

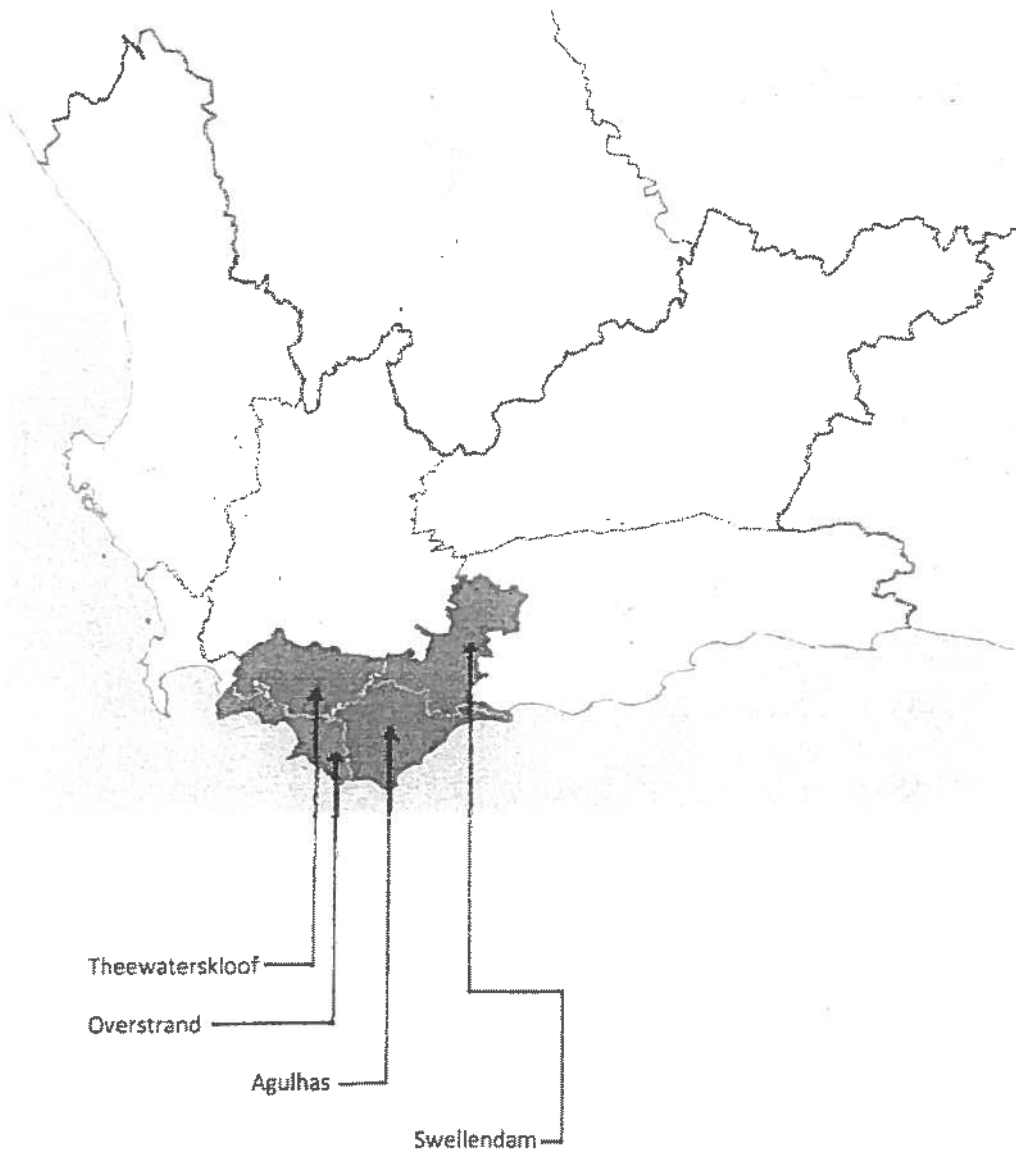


DOUGLAS PARKER  
ASSOCIATES

*Lightstone*



# OVERSTRAND DISTRICT MUNICIPALITY



# Household Survey

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<b>Douglas Parker Associates</b> Tel: (021) 700-6200	<b>Hermanus</b> <b>Local Shopper Survey July 2011</b>	Job No: 11222/DP <b>19 July 2011</b>
Name: .....	Address: .....	Nearest Street Corner: .....
Suburb: .....	Tel: (H) ..... (W) .....	Interview completed on: ..... Time taken on interview: ..... Min. INTERVIEWER: I hereby certify that this interview has been carried out by me according to the instructions given to me and has been checked by me.
		NAME: ..... SIGNED: .....
		CHECKED BY SUPERVISOR: ..... CHECKED BY FIELD MANAGER: .....
		NAME: ..... SIGNED: .....
		SAMPLE POINT NO: ..... CHECKBACK: Yes -1 No -2

Goodday, my name is ..... I'm from Douglas Parker Associates. We are conducting a shopping survey and would like to ask you a few questions.

