



City of
Greater Geraldton
a vibrant future



COMMUNITY SURVEY ON RETAIL TRADING HOURS



June 2017



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INTRODUCTION

The City of Greater Geraldton has applied to the Minister of Commerce to extend trading hours for general retail shops in the City of Greater Geraldton, for a trial period of 12 months effective from 1 July 2017. The proposal would bring retail trading hours into line with Perth. Retailers would still choose for themselves when they open within the permitted hours of:

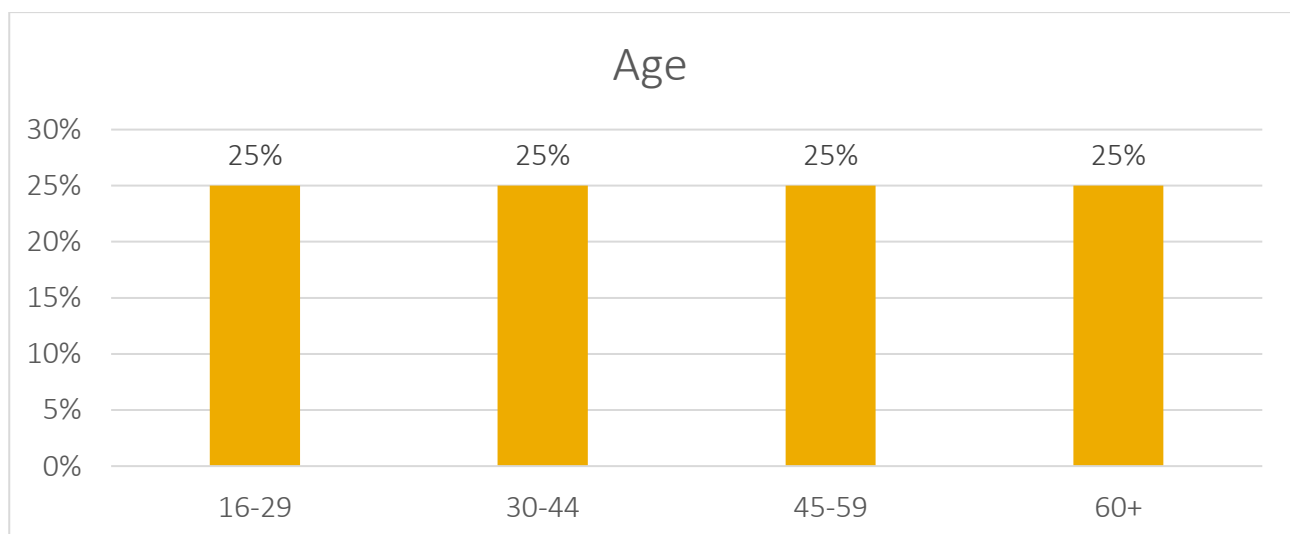
- 8.00 am – 9.00 pm on Monday, Tuesday, Wednesday Thursday and Friday;
- 8.00 am – 5.00 pm on Saturday;
- 11.00 am – 5.00 pm on Sunday;
- 11.00 am – 5.00 pm on public holidays;
- Closed on Christmas Day, Good Friday and ANZAC Day.

The City of Greater Geraldton needs to let the Minister know whether or not the community supports the proposed trial. A telephone survey of 400 community members across all suburbs was undertaken by research company Thinkfield, with statistically representative age and gender profiles. This report outlines the community’s response.

SURVEY RESPONDENT DEMOGRAPHICS

The survey was conducted using a structured sample of the City of Greater Geraldton community (across all suburbs, with statistically representative age and gender profiles) that provided a statistically valid representative view of the community. The following charts show the distribution of age, gender and ward groups.

