

Appendix B: Consumer Telephone Survey Results

As part of a telephone consumer survey conducted in Vaughan, questions about the City were asked to determine existing perceptions and satisfaction levels of trade area residents. The telephone survey was sub-contracted to a research company who interviewed some 800 people between April 1 – May 12, 2009. As shown below in Figure B-1 the telephone surveys were distributed equally throughout the City based on the 2006 Census population data.

Figure B-2 provides the characteristics of the sample. A copy of the survey has also been included (see Figure B-5). Figure B-3 presents a breakdown of NFSR Expenditures by type, zone of residence and zone of purchase based on the results of the in home telephone survey. We have also included the background data utilized to calculate the weighted non-department store NFSR distribution. Figures B-4 details the FSR expenditures by the restaurant, supermarket and grocery/convenience trade groups.

Figure B-1

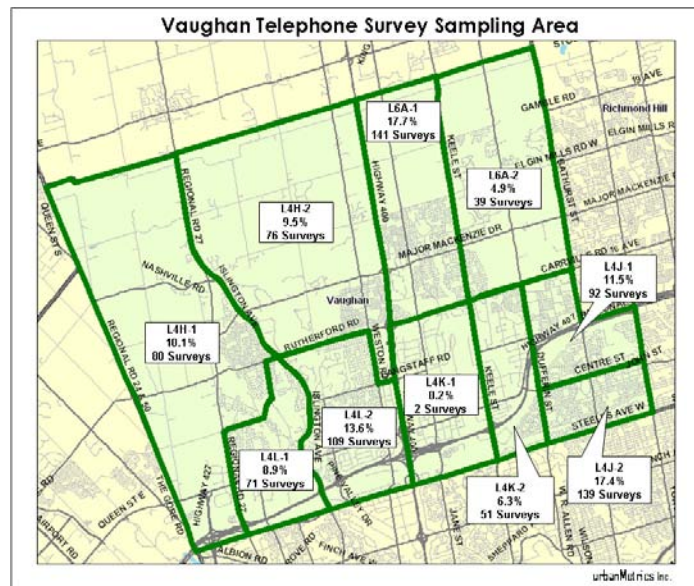


Figure B-2

Qu. 13 - Number of People in Household

	Mean
Q13	3.52

Source: urbanMetrics, 2009

Qu. 14 - Age Group

	Count	Col %
Under 25	20	2.5%
25 - 34	103	12.9%
35 - 44	223	27.9%
45 - 54	222	27.8%
55 - 64	126	15.8%
65 and over	94	11.8%
Refused	12	1.5%
Total	800	100.0%

Source: urbanMetrics, 2009

Qu. 15 - Gender of Primary

	Count	Col %
Female	599	74.9%
Male	201	25.1%
Total	800	100.0%

Source: urbanMetrics, 2009

Figure B-3

Consumer Telephone Survey Results: NFSR Expenditures by Vaughan Residents (2009)

