



www.experiencemilngaviebid.co.uk

Shopper Survey

The Experience Milngavie Business Improvement District aims to deliver a 5 year programme of projects and services which will further Milngavie's development as a first class shopping, business and visitor destination for East Dunbartonshire and beyond.

A Business Improvement District (BID) is a business-led initiative where businesses work together to invest collectively in improvements to their business environment. These projects and services are delivered in addition to those services delivered by the local authority.

The aim of this survey is to provide an up-to-date, accurate picture of the perceived strengths and weaknesses of Milngavie Town Centre from the people who matter most to businesses: the customers.

Section 1: Tell us about yourself...

This section will help to provide an overview of the categories of people who have responded to the survey and allow us to identify trends between demographics and the answers they provide.

Sex

| | |
|------|--------|
| Male | Female |
|------|--------|

Age

| | | | | | | |
|------|-------|-------|-------|-------|-------|-----|
| U'18 | 18-25 | 26-35 | 36-45 | 46-55 | 56-65 | 65+ |
|------|-------|-------|-------|-------|-------|-----|

Approx. Annual Household Income (Before Tax)

| | | | | | | |
|--------------|------------------|------------------|------------------|------------------|-------------|-------------------|
| Up to 12,000 | 12,000 to 15,000 | 15,001 to 25,000 | 25,001 to 35,000 | 35,001 to 50,000 | Over 50,000 | Prefer not to say |
|--------------|------------------|------------------|------------------|------------------|-------------|-------------------|

Where do you live?

| | | | | | | |
|-----------|----------|---------|-------------|---------------|----------|--------------|
| Milngavie | Bearsden | Balmore | Strathblane | Kirkintilloch | West End | Glasgow City |
|-----------|----------|---------|-------------|---------------|----------|--------------|

Other (please specify)

| |
|--|
| |
|--|

Section 2: Tell us about your shopping habits in Milngavie...

These questions on shopping habits and your current opinion of Milngavie town centre will allow us to identify the town centre's perceived strengths and weaknesses.

How often do you visit Milngavie Town Centre?

| | |
|----------------|-----------------------------|
| Daily | 2-3 times per week |
| Weekly | 2-3 times per month |
| Monthly | Once or twice a year |

What is your primary reason for visiting Milngavie Town Centre?

| | | |
|-----------------|-----------------------|--------------------------------------|
| Shopping | Local Services | Visiting friends or relatives |
|-----------------|-----------------------|--------------------------------------|

Other (please specify)

What's the main type of shopping you do in Milngavie Town Centre?

What are the main types of services you use in Milngavie Town Centre?

| | |
|---------------------------|---------------------|
| Restaurant or Café | Post Office |
| Doctor | Hairdresser |
| Bank | Library |
| Optician | Betting Shop |

Other (please specify)

What are your main reasons for using the shops and services in Milngavie Town Centre?

| | |
|-------------------------------|-----------------------------|
| Convenience | Retail Mix (variety) |
| Specific local shop | Ease of access |
| Public Transport links | |

Other (please specify)

What's your average spend on a normal visit?

| | |
|---------------------|--------------------|
| Nothing | £20 to £30 |
| Less than £5 | £30 to £40 |
| £5 to £10 | £40 to £50 |
| £10 to £20 | £50 to £100 |
| Don't Know | |

Has the frequency of your visits changed over the last year?

| | | | | |
|-------------------------|-------------------|------------------|-------------------|-------------------------|
| A lot more often | More often | No Change | Less often | A lot less often |
|-------------------------|-------------------|------------------|-------------------|-------------------------|

Do you use the Farmers Market in Milngavie?

| | |
|------------|-----------|
| Yes | No |
|------------|-----------|

Do you feel the Farmers Market impacts the town centre?

| | | |
|-------------------|------------------|-------------------|
| Positively | No Impact | Negatively |
|-------------------|------------------|-------------------|

Comments

Recently in Milngavie Town Centre, the street furniture has been replaced and the public realm at the entrance to the town centre from the Train Station has been upgraded – do you feel the town centre has been impacted by this?

| | | |
|------------|-----------|------------|
| Positively | No Impact | Negatively |
|------------|-----------|------------|

Please use the space below to add any other relevant comments.

| |
|--|
| |
|--|

How safe do you feel in Milngavie Town Centre?

| | | |
|-----------|------|--------|
| Very Safe | Safe | Unsafe |
|-----------|------|--------|

What are the three best things about shopping in Milngavie Town Centre?

| |
|----|
| 1. |
| 2. |
| 3. |

What are the three worst things about shopping in Milngavie Town Centre?

