

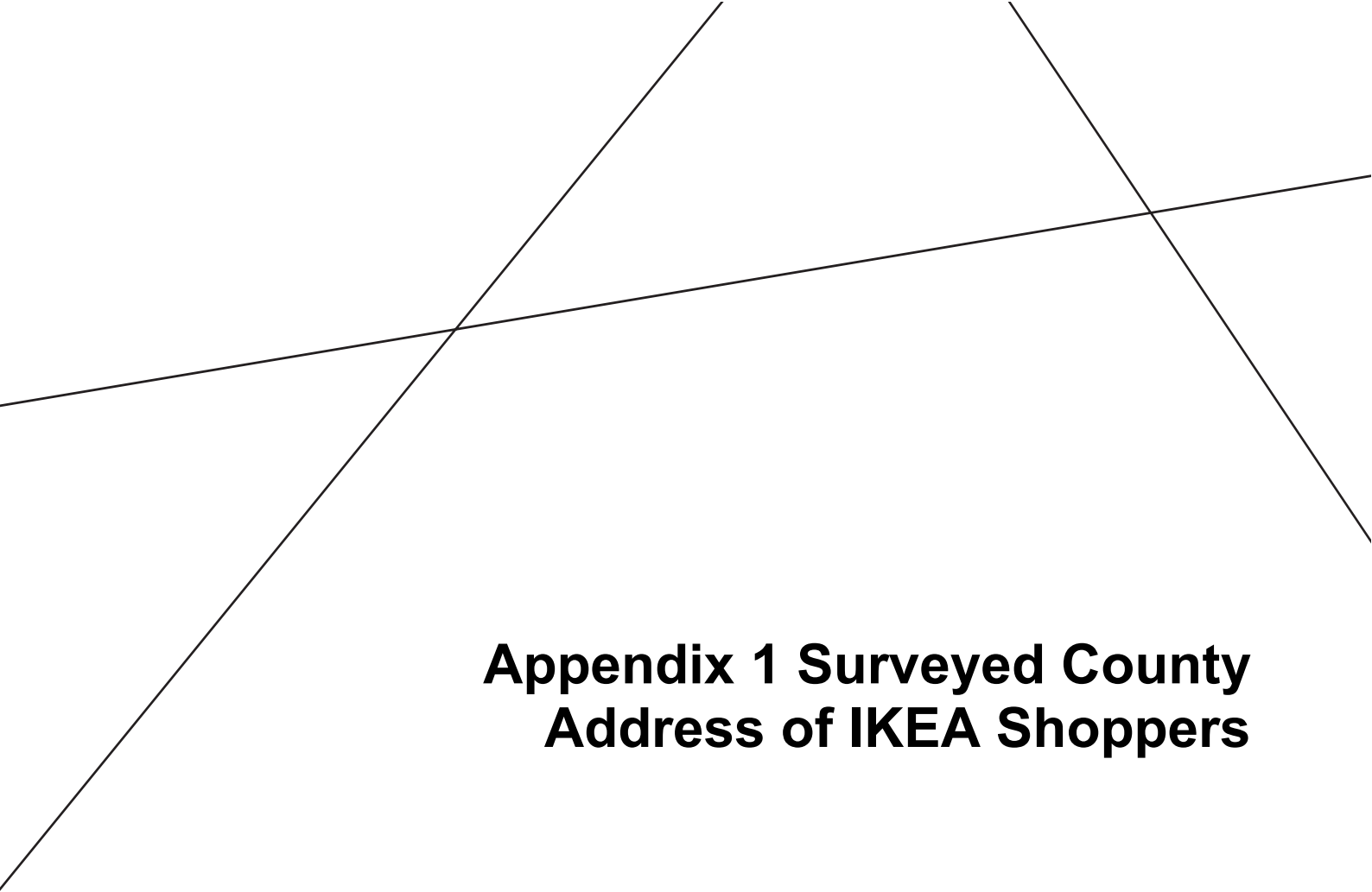
Ballymun Retail Study 2016 Final Report

Prepared on behalf of Dublin City Council



Appendices:

- **Appendix 1 Surveyed County Address of IKEA Shoppers**
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**Appendix 1 Surveyed County
Address of IKEA Shoppers**

01

Appendix 1 County address of IKEA shoppers

County address of visitors to IKEA	
County	Percentage of visitors
Dublin	55.1%
Kildare	6.5%
Cork	4.3%
Galway	4.0%
Wicklow	4.0%
Meath	3.8%
Tipperary	3.2%
Louth	2.7%
Kerry	1.9%
Laois	1.9%
Mayo	1.6%
Offaly	1.6%
Cavan	1.3%
Kilkenny	1.1%
Limerick	1.1%
Waterford	0.8%
Wexford	0.8%
Roscommon	0.5%
Westmeath	0.5%
Carlow	0.3%
Donegal	0.3%
Leitrim	0.3%
Monaghan	0.3%
NI	1.1%
England	0.8%
EU	0.3%
Total	100%

Source: Aecom hourly surveys over two days in November 2015



Appendix 2 Copy of Questionnaire

02

Ballymun Household Survey

Good morning/afternoon/evening. My name is ... from Strategic Marketing, an independent research agency working on behalf of Dublin City Council. We are conducting a short survey of residents in the Ballymun area about shopping habits. Could you spare me a few minutes to answer some quick questions?

The survey will take no longer than 10 minutes and by participating you will be placed in the prize draw with other people who have taken part in the survey with a chance to win a single prize of 400 euros. The lucky winner will be contacted by phone and the winning name will be published on the Council's Facebook page.

May I speak to the person who does most of your household shopping?

Q1a **As we need to speak to people within and around Ballymun, could you confirm <repeat address from database> is your current address?**

- Yes, correct No

Q1b **If no, what is your full address so that we can check which area you fall into?**

Interviewers - please check the address list and code respondent's address into the following catchment area

- | | |
|----------------------------------|---|
| <input type="radio"/> Ballymun A | <input type="radio"/> Ballygal C |
| <input type="radio"/> Ballymun B | <input type="radio"/> Whitehall A |
| <input type="radio"/> Ballymun C | <input type="radio"/> Whitehall B |
| <input type="radio"/> Ballymun D | <input type="radio"/> Airport |
| <input type="radio"/> Ballymun E | <input type="radio"/> None of the above - thank and close interview |
| <input type="radio"/> Ballymun F | |

Respondent's actual full address

CONVENIENCE GOODS SHOPPING

Convenience goods are generally grocery items and everyday consumables that you buy regularly and locally

Q2 To start with, can I ask which store you visit to do most of your MAIN FOOD/grocery shopping?

(Tick only one & only tick several if the respondent states that a number of stores are equally visited)

- Aldi, St Margaret's Road, Finglas
- Aldi, Santry Avenue
- Dunnes, Charlestown Shopping Centre, Finglas
- Dunnes, Northside Shopping Centre, Coolock
- Dunnes, Blanchardstown Shopping Centre
- Dunnes, Pavilions Shopping Centre, Swords
- Iceland, Finglas Village Centre
- Lidl, North Road, Finglas
- Lidl, Omni Park Shopping Centre, Santry
- M&S, Blanchardstown Shopping Centre
- Supervalu, Main Street, Ballymun
- Supervalu, Finglas
- Supervalu, Northside Shopping Centre, Coolock
- Supervalu, Pavilions Shopping Centre, Swords
- Tesco, Omni Park Shopping Centre, Santry
- Tesco Extra, Clearwater Shopping Centre, Finglas
- Tesco, Phibsboro Shopping Centre, Phibsborough, Dublin
- Other

Other (please specify below)

Q3 How do you normally travel to shop for your food/groceries?

