
- Fitzroy Park, BISHOPS STORTFORD
- Hatfield Road, ST ALBANS
- Letchworth Business Park, LETCHWORTH
- Monkswood Retail Park, STEVENAGE
- Newmarket Road, CAMBRIDGE
- Oldings Corner, HATFIELD
- Queensgate Centre, HARLOW
- Riverside Retail Park, CHELMSFORD
- Roaring Meg North Retail Park, STEVENAGE
- Roebuck Retail Park, STEVENAGE
- St Albans Retail Park, Griffiths Road, ST ALBANS
- The Meadows, CHELMSFORD
- Van Hage Garden Centre, WARE
- Waterhouse Lane, CHELMSFORD
- Internet
- Don't buy
- Other (specify)

**Q10. Where do you do most of your household's shopping for radio, TV, telephone, HiFi, Musical instruments and photographic equipment?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY TOWN CENTRE/ RETAIL PARK ONLY**

- Baldock town centre
- Bishops Stortford town centre
- Brimsdown town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon town centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Waltham Cross town centre
- Ware town centre
- Welwyn Garden City town centre
- A10 Retail Park
- Beehive Centre, Coldhams Lane, CAMBRIDGE
- Cambridge Retail Park, CAMBRIDGE
- Chelmer Village Retail Park, CHELMSFORD
- Letchworth Business Park, LETCHWORTH
- Mitchams Corner, CAMBRIDGE
- Brookfield Centre, CHESHUNT
- Monkswood Retail Park, STEVENAGE

- Newmarket Road, CAMBRIDGE
- Oldings Corner, HATFIELD
- Plinston Retail Park, LETCHWORTH
- Queensgate Centre, HARLOW
- Riverside Retail Park, CHELMSFORD
- Roaring Meg North Retail Park, STEVENAGE
- Roebuck Retail Park, STEVENAGE
- St Albans Retail Park, Griffiths Road, ST ALBANS
- St James Park, Edinburgh Way, HARLOW
- The Forum, STEVENAGE
- The Meadows, CHELMSFORD
- The Oaks Retail Park, HARLOW
- Van Hage Garden Centre, WARE
- Internet
- Don't buy
- Other (specify)

**Q11. Where do you do most of your household's shopping for china, glass and hardware?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY TOWN CENTRE/ RETAIL PARK ONLY**

- Baldock town centre
- Bishops Stortford town centre
- Brimsdown town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon town centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Waltham Cross town centre
- Ware town centre
- Welwyn Garden City town centre
- A10 Retail Park
- Beehive Centre, Coldhams Lane, CAMBRIDGE
- Cambridge Retail Park, CAMBRIDGE
- Chelmer Village Retail Park, CHELMSFORD
- Chesterton Road, CAMBRIDGE
- Cuton Hall Lane, CHELMSFORD
- Brookfield Centre, CHESHUNT
- Edinburgh Way Retail Park, HARLOW
- Elizabeth Way, SAFFRON WALDEN
- Fitzroy Park, BISHOPS STORTFORD
- Hatfield Road, ST ALBANS
- High Street, STEVENAGE
- Homelands Retail Park, CHELMSFORD

- Letchworth Business Park, LETCHWORTH
- London Road, STEVENAGE
- Newmarket Road, CAMBRIDGE
- Oldings Corner, HATFIELD
- Plinston Retail Park, LETCHWORTH
- Princes Gate Retail Park, HARLOW
- Queensgate Centre, HARLOW
- Riverside Retail Park, CHELMSFORD
- Roaring Meg North Retail Park, STEVENAGE
- Roebuck Retail Park, STEVENAGE
- St Albans Retail Park, Griffiths Road, ST ALBANS
- The Meadows, CHELMSFORD
- The Oaks Retail Park, HARLOW
- Van Hage Garden Centre, WARE
- Ware Road, HERTFORD
- Waterhouse Lane, CHELMSFORD
- Internet
- Don't buy
- Other (specify)

**Q12. Where do you do most of your household's shopping for DIY goods, gardening goods and decorating supplies?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY TOWN CENTRE/ RETAIL PARK ONLY**

- Baldock town centre
- Bishops Stortford town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon town centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Waltham Cross town centre
- Ware town centre
- Welwyn Garden City town centre
- A10 Retail Park
- Beehive Centre, Coldhams Lane, CAMBRIDGE
- Cambridge Retail Park,, CAMBRIDGE
- Chesterton Road, CAMBRIDGE
- Cuton Hall Lane, CHELMSFORD
- Edinburgh Way Retail Park, HARLOW
- Elizabeth Way, SAFFRON WALDEN
- Fitzroy Park, BISHOPS STORTFORD
- Hatfield Road, ST ALBANS
- High Street, STEVENAGE

- Homelands Retail Park, CHELMSFORD
- Letchworth Business Park, LETCHWORTH
- London Road, STEVENAGE
- Newmarket Road, CAMBRIDGE
- Oldings Corner, HATFIELD
- Plinston Retail Park, LETCHWORTH
- Princes Gate Retail Park, HARLOW
- Queensgate Centre, HARLOW
- Riverside Retail Park, CHELMSFORD
- Roaring Meg North Retail Park, STEVENAGE
- Roaring Meg South, STEVENAGE
- St Albans Retail Park, Griffiths Road, ST ALBANS
- The Oaks Retail Park, HARLOW
- Van Hage Garden Centre, WARE
- Ware Road, HERTFORD
- Waterhouse Lane, CHELMSFORD
- Internet
- Don't buy
- Other (specify)

