

MENHENIOT PARISH COUNCIL

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Shopper's Survey 2019

Final survey results

This report sets out the results of a survey among visitors to The Bubble Retail Park and Liskeard Tavern conducted on Saturday 29 June 2019 as part of the evidence submitted to the Cornwall Community Governance Review.

This report has been prepared by John Hesketh Parish Clerk
June 2019

Background

In May 2019, members of Menheniot Parish Council's CCGR Working Group asked the clerk to carry out a survey to establish how aware visitors to The Bubble Retail Park and the Liskeard Tavern were of their location (in Liskeard or Menheniot), and if knowing – or not knowing – where they were impacted on their shopping experience.

Six questions were asked in the survey, and 100 people responded.

Headlines

- Two thirds (66%) of people responding were visiting from outside the immediate localities of Liskeard and Menheniot.
- Overall, most people could not accurately name the town or parish where their destination store was located. (77% were incorrect).
- The figure for visitors was 83% incorrect – 5% worse than for people who lived locally.
- Shoppers visiting Pets at Home (the only premises that are inside the Liskeard boundary) were most likely to be correct in naming 'Liskeard' as being where the store was located.
- Visitors to The Liskeard Tavern were most likely to correctly (26%) name Menheniot as being the home parish. This is higher than the overall figures for all outlets combined (23%)
- Almost nine out of ten people (89%) did not feel that they needed to know which town or parish they located in.
- **97% of people felt that it would make no difference to their shopping experience not to know where they were.**

Next steps

This survey report will be incorporated into the submission to the Cornwall Council Electoral Review Panel as evidence to refute the assumption made by Liskeard Town Council that there is an important public belief that the actuality of where a shop is located should reflect the reality.

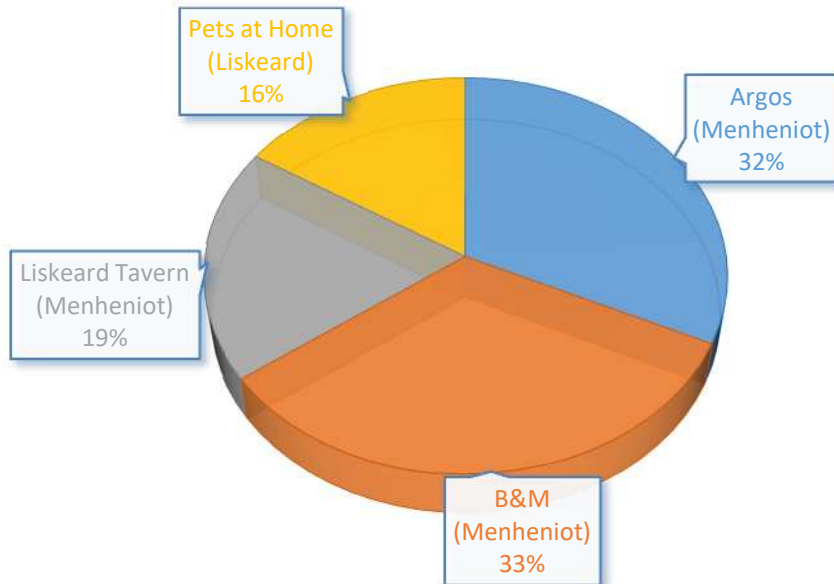
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1 Where did we conduct the survey?

Researchers approached a random selection of 100 people leaving or entering one of these four retail outlets.

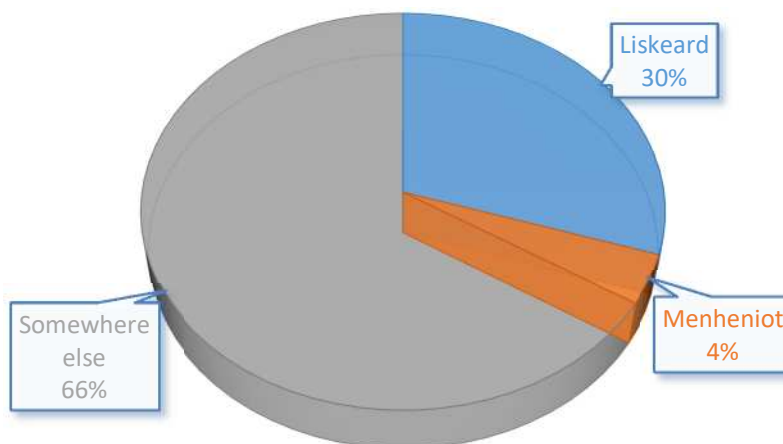
Argos, B&M (both inside the Menheniot boundary) and Pets at Home (inside Liskeard boundary) are located on the Bubble Retail Park where the borderline bisects the retail area. The Liskeard Tavern is located one-third of a mile away on a separate estate, but located within the Menheniot boundary.



2 Tell us where you live

Respondents were asked if they lived in Liskeard, Menheniot or some other area outside of the locality.