(If more than one mode of transport record the one for the longest part of journey)

- | | |
|----------------------------|-----------------------------|
| <input type="radio"/> Car | <input type="radio"/> Train |
| <input type="radio"/> Walk | <input type="radio"/> Cycle |
| <input type="radio"/> Bus | <input type="radio"/> Other |
| <input type="radio"/> Taxi | |

Other (please specify below)

Q4 How long does the journey take?

- | | |
|---------------------------------------|---------------------------------------|
| <input type="radio"/> 0 - 5 minutes | <input type="radio"/> 31 - 45 minutes |
| <input type="radio"/> 6 - 10 minutes | <input type="radio"/> 46 - 60 minutes |
| <input type="radio"/> 11 - 15 minutes | <input type="radio"/> An hour or more |
| <input type="radio"/> 16 - 20 minutes | <input type="radio"/> Don't know |
| <input type="radio"/> 21 - 30 minutes | |

Q5 Why do you choose to shop at {Q2} for these goods?

(Do not read out - tick all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Convenient / close to home | <input type="checkbox"/> Preference to shop at a particular store |
| <input type="checkbox"/> Convenient / close to work | <input type="checkbox"/> Near to other shops so can shop around |
| <input type="checkbox"/> Free parking | <input type="checkbox"/> Habit, have always used the store |
| <input type="checkbox"/> On the bus route | <input type="checkbox"/> Offers and discounts (including Loyalty schemes) |
| <input type="checkbox"/> Wide range of goods available | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Reasonable prices | <input type="checkbox"/> Other |

Other (please specify below)

Q6 When you carry out your main food/grocery shopping do you usually visit other shops or businesses in the area as part of that same trip? If so, which type of premises do you visit?

(Tick all that apply)

- None - don't visit other shops or businesses
- Other food / grocery shops e.g. butcher, bakery, etc
- Other non food shops e.g. clothes shops, electrical stores, furniture shops, post office, chemist, hairdressers, beauty salon, etc
- Eateries e.g. cafe, restaurant, coffee shop, etc
- Services e.g. Banks, Solicitors, Insurance, etc
- Leisure facilities e.g. gym, swimming pool, etc
- Entertainment facilities e.g. cinema, bowling, etc
- Cultural facilities e.g. theatre, museums, etc
- Licensed premises e.g. pub, betting office, bingo, etc
- Other

Other (please specify below)

Q7 **On average how much do you spend on food/groceries each week?**

- | | |
|-------------------------------------|---|
| <input type="radio"/> Less than €20 | <input type="radio"/> €161-180 |
| <input type="radio"/> €21-40 | <input type="radio"/> €181-200 |
| <input type="radio"/> €41-60 | <input type="radio"/> €201-220 |
| <input type="radio"/> €61-80 | <input type="radio"/> €221-240 |
| <input type="radio"/> €81-100 | <input type="radio"/> Don't know |
| <input type="radio"/> €101-120 | <input type="radio"/> Other |
| <input type="radio"/> €121-140 | <input type="radio"/> Prefer not to say |
| <input type="radio"/> €141-160 | |

Other (please specify below)

Q8 **If you shop online can I ask what percentage of your total food shopping is carried out on the internet, roughly speaking?**

- | | |
|--|---|
| <input type="radio"/> None - don't shop online | <input type="radio"/> 61-70% |
| <input type="radio"/> 0-10% | <input type="radio"/> 71-80% |
| <input type="radio"/> 11-20% | <input type="radio"/> 81-90% |
| <input type="radio"/> 21-30% | <input type="radio"/> 91-100% |
| <input type="radio"/> 31-40% | <input type="radio"/> Don't know |
| <input type="radio"/> 41-50% | <input type="radio"/> Prefer not to say |
| <input type="radio"/> 51-60% | |

Q9 Outside of your main food/grocery trip where do you go for small, day-to-day TOP-UP food shopping (e.g. buying a pint of milk, newspaper, or loaf of bread)?

(Tick all that apply)

- Ausra store, Gateway Building, Ballymun
- Centra, Civic Centre, Ballymun
- Centra, Coultry (Neighbourhood Centre)
- Centra, Hampton Wood
- Centra - Quinn's, Poppintree Parade (Neighbourhood Centre)
- Centra, St Pappin's Road
- Esso Garage, Ballymun Road
- Eurospar, 131 Ballymun Road
- Eurospar, Century Business Park, Meakstown
- Eurospar, Gulliver's Retail Park, Northwood
- Gala, Willow Park
- Late shop, Shanard Road
- Mace, Glasnevin Avenue
- Quinn's Daybreak, Silloge Road (Neighbourhood Centre)
- Spar, Dublin City University
- Spar, Glasnevin Avenue
- Tesco Express, Glasnevin Avenue
- Topaz Garage, Ballymun
- Other

Other (please specify below)

COMPARISON GOODS SHOPPING (NON-FOOD SHOPPING)

Comparison goods are durable goods such as clothes, footwear, jewellery, etc. that you shop around for in order to compare price and quality

Q10 Can you please tell me the location where you choose to do most of your shopping for items like clothes, shoes and other fashion items like jewellery, handbags, etc?

(Tick one only & only tick several if the respondents states that a number of locations are equally visited)

- Blanchardstown Shopping Centre
- Charlestown Shopping Centre, Meakstown
- Dublin City Centre
- Dundrum Town Centre, South Dublin
- Gulliver's Retail Park, Northwood
- Liffey Valley Shopping Centre
- Northside Shopping Centre, Coolock
- OMNI Retail Park, Santry
- Pavilions Shopping Centre, Swords
- Tesco Extra, Clearwater, Finglas
- Online / internet
- Don't know
- Other

Other (please specify below)

Q11 How do you normally travel to that centre / these centres?

(If more than one mode of transport record the one for the longest part of journey)

- | | |
|----------------------------|--|
| <input type="radio"/> Car | <input type="radio"/> Train |
| <input type="radio"/> Walk | <input type="radio"/> Cycle |
| <input type="radio"/> Bus | <input type="radio"/> Shop online only |
| <input type="radio"/> Taxi | <input type="radio"/> Other |

Other (please specify below)

Q12 How long does the journey take?

- | | |
|---------------------------------------|--|
| <input type="radio"/> 0 - 5 minutes | <input type="radio"/> 31 - 45 minutes |
| <input type="radio"/> 6 - 10 minutes | <input type="radio"/> 46 - 60 minutes |
| <input type="radio"/> 11 - 15 minutes | <input type="radio"/> An hour or more |
| <input type="radio"/> 16 - 20 minutes | <input type="radio"/> Don't know |
| <input type="radio"/> 21 - 30 minutes | <input type="radio"/> Shop online only |

Q13 Why do you choose to shop at that centre/these centres?