Node	All General Merchandise Retailers (3 months)		Fashion Retailers (3 months)		Miscellaneous Retailers (3 months)		Home Improvement Retailers (3 months)		Home Furnishings Retailers (3 months)		Pharmacy and Personal Care Retailers (3 months)		All NFSR Expenditures (3 months)	
	Out. 1 & 2 Expenditures		Out. 3 Expenditure		Out. 4 Expenditure		Out. 5 Expenditure		Out. 6 Expenditure		Out. 9 Expenditure		NFSR Expenditure	
	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
1 Vaughan Mills & Area	47,100	7.4%	\$59,349	34.8%	\$12,550	10.2%	\$86,470	47.6%	\$27,110	13.5%	\$4,215	1.6%	\$150,324	9.6%
2 400 & 7 Power Centre Node	278,600	43.8%	\$34,203	20.0%	\$47,064	38.4%	\$2,300	0.1%	\$71,956	35.5%	\$5,565	2.2%	\$523,258	33.9%
3 Steeles Corridor - West of Dufferin	0	0.0%	0	0.0%	\$2,605	2.1%	\$200	0.1%	\$7,510	3.7%	0	0.0%	\$10,345	0.7%
4 Langstaff & Hwy 27	\$23,599	3.7%	\$100	0.1%	0	0.0%	0	0.0%	0	0.0%	\$2,220	0.9%	\$26,119	1.7%
5 Woodbridge Village	\$20	0.0%	\$900	0.5%	\$110	0.1%	0	0.0%	0	0.0%	\$300	0.1%	\$1,330	0.1%
6 Weston Corridor	\$20	0.0%	\$1,300	0.6%	\$1,460	1.2%	\$2,050	1.1%	\$300	0.2%	\$39,645	15.4%	\$44,865	2.9%
7 Sonoma Heights	\$225	0.0%	0	0.0%	\$2,420	2.0%	\$2,250	1.2%	\$1,000	0.5%	\$28,950	11.3%	\$34,845	2.2%
8 Pine Valley Business Park	0	0.0%	0	0.0%	0	0.0%	0	0.0%	\$900	0.4%	\$900	0.3%	\$1,800	0.1%
9 Hwy 7 Corridor - West of Pine Valley	\$2,026	0.3%	0	0.0%	\$470	0.4%	\$515	0.3%	0	0.0%	\$17,802	6.9%	\$20,813	1.3%
10 Other Vaughan - West of Hwy 400	\$1,070	0.2%	0	0.0%	\$1,010	0.8%	\$1,785	1.0%	\$125	0.1%	\$600	0.2%	\$4,590	0.3%
11 Kleinburg	0	0.0%	\$100	0.1%	\$300	0.2%	0	0.0%	0	0.0%	\$45	0.0%	\$445	0.0%
12 Langstaff & Jane Industrial Area	0	0.0%	0	0.0%	\$100	0.1%	0	0.0%	0	0.0%	0	0.0%	100	0.0%
13 Rutherford Corridor	\$4,436	0.7%	0	0.0%	0	0.0%	\$300	0.2%	0	0.0%	\$1,110	0.4%	\$5,846	0.4%
14 Maple	\$620	0.1%	\$430	0.3%	\$2,642	2.2%	\$42,158	23.2%	\$550	0.3%	\$45,660	17.8%	\$92,060	5.9%
15 Concord	\$150	0.0%	0	0.0%	\$1,096	0.9%	\$425	0.2%	\$12,550	6.3%	\$1,050	0.4%	\$15,271	1.0%
16 Thornhill - Promenade & Area	\$119,096	18.7%	\$27,528	16.1%	\$14,548	11.9%	\$580	0.3%	\$1,960	1.0%	\$67,296	26.2%	\$231,008	14.7%