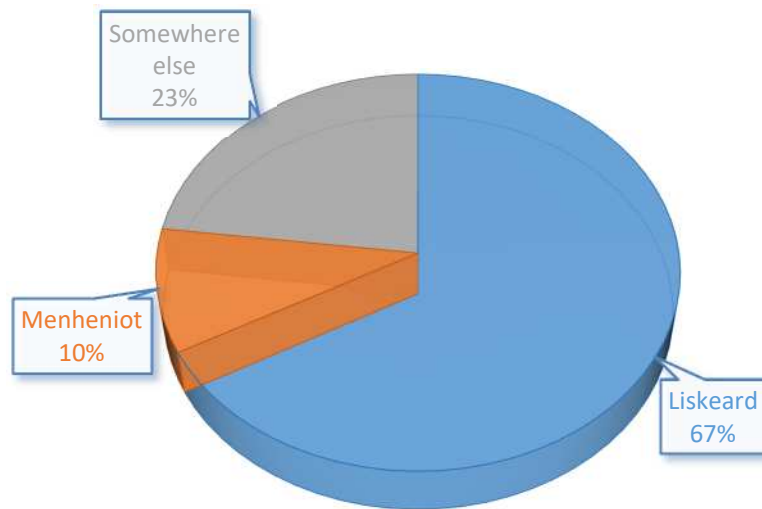
Two-thirds of respondents came from outside the area, which is over twice as many who came from Liskeard.



3 Which town or parish do you think you're in at the moment?

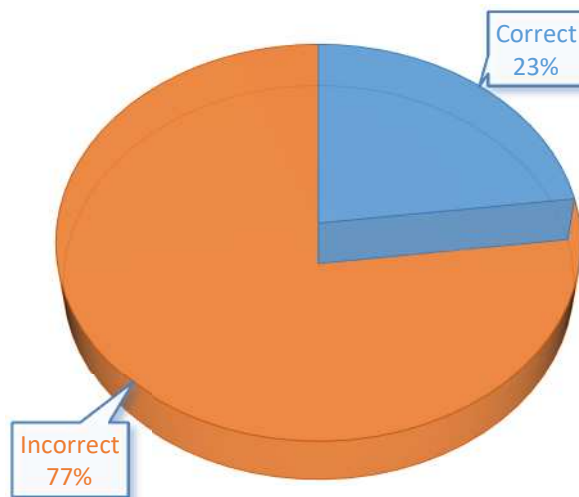
Respondents were given three choices: Liskeard, Menheniot or somewhere else.

Although only 30% of respondents came from Liskeard, over twice as many people thought that they were inside the Liskeard boundary. One quarter of respondents thought they were somewhere other than in either Liskeard or Menheniot.



4 Was their answer correct or incorrect?

Related to the location of the researcher outside one of the four retail outlets. Over three-quarters of people answering the survey were incorrect when asked which parish they thought they were in.



Further analysis shows that the location of the questioner impacted on the answer:

Location	Answer correctly	Answer incorrectly
All outlets	23%	77%
Argos	9%	91%
B&M	6%	94%
Liskeard Tavern	26%	74%
Pets at Home	81%	19%

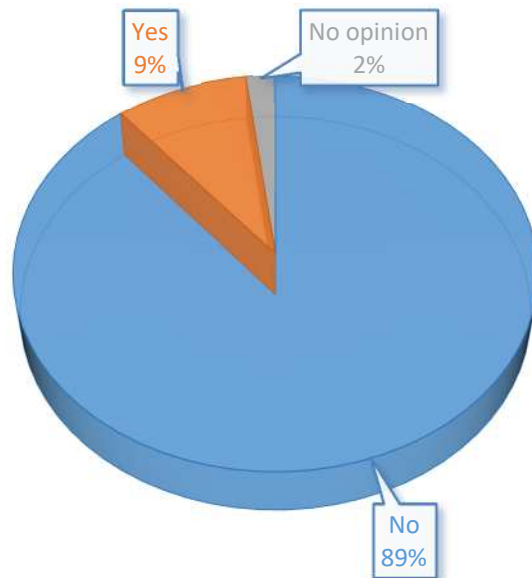
People answering the survey at a point closest to the border (Pets at Home) were 81% correct in naming Liskeard as the town or parish where they were, which is significantly higher than for all outlets together (23%).

People attending the Liskeard Tavern, even with the name of the adjacent town in its title were 26% correct in naming the parish of Menheniot as its location, which is still higher than for all outlets.

Visitors coming from outside the localities of Liskeard and Menheniot accounted for 66% of all respondents, and of those, 83% were incorrect in naming the town or parish where they were shopping, compared to slightly fewer than the main survey that showed 77% being incorrect.

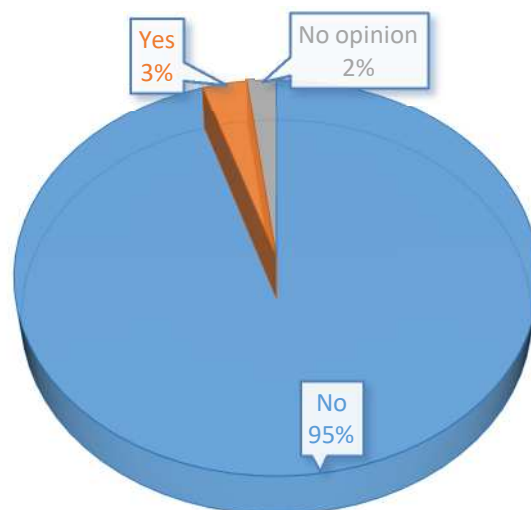
5 Do you think you need to know which parish or town you are in at the moment?

Almost nine out of ten people answering the survey felt that they did not need to know which town or parish they were shopping in.



6 Does it make any difference to your shopping today to know which parish or town you are in?

Almost everyone answering the survey felt that not knowing where they were located did not affect their shopping experience.



Technical

Survey conducted on Saturday 29 June 2019 between 10.30am and 1.30pm at Bubble Retail Park PL14 3WQ and Liskeard Tavern PL14 3FG.

100 responses were received from a random selection of visitors entering and leaving these retail premises.

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