

# **Residents in O'Devaney Gardens and Surrounding District**

## **Survey of Shopping Habits**

**Demographics Ireland**

**November 2010**

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# Household Survey of Residents in O'Devaney Gardens, Dublin 7

This report presents the analysis of survey of the spending habits of residents of O'Devaney Gardens and the surrounding area.

39 residents of O'Devaney Gardens and a further 143 persons from the surrounding area answered a range of questions concerning their expenditure on Food as well as on Clothing and Footwear. The survey was carried out during October and November 2010.

## Questionnaire

Residents of O'Devaney Gardens were interview by a member of DCC staff and the remainder of survey was carried out by telephone interviews using a similar questionnaire

A copy of the script is attached to this report. See Appendix 2

## Scope of the survey

As the scope of the survey also covered all or parts of Dublin 7 around the O'Devaney Gardens Estate the respondents were selected to be representative of the population, as so the expenditure, in these parts of the catchment. A map showing the boundaries is attached (Appendix 1).

An initial question - (Q1) *Are you the person who usual does the food and grocery shopping for your household?*

was asked to ensure only persons who usually do the food and grocery shopping for the household complete the questionnaire.

## Tables

Comprehensive tables in a separate volume show the responses by respondents resident in each of these areas together with tabulation of responses by persons in each demographic profile. Demographics include Sex, Age group and presence of children in the household.

## Results

A majority of persons living in the catchment use the Tesco store in Prussia Street for their mainly weekly food and grocery purchases and many householders in this area also use this Tesco store for day-to-day top-up purchases.

With the Henry Street shopping area close by the respondents generally use shops in this area rather than other shopping centres or retail parks. O'Devaney Gardens residents invariably use the existing grocery outlet in the complex for top-up requirements.

Results of the analysis shows that convenience is the primary factor why a household chooses to shop at the store where they do their main food/grocery shopping? "Value for Money" is important for many respondents.

Apart from residents of O'Devaney Gardens householders are generally satisfied with the food and grocery shops in their district. Less than one third of O'Devaney Gardens householders say they are satisfied with their local outlets.

The reasons given for dissatisfaction are generally related to the poor range of goods on offer and, in a small number of cases (approximately 5% of respondents) the shops are too expensive.

Less than half the respondents combined a weekly shopping trip with other activities. Where this is the case it is generally a bank or Post Office which is visited

Spend on the shopping trip averages about €76. The average spend by O'Devaney Gardens residents is somewhat higher but only a few replies were received for this question probably due to the survey methodology used for O'Devaney Gardens residents

Just fewer than half the respondents shopped in Stoneybatter "often" or "occasionally". The panel rated shopping facilities in Stoneybatter as "average" to "good". The main criticism of shopping the area was that there is a poor variety of shops and the area would be improved if this could be corrected and parking in the area improved.

Including neighbourhood retail shopping in the O'Devaney Gardens regeneration project is seen as beneficial by most respondents. The area needs a variety of shops but it is seen as a convenient location.

Regarding the mix of shops in this location – some basic outlets such as butchers and bakery should be considered and a cafe/coffee shop is high on the list of facilities mentioned.

## Section 1 - Food and Grocery Shopping

### Q2 - At which store and location do you usually do your main food and grocery shopping?

	AREA						
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	O'Devaney Gardens
	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd	
Base	181	31	18	30	30	38	34
Tesco Prussia Street	113	21	3	22	22	21	24
Tesco Clearwater Finglas	10	-	-	2	1	3	4
Tesco Jervis Street	9	2	6	-	-	1	-
Dunnes Stores Charlestown Finglas	6	-	1	-	-	2	3
Tesco Phibsboro	5	1	-	-	-	2	2
Lidl – Moore Street	4	1	1	1	1	-	-
Marks & Spencers - Jervis Centre	4	1	1	2	-	-	-
Aldi – Parnell Street	3	-	-	2	1	-	-
Lidl - Glasnevin	3	1	-	-	1	1	-
Blanchardstown SC	3	-	-	-	-	3	-
Dunnes – Henry Street	2	-	-	1	-	-	1
Dunnes – North Earl Street	2	-	2	-	-	-	-
Centra - Manor Street	2	1	1	-	-	-	-
Fresh - Smithfield	2	-	-	-	1	1	-
SPAR - North King Street	1	1	-	-	-	-	-
Other	12	2	3	-	3	4	-

Over 60% of persons surveyed use the Tesco stores in Prussia St. whereas persons from the Smithfield's area use the Jervis Street branch. Other shoppers use a wide range of outlets in the general area.