17 Steeles Corridor - East of Dufferin	0	0.0%	\$1,300	0.6%	\$4,256	3.5%	0	0.0%	\$1,945	0.7%	\$2,100	0.8%	\$9,001	0.6%
18 Yonge Corridor	0	0.0%	\$800	0.5%	\$485	0.4%	0	0.0%	0	0.0%	\$360	0.1%	\$1,645	0.1%
19 Other Vaughan - East of Hwy 400	\$25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	25	0.0%
SUBTOTAL Vaughan	\$476,987	74.9%	\$726,010	73.9%	\$91,116	74.4%	\$136,963	75.4%	\$124,796	62.2%	\$277,878	84.7%	\$1,173,690	74.8%
Centerpoint Mall & Area	\$31,024	4.9%	\$2,908	1.7%	\$570	0.5%	0	0.0%	0	0.0%	\$2,520	1.0%	\$37,022	2.4%
Dufferin & Steeles	0	0.0%	\$2,025	1.2%	\$500	0.4%	\$28,754	15.8%	\$3,080	1.5%	\$7,170	2.8%	\$41,529	2.6%
Other Toronto	\$62,677	9.8%	\$27,594	16.2%	\$10,980	9.0%	\$1,610	0.9%	\$36,242	18.1%	\$23,295	9.1%	\$162,398	10.3%
Hilcrest Mall & Area	\$16,925	2.7%	\$3,560	2.1%	\$2,495	2.0%	0	0.0%	\$2,420	1.2%	\$585	0.2%	\$25,985	1.7%
Highway 7 Yonge Power Centre	\$27,540	4.3%	\$1,350	0.8%	\$7,290	6.0%	\$10,660	5.9%	\$9,375	4.7%	\$975	0.4%	\$57,190	3.6%
Other Richmond Hill	\$4,905	0.8%	\$685	0.4%	\$2,420	2.0%	\$300	0.2%	\$1,700	0.8%	\$975	0.4%	\$10,985	0.7%
Thornhill Markham	0	0.0%	\$370	0.3%	\$3,470	2.8%	0	0.0%	\$185	0.1%	\$2,400	0.9%	\$6,625	0.4%
Other Markham	\$6,500	1.0%	\$920	0.5%	\$1,150	0.1%	\$1,040	0.6%	\$2,400	1.2%	\$1,140	0.4%	\$12,150	0.8%
Brampton	\$3,110	0.5%	\$500	0.3%	\$1,094	0.9%	\$1,450	0.8%	\$12,850	6.3%	0	0.0%	\$18,804	1.2%
Caledon	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mississauga	\$2,740	0.4%	\$1,670	1.0%	\$1,240	1.0%	0	0.0%	\$2,000	1.0%	\$120	0.0%	\$7,770	0.5%
Other Ontario	\$3,758	0.6%	\$1,048	0.6%	\$910	0.7%	\$490	0.3%	\$1,750	0.9%	\$210	0.1%	\$8,166	0.5%
USA	50	0.0%	\$1,100	0.6%	\$100	0.1%	0	0.0%	0	0.0%	0	0.0%	1,250	0.1%
Other Canada	\$530	0.1%	\$685	0.4%	0	0.0%	0	0.0%	\$150	0.1%	0	0.0%	\$1,365	0.1%
SUBTOTAL Outside Vaughan	\$159,759	25.1%	\$44,615	26.1%	\$31,219	25.5%	\$44,304	24.4%	\$71,952	35.8%	\$39,390	15.3%	\$391,239	24.9%
Unknown	0	0.0%	0	0.0%	\$120	0.1%	\$275	0.2%	\$4,000	2.0%	0	0.0%	4,395	0.3%
Total	\$636,746	100.0%	\$170,625	100.0%	\$122,455	100.0%	\$181,542	100.0%	\$200,748	100.0%	\$257,208	100.0%	\$1,569,324	100.0%