(Do not read out - tick all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Convenient / close to home | <input type="checkbox"/> Preference to shop at a particular store |
| <input type="checkbox"/> Convenient / close to work | <input type="checkbox"/> Near to other shops so can shop around |
| <input type="checkbox"/> Free parking | <input type="checkbox"/> Habit, have always used the store |
| <input type="checkbox"/> On the bus route | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Wide range of goods available | <input type="checkbox"/> Other |
| <input type="checkbox"/> Reasonable prices | |

Other (please specify below)

Q14 Do you visit other shops, businesses, or places of leisure or entertainment when you shop for these goods? If so, which type of premises do you visit?

(Tick all that apply)

- No - don't visit other shops, businesses or places of leisure or entertainment
- Food / grocery shops e.g. supermarket, butcher, bakery, etc
- Other non-food shops e.g. electrical stores, furniture shops, post office, chemist, hairdressers, etc
- Eateries e.g. Cafe, restaurant, coffee shop, etc
- Services e.g. Banks, Solicitors, Insurance, etc
- Entertainment facilities e.g. cinema, bowling, etc
- Cultural facilities e.g. theatre, museums, etc
- Leisure facilities e.g. Gym, swimming pool, etc
- Licensed premises e.g. pub, betting office, bingo, etc
- Other

Other (please specify below)

Q15 If you shop on the Internet for clothes and footwear and other fashion items can I ask what percentage of your total expenditure on these items is carried out online - approximately?

- | | |
|---|---|
| <input type="radio"/> None - don't shop online for these types of goods | <input type="radio"/> 51-60% |
| <input type="radio"/> 0-10% | <input type="radio"/> 61-70% |
| <input type="radio"/> 11-20% | <input type="radio"/> 71-80% |
| <input type="radio"/> 21-30% | <input type="radio"/> 81-90% |
| <input type="radio"/> 31-40% | <input type="radio"/> 91-100% |
| <input type="radio"/> 41-50% | <input type="radio"/> Don't know |
| | <input type="radio"/> Prefer not to say |

BULKY DURABLE GOODS SHOPPING (NON-FOOD SHOPPING)

Bulky goods are large durable goods such as big electrical items (e.g. fridges, washing machines, TVs, etc.) and furniture (sofas, beds) that you shop less often for and which you generally rely on being delivered to the home

Q16 Can I ask where you do most of your shopping for large bulky items like electrical goods (e.g. fridges, washing machines) and furniture (e.g. Sofas, beds, wardrobes)?

(Tick only one and only tick several if the respondent states that a number of locations are equally visited)

- Airside Retail Park, Swords
- Blanchardstown Shopping Centre
- Charlestown Shopping Centre, Meakstown
- Clearwater, Finglas
- Dublin City Centre
- Gulliver's Retail Park, Northwood
- IKEA
- Liffey Valley Shopping Centre / Retail Park
- OMNI Park, Santry
- Northside Shopping Centre, Coolock
- Pavilions Shopping Centre, Swords
- Online / internet
- Don't know
- Other

Other (please specify below)

VIEWS ON STATE OF EXISTING SHOPPING AND FUTURE PROSPECTS

Q17 Have you visited or do you visit the Ballymun area for shopping? If so, how satisfied are you with shopping facilities available in Ballymun?

- | | |
|--|---|
| <input type="radio"/> No - don't go to Ballymun for shopping | <input type="radio"/> Dissatisfied |
| <input type="radio"/> Very satisfied | <input type="radio"/> Very dissatisfied |
| <input type="radio"/> Satisfied | <input type="radio"/> Don't know |
| <input type="radio"/> Neither satisfied nor dissatisfied | |

Q18 If dissatisfied or very dissatisfied with shopping in Ballymun can you explain why this is the case?

(Do not read out - tick all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Limited range of supermarkets available | <input type="checkbox"/> Lack of parking |
| <input type="checkbox"/> Limited range of fashion shops available | <input type="checkbox"/> Too far to get to |
| <input type="checkbox"/> Poor quality of shopping environment | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Expensive | <input type="checkbox"/> Nothing in particular |
| <input type="checkbox"/> Don't feel safe | <input type="checkbox"/> Other |
| <input type="checkbox"/> General negative feeling about the area | |

Other (please specify below)

Q19 In terms of shopping, is there anything you would like to see improved in Ballymun in order to encourage you to shop in the area?

(Do not read out - tick all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Better choice of supermarkets | <input type="checkbox"/> Better bus services |
| <input type="checkbox"/> Better choice of fashion shops | <input type="checkbox"/> Would never shop at Ballymun |
| <input type="checkbox"/> Cheaper prices | <input type="checkbox"/> Don't know |
| <input type="checkbox"/> Greater security | <input type="checkbox"/> Nothing |
| <input type="checkbox"/> More parking spaces | <input type="checkbox"/> Other |

Other (please specify below)

Q20 Apart from shopping, is there anything you would like to see introduced to Ballymun in order to make it a more attractive place to visit?

(Do not read out - tick all that apply)

- More places to eat e.g. restaurants, cafes, coffee houses
- More community/cultural events e.g. dances, theatre shows, festivals, etc.
- More places of entertainment e.g. cinema, bowling, bingo club
- More leisure/recreational facilities e.g. 3G pitches, private gym
- More social facilities e.g. bars, betting offices, nightclubs
- Environmental improvements such as paving, landscaping, lighting, seating (please specify below)
- Traffic calming measures such as speed ramps, traffic islands, traffic lights (please specify below)
- Improved signposting
- Other

Probe for more information about "More places to eat"

Probe for more information about "More community/cultural events"

Probe for more information about "More places of entertainment"

Probe for more information about "More leisure/recreational facilities"

Probe for more information about "More social facilities"

Probe for more information about "Environmental improvements"

Probe for more information about "Traffic calming measures"

Other (please specify below)

Q21 **Do you visit Ballymun Main Street in the evenings after 6pm? If so, what is the purpose of your visit?**

(Tick all that apply)

- Don't visit in the evening
- To shop
- To eat out
- To work (business)
- Leisure/recreational purposes e.g. gym, playing sports, walking
- Entertainment purposes e.g. cinema, bingo
- Going to licensed premises e.g. going to public house, betting office
- Social purposes e.g. visiting friends or relatives
- Cultural purposes e.g. going to theatre
- Community purposes e.g. attending a community meeting or event
- Educational purposes e.g. attending evening classes, parents night
- Other

Other (please specify below)

DEMOGRAPHICS

Q22 **Finally, can I ask which age group you belong to?**

- Under 20
- 20-29
- 30-39
- 40-49
- 50-65
- Over 65

Q23 **Gender** (record by observation only)

- Male
- Female

Thank you very much for taking part in this survey

I would like to assure you that all the responses you have given are totally confidential and that this interview has been carried out under the guidance of the Market Research Society.

You have been speaking to <name of interviewer> from Strategic Marketing.

If you wish to verify that this is genuine telephone survey you can do so by phoning Strategic Marketing on 02920 303 100 or the Market Research Society on 0500 39 69 99

Interviewer Declaration: I declare that this interview was conducted in accordance with your instructions and within the code of conduct of the Market Research Society.