Figure 1: Survey Respondent Age Group



n = 400

Figure 2: Survey Respondent Gender

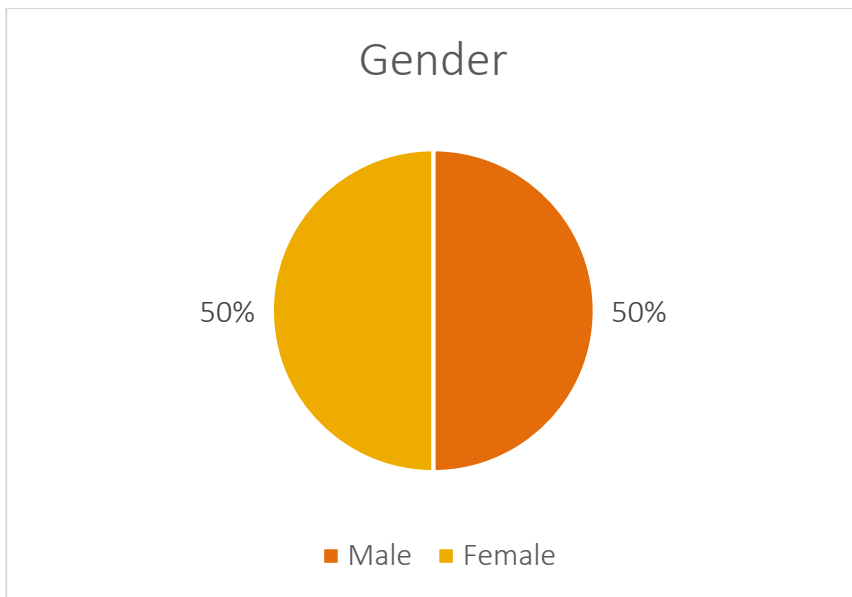
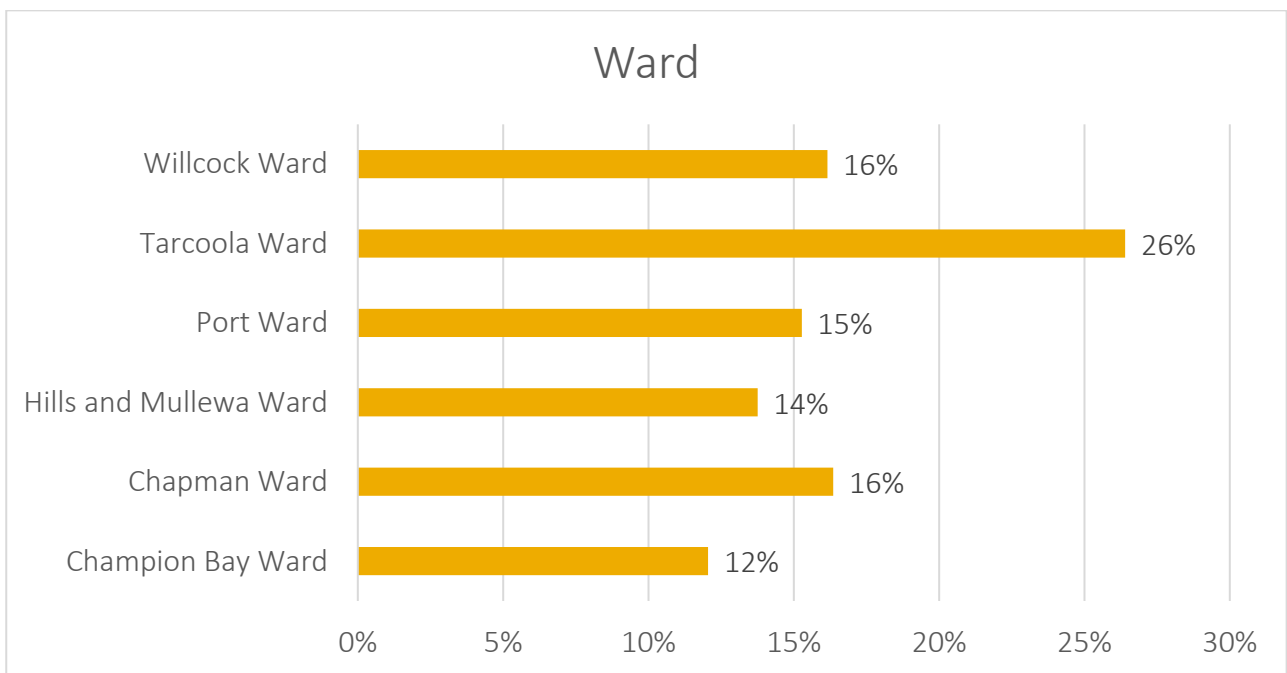