Source: urbanMetrics, 2009

Figure B-4

Consumer Telephone Survey Results: FSR Expenditures by Vaughan Residents (2009)									
Node		Supermarket 3 months		Conv. & Spec. Food 3 months		Restaurant 1 month		FSR Expenditure 3 months	
		Qu. 7 Expenditure		Qu. 8 Expenditure		Qu. 10 Expenditure		FSR Expenditure	
		Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %	Sum	Column Sum %
1	Vaughan Mills & Area	\$71,835	4.7%	\$60	0.1%	\$7,131	13.7%	\$71,895	4.5%
2	400 & 7 Power Centre Node	\$242,841	15.9%	\$375	0.5%	\$6,739	12.9%	\$243,216	15.2%
3	Steeles Corridor - West of Dufferin		0.0%	\$120	0.2%	\$735	1.4%	\$120	0.0%
4	Langstaff & Hwy 27	\$126,729	8.3%		0.0%	\$620	1.2%	\$126,729	7.9%
5	Woodbridge Village		0.0%	\$810	1.1%	\$550	1.1%	\$810	0.1%
6	Weston Corridor	\$212,277	13.9%	\$6,795	9.0%	\$6,766	13.0%	\$219,072	13.7%
7	Sonoma Heights	\$32,310	2.1%	\$7,806	10.3%	\$1,900	3.6%	\$40,116	2.5%
8	Pine Valley Business Park		0.0%	\$1,500	2.0%	\$240	0.5%	\$1,500	0.1%
9	Hwy 7 Corridor - West of Pine Valley	\$32,895	2.2%	\$1,560	2.1%	\$1,452	2.8%	\$34,455	2.2%
10	Other Vaughan - West of Hwy 400	\$75	0.0%		0.0%	\$190	0.4%	\$75	0.0%
11	Kleinburg		0.0%	\$270	0.4%	\$350	0.7%	\$270	0.0%
12	Langstaff & Jane Industrial Area		0.0%		0.0%		0.0%	0	0.0%
13	Rutherford Corridor	\$76,950	5.0%		0.0%	\$484	0.9%	\$76,950	4.8%
14	Maple	\$231,030	15.1%	\$12,075	16.0%	\$1,105	2.1%	\$243,105	15.2%
15	Concord		0.0%	\$990	1.3%	\$140	0.3%	\$990	0.1%
16	Thornhill - Promenade & Area	\$289,125	18.9%	\$20,385	27.0%	\$5,566	10.7%	\$309,510	19.3%
17	Steeles Corridor - East of Dufferin	\$18,030	1.2%	\$1,815	2.4%	\$515	1.0%	\$19,845	1.2%
18	Yonge Corridor		0.0%	\$300	0.4%	\$975	1.9%	\$300	0.0%
19	Other Vaughan - East of Hwy 400		0.0%		0.0%		0.0%	0	0.0%
	SUBTOTAL Vaughan	\$1,334,097	87.4%	\$54,861	72.7%	\$35,458	68.1%	\$1,388,958	86.7%
	Centerpoint Mall & Area	\$10,755	0.7%	\$465	0.6%	\$305	0.6%	\$11,220	0.7%
	Dufferin & Steeles	\$66,021	4.3%	\$1,110	1.5%	\$1,115	2.1%	\$67,131	4.2%
	Other Toronto	\$64,170	4.2%	\$13,110	17.4%	\$6,958	13.4%	\$77,280	4.8%
	Hillcrest Mall & Area	\$1,335	0.1%		0.0%	\$745	1.4%	\$1,335	0.1%
	Highway 7 Yonge Power Centre	\$16,320	1.1%		0.0%	\$530	1.0%	\$16,320	1.0%
	Other Richmond Hill	\$8,940	0.6%	\$2,076	2.7%	\$2,990	5.7%	\$11,016	0.7%
	Thornhill Markham	\$8,085	0.5%	\$3,570	4.7%	\$1,662	3.2%	\$11,655	0.7%
	Other Markham	\$7,125	0.5%		0.0%	\$520	1.0%	\$7,125	0.4%
	Brampton	\$6,180	0.4%		0.0%	\$180	0.3%	\$6,180	0.4%
	Caledon		0.0%		0.0%		0.0%	0	0.0%
	Mississauga	\$150	0.0%		0.0%	\$380	0.7%	\$150	0.0%
	Other Ontario	\$2,415	0.2%	\$315	0.4%	\$985	1.9%	\$2,730	0.2%
	USA	\$450	0.0%		0.0%		0.0%	450	0.0%
	Other Canada		0.0%		0.0%	\$250	0.5%	\$0	0.0%
	SUBTOTAL Outside Vaughan	\$191,946	12.6%	\$20,646	27.3%	\$16,620	31.9%	\$212,592	13.3%
	Unknown	\$300	0.0%		0.0%		0.0%	300	0.0%
	Total	\$1,526,343	100.0%	\$75,507	100.0%	\$52,078	100.0%	\$1,601,850	100.0%

Source: urbanMetrics, 2009

Figure B-5

VAUGHAN TELEPHONE CONSUMER SURVEY



F0

Interviewer: _____ Verified by: _____
 Date of Interview: _____

Good _____, My name is _____ of Network Research Inc., a market research company. We are conducting a survey of people's shopping habits and I want to ask you a few questions. I assure you we are not selling anything.

