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CONSUMER INSIGHTS ON SHOP TRADING HOURS

Project Overview & Findings

Business SA
Chamber of Commerce and Industry South Australia

Report prepared by

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Introduction

Business South Australia, Chamber of Commerce and Industry (Business SA hereinafter) contracted this study to seek input from consumers about their attitudes to existing shop trading hour restrictions in both the regulated environment in Adelaide and the deregulated rural and regional towns.

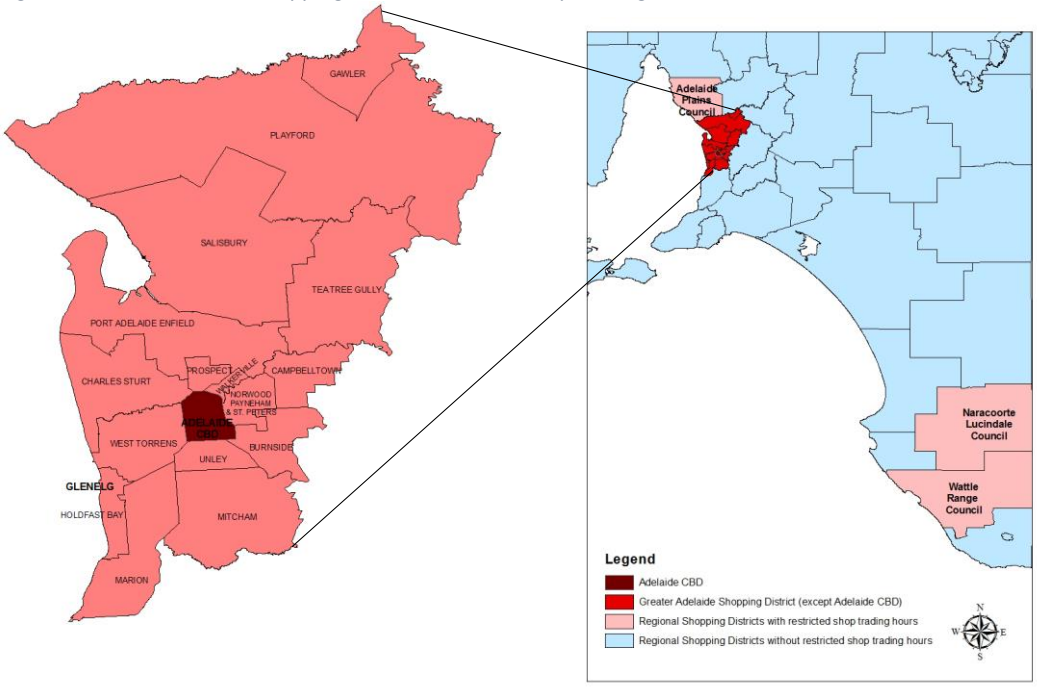
To meet these needs, the Institute for Choice (I4C) conducted experimental choice studies to identify the most preferred policy option if shop trading hours were to be increased throughout the state. I4C is the world leader in developing and applying innovative techniques to understand choice behaviour across a wide variety of contexts, including but not limited to consumer strategy.

The sample of 572 consumers was drawn from across SA, proportional to population of three distinct shopping districts;

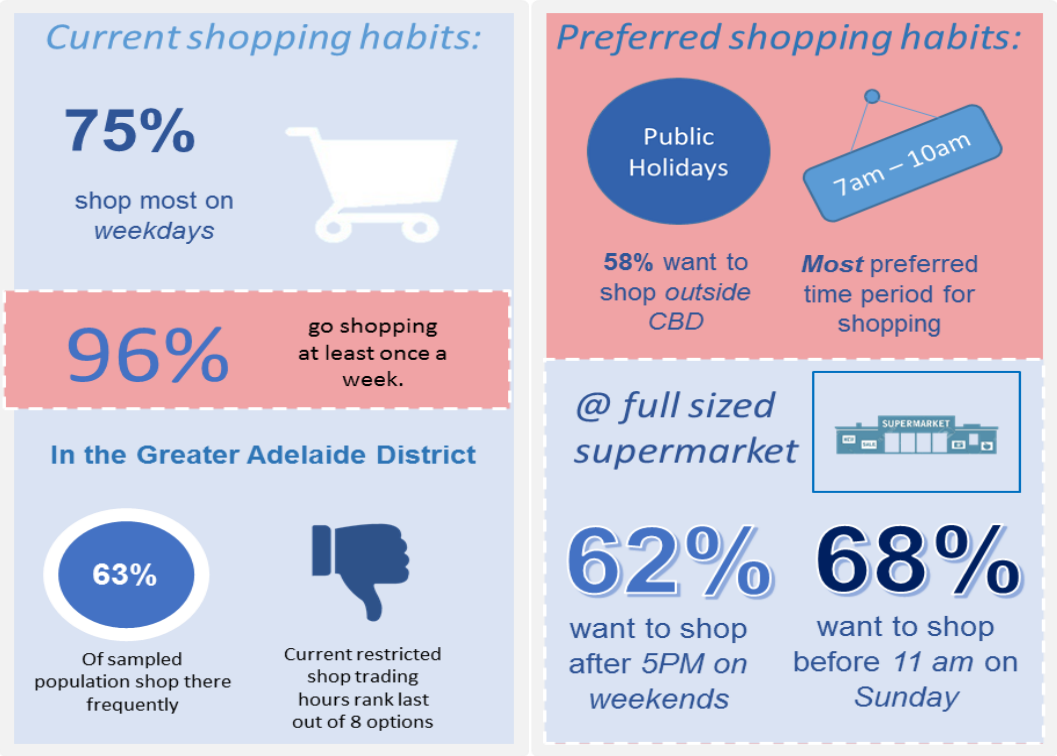
A) Greater Adelaide shopping districts
B) Regional shopping districts with restricted shop trading hours
C) Regional shopping districts without restricted shop trading hours

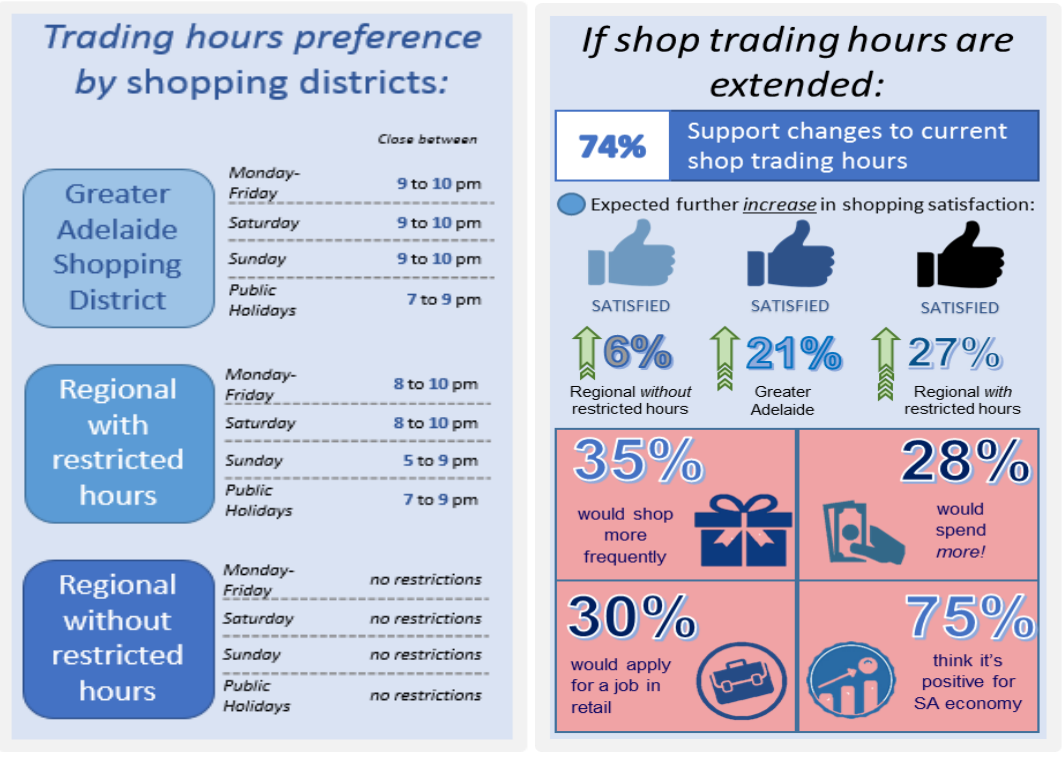
Figure 1 maps the three districts along with Adelaide Central Business District (CBD).

Figure 1: South Australian shopping districts based on shop trading hours.



Overview of Results





Current shopping habits:

- **75%** shop most on weekdays.
- **96%** go shopping at least once a week.
- **63%** shop predominantly in the greater Adelaide district.
- **Current restricted shop trading hours rank last** out of the eight alternative trading hours presented to shoppers in the greater Adelaide district.

Preferred shopping habits:

- **58%** have expressed that they like to shop outside the Adelaide CBD on public holidays.
- **62%** shop at a full sized supermarket after 5pm on weekends.
- **68%** want to shop at a full sized supermarket before 11am on Sunday.
- **27%** prefer to shop between 7am – 10am.

Trading hour preferences by shopping district:

A) Shoppers in the Greater Adelaide Shopping Districts prefer shops to close between:
   - **9 and 10pm throughout the week** and
   - **7 and 9 pm on public holidays**.

B) Shoppers in regional shopping districts with restricted shop trading hours (including Binnum, Grace and Millicent) would prefer shops to close between:
   - **8 and 10 pm from Monday to Saturday,**
   - **5 and 9 pm on Sundays**, and
   - **7 and 9 pm on public holidays.**

- Shoppers in regional shopping districts without restricted shop trading hours (all other regional towns) would prefer the store owner to define when to open and when to close (**no restrictions**).

Key Finding:

In areas that are currently regulated, consumers would prefer longer trading hours than currently available. Full deregulation is the preferred option for consumers living in areas that are already fully deregulated.

If shop trading hours are extended:

- **74%** of shoppers support extending current trading hours.
- Shopping satisfaction is expected to increase by **21%** for shoppers in **greater Adelaide** shopping districts if hours are extended.
- Shopping satisfaction is expected to increase by **27%** for shoppers in **regional districts with restricted hours** (including Binnum, Grace and Millicent) if hours are extended.
- Shopping satisfaction is expected to increase by **6%** for shoppers in **regional shopping districts without restricted hours** (all other regional towns).
- **35%** of the sampled population would shop more frequently.
- **28%** of the sampled population would spend more.
- **30%** of the sampled population would apply for a job in retail.
- **75%** think it would be positive for SA's economy.

Purpose of This Document

This document summarises the rationale, methodology and key policy findings for the SA shop trading hours study. It is designed to provide a quick reference guide for Business SA and the broader community. It provides a better understanding of consumer attitudes to shop trading hour restrictions in South Australia, with a scope covering the regulated environment in Adelaide as well as the deregulated rural and regional towns.

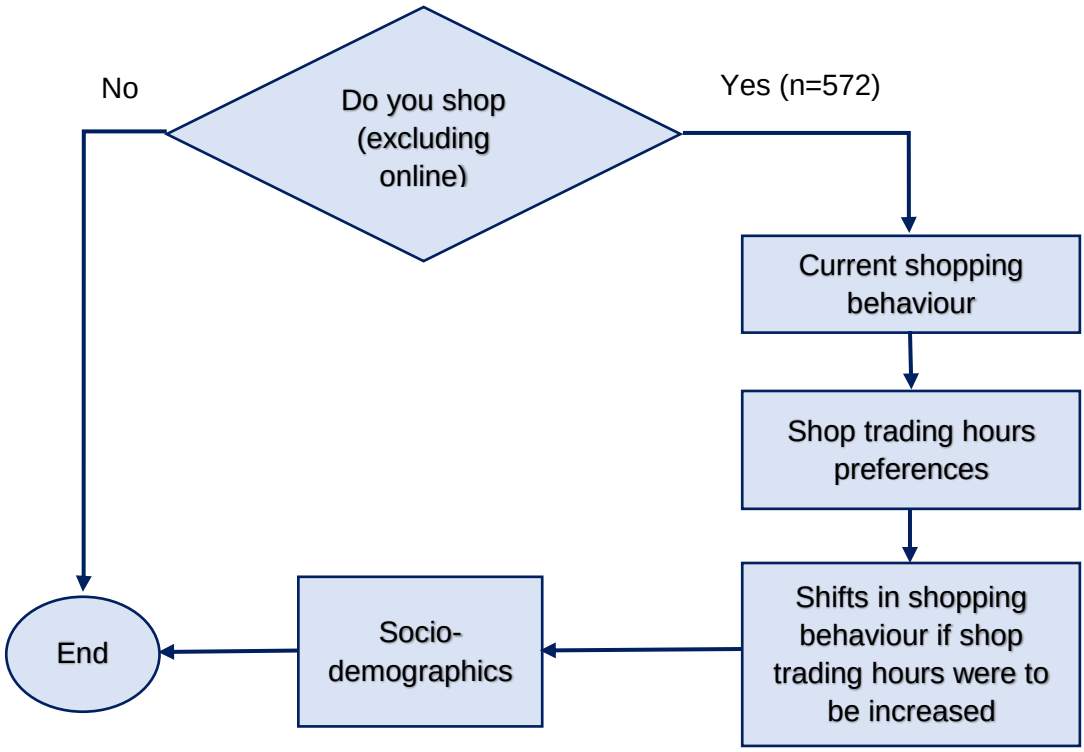
Business SA is focused on ensuring employers get fair outcomes on industrial relations matters. Furthermore, they ensure the broader economic environment is conducive to successful business in an increasingly globalised economy which requires local businesses to be highly cost competitive. To this end, Business SA is interested in understanding the impact of deregulation of shop trading hours, particularly in Adelaide, leading up to the State Election in early 2018.

The Institute for Choice (I4C), is a world leader in developing and applying innovative techniques to understand choice behaviour across a wide variety of contexts. This project utilises I4C's expertise to better understand consumer preferences to deregulated shop trading hours.

Methodology, Approach & Technical Framework

The framework used to study consumers' preferences for shop trading hours in SA consisted of a survey with four main sections (a copy of which can be found in Appendix F). In the first section, consumers were asked about their current shopping habits, such as frequency of shopping, weekdays vs weekends, the time they most prefer to shop and their satisfaction with the current shop trading hours where they shop most. The second section consisted of a Best-Worst task (Finn & Louviere, 1992; Marley & Louviere, 2005) to rank consumers preferences for different shop trading hours. The third section captured consumer expectations regarding changes in their behaviour if shop trading hours were to be increased. The questions related to the impact of an increase in shop trading hours on where they would shop, shopping frequency, spending behaviour and their shopping satisfaction. Consumers' opinions about whether they support longer shop trading hours, whether an increase in shop trading hours is seen as positive for the SA economy and if it would have any effect on the individual per se, were also asked in this section. Finally, respondents provided their socio-demographics. See Figure 2 for the overall survey structure.

Figure 2: Overall survey structure



Sampling

The main objective of this study is to understand shopper's preferences and attitudes towards shop trading hours across SA. Shop trading hours in SA vary by shopping district (Table 1). Therefore, a representative sampling strategy was required to ensure results can be generalised to the SA population. To do this, we used a stratified random sampling procedure to sample 572 residents from SA via an online panel. Table 2 shows the percentage of the survey respondents residing in each shopping district, compared to the population breakdown reported by the Australian Bureau of Statistics (ABS).

A stratified random sample of 572 residents was collected from an online panel.

Table 3 presents a snapshot of where respondents live and where they shop the most. This table highlights that some consumers shop in a different location from where they live. Of the 572 sampled individuals, 360 (62.9%) shop in *Greater Adelaide* (6.3% in the Adelaide CBD and 56.6% in Greater Adelaide Shopping District except Adelaide CBD). Fifty two respondents (9.1%) reported that they shop in the *Regional shopping districts with restricted shop trading hours*. The remainder of respondents (160 people, or 28% of the sample) mostly shop in *Regional shopping districts with unrestricted shop trading hours*.

Table 1: Current shop trading hours for the three studied shopping districts

Timeframe	Greater Adelaide Shopping Districts	Regional with restricted hours	Regional without restricted hours
Monday to Friday	Stores will close by 9pm	Stores will close by 6pm. (Thursdays 9pm)	The store owner will define when to open and when to close.
Saturday	Stores will close by 5pm	Stores will close by 5pm	The store owner will define when to open and when to close.
Sunday	Stores will open at 11am and will be closed by 5pm.	Closed	The store owner will define when to open and when to close.
Public Holidays (excl Good Friday, Christmas Day and ANZAC Day	Stores in Adelaide CBD only will open at 11am and will be closed by 5pm.	Stores will open Part Day if it falls on a week day only.	The store owner will define when to open and when to close.

Table 2: Share of surveyed population and ABS population in SA

	Surveyed Population (%)	ABS Population (%)
Greater Adelaide	59.6%	59.7%
Regional Shopping Districts with restricted shop trading hours	1.4%	1.7%
Regional Shopping Districts without restricted shop trading hours	39.0%	38.6%

Table 3: Cross tabulation of where sampled population live and where they most shop.

		Where do you do most of your shopping?				
		Adelaide CBD	*Greater Adelaide (excl. CBD)*	*Regional with restricted hours*	*Regional without restricted hours*	**Total**
Where do you live?	*Greater Adelaide Shopping Districts*	32	282	17	10	**341** ***(59.6%)***
	Regional with restricted hours	0	0	6	2	**8** ***(1.4%)***
	Regional without restricted hours	4	42	29	148	**223** ***(39%)***
	Total	**36** ***(6.3%)***	**324** ***(56.6%)***	**52** ***(9.1%)***	**160** ***(28%)***	**572**

Method

A preference elicitation method known as Best-Worst (B-W) was used in this study to find out what matters most to people when it comes to shop trading hours (for more information please refer to Appendix A). This method provides a robust and accurate ranking of individuals' relative preference for shop trading hour options.

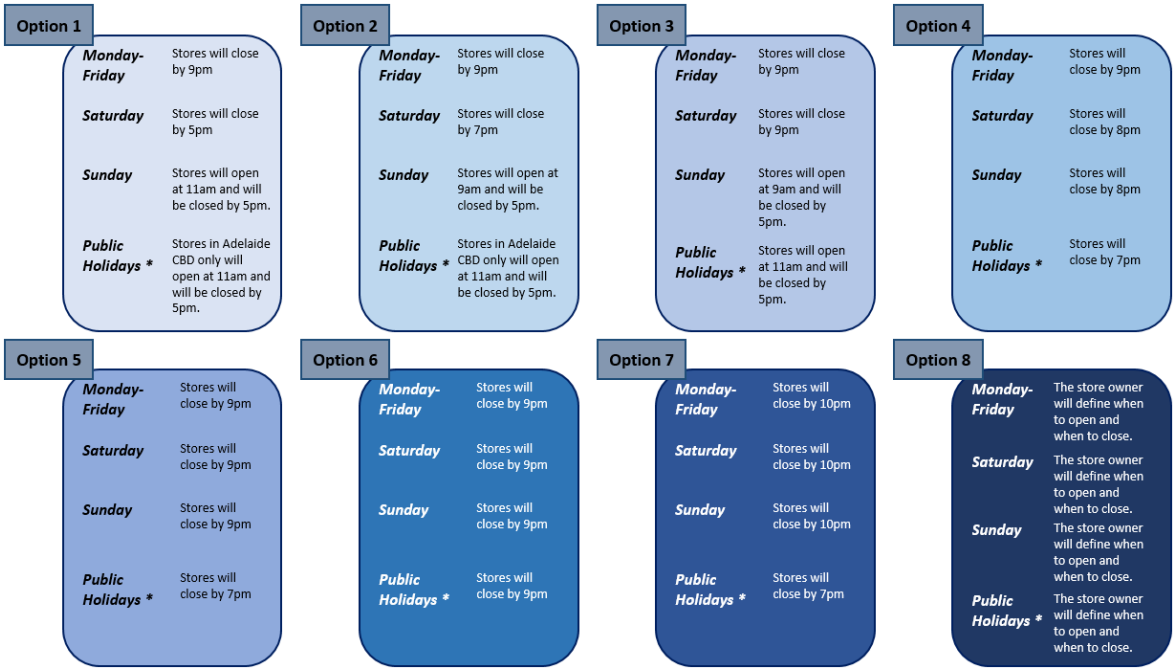
Figure 3 presents the options that Business SA provided to be ranked from most preferred to least preferred. Options are in order from regulated (option 1) to deregulated (option 8) shop trading hours. The status quo is the current shop trading hours for each shopping district. Option 1 and 8 represent the status quo for the *Greater Adelaide* and *Regional without restricted hours*, respectively. Consequently, for both districts seven additional options were available to be ranked against. As the status quo for the *Regional with restricted hours* was not present in the eight options provided by Business SA, this option was included as a ninth option for this district, as illustrated in Table 4.

Table 4: Availability of shop trading hours for each shopping districts

	Available options								
	1	2	3	4	5	6	7	8	9
Greater Adelaide Shopping Districts	SQ	✓	✓	✓	✓	✓	✓	✓	
Regional Shopping Districts with restricted shop trading hours	✓	✓	✓	✓	✓	✓	✓	✓	SQ
Regional Shopping Districts without restricted shop trading hours	✓	✓	✓	✓	✓	✓	✓	SQ	

*SQ represents the status quo

Figure 3: Full list of shop trading hour options.



*****Except Good Friday, Christmas Day and ANZAC Day morning

The shop trading hours options were systematically randomised and each time respondents were asked to evaluate three options; the status quo of the district they shop the most and two additional options, and select the most and least preferred policy option[1]. This task was repeated seven times for each respondent. An example of the task for shop trading hours is shown in Figure 4 for an individual who does most of their shopping in Greater Adelaide Shopping Districts.

Figure 4: Example of a B-W task presented to the survey.

"Please select your *most preferred* and your *least preferred trading hour options. As you make these choices consider the impact on your lifestyle i.e. with some options you may not be able to shop on a weekend."*

	Current trading hours	**Option A**	**Option B**
Monday-Friday	Stores will close by **9**pm	The store **owner** will define when to open and when to close.	Stores will close by **9**pm
Saturday	Stores will close by **5**pm	The store **owner** will define when to open and when to close.	Stores will close by **9**pm
Sunday	Stores will open at **11**am and will be closed by **5**pm.	The store **owner** will define when to open and when to close.	Stores will open at **9**am and will be closed by **5**pm.
Public Holiday	Stores in Adelaide CBD only will open at **11**am and will be closed by **5**pm.	The store **owner** will define when to open and when to close.	Stores will open at **11**am and will be closed by **5**pm.
Select the option you **most** prefer	☐	☑	☐
Select the option you **least** prefer	☑	☐	☐

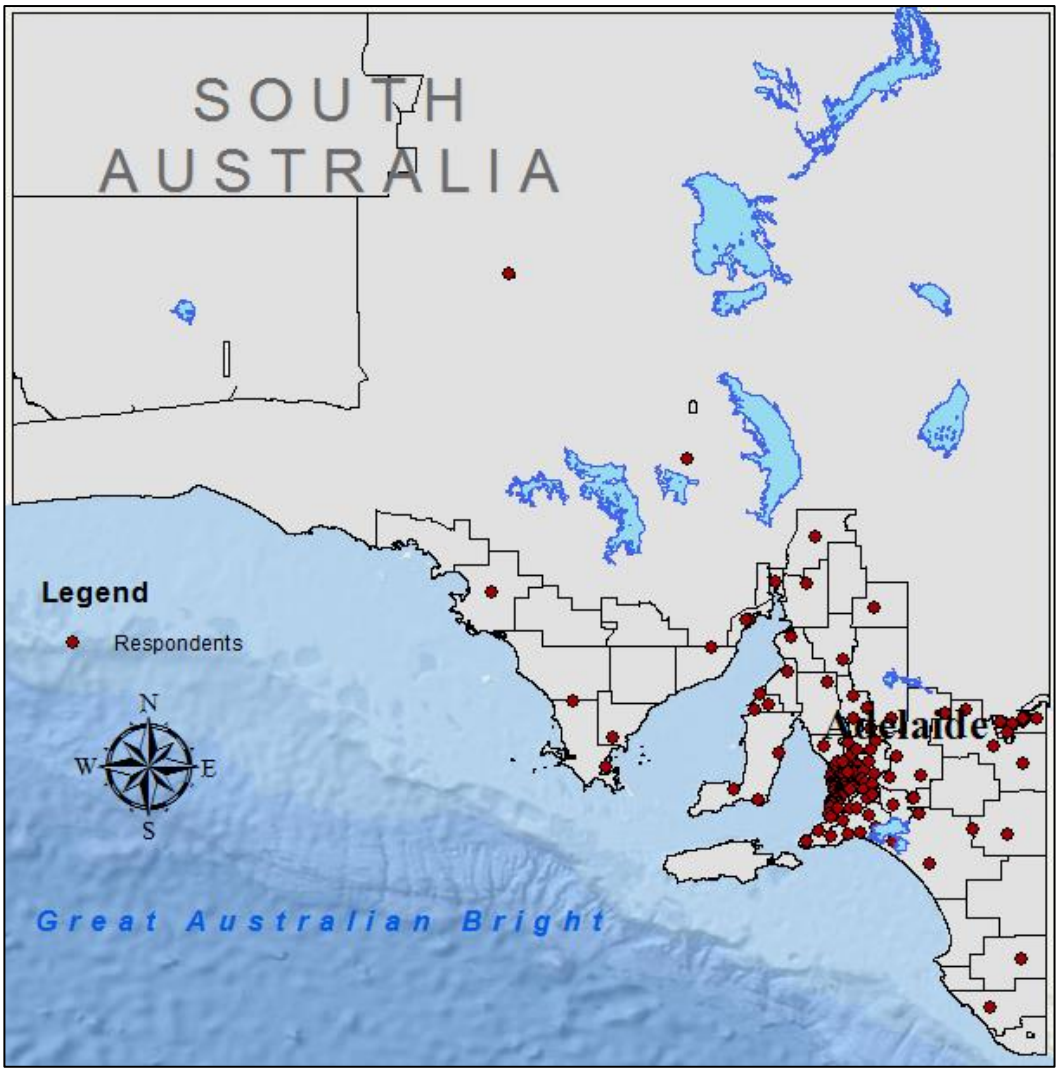
[1] To select the three options from the pool, we use a Balanced Incomplete Block design (BIBD).

Survey Administration

As mentioned earlier, data for our analysis came from a sample of South Australian residents. In all, n=572 respondents were drawn from a consumer sample of a major national online panel company. The survey was administered online from 8th – 13th of February 2018, through a web-based interface. Respondents were recruited approximately in proportion to the SA population in terms of key demographic variables, such as age, gender and income. The median time for completion of the survey was just under 10 minutes. Figure 5 provides an overview of the post codes of the sample.

Respondents were recruited approximately in proportion to the SA population in terms of key demographic variables, such as age, gender and income.

Figure 5: Post codes of sampled individuals.



The sampling frame is South Australians aged 18 years and above, who have ever participated in a shopping activity (excluding online) in the state. No gender-based screening was applied, as we wanted to speak to qualified shoppers. The sample constituted of 58.7% females and 41.3% males (Figure 6).

Participants were from different types of households, with the largest group being "Couple family with no children", 27.1% of the sample (Figure 7). The average age was the 48 years. The median household income bracket was $62,400-$72,799 per annum.

Only 10.1% respondents indicated that they have a graduate degree. Majority have an associate's degree (40.5%) and 31.4% indicated that they are a college graduate or have attended some school (Figure 8).

Majority of the respondents were working full-time (30.6%) and 20.6% work as part-time. Only 9.2% were un-employed (Figure 9).

Of those employed, 61.1% have a work schedule of 9-5pm, 25.6% work out of normal hours (i.e. shift work or evening work) and less than 1% work only on weekends.

28.3% have indicated their occupation as professional. Clerical and administrative worker with 19.5% was the second most popular occupation from the list (Figure 10).

Retail trade and health care & social assistance were selected the most (each with 14.3% of the sampled population) industry or business were respondents are currently working at (Figure 11).

Finally from the 572 respondent only 16 (2.8%) had indicated that they own a retail business in South Australia. For the full descriptive statistic table, refer to Table 6 in Appendix B.

Figure 6: Proportion of males by region

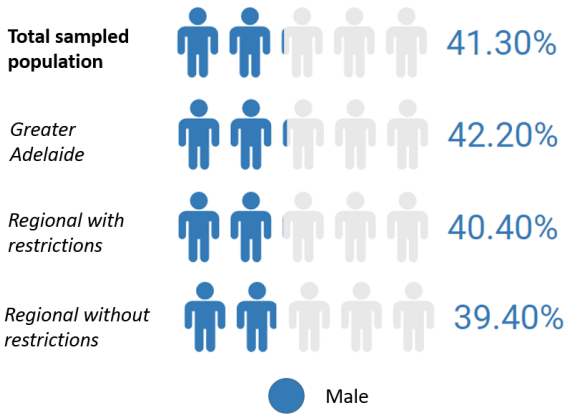


Figure 7: Household type

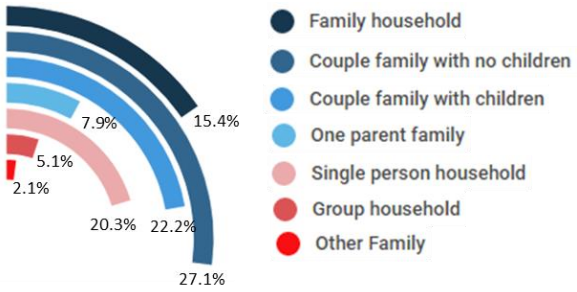


Figure 8: Level of education

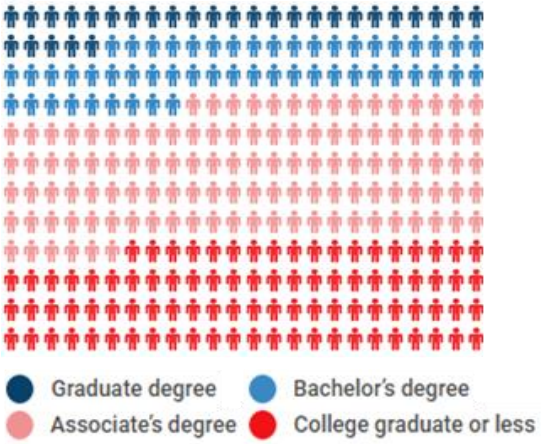


Figure 9: Employment status (%)

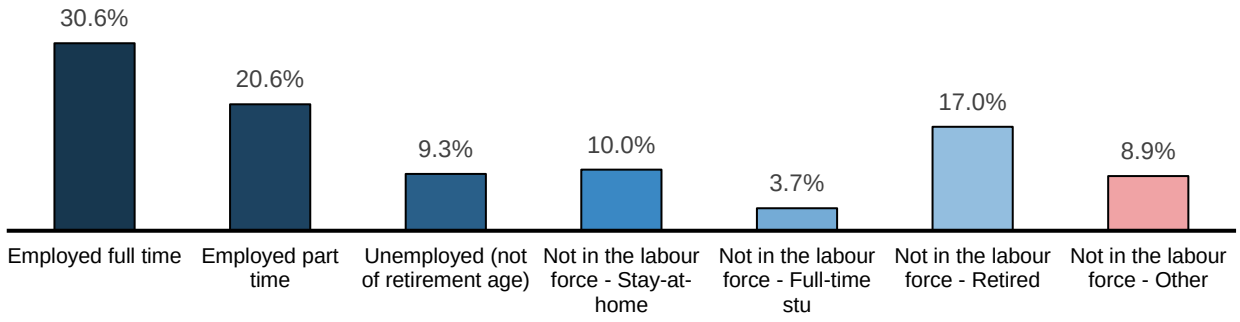


Figure 10: Occupation status (%)

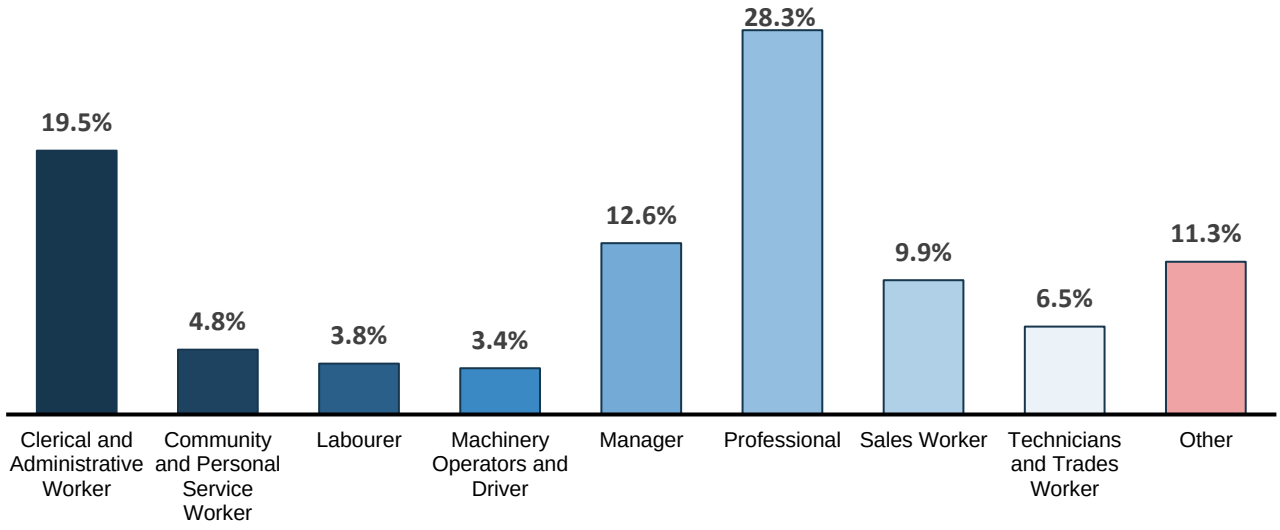
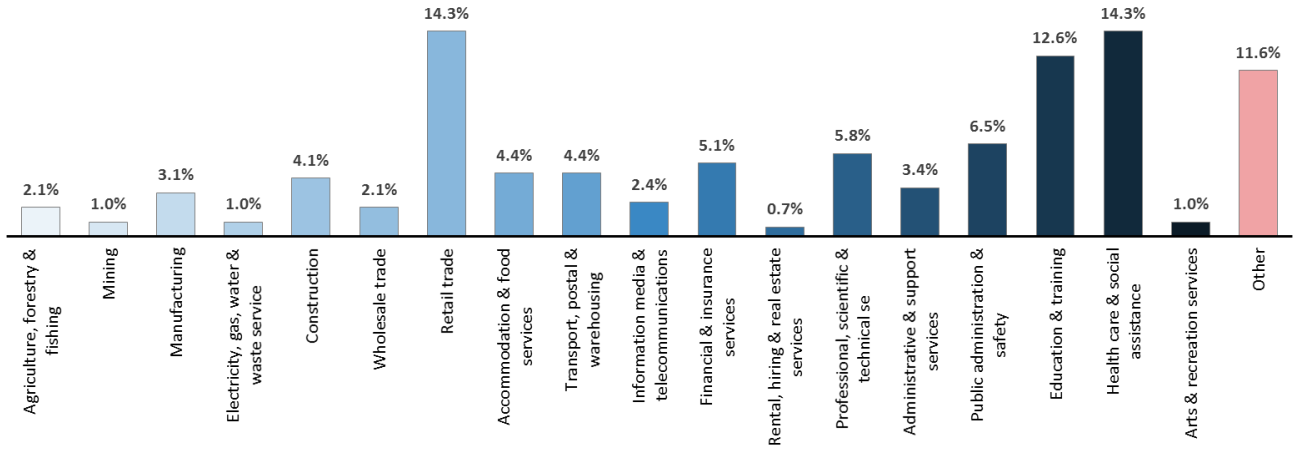


Figure 11: Industries or businesses that respondents are currently employed in (%)



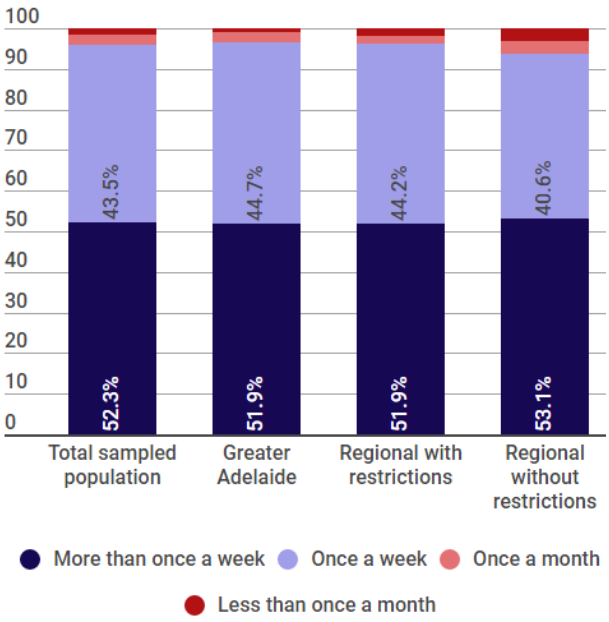
Shopping Behaviours and Preferences in South Australia

Current Snapshot

In this section we show the current shopping habits in SA. From the total 572 respondents, 95.8% go shopping at least once a week (Figure 12).

The majority (56.6%) have responded that they shop predominately in at the greater Adelaide district (excluding Adelaide CBD). Only 6.3% shop mostly at the Adelaide CBD.

Figure 12: Frequency of shopping (%)



More than 75% of respondents indicated that they mainly shop on weekdays.

75.4% shop most on *weekdays*

Preferred Changes

57.8% have expressed that they like to shop outside the Adelaide CBD on public holidays. More than 62% revealed they would like to shop at a full sized supermarket after 5 pm on Saturday and Sunday. 68% revealed they would like to shop at a full sized supermarket before 11 am on Sunday mornings

Public Holidays

57.8% want to shop *outside CBD*

.

62% want to shop after *5PM on weekands*

68% want to shop before *11 am* on *Sunday*

The most preferred shop trading hours is 7am - 10am (27.3%) and then 10am-12pm (24.3%). Only 1.9% will shop before 7am and just under 3% will shop after 9pm (Figure 13).

Respondents were asked to express their satisfaction with current shop trading hours. Respondents who shop in regional areas with restrictions were least satisfied and those who shop in regional areas without restrictions had the highest satisfaction with current trading hours. Respondents' comments highlight that their satisfaction is due to having to adjust their lifestyle to work around the current limited trading hours, rather than having the freedom to shop conveniently. Respondents who said they were satisfied said the following about current hours:

"Learn to work around the trading hours."

"I am satisfied as I am used to it, however I would like to go at other times however I am unable."

"I'd love shops to be open more but can manage with current hours just fine."

While unsatisfied respondents said the following regarding current trading hours:

"Not always open when required."

"Would like to have extra hours like country sites."

"Unable to do shopping after finished from work."

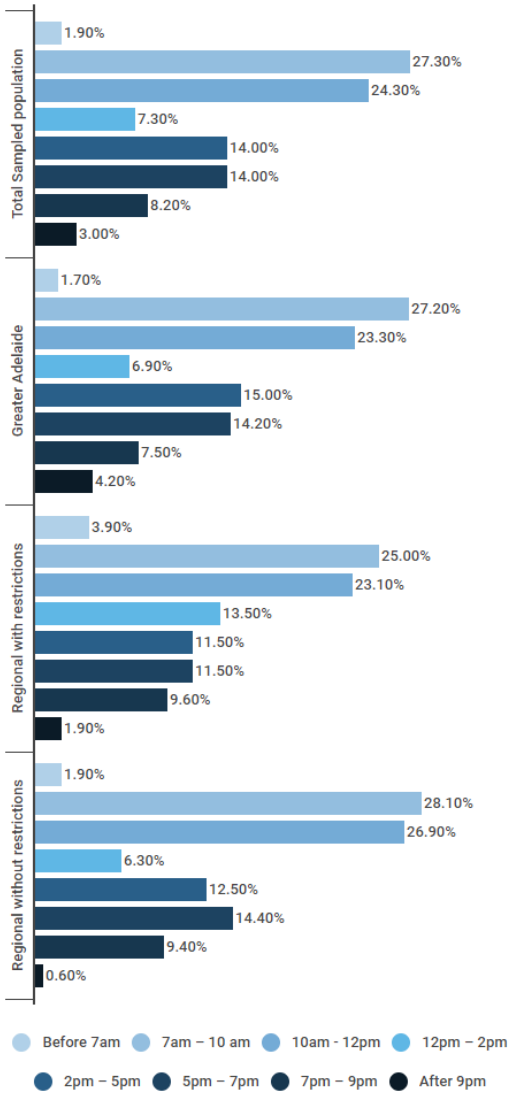
"They don't open on Sundays"

"I moved from interstate where supermarkets are open 24 hours or minimum 6am to midnight. Adelaide hours are 20th century, not 21st"

"Not convenient."

For a summary of statistics regarding current shopping habits in SA, see Table 7 in Appendix B.

Figure 13: Most preferred shopping times (%)



Preference for Shop Trading Hours Options

In this section the ranking of each shop trading option will be provided based on where a respondent does most of their shopping:

A) Greater Adelaide Shopping Districts,
   Adelaide CBD
   Greater Adelaide Shopping District (excluding Adelaide CBD)

B) Regional Shopping Districts with restricted shop trading hours,
C) Regional Shopping Districts without restricted shop trading hours.

Results are generated from 4004 (572*7) observations. People who shop in greater Adelaide would prefer to have shops close between 9 and 10 pm throughout the week and between 7 and 9 pm on public holidays. Current trading hours for greater Adelaide including Adelaide CBD were ranked as second to last (7th out of 8 options) from the list of available options and last (8th out of 8) for greater Adelaide excluding the CBD.

Individuals who shop in regional shopping districts with restricted shop trading hours (including Binnum, Grace and Millicent) would prefer to have shops close between 8 and 10 pm Monday to Saturday and between 5 and 9 pm on Sundays. For public holidays, they would prefer shops to close between 7 and 9 pm. The current shop trading hours are the least preferred and would be viewed as an improvement.

Finally people who shop in regional shopping districts without restrictions (all other regional towns) are very satisfied with their current shop trading hours (no regulation), and would prefer trading hours to remain unchanged.

All the results are statistically significant. For detail information on the ranking of the options, standard errors and the 95% confidence intervals, refer to Appendix D.

People who shop in greater Adelaide would prefer shops to close between 9-10 pm throughout the week and between 7-9 pm on public holidays.

People who shop in a regional district ***with*** restricted hours would prefer to have shops close between 8-10 pm Monday to Saturday and between 5-9 pm on Sundays. For public holidays they would prefer shops to close between 7-9 pm.

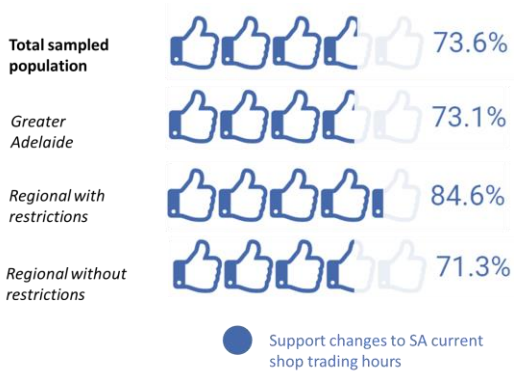
People who shop in regional districts ***without*** restricted hours clearly prefer their current shopping hours to remain unchanged.

Summary

For shoppers in greater Adelaide or in regional districts with restricted hours, current shop trading hours are their least favourite option. However, the opposite is true for shoppers in regional districts without restricted hours: no restrictions in trading hours is the most preferred option. Refer to Figure 23 to Figure 25 in Appendix D for an illustration of the rankings of shop trading hours for different segments of the population in each shopping district.

Changes in Shopping Behaviour if Shop Trading Hours were to be Increased

Statistics highlight that 73.6% indicated that they support changes to the current shop trading hours. In *regional districts with restriction in shop trading hours,* 84.6% support changes to shop trading hours, whereas this value drops to 71.3% *for regional districts <u>without</u> restriction.*



Respondents were asked to give their opinion on shopping frequency, spending behaviour and their shopping satisfaction if shop trading hours were to be increased throughout the state. Almost 35% indicated that they would shop more frequently and 28% stated that they would spend more.

35% would shop more frequently

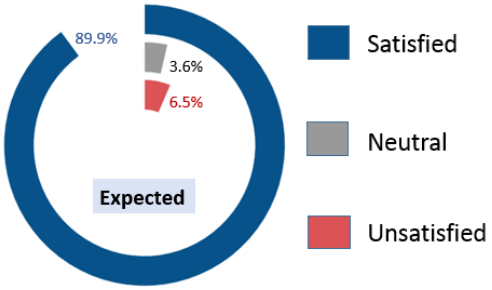
28% would spend more

Almost 30% have expressed an interest in getting a first or second job in retail if shop trading hours were to be increased. In addition, more than 75% believe an increase in shop trading hours is positive for the South Australian economy.

30% would apply for a job in retail

75% think it's positive for SA economy

The expected impact of increasing shop trading hours on customer satisfaction is as follows. Of the 572 respondents, 514 (89.9%) would be satisfied with the increased shop trading hours, 37 (6.5%) would be unsatisfied and 21 (3.6%) remain neutral (please refer to Appendix E for more information). It is expected that further increase in shop trading hours will boost satisfaction the in regional with restricted hours by 27%, in greater Adelaide by 21% and regional without restricted hours by 6%.



Change in Shopping Location

Respondents indicated that, on the whole, they would remain shopping in the same location (536 or 93.7%) and only 36 (6.3%) respondents indicated that they would shop at a different shopping district. Of the 36 respondents who indicated that they would make the change, the majority (8 respondents) currently shop in the Greater Adelaide shopping district (excluding Adelaide CBD) but would shift to Regional shopping districts with restricted shop trading hours (i.e. they would shop more where they live). The second group with the highest change (7 people) are those individuals who are currently shopping in the Adelaide CBD but would shop in the Greater Adelaide shopping district (excluding Adelaide CBD). For more information, please refer to Table 5.

Table 5: Cross tabulation of respondents who indicated that they would change their shopping district if shop trading hours increased.

		If shop trading hours increased				
		Adelaide CBD	Greater Adelaide (excl. CBD)	Regional with restricted hours	Regional without restricted hours	**Total**
Current trading hours	Adelaide CBD	0	5	1	1	**7**
	Greater Adelaide (excl. CBD)	7	0	8	5	**20**
	Regional with restricted hours	1	0	0	2	**3**
	Regional without restricted hours	0	3	3	0	**6**
	Total	**8**	**8**	**12**	**8**	**36**

Impacts on the Individual

Finally, almost 32% of the sample indicated that an increase in shop trading hours would have an impact on them. Most of the feedback respondents provided highlights that longer shop trading hours makes shopping more relaxing, enjoyable, flexible and more convenient.

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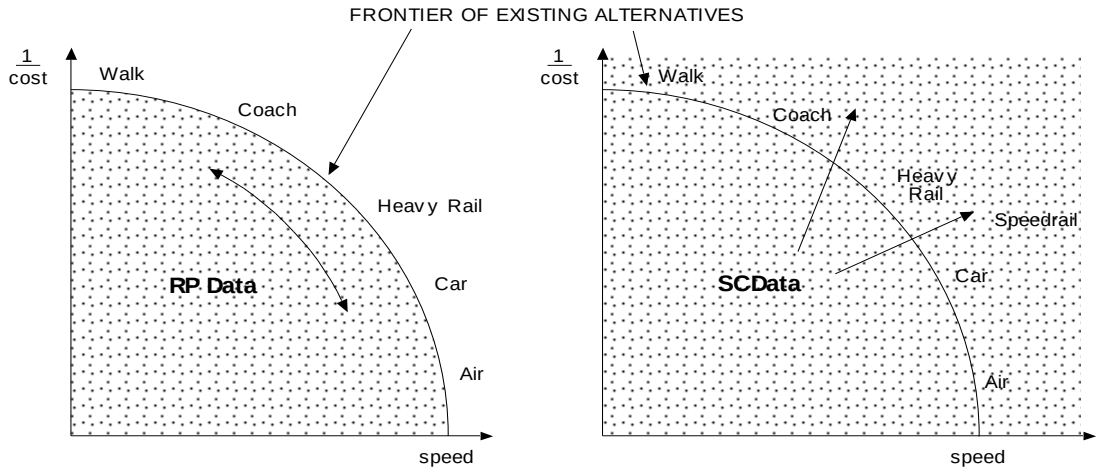
Appendix A: Discrete Choice Experiments

Discrete Choice Experiments (DCEs) are a type of Stated Preference (SP) elicitation approach embedded in random utility theory (Thurstone, 1927). DCE methodology makes use of choices rooted in real life that provide testable predictions (Louviere, Hensher, & Swait, 2000). DCEs, an alternative to the revealed preference (RP) method, systematically vary combinations of levels of each attribute, to reveal new opportunities relative to the existing circumstance of attribute levels on offer. A DCE asks a respondent to make a choice between a hypothetical set of alternatives. By altering features of an alternative/good/service in a systematic way in repeated questions, DCEs use choice frequencies to infer the value associated with product characteristics: how often I choose A over B indicates how much I value A over B. DCEs rely on relatively few questions by using principles from the design of statistical experiments to support inferences about attribute sensitivities using multiple hypothetical "what if?" scenarios.

Figure 14: Attribute space of Revealed Preference and Stated Preference



The DCE method is recognised by the research community to have the following advantages:

- They are widely used for modelling and forecasting the demand for new products/services because they can include features or alternatives not currently available in the market (See Hensher, Rose, & Greene, 2005). This enables us to investigate levels of attributes that do not exist in real markets (as well as new alternatives – Figure 14) and achieve estimation efficiencies by controlled design of the choice experiments.
- When properly designed and analysed, DCEs have an excellent track record of reliable and accurate predictions of choices, and are capable of separating out the independent contributions of each attribute component between multiple options.
- DCEs avoid "yea-saying". In typical surveys, respondents have a tendency to over-state their behavioural intentions, or to agree that all attributes of a product are important. DCEs require respondents to trade-off the attributes of a product.

- DCEs are used to forecast changes in behaviour because they express outcomes as probabilities.
- DCEs can be used to calculate a population's willingness to pay for a product offering. For example, willingness to pay for extended trading hours.
- DCEs have been used extensively to investigate the extent to which consumers' value product features and attributes.

Traditionally, analysts using stated choice type experiments to collect preference data have adopted the 'pick one' choice response approach in which respondents are asked to select their most preferred alternative out of the set presented to them. The pick one response elicitation is most commonly used due to the perception that such survey responses reflect observed choices made by decision makers rather than rating or ranking the available alternatives. From the analyst's perspective, however, the pick one response provides only limited information as to the underlying preference structure for the alternatives shown, as no information is captured regarding the relative desirability of the remaining non chosen alternatives. This limitation has led to a number of alternative response mechanisms being developed and tested within the literature. One such mechanism is to ask the respondent to provide a complete or partial ranking of the presented alternatives (Chapman & Staelin, 1982). This study asks for both the most and least preferred option, thus obtaining the complete ranking among three alternatives (Status Quo, Option A and B) which also effectively increases the number of observations and information collected per choice set.

Best-worst scaling is a type of discrete choice experiment developed by Jordan Louviere in 1988 that asks people not only to report the "top" choice in each choice set, but also the "bottom" choice (Finn & Louviere, 1992; Marley & Louviere, 2005). It is based on the idea that when a person faces choices among collections of three or more items or options, although (s)he might not give sufficient thought to middle rankings, (s)he can easily identify the best and worst options in the collection (Helson, 1964).

The options from which respondents choose 'best' and 'worst' can vary in degrees of complexity (Flynn, 2010): options for this study are factors considered when choosing a shop trading hours option. The choice mechanism used in this research simply quantify how SA consumers rank the different shop trading hours. This type of DCE avoids known problems with category rating scales (Baumgartner & Steenkamp, 2001; Lee, Soutar, & Louviere, 2007) which ask respondents to rate the importance of several options; for example, this rating might be on a scale of 1 to 7, where '7' is very important and '1' is unimportant. The problems in doing this are:

- This does not force respondents to make trade-offs: if one person rates most things as '7', one does not know which is most important if all cannot be made available.
- Different people use rating scales differently, for instance due to cultural background differences; so, one person's "7" may not be the same as another person's "7" (although, generally speaking, it is not possible to determine IF one person's "7" is the same as a second person's "7").

- There is no theoretical justification for rating scales; thus, there is no basis for assuming that such scales produce measures that provide information other than merely a rank ordering.

Some surveys avoid these problems by asking respondents to rank the options of interest (most important, second most important, etc.). This forces respondents to decide on the relative importance of options, but has two other problems: 1) many respondents find ranking exercises difficult, and pay less attention to 'middle' rankings; 2) rankings only tell us that option x is preferred to option y; they tell us nothing about how much more preferred option x is to option y. To avoid these problems, a DCE was used in this study to find out what matters most to people when it comes to shop trading hours. This method provides a robust and accurate ranking of individuals' relative importance for shop trading hour options.

For this study, respondents most preferred counts (i.e., the number of times the option was selected as 'most preferred') were calculated. The best counts where divided by the occurrence of each option in the task. Since the status quo option had been presented more often than the other options, the scores calculated for the status quo have been weighted down to adjust for the occurrence of the other options available.

Appendix B: Descriptive Statistics

Table 6: Demographic variables and summary statistics of choice experiment participants

Variable	Definition	Total Sampled population	Greater Adelaide	Regional with restrictions	Regional without restrictions
Total Participants		572	360	52	160
Gender					
	Male	41.3%	42.2%	40.4%	39.4%
	Female	58.7%	57.8%	59.6%	60.6%
Age					
	Average Age	48 years	47 years	48 years	51 years
Household type					
	Family household	15.4%	15.6%	23.1%	12.5%
	Couple family with no children	27.1%	24.7%	28.9%	31.9%
	Couple family with children	22.2%	23.9%	17.3%	20.0%
	One parent family	7.9%	7.8%	0.0%	7.5%
	Single person household	20.3%	20.6%	11.5%	22.5%
	Group household	5.1%	5.3%	9.6%	3.1%
	Other Family	2.1%	2.2%	9.6%	2.5%
Education					
	Graduate degree	10.1%	10.6%	5.8%	10.6%
	Bachelor's degree	18.0%	22.8%	11.5%	9.4%
	Associate's degree	40.5%	35.6%	55.8%	46.9%
	College graduate or less	31.4%	31.1%	26.9%	33.1%
Household income					
	Median income bracket	$62,400-$72,799	$72,800-$88,399	$72,800-$88,399	$52,000-$62,399
Dwelling type					
	Free standing house	80.2%	75.0%	94.2%	87.5%
	Semi-detached, in a row of terrace houses, townhouse	8.1%	10.3%	1.9%	5.0%
	Flat, unit or apartment	11.2%	14.4%	0.0%	6.3%
	Other dwelling (e.g. caravan, cabin, houseboat, or improvised home)	0.5%	0.3%	3.9%	1.3%
Is this dwelling…?					
	Owned outright	32.7%	31.7%	28.9%	36.3%
	Owned with a mortgage	36.9%	38.6%	44.2%	30.6%
	Being purchased under rent/buy scheme	0.4%	0.6%	0.0%	0.0%
	Being rented	26.8%	26.9%	19.2%	28.8%
	Being occupied rent free	0.4%	0.0%	0.0%	1.3%
	Being occupied under a life tenure scheme	1.2%	1.1%	0.0%	1.9%
	Other	1.8%	1.1%	7.7%	1.3%

Variable	Definition	Total Sampled population	Greater Adelaide	Regional with restrictions	Regional without restrictions
Employment					
	Full-time	30.6%	34.2%	19.2%	26.3%
	Part-time	20.6%	20.8%	23.1%	19.4%
	Retired	17.0%	16.7%	17.3%	17.5%
	Un-employed	9.3%	8.6%	15.4%	8.8%
	Not in labour force	22.6%	19.7%	25.0%	28.1%
Usual work schedule					
	Employed 9-5pm	61.1%	63.6%	68.2%	52.1%
	Employed out of normal hours	25.6%	24.8%	0.0%	0.0%
	Weekend only	0.7%	1.0%	22.7%	28.8%
	Other	12.6%	10.6%	9.1%	19.2%
Occupation					
	Clerical and Administrative Worker	19.5%	22.2%	9.1%	15.1%
	Community and Personal Service Worker	4.8%	4.0%	4.6%	6.9%
	Labourer	3.8%	3.5%	4.6%	4.1%
	Machinery Operators and Driver	3.4%	3.0%	0.0%	5.5%
	Manager	12.6%	14.1%	9.1%	9.6%
	Professional	28.3%	29.3%	22.7%	27.4%
	Sales Worker	9.9%	9.6%	22.7%	6.9%
	Technicians and Trades Worker	6.5%	5.6%	13.6%	6.9%
	Other	11.3%	8.6%	13.6%	17.8%
Industry or business					
	Agriculture, forestry & fishing	2.1%	0.5%	13.6%	2.7%
	Mining	1.0%	0.5%	0.0%	2.7%
	Manufacturing	3.1%	3.0%	4.6%	2.7%
	Electricity, gas, water & waste services	1.0%	1.0%	0.0%	1.4%
	Construction	4.1%	4.0%	4.6%	4.1%
	Wholesale trade	2.1%	3.0%	0.0%	0.0%
	Retail trade	14.3%	15.7%	13.6%	11.0%
	Accommodation & food services	4.4%	4.0%	4.6%	5.5%
	Transport, postal & warehousing	4.4%	5.6%	0.0%	2.7%
	Information media & telecommunications	2.4%	3.5%	0.0%	0.0%
	Financial & insurance services	5.1%	6.6%	4.6%	1.4%
	Rental, hiring & real estate services	0.7%	0.0%	4.6%	1.4%
	Professional, scientific & technical services	5.8%	4.6%	9.1%	8.2%
	Administrative & support services	3.4%	4.6%	0.0%	1.4%
	Public administration & safety	6.5%	7.1%	0.0%	6.9%
	Education & training	12.6%	12.1%	13.6%	13.7%
	Health care & social assistance	14.3%	12.6%	13.6%	19.2%
	Arts & recreation services	1.0%	1.0%	0.0%	1.4%
	Other	11.6%	10.6%	13.6%	13.7%

Variable	Definition	Total Sampled population	Greater Adelaide	Regional with restrictions	Regional without restrictions
Business owner					
	Yes	2.8%	3.3%	1.9%	1.9%
	No	97.2%	96.7%	98.1%	98.1%

Table 7: Summary of current shopping habits in SA

Variable	Definition	Total Sampled population	Greater Adelaide	Regional with restrictions	Regional without restrictions
How frequently do you go shopping?					
	More than once a week	52.3%	51.9%	51.9%	53.1%
	Once a week	43.5%	44.7%	44.2%	40.6%
	Once a month	2.6%	2.5%	1.9%	3.1%
	Less than once a month	1.6%	0.8%	1.9%	3.1%
Do you shop most frequently on weekdays or weekends?					
	Weekdays	75.3%	75.4%	70.6%	82.7%
	Weekend	24.7%	24.7%	29.4%	17.3%
Would you like to shop on a public holiday outside the Adelaide CBD?					
	Yes	57.9%	54.2%	63.5%	64.4%
	No	42.1%	45.8%	36.5%	35.6%
Would you like to shop at a full sized supermarket after 5pm on a Saturday or Sunday?					
	Yes	62.8%	58.9%	65.4%	70.6%
	No	37.2%	41.1%	34.6%	29.4%
Would you like to be able to shop at a full sized supermarket before 11am on a Sunday morning?					
	Yes	68.2%	66.4%	76.9%	69.4%
	No	31.8%	33.6%	23.1%	30.6%
Regardless of the current shop trading hours, when would you most prefer to go shopping?					
	Before 7am	1.9%	1.7%	3.9%	1.9%
	7am – 10 am	27.3%	27.2%	25.0%	28.1%
	10am - 12pm	24.3%	23.3%	23.1%	26.9%
	12pm – 2pm	7.3%	6.9%	13.5%	6.3%
	2pm – 5pm	14.0%	15.0%	11.5%	12.5%
	5pm – 7pm	14.0%	14.2%	11.5%	14.4%
	7pm – 9pm	8.2%	7.5%	9.6%	9.4%
	After 9pm	3.0%	4.2%	1.9%	0.6%
How satisfied are you with the current shop trading hours in the location you most frequently shop?					
	Very satisfied	29.6%	20.8%	26.9%	50.0%
	Satisfied	43.2%	47.5%	32.7%	36.9%
	Neither satisfied nor unsatisfied	12.6%	15.3%	17.3%	5.0%
	Unsatisfied	12.1%	13.1%	21.2%	6.9%
	Very unsatisfied	2.6%	3.3%	1.9%	1.3%

Table 8: Summary of statistics exposing the current shopping habits in SA

Variable	Definition	Total Sampled population	Greater Adelaide	Regional with restrictions	Regional without restrictions
Do you support changes to the current shop trading hours?					
	Yes	73.6%	73.1%	84.6%	71.3%
	No	26.4%	26.9%	15.4%	28.8%
If throughout the state shop trading hours were to be increased, what would be the impact on the frequency of your Shopping?					
	I would most likely shop more frequently	34.8%	38.3%	42.3%	24.4%
	I would most likely shop less frequently	3.1%	2.2%	9.6%	3.1%
	My shopping frequency will not be affected	62.1%	59.4%	48.1%	72.5%
If throughout the state shop trading hours were to be increased, what would be the impact on your spending on Shopping?					
	I would most likely spend more	28.1%	31.4%	32.7%	19.4%
	I would most likely spend less	4.0%	2.8%	7.7%	5.6%
	My spending will not be affected	67.8%	65.8%	59.6%	75.0%
If throughout the state shop trading hours were to be increased, would you consider getting a first or second job in retail?					
	Yes I would	29.4%	29.2%	36.5%	27.5%
	No I would not	70.6%	70.8%	63.5%	72.5%
*Will you still shop in the same **location** if the shop trading hours increase throughout the State?*					
	Yes I would	93.7%	92.5%	94.2%	96.3%
	No I would not	6.3%	7.5%	5.8%	3.8%
If throughout the state, shop trading hours were increased, what would be the impact on your Shopping satisfaction?					
	My shopping satisfaction would increase	45.5%	49.2%	53.9%	34.4%
	My shopping satisfaction would decrease	4.4%	5.0%	5.8%	2.5%
	My shopping satisfaction would not be affected	50.2%	45.8%	40.4%	63.1%
In your opinion would an increase in shop trading hours be positive for the South Australian economy?					
	Yes	75.5%	74.4%	78.9%	76.9%
	No	24.5%	25.6%	21.2%	23.1%
Would an increase in shop trading hours have an impact on you?					
	Yes	31.9%	35.3%	28.9%	25.3%
	No	68.1%	64.7%	71.2%	74.7%

Appendix C: Sampled Population Weighting Adjustment

Ideally, a selected sample is a picture-in-miniature of the population it came from. This should be reflected in the sample being representative with respect to all variables measured in the survey. When this is not the case exactly, a commonly applied correction technique is ***weighting adjustment.*** This method assigns an adjustment weight to each survey respondent, such that under-represented respondents receive more than unit weight and over-represented respondents receive a smaller than unit weight. Four (4) key demographics; population by shopping district, gender, age and income have been used for the weighting adjustment. Based on the reasoning presented below, the collected sample is representative of the SA population based on population by shopping district as well as income however the sampled data requires adjustment in both gender and age distributions so as to permit population-level predictions.

A) Population by shopping district

Trading hours for retailers in South Australian is regulated for three distinguished districts. These districts are as follow:

A) The Greater Adelaide Shopping District comprising:
    i. The Central Business District (CBD) Tourist Precinct
    ii. The Metropolitan Shopping District, and
    iii. The Glenelg Tourist Precinct
B) Regional shopping districts with restricted shop trading hours comprising:
    i. Binnum (Binnum, Frances, Kybybolite)
    ii. Grace (Mallala)
    iii. Millicent.
C) Regional shopping districts without restricted shop trading hours. This includes any region in SA except the greater Adelaide and the regions with restricted shop trading hours.

Based on the ABS data 59.7% of the SA population live in the greater Adelaide shopping district, 1.7% live in the shopping districts with restricted shop trading hours and the remaining 38.6% live in shopping districts without restricted shop trading hours. Table 9 highlights that the proportion of the sampled population for each of the three shopping district almost matches ABS estimates.

Table 9: Comparison of the proportion of sampled population vs ABS estimated population for the three study regions.

	Surveyed Population (%)	ABS Population (%)
Greater Adelaide	59.6%	59.7%
Regional Shopping Districts with restricted	1.4%	1.7%
Regional Shopping Districts without restricted	39.0%	38.6%

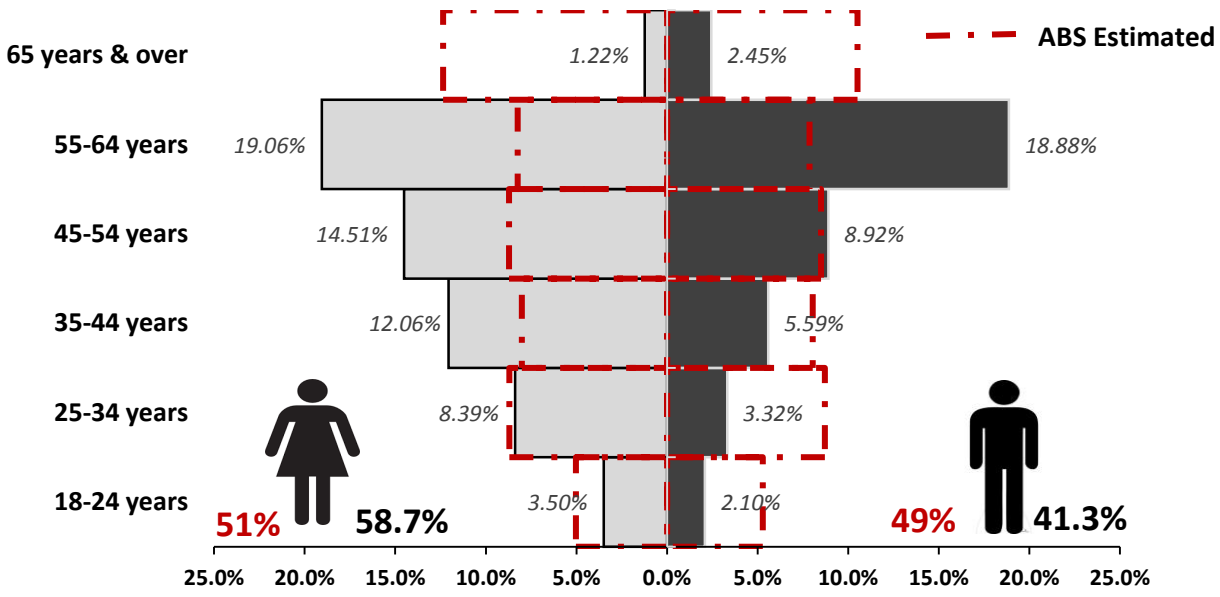
B) Population by Age and Gender

As shown in Figure 15, compared to the estimated population (using Australian Bureau of Statistics data[2]). In general data is skewed towards females. More than 58 percent of the surveyed respondents were female, whereas in 2016 ABS estimated 51 percent of the SA population to be female. For the male participants this value is 41.3 percent compared to ABS estimate of 49 percent.

The sampled data is somewhat under-populated at both ends of the age spectrum, whereas the sample data for the 45-54 and 55-64 years range is over populated. Less male respondents aged 18 to 44 participated in the survey relative to the female participants.

The distribution of total population from the surveyed population is skewed towards the 55-64 years range, whereas the ABS estimated a flat distribution with fewer people in the younger age bracket and a larger percentage in the oldest age bracket (Figure 16).

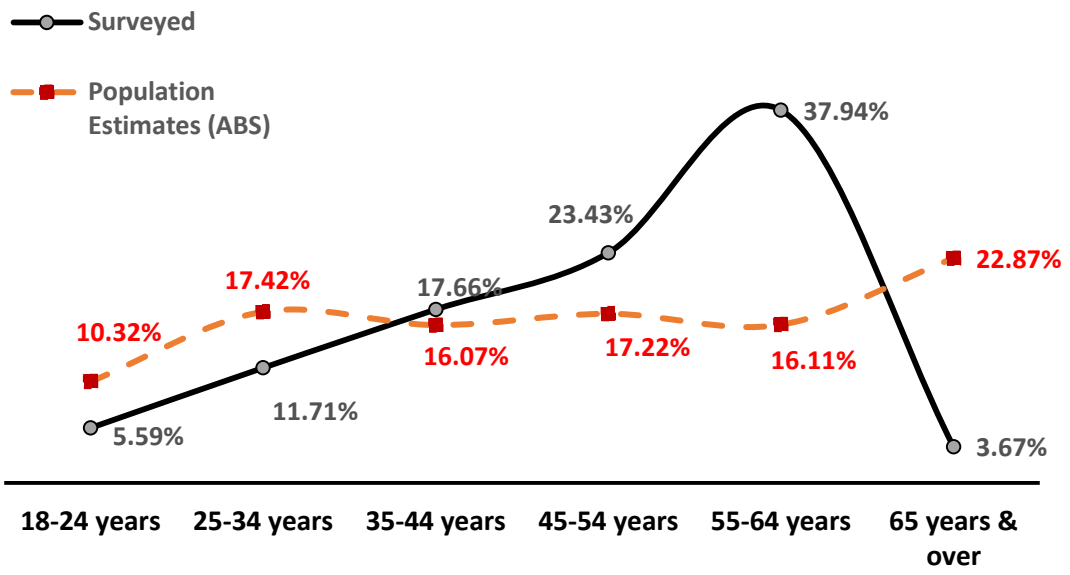
Figure 15: Surveyed and projected population comparison by age and gender -2016



[2] Population projections, by age and sex, Regions of Australia, 2016

http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/3235.02016?OpenDocument

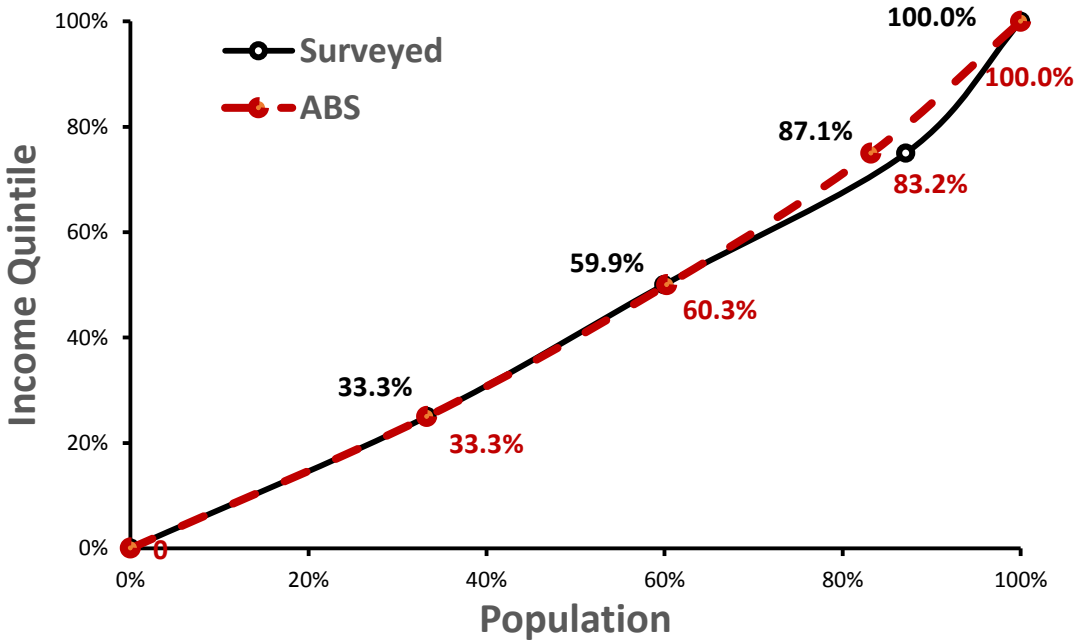
Figure 16: Surveyed and ABS estimate total population comparison by age -2016



C) Total household Income

Figure 17 shows that our sampled data is basically following the same trend of ABS estimated distribution of income over the population.

Figure 17: Income distribution over the population



Appendix D: Comparing Two Proportions

Suppose a researcher is interested in investigating whether men and women differ on their propensity to take an umbrella to work. After eliciting information from a sample of individuals in each population, she uses a statistical test comparing the proportions for the different groups. The test provides a level of confidence to the researcher that the number of people taking an umbrella to work in the past week for each sample (y) are reflective of true differences in proportions (p) for the two different populations, accounting for differences in sample sizes (n).

	Female	Male
sample sizes (n)	n_f=82	n_m=113
counts of "yes" (y)	y_f=43	y_m=42
proportions	$\hat{p}_f$=0.52	$\hat{p}_m$=0.37

For this test, the null hypothesis (H_0) assumes that there are no differences in the populations, thus,

$$H_0: p_f - p_m = 0.$$

We calculate the Z-score of this test through:

$$Z = \frac{(\hat{p}_f)-(\hat{p}_m)-0}{\sqrt{\hat{p}(1-\hat{p})(\frac{1}{n_f}+\frac{1}{n_m})}}.$$

Where:

$$\hat{p} = \frac{y_f+y_m}{n_f+n_m}.$$

The Z-score is calculated for the umbrella example is 2.12.

Thus, the researcher can reject the null hypothesis and infer that males and females differed with regards to taking their umbrellas to work in the previous week.

With the same reasoning we have checked the null hypothesis for the most preferred option and all other options. Results based on the location are presented below (refer to Table 10 to Table 14).

To visualise the magnitude and relative importance of each shop trading hour option, Figures 18 to 22 provide bar charts with the marginal mean ranking scores for the entire sample. For each option, the 95% confidence interval band is also shown.

On average, people who shop in greater Adelaide prefer Option 6, which allows them to shop until 9pm throughout the week as well as on public holidays. Statistical tests reveal that Options 5, 6, and 7 (see Figure 18) are not different from one another at the 99% confidence level, and thus people are indifferent between these options.

The greater Adelaide results are also shown in two sub-segments: Adelaide CBD, and greater Adelaide excluding Adelaide CBD. For those who shop in the CBD (see Figure 19), Option 5 was most frequently selected as the best option. This option allows them to shop until 9pm throughout the week and until 7pm on public holidays. The results show there is no difference in preferences between Options 5, 6 and 7 at the 99% level. Adelaide CBD shoppers also indicated that current shop trading hours are their least preferred option.

For shoppers in the greater Adelaide shopping district, excluding Adelaide CBD (

Figure 20), Option 6 was also selected as the most preferred option and the comparison test reveals that these people are also indifferent between 3, 5 and 6 at the 99% level.

Figure 21 illustrates the full ranking of options (from most to least preferred) for opening hours in regional shopping districts with restricted hours. Overall, Option 3 has been selected as the most preferred option for this region but people are indifferent between this option and Options 4, 5, 6, and 7. This segment of the population also indicated that current trading hours are the least preferred option. These results are significant at the 99% level.

Finally, Figure 22 presents the full ranking of options (from most to least preferred) for opening hours in regional shopping districts without restricted hours. For this region, the current opening hours (Option 8) has been selected on average as the most preferred option. Preference for this option is statistically different to the second best option, Option 5. Thus, these shoppers clearly prefer that shop trading hours remain unchanged (i.e., deregulated).

Table 10: Comparing Two Proportions for the Greater Adelaide Shopping District.

Options	Selected as Most preferred*	Total occurrence*	Marginal means	Standard error	95% Confidence Interval band		Z score	Z scores for Comparing Two Proportions: Best and 2nd best**	Best and 3rd best**	Best and 4th best****	Best and 5th best****	Best and 6th best****	Best and 7th best****	Best and 8th best****
Option 6	350.5	772.2	0.45	0.02	0.04	0.04	25.3	0.80						
Option 5	326.8	753.7	0.43	0.02	0.04	0.04	24.0		1.67					
Option 7	302.3	735.3	0.41	0.02	0.04	0.04	22.6			2.73				
Option 3	297.1	771.4	0.39	0.02	0.03	0.03	21.9				4.67			
Option 4	253.9	753.7	0.34	0.02	0.03	0.03	19.5					6.75		
Option 8	222.5	773.1	0.29	0.02	0.03	0.03	17.6						7.52	
Option 1 (Status quo)	202.5	753.7	0.27	0.02	0.03	0.03	16.6							8.40
Option 2	175.9	716.8	0.25	0.02	0.03	0.03	15.2							

**Note that scores have been weighted and thus they are not an integer number*
*** Statistically not significant*
**** Statistically significant at the 5% level*
***** Statistically significant at less than 1% level*

Figure 18: The full ranking of options for the Greater Adelaide shopping district.

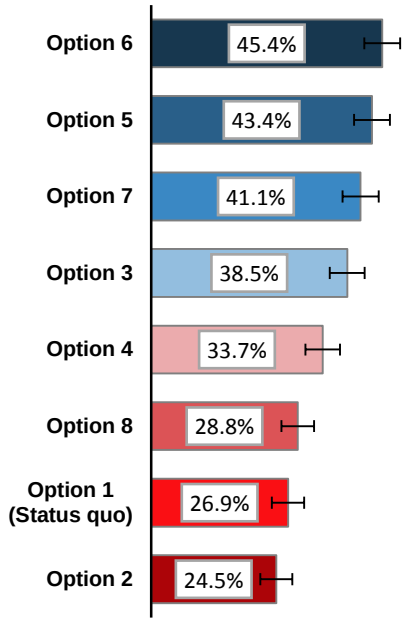


Table 11: Comparing Two Proportions for the Adelaide CBD.

Options	Selected as Most preferred*	Total occurrence*	Marginal means	Standard error	95% Confidence Interval band		Z score	Z scores for Comparing Two Proportions						
								Best and 2nd best**	Best and 3rd best**	Best and 4th best****	Best and 5th best****	Best and 6th best****	Best and 7th best****	Best and 8th best****
Option 5	51.8	88.5	0.59	0.05	0.10	0.10	11.2	0.20	0.73	2.99	4.44	4.33	4.91	5.20
Option 7	53.3	93.5	0.57	0.05	0.10	0.10	11.1							
Option 6	44.2	83.5	0.53	0.05	0.11	0.11	9.7							
Option 4	31.9	88.5	0.36	0.05	0.10	0.10	7.1							
Option 2	26.1	98.5	0.26	0.04	0.09	0.09	6.0							
Option 8	19.3	76.8	0.25	0.05	0.10	0.10	5.1							
Option 3	20.3	90.3	0.22	0.04	0.09	0.09	5.1							
Option 1 *(Status quo)*	18.0	88.5	0.20	0.04	0.08	0.08	4.8							

**Note that scores have been weighted and thus they are not an integer number*
*** Statistically not significant*
**** Statistically significant at the 5% level*
***** Statistically significant at less than 1% level*

Figure 19: The full ranking of options for the Adelaide CBD.

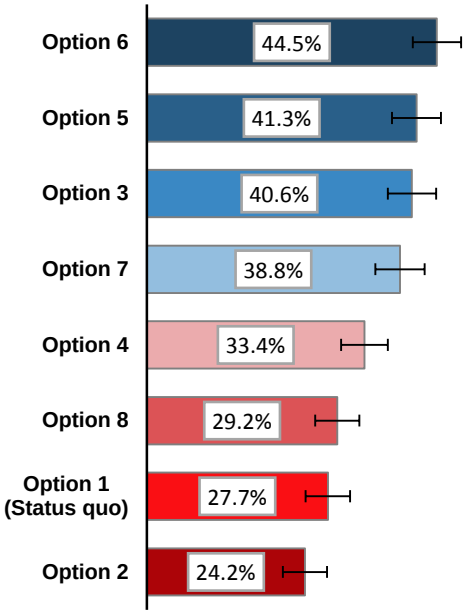


Table 12: Comparing Two Proportions for the Greater Adelaide Shopping District (excluding Adelaide CBD).

Options	Selected as Most preferred*	Total occurrence*	Marginal means	Standard error	95% Confidence Interval band		Z score	Z scores for Comparing Two Proportions: Best and 2nd best**	Best and 3rd best**	Best and 4th best***	Best and 5th best****	Best and 6th best****	Best and 7th best****	Best and 8th best****
Option 6	306.3	688.8	0.44	0.02	0.04	0.04	25.3	1.16	1.43	2.09	4.19	5.89	6.40	7.66
Option 5	275.0	665.3	0.41	0.02	0.04	0.04	24.0							
Option 3	276.9	681.2	0.41	0.02	0.04	0.04	22.7							
Option 7	249.0	641.8	0.39	0.02	0.03	0.03	22.0							
Option 4	222.0	665.3	0.33	0.02	0.03	0.03	19.6							
Option 8	203.3	696.3	0.29	0.02	0.03	0.03	17.7							
Option 1 (Status quo)	184.6	665.3	0.28	0.02	0.03	0.03	16.6							
Option 2	149.9	618.3	0.24	0.02	0.03	0.03	15.3							

**Note that scores have been weighted and thus they are not an integer number*
*** Statistically not significant*
**** Statistically significant at the 5% level*
***** Statistically significant at less than 1% level*

Figure 20: The full ranking of options for Greater Adelaide (excl. Adelaide CBD).

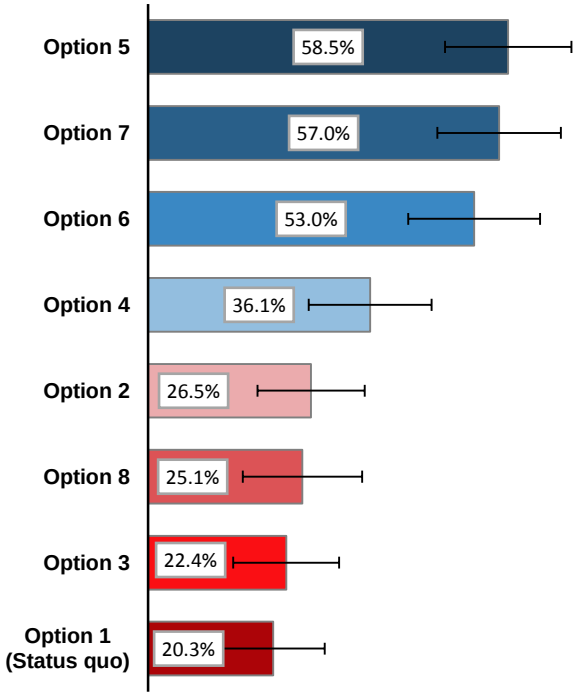


Table 13: Comparing Two Proportions for the Regional Shopping Districts with restricted shop trading hours.

Options	Selected as Most preferred*	Total occurrence*	Marginal means	Standard error	95% Confidence Interval band		Z score	Z scores for Comparing Two Proportions: Best and 2nd best**	Best and 3rd best**	Best and 4th best**	Best and 5th best**	Best and 6th best***	Best and 7th best****	Best and 8th best****	Best and 9th best****
Option 3	38.8	69.4	0.56	0.06	0.12	0.12	9.4	0.83	1.17	1.56	1.68	2.41	2.75	2.93	4.94
Option 5	35.9	73.2	0.49	0.06	0.11	0.11	8.4								
Option 6	32.2	70.0	0.46	0.06	0.12	0.12	7.7								
Option 4	31.1	72.5	0.43	0.06	0.11	0.11	7.4								
Option 7	30.8	73.5	0.42	0.06	0.11	0.11	7.3								
Option 8	26.3	73.5	0.36	0.06	0.11	0.11	6.4								
Option 1	24.2	73.2	0.33	0.05	0.11	0.11	6.0								
Option 2	23.1	73.2	0.32	0.05	0.11	0.11	5.8								
Option 9 (Status quo)	11.7	72.3	0.16	0.04	0.08	0.08	3.7								

**Note that scores have been weighted and thus they are not an integer number*
*** Statistically not significant*
**** Statistically significant at the 5% level*
***** Statistically significant at less than 1% level*

Figure 21: The full ranking of options for Regional districts with restricted hours.

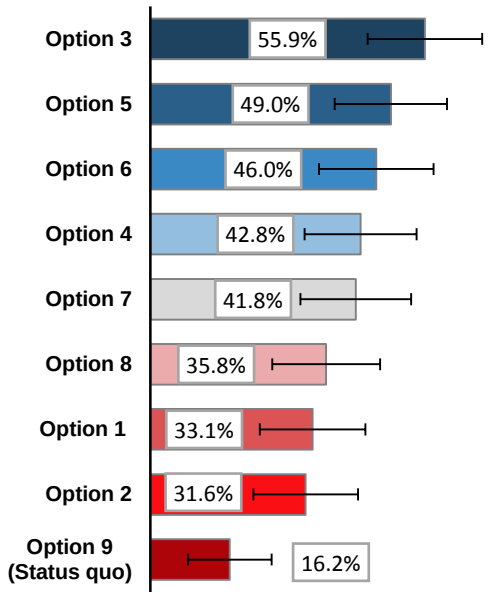


Table 14: Comparing Two Proportions for the Regional Shopping Districts without restricted shop trading hours.

Options	Selected as Most preferred*	Total occurrence*	Marginal means	Standard error	95% Confidence Interval band		Z score	*Z scores for Comparing Two Proportions*						
								Best and 2nd best***	Best and 3rd best****	Best and 4th best****	Best and 5th best****	Best and 6th best****	Best and 7th best****	Best and 8th best****
Option 8 (Status quo)	143.4	307.8	0.47	0.03	0.06	0.06	16.4	1.97	3.75	4.62	5.63	5.74	6.38	8.10
Option 5	114.3	294.0	0.39	0.03	0.06	0.06	13.7							
Option 4	102.9	321.5	0.32	0.03	0.05	0.05	12.3							
Option 6	87.8	307.8	0.29	0.03	0.05	0.05	11.1							
Option 3	78.0	312.9	0.25	0.02	0.05	0.05	10.2							
Option 7	82.0	330.0	0.25	0.02	0.05	0.05	10.4							
Option 2	60.3	280.3	0.22	0.02	0.05	0.05	8.8							
Option 1	50.1	307.8	0.16	0.02	0.04	0.04	7.7							

**Note that scores have been weighted and thus they are not an integer number*
*** Statistically not significant*
**** Statistically significant at the 5% level*
***** Statistically significant at less than 1% level*

Figure 22: The full ranking of options for the Regional districts without restricted hours.

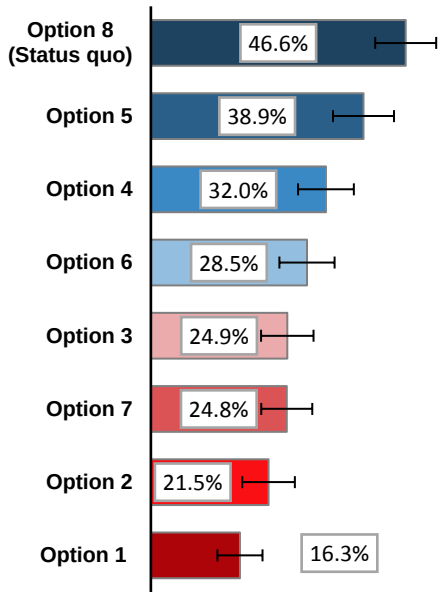


Figure 23 to Figure 25 illustrate the ranking of the shop trading hours for different segments of the population in the different shopping districts. These figures show that for people who shop in Greater Adelaide or in Regional districts with restricted hours, the current shop trading hours is their ***least*** favourite option (this is consistent for almost all the segments). However, the opposite is true for Regional districts without restricted hours: no restriction in shop trading hours is the ***most*** preferred option again for almost all options.

Figure 23: The ranking of shop trading hours for different segments of the population in Greater Adelaide

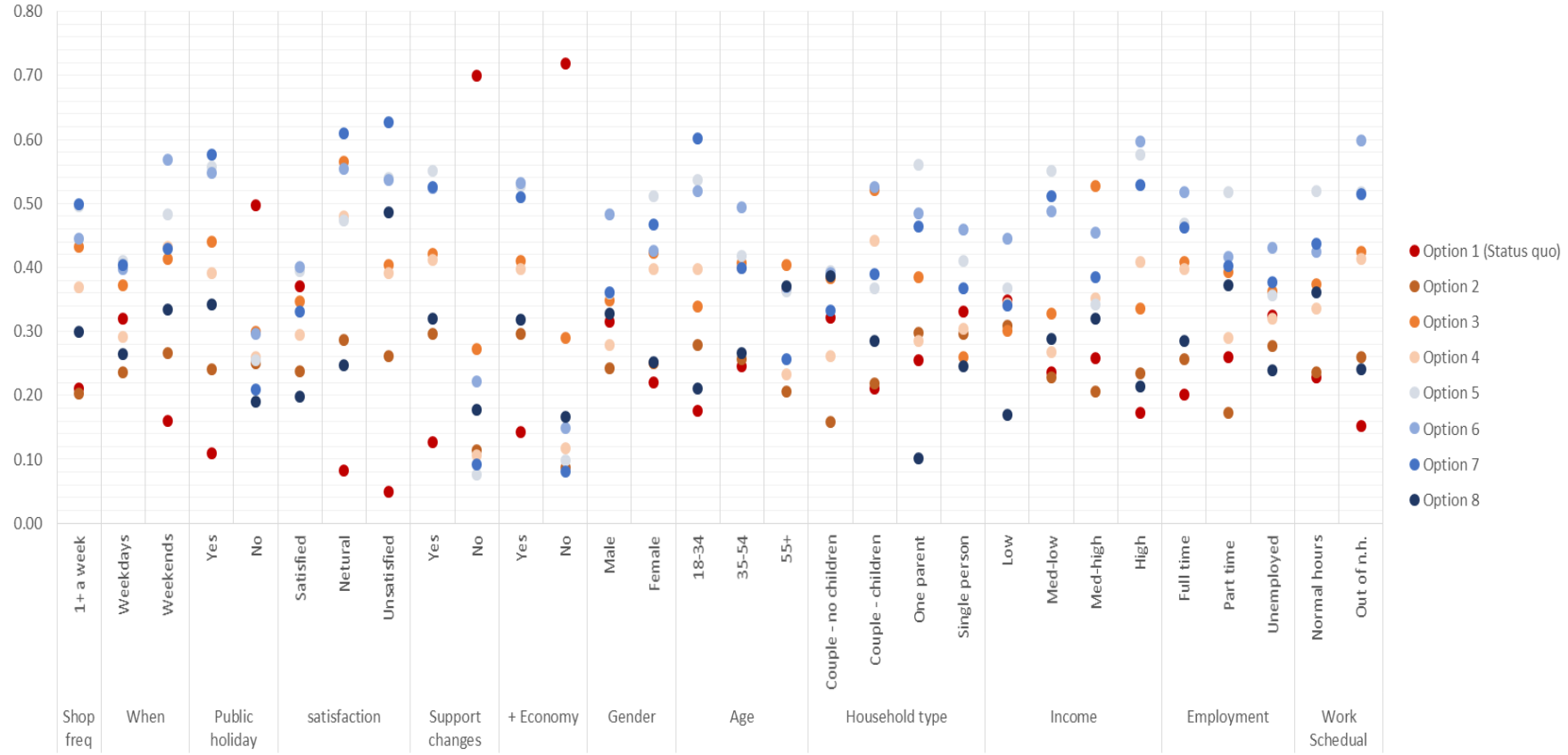


Figure 24: The ranking of shop trading hours for different segments of the population in Regional districts with restricted trading hours

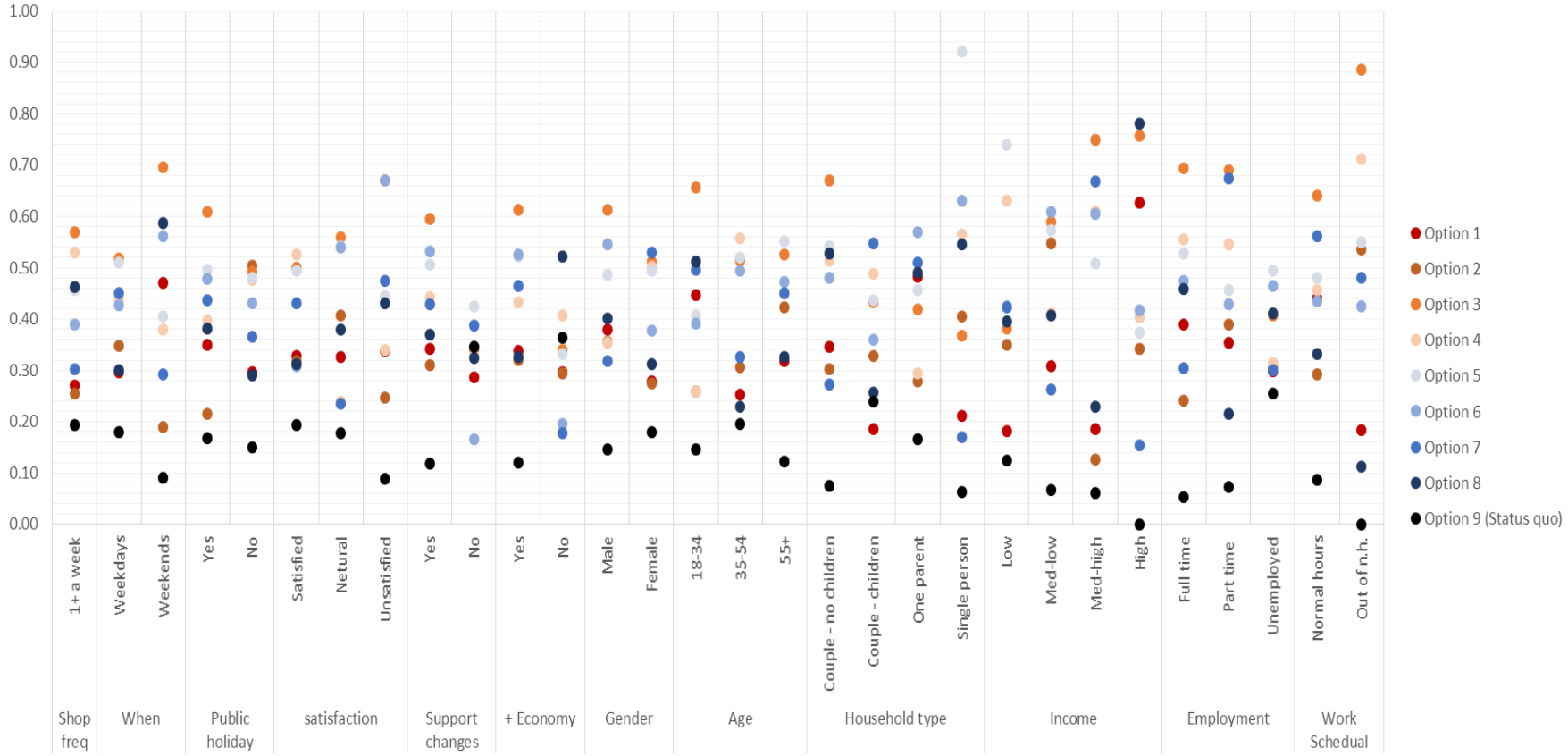
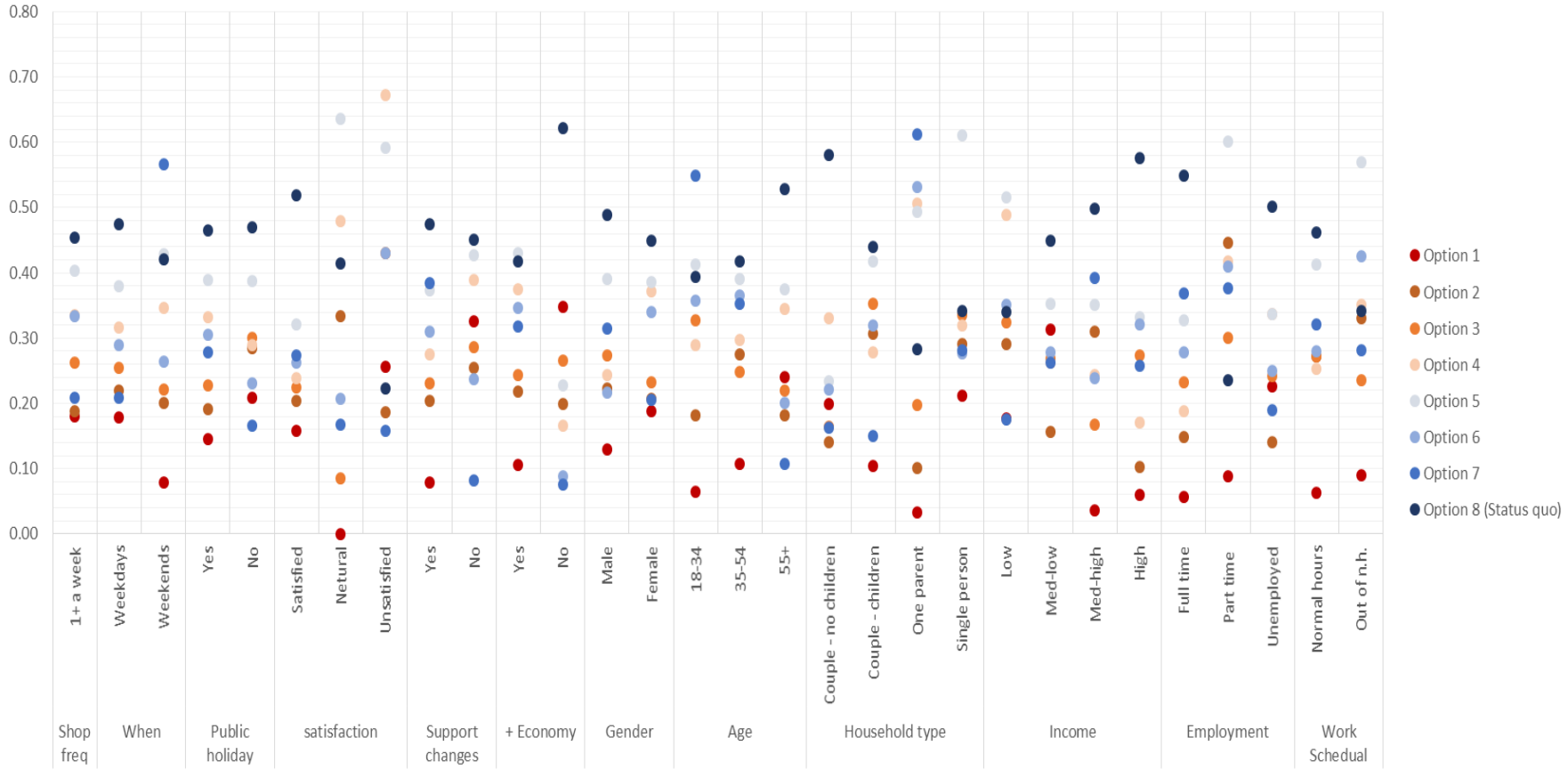


Figure 25: The ranking of the shop trading hours for different segments of the population- Regional Shopping Districts without restricted shop trading hours



Appendix E: Expected Satisfaction with Shop Trading Hours

From the 169 (29.5%) individuals who stated that they are very satisfied with current trading hours, 32 have indicated that their shopping satisfaction would increase, 12 individuals indicated that their shopping satisfaction would decrease and 125 said that their shopping satisfaction would not be affected (meaning that they will remain very satisfied).

From the 247 (43.2%) individuals who stated that they are satisfied with current trading hours, 106 people indicated that their shopping satisfaction would increase, 12 individuals indicated that their shopping satisfaction would decrease and 129 said that their shopping satisfaction would not be affected (meaning that they will remain satisfied).

From the 72 (12.6%) individuals who stated that they are neither satisfied nor unsatisfied with current trading hours, 50 people stated their shopping satisfaction would increase, 1 individual indicated that their shopping satisfaction would decrease and 21 said that their shopping satisfaction would not be affected (meaning that they will remain neither satisfied nor unsatisfied).

From the 69 (12.1%) individuals who stated that they are unsatisfied with current trading hours, 61 people indicated their shopping satisfaction would increase and 8 said that their shopping satisfaction would not be affected (meaning that they will remain unsatisfied).

Finally from the 15 (2.6%) individuals who stated that they are very unsatisfied with current trading hours, 11 people indicated their shopping satisfaction would increase and 4 said that their satisfaction would not be affected (meaning that they will remain very unsatisfied).

In total the results indicates that from the 572 respondents, 514 (89.9%) would be satisfied with an increase in shop trading hours, 37 (6.5%) would be unsatisfied and 21 (3.6%) would remain neutral.

These results highlight that on average it is expected that satisfaction with shop trading hours would increase by 17.2% if hours were to be extended. Expected satisfaction with trading hours is higher for shoppers in greater Adelaide (20.9%) and regional areas with restrictions (26.9%). These population segments benefit most from an increase in shop trading hours. Figures 26 to 30 shows the expected impact of increasing shop trading hours on customer satisfaction for the different segments of the sampled population.

Figure 26: Expected impact of increasing shop trading hours on customer satisfaction - entire sample (n=572).

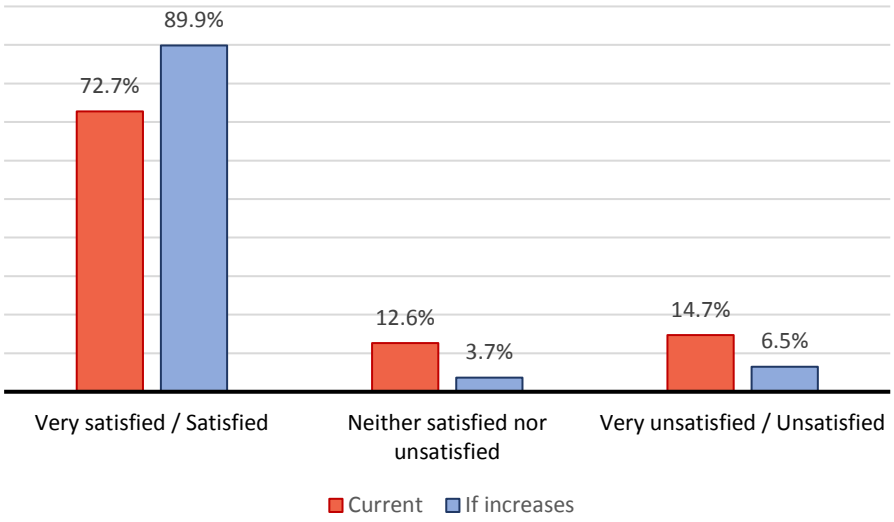


Table 15: Cross tabulation of current trading hours satisfaction versus if trading hours were to be increased- entire sample (n=572).

		If shop trading hours were increased, what would be the impact on your shopping satisfaction?			
		My shopping satisfaction would increase	My shopping satisfaction would decrease	My shopping satisfaction would not be affected	**Total**
Satisfaction with current trading hours	Very satisfied	32	12	125	**169**
	Satisfied	106	12	129	**247**
	Neither satisfied nor unsatisfied	50	1	21	**72**
	Unsatisfied	61	0	8	**69**
	Very unsatisfied	11	0	4	**15**
	Total	**260**	**25**	**287**	**572**

Figure 27: Expected impact of increasing shop trading hours on customer satisfaction- Greater Adelaide (n=360).

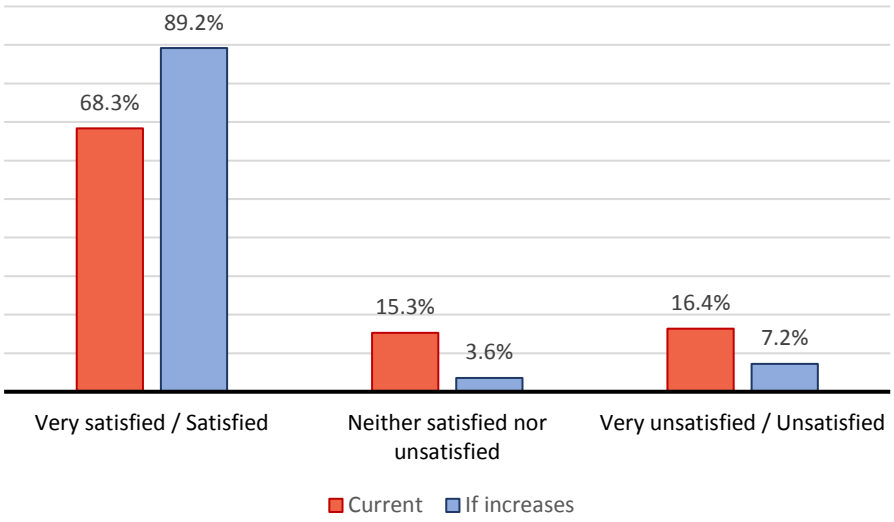


Table 16: Cross tabulation of current trading hours satisfaction versus if trading hours were to be increased- Greater Adelaide (n=360).

		If shop trading hours were increased, what would be the impact on your shopping satisfaction?			
		My shopping satisfaction would increase	My shopping satisfaction would decrease	My shopping satisfaction would not be affected	**Total**
Satisfaction with current trading hours	Very satisfied	11	7	57	**75**
	Satisfied	74	10	87	**171**
	Neither satisfied nor unsatisfied	41	1	13	**55**
	Unsatisfied	41	0	6	**47**
	Very unsatisfied	10	0	2	**12**
	Total	**177**	**18**	**165**	**360**

Figure 28: Expected impact of increasing shop trading hours on customer satisfaction- Regional with restrictions (n=52).

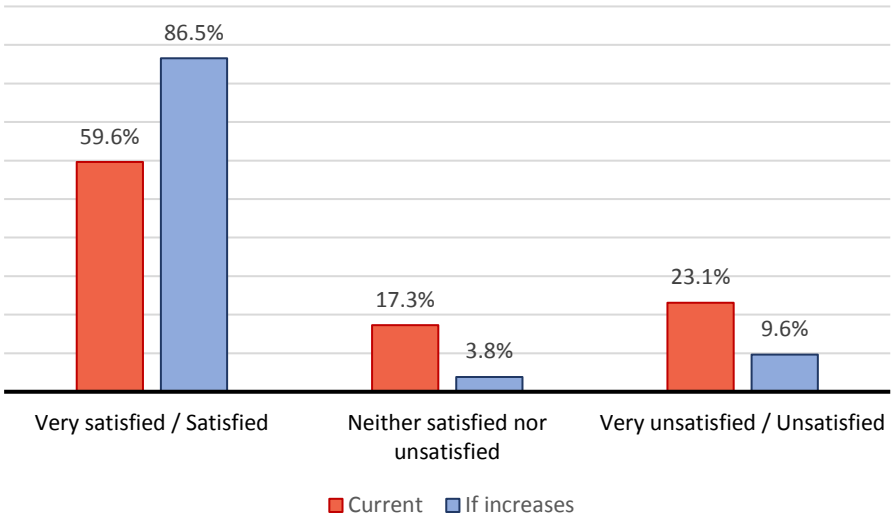


Table 17: Cross tabulation of current trading hours satisfaction versus if trading hours were to be increased- Regional with restrictions (n=52).

		If shop trading hours were increased, what would be the impact on your shopping satisfaction?			
		My shopping satisfaction would increase	My shopping satisfaction would decrease	My shopping satisfaction would not be affected	**Total**
Satisfaction with current trading hours	Very satisfied	5	1	8	**14**
	Satisfied	6	2	9	**17**
	Neither satisfied nor unsatisfied	7	0	2	**9**
	Unsatisfied	9	0	2	**11**
	Very unsatisfied	1	0	0	**1**
	Total	**28**	**3**	**21**	**52**

Figure 29: Expected impact of increasing shop trading hours on customer satisfaction- Regional without restrictions (n=160).

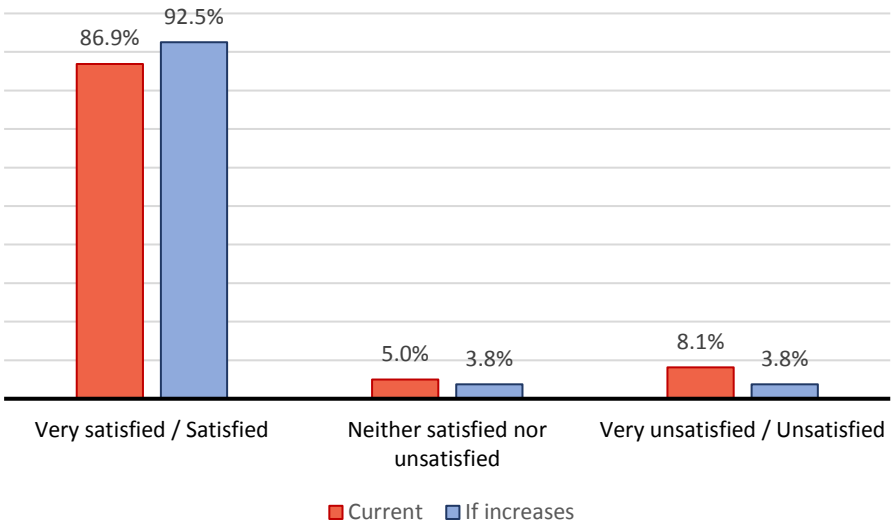


Table 18: Cross tabulation of current trading hours satisfaction versus if trading hours were to be increased- Regional without restrictions (n=160).

		If shop trading hours were increased, what would be the impact on your shopping satisfaction?			
		My shopping satisfaction would increase	My shopping satisfaction would decrease	My shopping satisfaction would not be affected	**Total**
Satisfaction with current trading hours	Very satisfied	16	4	60	**80**
	Satisfied	26	0	33	**59**
	Neither satisfied nor unsatisfied	2	0	6	**8**
	Unsatisfied	11	0	0	**11**
	Very unsatisfied	0	0	2	**2**
	Total	**55**	**4**	**101**	**160**

Figure 30: Expected impact of increasing shop trading hours on customer satisfaction- All regions excluding regional without restrictions (n=412).

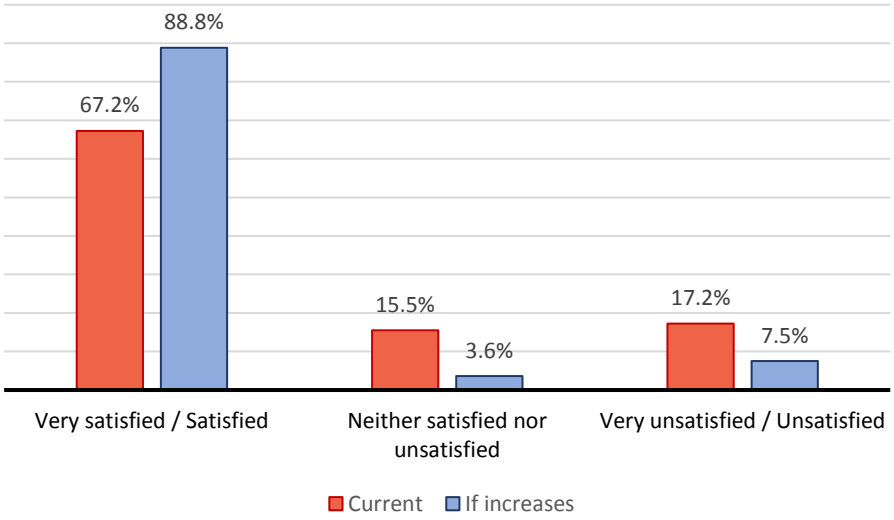
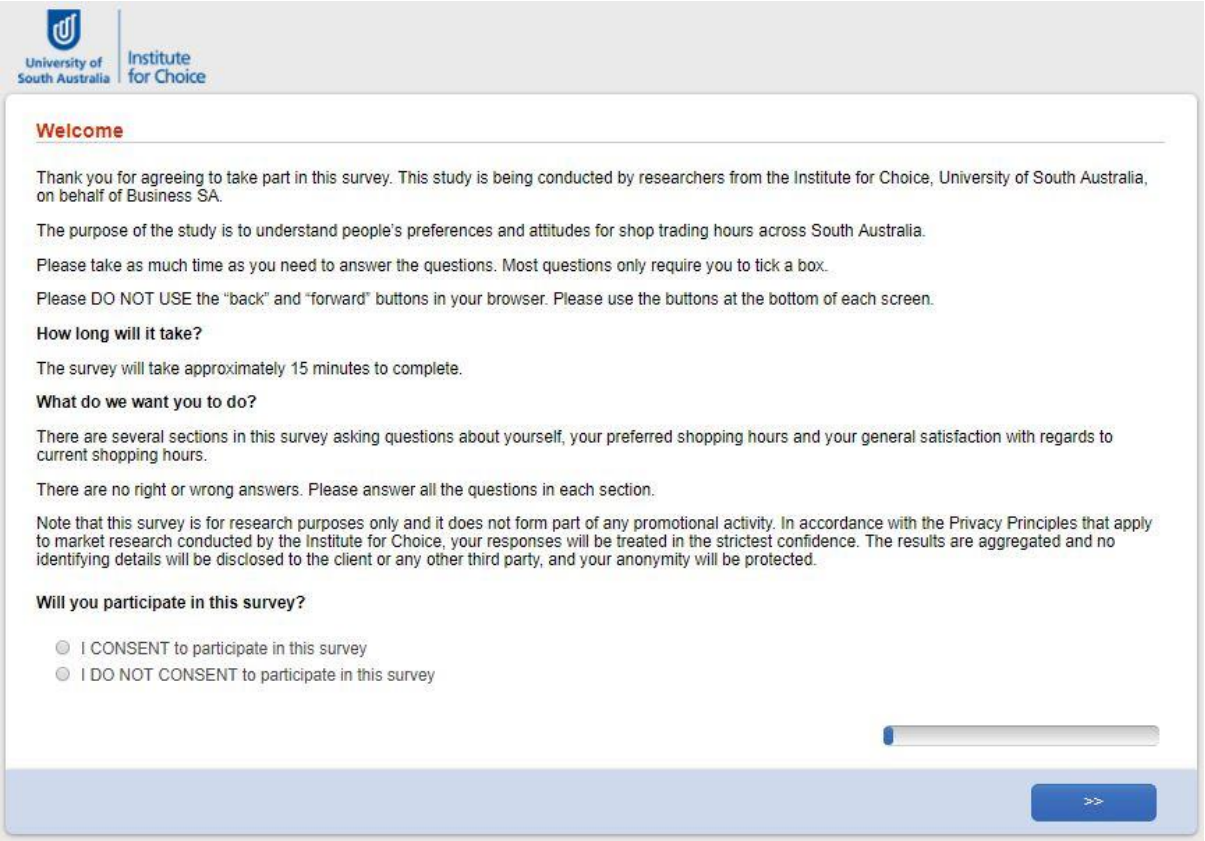


Table 19: Cross tabulation of current trading hours satisfaction versus if trading hours were to be increased- All regions excluding regional without restrictions (n=412).

		If shop trading hours were increased, what would be the impact on your shopping satisfaction?			
		My shopping satisfaction would increase	My shopping satisfaction would decrease	My shopping satisfaction would not be affected	**Total**
Satisfaction with current trading hours	Very satisfied	16	8	65	**89**
	Satisfied	80	12	96	**188**
	Neither satisfied nor unsatisfied	48	1	15	**64**
	Unsatisfied	50	0	8	**58**
	Very unsatisfied	11	0	2	**13**
	Total	**205**	**21**	**186**	**412**

Appendix F: Survey Instrument



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Welcome

Thank you for agreeing to take part in this survey. This study is being conducted by researchers from the Institute for Choice, University of South Australia, on behalf of Business SA.

The purpose of the study is to understand people's preferences and attitudes for shop trading hours across South Australia.

Please take as much time as you need to answer the questions. Most questions only require you to tick a box.

Please DO NOT USE the "back" and "forward" buttons in your browser. Please use the buttons at the bottom of each screen.

How long will it take?

The survey will take approximately 15 minutes to complete.

What do we want you to do?

There are several sections in this survey asking questions about yourself, your preferred shopping hours and your general satisfaction with regards to current shopping hours.

There are no right or wrong answers. Please answer all the questions in each section.

Note that this survey is for research purposes only and it does not form part of any promotional activity. In accordance with the Privacy Principles that apply to market research conducted by the Institute for Choice, your responses will be treated in the strictest confidence. The results are aggregated and no identifying details will be disclosed to the client or any other third party, and your anonymity will be protected.

Will you participate in this survey?

- I CONSENT to participate in this survey
- I DO NOT CONSENT to participate in this survey

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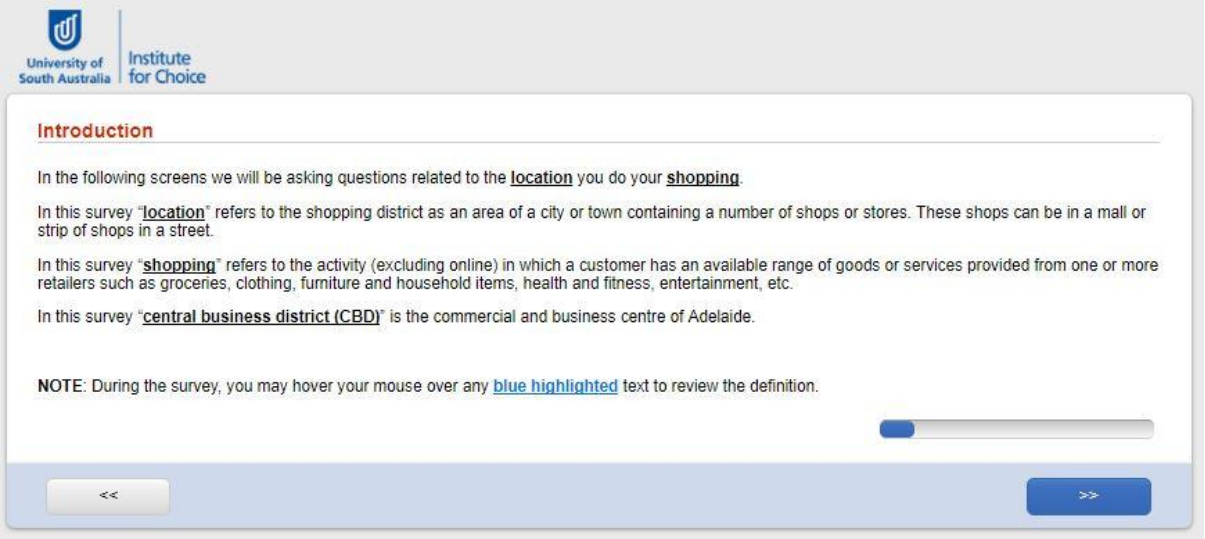
University of South Australia
Institute for Choice
How frequently do you go shopping?
More than once a week
Once a week
Once a month
Less than once a month
I do not shop
<<
>>


University of South Australia
Institute for Choice
Introduction
In the following screens we will be asking questions related to the location you do your shopping.
In this survey "location" refers to the shopping district as an area of a city or town containing a number of shops or stores. These shops can be in a mall or strip of shops in a street.
In this survey "shopping" refers to the activity (excluding online) in which a customer has an available range of goods or services provided from one or more retailers such as groceries, clothing, furniture and household items, health and fitness, entertainment, etc.
In this survey "central business district (CBD)" is the commercial and business centre of Adelaide.
NOTE: During the survey, you may hover your mouse over any blue highlighted text to review the definition.
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Information

In this section of the survey we would like to know more about the location you shop the most and your shopping attitudes and preferences.

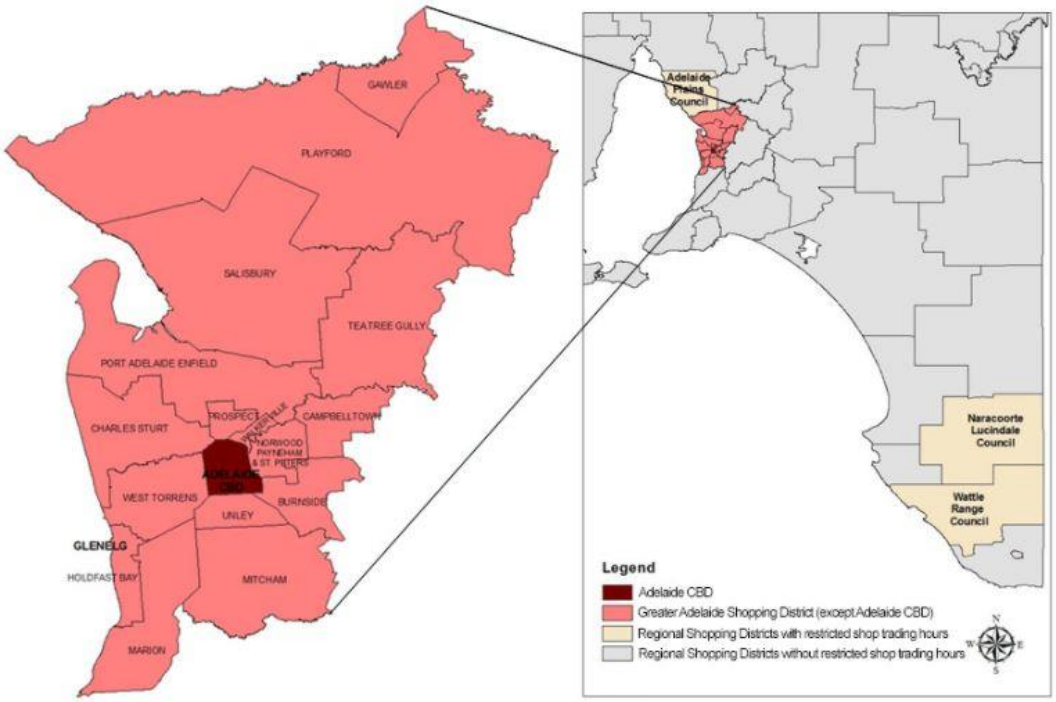
Shopping districts

Retail shopping hours across South Australia differ depending upon where the shops is located, what the shop sells and the size of the shop.

As shown in the figure below these districts are:

1. the **Adelaide Central Business District** (CBD) (shown by areas marked in)
2. the **Greater Adelaide Shopping District** except the Adelaide CBD (shown by areas marked in)
   comprising of:
   - the Metropolitan Shopping District, and
   - the Glenelg Tourist Precinct
3. **Regional Shopping Districts with restricted shop trading hours** (shown by areas marked in)
   comprising of:
   - Naracoorte Lucindale Council
   - Adelaide Plains Council
   - Wattle range council
4. **Regional Shopping Districts without restricted shop trading hours** (shown by areas marked in)
   - Also includes areas of SA not shown in the map below

South Australian Shopping Districts based on trading



Note: Aside from limited exemptions, all shops in regional South Australia (including all sized supermarkets) can choose to trade at any time.

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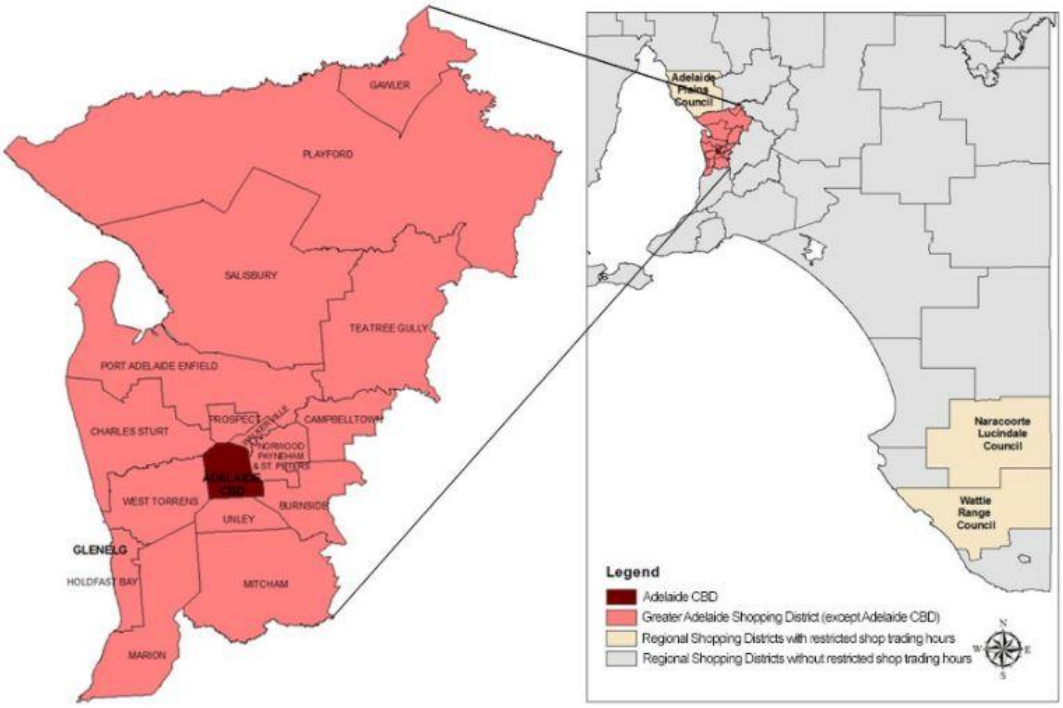
South Australian Shopping Districts based on trading



Note: Aside from limited exemptions, all shops in regional South Australia (including all sized supermarkets) can choose to trade at any time. Please consider areas of SA not shown in the map as part of 'Regional Shopping Districts without restricted shop trading hours'.

Based on the Shopping Districts map, where do you do most of your shopping?

- (•) Adelaide CBD
- ( ) Greater Adelaide Shopping District (except Adelaide CBD)
- ( ) Regional Shopping Districts with restricted shop trading hours
- ( ) Regional Shopping Districts without restricted shop trading hours

These are the current shop trading hours for the Adelaide CBD.

Timeframe	Adelaide CBD
Monday to Friday	Stores will close by **9pm**
Saturday	Stores will close by **5pm**
Sunday	Stores will open at **11am** and will be closed by **5pm**
Public Holidays (expect Good Friday, Christmas Day and ANZAC Day)	Stores in **Adelaide CBD only** will be open at **11am** and will be closed by **5pm**

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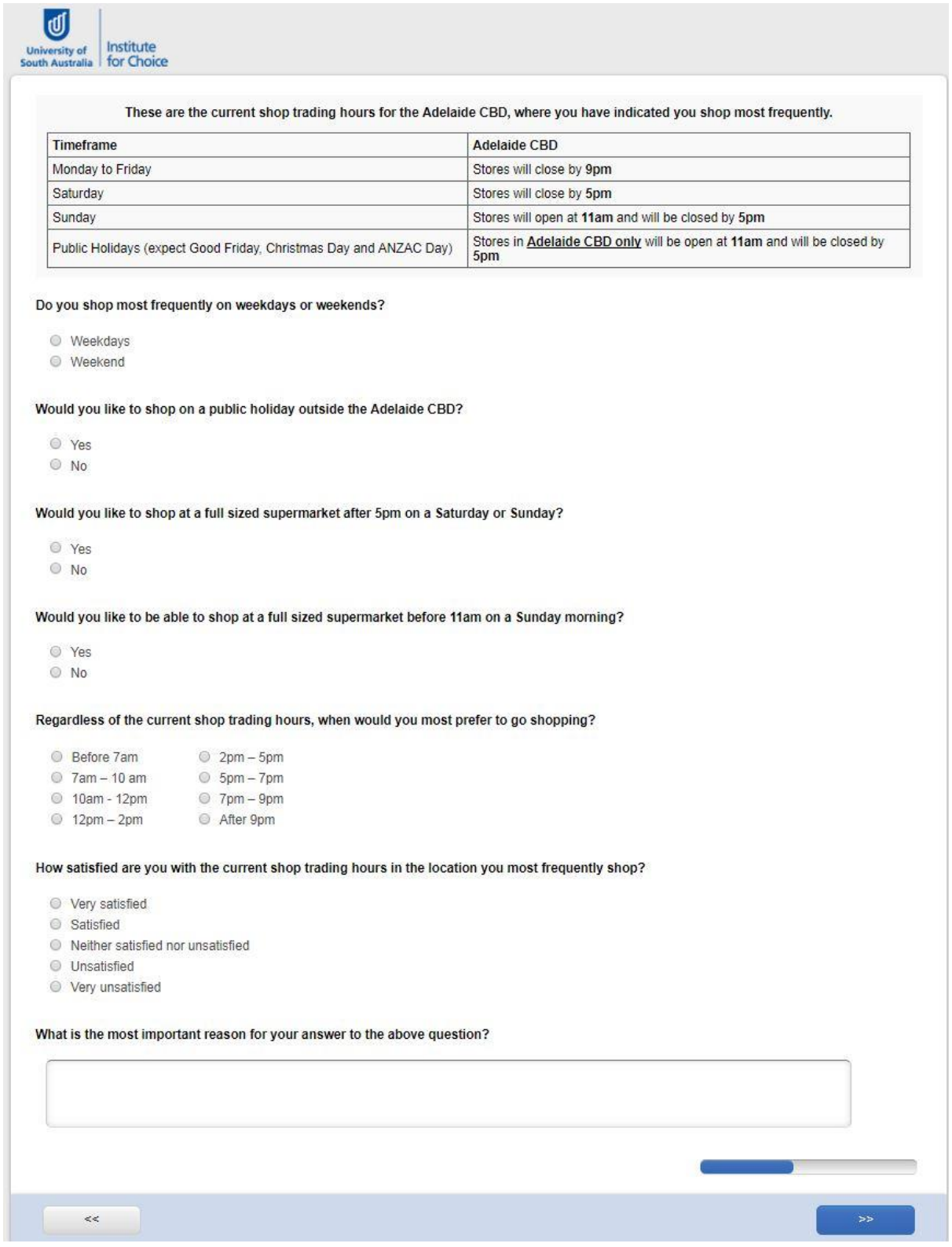

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These are the current shop trading hours for the Adelaide CBD, where you have indicated you shop most frequently.

Timeframe	Adelaide CBD
Monday to Friday	Stores will close by **9pm**
Saturday	Stores will close by **5pm**
Sunday	Stores will open at **11am** and will be closed by **5pm**
Public Holidays (expect Good Friday, Christmas Day and ANZAC Day)	Stores in **Adelaide CBD only** will be open at **11am** and will be closed by **5pm**

Do you shop most frequently on weekdays or weekends?

- Weekdays
- Weekend

Would you like to shop on a public holiday outside the Adelaide CBD?

- Yes
- No

Would you like to shop at a full sized supermarket after 5pm on a Saturday or Sunday?

- Yes
- No

Would you like to be able to shop at a full sized supermarket before 11am on a Sunday morning?

- Yes
- No

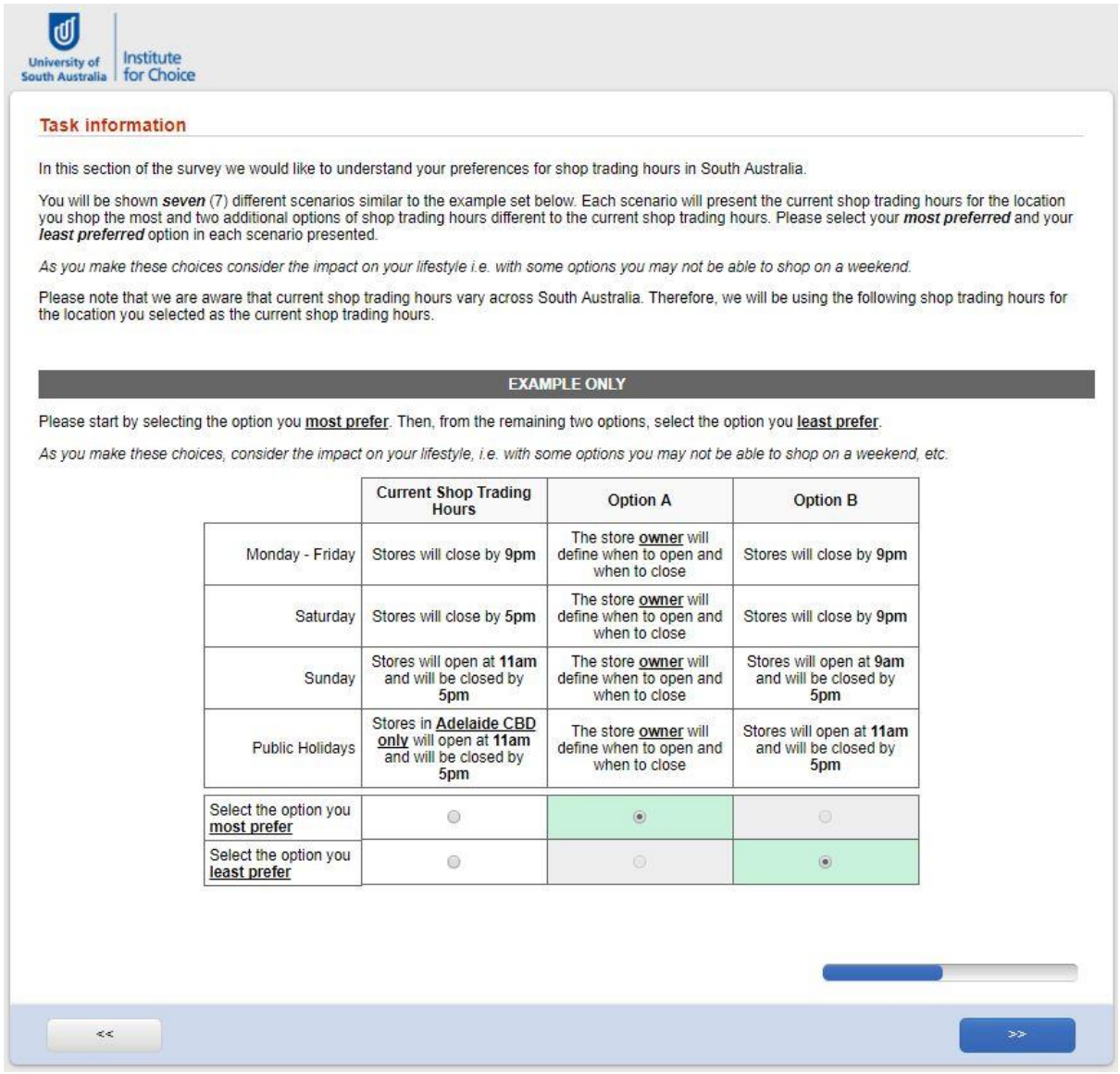
Regardless of the current shop trading hours, when would you most prefer to go shopping?

- Before 7am
- 7am – 10 am
- 10am - 12pm
- 12pm – 2pm
- 2pm – 5pm
- 5pm – 7pm
- 7pm – 9pm
- After 9pm

How satisfied are you with the current shop trading hours in the location you most frequently shop?

- Very satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Very unsatisfied

What is the most important reason for your answer to the above question?



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Task information

In this section of the survey we would like to understand your preferences for shop trading hours in South Australia.

You will be shown ***seven*** (7) different scenarios similar to the example set below. Each scenario will present the current shop trading hours for the location you shop the most and two additional options of shop trading hours different to the current shop trading hours. Please select your ***most preferred*** and your ***least preferred*** option in each scenario presented.

As you make these choices consider the impact on your lifestyle i.e. with some options you may not be able to shop on a weekend.

Please note that we are aware that current shop trading hours vary across South Australia. Therefore, we will be using the following shop trading hours for the location you selected as the current shop trading hours.

EXAMPLE ONLY

Please start by selecting the option you **most prefer**. Then, from the remaining two options, select the option you **least prefer**.

As you make these choices, consider the impact on your lifestyle, i.e. with some options you may not be able to shop on a weekend, etc.

	Current Shop Trading Hours	Option A	Option B
Monday - Friday	Stores will close by **9pm**	The store **owner** will define when to open and when to close	Stores will close by **9pm**
Saturday	Stores will close by **5pm**	The store **owner** will define when to open and when to close	Stores will close by **9pm**
Sunday	Stores will open at **11am** and will be closed by **5pm**	The store **owner** will define when to open and when to close	Stores will open at **9am** and will be closed by **5pm**
Public Holidays	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**	The store **owner** will define when to open and when to close	Stores will open at **11am** and will be closed by **5pm**
Select the option you **most prefer**	○	◉	○
Select the option you **least prefer**	○	○	◉

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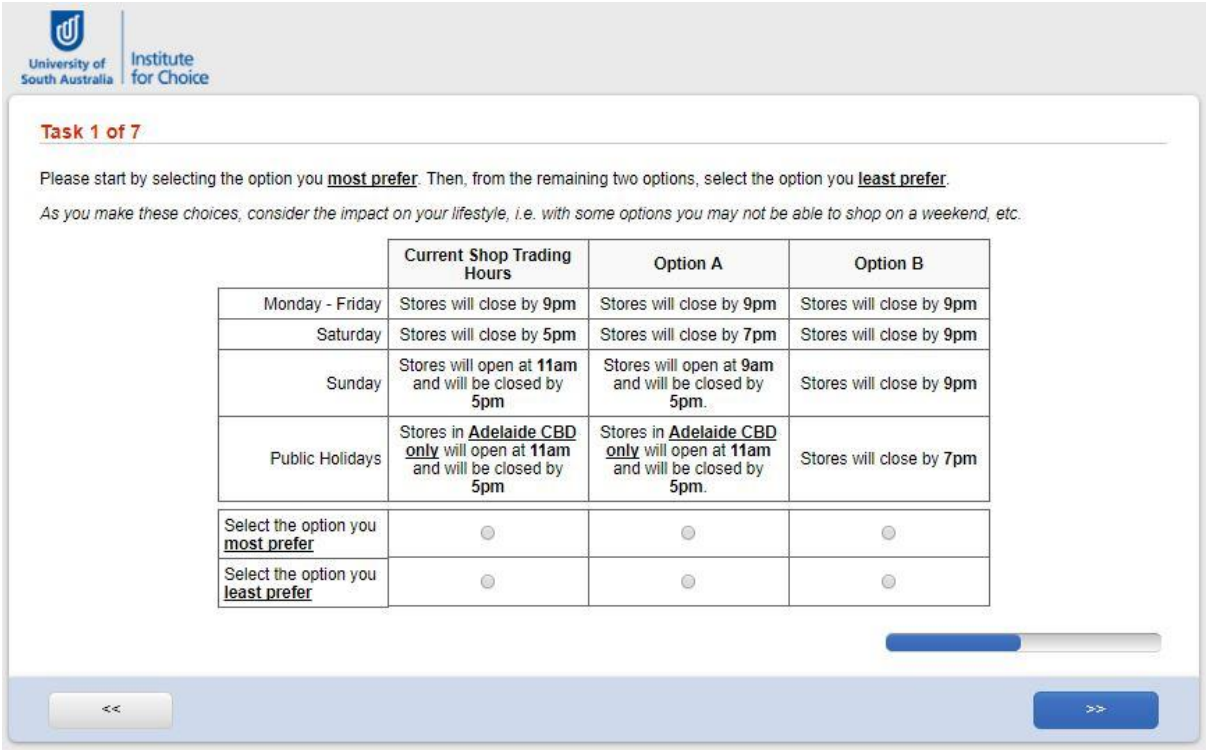

Task 1 of 7

Please start by selecting the option you **most prefer**. Then, from the remaining two options, select the option you **least prefer**.

As you make these choices, consider the impact on your lifestyle, i.e. with some options you may not be able to shop on a weekend, etc.

	Current Shop Trading Hours	Option A	Option B
Monday - Friday	Stores will close by **9pm**	Stores will close by **9pm**	Stores will close by **9pm**
Saturday	Stores will close by **5pm**	Stores will close by **7pm**	Stores will close by **9pm**
Sunday	Stores will open at **11am** and will be closed by **5pm**	Stores will open at **9am** and will be closed by **5pm**.	Stores will close by **9pm**
Public Holidays	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**.	Stores will close by **7pm**
Select the option you **most prefer**	○	○	○
Select the option you **least prefer**	○	○	○

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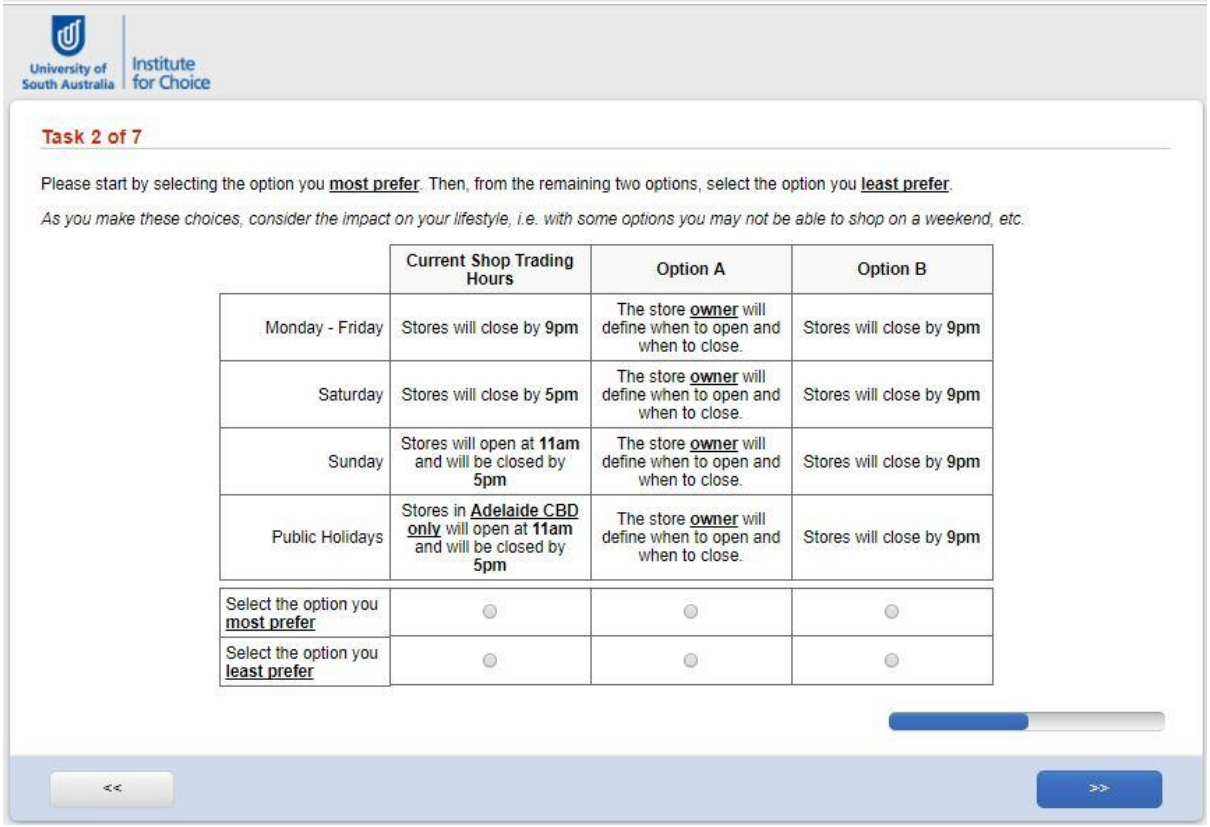

Task 2 of 7

Please start by selecting the option you **most prefer**. Then, from the remaining two options, select the option you **least prefer**.

As you make these choices, consider the impact on your lifestyle, i.e. with some options you may not be able to shop on a weekend, etc.

	Current Shop Trading Hours	Option A	Option B
Monday - Friday	Stores will close by **9pm**	The store **owner** will define when to open and when to close.	Stores will close by **9pm**
Saturday	Stores will close by **5pm**	The store **owner** will define when to open and when to close.	Stores will close by **9pm**
Sunday	Stores will open at **11am** and will be closed by **5pm**	The store **owner** will define when to open and when to close.	Stores will close by **9pm**
Public Holidays	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**	The store **owner** will define when to open and when to close.	Stores will close by **9pm**
Select the option you **most prefer**	○	○	○
Select the option you **least prefer**	○	○	○

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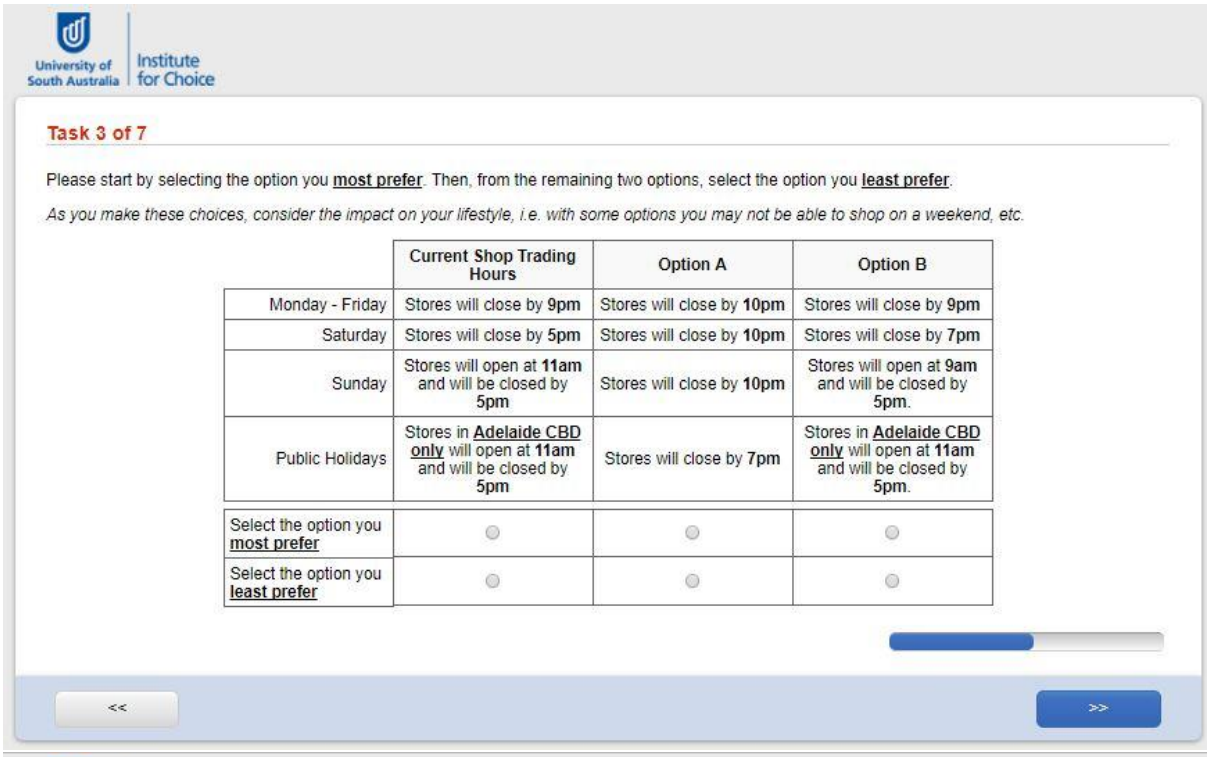

Task 3 of 7

Please start by selecting the option you **most prefer**. Then, from the remaining two options, select the option you **least prefer**.

As you make these choices, consider the impact on your lifestyle, i.e. with some options you may not be able to shop on a weekend, etc.

	Current Shop Trading Hours	Option A	Option B
Monday - Friday	Stores will close by **9pm**	Stores will close by **10pm**	Stores will close by **9pm**
Saturday	Stores will close by **5pm**	Stores will close by **10pm**	Stores will close by **7pm**
Sunday	Stores will open at **11am** and will be closed by **5pm**	Stores will close by **10pm**	Stores will open at **9am** and will be closed by **5pm**.
Public Holidays	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**	Stores will close by **7pm**	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**.
Select the option you **most prefer**	○	○	○
Select the option you **least prefer**	○	○	○

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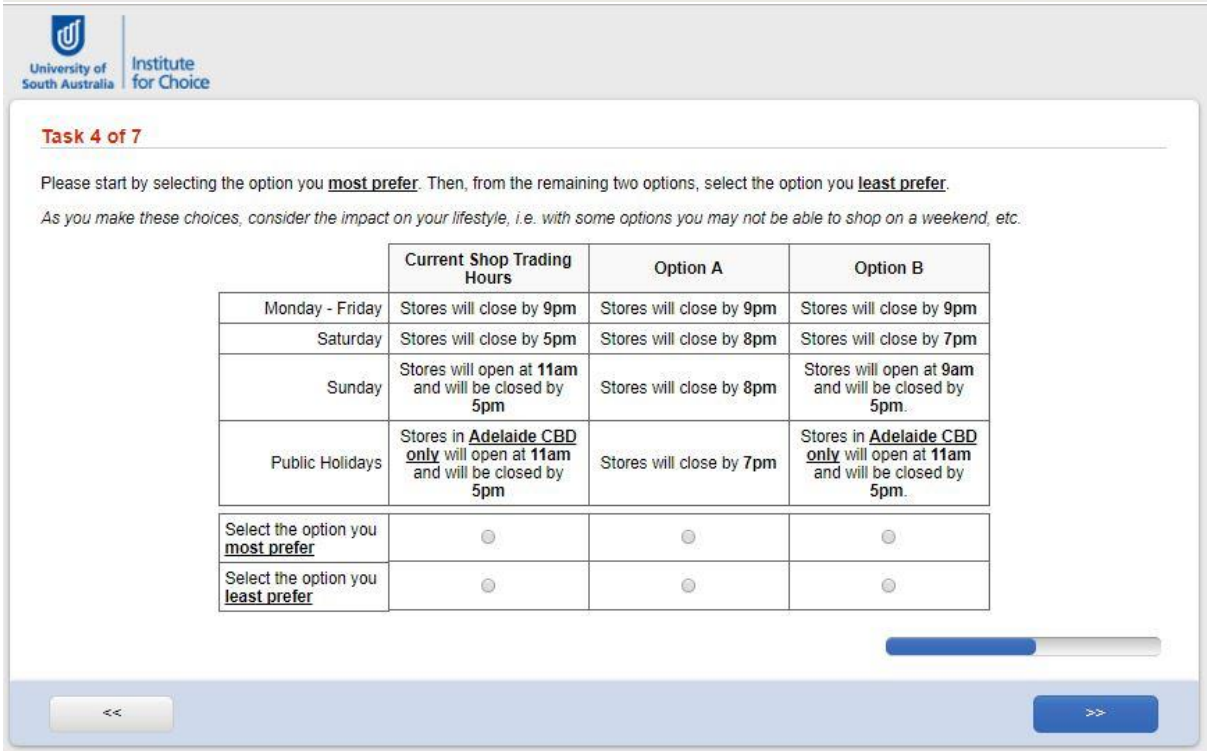

Task 4 of 7

Please start by selecting the option you **most prefer**. Then, from the remaining two options, select the option you **least prefer**.

As you make these choices, consider the impact on your lifestyle, i.e. with some options you may not be able to shop on a weekend, etc.

	Current Shop Trading Hours	Option A	Option B
Monday - Friday	Stores will close by **9pm**	Stores will close by **9pm**	Stores will close by **9pm**
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Sunday	Stores will open at **11am** and will be closed by **5pm**	Stores will close by **8pm**	Stores will open at **9am** and will be closed by **5pm**.
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Select the option you **most prefer**	○	○	○
Select the option you **least prefer**	○	○	○

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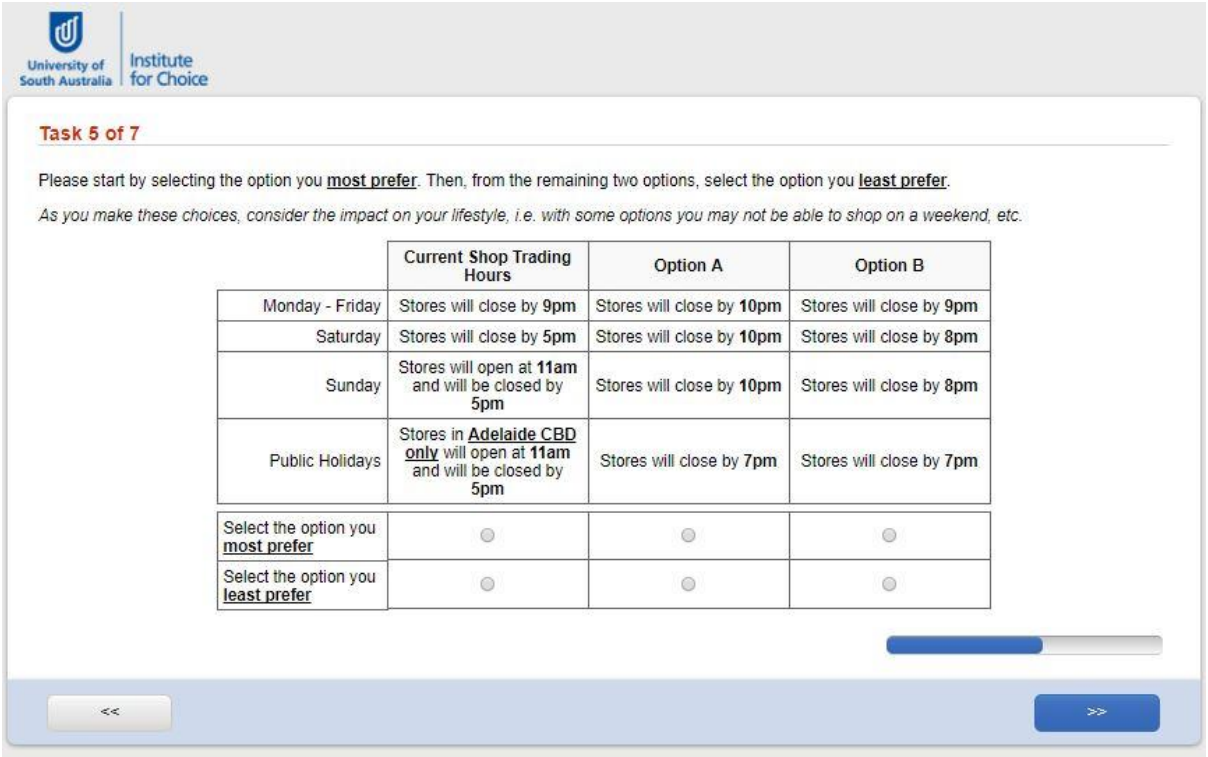

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Task 5 of 7

Please start by selecting the option you **most prefer**. Then, from the remaining two options, select the option you **least prefer**.

As you make these choices, consider the impact on your lifestyle, i.e. with some options you may not be able to shop on a weekend, etc.

	Current Shop Trading Hours	Option A	Option B
Monday - Friday	Stores will close by **9pm**	Stores will close by **10pm**	Stores will close by **9pm**
Saturday	Stores will close by **5pm**	Stores will close by **10pm**	Stores will close by **8pm**
Sunday	Stores will open at **11am** and will be closed by **5pm**	Stores will close by **10pm**	Stores will close by **8pm**
Public Holidays	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**	Stores will close by **7pm**	Stores will close by **7pm**
Select the option you **most prefer**	○	○	○
Select the option you **least prefer**	○	○	○

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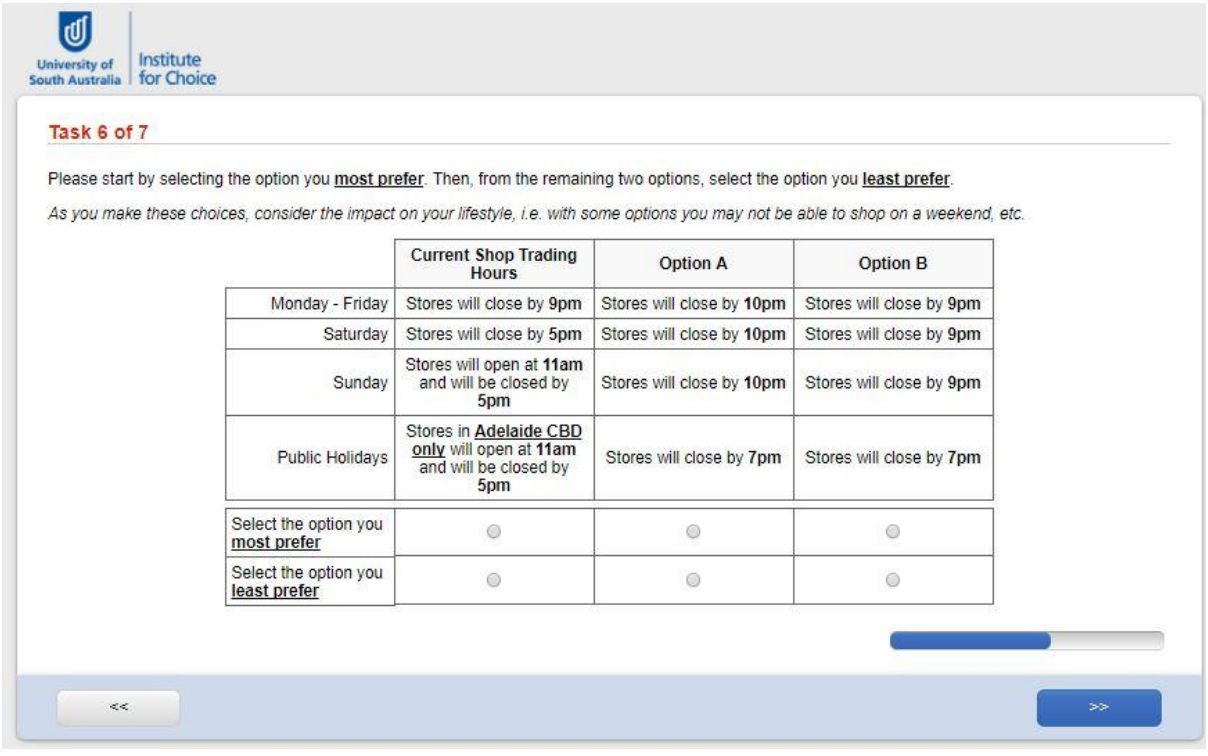

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Task 6 of 7

Please start by selecting the option you **most prefer**. Then, from the remaining two options, select the option you **least prefer**.

As you make these choices, consider the impact on your lifestyle, i.e. with some options you may not be able to shop on a weekend, etc.

	Current Shop Trading Hours	Option A	Option B
Monday - Friday	Stores will close by **9pm**	Stores will close by **10pm**	Stores will close by **9pm**
Saturday	Stores will close by **5pm**	Stores will close by **10pm**	Stores will close by **9pm**
Sunday	Stores will open at **11am** and will be closed by **5pm**	Stores will close by **10pm**	Stores will close by **9pm**
Public Holidays	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**	Stores will close by **7pm**	Stores will close by **7pm**
Select the option you **most prefer**	○	○	○
Select the option you **least prefer**	○	○	○

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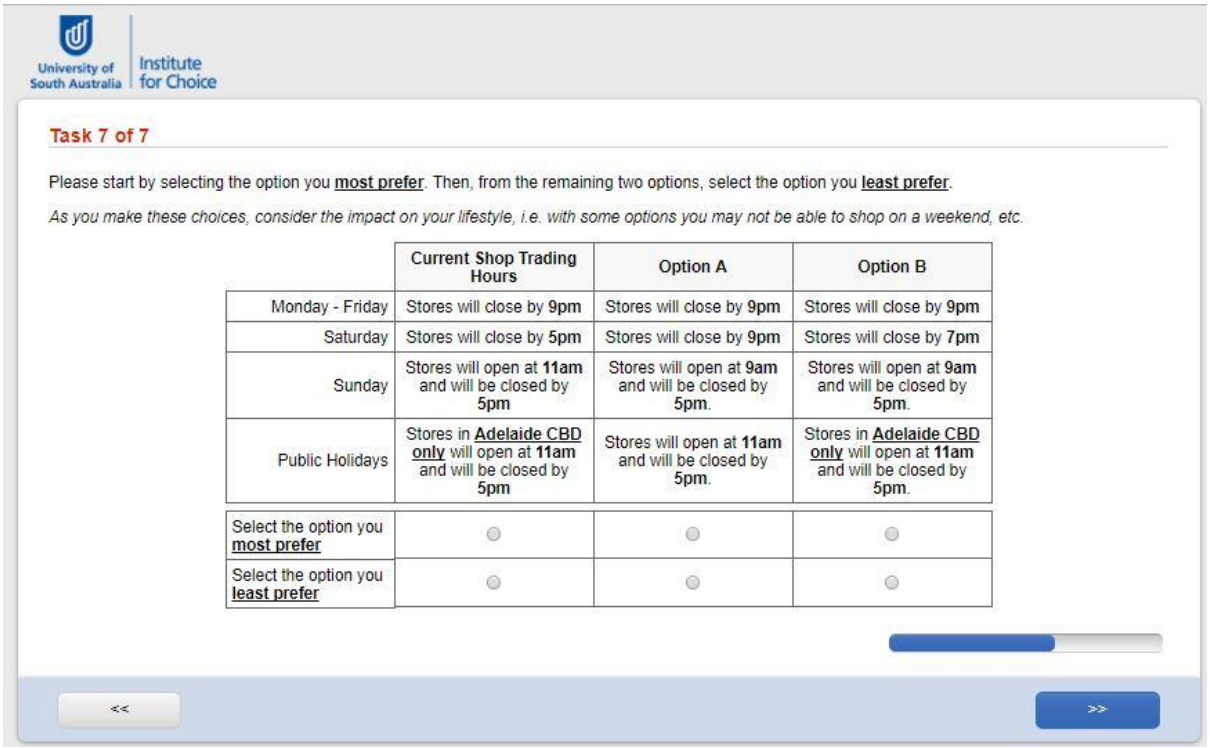

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Task 7 of 7

Please start by selecting the option you **most prefer**. Then, from the remaining two options, select the option you **least prefer**.

As you make these choices, consider the impact on your lifestyle, i.e. with some options you may not be able to shop on a weekend, etc.

	Current Shop Trading Hours	Option A	Option B
Monday - Friday	Stores will close by **9pm**	Stores will close by **9pm**	Stores will close by **9pm**
Saturday	Stores will close by **5pm**	Stores will close by **9pm**	Stores will close by **7pm**
Sunday	Stores will open at **11am** and will be closed by **5pm**	Stores will open at **9am** and will be closed by **5pm**.	Stores will open at **9am** and will be closed by **5pm**.
Public Holidays	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**	Stores will open at **11am** and will be closed by **5pm**.	Stores in **Adelaide CBD only** will open at **11am** and will be closed by **5pm**.
Select the option you **most prefer**	○	○	○
Select the option you **least prefer**	○	○	○

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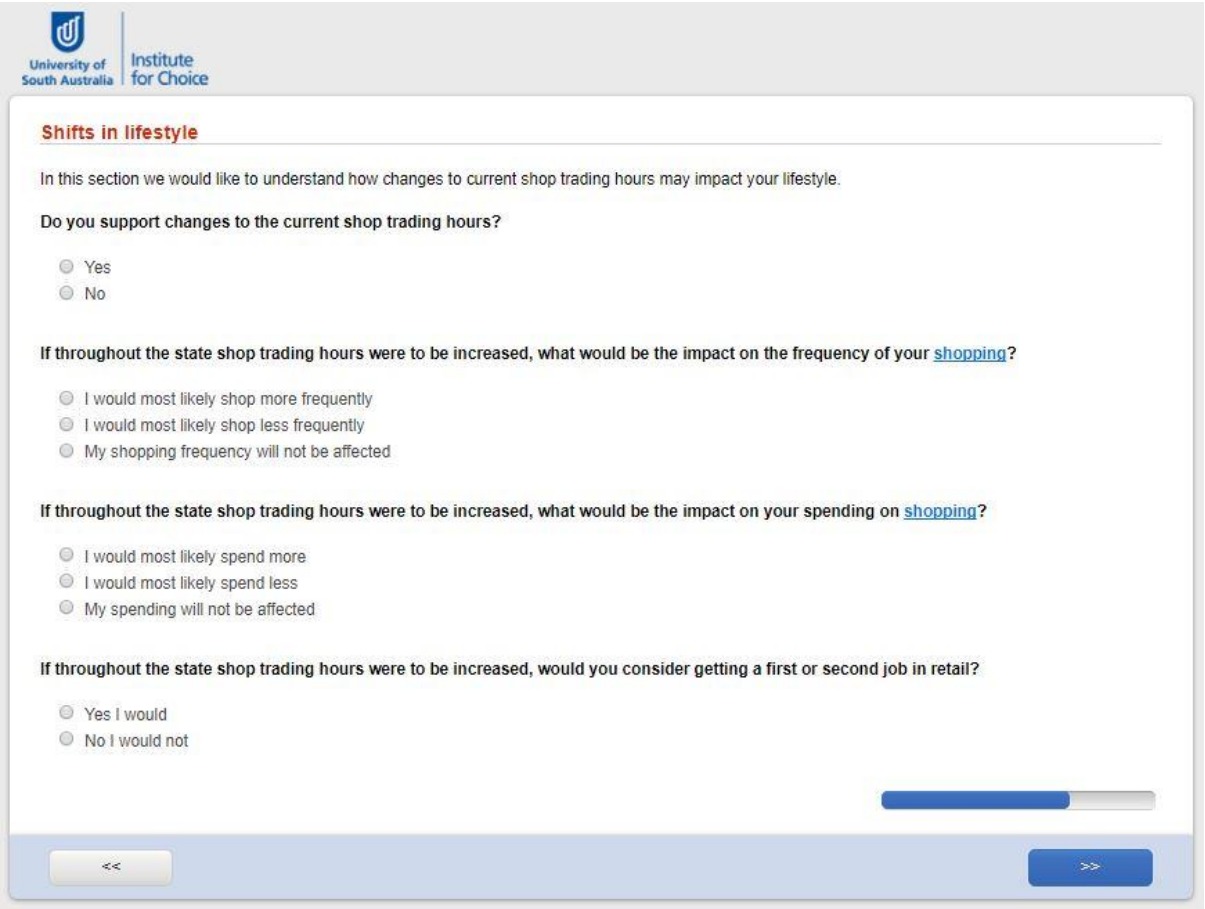
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Shifts in lifestyle
In this section we would like to understand how changes to current shop trading hours may impact your lifestyle.
Do you support changes to the current shop trading hours?
Yes
No
If throughout the state shop trading hours were to be increased, what would be the impact on the frequency of your shopping?
I would most likely shop more frequently
I would most likely shop less frequently
My shopping frequency will not be affected
If throughout the state shop trading hours were to be increased, what would be the impact on your spending on shopping?
I would most likely spend more
I would most likely spend less
My spending will not be affected
If throughout the state shop trading hours were to be increased, would you consider getting a first or second job in retail?
Yes I would
No I would not
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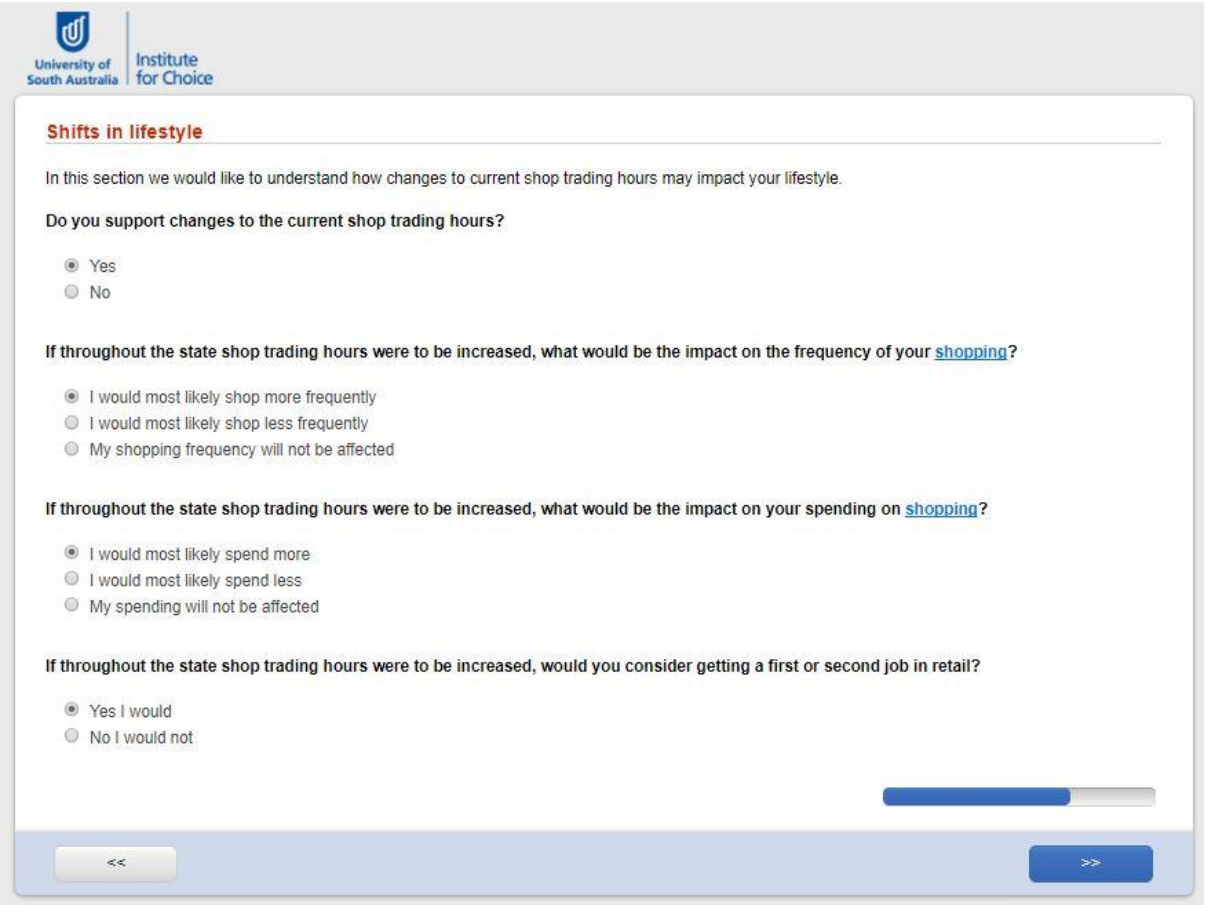

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Shifts in lifestyle

In this section we would like to understand how changes to current shop trading hours may impact your lifestyle.

Do you support changes to the current shop trading hours?

- (•) Yes
- ( ) No

If throughout the state shop trading hours were to be increased, what would be the impact on the frequency of your shopping?

- (•) I would most likely shop more frequently
- ( ) I would most likely shop less frequently
- ( ) My shopping frequency will not be affected

If throughout the state shop trading hours were to be increased, what would be the impact on your spending on shopping?

- (•) I would most likely spend more
- ( ) I would most likely spend less
- ( ) My spending will not be affected

If throughout the state shop trading hours were to be increased, would you consider getting a first or second job in retail?

- (•) Yes I would
- ( ) No I would not

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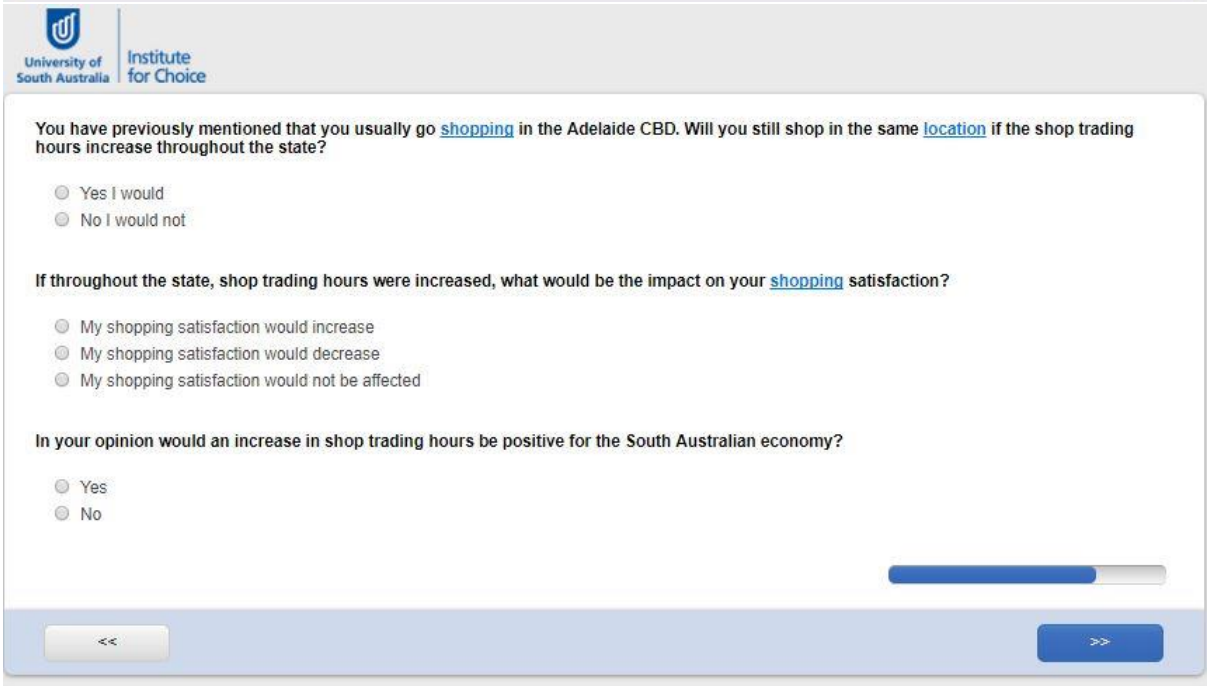

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You have previously mentioned that you usually go shopping in the Adelaide CBD. Will you still shop in the same location if the shop trading hours increase throughout the state?

- ( ) Yes I would
- ( ) No I would not

If throughout the state, shop trading hours were increased, what would be the impact on your shopping satisfaction?

- ( ) My shopping satisfaction would increase
- ( ) My shopping satisfaction would decrease
- ( ) My shopping satisfaction would not be affected

In your opinion would an increase in shop trading hours be positive for the South Australian economy?

- ( ) Yes
- ( ) No

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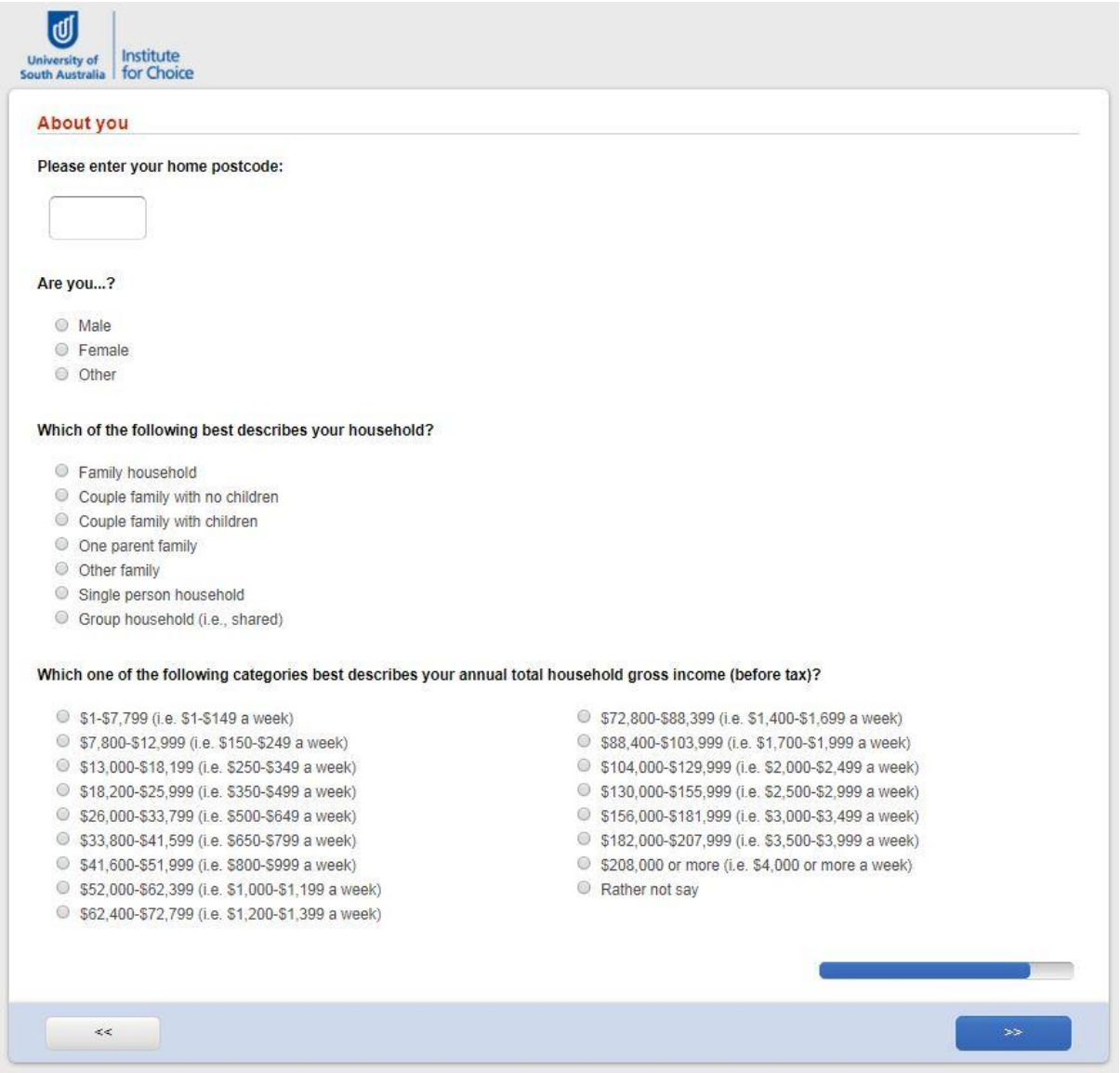

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About you

Please enter your home postcode:

Are you...?

- Male
- Female
- Other

Which of the following best describes your household?

- Family household
- Couple family with no children
- Couple family with children
- One parent family
- Other family
- Single person household
- Group household (i.e., shared)

Which one of the following categories best describes your annual total household gross income (before tax)?

- $1-$7,799 (i.e. $1-$149 a week)
- $7,800-$12,999 (i.e. $150-$249 a week)
- $13,000-$18,199 (i.e. $250-$349 a week)
- $18,200-$25,999 (i.e. $350-$499 a week)
- $26,000-$33,799 (i.e. $500-$649 a week)
- $33,800-$41,599 (i.e. $650-$799 a week)
- $41,600-$51,999 (i.e. $800-$999 a week)
- $52,000-$62,399 (i.e. $1,000-$1,199 a week)
- $62,400-$72,799 (i.e. $1,200-$1,399 a week)
- $72,800-$88,399 (i.e. $1,400-$1,699 a week)
- $88,400-$103,999 (i.e. $1,700-$1,999 a week)
- $104,000-$129,999 (i.e. $2,000-$2,499 a week)
- $130,000-$155,999 (i.e. $2,500-$2,999 a week)
- $156,000-$181,999 (i.e. $3,000-$3,499 a week)
- $182,000-$207,999 (i.e. $3,500-$3,999 a week)
- $208,000 or more (i.e. $4,000 or more a week)
- Rather not say

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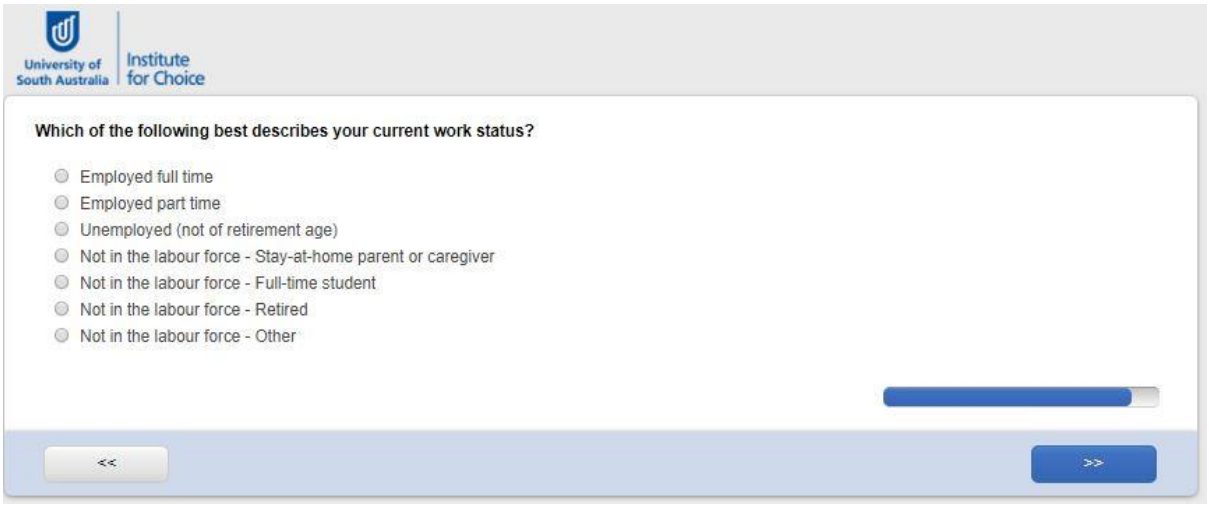
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Which of the following best describes your current work status?
Employed full time
Employed part time
Unemployed (not of retirement age)
Not in the labour force - Stay-at-home parent or caregiver
Not in the labour force - Full-time student
Not in the labour force - Retired
Not in the labour force - Other
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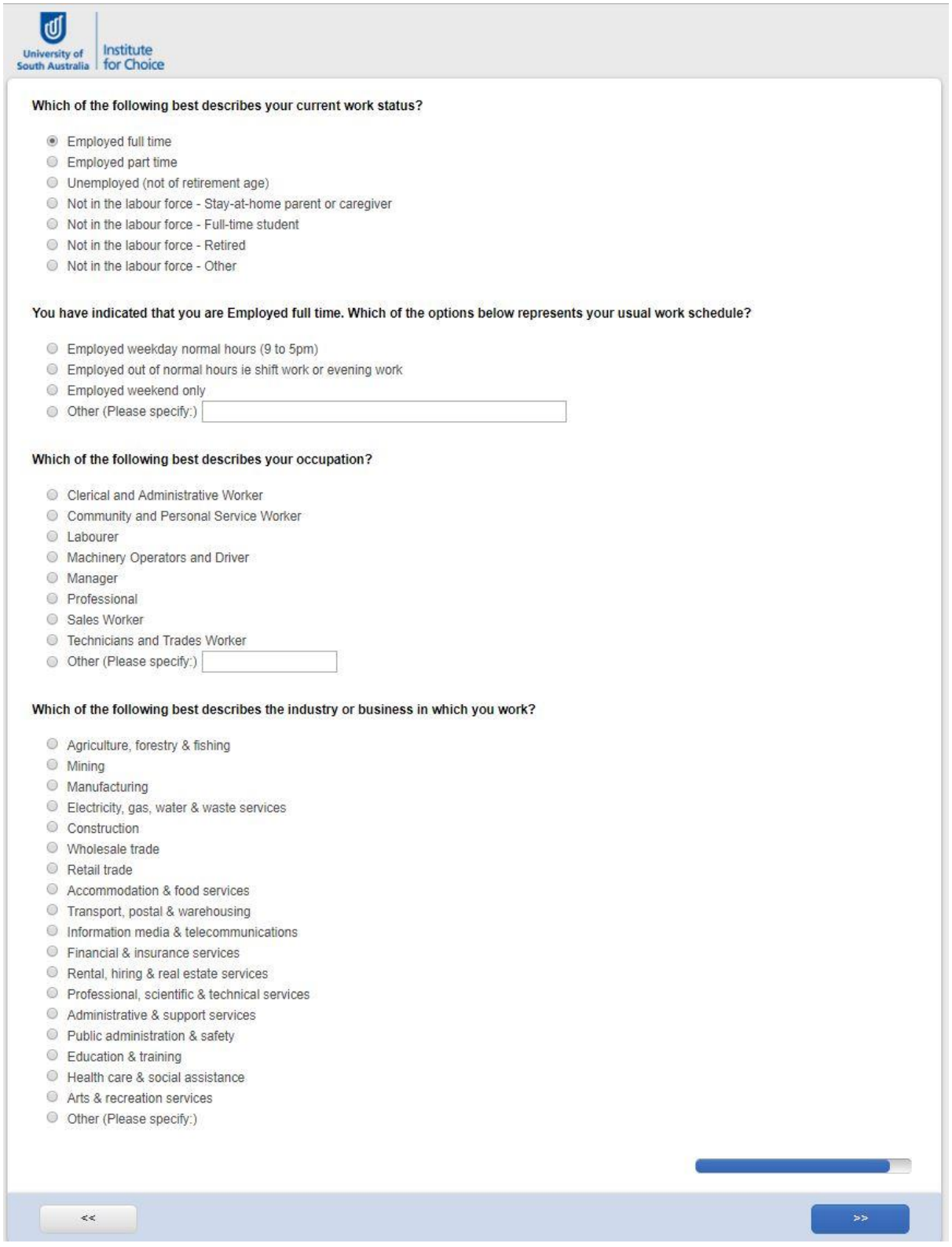

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Which of the following best describes your current work status?

- (•) Employed full time
- ( ) Employed part time
- ( ) Unemployed (not of retirement age)
- ( ) Not in the labour force - Stay-at-home parent or caregiver
- ( ) Not in the labour force - Full-time student
- ( ) Not in the labour force - Retired
- ( ) Not in the labour force - Other

You have indicated that you are Employed full time. Which of the options below represents your usual work schedule?

- ( ) Employed weekday normal hours (9 to 5pm)
- ( ) Employed out of normal hours ie shift work or evening work
- ( ) Employed weekend only
- ( ) Other (Please specify:) [ ]

Which of the following best describes your occupation?

- ( ) Clerical and Administrative Worker
- ( ) Community and Personal Service Worker
- ( ) Labourer
- ( ) Machinery Operators and Driver
- ( ) Manager
- ( ) Professional
- ( ) Sales Worker
- ( ) Technicians and Trades Worker
- ( ) Other (Please specify:) [ ]

Which of the following best describes the industry or business in which you work?

- ( ) Agriculture, forestry & fishing
- ( ) Mining
- ( ) Manufacturing
- ( ) Electricity, gas, water & waste services
- ( ) Construction
- ( ) Wholesale trade
- ( ) Retail trade
- ( ) Accommodation & food services
- ( ) Transport, postal & warehousing
- ( ) Information media & telecommunications
- ( ) Financial & insurance services
- ( ) Rental, hiring & real estate services
- ( ) Professional, scientific & technical services
- ( ) Administrative & support services
- ( ) Public administration & safety
- ( ) Education & training
- ( ) Health care & social assistance
- ( ) Arts & recreation services
- ( ) Other (Please specify:)

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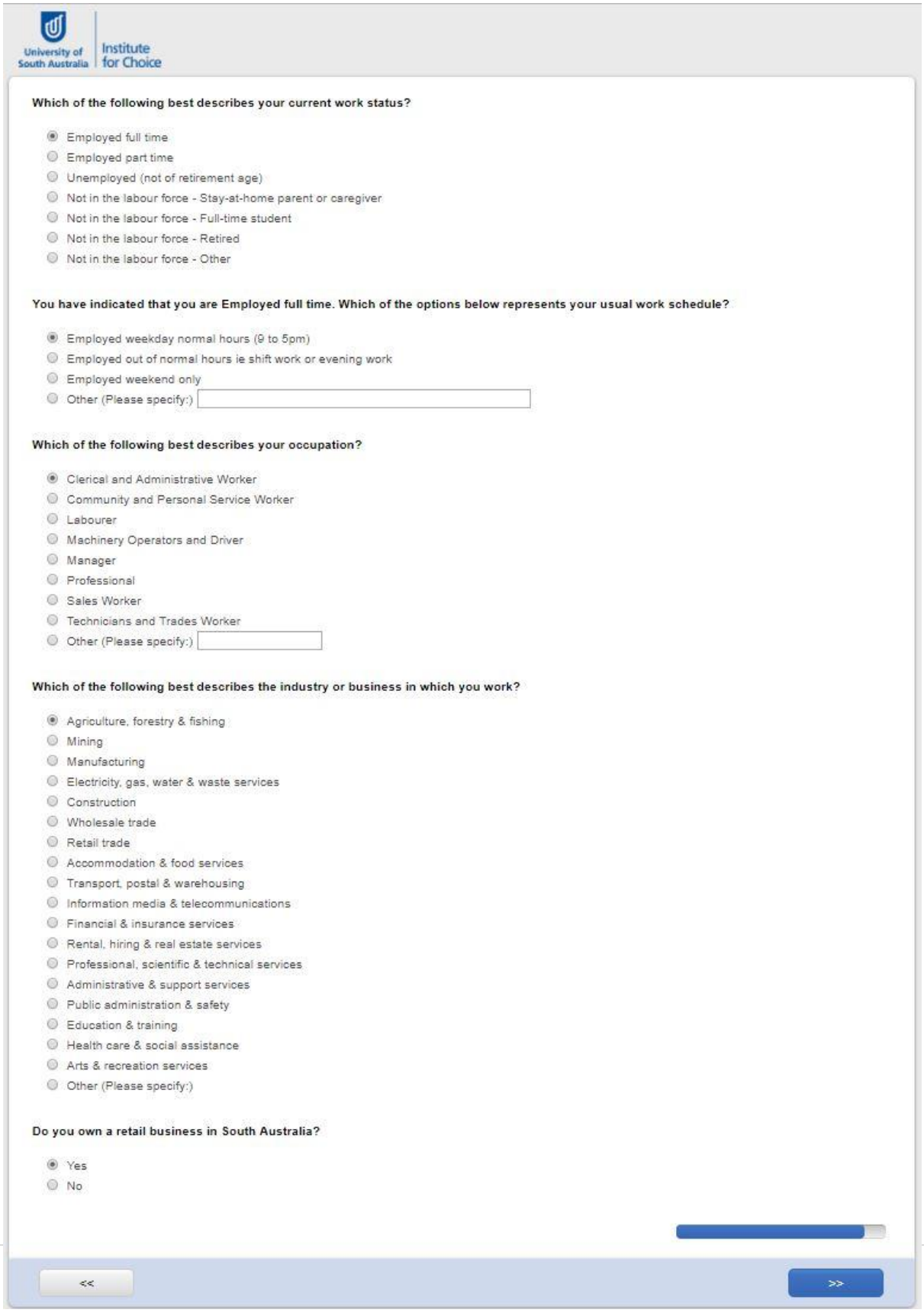

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Which of the following best describes your current work status?

- (•) Employed full time
- ( ) Employed part time
- ( ) Unemployed (not of retirement age)
- ( ) Not in the labour force - Stay-at-home parent or caregiver
- ( ) Not in the labour force - Full-time student
- ( ) Not in the labour force - Retired
- ( ) Not in the labour force - Other

You have indicated that you are Employed full time. Which of the options below represents your usual work schedule?

- (•) Employed weekday normal hours (9 to 5pm)
- ( ) Employed out of normal hours ie shift work or evening work
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- ( ) Other (Please specify:)

Which of the following best describes your occupation?

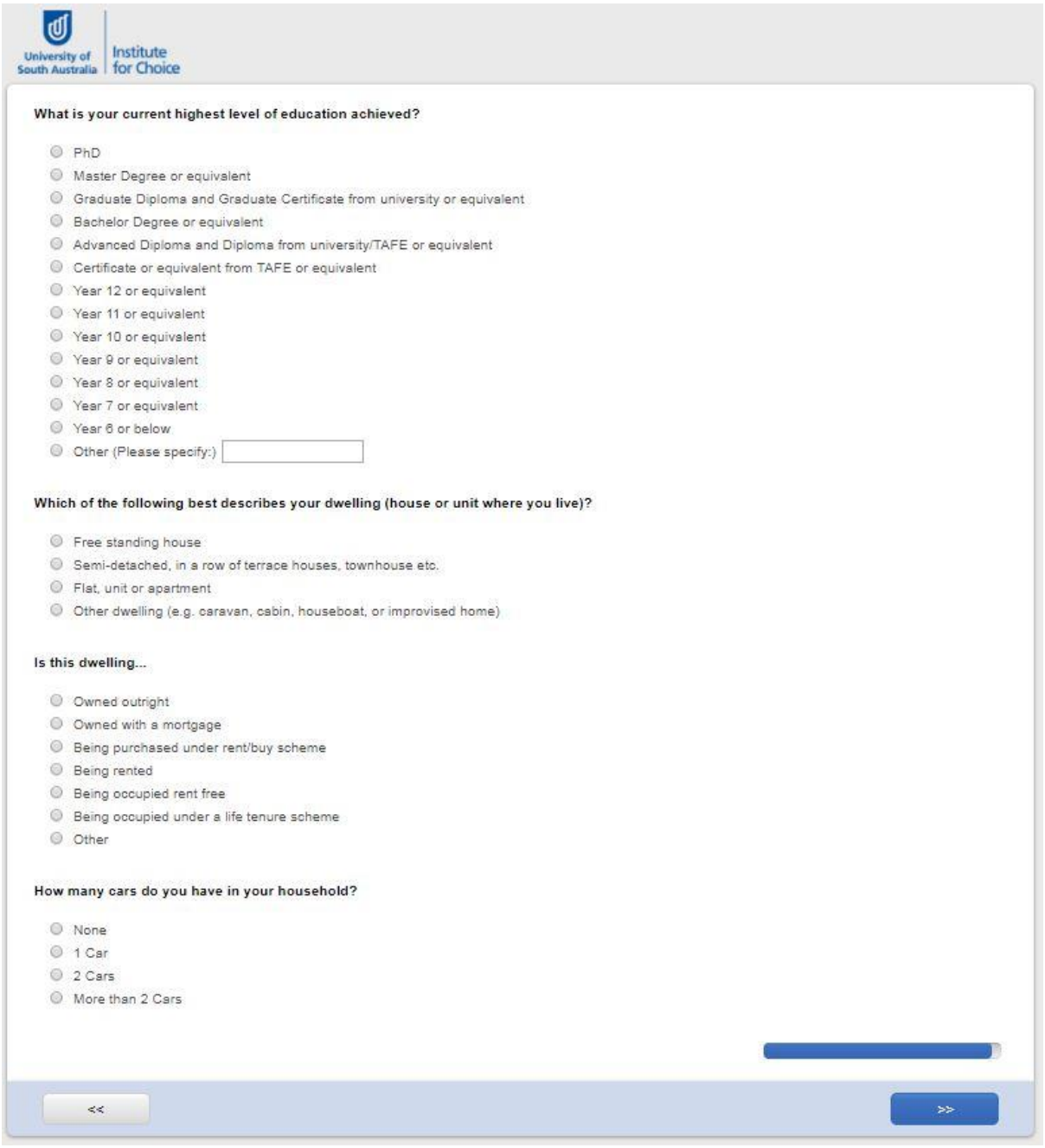
- (•) Clerical and Administrative Worker
- ( ) Community and Personal Service Worker
- ( ) Labourer
- ( ) Machinery Operators and Driver
- ( ) Manager
- ( ) Professional
- ( ) Sales Worker
- ( ) Technicians and Trades Worker
- ( ) Other (Please specify:)

Which of the following best describes the industry or business in which you work?

- (•) Agriculture, forestry & fishing
- ( ) Mining
- ( ) Manufacturing
- ( ) Electricity, gas, water & waste services
- ( ) Construction
- ( ) Wholesale trade
- ( ) Retail trade
- ( ) Accommodation & food services
- ( ) Transport, postal & warehousing
- ( ) Information media & telecommunications
- ( ) Financial & insurance services
- ( ) Rental, hiring & real estate services
- ( ) Professional, scientific & technical services
- ( ) Administrative & support services
- ( ) Public administration & safety
- ( ) Education & training
- ( ) Health care & social assistance
- ( ) Arts & recreation services
- ( ) Other (Please specify:)

Do you own a retail business in South Australia?

- (•) Yes
- ( ) No



What is your current highest level of education achieved?

- PhD
- Master Degree or equivalent
- Graduate Diploma and Graduate Certificate from university or equivalent
- Bachelor Degree or equivalent
- Advanced Diploma and Diploma from university/TAFE or equivalent
- Certificate or equivalent from TAFE or equivalent
- Year 12 or equivalent
- Year 11 or equivalent
- Year 10 or equivalent
- Year 9 or equivalent
- Year 8 or equivalent
- Year 7 or equivalent
- Year 6 or below
- Other (Please specify:)

Which of the following best describes your dwelling (house or unit where you live)?

- Free standing house
- Semi-detached, in a row of terrace houses, townhouse etc.
- Flat, unit or apartment
- Other dwelling (e.g. caravan, cabin, houseboat, or improvised home)

Is this dwelling...

- Owned outright
- Owned with a mortgage
- Being purchased under rent/buy scheme
- Being rented
- Being occupied rent free
- Being occupied under a life tenure scheme
- Other

How many cars do you have in your household?

- None
- 1 Car
- 2 Cars
- More than 2 Cars

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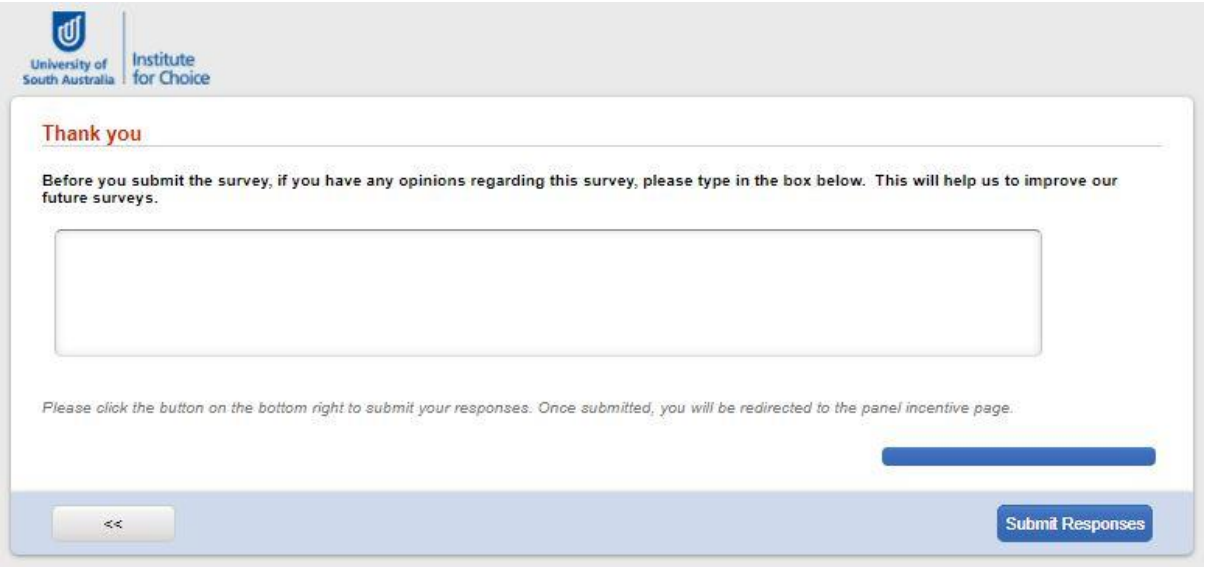
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Thank you
Before you submit the survey, if you have any opinions regarding this survey, please type in the box below. This will help us to improve our future surveys.
Please click the button on the bottom right to submit your responses. Once submitted, you will be redirected to the panel incentive page.
<<
Submit Responses