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The President
The Committee *for* Economic Development
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21st December 2017

Dear Deputy Parkinson

Questions Pursuant to Rule 14 of the Rules of Procedure Regarding the Committee *for* Economic Development – Guernsey Economic Vision

There are a number of unsubstantiated comments and broad statements made within the Committee *for* Economic Development's Policy Letter for which no evidence or detailed explanations are offered within the document. The questions below are seeking further factual information to provide details about these comments which will help me, and fellow Deputies, in their consideration of the propositions.

Question 1

In the Policy Letter the Committee *for* Economic Development says that it has liaised extensively with a series of developers on possible developments on States land. Can the Committee please confirm:-

- how many developers were consulted and who they were,
- what consultation methods were used for the extensive liaison,
- what types of developments were consulted about,
- what States owned sites were considered in the consultation,
- what were the associated costs and benefits/value of the developments consulted on,
- what was the outcome of the consultation with the series of developers,
- how did the outcome of the consultation influence the conclusion that the Policy Letter draws that States land needs to be released?

Alternatively, can the Committee please provide details about where all of the above information has been published?

Question 2

The Policy Letter refers to a series of local stakeholders who have raised concerns over the Island's current and future economy and performance. Can the Committee *for* Economic Development please confirm:-

- how many local stakeholders have raised concerns over the Island's current and future economy and performance and who are they,
- about which areas of the economy have they raised concerns,
- in what capacity have they raised concerns (e.g. as individual companies or industry representatives) and in what fora,
- what are the concerns that have been raised?

Alternatively, can the Committee please provide details about where all of the above information has been published?

Question 3

In relation to proposals for Retail policy in the Policy Letter reference is made to a survey of 700 consumers and discussions with retailers and developers. Can the Committee *for* Economic Development please confirm:-

- what questions the survey asked the 700 consumers in the survey,
- what were the results of the survey of consumers,
- how many retailers and developers were consulted,
- what consultation methods were used to consult retailers and developers,
- what were the results of the discussions with retailers and developers,
- what options have been considered as a result of the responses to the consultation with consumers, retailers and developers and how has this influenced the policy approach proposed in the Policy Letter?

Alternatively, can the Committee please provide details about where all of the above information has been published?

Question 4

In the Policy Letter, the Committee *for* Economic Development raises concern that a series of recent planning decisions have limited development unnecessarily. This is not supported by the facts on planning application decisions made under Island Development Plan (IDP) policies. Therefore can the Committee please identify what the series of planning decisions are which it considers have limited development unnecessarily?

Question 5

The Committee *for* Economic Development, in its Policy Letter, is asking the States to agree to policy approaches which will result in a need to change IDP policies and possibly the spatial strategy of the Strategic Land Use Plan (SLUP) and its policies. Has the Committee calculated the costs, both financial and in terms of staff resources and time, of changing States agreed policy in the SLUP and IDP and, if so, can the Committee provide this information to inform consideration of the Policy Letter?

Question 6

The Policy Letter says that the Committee *for* Economic Development has carried out a review of the visitor accommodation sector and the policies adopted to support it and has consulted with many in the tourism sector. Can the Committee *for* Economic Development please confirm:-

- how many in the tourism sector have been consulted,
- what sectors and types of businesses do those consulted represent,
- what methods have been used to consult with the tourism sector,
- what questions has the Committee asked the tourism sector during the consultation and what were the responses,
- what options have been considered as a result of the responses to the consultation with the tourism sector,
- how have the consultation responses influenced the detailed policy direction set out in the Policy Letter?

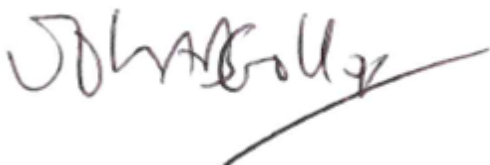
Alternatively, can the Committee please provide details about where all of the above information has been published?

Question 7

In the Policy Letter the Committee *for* Economic Development claims that planning policies encourage Government hoarding of land resources in an inefficient manner and a general reluctance to embrace change. Can the Committee please advise what planning policies it is referring to and how it considers those policies encourage Government hoarding of land resources and a general reluctance to embrace change?

Thank you for giving these questions your attention and I look forward to receiving your response within the specified timeframe.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'John Gollop', with a long horizontal flourish extending to the right.

