

# Dublin Household Survey Final Marked-up Questionnaire

*Total Base: 319 completed interviews*

## CONVENIENCE GOODS SHOPPING

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

Q1 **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, Coolock	30 (9%)
Centra, Kilbarrack Road	0 (0%)
Centra, Main Street, Clongriffin, Donaghmede	1 (0%)
Dunnes Stores, Donaghmede Shopping Centre	78 (24%)
Dunnes Stores, Northside Shopping Centre	25 (8%)
Dunnes Stores, Pavilion Shopping Centre	4 (1%)
Eurospar, Northern Cross, Malahide Road	0 (0%)
Iceland, Northside Shopping Centre	0 (0%)
Lidl, Grange Road (Baldoyle)	34 (11%)
Lidl, Grange Road (Rathfarnham, Dublin 14)	0 (0%)
Lidl, Old Malahide Road (Coolock)	19 (6%)
Lidl, Stand Rd, Portmarnock	3(1%)
Supervalu, Northside Shopping Centre	9 (3%)
Supervalu, Pavilions Shopping Centre	0 (0%)
Supervalu, Raheny	0 (0%)
Supervalu, Sutton Cross, Sutton	57 (18%)
Tesco Clarehall	43 (13%)
Tesco Metro, Kilbarrack Shopping Centre	2 (1%)
Tesco, Artane Castle Shopping Centre, Kilmore Road	0 (0%)
Shop mainly online	3 (1%)
Other	11 (3%)
<b>Base:</b>	<b>319 (100%)</b>

Q2 **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 the journey)

Car	243 (76%)
Walk	53 (17%)
Bus	15 (5%)
Taxi	2 (1%)
Train	0 (0%)
Cycle	2 (1%)
Other	4 (1%)
<b>Base:</b>	<b>319 (100%)</b>

Q3 On average, how much do you spend on food/ groceries for the house each week?

Less than €20	0 (0%)
€21-40	9 (3%)
€41-60	23 (7%)
€61-80	29 (9%)
€81-100	60 (19%)
€101-120	60 (19%)
€121-140	19 (6%)
€141-160	38 (12%)
More than €161	36 (11%)
Don't know	33 (10%)
Prefer not to say	12 (4%)
Other	0 (0%)
<b>Base:</b>	<b>319 (100%)</b>

#### 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

Q4 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)

Artane Castle Shopping Centre, Kilmore Road (includes Tesco & Penneys)	15 (5%)
Blanchardstown Shopping Centre	15 (5%)
Charlestown Shopping Centre, Meakstown	0 (0%)
Donaghmede Shopping Centre	21 (7%)
Dublin City Centre	112 (35%)
Dundrum Town Centre, South Dublin	0 (0%)
Gulliver's Retail Park, Northwood	1 (0%)
Liffey Valley Shopping Centre	2 (1%)
Northside Shopping Centre, Coolock	6 (2%)
Pavilions Shopping Centre, Swords	55 (17%)
Tesco Clarehall, Malahide Road	3 (1%)
Don't know	46 (14%)
Online/ internet (including click and collect)	42 (13%)
Other	1 (0%)
<b>Base:</b>	<b>319 (100%)</b>

## 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, tables) that you shop less often for and which you generally rely on being delivered to the home

Q5 **Can I ask where you do most of your shopping for large bulky items like electrical goods (e.g. fridges, washing machines, dishwashers)?**

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

Airside Retail Park, Swords	41 (13%)
Clarehall Shopping Centre	0 (0%)
Coolock Retail Park (Power City)	130 (41%)
DID Electrical, Mornington Park	15 (5%)
Donaghmede Shopping Centre	2 (1%)
Dublin City Centre	13 (4%)
Gullivers Retail Park, Ballymun	2 (1%)
IKEA	6 (2%)
Northside Shopping Centre	2 (1%)
Pavilions Shopping Centre	17 (5%)
Online/ internet (including click and collect)	20 (6%)
Don't know	48 (15%)
Other	18 (6%)
<b>Base:</b>	<b>319 (100%)</b>