### SCREENING QUESTIONS:

A. Who does most of the shopping in your household?

Self	-1	Continue	Other	-2	Ask to speak to person responsible
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B. Do you or any member of your household, family or close friends work for a:

Market Research, Marketing, Advertising company or a Shopping Centre	-1	IF YES CLOSE INTERVIEW
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C. Are you a **permanent resident** of Overstrand?

Yes	-1	Continue	No	-2	Close interview
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D. Into which group does your age fall?

Less than 21 years	-1	Close	21 – 64 years	-2	Continue	65+ years	-3	Check quota
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E. What is your highest level of education?

Level of Education	Self	Head of House	
Less than grade 8/9	-1	-1	Close unless respondents reside in Zwelihle, Mount Pleasant, Hawston
Grade 10 to Grade 12	-2	-2	Continue
Diploma and/or Degree	-3	-3	Continue

1. Thinking of the places where the members of your household do their shopping, could you please give me some idea for each of the categories I will read you, how much is spent in Hermanus, how much is spent elsewhere in the Overstrand/Overberg area and how much is spent over the mountain in Somerset West or Cape Town? (All = 100% -1, Most = 75% -2, Half = 50% -3, Some = 25% -4, Little = 10% -5 and None = 0% -6)

Category	Hermanus	Other Local	Over Mountain
Food and groceries			
Clothing and footwear			
Furniture			
Household goods			
Electrical appliances - toasters, kettles etc.			
Electronic goods - computers, cameras, etc.			
Sporting goods and equipment			
Toys, hobbies, games			
Jewellery, watches, etc.			
Camping and outdoor equipment			
Books and stationery			
Wine and spirits			
Personal care products			
Restaurants			
Cinemas and live shows			

2. Thinking of your households shopping, what specific products and services do you often or sometimes buy over the mountain in Somerset West or Cape Town?

3a. **Food and Groceries:** Could you please tell me the names of all the food and grocery stores your household used in the past month (June)?

3b. **For each store mentioned in Q3a:** Where is that? In which suburb/area is it? **Record Below**

3c. **For each mentioned in Q3a:** How much did you spend there? **Record Below**

Q3a: Supermarket		Q3b: Place suburb/area	Q3c: Rands
	-1		
	-2		
	-3		
	-4		
	-5		

4a. **Clothing and Footwear:** Could you please tell me the names of all the clothing and footwear stores your household used in the past three months (April, May, June)?

4b. **For each store mentioned in Q4a:** Where is that? In which suburb/area is it? **Record Below**

4c. **For each mentioned in Q4a:** How much did you spend there? **Record Below**

Q4a: Supermarket		Q4b: Place suburb/area	Q4c: Rands
	-1		
	-2		
	-3		
	-4		
	-5		

5a. **Furniture, Appliances and Housewares:** Could you please tell me the names of all the furniture, appliances and housewares stores your household used in the past six months (January to June)?

5b. **For each store mentioned in Q5a:** Where is that? In which suburb/area is it? **Record Below**

5c. **For each mentioned in Q5a:** How much did you spend there? **Record Below**

Q5a: Supermarket		Q5b: Place suburb/area	Q5c: Rands
	-1		
	-2		
	-3		
	-4		
	-5		

6a. The government has plans to erect 3 toll plaza's between Bot River and Somerset West. This could add between R50 and R100 for a two way trip over the mountain by car. Do you think this will reduce the frequency of your travel there?

Yes	-1	No	-2	Don't know	-3
-----	----	----	----	------------	----

6b. Do you think the toll plaza's will reduce the amount that your household spends over the mountain?

Yes	-1	No	-2	Don't know	-3
-----	----	----	----	------------	----

7a. If there was a one stop shopping centre in Hermanus with a wide variety of stores under one roof, such as a smaller Somerset Mall, including Game, a full Woolworths and a wide selection of national clothing and other chains, how would you feel about that? Do you think this would be a good idea?