Interviewer, Please watch Quota - 75% female / 25%

A. Are you over the age of 19 and the primary shopper in your home?

YES: GO TO QUESTION B.

NO: ASK FOR SOMEONE WHO IS AND RE-INTRODUCE.

B. In the last THREE MONTHS, have you done any shopping whatsoever?

YES: GO TO QUESTION C.

NO: TERMINATE INTERVIEW. THIS IS NOT A COMPLETED SURVEY.

C. INTERVIEWER: Circle the appropriate SAMPLING AREA.

Interviewer, Please watch Quota

Circle Area	FSA	# of Surveys
1	L4H-1	80
2	L4H-2	76
3	L4J-1	92
4	L4J-2	139
5	L4K-1	2
6	L4K-2	51
7	L4L-1	71
8	L4L-2	109
9	L6A-1	141
10	L6A-2	39

INTERVIEWER: Please record data below and continue with survey

Phone Number: Postal Code [6 digits]

Time Started: _____ am / pm Time Finished: _____ am / pm

INTERVIEWER: Please ensure that information is complete, then proceed to Question 1a.

1 a) In the past THREE MONTHS, have you shopped in a DEPARTMENT STORE, such as The Bay, Sears, Zellers or Wal-Mart?

Yes 1 [GO TO QUESTION 1 b)]
 No 2 [SKIP TO QUESTION 2 a)]

1 b) What is the name of the store and where is it located?

1 c) About how much did you spend during the past THREE MONTHS at this store?

(If Answered Wal-Mart Super Store for Question 1b) proceed to Question 1d otherwise proceed to Question 2)

1 d) What portion of this amount was spent on food/grocery items?

ASK THESE QUESTIONS TOGETHER

1 b) Name of Store	1 b) Location	CODE	1 c) Amount Spent	1 Amount Sp
	PLEASE SEE CODES LIST		\$.00 \$
			\$.00 \$
			\$.00 \$
			\$.00 \$
			\$.00 \$
			\$.00 \$
			\$.00 \$
			\$.00 \$
Other	SPECIFY	99	\$.00 \$
Other	SPECIFY	99	\$.00 \$

1 e) Have you shopped at any other DEPARTMENT STORES in the past THREE MONTHS?

IF YES, REPEAT QUESTION 1 b) to 1 c) above as often as necessary.

2 a) In just the past THREE MONTHS, have you shopped at any of the following GENERAL MERCHANDISE stores?

	Circle		Circle			
(i) A Canadian Tire store	Yes	1	[GO TO 2 b)]	No	2	[SKIP TO (ii)]
(ii) A warehouse membership Club, such as Costco or Sam's Club?	Yes	1	[GO TO 2 b)]	No	2	[SKIP TO (ii)]
(iii) A dollar store, variety store or general store?	Yes	1	[GO TO 2 b)]	No	2	GO TO 3

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER

2 b) What is the name of the store and where is it located?

2 c) About how much did you spend during the PAST THREE MONTHS at this store in TOTAL?

ASK THESE QUESTIONS TOGETHER

2 b) Name of Store	2 b) Location	2 c) Amount Spent in
	PLEASE SEE CODES LIST	\$
		\$
		\$

5 a) In the past THREE MONTHS, have you shopped at any of the following HOME IMPROVEMENT or OUTDOOR HOME SUPPLIES stores?

		Circle		Circle	
(i) A home improvement centre or hardware store?	Yes	1	GO TO 5 b)	No	2 (SK
(ii) A paint and wallpaper store?	Yes	1	GO TO 5 b)	No	2 (SK
(iii) Other building material and home supply stores, including plumbing and electrical supply stores?	Yes	1	GO TO 5 b)	No	2 (SK
(iv) A nursery or garden centre?	Yes	1	GO TO 5 b)	No	2 GC

5 b) What is the name of the store and where is it located?