PLEASE COMPLETE THE FOLLOWING:

Interviewer's full name



**Appendix 3 Household Shopper Survey
Results for Ballymun**

03

Q2. To start with, can I ask which store you visit to do most of your MAIN FOOD/grocery shopping? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q2											
Aldi, St Margaret's Road, Finglas	32 8%	15 28%	3 5%	1 1%	- -	5 20%	6 16%	2 6%	- -	- -	- -
Aldi, Santry Avenue	122 31%	12 23%	25 40%	45 51%	13 34%	2 8%	- -	7 21%	2 9%	10 34%	6 46%
Dunnes, Charlestown Shopping Centre, Finglas	75 19%	14 26%	15 24%	6 7%	6 16%	7 28%	18 49%	3 9%	4 18%	2 7%	- -
Dunnes, Northside Shopping Centre, Coolock	6 2%	- -	2 3%	3 3%	- -	- -	- -	- -	1 5%	- -	- -
Dunnes, Blanchardstown Shopping Centre	5 1%	- -	1 2%	1 1%	1 3%	- -	- -	1 3%	1 5%	- -	- -
Dunnes, Pavilions Shopping Centre, Swords	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Iceland, Finglas Village Centre	2 1%	- -	1 2%	- -	- -	- -	1 3%	- -	- -	- -	- -
Lidl, North Road, Finglas	23 6%	7 13%	1 2%	1 1%	1 3%	5 20%	6 16%	1 3%	1 5%	- -	- -
Lidl, Omni Park Shopping Centre, Santry	21 5%	- -	1 2%	7 8%	- -	2 8%	- -	2 6%	5 23%	1 3%	3 23%
M&S, Blanchardstown Shopping Centre	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Supervalu, Main Street, Ballymun	40 10%	3 6%	16 26%	5 6%	14 37%	2 8%	- -	- -	- -	- -	- -
Supervalu, Finglas	19 5%	4 8%	- -	- -	- -	3 12%	9 24%	2 6%	1 5%	- -	- -
Supervalu, Northside Shopping Centre, Coolock	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q2. To start with, can I ask which store you visit to do most of your MAIN FOOD/grocery shopping? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Supervalu, Pavilions Shopping Centre, Swords	3 1%	-	1 2%	1 1%	-	-	-	-	-	1 3%	-
Tesco, Omni Park Shopping Centre, Santry	47 12%	2 4%	1 2%	19 22%	6 16%	1 4%	-	1 3%	6 27%	7 24%	4 31%
Tesco Extra, Clearwater Shopping Centre, Finglas	32 8%	4 8%	3 5%	2 2%	-	4 16%	9 24%	6 18%	3 14%	-	1 8%
Tesco, Phibsboro Shopping Centre, Phibsborough, Dublin	-	-	-	-	-	-	-	-	-	-	-
Other	33 8%	-	3 5%	4 5%	1 3%	1 4%	2 5%	9 27%	3 14%	10 34%	-

Q3. How do you normally travel to shop for your food/groceries? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q3											
Car	263 66%	33 62%	37 60%	52 59%	16 42%	21 84%	31 84%	24 73%	20 91%	21 72%	8 62%
Walk	95 24%	10 19%	18 29%	34 39%	15 39%	2 8%	5 14%	4 12%	1 5%	2 7%	4 31%
Bus	29 7%	7 13%	5 8%	2 2%	6 16%	2 8%	1 3%	2 6%	-	4 14%	-
Taxi	3 1%	1 2%	1 2%	-	-	-	-	-	-	-	1 8%
Train	-	-	-	-	-	-	-	-	-	-	-
Cycle	3 1%	2 4%	-	-	-	-	-	1 3%	-	-	-
Other	7 2%	-	1 2%	-	1 3%	-	-	2 6%	1 5%	2 7%	-

Q4. How long does the journey take? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q4											
0 - 5 minutes	118 30%	13 25%	17 27%	35 40%	12 32%	8 32%	10 27%	5 15%	3 14%	9 31%	6 46%
6 - 10 minutes	154 39%	20 38%	20 32%	29 33%	14 37%	13 52%	22 59%	12 36%	8 36%	10 34%	6 46%
11 - 15 minutes	59 15%	6 11%	11 18%	8 9%	4 11%	2 8%	4 11%	11 33%	9 41%	4 14%	- -
16 - 20 minutes	34 9%	5 9%	6 10%	11 13%	2 5%	1 4%	1 3%	3 9%	1 5%	3 10%	1 8%
21 - 30 minutes	23 6%	7 13%	6 10%	4 5%	5 13%	- -	- -	- -	- -	1 3%	- -
31 - 45 minutes	1 0%	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	- -
46 - 60 minutes	2 1%	1 2%	- -	- -	- -	1 4%	- -	- -	- -	- -	- -
An hour or more	2 1%	1 2%	1 2%	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	7 2%	- -	1 2%	1 1%	- -	- -	- -	2 6%	1 5%	2 7%	- -

Q5. Why do you choose to shop at Q2 for these goods? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q5											
Convenient / close to home	211 53%	30 57%	33 53%	52 59%	19 50%	9 36%	13 35%	16 48%	17 77%	12 41%	10 77%
Convenient / close to work	2 1%	- -	2 3%	- -	- -	- -	- -	- -	- -	- -	- -
Free parking	17 4%	- -	2 3%	3 3%	- -	3 12%	1 3%	3 9%	4 18%	1 3%	- -
On the bus route	3 1%	2 4%	- -	- -	- -	- -	- -	1 3%	- -	- -	- -
Wide range of goods available	63 16%	13 25%	7 11%	7 8%	3 8%	8 32%	12 32%	5 15%	5 23%	1 3%	2 15%
Reasonable prices	133 33%	20 38%	21 34%	33 38%	11 29%	10 40%	9 24%	10 30%	4 18%	10 34%	5 38%
Preference to shop at a particular store	32 8%	3 6%	- -	5 6%	2 5%	5 20%	5 14%	5 15%	1 5%	4 14%	2 15%
Near to other shops so can shop around	8 2%	2 4%	1 2%	1 1%	- -	1 4%	2 5%	- -	- -	- -	1 8%
Habit, have always used the store	29 7%	5 9%	- -	3 3%	3 8%	2 8%	6 16%	2 6%	4 18%	4 14%	- -
Offers and discounts (including Loyalty schemes)	6 2%	2 4%	1 2%	- -	- -	1 4%	2 5%	- -	- -	- -	- -
Don't know	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Other	59 15%	5 9%	11 18%	13 15%	14 37%	5 20%	3 8%	2 6%	3 14%	3 10%	- -