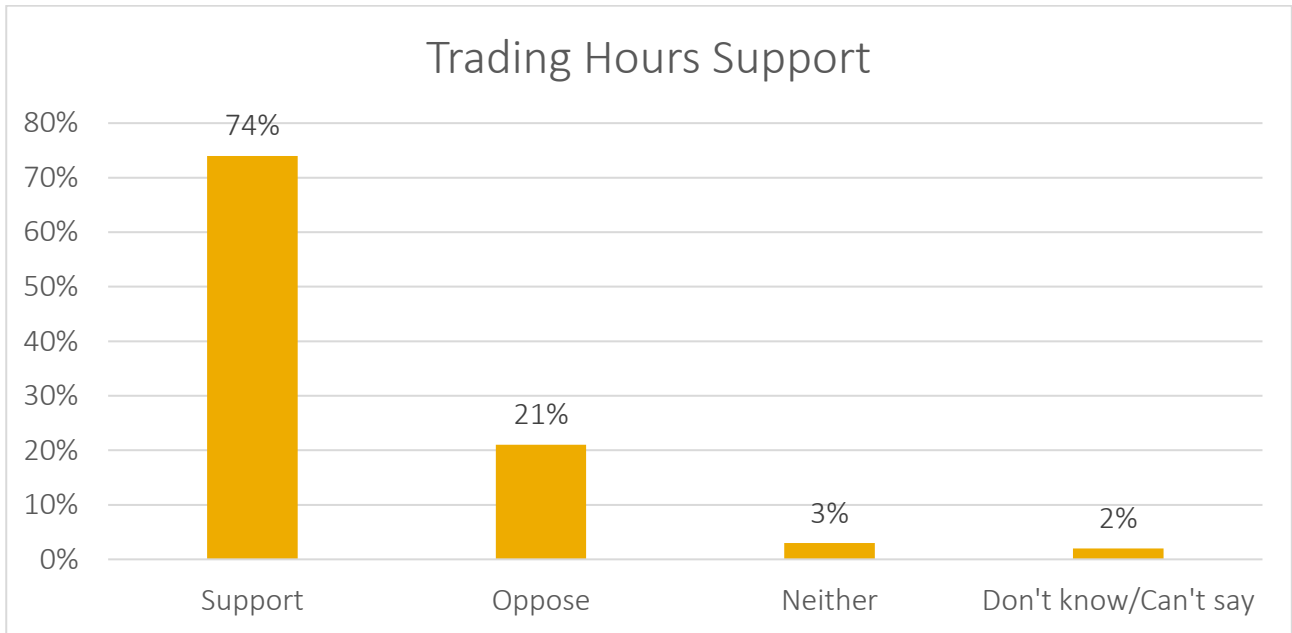
Figure 3: Survey Respondent Ward



SURVEY RESULTS

The survey results show that 74% of the respondents support a trial period of 12 months to extend trading hours for general retail shops in the City of Greater Geraldton. The proposed extension of retail hours trial will bring the trading hours in line with Metropolitan Perth.

Figure 4: Total Respondent Response to Extended Trading Hours Trial



n = 400

The following charts show the survey results broken down by gender, age and locality.