**Q2 B: Do you shop at any of the above the locations in addition for other items such as clothes & footwear and other household items”?**

	AREA						
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	O'Devaney Gardens
Do you shop for clothes at these locations	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd	
Base	182	31	18	30	30	38	35
Yes	37	5	4	6	10	6	6
No	145	26	14	24	20	32	29

Most shoppers use other outlets for their purchases of clothing and footwear.

**Q2 B 1: If yes, at which location.....?**

	AREA						
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	O'Devaney Gardens
Store	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd	
Base	29	4	4	2	7	6	6
Dunnes Stores Charlestown Finglas	7	2	-	-	-	1	4
Tesco Prussia Street	5	-	2	1	1	1	-
Dunnes – Henry Street	5	-	-	-	4	-	1
Lidl – Moore Street	3	1	-	-	-	2	-
Tesco Jervis Street	2	-	2	-	-	-	-
Aldi – Parnell Street	2	-	-	-	1	-	1
Marks & Spencers - Jervis Centre	2	-	-	1	1	-	-
Blanchardstown SC	2	-	-	-	-	2	-
Dunnes – North Earl Street	1	1	-	-	-	-	-

Most of the stores are restricted to sales of groceries and offer only a small selection of clothing.

**Q2 B 2: If no, at which of the following general locations:**

		AREA					
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	
Location	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd	O'Devaney Gardens
Base	152	25	14	27	20	33	33
City Centre	129	22	13	26	14	24	30
Shopping Centre	11	2	-	-	-	6	3
Retail Park	3	-	-	-	2	1	-
Other	9	1	1	1	4	2	-

There is a very extensive range of clothing and footwear stores in the City Centre which cater for all likely requirements.

**Q3. What is the main reason why you and your household choose to shop at the store where you do your main food/grocery shopping?**

		AREA						
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C		
Reason	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd	O'Devaney Gardens	
Base	182	31	18	30	30	38	35	
Close to home / convenient	117	20	11	16	20	24	26	
Good prices / value for money	30	5	1	10	8	6	-	
Good quality goods/ products	14	5	3	1	2	2	1	
Wide range of goods / products	7	1	1	1	-	4	-	
Good public transport	5	-	-	1	-	1	3	
Close to other shops	4	-	-	-	-	-	4	
Close to work	2	-	1	-	-	-	1	
Ease of parking	2	-	-	1	-	1	-	
Other	1	-	1	-	-	-	-	

Replies to this question show that convenience is the primary factor. "Value for Money" is important especially with persons living around O'Devaney Gardens, whereas Good public transport and closeness to other shops is important to O'Devaney Gardens residents.



**Q4. At which store/location do you normally do your top-up food and grocery shopping?**

	ED	AREA						O'Devaney Gardens
		Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C		
Store used for top-up shopping	Area	Grange gorman	Smith field	O'Devaney Gardens Environs	Prussia St.	North Circular Rd		
Base	178	31	18	30	29	35	35	
Tesco Prussia Street	48	7	1	12	14	11	3	
Local Shop	29	8	3	4	3	11	-	
Existing Grocery Shop in O'Devaney Gardens	25	-	-	-	-	-	25	
Centra - Manor Street	24	7	2	7	7	1	-	
Lidl – Moore Street	8	-	2	1	-	5	-	
Fresh - Smithfield	6	-	5	1	-	-	-	
Aldi – Parnell Street	5	1	-	-	2	1	1	
Londis - Parkgate Street	4	-	-	1	-	-	3	
Tesco Jervis Street	3	1	1	-	-	-	1	
Dunnes – Henry Street	3	1	-	2	-	-	-	
Tesco Phibsboro	2	-	-	1	-	1	-	
Dunnes – North Earl Street	2	-	1	-	-	1	-	
SPAR - North King Street	2	1	-	-	-	1	-	
Marks & Spencers - Jervis Centre	2	1	-	1	-	-	-	
Lidl - Glasnevin	2	-	-	-	1	1	-	
Tesco Clearwater	1	-	-	-	1	-	-	
Other	12	4	3	-	1	2	2	

Tesco Prussia Street is the top-up store for persons living in the surrounding area, otherwise a wider range of stores are used largely determined by the place of residence. O'Devaney Gardens residents almost exclusively use the existing grocery shop in the complex for their day-to-day purchases.

