

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 1
Q1. Do you shop at Boots nowadays for any of these things?
Base : All respondents

| | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|--|------------|-------------|-------------|------------|------------|-----------|------------|------------|------------|-----------|--------------|------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Shopper | Non-Shopper | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | 1000 | 790 | 210 | 458 | 542 | 90 | 141 | 196 | 190 | 173 | 210 | 226 | 292 | 223 | 259 | 265 | 258 | 251 | 137 | 89 |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Health products, toiletries & cosmetics | 591 59% | 591 76% | - | 239 49% | 352 69% | 60 54% | 118 61% | 128 67% | 102 60% | 75 57% | 107 53% | 160 67% | 172 62% | 113 54% | 146 53% | 157 59% | 155 60% | 141 56% | 89 65% | 49 55% |
| Food & drink items, including take-away | 186 19% | 186 24% | - | 92 19% | 95 19% | 29 26% | 47 24% | 45 23% | 32 19% | 19 14% | 16 8% | 50 21% | 50 18% | 45 21% | 42 15% | 50 19% | 45 18% | 57 23% | 21 15% | 13 15% |
| Prescriptions | 449 45% | 449 58% | - | 213 43% | 236 46% | 37 34% | 89 47% | 97 50% | 80 47% | 56 43% | 89 44% | 117 49% | 122 44% | 102 49% | 108 39% | 126 48% | 117 45% | 109 44% | 63 46% | 34 38% |
| Gift items, for example Christmas gift packs | 562 56% | 562 72% | - | 247 50% | 314 62% | 50 45% | 128 67% | 122 63% | 105 61% | 73 55% | 84 41% | 140 59% | 169 61% | 118 57% | 135 49% | 139 52% | 137 53% | 153 61% | 81 59% | 52 58% |
| Shopper | 781 78% | 781 100% | - | 358 73% | 423 83% | 76 69% | 166 87% | 160 83% | 134 78% | 98 75% | 146 72% | 192 81% | 224 81% | 167 80% | 198 71% | 206 77% | 204 79% | 195 78% | 109 79% | 68 76% |
| Non-Shopper | 219 22% | - | 219 100% | 132 27% | 87 17% | 35 31% | 26 13% | 32 17% | 38 22% | 33 25% | 56 28% | 46 19% | 53 19% | 41 20% | 79 29% | 60 23% | 54 21% | 55 22% | 29 21% | 21 24% |

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| | Region | | | | | | | | | | | |
|--|------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | Total | North East | Yorks & Humb. | East Midlands | East-ern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Unweighted base | 1000 | 45 | 88 | 73 | 94 | 139 | 126 | 86 | 51 | 91 | 118 | 89 |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| Health products, toiletries & cosmetics | 591 59% | 26 59% | 52 60% | 50 69% | 49 53% | 81 58% | 76 61% | 55 63% | 34 67% | 56 61% | 62 53% | 49 55% |
| Food & drink items, including take-away | 186 19% | 7 16% | 25 28% | 13 18% | 15 16% | 29 21% | 21 17% | 13 15% | 8 15% | 17 19% | 25 21% | 13 15% |
| Prescriptions | 449 45% | 18 41% | 36 42% | 32 44% | 45 47% | 67 48% | 59 47% | 41 47% | 22 44% | 40 44% | 55 46% | 34 38% |
| Gift items, for example Christmas gift packs | 562 56% | 30 66% | 45 52% | 51 70% | 43 46% | 84 60% | 55 44% | 48 56% | 32 63% | 43 47% | 78 66% | 52 58% |
| Shopper | 781 78% | 37 83% | 65 75% | 63 87% | 70 75% | 109 78% | 97 77% | 67 78% | 41 82% | 70 77% | 93 79% | 68 76% |
| Non-Shopper | 219 22% | 8 17% | 22 25% | 10 13% | 24 25% | 31 22% | 29 23% | 19 22% | 9 18% | 21 23% | 25 21% | 21 24% |

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Table 2

Q2. Generally speaking, how would you rate Boots on each of the following?

