

***Shopping survey**

While you walk around Jubilee Place shopping mall, answer the following questions:

1. Describe the average person who you see in the shopping mall.

2. When do you think the busiest times of day here are? Why?

3. Do a quick survey of the shops around you. Approximately what percentage would you say are:

Convenience shops		Specialist shops		Food outlets	
Comparison shops		Chain stores		"Upmarket" shops	

4. Explain your findings above.

5. Is there any type of shop that you have noticed is absent from this shopping centre?

6. Can you explain why this might be?

3. How and why do you think this shopping centre differs from some other shopping centres, e.g. the Friary Centre in Guildford?