Q6. When you carry out your main food/grocery shopping do you usually visit other shops or businesses in the area as part of that same trip? If so, which type of premises do you visit? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q6											
None - don't visit other shops or businesses	203 51%	29 55%	36 58%	43 49%	24 63%	14 56%	12 32%	18 55%	13 59%	11 38%	3 23%
Other food / grocery shops e.g. butcher, bakery, etc	122 31%	15 28%	19 31%	27 31%	6 16%	8 32%	17 46%	11 33%	5 23%	9 31%	5 38%
Other non food shops e.g. clothes shops, electrical stores, furniture shops, post office, chemist, hairdressers, beauty salon, etc	90 23%	11 21%	10 16%	20 23%	8 21%	5 20%	10 27%	4 12%	6 27%	10 34%	6 46%
Eateries e.g. cafe, restaurant, coffee shop, etc	19 5%	4 8%	4 6%	1 1%	1 3%	3 12%	3 8%	1 3%	1 5%	-	1 8%
Services e.g. Banks, Solicitors, Insurance, etc	9 2%	1 2%	2 3%	2 2%	1 3%	1 4%	1 3%	-	1 5%	-	-
Leisure facilities e.g. gym, swimming pool, etc	2 1%	-	-	1 1%	-	-	-	-	-	-	1 8%
Entertainment facilities e.g. cinema, bowling, etc	2 1%	-	-	1 1%	-	-	1 3%	-	-	-	-
Cultural facilities e.g. theatre, museums, etc	-	-	-	-	-	-	-	-	-	-	-
Licensed premises e.g. pub, betting office, bingo, etc	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-

Q7. On average how much do you spend on food/groceries each week? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q7											
Less than €20	2 1%	-	-	-	-	-	-	1 3%	-	1 3%	-
€21-40	31 8%	3 6%	6 10%	7 8%	3 8%	3 12%	3 8%	3 9%	2 9%	1 3%	-
€41-60	64 16%	9 17%	13 21%	12 14%	8 21%	5 20%	6 16%	2 6%	2 9%	7 24%	-
€61-80	60 15%	14 26%	8 13%	13 15%	8 21%	3 12%	2 5%	3 9%	2 9%	3 10%	4 31%
€81-100	61 15%	6 11%	8 13%	16 18%	6 16%	1 4%	4 11%	8 24%	3 14%	7 24%	2 15%
€101-120	51 13%	7 13%	13 21%	10 11%	3 8%	4 16%	5 14%	4 12%	2 9%	2 7%	1 8%
€121-140	29 7%	3 6%	3 5%	6 7%	1 3%	2 8%	6 16%	2 6%	3 14%	2 7%	1 8%
€141-160	40 10%	2 4%	9 15%	12 14%	3 8%	3 12%	1 3%	3 9%	3 14%	1 3%	3 23%
€161-180	12 3%	2 4%	-	3 3%	3 8%	-	2 5%	1 3%	-	-	1 8%
€181-200	9 2%	1 2%	1 2%	2 2%	-	1 4%	-	-	3 14%	1 3%	-
€201-220	4 1%	1 2%	-	-	-	1 4%	1 3%	-	-	1 3%	-
€221-240	4 1%	1 2%	1 2%	1 1%	-	-	-	-	-	1 3%	-
Don't know	25 6%	3 6%	-	5 6%	2 5%	2 8%	5 14%	4 12%	2 9%	2 7%	-
Other	2 1%	-	-	-	1 3%	-	-	1 3%	-	-	-
Prefer not to say	6 2%	1 2%	-	1 1%	-	-	2 5%	1 3%	-	-	1 8%

Q8. If you shop online can I ask what percentage of your total food shopping is carried out on the internet, roughly speaking? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q8											
None - don't shop online	381 95%	50 94%	57 92%	85 97%	38 100%	25 100%	34 92%	33 100%	22 100%	27 93%	10 77%
0-10%	9 2%	2 4%	2 3%	1 1%	- -	- -	2 5%	- -	- -	- -	2 15%
11-20%	3 1%	1 2%	1 2%	1 1%	- -	- -	- -	- -	- -	- -	- -
21-30%	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
31-40%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
41-50%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%	- -
51-60%	1 0%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 8%
61-70%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
71-80%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
81-90%	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -
91-100%	3 1%	- -	1 2%	- -	- -	- -	1 3%	- -	- -	1 3%	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Prefer not to say	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Q9. Outside of your main food/grocery trip where do you go for small, day-to-day TOP-UP food shopping (e.g. buying a pint of milk, newspaper, or loaf of bread)? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q9											
Ausra store, Gateway Building, Ballymun	1 0%	-	-	1 1%	-	-	-	-	-	-	-
Centra, Civic Centre, Ballymun	15 4%	5 9%	2 3%	8 9%	-	-	-	-	-	-	-
Centra, Coultry (Neighbourhood Centre)	23 6%	2 4%	-	20 23%	-	-	-	-	-	-	1 8%
Centra, Hampton Wood	18 5%	16 30%	2 3%	-	-	-	-	-	-	-	-
Centra - Quinn's, Poppintree Parade (Neighbourhood Centre)	49 12%	14 26%	30 48%	1 1%	3 8%	1 4%	-	-	-	-	-
Centra, St Pappin's Road	3 1%	1 2%	-	-	-	-	-	1 3%	1 5%	-	-
Esso Garage, Ballymun Road	1 0%	-	-	1 1%	-	-	-	-	-	-	-
Eurospar, 131 Ballymun Road	20 5%	1 2%	-	1 1%	-	5 20%	1 3%	8 24%	2 9%	2 7%	-
Eurospar, Century Business Park, Meakstown	-	-	-	-	-	-	-	-	-	-	-
Eurospar, Gulliver's Retail Park, Northwood	2 1%	-	-	-	-	-	-	-	-	-	2 15%
Gala, Willow Park	12 3%	-	-	-	-	3 12%	9 24%	-	-	-	-
Late shop, Shanard Road	1 0%	-	-	1 1%	-	-	-	-	-	-	-
Mace, Glasnevin Avenue	8 2%	-	-	-	-	2 8%	-	6 18%	-	-	-

Q9. Outside of your main food/grocery trip where do you go for small, day-to-day TOP-UP food shopping (e.g. buying a pint of milk, newspaper, or loaf of bread)? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Quinn's Daybreak, Silloge Road (Neighbourhood Centre)	11 3%	2 4%	-	-	9 24%	-	-	-	-	-	-
Spar, Dublin City University	2 1%	-	-	-	-	-	-	-	-	2 7%	-
Spar, Glasnevin Avenue	23 6%	2 4%	3 5%	2 2%	-	2 8%	5 14%	7 21%	-	-	2 15%
Tesco Express, Glasnevin Avenue	19 5%	-	-	1 1%	1 3%	5 20%	11 30%	-	-	-	1 8%
Topaz Garage, Ballymun	1 0%	-	-	-	1 3%	-	-	-	-	-	-
Other	211 53%	12 23%	28 45%	54 61%	26 68%	8 32%	18 49%	13 39%	19 86%	26 90%	7 54%

Q10. Can you please tell me the location where you choose to do most of your shopping for items like clothes, shoes and other fashion items like jewellery, handbags, etc? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q10											
Blanchardstown Shopping Centre	70 18%	17 32%	10 16%	14 16%	8 21%	4 16%	12 32%	- -	1 5%	2 7%	2 15%
Charlestown Shopping Centre, Meakstown	36 9%	7 13%	11 18%	6 7%	1 3%	4 16%	3 8%	3 9%	- -	1 3%	- -
Dublin City Centre	227 57%	26 49%	32 52%	46 52%	22 58%	15 60%	22 59%	20 61%	16 73%	23 79%	5 38%
Dundrum Town Centre, South Dublin	-	-	-	-	-	-	-	-	-	-	-
Gulliver's Retail Park, Northwood	-	-	-	-	-	-	-	-	-	-	-
Liffey Valley Shopping Centre	1 0%	-	-	-	-	-	-	1 3%	-	-	-
Northside Shopping Centre, Coolock	-	-	-	-	-	-	-	-	-	-	-
OMNI Retail Park, Santry	80 20%	9 17%	16 26%	32 36%	12 32%	-	2 5%	3 9%	1 5%	4 14%	1 8%
Pavilions Shopping Centre, Swords	14 4%	3 6%	-	5 6%	-	-	-	1 3%	-	1 3%	4 31%
Tesco Extra, Clearwater, Finglas	1 0%	-	-	-	-	1 4%	-	-	-	-	-
Online / internet	18 5%	3 6%	1 2%	9 10%	1 3%	1 4%	-	-	1 5%	-	2 15%
Don't know	2 1%	-	-	1 1%	-	-	1 3%	-	-	-	-
Other	19 5%	1 2%	2 3%	3 3%	1 3%	2 8%	-	5 15%	4 18%	1 3%	-

Q11. How do you normally travel to that centre / these centres? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q11											
Car	170 43%	23 43%	34 55%	31 35%	12 32%	15 60%	21 57%	9 27%	9 41%	10 34%	6 46%
Walk	24 6%	3 6%	-	14 16%	2 5%	1 4%	-	-	2 9%	1 3%	1 8%
Bus	178 45%	23 43%	24 39%	34 39%	23 61%	9 36%	16 43%	19 58%	8 36%	18 62%	4 31%
Taxi	1 0%	-	1 2%	-	-	-	-	-	-	-	-
Train	-	-	-	-	-	-	-	-	-	-	-
Cycle	5 1%	1 2%	1 2%	2 2%	-	-	-	1 3%	-	-	-
Shop online only	8 2%	2 4%	-	4 5%	-	-	-	-	-	-	2 15%
Other	14 4%	1 2%	2 3%	3 3%	1 3%	-	-	4 12%	3 14%	-	-

Q12. How long does the journey take? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q12											
0 - 5 minutes	13 3%	2 4%	3 5%	3 3%	- -	1 4%	2 5%	- -	1 5%	1 3%	- -
6 - 10 minutes	37 9%	4 8%	8 13%	9 10%	4 11%	5 20%	- -	2 6%	2 9%	1 3%	2 15%
11 - 15 minutes	74 19%	12 23%	13 21%	18 20%	3 8%	3 12%	8 22%	8 24%	5 23%	2 7%	2 15%
16 - 20 minutes	86 22%	9 17%	10 16%	13 15%	10 26%	7 28%	8 22%	5 15%	6 27%	15 52%	3 23%
21 - 30 minutes	118 30%	8 15%	20 32%	31 35%	14 37%	7 28%	11 30%	13 39%	4 18%	7 24%	3 23%
31 - 45 minutes	35 9%	12 23%	3 5%	5 6%	4 11%	1 4%	6 16%	1 3%	1 5%	2 7%	- -
46 - 60 minutes	9 2%	2 4%	2 3%	2 2%	2 5%	- -	- -	- -	- -	- -	1 8%
An hour or more	5 1%	1 2%	- -	- -	- -	1 4%	1 3%	1 3%	- -	1 3%	- -
Don't know	15 4%	1 2%	3 5%	3 3%	1 3%	- -	1 3%	3 9%	3 14%	- -	- -
Shop online only	8 2%	2 4%	- -	4 5%	- -	- -	- -	- -	- -	- -	2 15%

Q13. Why do you choose to shop at that centre/these centres? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q13											
Convenient / close to home	100 25%	13 25%	14 23%	28 32%	9 24%	8 32%	5 14%	3 9%	8 36%	6 21%	6 46%
Convenient / close to work	18 5%	4 8%	3 5%	1 1%	1 3%	3 12%	2 5%	1 3%	-	1 3%	2 15%
Free parking	23 6%	3 6%	2 3%	6 7%	1 3%	1 4%	7 19%	2 6%	1 5%	-	-
On the bus route	14 4%	3 6%	-	4 5%	2 5%	1 4%	1 3%	2 6%	-	1 3%	-
Wide range of goods available	245 61%	35 66%	39 63%	56 64%	27 71%	11 44%	23 62%	17 52%	10 45%	21 72%	6 46%
Reasonable prices	24 6%	12 23%	6 10%	4 5%	-	1 4%	-	-	-	1 3%	-
Preference to shop at a particular store	36 9%	5 9%	2 3%	4 5%	1 3%	5 20%	6 16%	5 15%	3 14%	3 10%	2 15%
Near to other shops so can shop around	13 3%	-	1 2%	2 2%	2 5%	-	7 19%	-	1 5%	-	-
Habit, have always used the store	19 5%	-	-	2 2%	2 5%	2 8%	5 14%	2 6%	6 27%	-	-
Don't know	1 0%	1 2%	-	-	-	-	-	-	-	-	-
Other	44 11%	5 9%	8 13%	6 7%	4 11%	1 4%	4 11%	5 15%	6 27%	5 17%	-

Q14. Do you visit other shops, businesses, or places of leisure or entertainment when you shop for these goods? If so, which type of premises do you visit? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q14											
No - don't visit other shops, businesses or places of leisure or entertainment	184 46%	25 47%	30 48%	42 48%	14 37%	13 52%	6 16%	18 55%	15 68%	16 55%	5 38%
Food / grocery shops e.g. supermarket, butcher, bakery, etc	44 11%	6 11%	11 18%	8 9%	4 11%	4 16%	7 19%	- -	- -	1 3%	3 23%
Other non-food shops e.g. electrical stores, furniture shops, post office, chemist, hairdressers, etc	81 20%	5 9%	11 18%	11 13%	10 26%	3 12%	23 62%	7 21%	1 5%	3 10%	7 54%
Eateries e.g. Cafe, restaurant, coffee shop, etc	126 32%	18 34%	19 31%	25 28%	18 47%	5 20%	18 49%	9 27%	4 18%	9 31%	1 8%
Services e.g. Banks, Solicitors, Insurance, etc	8 2%	4 8%	1 2%	- -	3 8%	- -	- -	- -	- -	- -	- -
Entertainment facilities e.g. cinema, bowling, etc	16 4%	5 9%	2 3%	5 6%	- -	- -	2 5%	- -	2 9%	- -	- -
Cultural facilities e.g. theatre, museums, etc	3 1%	- -	1 2%	1 1%	- -	1 4%	- -	- -	- -	- -	- -
Leisure facilities e.g. Gym, swimming pool, etc	2 1%	- -	1 2%	1 1%	- -	- -	- -	- -	- -	- -	- -
Licensed premises e.g. pub, betting office, bingo, etc	3 1%	- -	1 2%	- -	- -	1 4%	- -	- -	1 5%	- -	- -
Other	1 0%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -

Q15. If you shop on the Internet for clothes and footwear and other fashion items can I ask what percentage of your total expenditure on these items is carried out online - approximately? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q15											
None - don't shop online for these types of goods	289 72%	33 62%	42 68%	54 61%	30 79%	22 88%	30 81%	30 91%	16 73%	23 79%	9 69%
0-10%	46 12%	8 15%	8 13%	14 16%	4 11%	1 4%	2 5%	2 6%	2 9%	4 14%	1 8%
11-20%	17 4%	3 6%	3 5%	4 5%	2 5%	-	1 3%	-	3 14%	-	1 8%
21-30%	14 4%	4 8%	2 3%	4 5%	-	-	2 5%	1 3%	-	1 3%	-
31-40%	3 1%	-	-	2 2%	-	-	1 3%	-	-	-	-
41-50%	9 2%	1 2%	-	4 5%	2 5%	-	1 3%	-	1 5%	-	-
51-60%	4 1%	1 2%	2 3%	-	-	1 4%	-	-	-	-	-
61-70%	1 0%	1 2%	-	-	-	-	-	-	-	-	-
71-80%	1 0%	-	1 2%	-	-	-	-	-	-	-	-
81-90%	1 0%	-	1 2%	-	-	-	-	-	-	-	-
91-100%	8 2%	2 4%	-	4 5%	-	-	-	-	-	-	2 15%
Don't know	6 2%	-	3 5%	1 1%	-	1 4%	-	-	-	1 3%	-
Prefer not to say	1 0%	-	-	1 1%	-	-	-	-	-	-	-

Q16. Can I ask where you do most of your shopping for large bulky items like electrical goods (e.g. fridges, washing machines) and furniture (e.g. Sofas, beds, wardrobes)? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q16											
Airside Retail Park, Swords	58 15%	2 4%	9 15%	22 25%	1 3%	6 24%	5 14%	2 6%	4 18%	5 17%	2 15%
Blanchardstown Shopping Centre	30 8%	8 15%	2 3%	4 5%	1 3%	3 12%	7 19%	2 6%	3 14%	-	-
Charlestown Shopping Centre, Meakstown	5 1%	1 2%	1 2%	1 1%	-	2 8%	-	-	-	-	-
Clearwater, Finglas	71 18%	5 9%	19 31%	10 11%	3 8%	6 24%	17 46%	5 15%	5 23%	1 3%	-
Dublin City Centre	16 4%	3 6%	1 2%	3 3%	3 8%	1 4%	2 5%	2 6%	1 5%	-	-
Gulliver's Retail Park, Northwood	4 1%	-	2 3%	1 1%	1 3%	-	-	-	-	-	-
IKEA	22 6%	5 9%	2 3%	2 2%	2 5%	1 4%	5 14%	-	1 5%	1 3%	3 23%
Liffey Valley Shopping Centre / Retail Park	-	-	-	-	-	-	-	-	-	-	-
OMNI Park, Santry	13 3%	2 4%	3 5%	4 5%	1 3%	-	-	1 3%	-	-	2 15%
Northside Shopping Centre, Coolock	4 1%	-	1 2%	2 2%	1 3%	-	-	-	-	-	-
Pavilions Shopping Centre, Swords	4 1%	-	1 2%	3 3%	-	-	-	-	-	-	-
Online / internet	13 3%	1 2%	2 3%	3 3%	5 13%	-	-	-	-	1 3%	1 8%
Don't know	36 9%	11 21%	1 2%	9 10%	2 5%	1 4%	3 8%	2 6%	5 23%	1 3%	1 8%
Other	160 40%	18 34%	22 35%	30 34%	20 53%	7 28%	11 30%	21 64%	6 27%	20 69%	5 38%

Q17. Have you visited or do you visit the Ballymun area for shopping? If so, how satisfied are you with shopping facilities available in Ballymun? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q17											
No - don't go to Ballymun for shopping	224 56%	18 34%	16 26%	41 47%	13 34%	19 76%	35 95%	30 91%	19 86%	25 86%	8 62%
Very satisfied	6 2%	1 2%	- -	2 2%	- -	1 4%	- -	- -	1 5%	- -	1 8%
Satisfied	21 5%	2 4%	2 3%	9 10%	- -	3 12%	1 3%	1 3%	1 5%	1 3%	1 8%
Neither satisfied nor dissatisfied	9 2%	1 2%	3 5%	1 1%	2 5%	- -	- -	- -	- -	- -	2 15%
Dissatisfied	39 10%	14 26%	5 8%	12 14%	4 11%	1 4%	1 3%	1 3%	1 5%	- -	- -
Very dissatisfied	99 25%	17 32%	36 58%	22 25%	19 50%	1 4%	- -	1 3%	- -	2 7%	1 8%
Don't know	2 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	1 3%	- -

Q18. If dissatisfied or very dissatisfied with shopping in Ballymun can you explain why this is the case? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	138	31	41	34	23	2	1	2	1	2	1
Q18											
Limited range of supermarkets available	133 96%	30 97%	40 98%	33 97%	23 100%	1 50%	1 100%	1 50%	1 100%	2 100%	1 100%
Limited range of fashion shops available	113 82%	27 87%	35 85%	24 71%	20 87%	1 50%	1 100%	1 50%	1 100%	2 100%	1 100%
Poor quality of shopping environment	31 22%	16 52%	3 7%	5 15%	5 22%	1 50%	- -	- -	- -	1 50%	- -
Expensive	12 9%	2 6%	6 15%	2 6%	- -	1 50%	- -	1 50%	- -	- -	- -
Don't feel safe	1 1%	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -
General negative feeling about the area	17 12%	14 45%	2 5%	- -	1 4%	- -	- -	- -	- -	- -	- -
Lack of parking	5 4%	1 3%	1 2%	1 3%	1 4%	- -	- -	- -	1 100%	- -	- -
Too far to get to	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	1 1%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -
Nothing in particular	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	17 12%	4 13%	4 10%	5 15%	4 17%	- -	- -	- -	- -	- -	- -

**Q19. In terms of shopping, is there anything you would like to see improved in Ballymun in order to encourage you to shop in the area?
by Catchment area**

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q19											
Better choice of supermarkets	227 57%	38 72%	51 82%	57 65%	25 66%	12 48%	18 49%	9 27%	8 36%	2 7%	7 54%
Better choice of fashion shops	193 48%	38 72%	46 74%	45 51%	24 63%	7 28%	14 38%	7 21%	5 23%	2 7%	5 38%
Cheaper prices	21 5%	12 23%	1 2%	2 2%	2 5%	2 8%	- -	1 3%	1 5%	- -	- -
Greater security	11 3%	7 13%	2 3%	- -	- -	- -	- -	- -	2 9%	- -	- -
More parking spaces	21 5%	6 11%	3 5%	- -	- -	2 8%	3 8%	1 3%	6 27%	- -	- -
Better bus services	9 2%	3 6%	1 2%	4 5%	- -	- -	- -	- -	- -	- -	1 8%
Would never shop at Ballymun	25 6%	2 4%	- -	3 3%	1 3%	1 4%	14 38%	- -	1 5%	3 10%	- -
Don't know	17 4%	- -	1 2%	1 1%	- -	2 8%	1 3%	5 15%	1 5%	6 21%	- -
Nothing	59 15%	5 9%	2 3%	6 7%	1 3%	10 40%	2 5%	10 30%	10 45%	10 34%	3 23%
Other	123 31%	11 21%	16 26%	36 41%	25 66%	4 16%	6 16%	11 33%	1 5%	8 28%	5 38%

Q20. Apart from shopping, is there anything you would like to see introduced to Ballymun in order to make it a more attractive place to visit? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q20											
More places to eat e.g. restaurants, cafes, coffee houses	81 20%	16 30%	18 29%	13 15%	19 50%	3 12%	4 11%	4 12%	1 5%	2 7%	1 8%
More community/cultural events e.g. dances, theatre shows, festivals, etc.	8 2%	4 8%	2 3%	1 1%	- -	- -	1 3%	- -	- -	- -	- -
More places of entertainment e.g. cinema, bowling, bingo club	95 24%	18 34%	19 31%	32 36%	13 34%	3 12%	1 3%	3 9%	2 9%	- -	4 31%
More leisure/recreational facilities e.g. 3G pitches, private gym	30 8%	8 15%	4 6%	6 7%	2 5%	2 8%	2 5%	1 3%	1 5%	1 3%	3 23%
More social facilities e.g. bars, betting offices, nightclubs	30 8%	8 15%	4 6%	8 9%	4 11%	2 8%	2 5%	- -	- -	1 3%	1 8%
Environmental improvements such as paving, landscaping, lighting, seating (please specify below)	10 3%	2 4%	1 2%	1 1%	1 3%	2 8%	1 3%	1 3%	1 5%	- -	- -
Traffic calming measures such as speed ramps, traffic islands, traffic lights (please specify below)	4 1%	1 2%	- -	1 1%	- -	- -	- -	- -	1 5%	1 3%	- -
Improved signposting	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -
Other	219 55%	24 45%	23 37%	41 47%	11 29%	17 68%	30 81%	24 73%	19 86%	24 83%	6 46%

Q21. Do you visit Ballymun Main Street in the evenings after 6pm? If so, what is the purpose of your visit? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q21											
Don't visit in the evening	340 85%	46 87%	50 81%	71 81%	24 63%	24 96%	34 92%	32 97%	22 100%	26 90%	11 85%
To shop	15 4%	1 2%	2 3%	4 5%	7 18%	- -	- -	- -	- -	1 3%	- -
To eat out	8 2%	1 2%	3 5%	- -	3 8%	- -	- -	- -	- -	1 3%	- -
To work (business)	5 1%	- -	- -	2 2%	1 3%	- -	- -	1 3%	- -	- -	1 8%
Leisure/recreational purposes e.g. gym, playing sports, walking	17 4%	3 6%	5 8%	6 7%	1 3%	- -	- -	- -	- -	1 3%	1 8%
Entertainment purposes e.g. cinema, bingo	2 1%	2 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Going to licensed premises e.g. going to public house, betting office	2 1%	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	- -
Social purposes e.g. visiting friends or relatives	7 2%	- -	1 2%	3 3%	- -	1 4%	1 3%	- -	- -	1 3%	- -
Cultural purposes e.g. going to theatre	10 3%	2 4%	1 2%	1 1%	3 8%	1 4%	2 5%	- -	- -	- -	- -
Community purposes e.g. attending a community meeting or event	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -
Educational purposes e.g. attending evening classes, parents night	1 0%	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	1 0%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -

Q22. Finally, can I ask which age group you belong to? by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q22											
Under 20	7 2%	1 2%	2 3%	2 2%	-	-	1 3%	-	-	1 3%	-
20-29	37 9%	11 21%	3 5%	9 10%	7 18%	1 4%	2 5%	-	1 5%	-	3 23%
30-39	45 11%	19 36%	10 16%	5 6%	2 5%	-	1 3%	-	-	1 3%	7 54%
40-49	68 17%	7 13%	13 21%	24 27%	8 21%	3 12%	7 19%	2 6%	1 5%	2 7%	1 8%
50-65	108 27%	10 19%	12 19%	23 26%	14 37%	5 20%	14 38%	12 36%	9 41%	8 28%	1 8%
Over 65	129 32%	5 9%	20 32%	24 27%	6 16%	15 60%	11 30%	19 58%	11 50%	17 59%	1 8%
Refused	6 2%	-	2 3%	1 1%	1 3%	1 4%	1 3%	-	-	-	-

Q23. Gender by Catchment area

Counts Break % Respondents	Total	Catchment area									
		Ballymun A	Ballymun B	Ballymun C	Ballymun D	Ballymun E	Ballymun F	Ballygal C	Whitehall A	Whitehall B	Airport
Base	400	53	62	88	38	25	37	33	22	29	13
Q23											
Male	108 27%	15 28%	16 26%	22 25%	9 24%	10 40%	12 32%	12 36%	2 9%	8 28%	2 15%
Female	292 73%	38 72%	46 74%	66 75%	29 76%	15 60%	25 68%	21 64%	20 91%	21 72%	11 85%

Appendix 4 Retail Expenditure Guide 2014-2015

04

The top left corner of the page features three thin, black lines that intersect to form a large, abstract geometric shape, possibly a stylized letter 'A' or a similar symbol. The lines are thin and black, set against a plain white background.

Appendix 5a Report of Consultations

05a



Appendix 5b B4B Meeting Note

05b

Project: **Ballymun Retail Strategy** Job No: **47075686**
 Subject: **Ballymun Business Network Draft Meeting Notes**
 Prepared by: **Laura Michael** Date: **Meeting on 10th September 2015**
 Checked by: **Una Somerville** Date: **15th September 2015**
 Approved by: **Una Somerville** Date: **18th September 2015**

1. Aecom provided a powerpoint presentation of the scope, survey methodology, consultation strategy and timeframe for the Ballymun Retail Strategy.

Table 1 Theme	Current Vision	Future Vision
Atmosphere	Grey Dire Bleak Dull Terrible Grim	Vibrant Exciting Thriving Busy
Amenities	No Diversity Empty Lacking Sparse Inadequate	Employment Opportunity Local Value Diverse Relevant Creative
Accessibility	Inconvenient Challenging	Untapped

2. Aecom then suggested the attendees break into two groups and both individually and collectively list three separate words that describe Ballymun Retail scene currently and as people/groups would like to see it in the future. Table 1 is a summary of the individuals' commentary

3. After the formal presentation – two representations were made directly to Aecom raising concerns over the shopping centre and how it has been handled. Issues of poor morale and communication were identified. Also the decision making processes of decant and

relocation, moving the market etc were cited as legacy issues that need to be addressed.

4. Summary comments from the two groups:

Current vision:

- Fantastic location
- Reputation of area/stigma/perception
- Concentration of retail facilities
- Lack of secure parking
- Lack of parking for shops
- No focal point
- Just a thoroughfare
- Weekends quiet
- Community story

Future vision:

- Tapping into the airport
- Employment & Income are key
- People want a variety of opportunities on their doorstep
- Outlet Centre
- Ikea – where are shoppers coming from – can we tap into them?
- Lure of M50/Metro opportunities of transportation links
- Glasnevin/area to tap into.

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