Their prices

Base : All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | |
|-----------------------|------------|-------------|---------------------|------------|-------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|
| | | Shoppe r | Non- Shoppe r | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base | 1000 | 790 | 210 | 458 | 542 | 90 | 141 | 196 | 190 | 173 | 210 | 226 | 292 | 223 | 259 | 265 | 258 | 251 | 137 | 89 |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Excellent | (5) 5% | 53 6% | 47 3% | 12 2% | 41 8% | 6 5% | 11 6% | 5 2% | 7 4% | 8 6% | 16 8% | 9 4% | 15 6% | 11 5% | 17 6% | 13 5% | 13 5% | 12 5% | 9 7% | 5 6% |
| Good | (4) 42% | 420 47% | 368 24% | 208 42% | 212 42% | 45 41% | 90 47% | 81 42% | 72 42% | 51 39% | 81 40% | 103 43% | 119 43% | 85 41% | 113 41% | 116 43% | 96 37% | 111 45% | 57 41% | 41 46% |
| Fair | (3) 37% | 375 38% | 298 35% | 184 38% | 191 37% | 36 32% | 70 36% | 81 42% | 69 40% | 52 39% | 67 33% | 90 38% | 108 39% | 79 38% | 98 35% | 93 35% | 108 42% | 90 36% | 58 42% | 25 28% |
| Poor | (2) 5% | 49 5% | 35 6% | 23 5% | 26 5% | 11 10% | 7 4% | 11 6% | 7 4% | 5 4% | 8 4% | 11 4% | 11 4% | 12 6% | 15 5% | 11 4% | 16 6% | 15 6% | 4 3% | 2 3% |
| Awful | (1) 1% | 12 1% | 4 3% | 7 1% | 8 2% | 3 2% | 1 * | 2 1% | 1 1% | 2 1% | 4 2% | 5 2% | 2 1% | 2 1% | 2 1% | 4 2% | 5 2% | 3 1% | - - | - - |
| Don't know/no opinion | 91 9% | 28 4% | 63 29% | 59 12% | 32 6% | 11 10% | 13 7% | 12 6% | 16 9% | 13 10% | 26 13% | 20 8% | 22 8% | 18 9% | 31 11% | 29 11% | 20 8% | 18 7% | 9 6% | 16 18% |
| Mean | 3.50 | 3.55 | 3.23 | 3.47 | 3.53 | 3.40 | 3.58 | 3.42 | 3.49 | 3.50 | 3.56 | 3.46 | 3.53 | 3.47 | 3.52 | 3.52 | 3.41 | 3.49 | 3.56 | 3.66 |
| Standard deviation | 0.74 | 0.71 | 0.84 | 0.68 | 0.79 | 0.86 | 0.70 | 0.70 | 0.69 | 0.75 | 0.80 | 0.76 | 0.71 | 0.75 | 0.76 | 0.75 | 0.78 | 0.75 | 0.68 | 0.66 |
| Standard error | 0.02 | 0.03 | 0.07 | 0.03 | 0.03 | 0.09 | 0.06 | 0.05 | 0.05 | 0.06 | 0.06 | 0.05 | 0.04 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.06 | 0.08 |

Prepared by ICM Research Limited



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Table 2

Q2. Generally speaking, how would you rate Boots on each of the following?

Their prices

Base : All respondents

| | Total | Region | | | | | | | | | | |
|-----------------------|-------------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | | North East | Yorks & Humb. | East Midlands | Eastern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Unweighted base | 1000 | 45 | 88 | 73 | 94 | 139 | 126 | 86 | 51 | 91 | 118 | 89 |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| Excellent | (5) 53 5% | 4 9% | 4 4% | 6 8% | 4 4% | 7 5% | 6 5% | 6 7% | 3 6% | 3 3% | 4 3% | 5 6% |
| Good | (4) 420 42% | 12 27% | 39 45% | 28 38% | 40 43% | 71 50% | 45 36% | 35 40% | 22 44% | 28 31% | 60 51% | 41 46% |
| Fair | (3) 375 37% | 23 51% | 29 34% | 32 44% | 30 32% | 38 27% | 55 44% | 35 40% | 23 45% | 47 51% | 38 32% | 25 28% |
| Poor | (2) 49 5% | 3 8% | 5 6% | 4 5% | 5 5% | 5 3% | 6 5% | 4 4% | 1 2% | 7 8% | 7 6% | 2 3% |
| Awful | (1) 12 1% | 1 1% | 1 1% | 2 3% | 2 3% | 3 2% | 1 1% | - - | - - | - - | 1 1% | - - |
| Don't know/no opinion | 91 9% | 2 4% | 9 10% | 1 2% | 12 13% | 17 12% | 12 10% | 7 8% | 2 3% | 6 7% | 7 6% | 16 18% |
| Mean | 3.50 | 3.36 | 3.51 | 3.44 | 3.47 | 3.60 | 3.43 | 3.55 | 3.56 | 3.32 | 3.52 | 3.66 |
| Standard deviation | 0.74 | 0.82 | 0.74 | 0.84 | 0.81 | 0.76 | 0.73 | 0.71 | 0.65 | 0.68 | 0.73 | 0.66 |
| Standard error | 0.02 | 0.12 | 0.08 | 0.10 | 0.09 | 0.07 | 0.07 | 0.08 | 0.09 | 0.07 | 0.07 | 0.08 |

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Table 3

Q2. Generally speaking, how would you rate Boots on each of the following?