Figure 5: Respondent Response Breakdown by Gender

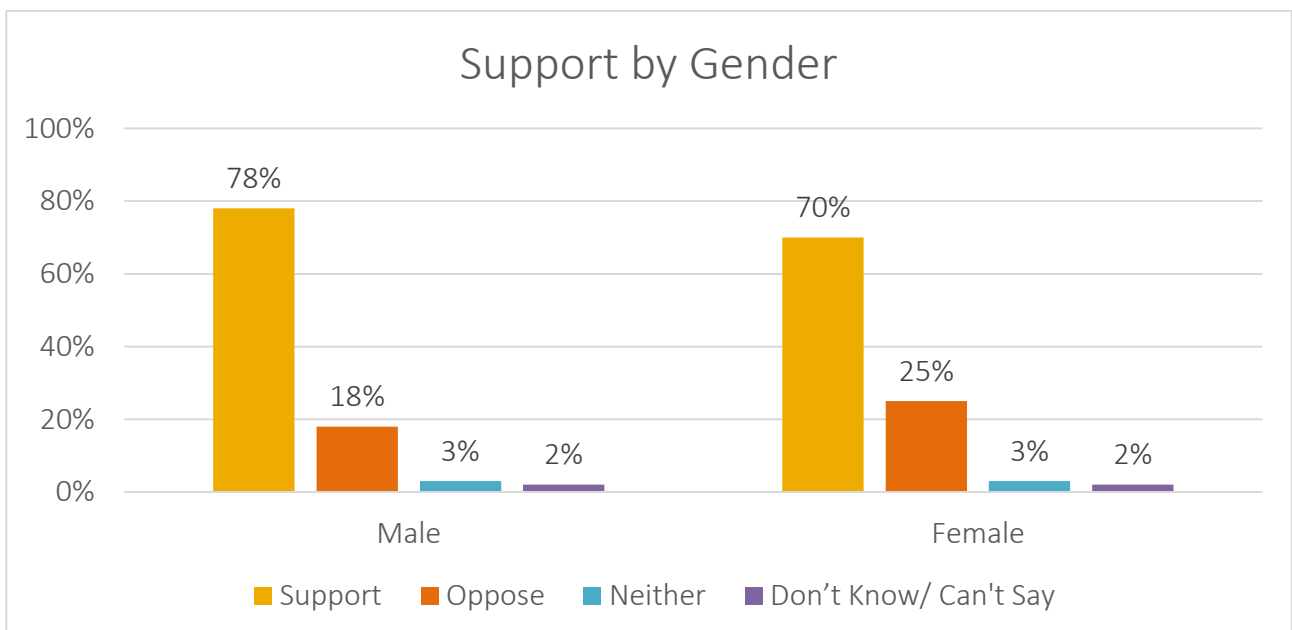


Figure 6: Respondent