**Q5. Are you satisfied with the existing food/grocery shops in your locality?**

Level of Satisfaction	ED	AREA						O'Devaney Gardens
		Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	North Circular Rd	
Base	182	31	18	30	30	38	35	
Very Satisfied	39	2	7	5	4	17	4	
Satisfied	85	23	7	17	20	11	7	
Neutral	16	3	1	3	-	2	7	
Not Satisfied	31	2	2	4	5	6	12	
Very Dissatisfied	11	1	1	1	1	2	5	

All areas except O'Devaney Gardens are generally satisfied with the existing stores. This is especially true of households in the North Circular Rd area who have a high percentage of Very Satisfied responses.

Residents in O'Devaney Gardens are generally Not Satisfied with the existing stores.

Q6(a) If dissatisfied why

		AREA					
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	O'Devaney Gardens
Reason	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd	
Base	39	2	2	8	1	9	17
Poor range	24	1	-	5	-	6	12
Too expensive	7	-	-	1	1	2	3
Poor shopping environment	4	1	1	-	-	-	2
Other	2	-	1	-	-	1	-
Distance	1	-	-	1	-	-	-
Parking problems	1	-	-	1	-	-	-

Dissatisfied shoppers would prefer a larger range of goods. Others consider the existing shops are too expensive.

**Q6A. Do you combine your shopping trips with other activities such as visits to banks, community facilities, combination with school trips?**

		AREA					
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	O'Devaney Gardens
Combine shopping trips?	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd	
Base	178	31	18	30	30	38	31
Yes	74	10	11	10	16	18	9
No	104	21	7	20	14	20	22

Most shoppers from O'Devaney Gardens and Grange gorman do not combine food shopping trips with other activities; however shoppers from other area are more likely to do so.

**Q6B What other activities do you combine with trips to the shops?**

		AREA					
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	O'Devaney Gardens
Combine shopping trips?	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd	
Base	65	10	11	10	16	14	4
Bank or Post Office	40	7	1	6	15	7	4
School run	5	-	1	-	-	4	-
Other	20	3	9	4	1	3	-

Most people would combine the shopping trip with a visit to the bank or post office a few combine this with the school run and there are a number of miscellaneous calls made by other shoppers.

**Q7. Roughly how much do you spend on each trip on your routine grocery shopping?**

	ED	AREA					
		Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	O'Devaney Gardens
Spend	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd	O'Devaney Gardens
Base	161	31	18	30	30	38	14
€10 or less	6	1	4	-	-	-	1
€10 to €30	29	5	4	4	8	7	1
€31 to €50	35	10	4	6	12	3	-
€51 to €75	21	3	3	5	4	6	-
€76 to €100	22	7	2	4	3	5	1
€101 to €150	19	3	1	4	2	7	2
€151 to €200	12	1	-	1	-	3	7
€201 to €250	3	-	-	-	-	2	1
€251 to €300	3	1	-	-	-	1	1
Over €300	1	-	-	-	1	-	-
Don't know	10	-	-	6	-	4	-
Average Amount Spent	€76	€68	€42	€69	€57	€94	€149

Only 14 of the O'Devaney Gardens residents answered this question which may explain the unduly high value for Average Spend.

The average spend is lowest in the Smithfield area probably due to the large number of one/two person apartments in this area.

## Section 2 - Shopping in Stoneybatter

### Q8. Do you shop in Stoneybatter?

		AREA						
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	O'Devaney Gardens	
Combine shopping trips?	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd		
Base	182	31	18	30	30	38	35	
Often	35	7	2	9	10	3	4	
Occasionally	49	7	5	6	8	10	13	
Rarely	45	10	5	12	5	2	11	
Never	53	7	6	3	7	23	7	

Under half of those surveyed used the shops in Stoneybatter Often/Occasionally

### Q9. What do you think of the Shopping facilities in Stoneybatter?

		AREA						
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C	O'Devaney Gardens	
Shopping in Stoneybatter	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd		
Base	165	30	14	30	30	29	32	
Very Good	22	5	2	7	1	5	2	
Good	43	10	3	8	10	7	5	
Average	65	13	7	7	15	10	13	
Poor	19	2	2	6	2	2	5	
Very Poor	16	-	-	2	2	5	7	

Shopping facilities in Stoneybatter are generally considered to be Average to Good, although they are generally marked down by residents of O'Devaney Gardens.