A very good idea	-1	<b>Ask Q7b</b>
A good idea	-2	

Not such a good idea	-3	<b>Ask Q7c</b>
A bad idea	-4	

7b. And why do you say that?

Hermanus needs a proper one stop shopping centre	-1
There is a need for the additional shops	-2
Other (specify) .....	

7c. And why do you say that?

There is no need for additional shops	-1
A big centre will damage the existing town centre	-2
Other (specify) .....	

8. If such a shopping centre were to be built, to what extent do you think it would reduce your experience over the mountain?

All (90-100%)	-1	Some (20-40%)	-4
Most (60-90%)	-2	A little (Up to 20%)	-5
About half (40-60%)	-3	Not at all (0%)	-6

9. Bearing in mind what shops there are in Hermanus and the Overstrand, what **specific branded stores, shops and services** would you like to have at the proposed new centre? (**Once spontaneous mention for branded stores has been given – See show card for shops and services and PROBE**)

Food and groceries: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Clothing and footwear: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Décor/Interiors/Furniture: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Gifts/Music/Books, etc.: \_\_\_\_\_

\_\_\_\_\_

Restaurants/Coffee Shops: \_\_\_\_\_

\_\_\_\_\_

Services i.e. banks, chemist \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Other retail goods: \_\_\_\_\_

\_\_\_\_\_

Miscellaneous: \_\_\_\_\_

\_\_\_\_\_

10. If such a shopping centre was built, containing all the shops and services that we have discussed, what proportion of your household expenditure on the following categories do you think would go to the new centre, how much would remain with the stores you presently use in Hermanus or your local area, and how much would go over the mountain? (All = 100% -1, Most = 75% -2, Half = 50% -3, Some = 25% -4, Little = 10% -5 and None = 0% -6)

Category	Hermanus	Other Local	Over Mountain
Food and groceries			
Clothing and footwear			
Furniture			
Household goods			
Electrical appliances - toasters, kettles etc.			
Electronic goods - computers, cameras, etc.			
Sporting goods and equipment			
Toys, hobbies, games			
Jewellery, watches, etc.			
Camping and outdoor equipment			
Books and stationery			
Wine and spirits			
Personal care products			
Restaurants			
Cinemas and live shows			

**DEMOGRAPHICS:****WHO IS THE HEAD OF YOUR H/HOLD:**

Self	-1
Other	-2

**MARITAL STATUS:**

Married/Live with partner	-1
Previously married	-2
Single	-3

**HOME LANGUAGE:**

English	-1
Afrikaans	-2
Other	-3
.....	

**GENDER: (Observe)**

Male	-1
Female	-2

**AGE: (Show Card)**

Self	Head of h/hold

**WORK STATUS:**

	Self	H/hold
Works full-time	-1	-1
Works part-time	-2	-2
Self employed	-3	-3
Does not work (choose not to)	-4	-4
Unemployed (looking for work)	-5	-5
Student	-6	-6
Pensioner/Retired	-7	-7

**OCCUPATION: Household Head**

Self:.....

H/H:.....

FOR OFFICE USE ONLY:	Self	H/H
Professional	-1	-1
Management	-2	-2
Clerical/sales	-3	-3
Tradesman/skilled	-4	-4
Semi-skilled	-5	-5
Unskilled	-6	-6
Other	-7	-7

**In which suburb/town do you work?****EDUCATION LEVEL:**

	Self	H/H
Less than Grade 8	-1	-1
Grade 8/9	-2	-2
Grade 10/11/11+Dip	-3	-3
Grade 12	-4	-4
Grade 12+Diploma	-5	-5
University Degree	-6	-6

**Motor Vehicles:** How many cars does your household have the use of:

None	-1
One	-2
Two	-3
Three	-4
More than 3	-5

**HOUSEHOLD SIZE:** Could you please tell me the number of adults in your household that are 19+, and number of children that are 0-9 and 10-19:

Adults above 19	
Children 0-9	
Children 10-19	
<b>Total H/hold Size</b>	

**POPULATION GROUP: (Observe)**

Black	-1
Coloured/Asian	-2
White	-3

**NUMBER OF EARNERS:**

Now can you please tell me the no. of people in your h/hold that are earning money and are contributing to the total h/hold income:

**HOUSEHOLD INCOME:** Market Research Companies have found in the past that they can work out how much retail store space, and other services needs to be provided in an area if they know the total monthly household income. Can you please tell me what the total monthly h/hold income that is earned by you and all other working family members living in your household?

