Understanding Mode Share and Consumer Behaviours in Halswell.

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EXECUTIVE SUMMARY

- ***Research Aims and Objectives:***

This research aims to 'Understand mode share and consumer behaviours in Halswell'

Achieved through investigation of:

- Consumer's modes of travel to retail spaces
- How frequently they visited
- If these behaviours were characteristic
- Reasons behind their decisions

- ***Context***

Halswell, a semi-rural suburb south-west of Christchurch's Central City, has some of the lowest observed walking and cycling rates in the Christchurch area. Initiatives to increase the rates of those participating in alternative travel modes through methods such as provision of supporting infrastructure and potential reallocation of road space can often be met with opposition from local business owners. Despite many studies suggesting those who engage in more active forms of transport are competitive consumers mainly retailers fear revenue loss where their traditional car using customer base may be deterred or inhibited from visiting their stores. As a result our research aims to understand the nature of mode share and relative economic contribution of each mode by assessing consumer behaviours at local business in Halswell.

- ***Summary of Methods***

Two 'retail hubs' were identified in the area, representing the two Interest Points for conducting a consumer survey to assess consumer behaviours at local business in Halswell. The survey was carried out over two days at each site, returning a total of 92 responses. Secondary 2013 census data was also used in an attempt to relate our findings.

- *Key Findings*

The results of our investigation found that automobile users represent the predominant customer base at local business in Halswell, making up the majority of consumers at both Interest Points, commonly spending more than alternative transport users. Contrary to prior research active transport users were not found to spend more in aggregate as they rarely visited retail spaces more frequently and did not spend as much as their automobile using counterparts. The most influential factors behind consumer's behaviours at local business in Halswell, are convenience and distance, where most consumers were on their way home from work or school and they lived to far to make alternative transport use practical. The research found that factors such as social interaction and supporting local business were not overly influential to consumer's decisions. When asked their likely response to developments supporting active transport, most respondents were mainly unlikely to change their travel modes to retail spaces. However, there was still a portion who indicated some likelihood to change, so development to infrastructure could be successful in increasing mode share in Halswell.

- *Major Limitations:*

A major limitation to this research was the short time frame allotted, leading to less time for collection and interpretation of survey results The low number of responses reduces the validity of our findings and combined with the nature of random convenience sampling may have resulted in a non-representative sample.

- *Suggestions for Future Research*

A more thorough investigation, targeting a wider and more representative sample is recommended in order to increase the validity of findings. Additionally, further research into consumer's response to developments to infrastructure that supports alternative modes of transport is recommended. This will provide a better indication as to the potential success of planned initiatives to increase the number of active transport users in the area.

1. INTRODUCTION

With the on-going redevelopment of the Christchurch Central City, post-earthquake sequence, there has been a significant push towards providing transport choices that enable connection between people and place. As contained in the transport chapter of the Christchurch Central Recovery Plan, *An Accessible City* (Christchurch Central Development Unit), this will be achieved through developments to infrastructure that support alternative transport methods, such as better developed cycle ways, reduction in speed limits and the potential for some reallocation of road space. Additionally the New Zealand Transport Agency's (NZTA) current cycling programme aims to balance the needs of all network users, developing infrastructure with a target of doubling the number of cyclists in urban areas by 2020 (New Zealand Transport Agency, 2014). Although there is significant benefit to accommodating alternative travel modes, changes can be met with opposition from local business owners who fear reduction in revenue as their customer base arriving by car may be discouraged or inhibited.

Recent developments to a separated cycle way connecting Christchurch's outer suburbs has sparked interest in exploring the mode share and the relative economic contribution made by consumers depending on their travel mode. The purpose of this project was to conduct research in Halswell, a semi-rural town south-west of Christchurch Central City with some of the lowest cycling and walking rates observed in Christchurch (Statistics New Zealand, 2013), where only 3.8% of residents responded to arriving to work by bicycle on the day of the census, compared with the 74.6% arriving by automobile. It was of particular interest to understand the main mode used by consumers to get to retail spaces, how much they were spending, whether both of these behaviours where characteristic and some potential reasons behind their decisions.

This report compiles the research undertaken to '*Understand mode share and consumer behaviours in Halswell.'* In order to answer this question the research sough to investigate consumer's modes of transport to retail spaces, their expected expenditure on their visit, how frequently they visited and if these behaviours were characteristic. Guided by similar studies we were also interested in understanding potential reasons behind their decisions.

To produce statistically significant and representative results it was important to identify areas of strong economic activity within Halswell. Two main shopping 'hubs' (seen in figure 1) located along the main arterial routes through Halswell differ in size, the services they provide, and foot traffic, thus both were included in our analysis.

It is our hope that this research could be used to draw general conclusions about consumer behaviours in Halswell and potentially, in conjunction with further investigation may inform decisions related to the development of infrastructure to support alternative modes of transport. Additionally it provides the opportunity to compare and contrast consumer behaviours in different areas of Christchurch.

This report includes a review of relevant research around mode share and consumption, with application to the concept of social capital; an overview of the methods used to collect the data used in our analysis; presentation and description of the results; discussion of the factors influencing consumer behaviours, limitations to the study and a conclusion of the findings.

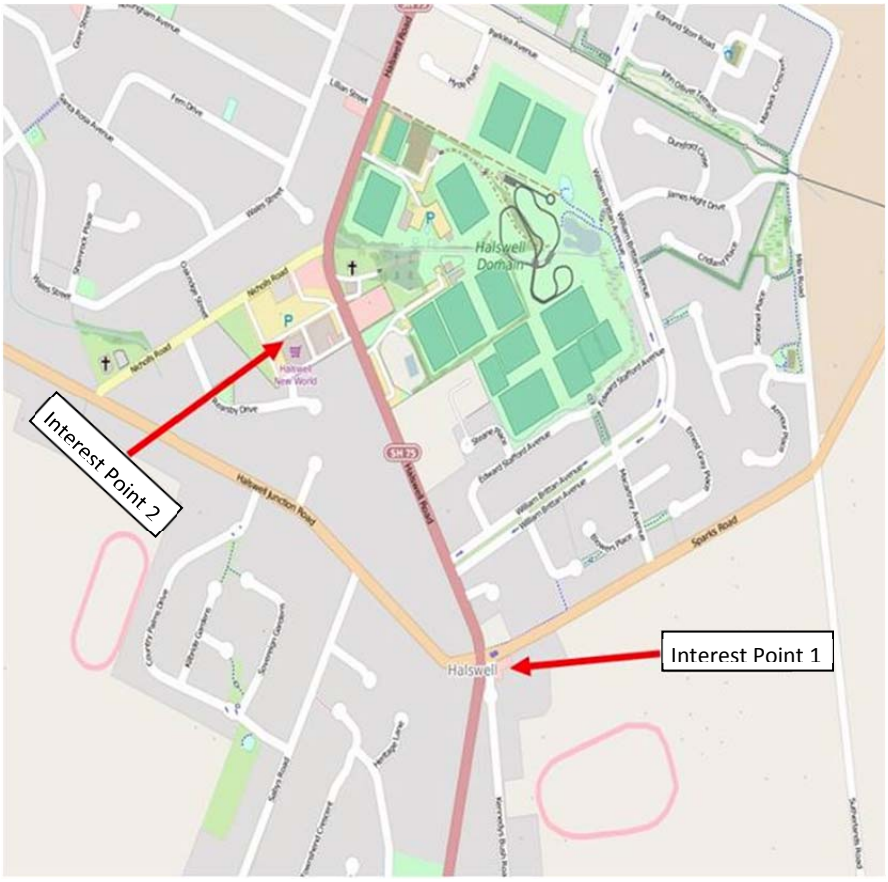


Figure 1: Location of the two interest sites at which the consumer surveys were conducted.

2. LITERATURE REVIEW

The literature reviewed prior to collecting and analysis of our data acted to inform the methodological approach taken. Although it was not expected the results of our analysis would be the same, knowledge of factors that influence a consumers mode choice and the potential benefits of facilitating alternative transport methods enabled informed recommendations to be made in relation to future development of Halswell.

As the demand for transport shifts towards more sustainable measures such as transit, walking and cycling there is a subsequent increase in demand for infrastructure to support these alternative modes. This may include reallocation of road space, reduction in speed limits and congestion charges. Such changes often result in significant backlash from retailers as there is still a strong perception that profitability will be affected where consumers who travel by car may be inhibited. Understanding the economic contribution made by consumers in relation to their mode of transport has become a point of interest for some researchers in recent years.

Studies have found that on average those consumers who walk or cycle to retail spaces, though spending less per visit, tend to more frequently participate in retail and recreational activities therefore spending more than those who travel by car on average (Clifton, Currans, Muhs, Ritter, Morrissey, & Roughton, 2013) and (Bent & Singa, 2008). The information used to inform these conclusions were collected through consumer surveys, where participants answered questions related to travel mode, expenditure and frequency of visit. This formed the basis for the methodological approach taken to assess consumer behaviours in Halswell, where it was most appropriate to survey customers directly as opposed to obtaining business owners' perception of customer base. The authors also recognised the importance of results being interpreted within the context of their collection, where factors like suburbanisation will result in higher reliance on vehicles compared with urban cores. This is important to acknowledge with respect to the research conducted in Halswell, where the results may not be applicable to other areas of Christchurch. The majority of existing research has been conducted in metropolitan areas or at a national scale, where the use of active transport is significantly higher than that of Halswell. Although it is not expected this research will produce the same results it provided insight as to the potential significance of supporting alternative modes of transport, where they have traditionally been seen to benefit local economic activity.

The research conducted by Bent & Singa (2008) also explored the effect of congestion charges in the Downtown San Francisco area and alongside prior research in London suggested that this would not detract from retail success and rather could aid in the development of multi-modal access and enhanced streetscapes making them more attractive to all consumers. Similarly, the concept of political intervention in facilitating active transport through the use and tolls and taxes on gasoline has been seen to dramatically increase the proportion of those choosing to cycle in Germany (Buehler, 2010). Although these measures are impractical and unlikely to be put into place in Christchurch's outer suburbs it highlights how significant government is in implementing strategies to improve mode share.

Though not directly assessing the nature of mode share in an area, the research into the benefits of walkable neighbourhoods explored by Leyden (2003) provided evidence that suggested certain designs of built environment in a community can foster social capital, increasing connections and social ties. The concept of social capital has been linked to improved health, crime prevention and enhanced economic development. It is often observed that better developed communities with extensive social capital can provide a more loyal customer base resulting in enhanced economic activity at local retailers. This concept in particular prompted consideration of what factors influence consumer's decisions in Halswell. Conversely, the study suggested that decreased social capital is often linked to strong suburbanisation, where daily needs cannot be met by walking, so residents that want to shop must do so by car. This was a factor expected to impact consumer behaviours in relation to local business in Halswell due to the extensive suburban subdivisions occurring throughout the area.

3. METHODS

As the aim of our research was to understand consumer behaviours our primary data source was a consumer survey, with some supporting statistics from 2013 census data. The survey was designed to complement the data collected by another research group to enable comparison between the sites. The results of the survey were tabulated and presented in graphic form to allow easy interpretation.

Identification of Interest Points:

Two retail 'hubs' were identified along the main arterial routes in Halswell. The first, recognised as 'interest point 1' was a small set of shops at the corner of Halswell Junction and Sparks Roads. This included a Library, Butchers, Hardware store, Bakery, Café, Sushi bar and Fish and Chip shop. The second, referred to as 'interest point 2' was the set of shops in the New World shopping centre, which included a Hairdresser, Florist, Bakery, Post shop, Bank and other eateries in the vicinity.

As the two interest points had distinctly different foot traffic, retail services and accessibilities these were analysed separately.

Piloting:

In order to identify points of ambiguity and to ensure the survey was user-friendly, it was piloted amongst friends and family prior to official conduction.

Development of informative letters to participants and business owners:

Informative letters (see appendix 2) highlighting the context, aim and who would be executing the research were distributed to businesses at the two interest points. This was also done in order to formally seek permission to conduct our surveys within the vicinity of their stores. An additional letter was shown to all participants informing of the purpose of the research, what the information provided would be used for and assuring them of the confidentiality of their results.

Consumer Survey:

A consumer survey (see appendix 1) was conducted over two weekdays, Monday and Friday, between 2.30pm and 5.00pm in order to obtain a representative sample and to remain consistent with the group investigating mode share and consumer behaviours in South Colombo. It was collected by means of random convenience sampling, where the interviewer sought out the respondent. The survey was

designed to produce both quantitative and qualitative data, where questions were kept simple and to a minimum to ensure a relatively high quality and quantity of responses.

A total of 92 responses were collected, 52 were gathered at Interest Point 1 and 34 at Interest Point 2.

Census Data:

2013 Christchurch City Ward Area profile 'Travel to work on census day' data was used to inform the levels of automobile use compared with alternative transport measure in Halswell. Although not directly indicative of mode used to engage in retail activity it provided some indication of the mode share that may be observed in our study.

Data Analysis:

Survey results from both collection dates were tabulated and presented in graphic form using Microsoft Excel. Results from the two interest points were presented and analysed independently. Only the figures deemed directly relevant to our research aim have been included in this report.

4. RESULTS & DISCUSSION

This section describes the results of key questions in our consumer survey, used to understand consumer behaviours in relation to mode share in Halswell. The results of the survey conducted at the two interest points at the Halswell Junction Rd and Sparks Rd set of shops and Halswell New World complex, recognised as IP 1 and IP 2 respectively. These have been considered separately and interpreted in relation to our research aim, with consideration of concepts explored in the review of relevant literature.

4.1 What is the relationship between travel mode and consumer expenditure at local business in Halswell?

Figures 2 and 3 display the relationship between participants mode of transport to each of the interest points and their expected expenditure on the day of the survey. Figure 2, clearly shows that car users make up the predominant customer base at Interest Point 1, while the only other alternative transport mode users were pedestrians. There is a significant difference in spending patterns where in general it appears consumers arriving by car spent more than those who walked to the set of shops. Figure 3 displays the results collected at Interest Point 2, where it also appears the most common mode of transport used to arrive at this set of shops is by car. The results of the survey show that the use of alternative travel modes to this set of shops is somewhat higher than would have been expected based upon the census mode share data. Although consumer expenditure was relatively well spread amongst all modes, car users can still be interpreted to contribute the most economically to local business at the two shopping hubs.

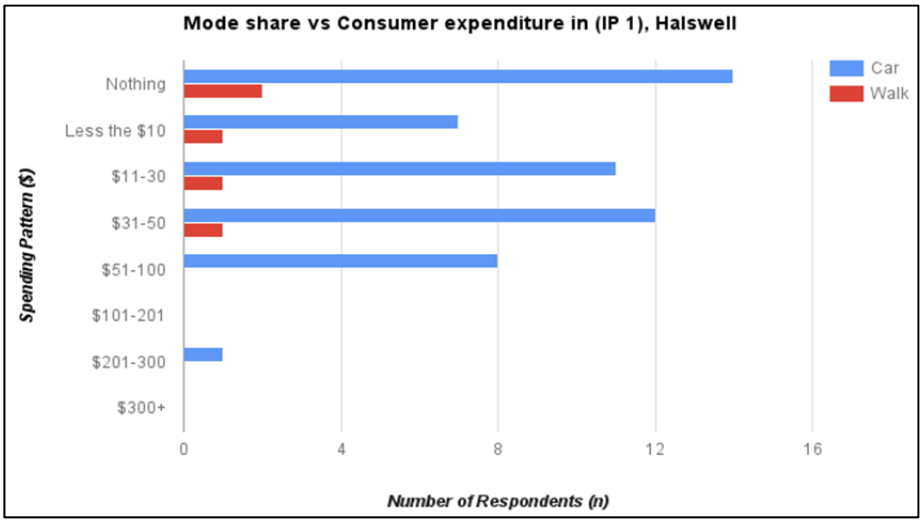


Figure 2: Participants expenditure on the day of the survey in relation to their travel mode, at Interest Point 1.

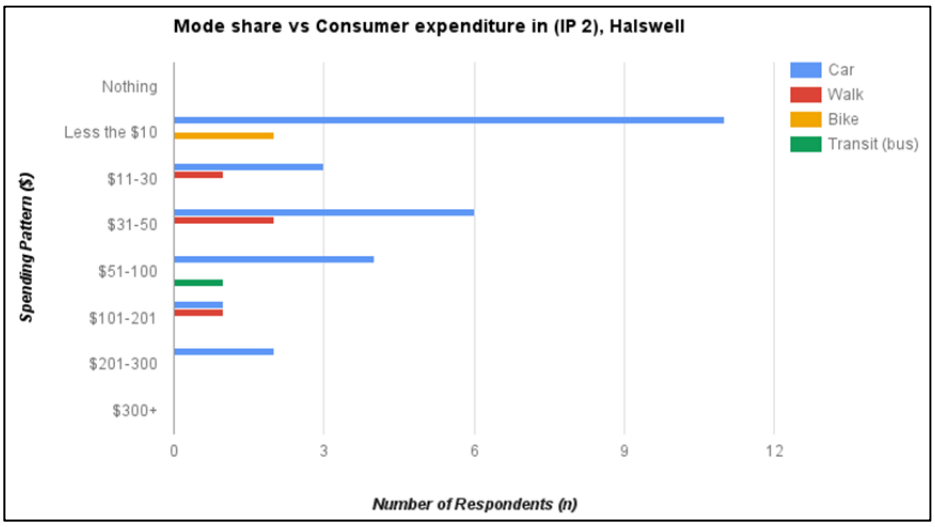
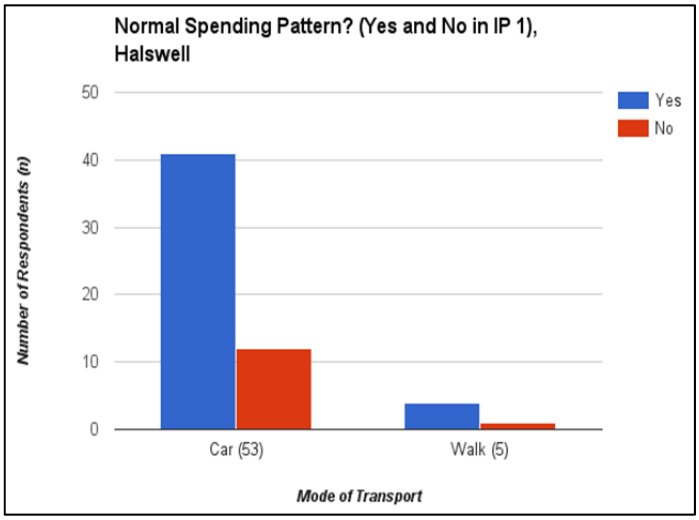


Figure 2: Participants expenditure on the day of the survey in relation to their travel mode, at Interest Point 2.

Because Halswell is semi-rural and relatively suburbanised satellite town it can be assumed that distance and convenience play a significant role in consumers transport choice, where automobile use is the most practical to engage in retail activity at these shopping areas. Similarly, the carrying capacity associated with alternative modes of transport is limited, so it is to be expected that often where more is spent the number of items is larger so a car would be the most practical mode choice.

4.2 Is this expenditure normal?



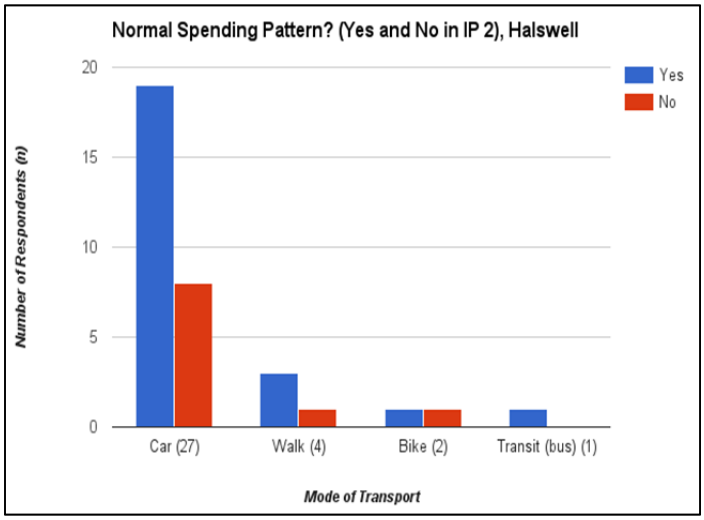


Figure 3: Indication of whether the expenditure in the previous question was normal at Interest Point 1 and 2 respectively.

In order to ensure the results of the survey were representative of the average consumer's behaviour and not one off activities participants were asked to indicate if the expenditure indicated on the day of the survey was characteristic, the result for both Interest Points can be seen in figure 4. While the majority of responses were 'Yes' some participants indicated their expenditure was abnormal. The 'No' responses at Interest Point 1 were generally associated with those that were visiting the library, a free service, who would normally visit other shops at that site on other visits, thus spending more. While 'No' responses at Interest Point 2 were generally as a result of participants not having visited the New World Supermarket, where they would have traditionally spent more. None of the respondents indicated their expenditure was greater than normal.

In general it could be observed that these were relatively normal spending patterns across each travel mode, therefore results were relatively reflective of normal behaviours.

4.3 Frequency of visit in relation to mode share:

As part of understanding consumer behaviours participants were asked to indicate the frequency in which they visited each of the shops in the vicinity. This question was designed to be used in conjunction with responses to expenditure to gain an understanding of aggregate expenditure for each mode, a concept explored by Clifton et al (2013). The results were displayed separately for each mode choice at both Interest Points due to the difference in the stores and services at each.

Figures 5 and 6 enable comparison between the frequency of visit by car users and pedestrians. The local butchers and library represent the most frequent stores visited at that location, where weekly visits appear most common. In general, it appears that pedestrians visited the stores more frequently, consistent with wider literature. Due to low number of responses there is the potential that the results from pedestrians could skew the data, so results are not as spread as those observed by car users.

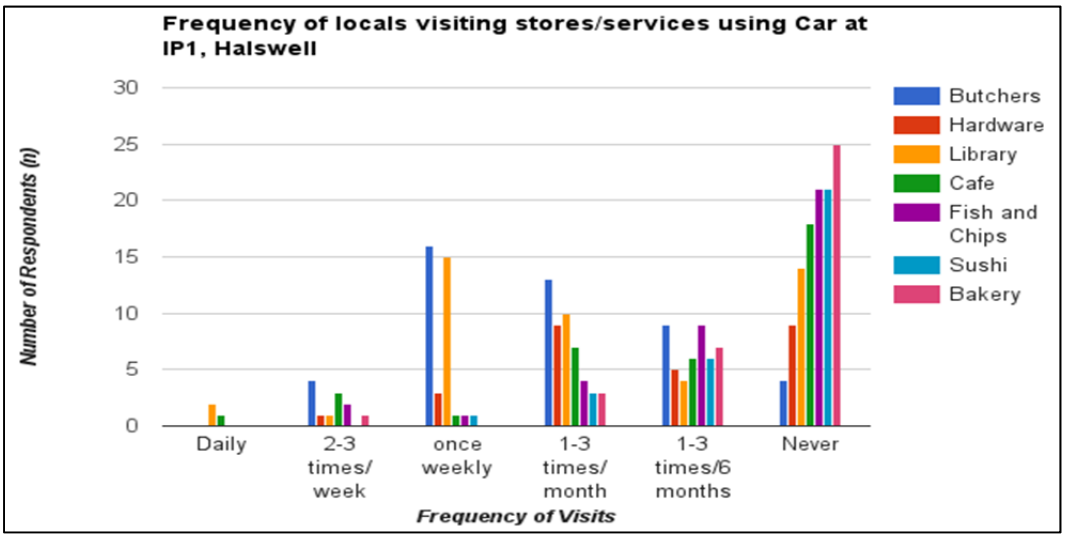


Figure 4: Frequency of visits to stores and services at Interest Point 1, by automobile users.

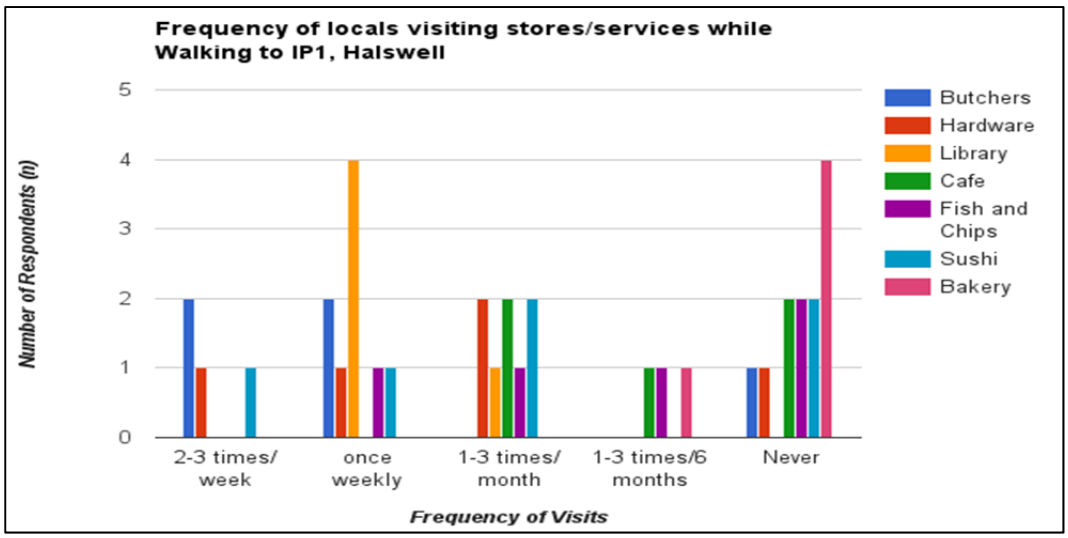


Figure 5: Frequency of visits to stores and services at Interest Point 1, by pedestrians.

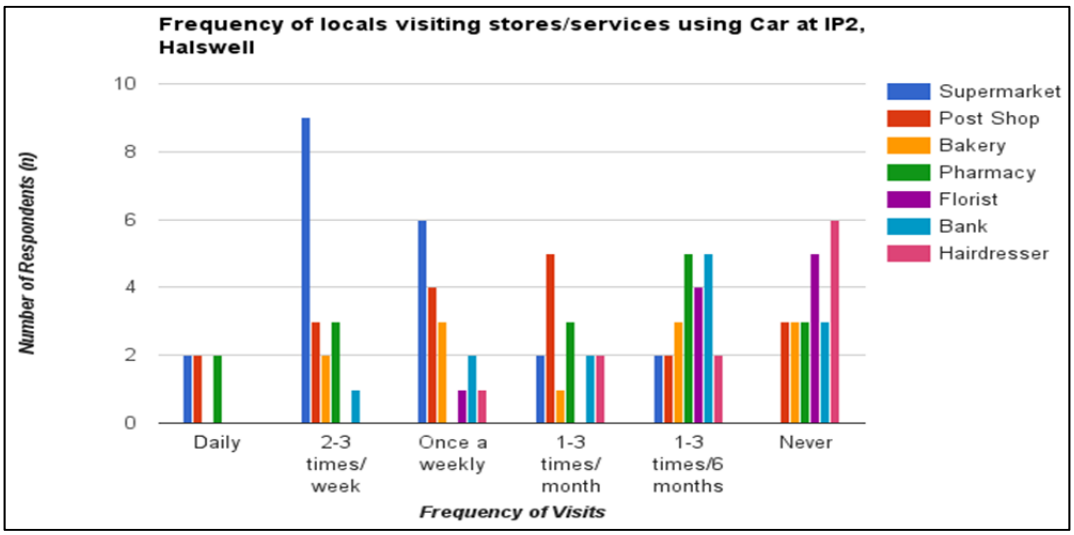


Figure 6: Frequency of visits to stores and services at Interest Point 2, by automobile users.

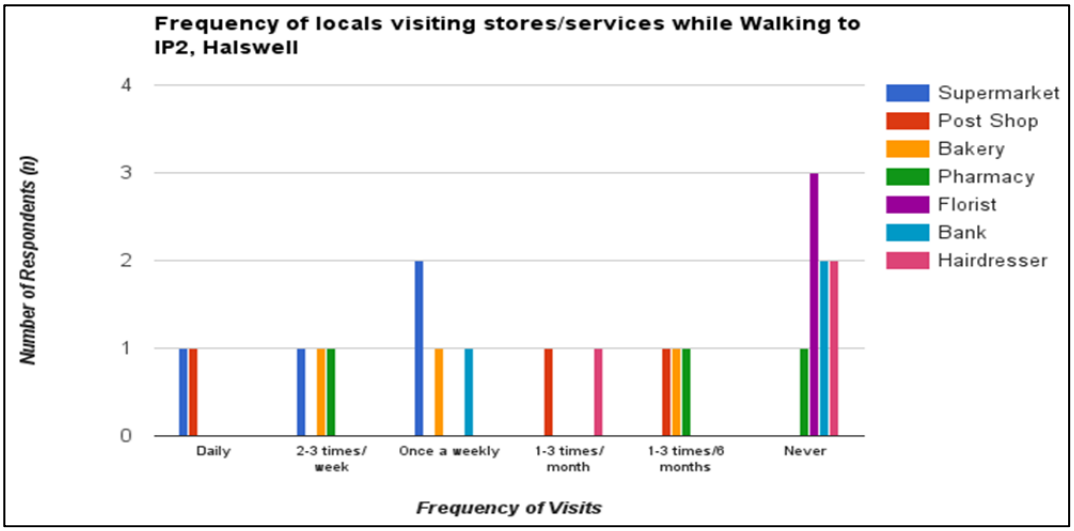


Figure 7: Frequency of visits to stores and services at Interest Point 2, by pedestrians.

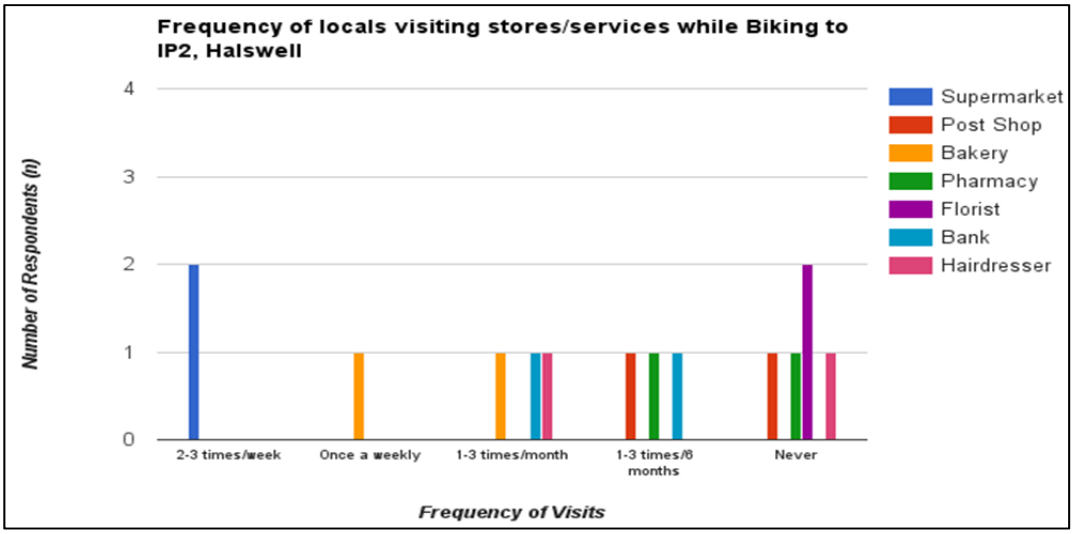


Figure 8: Frequency of visits to stores and services at Interest Point 2, by cyclists.

Figures 7, 8 and 9 explore the frequency of visits for car users, pedestrians and cyclists at Interest Point 2, respectively. It must be noted that although one participant was recorded as arriving by transit they did not respond to this question. The most frequently visited stores and services were the Post Shop and New World supermarket. In general it appears that car users frequent the stores and services available more often than alternative transport users.

Despite prior research on the economic contribution of each mode suggesting those who engage on more active forms of transport spend more in aggregate, the above results in combination with expenditure in section 4.1 are not consistent with this. It is concluded that alternative modes do not spend more on average, as frequency results are either only slightly higher or very similar to automobile users and their expenditure is not as high on these visits. Thus car users contribute the most, economically at local business at both sites.

4.4 Main activities while visiting the set of shops:

To complement the previous question participants were also asked to indicate the main activity they were engaging in during their visit (figures 10 and 11). These were grouped into several categories to establish which activities drew the greatest number of consumers at each site. For the purposes of continuity between the sites the categories remained the same. It must be noted services included the library and post office, while grocery shopping encompassed those who were visiting the supermarket or butcher.

At both sites the most common activities were 'services' and 'grocery shopping', suggesting these are the main purpose for consumers engaging in retail activity at both locations. Alternative transport users typically engaged in activity that would not require large loads to be carried, while a large proportion of car users at each site were mainly there for 'grocery shopping' an activity that often requires a larger carrying capacity.

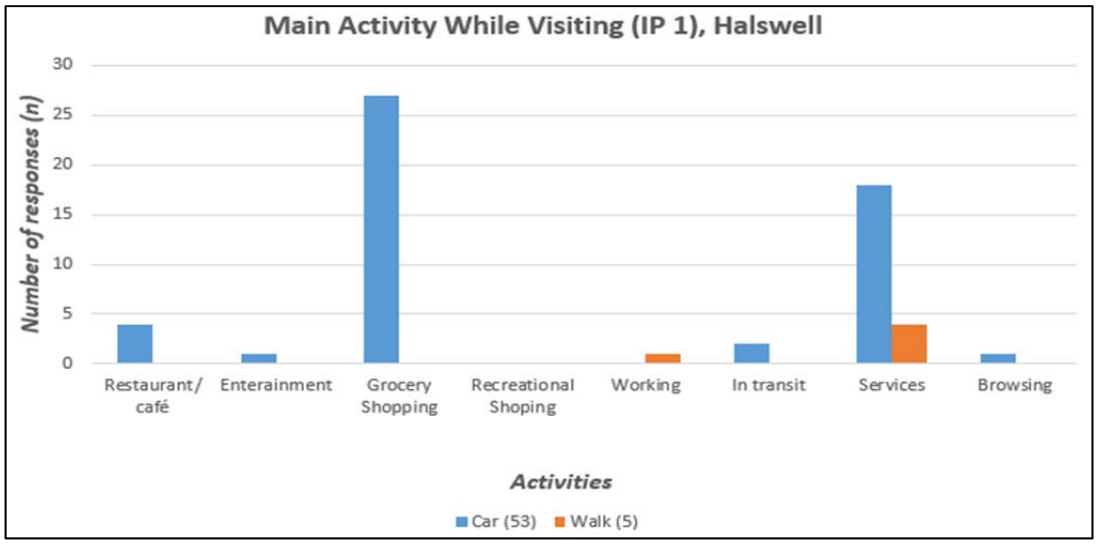


Figure 9: Response to 'main activity' while visiting the stores at Interest Point 1.

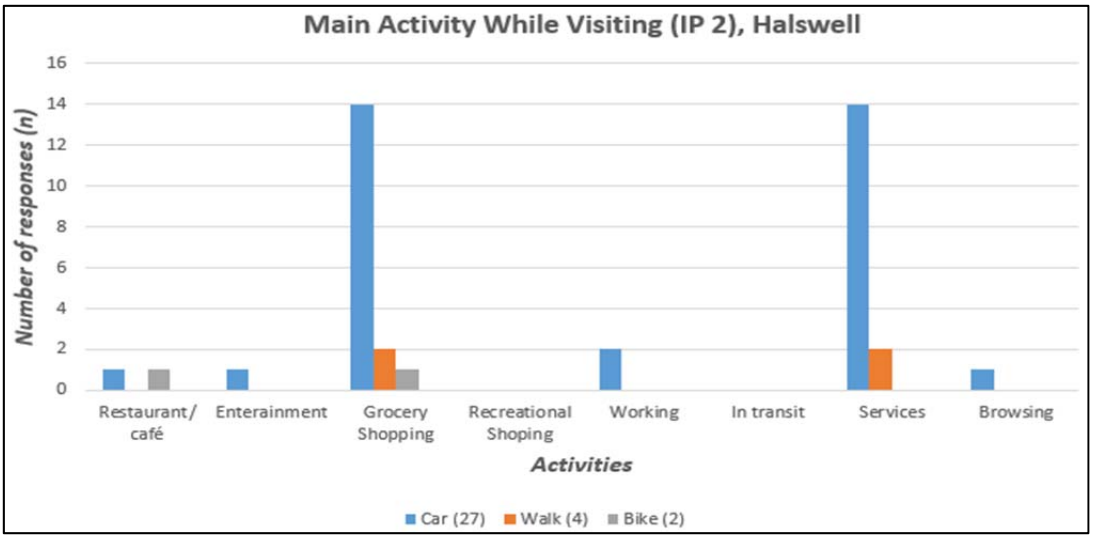


Figure 10: Response to 'main activity' while visiting the stores at Interest Point 2.

4.5 What are the factors that influence consumer's choices in Halswell?

In order to understand potential reasons behind consumer's transport choices to engage in retail activity participants were asked to indicate reasons for their mode choice. Based on the results at both surveyed sites it appears convenience was the main reason at both Interest Point 1 and Interest Point 2 (figures 12 and 13, respectively). Most respondents indicated they were on their way home from work or picking their kids up from school, activities which they would only consider using a car for.

Distance was also a common reason for those who arrived by car, where most indicated their origin as being a too greater for active transport and transit to be practical. Conversely of those who walked, a short distance and the resulting convenience influenced their decision. It must be noted that a number of respondents were elderly and as a result found alternative means of transport impractical or unreasonable. The conditions on the days of surveying also played a role, where one day was relatively cold and windy which may have deterred the use of active transport, while the other day was fine resulting in a higher proportion of pedestrians.

Additionally, participants were asked to indicate other factors that influenced their decision to shop at each of the Interest Points. Most commonly respondent's decisions were often based on proximity and convenience, where factors such as community interaction and supporting local business were considerably less important. For those consumers engaging in retail activity at the local butcher at Interest Point 1, it was common for indication of quality of the product as being the predominant reason for visiting the shops at that location.

These responses lead to the conclusion that the effects of social capital may be lost with the increasing sprawl and subdivisions occurring Halswell, reducing community ties and customer loyalty.

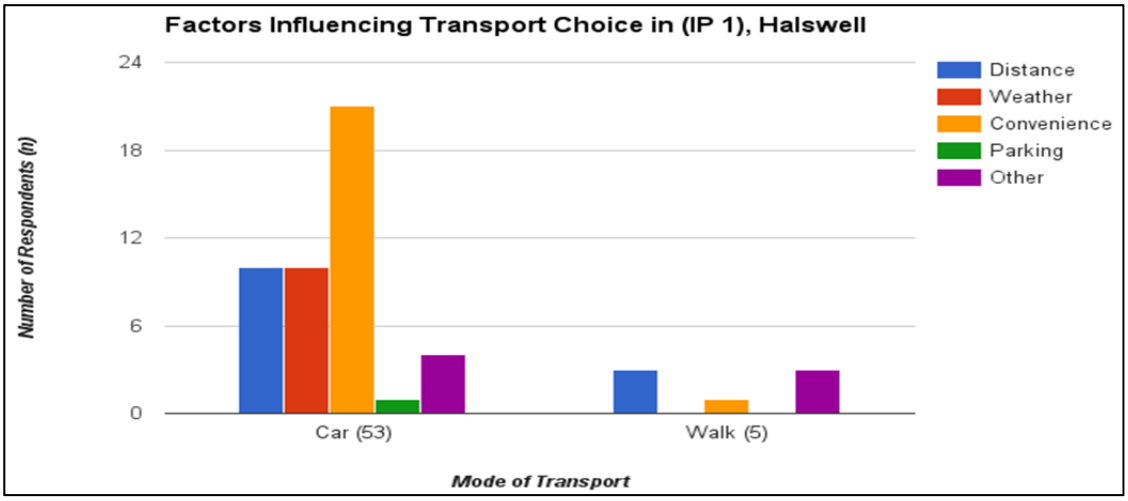


Figure 12: Factors influencing travel choices to the shops at Interest Point 1:

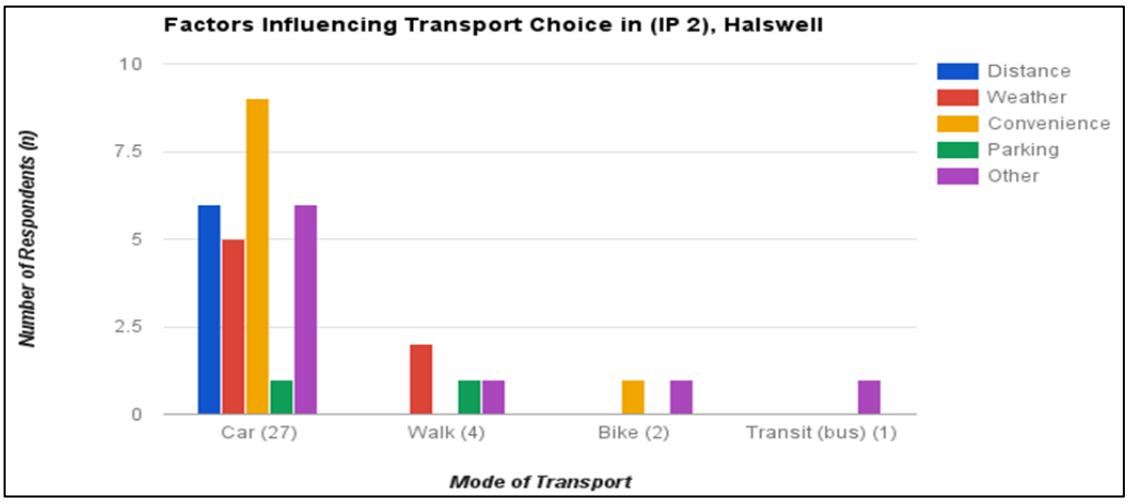


Figure 11: Factors influencing travel choices to the shops at Interest Point 2:

4.6 Participants expected response to developments to pedestrian/cycle routes:

To provide some indication as to the success of future developments to cycle and pedestrian routes to retail hubs and around the Halswell area participants were asked to indicate how likely they were to change their mode of transport to each Interest Point. Figure 14 displays the results at Interest Point 1, while the response at Interest Point 2 is presented in Figure 15. Although most respondents were unlikely, there was still a reasonable portion who indicated some likelihood of changing their mode. In line with the NZ Transport Agency (2014) forward plan to double the number of cyclists in urban areas by 2020, the already low proportion of cyclists in Halswell results in a relatively achievable target.

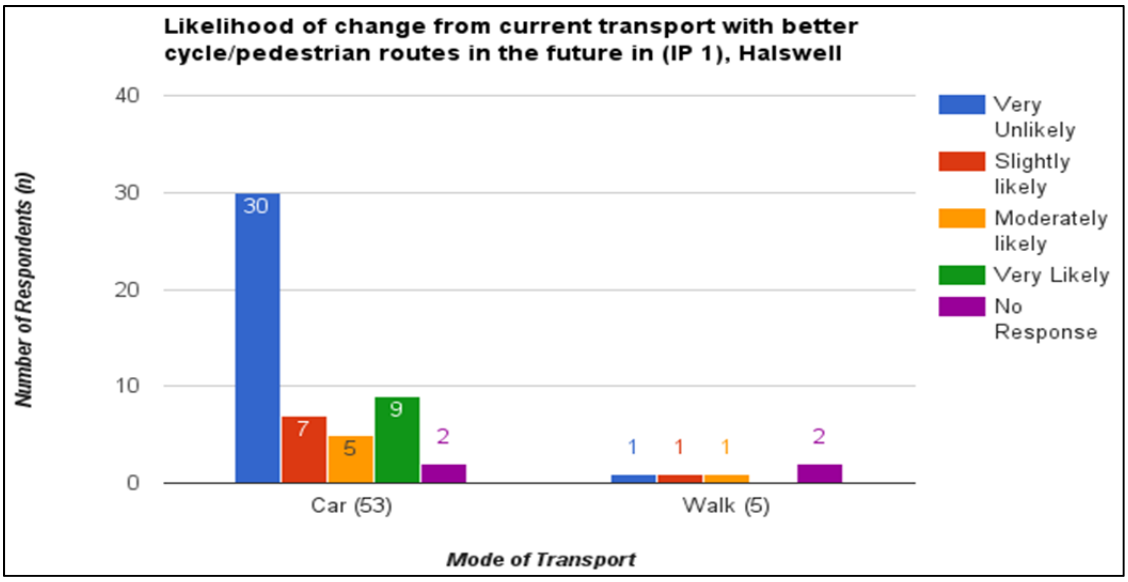


Figure 13: Participants indicated likelihood to change their mode of transport to engage in retail activity should cycle and pedestrian routes be developed or become more user-friendly, to Interest Point 1.

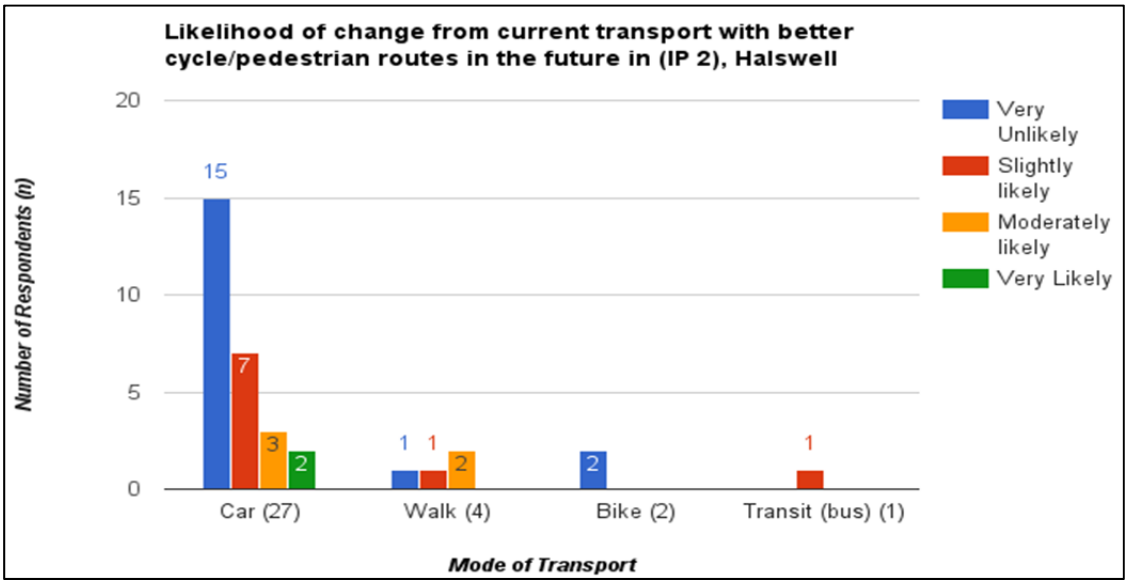


Figure 14: Participants indicated likelihood to change their mode of transport to engage in retail activity should cycle and pedestrian routes be developed or become more user-friendly, to Interest Point 2.

5. LIMITATIONS

There were several limitations to our research process that may impact the validity of our findings. Time was a major constraint, where the short time allotted for this research resulted in a limited number of survey responses. The Halswell/Wigram area has approximately 19,683 residents (Christchurch City Council, 2014) with only 92 responses it is very unlikely that our survey results truly reflect the behaviours of consumers in the area. Given more time we would have been able to more extensively survey at both localities and carry out a more thorough analysis of consumer behaviours in relation to mode share.

Our results may have been skewed due to the nature of random sampling, where response by those under the age of 26 was limited to 1. This limits the application of our research as not all age groups are represented. Additionally the time of day chosen to survey may have resulted in a higher proportion of elderly responses, as it did include a portion of the working day.

The conditions at the time of surveying produced additional limitations, where the poor weather could have deterred pedestrians/cyclists from journeying to the shopping areas and result in fewer responses from this group. Due to our report focusing on the consumer behaviour for all modes the research may have been improved with a better representation of all modes.

Finally, the lack of existing data on mode share in Halswell provided some limitation as we were not able to accurately link our results to exhaustive statistics from the area. The only data available measured respondents travel mode to work on the day of the census so does not reflect travel decisions to engage in retail or recreational activities. More comprehensive data sets may have enabled more valid conclusions to be drawn.

6. CONCLUSIONS

In general it appears that consumer's arriving by car represent the predominant customer base for local business in Halswell. They were observed to spend more on average at both surveyed sites than those who engaged in more active modes of transport.

Despite the fact active transport users appeared to visit their main facility slightly more frequently, their relatively low expenditure compared with car users results in them still spending less on average per visit.

The sprawling nature of Halswell, with increasing number of subdivisions and suburbanisation has resulted in a strong reliance on car use to engage in retail activities, where distance required for travel to Halswell's retail centres results in active transport being impractical for most participants. Thus we found, distance and convenience was the main factor influencing consumer behaviours.

Finally, despite the majority of participants indicating favour toward maintaining their current mode of transport should methods be put in place to support more active modes, there was still indication that a change could encourage a greater proportion of active transport users.

ACKNOWLEDGEMENTS

We would like to acknowledge and thank the contribution of both David Hawke and Jillian Frater towards this research, prior experience in the research process and the guidance they provided was invaluable. Additionally, a big thanks to the South Colombo research group for their willingness to share ideas, come to agreements on methodological approach and collaborate where necessary.

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APPENDIX 1 – Consumer Survey

Site:

Date:

Time:

Surveyor:

UNIVERSITY OF CANTERBURY, GEOGRAPHY DEPARTMENT.

Thank you for agreeing to complete this survey. This is for research purposes relating to mode share and consumer behaviour in Halswell.

Please note all individual responses will remain anonymous and any information will be coded by number only. This survey should take less than five minutes, and at any point you may withdraw, without penalty.

1. Which mode of transport did you arrive by today? (Please circle)

Car Transit (Bus) Walk Bike Other (please indicate) _____

2. Is this your most frequent form of transport to this location?

Yes No (please indicate which is) _____

3. Please indicate any factors that influenced your transport decisions today?

(Weather, costs of fuel, parking, do not own a vehicle, convenience etc.)

_____

_____

4. Please indicate your neighbourhood and nearest intersection/landmark to your home (if known):

_____

_____

5. On average, how frequently do you visit the stores/services at this location?

	Daily	2-3 times/week	Once weekly	1-3 times/month	1-3 times/ 6 months	Never

6. What will be your main activity whilst visiting these shops? (Please circle)

Restaurant/cafe Entertainment Grocery shopping

Recreational shopping (clothes, books) Working In transit

Services (doctor, post office, library, pharmacy, hairdresser) Purely browsing

Other (please indicate) _____

7. a) How much do you anticipate spending, in total on your visit today? (Please circle)

Nothing <$10 $11-$30 $31-$50 $51-$100 $101-201

$201-$300 $300+

b) Is this normal?

Yes No (please explain) _____

_____

8. Do you usually meet people you know when visiting these shops? (Please circle)

Always Sometimes Hardly ever Never

9. Please indicate the importance of each of these factors on your decision to shop at this location.

	Plays no role	Rarely impacts my decision	Sometimes impacts my decision	Often impacts my decision	Is the reason for my decision.
Proximity					
Convenience					
Supporting local business					
Community Interaction					
Other (please indicate – e.g. quality)					

10. How likely would you be to change your mode of transport to these stores if the travel routes (from your home to the shops) were more cycle/pedestrian friendly? (Please circle)

Very unlikely slightly likely moderately likely Very Likely

Finally, if you feel comfortable could you please indicate:

Gender: (please circle)

Male Female

Age: (please circle)

< 18 years 19 -25 years 26 -39 years 40 -59 years 60 + years

Occupation: (please circle – most appropriate category)

Retail/Sales Clerical Professional/technical Manager/official Crafts/trades
Labourer/operator Service Worker Retired Homemaker
Student Unemployed Would rather not say Other
(please indicate)_____

Thank you again for time. Your contribution is greatly appreciated.

APPENDIX 2 – Informative letters to business owners and survey participants

Telephone: +64 022 133 9623
Email: rzj11@uclive.ac.nz

04.09.15

UNIVERSITY OF CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

GEOG 309 – Research Methods in Geography: Mode Share and Consumer Behaviour, Halswell.

Information Sheet for Halswell Business Owners/Management

We are a group of undergraduate students from the University of Canterbury Geography Department, researching the relationship between mode share and consumer behaviour in Halswell.

We request the permission to survey customers in the vicinity store to understand their patterns of consumption and the mode by which they commonly travel to this set of shops.

Survey participation is voluntary and participants will have the right to withdraw at any stage with no penalty. Additionally any data collected is strictly anonymous and will remain confidential. It will only be accessed by the research group members, listed below, and will be destroyed at the end of this academic year.

For further information about the study, at any stage, please feel free to contact Rebecca Joyce (rzj11@uclive.ac.nz) and our project supervisor Jillian Frater (jillian.frater@pg.canterbury.ac.nz)

This research project has received ethical approval from the University of Canterbury Educational Research Human Ethics Committee. Any complaints should be addressed to The Chair, Educational Research Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

We request that the business owner (or a representative) formally complete this consent, by dating and signing below.

Sincerely,

Matthew Boult, Thomas Crasborn, Rebecca Joyce and Wrik Mukherjee

Permission

Name ……

Date ……

Signed ……

University of Canterbury Private Bag 4800, Christchurch 8140, New Zealand. www.canterbury.ac.nz

Telephone: +64 022 133 9623
Email: rzj11@uclive.ac.nz

04.09.15

UNIVERSITY OF CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

GEOG 309 – Research Methods in Geography: Mode Share and Consumer Behaviour, Halswell.

Information Sheet for Survey Participants.

We are a group of undergraduate students from the University of Canterbury Geography Department, researching the relationship between mode share and consumer behaviour in Halswell. To do so we are conducting a survey, asking consumers who visit these stores their mode of travel, expected expenditure and frequency of visits.

We invite you to participate in this research by completing the survey attached. It is expected this will take approximately 3 minutes. Survey participation is voluntary and if you choose to participate you will have the right to withdraw at any stage with no penalty.

Additionally any data collected is strictly anonymous and will remain confidential. It will only be accessed by the research group members, listed below, and will be destroyed at the end of this academic year.

The data collected will be compiled and analysed to establish the relationship between mode share and consumer behaviour at local business in Halswell and will be published in a report form.

For further information about the study, at any stage, please feel free to contact Rebecca Joyce (rzj11@uclive.ac.nz) and/or our project supervisor Jillian Frater (jillian.frater@pg.canterbury.ac.nz).

This research project has received ethical approval from the University of Canterbury Educational Research Human Ethics Committee. Any complaints should be addressed to The Chair, Educational Research Human Ethics Committee, University of Canterbury, Private Bag 4800, Christchurch (human-ethics@canterbury.ac.nz).

By completing this survey, you are agreeing to participate in our research.

Thanks you for your time, we look forward to your response and any contribution to this research is greatly appreciated.

Sincerely,

Matthew Boult, Thomas Crasborn, Rebecca Joyce and Wrik Mukherjee.