**Q10. Why do you say that?**

	ED	AREA						O'Devaney Gardens
		Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C		
Shopping in Stoneybatter	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd		
Base	77	21	10	21	18	9	8	
Bad variety of shops	35	8	2	7	8	3	7	
Good variety of shops	23	7	4	7	2	2	1	
Bank/PO in the area	11	6	1	1	1	2	-	
Too expensive	8	-	-	4	3	1	-	
Other reasons	8	-	3	1	4	-	-	
Less expensive	2	-	-	1	-	1	-	

These results are interesting in that whereas 35 persons said there is a poor range of shops another 23 consider the range of shops to be good. This table excludes persons who do not shop in Stoney batter

**Q11. How could shopping in Stoneybatter be improved?**

	ED	AREA						O'Devaney Gardens
		Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C		
How can Stoneybatter be improved	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd		
Base	107	24	7	27	26	17	6	
Better variety / more speciality shops	33	6	1	10	11	3	2	
Better Parking	28	11	-	9	2	4	2	
Major Supermarket	16	1	3	3	4	5	-	
Bank or Post Office in area	9	3	-	2	2	-	2	
Less expensive	8	-	1	1	5	1	-	
Fine as it is	7	1	-	2	2	2	-	
Clear up litter	6	2	2	-	-	2	-	

More shops and better parking would improve the area. A Supermarket and Bank/Post Office would also help.

### Section 3: The Regeneration of O'Devaney Gardens

**Q12A. It is proposed to include neighbourhood retail shopping within the regeneration plan for O'Devaney Gardens. Would you find this beneficial for the local area?**

		AREA						O'Devaney Gardens
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C		
Benefit to the local are	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd		
Base	181	31	18	30	30	38	34	
Yes	149	24	8	24	30	31	32	
No	30	7	10	6	-	7	-	
Don't know	2	-	-	-	-	-	2	

Over 80% said that to include neighbourhood retail shopping in the regeneration plan would be beneficial for the local area. Only some Smithfield residents had reservations, there were almost unanimous positive responses from O'Devaney Gardens and Prussia St. Residents.

**Q12B. Reason for answer above:**

		AREA						O'Devaney Gardens
	ED	Arran Quay B	Arran Quay C	Arran Quay D	Arran Quay E	Cabra East C		
Reason for response	Area	Grange gorman	Smithfield	O'Devaney Gardens Environs	Prussia St.	North Circular Rd		
	149	31	18	30	30	38	2	
Area Needs More Variety of Shops	44	6	5	6	11	16	-	
Convenient	31	5	2	11	5	8	-	
Would improve area	8	1	-	3	3	1	-	
Lack of shops in area	5	2	-	-	1	2	-	
Create jobs	4	-	-	1	3	-	-	
Bring more people to the area	4	1	-	-	1	2	-	
More grocery competition	3	-	-	2	1	-	-	
Area not safe	8	1	2	5	-	-	-	
Enough shops already	5	1	-	-	-	4	-	
Not relevant to me	15	3	8	1	-	3		
Other comments	7	1	1	1	2	2	-	
No Opinion	15	10	-	-	3	-	2	

There were no replies from O'Devaney Gardens residents. Other respondents said the "Area Needs More Variety of Shops" and it would be Convenient.