**Show Card:**

Email Address: \_\_\_\_\_

Thank respondent and close interview



Table 1.2

## 'Profile of Survey Respondents as weighted by Life Plane and Area.

Demographic Profile Weighted	Total %	Primary Area			Secondary Area		Primary %	Secondary %
		AB	CD	EF	AB	CD		
		%	%	%	%	%		
<b>Occupation: Respondent</b>								
Professional	29	48	9	0	50	27	23	39
Management	16	20	11	3	22	18	13	20
Clerical / Sales	18	8	27	6	13	30	16	20
Tradesman/ skilled	16	7	31	3	10	17	17	14
Semi Skilled	11	17	18	6	3	2	16	3
Unskilled	10	0	4	82	2	6	15	4
Total	100	100	100	100	100	100	100	100
<b>Occupation: Head of Household</b>								
Professional	25	40	11	0	44	22	20	32
Management	19	24	11	3	24	29	15	27
Clerical / Sales	13	7	27	5	10	4	16	7
Tradesman/ skilled	23	10	33	13	17	34	22	26
Semi Skilled	12	19	16	8	3	8	16	6
Unskilled	8	0	2	71	2	3	11	2
Total	100	100	100	100	100	100	100	100
<b>Education: Respondent</b>								
Less than Grade 8	8						13	0
Grade 8 / 9	2						3	0
Grade 10 / 11 + Diploma	17						20	14
Matric (Grade 12 )	32						25	43
Matric + Diploma	25						25	25
University Degree	16						14	19
Total	100						100	101
<b>Education: Household Head</b>								
Less than Grade 8	7						12	0
Grade 8 / 9	4						6	0
Grade 10 / 11 + Diploma	15						16	13
Matric (Grade 12 )	30						26	36
Matric + Diploma	27						23	32
University Degree	17						17	19
Total	100						100	100
<b>Motor Cars Available to Household</b>								
Average no of vehicles	2.3	2.7	1.9	1.3	2.7	2.6	2.1	2.7
<b>Household Size</b>								
Average household size	2.9	2.8	2.9	3.3	2.8	3.1	3.0	2.9
<b>Population Group</b>								
Black	22	15	45	57	1	1	36	1
Coloured / Asian	24	13	16	43	17	40	19	30
White	55	72	39	0	82	59	45	69
Total	101	100	100	100	100	100	100	100
<b>Number of Earners</b>								
Average	1.8	1.9	1.7	1.6	1.8	1.9	1.7	1.9
<b>Average Household Monthly Income</b>								
	15 430	21 550	10 630	3 640	23 680	14 020	13 570	18 210

Table:1.3

## 'Profile of Survey Respondents as weighted by Life Plane and Area.

Demographic Profile Weighted	Total %	Primary Area			Secondary Area		Primary %	Secondary %
		AB	CD	EF	AB	CD		
		%	%	%	%	%		
<b>Area of Residence</b>								
Zwelihle	22.28					37.03	0.00	
Sandbaai	7.02					11.57	0.00	
Hawston	5.82					9.68	0.00	
Onrus	4.80					7.98	0.00	
Westcliff	3.27					5.43	0.00	
Mount Pleasant	3.27					5.43	0.00	
Fisherhaven	2.91					4.84	0.00	
Vermont	2.40					3.99	0.00	
Eastcliff	2.27					3.78	0.00	
Voelklip	1.89					3.15	0.00	
Northcliff	1.89					3.15	0.00	
Hemel en Aarde estate	0.82					1.36	0.00	
Hermanus Heights	0.76					1.26	0.00	
Kwaaiwater	0.38					0.63	0.00	
Femkloof	0.36					0.63	0.00	
De Kelders	7.27					0.00	18.28	
Caedon	7.04					0.00	17.67	
Bredasdorp	5.49					0.00	13.77	
Stanford	3.56					0.00	8.98	
Kleinmond	3.29					0.00	8.26	
Gansbaai	3.02					0.00	7.58	
Betty's Bay	2.94					0.00	7.39	
Napier	2.64					0.00	7.12	
Amiston	1.37					0.00	3.44	
Struisbaai	1.18					0.00	2.97	
LAGuihas	1.18					0.00	2.97	
Palmiet	0.63					0.00	1.57	
<b>Total</b>	<b>100.0</b>					<b>100.0</b>	<b>100.0</b>	

The graph below shows the profile of the study area to be strongly skewed to the older group. This is borne out by the 2001 census and The Community Surveys conducted by Statistics SA.