Response Breakdown by Age Group

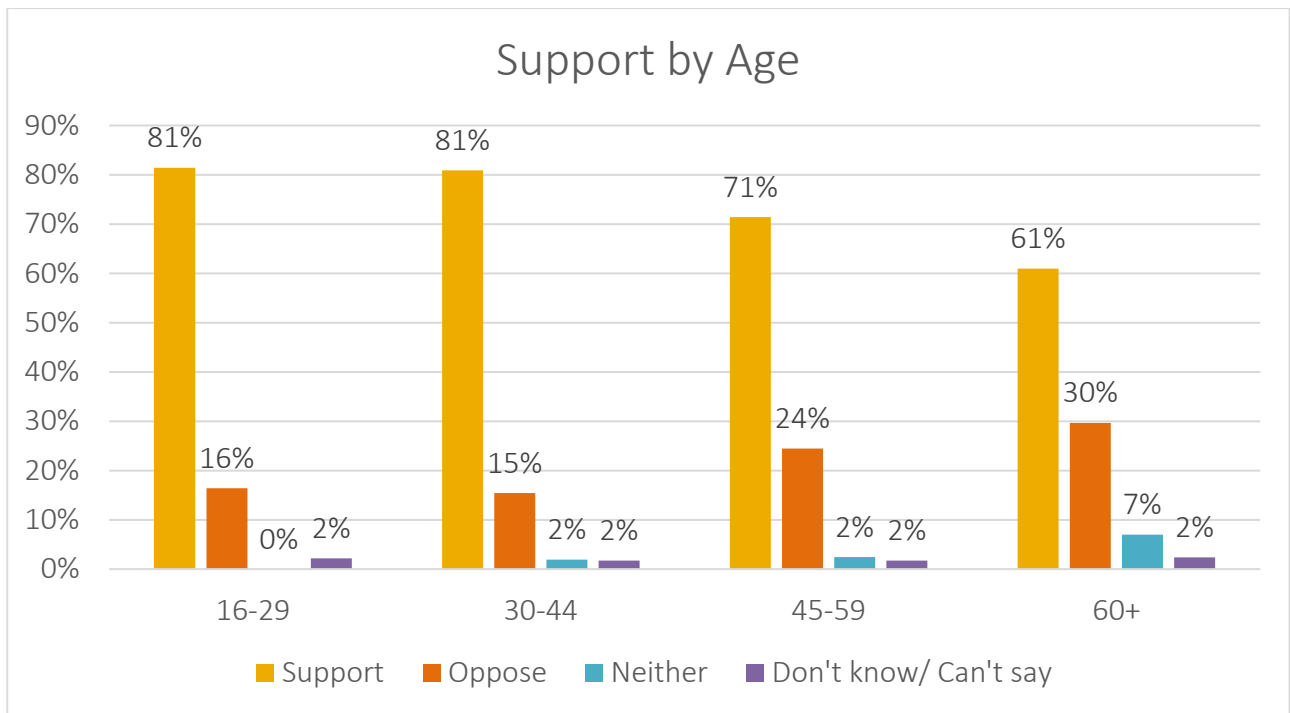
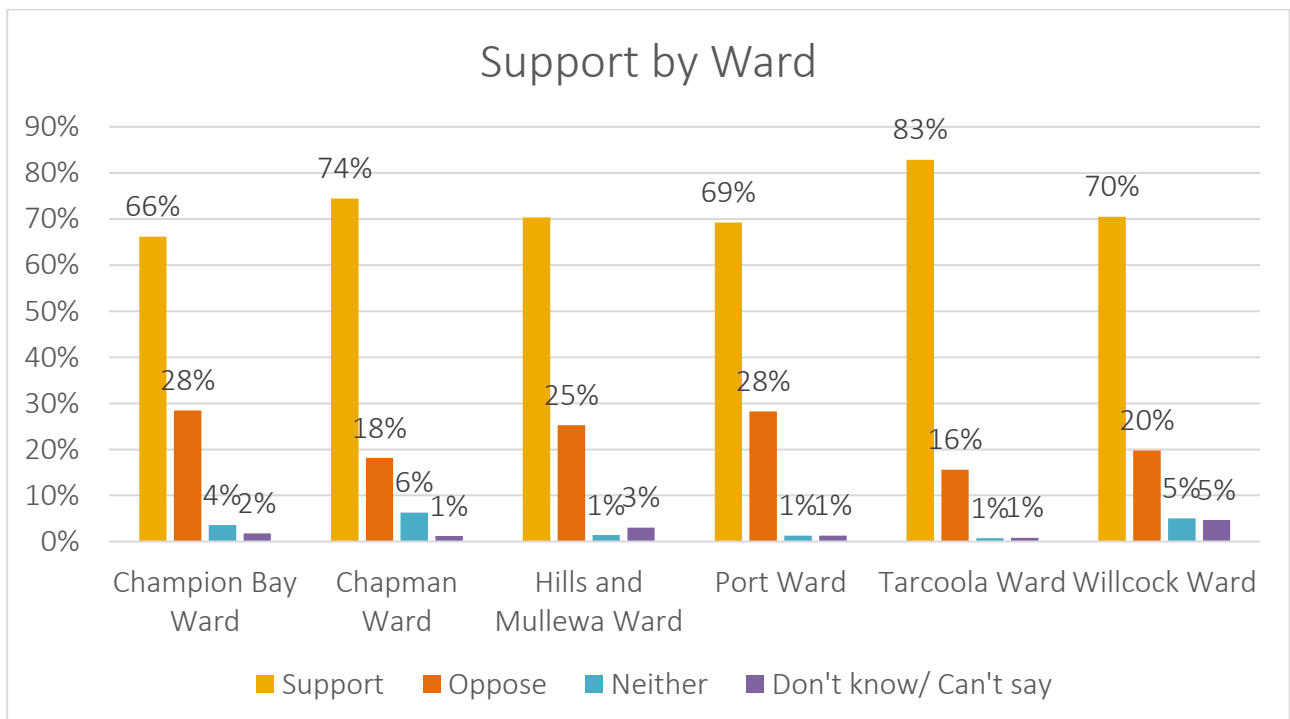