**Q13. Where do you do most of your household's shopping for books, jewellery, watches, recreational and luxury goods?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY TOWN CENTRE/ RETAIL PARK ONLY**

- Baldock town centre
- Bishops Stortford town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Hoddesdon town centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Waltham Cross town centre
- Ware town centre
- Welwyn Garden City town centre
- A10 Retail Park
- Beehive Centre, Coldhams Lane, CAMBRIDGE
- Cambridge Retail Park, CAMBRIDGE
- Chelmer Village Retail Park, CHELMSFORD
- Homelands Retail Park, CHELMSFORD
- Brookfield Centre, CHESHUNT
- Queensgate Centre, HARLOW
- Roaring Meg North Retail Park, STEVENAGE
- Roebuck Retail Park, STEVENAGE
- The Meadows, CHELMSFORD

- Van Hage Garden Centre, WARE
- Internet
- Don't buy
- Other (specify)

**Q14. Where do you do most of your household's shopping for chemists goods?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**INTERVIEWERS: IF 'OTHER' PLEASE SPECIFY TOWN CENTRE/ RETAIL PARK ONLY**

- Baldock town centre
- Bishops Stortford town centre
- Buntingford town centre
- Cambridge city centre
- Chelmsford town centre
- Harlow town centre
- Hatfield town centre
- Hertford town centre
- Letchworth town centre
- Royston town centre
- Saffron Walden town centre
- Sawbridgeworth town centre
- St Albans town centre
- Stevenage town centre
- Ware town centre
- Cambridge Retail Park, CAMBRIDGE
- Chelmer Village Retail Park, CHELMSFORD
- Roaring Meg North Retail Park, STEVENAGE
- Internet
- Don't buy

**Q15. When you shop for non-food goods, how do you usually travel?**

**DO NOT READ OUT - SINGLE ANSWER ONLY**

**PLEASE REMEMBER TO ASK "DRIVER" OR "PASSENGER", IF RESPONDENT TRAVELS BY CAR/VAN**

- Car/Van (as driver)
- Car/Van (as passenger)
- Park and Ride
- Bus
- Motorcycle
- Walk
- Taxi
- Train
- Bicycle
- Goods delivered
- Other (specify)

**Q16a. Do you use weekly markets in the town centres?**

- Yes
- No

If = 2, do not ask 'Q16b'

**Q16b. How would you rate these markets in terms of quality?**

**READ OUT LIST - SINGLE ANSWER ONLY**

- Very good
- Good
- Fair
- Poor
- Very poor

**Q16c. Do you use the monthly Farmer's market in Hertford?**

- Yes
- No

If = 2, do not ask 'Q16d'

**Q16d. How would you rate this market in terms of quality?**

**READ OUT LIST - SINGLE ANSWER ONLY**

- Very good
- Good
- Fair
- Poor
- Very poor

**Q17. What improvements would make you use the markets such as the Farmer's market in Hertford or the weekly town centre markets?**

**DO NOT READ OUT - MARK ALL THAT APPLY**

(11 maximum responses)

- Better facilities for the disabled
- Better public toilet facilities
- Better quality goods
- Improved security in car parks
- Improvements to accessibility by car
- Improvements to pedestrian environment / pedestrianisation
- Improvements to public transport / more buses
- Lower parking charges/ fees/ costs
- Safety/ more police/ CCTV/ lighting/ safety improvements
- Too far to travel
- Nothing (DO NOT READ OUT)
- Other (specify)

**Q18a. Which of the following is your main town centre for shopping and services?**

**READ OUT LIST - SINGLE ANSWER ONLY**

- Bishops Stortford
- Buntingford
- Hertford
- Sawbridgeworth
- Ware
- Other (specify)

**Q18b. What do you like about Q18a town centre for shopping and services?**

- Attractive environment/nice place
- Close to friends or relatives
- Close to home
- Close to work
- Easy to get to by bike
- Easy to get to by bus
- Easy to get to by car
- Easy to park
- Good food stores
- Good pubs, cafes or restaurants
- Good range of non-food shops
- Particular shops or stores in the town centre
- Park and Ride
- Safe and secure
- Traffic free shopping centre
- Nothing/very little
- Don't know
- Other (specify)

**Demographics. Please READ OUT Statement:**

**I would now 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.**

**Q19a. May I ask the occupation of the chief wage earner?**

**Q19b. SEG**

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

**Q20. May I ask which age group you are in?**

**PLEASE READ OUT**

- 18 - 24 years
- 25 - 34 years
- 35 - 44 years
- 45 - 54 years
- 55 - 64 years
- 65 years or above
- Refused (DO NOT READ OUT)

**Q21. How many people including yourself are there in your household?**

**READ OUT LIST. SINGLE ANSWER ONLY**

- One
- Two
- Three
- Four
- Five
- Six or more
- Refused (DO NOT READ OUT)

**Q22. How many vehicles does your household own or have the use of (including light vans, pickups, landrovers, etc)?**

- None
- One
- Two
- Three or more
- Refused (DO NOT READ OUT)

**Q23. Gender of respondent**

**RECORD BY OBSERVATION**

- Male
- Female

**Q24. 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, 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**