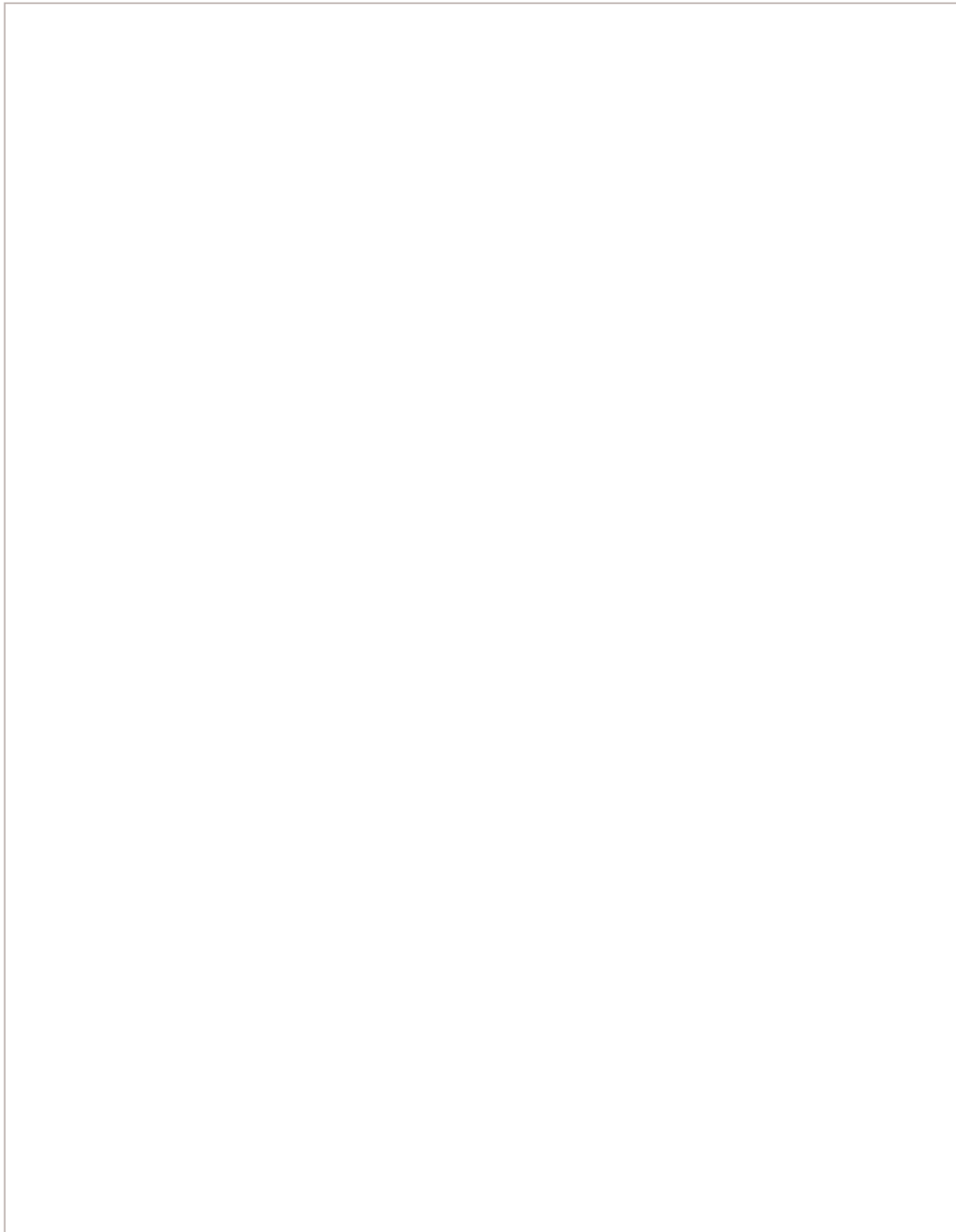
| |
|----|
| 1. |
| 2. |
| 3. |



How important are the following factors in influencing your decision on whether or not to shop in Milngavie Town Centre?

| | Very Important | Important | Neither Important or Unimportant | Unimportant | Very Unimportant |
|---|----------------|-----------|----------------------------------|-------------|------------------|
| High quality public realm / streetscape | | | | | |
| Cleanliness | | | | | |
| Safety | | | | | |
| Retail Mix (Variety of Shops) | | | | | |
| Public Transport Links | | | | | |
| Car Parking | | | | | |
| Marketing Activity / Advertising | | | | | |

Finally... do you have any further views you feel are important regarding Milngavie Town Centre?



Thanks for taking the time to fill out the Experience Milngavie BID shopper survey – look out for survey results in the local press and visit the website for more information:

www.experiencemilngaviebid.co.uk

Experience Milngavie BID is working in partnership with East Dunbartonshire Council and will share the information collected with their Economic Development department to aid a performance review of East Dunbartonshire's town centres.