Deputy John Gollop
President
Development & Planning Authority



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January 2018

Dear Deputy Gollop,

Reply to questions pursuant to Rule 14 of the Rules of Procedure

Thank you for your letter, dated 21 December 2017, in which you submit, under Rule 14 of the Rules of Procedure of the States of Deliberation and their Committees, questions for written reply by the Committee *for* Economic Development (“the Committee”), in respect of the Committee’s policy letter, dated 13 November 2017, entitled ‘Guernsey Economic Vision: Investment, Growth and High Value Employment’.

I have been advised that following the endorsement by the States of the Committee’s policy plan in June 2017, the Committee undertook to further develop its policy and strategy approach, culminating in the publication of the above policy letter.

I have been further advised that during this time, the Committee engaged with various economic sectors, principally through discussions at senior officer level with representatives of businesses and industry groups. I have been advised that such engagement is a routine part of the work of the Committee and that these interactions helped to shape the Committee’s approach in its policy letter. However, you will appreciate that, as a general principle, it is important to ensure that the detail of discussions with businesses and other stakeholders remains in confidence, particularly where commercial sensitivities need to be respected.

I have been further advised by members of the Committee that the policy letter was submitted in accordance with Rule 17(9) of the Rules of Procedure, as it remains the intention of the Committee to bring further detailed proposals to the States of Deliberation in due course. As part of that next phase of work, it had been envisaged that there would be a further stage of consultation and engagement. This is confirmed in section 1.10 of the policy letter, which emphasises the need for partnership between the Committee and other Committees of the States of Guernsey in order to deliver the objectives set out in the policy letter.

Reply to Question 1

The Committee would draw your attention to the general introductory statement above, and in particular the point in relation to commercial sensitivity.

However, I have been advised that members of the Committee as well as officers met with developers and individuals as part of the development of the policy letter, and indeed have done so since the beginning of this term in 2016.

Reply to Question 2

The Committee would draw your attention to the general introductory statement above, and in particular the point in relation to commercial sensitivity.

However, I have been advised that members of the Committee as well as officers have met with business representative bodies and individual businesses as part of the development of the policy letter, and indeed have done so since the beginning of this term in 2016.

Reply to Question 3

The Committee is able to provide a list of the survey questions posed in the attached document. The survey was carried out to gather views of consumers on limitations on the location of retail establishments; the role of e-commerce in the retail mix; and what would encourage people to spend more with on-island retailers.

Whilst the survey work is now complete, the Committee has not yet had an opportunity to give due consideration to the final results in order to determine how best to proceed in view of the evidence gathered. Until the Committee has done so, it would not be appropriate to share the findings more widely, though it is the intention of the Committee to publish the findings of the retail survey in due course. I have been advised that the survey was carried out online by a locally-based market research company, over a period of two weeks, and that at final count, more than 900 respondents took part.

With regard to your questions on industry engagement, I have been advised that, at senior officer level, engagement took place in October 2017 with representatives of the retail sector to discuss aspects of the Committee's proposed approach on retail matters. I have been further advised that the Committee circulated a copy of its policy letter to businesses on its retail database, shortly after having lodged it with the Greffe.

More generally, I am advised that the Committee has undertaken ongoing engagement with the retail sector throughout the course of the year to identify issues of concern, and will continue to engage with the sector in respect of its approach to retail matters.

Reply to Question 4

I have been advised that the Committee was concerned with the decision of the Development & Planning Authority not to grant planning permission for the application by LM Holdings Limited, which proposed to erect a retail unit at the former Ruelle Braye Motors, St Martin's (FULL/2016/2661). The Committee took the view that this application was symptomatic of an overly-restrictive planning approach to retail outside of the Main Centres.

Reply to Question 5

I have been advised that the Committee has not undertaken an assessment of the potential costs of changing the policies of the Strategic Land Use Plan and/or Island Development Plan. However, if there is a requirement for these types of assessment to be carried out, we would, of course, look to work closely with the Committee *for the* Environment & Infrastructure and the Development & Planning Authority.

Reply to Question 6

In answer to question 6, the Committee commissioned an independent Strategic Review of Guernsey's Tourism Product Offering which was carried out by PwC during Q4 2017. The Committee has considered the findings and recommendations of this report, and those findings and recommendations will be used in the development of the Review of the Guernsey Tourism Strategic Plan. A draft of that plan will be shared with representatives of the tourism and hospitality industry, whose input and expertise the Committee values, and will then be considered by the Committee. Once finalised, the Review of the Guernsey Tourism Strategic Plan will be presented to the States for endorsement during 2018.