## VIEWS ON BELMAYNE/CLONGRIFFIN AREA - EXISTING SITUATION AND FUTURE PROSPECTS

Q6 **Do you live in the Belmayne/ Clongriffin area?**

Yes	212 (66%)	<a href="#">Go to Q7</a>
No	107 (34%)	<a href="#">Go to Q16</a>
<b>Base:</b>	<b>319 (100%)</b>	

Q7 **How would you rate this area as a place to live or visit? (Read out & tick only one)**

Very good	78 (37%)	<a href="#">Go to Q9</a>
Good	89 (42%)	<a href="#">Go to Q9</a>
Fair	28 (13%)	<a href="#">Go to Q9</a>
Poor	11 (5%)	<a href="#">Go to Q8</a>
Very poor	6 (3%)	<a href="#">Go to Q8</a>
<b>Base:</b>	<b>212 (100%)</b>	

Q8 **If poor or very poor with Belmayne/ Clongriffin area as a place to live or visit, can you explain why this is the case? (Do not read out & tick all that apply)**

Lack of community facilities	15 (88%)
Lack of employment opportunities	11 (67%)
Lack of parking	0 (0%)
Lack of shops and other services	6 (33%)
Poor access for buses	0 (0%)
Poor access for cars	0 (0%)
Poor access for pedestrians	0 (0%)
Too many vacant and undeveloped sites	0 (0%)
Nothing in particular	0 (0%)
Don't know	6 (33%)
Unfinished	5 (29%)
Poor facilities for kids	4 (24%)
Other	0 (0%)
<b>Base:</b>	<b>17 (100%)</b>

Q9 **Do you think there are sufficient opportunities for employment in the Belmayne/ Clongriffin area?**

Yes	55 (26%)
No	129 (61%)
Don't know	28 (13%)
<b>Base:</b>	<b>212 (100%)</b>

Q10 **On a scale of 1 to 5, where 1 is not very important and 5 is very important, how important do you feel it is necessary to create job opportunities in the Belmayne/ Clongriffin area in the following sectors? (Read out & tick one on each row)**

	1 = Not very important	2	3 = Neither nor	4	5 = Very important	Don't know	<b>Base:</b>
Business start-up units/ enterprise space	3%	3%	17%	18%	59%	0%	<b>212(100%)</b>
Office use (e.g. insurance, solicitors, auctioneers, banks)	5%	3%	34%	16%	42%	0%	<b>212(100%)</b>
Shops	3%	4%	11%	24%	58%	0%	<b>212(100%)</b>
Restaurants and cafes	3%	5%	24%	39%	29%	0%	<b>212(100%)</b>
Pubs/ nightclubs	16%	16%	11%	29%	26%	3%	<b>212(100%)</b>
Community uses	0%	3%	13%	21%	63%	0%	<b>212(100%)</b>
Leisure facilities	0%	6%	18%	13%	62%	1%	<b>212(100%)</b>
Health facilities	0%	5%	18%	8%	68%	0%	<b>212(100%)</b>
Other reasons	0%	0%	0%	0%	3%	97%	<b>212(100%)</b>

Q11 On a scale of 1 to 5, where 1 is not very important and 5 is very important, how important are the following facilities for the development of the Belmayne/ Clongriffin area? (Read out & tick one on each row)