5 c) About how much did you spend during the past THREE MONTHS at this store?

ASK THESE QUESTIONS TOGETHER

5 b) Name of Store	5 b) Location Shopping Centre/Street Location/Community	Office Use	5 c) Amount Spent
	PLEASE SEE CODES LIST		\$
			\$
			\$
			\$
			\$
			\$
			\$
OTHER	SPECIFY	99	\$
OTHER	SPECIFY	99	\$

5 d) Have you shopped at any other BUILDING or OUTDOOR HOME SUPPLY store in the PAST THREE MONTHS?

IF YES, REPEAT QUESTION 5 b) to 5 c) above as often as necessary. Repeat this sequence for all 5 a) questions, (i)

INTERVIEWER: THE FOLLOWING QUESTION IS FOR SHOPPING HABITS IN THE PAST SIX MONTHS

6 a) In just the past SIX MONTHS, have you shopped at any of the following HOME FURNISHINGS stores?

		Circle		Circle	
(i) A furniture store, appliance store, TV or electronics store?	Yes	1	GO TO 6 b)	No	2 (SK
(ii) A camera, photographic supply, or computer and software store?	Yes	1	GO TO 6 b)	No	2 (SK
(iii) A lighting, floor covering, or window covering store?	Yes	1	GO TO 6 b)	No	2 (SK
(iv) A kitchen, tableware, bedding, linen or picture frame and print store?	Yes	1	GO TO 6 b)	No	2 GC

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER

6 b) What is the name of the store and where is it located?

6 c) About how much did you spend during the past SIX MONTHS at this store?

INTERVIEWER: THE FOLLOWING QUESTIONS ARE FOR SHOPPING HABITS IN THE PAST MONTH

7 a) In just the past MONTH, have you shopped at any SUPERMARKETS?

Yes 1 **[GO TO QUESTION 7 b)]**
 No 2 **[SKIP TO QUESTION 8 a)]**

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER

7 b) What is the name of the store and where is it located?
7 c) About how much did you spend during the past MONTH at this store?

ASK THESE QUESTIONS TOGETHER

7 b) Name of Store	7 b) Location <small>Shopping Centre/Street Location/Community</small>	<small>Office Use</small>	7 c) Amount Spent
	PLEASE SEE CODES LIST		\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
OTHER	SPECIFY	99	\$
OTHER	SPECIFY	99	\$

7 d) Have you shopped at any other SUPERMARKET or GROCERY store in the PAST MONTH?

IF YES, REPEAT QUESTION 7 b) to 7 c) above as often as necessary.

8 a) In just the past MONTH, have you shopped at any other grocery stores or other specialty food stores, such as bakeries, delis, meat shops, convenience food stores, fruit markets?

Circle

Yes 1 **[GO TO QUESTION 8 b)]**
 No 2 **[SKIP TO QUESTION 3 a)]**

8 b) What is the name of the store and where is it located?
8 c) About how much did you spend during the PAST MONTH at this store in TOTAL?

ASK THESE QUESTIONS TOGETHER

8 b) Name of Store	8 b) Location <small>Shopping Centre/Street Location/Community</small>	Code	8 c) Amount Spent in Total	8 c) Amount Spent on
	PLEASE SEE CODES LIST		\$	\$
			\$	\$
			\$	\$

9 a) In just the past MONTH, have you shopped at any of the following PHARMACIES or PERSONAL CARE stores?

		Circle		Circle	
(i) A pharmacy or drug store?	Yes	1	GO TO 9 b)	No	2 [SK
(ii) A health nutrition store?	Yes	1	GO TO 0 b)	No	2 [SK
(iii) A cosmetics, beauty supply or perfume store?	Yes	1	GO TO 9 b)	No	2 [SK
(iv) An optical goods store?	Yes	1	GO TO 9 b)	No	2 GC

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER

9 b) What is the name of the store and where is it located?

9 c) About how much did you spend during the past MONTH at this store?

ASK THESE QUESTIONS TOGETHER

9 b) Name of Store	9 b) Location	Office Use	9 c) Amount Spent
Shopping Centre/Street Location/Community			
	PLEASE SEE CODES LIST		\$
			\$
			\$
			\$
			\$
			\$
			\$
OTHER	SPECIFY	99	\$
OTHER	SPECIFY	99	\$

9 d) Have you shopped at any other pharmacy or personal care store in the PAST MONTH?

IF YES, REPEAT QUESTION 9 b) to 9 c) above as often as necessary. Repeat this sequence for all 9 a) questions, (i)

10 a) In the past MONTH, have you dined at a RESTAURANT [Including Full Service Restaurants (sit down restaurants) AND Limited Service Restaurants (fast food resta

Yes 1 [GO TO QUESTION 10 b)]
 No 2 [SKIP TO QUESTION 11 a)]

10 b) What is the name of the restaurant and where is it located?

10 c) About how much did you spend during the past MONTH at this restaurant?

ASK THESE QUESTIONS TOGETHER

10 b)	10 b)	Code	# c)
Name of Restaurant	Location Restaurant/Street Location/Community		Amount Spent
	PLEASE SEE CODES LIST		\$
			\$
			\$
			\$

THESE NEXT FEW QUESTIONS ARE ABOUT YOUR VIEW ON EXISTING SHOPPING FACILITIES IN THE CITY OF VAUGHAN

11 How would you describe the following in terms of their availability to you in the City of Vaughan?

	Too Many	Just Right	Not Enough
	1	2	3
(i) Big Box Retail (such as those at Highway 7/Highway 400)			
(ii) Enclosed Shopping Malls (such as Vaughan Mills or the Promenade)			
(iii) Convenience/Neighbourhood Scale Retailers			
(iv) Pedestrian Retail Areas (Such as Woodbridge Village or Kleinburg)			
(v) Retail Accessible by Transit			

12 a) Have you visited any of the following pedestrian retail areas in the past year?

	Yes	Circle	GO TO	12 b)	No	Circle	SKIP TO	(iii)
(i) Kleinburg								
(ii) Woodbridge Village								
(iii) Yonge Street in Thornhill								

b) How did you travel to [(i), (ii), or (iii)] the last time you visited there? [DO NOT READ LIST]

	Circle One
Car	1
Walk	2
Transit	3
Bike	4
Other (Specify)	5

c) I am going to read out a list of descriptions and after each one please give it a score from 1 to 10. A score of "1" indicates you feel the description does not describe [(i), (ii), or (iii)] at all and a score of "10" indicates you feel the description describes [(i), (ii), or (iii)] very well. [(i), (ii), or (iii)] is READ ATTRIBUTE ...?

READ OUT ITEMS ONE AT A TIME AND CIRCLE AN ANSWER BELOW. ROTATE ORDER

Attribute	Does not Describe at all										Describes very well										Don't Know
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	
(i) A shopping area for people like me																					0
(ii) A good place to take visitors from out-of-town																					0
(iii) A good place to visit in the evening																					0
(iv) Convenient for me to visit																					0
(v) A good place to go for lunch or dinner																					0
(vi) A place with good selection of goods and services																					0



13) How many persons live in your household?

ENTER NO.

14) In which of the following age groups are you?

[READ LIST]

	Circle One
Under 25	1
25-34	2
35-44	3
45-54	4
55-64	5
65 and over	6
REFUSED [DO NOT READ]	7

INTERVIEW COMPLETED WITH: PLEASE RECORD

Male primary shopper	1
Female primary shopper	2

THANK YOU VERY MUCH FOR YOUR TIME AND CO-OPERATION

