



## Shoppers Survey For Residents of London Borough of Hillingdon

### Introduction

Residents of the London Borough of Hillingdon are invited to complete this survey about visiting local high streets for shopping and entertainment and how their shopping habits have changed as a result of COVID-19.

The results of the survey, which should take no more than six minutes of your time to complete, will inform Hillingdon Council's campaign to welcome people back to its towns and shopping areas, boost the local economy, get people back to work and customers back to the high street safely in line with government guidance.

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to win a picnic hamper full of summer treats worth £100 selected from local shops and services.

The campaign is supported by the European Regional Development Fund through the government's Welcome Back Fund.

Information collected through this survey will be used for research and analysis purposes and headline data may be published. All data will also be stored and processed in accordance with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018. Please see the council's [privacy\\_policy](#) for more details.

OK

1. How confident do you currently feel about visiting your local high street or shopping area?



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2. Where do you primarily get information about businesses, for example opening hours, delivery services and Covid safety measures? (tick all appropriate responses)

- |   |   |
|---|---|
| <input type="checkbox"/> The Internet             | <input type="checkbox"/> Through social media                         |
| <input type="checkbox"/> Telephone the business   | <input type="checkbox"/> Through direct mail from the business itself |
| <input type="checkbox"/> Ask a friend or relative |   |
| <input type="checkbox"/> Other (please specify)   |   |

3. Which of the following would prevent you from visiting your local high street or shopping area during the COVID-19 pandemic? (tick all appropriate responses)

- |   |  |
|---|--|
| <input type="checkbox"/> Other people not practicing social distancing                                    | <input type="checkbox"/> An inability to pay using cash in many businesses             |
| <input type="checkbox"/> A lack of general business cleanliness and hygiene                               | <input type="checkbox"/> An inability to pay using cashless payment in some businesses |
| <input type="checkbox"/> Uncertainty about how I should behave  | <input type="checkbox"/> An inability to find a clean and open public toilet           |
| <input type="checkbox"/> A high volume of people in town centres increasing risk of COVID-19 transmission | <input type="checkbox"/> Having to use public transport to get there                   |

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distancing difficult

- Having to queue to enter businesses
- Other (please specify)

4. As COVID-19 regulations are relaxed which of these safety measures is the **most important** in making you feel at ease? (tick just one response)

- Social distancing
- Limited shopper numbers inside businesses
- Seeing people cleaning inside businesses
- Face coverings
- Other (please specify)
- Hand sanitising stations
- Seeing people in official positions monitoring social distancing
- None of the above

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- |  |  |
|--|--|
| <input type="checkbox"/> I will visit my local high street or shopping area <b>more</b> than I did before COVID-19 | <input type="checkbox"/> I will use the internet to shop <b>less</b> than I did before COVID-19      |
| <input type="checkbox"/> I will visit my local high street or shopping area <b>less</b> than I did before COVID-19 | <input type="checkbox"/> My shopping habits will return to normal when all COVID-19 restrictions end |
| <input type="checkbox"/> I will use the internet to shop <b>more</b> than I did before COVID-19                    |  |

6. What would make you increase the use of businesses in your local high street or shopping area? (tick all appropriate responses)

- |   |  |
|---|--|
| <input type="checkbox"/> If they had an online shop                   | <input type="checkbox"/> If they had improved COVID-19 safety measures in place                              |
| <input type="checkbox"/> If they offered a delivery service           |  |
| <input type="checkbox"/> If they operated a click and collect service | <input type="checkbox"/> If they had a website providing essential information including their opening hours |
| <input type="checkbox"/> Other (please specify)                       |  |

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following activities? (tick all appropriate responses)

- |  |  |
|--|--|
| <input type="checkbox"/> Eating out in cafes and restaurants               | <input type="checkbox"/> Using an outdoor playground |
| <input type="checkbox"/> Visiting a pub or nightclub                       | <input type="checkbox"/> Sitting on a public bench   |
| <input type="checkbox"/> Visiting a beauty salon for a treatment           | <input type="checkbox"/> Visiting an outdoor market  |
| <input type="checkbox"/> Visiting an exercise class, gym or leisure centre | <input type="checkbox"/> Viewing a new house         |
| <input type="checkbox"/> Using an indoor play centre                       | <input type="checkbox"/> Using a public toilet       |

8. What are the first 3 digits of your postcode?

9. What is your gender?

- Female
- Male

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10. What is your age?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

11. If you would like to enter the prize draw to win a hamper of products worth £100, please provide your name and telephone number below. We will contact the winner on August 29th, 2021.

Name

Phone Number

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DONE

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See how easy it is to [create a survey](#).

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