	1 = Not very important	2	3 = Neither nor	4	5 = Very important	Don't know	Base:
Fitness Centre	8%	8%	24%	21%	39%	0%	212(100%)
Gym	11%	8%	21%	18%	42%	0%	212(100%)
50 metre Swimming pool (either public or private)	5%	11%	16%	16%	52%	0%	212(100%)
Post office (in addition to the one at Clarehall)	8%	16%	8%	7%	61%	0%	212(100%)
Medical centre including GP services (in addition to the one at Clarehall)	3%	11%	13%	18%	55%	0%	212(100%)
Library	3%	15%	11%	18%	53%	0%	212(100%)
Community resource centre	3%	11%	13%	15%	54%	4%	212(100%)
Supermarket (e.g. Supervalu, Aldi)	5%	8%	18%	13%	56%	0%	212(100%)
Another hotel	11%	26%	16%	11%	34%	3%	212(100%)
Schools	3%	13%	15%	11%	55%	3%	212(100%)
Other facility	0%	0%	3%	3%	11%	84%	212(100%)

Q12 Thinking about the future development of the Belmayne/ Clongriffin area, how important are the following proposals for the area, using a scale of 1 to 5, where 1 is not very important and 5 is very important? (Read out & tick one on each row)

	1 = Not very important	2	3 = Neither nor	4	5 = Very important	Don't know	Base:
Developing more apartments	16%	18%	18%	18%	29%	0%	212(100%)
Developing homes other than apartments	11%	8%	8%	13%	61%	0%	212(100%)
Developing Community Facilities	3%	5%	16%	21%	55%	0%	212(100%)
Developing Sports Facilities	5%	0%	18%	29%	47%	0%	212(100%)
Developing shops, services and business uses around Clongriffin Train station	0%	0%	16%	24%	58%	3%	212(100%)
Increasing the number of shops, services and business uses at Northern Cross	0%	2%	32%	16%	47%	3%	212(100%)
Creating a Main Street connecting Clongriffin Train Station to Northern Cross	0%	0%	18%	16%	63%	3%	212(100%)
Extending Main Street over the railway line to provide a road connection with the Red Arches Road in Baldoyle	0%	3%	13%	13%	60%	11%	212(100%)
Anything else	0%	0%	0%	0%	8%	92%	212(100%)

Q13	<b>Do you have any views on what should be developed on vacant lands at Northern Cross, for example, undeveloped lands facing the Hilton Hotel and facing Clarehall Shopping Centre?</b> (Read out & tick one only)	
	Yes	140 (66%)
	No	72 (34%)
	<b>Base:</b>	<b>212 (100%)</b>

Q14	<b>If yes, which of the following types of developments do you think is most suitable?</b> (Read out & tick all that apply)	
	Business/ enterprise space	22 (16%)
	Community facilities	39 (28%)
	Housing	38 (27%)
	Mix of uses	17 (12%)
	Offices	11 (8%)
	Places of entertainment & for socialising (e.g. pubs, bingo)	16 (11%)
	Public square	11 (8%)
	Shops	28 (20%)
	Sports and Leisure facilities	45 (32%)
	School	11 (8%)
	Play area	10 (7%)
	Park	10 (7%)
	Youth facilities	6 (4%)
	Other	11 (8%)
	<b>Base:</b>	<b>140 (100%)</b>

Q15	<b>Finally, if you were asked what <u>one</u> thing could be introduced to the area to improve its attractiveness as a place to live what would this be?</b> (Verbatim comments)	
	Community centre/Youth centre	19 (9%)
	Parks, greenways, landscaping	39 (18%)
	Playground	40 (19%)
	Shops and services	53 (25%)
	Completion (Roads, sites)	12 (5%)
	Other	36 (17%)
	Don't know	19 (9%)
	<b>Base:</b>	<b>212 (100%)</b>

## DEMOGRAPHICS

The following questions are asked to everyone, this is to ensure we are speaking to a wide range of people:

Q16 **Finally, can I ask which age group you belong to? (Read out)**

Under 20	5 (2%)
20-29	19 (6%)
30-39	40 (13%)
40-49	72 (23%)
50-65	98 (31%)
Over 65	70 (22%)
Refused	15 (5%)
<b>Base:</b>	<b>319 (100%)</b>

Q17 **Gender (record by observation only)**

Male	98 (31%)
Female	221 (69%)
<b>Base:</b>	<b>319 (100%)</b>