**Q13: What other type of neighbourhood facilities would be suitable in your opinion in this location as part of a regeneration project (such as a bakery, café, laundrette, pharmacy etc)?**

Facility	All Responses	Area						O'Devaney Gardens
		Arran Quay B Grange gorman	Arran Quay C Smithfield	Arran Quay D O'Devaney Gardens Environs	Arran Quay E Prussia St.	Cabra East C North Circular Rd		
Bakery	25	3	1	4	7	4	6	
Butchers	7						7	
Clothes Shops	10		4	2		3	1	
Bank or Post Office	6	2	1		2		1	
Pharmacy	4			2	1		1	
Laundrette	6	1	3	1		1		
Book Shop	3	1		1	1			
Local Shops	4	1		1	1		1	
Café / Coffee Shop	22	3	3	4	7	4	1	
Sports Facilities	5	1	1	2		1		
Leisure Centre	13	5	1	2	1	4		
Children's Play Area	12	4	1	2	4	1		
Swimming Pool	10	2		5	1	2		
Park	8		1	3	4			
Crèche	5	2	1	2				
Neighbourhood security	6	1	1	2	1	1		
Community Facilities	16	3		7	4	1	1	
Other Facilities(general)	40	11		6	9	13	1	
Happy as it is	17	2	7	1	3	4		
Don't Know	11	3			2	6		

A Café / Coffee Shop would be essential but also the basic type of shops such as a bakery and a butchers shop are requested especially by O'Devaney Gardens residents. Many persons consider sporting/leisure facilities are desirable.

## Questionnaire

### Section 1 Shopping

Are you the person who usual does the food and grocery shopping for your household?

1. **Yes**
2. **No** – if **NO** thank you and close

**Q1 How often do you shop for groceries each week?**

1. Every day
2. Most days
3. Once or twice a week

**Q2 A: Where do you usually do your main grocery shopping?**

1. Tesco Prussia Street
2. Tesco Henry Street
3. Tesco Phibsborough
4. Tesco Clearwater Finglas
5. Dunnes – Henry Street
6. Dunnes – Talbot Street
7. Dunnes Stores Charlestown Finglas
8. Aldi – Parnell Street
9. Lidl – Parnell Street
10. Superquinn - Finglas
11. Centra - Manor Street
12. Fresh - Smithfield
13. SPAR - North King Street
14. Londis - Parkgate Street
15. Mapel Centre - Navan Road
16. Existing Grocery Shop in O'Devaney Gardens
17. Other(name).....
18. On Line

**Q2 B: Do you shop at any of the above the locations in addition for other items such as clothes & footwear and other household items”?**

1: Yes. If yes, at which location.....?

2: No. If no, at which of the following general locations:

- 1) City Centre
- 2) Shopping Centres
- 3) Retail Parks
- 4) Other

**Q3. What is the main reason why you and your household choose to shop at the store where you do your main food/grocery shopping?**

Close to home / convenient

1. Close to school
2. Close to work
3. Close to work
4. Ease of parking
5. Good public transport
6. Wide range of goods / products
7. Close to other shops
8. Good prices / value for money
9. Good quality goods/ products
10. Other.....

**Q4. At which store/location do you normally do your top-up food and grocery shopping?**

**Q5. Are you satisfied with the existing food/grocery shops in your locality?**

Very Satisfied

Satisfied

Neutral

Not Satisfied

Very Dissatisfied

**If dissatisfied why?**

Distance

Poor access roads/infrastructure

Parking problems

Poor range

Poor shopping environment

Too expensive

Other

**Q6. Do you combine your shopping trips with other activities such as visits to banks, community facilities, combination with school trips?**

Yes

No

**If yes, please specify**

**Q7. Roughly how much do you spend on each trip on your routine grocery shopping?**

## Section 2 - Shopping in Stoneybatter

Q8. Do you shop in Stoneybatter?

1. Often
2. Occasionally
3. Rarely
4. Never

Q9. What do you think of the Shopping facilities in Stoneybatter?

1. Very Good
2. Good
3. Average
4. Poor
5. Very Poor

Q10. Why do you say that?

Q11. How could shopping in Stoneybatter be improved?

## Section 3: The Regeneration of O'Devaney Gardens

Q12. It is proposed to include neighbourhood retail shopping within the regeneration plan for O'Devaney Gardens. Would you find this beneficial for the local area?

1. Yes
2. No
3. Don't Know

Reason for answer above:

Q13: What other type of neighbourhood facilities would be suitable in your opinion in this location as part of a regeneration project (such as a bakery, café, laundrette, pharmacy etc)?

## Section 4 - Demographics

1. Male/Female
2. Age Group
3. Number in household
4. Number of children in household
5. Employment Status: Are you;
  - Working
  - Retired
  - Work in the home
  - Other: