Sample survey

Moortown Shopping Centre

1. Did you know that we have a monthly newsletter?  
   [ ] Yes  
   [ ] No

How would you rate the content of our newsletter overall?

<table>
<thead>
<tr>
<th>Very good</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

How often do you buy each of the following items?

<table>
<thead>
<tr>
<th>Books</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Stationery</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How often do you visit Moortown Shopping Centre?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
</tr>
<tr>
<td>[ ]</td>
</tr>
</tbody>
</table>

1. What if they answered ‘No’ to the previous question?
2. There are other options, eg what if they buy them every two weeks or once every few months?
3. There are other options, eg what if they visit more than once a week or once every two weeks or every couple of months? A range of times might be more appropriate (eg ‘More than once a week’, ‘More than once a month but not every week’).
Sample survey

Moortown Shopping Centre

4. Why don’t you use Moortown Shopping Centre?

5. How would you rate the quality of the shops at Moortown Shopping Centre?

- Very good
- Good
- Average
- Poor
- Very poor

6. How would you rate the ease of parking at the shopping centre?

- Very good
- Good
- Average
- Poor
- Very poor

7. How would you like to see Moortown Shopping Centre improved?

8. How interested are you in receiving a sample pack of items sold at Moortown Shopping Centre?

- Very interested
- Quite interested
- Not interested
- Not at all interested

4. Should this read, ‘Why don’t you use Moortown Shopping Centre more often?’ Otherwise, it should only be asked if the response to the previous question was ‘Never’.

5. Some room for comment below this question might encourage respondents to give more detail, particularly if a prompt was included, eg ‘Comments’.

6. Some room for comment below this question might encourage respondents to give more detail, particularly if a prompt was included, eg ‘Comments’.

7. Only two lines have been allowed for answers to this question. At the very least, respondents should be invited to continue their comments on the back of the page if there is insufficient space.

8. Is there any point including this question if there is no where for the respondent to fill in their contact details? Also, why make a distinction between ‘Not interested’ and ‘Not at all interested’? It would probably be enough to ask ‘Are you interested in receiving a sample pack of items sold at Moortown Shopping Centre?’ and just have two possible options – ‘Yes’ and ‘No’.

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