Figure 7: Respondent Response Breakdown by Locality



APPENDIX 1: SURVEY QUESTIONNAIRE

Introduction

Good [Afternoon/evening], my name is [insert name] from Thinkfield Research Services, an independent market research company. Today we are conducting research on behalf of the City of Greater Geraldton about a proposal to extend trading hours for General Retail Shops in the City of Greater Geraldton, for a Trial Period of 12 months effective from 1 July 2017. Council needs to let the Minister know whether or not the community supports the proposed trial. This survey is being conducted to find that out.

Do you have a few minutes to answer some short questions?

All the information you provide will remain anonymous and will be used for research purposes only.

If the answer is “yes”, proceed with questions below.

If the answer is “no”, politely thank the person and discontinue.

The information you provide will form part of a collective survey. Federal Privacy laws protect the confidentiality of any comments you make in relation to this survey. Your responses will be used solely for research purposes and while we prefer you to answer all questions in the survey, you do not have to.

Screener

1. First, just a few questions about you to ensure that we have interviewed a good cross-section of people. Can I please check that you actually live in the City of Greater Geraldton, the area that the City of Greater Geraldton is responsible for, and your specific locality?

Can I please confirm your suburb?

Suburb to be categorised into the following ward boundaries

- Champion Bay Ward
- Chapman Ward
- Port Ward
- Tarcoola Ward
- Willcock Ward
- Hills Ward
- Mullewa Ward
- Other (*Please Specify Ward or Street*)
- Not in City of Greater Geraldton (*CLOSE*)
- Don't know (*DO NOT READ*) (*CLOSE*)

2. Which of the following age groups do you belong to? Please stop me when I reach the correct one.

READ OUT, ONE ANSWER ONLY

- 16 to 19
- 20 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 to 44
- 45 to 49
- 50 to 54
- 55 to 59
- 60 +
- Refused (*DO NOT READ*)

3. Record gender

- Male
- Female
- Other

Main Survey

The City of Greater Geraldton has applied to the Minister of Commerce to extend trading hours for General Retail Shops in the City of Greater Geraldton, for a Trial Period of 12 months effective from 1 July 2017. The proposal would bring retail trading hours into line with Perth. Retailers would still choose for themselves when they open within the permitted hours of:

- 8.00 am – 9.00 pm on Monday, Tuesday, Wednesday Thursday and Friday;
- 8.00 am – 5.00 pm on Saturday;
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- 11.00 am – 5.00 pm on public holidays;
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4. Do you support a 12 month trial to align general retail trading hours in Greater Geraldton with the trading hours currently approved for General Retail Shops in the Perth Metropolitan area?

(Read out the first two responses only)

- Support
- Oppose
- (Neither)
- (Don't know/ can't say)
- (Refused)