

Background

Tesco asked streets-UK to carry out a survey quantifying the number of linked shopping trips that are occurring between shoppers to its Milngavie store and Milngavie Town centre.

The brief was to carry out an immediate survey of shoppers on 1 quiet and 1 busy day. The surveys were carried out on the 20th and 23rd of October 2010. The conditions were sunny and cold.



Milngavie Market Research Graphical Summary October 2010



- Short questionnaire - Individuals were asked if they would be prepared to complete a brief survey about their shopping trip, being undertaken on behalf of Tesco
- Quiet day (Wednesday) and busy day (Saturday)
- 2 survey locations – Outside the entrance to the Store and at the Tesco end of the Underpass
- Senior member of streets-uk carried out the surveys
- 100 respondents on each day
- Questions on:
 - Linked trip
 - Convenience of Tesco carpark
 - Age
 - Postcode
- Results are presented as an average over both days



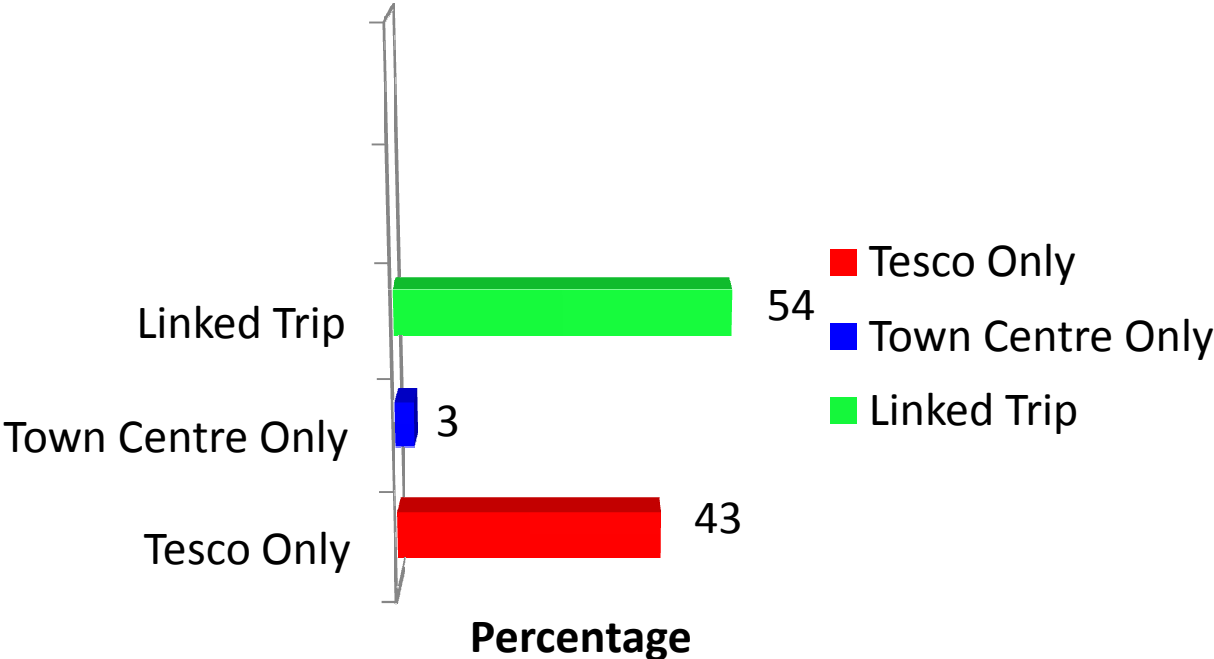
On the Wednesday, the conditions were sunny and cold and 100 individual surveys were completed between 09.45 and 16.40 hours. This was split into 5 sessions, alternating between the 2 locations. The sessions broke down as follows;

- **Session 1 at entrance:**
09.45 – 10.40 25 surveys
- **Session 2 at underpass:**
11.07 – 12.45 25 surveys
- **Session 3 at entrance:**
13.32 – 15.00 30 surveys
- **Session 4 at underpass:**
15.30 – 16.00 9 surveys
- **Session 5 at entrance:**
16.00 – 16.40 11 surveys

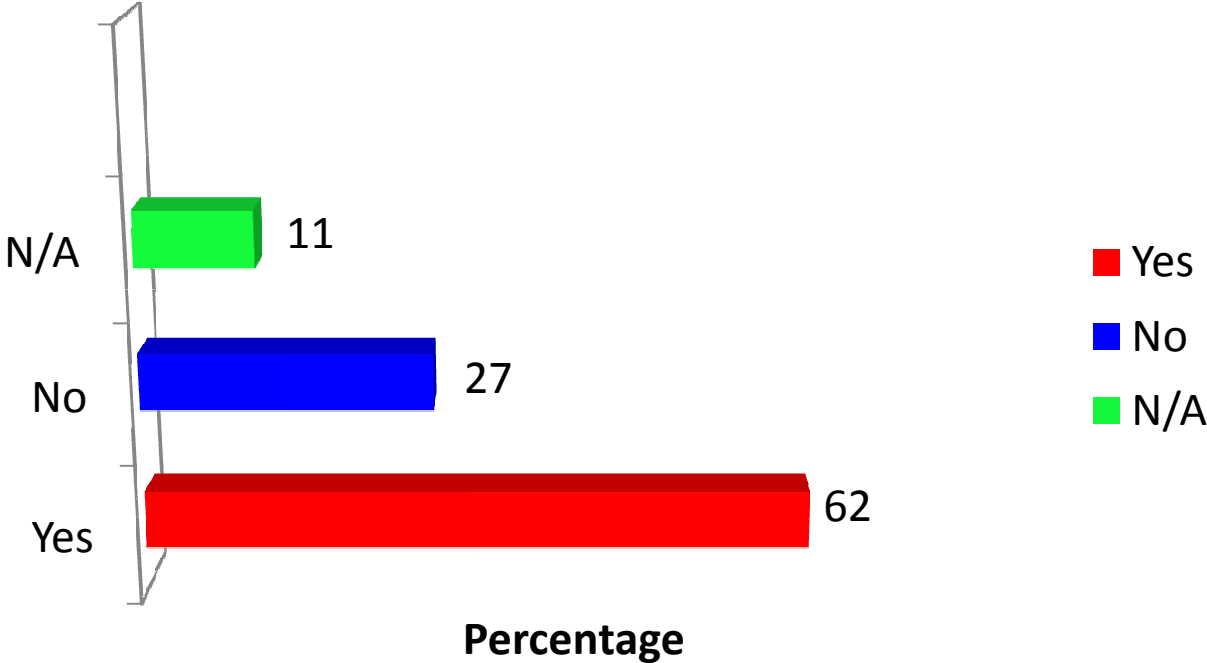
On the Saturday, the conditions were similar and 4 sessions were completed between 09.55 and 18.00 hrs. They broke down as follows:

- **Session 1 at entrance:**
09.55 – 11.21 25 surveys
- **Session 2 at underpass:**
12.00 – 13.43 25 surveys
- **Session 3 at underpass:**
14.41 – 16.11 25 surveys
- **Session 4 at entrance:**
16.34 – 18.00 25 surveys

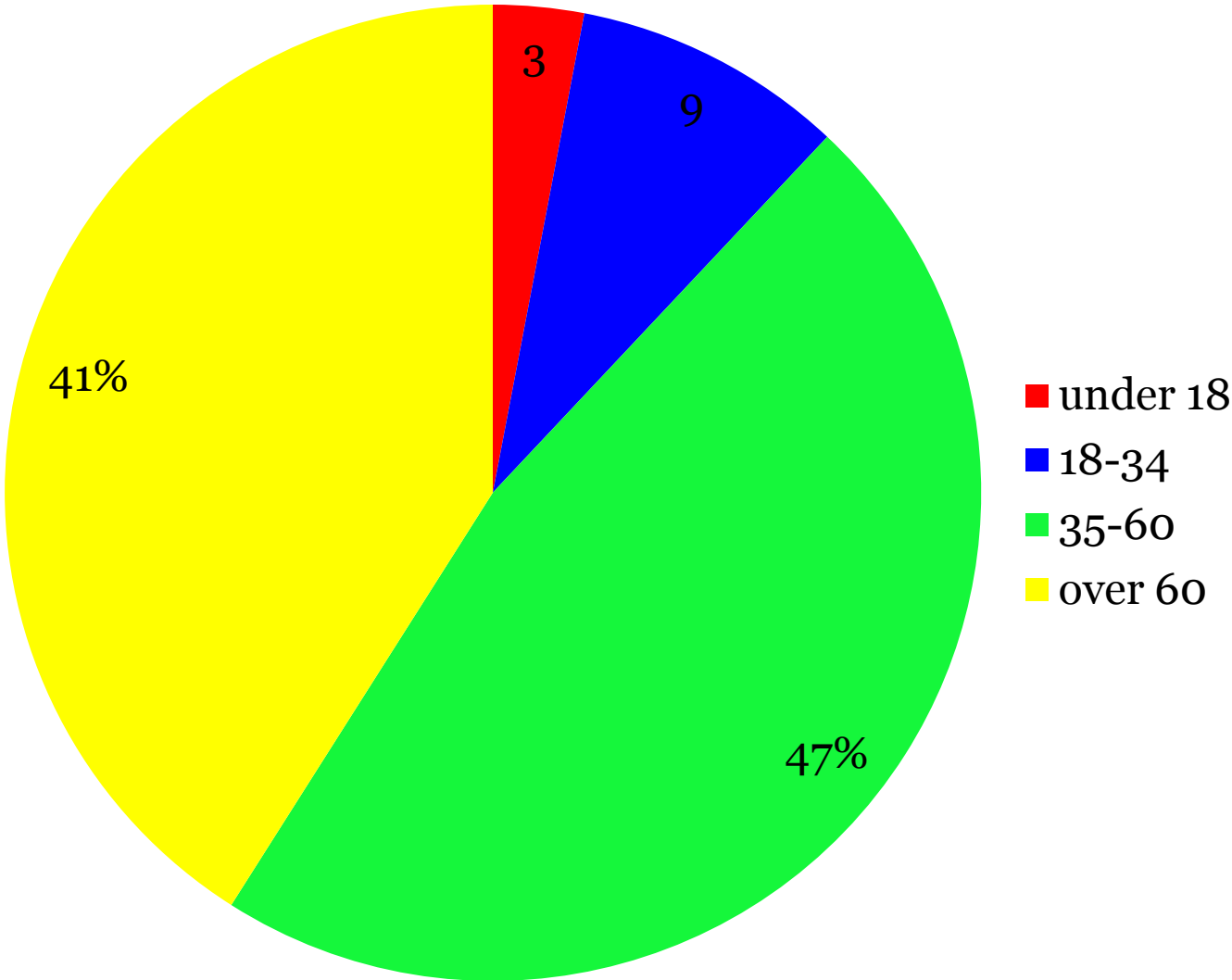
Purpose of Trip



Is Tesco Car Park Convenient?



Age of respondent



Postcode of respondent