Reply to Question 7

I have been advised that the reference to this within the policy letter was not about specific planning policies per se, but was intended to be a reflection of the Committee's general frustration with the States' ability to release and develop land in an expedient manner.

Yours sincerely

Deputy Charles Parkinson
President
Committee for Economic Development

Enc.

Appendix 1: Guernsey Retail Survey questions

Guernsey Retail Survey

About You

These questions help us to understand the views of different groups of people. Your answers are never used on an individual basis and we cannot identify who you are from them.

In which age group do you fall? *

- | | |
|--------------------------------|---|
| <input type="radio"/> Under 16 | <input type="radio"/> 55-59 |
| <input type="radio"/> 16-24 | <input type="radio"/> 60-64 |
| <input type="radio"/> 25-29 | <input type="radio"/> 65-69 |
| <input type="radio"/> 30-34 | <input type="radio"/> 70-74 |
| <input type="radio"/> 35-39 | <input type="radio"/> 75-79 |
| <input type="radio"/> 40-44 | <input type="radio"/> 80+ |
| <input type="radio"/> 45-49 | <input type="radio"/> Prefer not to say |
| <input type="radio"/> 50-54 | |

Please indicate your gender

- Female Male Other Prefer not to answer

Which parish do you live in?

- | | |
|-------------------------------------|---|
| <input type="radio"/> Castel | <input type="radio"/> St Pierre du Bois |
| <input type="radio"/> Forest | <input type="radio"/> St Sampson |
| <input type="radio"/> St Andrew | <input type="radio"/> St Saviours |
| <input type="radio"/> St Martin | <input type="radio"/> Torteval |
| <input type="radio"/> St Peter Port | <input type="radio"/> Vale |

Which parish do you usually **work** in?

- Castel
 - Forest
 - St Andrew
 - St Martin
 - St Peter Port
 - St Pierre du Bois
 - St Sampson
 - St Saviours
 - Torteval
 - Vale
 - It regularly varies
 - Do not work
 - Don't Know / Other
-

What is your total annual household income before tax?

- £20,000 or less
 - £20,001-£40,000
 - £40,001-£60,000
 - £60,001-£80,000
 - Over £80,000
 - Don't Know
 - Prefer not to answer
-

In the past 12 months have you ... (select all that apply) *

- Shopped online from an off-island retailer
 - Shopped online using a Guernsey shopping website (e.g. Guernsey Loves Shopping, Quidsin)
 - Visited Jersey for the main purpose of going shopping
 - Visited the UK for the main purpose of going shopping
 - Visited other countries for the main purpose of going shopping (e.g. France)
 - None of the above
-

LOGIC Show/hide trigger exists.

Do you regularly shop at any of the following locations in Guernsey? (Select all that apply) *

- St Peter Port town
 - The Bridge
 - Admiral Park & surrounding area
 - St Martin's village
 - Cobo village
 - L'Islet shops
 - L'Aumone shops
 - St Peter's shops
 - Forest shops
 - Out-of-town destination stores (e.g. Aladdin's Cave, Le Friquet, Oatlands, Stan Brouard)
 - Somewhere else
 - None/Don't Know
-

How frequently do you combine shopping with a visit to a cafe/restaurant?

- Often Occasionally Rarely Never Don't Know
-

How frequently do you combine shopping with errands such as visiting the post office, bank etc.?

- Often Occasionally Rarely Never Don't Know
-

How frequently do you combine shopping with leisure & lifestyle activities such as visiting the hairdresser, beauty salon, gym etc.?

- Often Occasionally Rarely Never Don't Know

Recall a product you bought in Guernsey

Page description:

Recall a product that you bought recently from a **shop in Guernsey** that is **not an everyday item and cost £10 or more**:

Please answer the following questions with this product in mind.

What type of product was it? *

- Books, music, movies & video games
- Consumer electronics & computers
- Clothing & footwear
- DIY/Home improvements
- Furniture & homeware
- Health & beauty (including cosmetics)
- Household appliances
- Jewellery/watches
- Outdoor and sports equipment
- Toys
- Food or drink
- Other - Please describe:

- Have not bought from a shop in Guernsey in the last 12 months

Recall a product you bought in Guernsey

Page entry logic:

This page will show when: Question "What type of product was it?" is one of the following answers ("Books, music, movies & video games", "Consumer electronics & computers", "Clothing & footwear", "DIY/Home improvements", "Furniture & homeware", "Health & beauty (including cosmetics)", "Household appliances", "Jewellery/watches", "Outdoor and sports equipment", "Toys", "Food or drink", "Other - Please describe:")

How much did it cost? Estimate if you are not sure.

- £10-£25
 - £26-£50
 - £51-£75
 - £76-£100
 - £101-£200
 - Over £200
-

When you bought the product, did you know what you wanted? Select the statement which fits best.

- I knew the specific product
 - I knew the type of product
 - I did not know (I was browsing or I bought on impulse)
 - None of the above
-

LOGIC Show/hide trigger exists.

Before you bought the product, did you look at alternatives or do any research?

- Yes
 - No
 - Don't Know
-

LOGIC Hidden unless: Question "Before you bought the product, did you look at alternatives or do any research?" is one of the following answers ("Yes")

How did you look at alternatives or research the product? (Select all that apply)

- Compared different products in store
- Visited other stores in Guernsey
- Visited stores outside of Guernsey
- Recommendations from family/friends
- Retailer catalogues
- Websites/apps for specific retailers
- Websites/apps selling many brands (e.g. Amazon, Asos)
- Local online shopping website (e.g. Guernsey Loves Shopping, QuidsIn)
- Social networks (Facebook, Instagram, Twitter etc.)
- Product review websites (e.g. Which?)
- Price comparison websites (e.g. Ciao)
- Other - Please describe:

When you decided to buy the product, which of the following factors were the most important? (Select all that apply)

- Range of products to choose from
 - Quality of product
 - Price of the product
 - Promotion/Sale/Discount
 - Ability to see/touch/try the product before buying
 - Availability of the product - it was in stock & didn't need to order
 - Getting the product quickly
 - That the shop was in a convenient location
 - Ease to return or exchange the product
 - Knowledge/advice of the sales person
 - None of the above
 - Don't Know
-

Did you consider buying this item online instead?

- Yes, and looked online before buying locally
 - Yes, but did not look online
 - No, but it is something that I could have bought online
 - No, and it is not something that I could have bought online
-

Which area of Guernsey did you buy it from?

- St Peter Port town
 - The Bridge
 - Admiral Park & surrounding area
 - St Martin's Village
 - Other local shopping area (i.e. Cobo Village, L'Islet, L'Aumone, St Peter's, Forest)
 - Out-of-town destination store (e.g. Aladdin's Cave, Le Friquet, Oatlands)
 - Somewhere else in Guernsey
 - Don't Know
-

LOGIC Show/hide trigger exists.

How did you get there?

- Own vehicle
 - Bus
 - Bicycle
 - Walked
 - Lift from friend/family
 - Taxi
 - Other/Don't Remember
-

Was the shop you bought the product from convenient for any of the following reasons? (Select all that apply)

- Yes, close to work
 - Yes, close to home
 - Yes, close to another store I visited
 - Yes, close to other place I was going (e.g. school, hairdressers, doctors, etc.)
 - Yes, en route to work/home/another store/other place
 - Yes, it has parking (or there is parking close by)
 - No, it was not convenient
-

When you bought this item, did you do any of the following ... ? (Select all that apply)

- Visit other shops
 - Go to a cafe or restaurant
 - Do other leisure activities (e.g. go to gym, cinema, park, library)
 - Do other errands or services (e.g. go to post office, bank, hairdressers, estate agent, doctors)
 - None of the above
 - Don't Know
-

When you bought this product, how satisfied were you with:

Range of products available in Guernsey:

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Very
Dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied | Don't Know /
Not Applicable |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
-

Customer Service:

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Very
Dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied | Don't Know /
Not Applicable |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
-

LOGIC Hidden unless: Question "How did you get there?" is one of the following answers ("Own vehicle")

Parking:

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very Dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
-

Overall Shopping Experience:

Very
Dissatisfied



Dissatisfied



Neutral



Satisfied



Very Satisfied



Don't Know /
Not Applicable



Shopping in Guernsey

The following questions are about your views of shopping in **different areas of Guernsey**. Please answer them thinking about your shopping experiences in Guernsey **more generally**.

Overall, how satisfied are you with the shopping experience in St Peter Port?

Very Dissatisfied



Dissatisfied



Neutral



Satisfied



Very Satisfied



Why do you say this? Is there anything you'd like to see improved about the shopping experience in St Peter Port?

If you don't know, leave blank.

LOGIC Hidden unless: Question "Do you regularly shop at any of the following locations in Guernsey? (Select all that apply)" is one of the following answers ("St Peter Port town")

What are the main reasons you shop in St Peter Port? (Select all that apply)

- Shop(s) with the specific items I want are there
 - The range of shops available
 - The range of cafes/restaurants available
 - Close to home
 - Close to work
 - Convenient on my way to/from other destinations
 - I often use the other services there e.g. post office, bank, doctors
 - Parking available
 - The atmosphere/buzz of the shopping area
 - Other
 - Don't Know
-

Overall, how satisfied are you with the shopping experience at the Bridge?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied



Why do you say this? Is there anything you'd like to see improved about the shopping experience at the Bridge?

If you don't know, leave blank.

LOGIC Hidden unless: Question "Do you regularly shop at any of the following locations in Guernsey? (Select all that apply)" is one of the following answers ("The Bridge")

What are the main reasons you shop at the Bridge? (Select all that apply)

- Shop(s) with the specific items I want are there
 - The range of shops available
 - The range of cafes/restaurants available
 - Close to home
 - Close to work
 - Convenient on my way to/from other destinations
 - I often use the other services there e.g. post office, bank, doctors
 - Parking available
 - The atmosphere/buzz of the shopping area
 - Other
 - Don't Know
-

LOGIC Hidden unless: Question "Do you regularly shop at any of the following locations in Guernsey? (Select all that apply)" is one of the following answers ("St Martin's village", "Cobo village", "L'Islet shops", "L'Aumone shops", "St Peter's shops", "Forest shops")

Is there anything you'd like to see improved about shopping at the local shopping areas you use?
(i.e. St Martins Village, Cobo Village, shopping areas in L'Aumone, L'Islet, St Peter's, Forest)

Please be as specific as possible, including where your comments relate to.

If you don't know, leave blank.

Overall, how satisfied are you with the:

Car parking available for shoppers in Guernsey?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied



LOGIC Show/hide trigger exists.

Opening hours of retailers in Guernsey?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied



Range of products available at retailers in Guernsey?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied



LOGIC Hidden unless: Question "Opening hours of retailers in Guernsey?" is one of the following answers ("Very Dissatisfied", "Dissatisfied", "Neutral")

You indicated that you are not satisfied with the OPENING HOURS of retailers in Guernsey.

Are there particular times of the day/week that you'd like more retailers to be open?

As a consumer, I want to be able to buy furniture, white goods and other **bulky non-everyday items** from the following locations in Guernsey (Select as many as apply):

- Outside of the main and local retail centres of St Peter Port, the Bridge, St Martins, Cobo, L'Islet, L'Aumone, St Peter's and Forest
- Main retail centres of St Peter Port & the Bridge
- Local retail centres of St Martins, Cobo, L'Islet, L'Aumone, St Peter's and Forest

As a consumer, I want to be able to buy clothing, footwear, electrical goods and other **small non-everyday items** from the following locations in Guernsey (Select as many as apply) :

- Outside of the main and local retail centres of St Peter Port, the Bridge, St Martins, Cobo, L'Islet, L'Aumone, St Peter's and Forest
- Main retail centres of St Peter Port & the Bridge
- Local retail centres of St Martins, Cobo, L'Islet, L'Aumone, St Peter's and Forest

As a consumer, I want to be able to buy **everyday items** (e.g. bread, milk, newspapers) from the following locations in Guernsey (Select as many as apply):

- Outside of the main and local retail centres of St Peter Port, the Bridge, St Martins, Cobo, L'Islet, L'Aumone, St Peter's and Forest
- Main retail centres of St Peter Port & the Bridge
- Local retail centres of St Martins, Cobo, L'Islet, L'Aumone, St Peter's and Forest

Recall a product you bought online

Page entry logic:

This page will show when: Question "In the past 12 months have you ... (select all that apply)" is one of the following answers ("Shopped online from an off-island retailer")

Now we want to ask you about shopping online.

Recall a product that you bought recently **online from an off-island retailer** that is **not an everyday item and cost more than £10**.

Please answer the following questions with this purchase in mind.

What type of product was it?

- Books, music, movies & video games
- Consumer electronics & computers
- Clothing & footwear
- Health & beauty (including cosmetics)
- Jewellery/watches
- Outdoor and sports equipment
- Household appliances
- DIY/Home improvements
- Furniture & homeware
- Toys
- Food or drink
- Other - Please describe:

How much did it cost? Estimate if you are not sure.

- £10-£25
 - £26-£50
 - £51-£75
 - £76-£100
 - £101-£200
 - Over £200
-

When you bought the product, did you know what you wanted? Select the statement which fits best.

- I knew the specific product
 - I knew the type of product
 - I did not know (I was browsing or I bought on impulse)
 - None of the above
-

LOGIC Show/hide trigger exists.

Did you research/browse alternative products before purchasing the one you chose?

- Yes
 - No
 - Don't Know
-

LOGIC Hidden unless: Question "Did you research/browse alternative products before purchasing the one you chose?" is one of the following answers ("Yes")

How did you look at alternatives or research the product? (Select all that apply)

- Websites/apps for specific retailer
- Websites/apps for retailer selling many brands (e.g. Amazon, Asos)
- Retailer catalogues
- Visited stores in Guernsey
- Visited stores outside of Guernsey
- Recommendations from family/friends
- Social networks (e.g. Facebook, Instagram, Twitter)
- Product review websites (e.g. Which?)
- Price comparison websites (e.g. Ciao)
- Other - Please describe:

When you decided to buy the product, which of the following factors were the most important? (Select all that apply)

- Range of products to choose from
- Quality of product
- Price of the product
- Promotion/Sale/Discount
- Information available about the product (photos, description, customer reviews, etc.)
- Availability of the product - it was in stock
- Shipping cost and/or delivery time
- Ease to return or exchange the product
- Knowledge/Advice of the retailer
- None of the above
- Don't Know

LOGIC Show/hide trigger exists.

Did you consider buying this item from a **retailer in Guernsey** instead?

- Yes, and looked locally before buying online
 - Yes, but did not look locally
 - No, but it is something that I could have bought locally
 - No, and it is not something that I could have bought locally
-

LOGIC Hidden unless: Question "Did you consider buying this item from a **retailer in Guernsey** instead?" is one of the following answers ("Yes, and looked locally before buying online", "Yes, but did not look locally", "No, but it is something that I could have bought locally")

If Guernsey retailers offered the following services, would any of them have made you more likely to buy **this product** locally? (Select all that apply)

- Online Shopping with delivery
 - Online Shopping to collect in-store
 - More information online about what is in stock in the local shop
 - None of the above are likely to have changed where I bought the item
-

When you purchased this item, how satisfied were you with the overall shopping experience?

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Very
Dissatisfied | Dissatisfied | Neutral | Satisfied | Very Satisfied | Don't Know /
Not Applicable |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
-

Local vs online

These questions are about what you buy locally and online from an off-island retailer, and the factors that generally inform whether you choose to buy something in Guernsey or online.

In the last 12 months, have you bought the following products from a local retailer and/or from an online retailer?

	Both local & online retailers	Local retailer only	Online retailer only	Neither local nor online retailers
Jewellery/watches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Furniture & homeware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books, movies & video games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Groceries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumer electronics & computers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Household appliances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DIY/Home improvements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothing & footwear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health & beauty (e.g. cosmetics)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor/sports equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

When you have a choice between buying local or buying online, what do you prefer?

- Prefer to buy local Indifferent Prefer to buy online Not sure

In general, are you willing to pay more to buy the same product locally rather than online?

- Yes, more than 10% above the online price
 Yes, up to 10% more than the online price
 Not willing to pay more than the online price
 Not sure

In general, what are the MAIN REASONS you would buy a product online rather than from a local store? (Select up to three)

- More products available online
 - Products are cheaper online
 - Products are delivered direct to home/work
 - Prefer to shop in evenings/outside opening hours
 - Location of local store is not convenient
 - Can be difficult to park at/close to local store
 - Get better customer service
 - Ease of returning unwanted products
 - Saves time: much quicker to buy online
 - Not enough information online about local store(s) & what they stock
 - I enjoy shopping online more than in-store
 - Other - Please explain:
 - Don't Know / Not Applicable
-

What could local retailers do to encourage you to buy more locally? (Leave blank if don't know)

Do you have any other comments about shopping in Guernsey?