Their product range

Base : All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | |
|-----------------------|------------|-------------|---------------------|------------|-------------|-----------|------------|------------|-----------|-----------|------------|--------------|------------|------------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|
| | | Shoppe r | Non- Shoppe r | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base | 1000 | 790 | 210 | 458 | 542 | 90 | 141 | 196 | 190 | 173 | 210 | 226 | 292 | 223 | 259 | 265 | 258 | 251 | 137 | 89 |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Excellent | (5) 20% | 197 22% | 25 12% | 83 17% | 114 22% | 21 19% | 36 19% | 38 20% | 37 21% | 17 13% | 48 24% | 37 15% | 63 23% | 43 21% | 54 19% | 44 17% | 48 19% | 57 23% | 26 19% | 22 24% |
| Good | (4) 57% | 479 61% | 96 44% | 271 55% | 304 60% | 58 52% | 130 68% | 101 53% | 99 57% | 78 60% | 109 54% | 137 58% | 167 60% | 120 58% | 151 54% | 154 58% | 139 54% | 149 60% | 86 63% | 46 52% |
| Fair | (3) 13% | 127 12% | 35 16% | 76 16% | 50 10% | 22 20% | 19 10% | 34 18% | 20 12% | 20 15% | 12 6% | 35 15% | 28 10% | 30 14% | 34 12% | 40 15% | 44 17% | 22 9% | 11 8% | 10 11% |
| Poor | (2) 2% | 17 2% | 4 2% | 9 2% | 8 2% | - - | 2 1% | 6 3% | 5 3% | 3 2% | 1 1% | 10 4% | 2 1% | 2 1% | 4 2% | 5 2% | 3 1% | 5 2% | 3 2% | 1 1% |
| Awful | (1) * | 3 * | 2 1% | 2 * | 1 * | 1 1% | - - | - - | 1 * | 1 * | 1 * | 1 1% | 2 1% | - - | - - | 2 1% | - - | - - | 1 * | - - |
| Don't know/no opinion | 82 8% | 25 3% | 57 26% | 48 10% | 33 7% | 9 8% | 6 3% | 14 7% | 11 6% | 13 10% | 30 15% | 17 7% | 16 6% | 13 6% | 35 13% | 21 8% | 24 9% | 16 6% | 11 8% | 10 12% |
| Mean | 4.03 | 4.07 | 3.85 | 3.96 | 4.09 | 3.96 | 4.07 | 3.96 | 4.03 | 3.91 | 4.18 | 3.90 | 4.10 | 4.05 | 4.05 | 3.95 | 3.99 | 4.10 | 4.06 | 4.13 |
| Standard deviation | 0.68 | 0.65 | 0.76 | 0.70 | 0.65 | 0.73 | 0.58 | 0.73 | 0.72 | 0.67 | 0.63 | 0.74 | 0.66 | 0.64 | 0.66 | 0.72 | 0.67 | 0.65 | 0.65 | 0.66 |
| Standard error | 0.02 | 0.02 | 0.06 | 0.03 | 0.03 | 0.08 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.04 | 0.04 | 0.04 | 0.05 | 0.04 | 0.04 | 0.06 | 0.07 |

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Their product range

Base : All respondents

| | Total | Region | | | | | | | | | | |
|-----------------------|----------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | | North East | Yorks & Humb. | East Midlands | Eastern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Unweighted base | 1000 | 45 | 88 | 73 | 94 | 139 | 126 | 86 | 51 | 91 | 118 | 89 |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| Excellent | (5) 197 20% | 10 23% | 16 19% | 17 24% | 12 13% | 20 14% | 25 19% | 14 16% | 12 24% | 19 20% | 30 26% | 22 24% |
| Good | (4) 575 57% | 27 61% | 54 62% | 36 49% | 53 56% | 82 58% | 72 57% | 54 62% | 32 64% | 51 55% | 68 58% | 46 52% |
| Fair | (3) 127 13% | 3 8% | 8 9% | 11 15% | 20 21% | 21 15% | 19 15% | 7 8% | 4 7% | 13 14% | 11 9% | 10 11% |
| Poor | (2) 17 2% | 2 5% | 2 2% | 1 2% | 1 1% | 4 3% | 1 1% | 3 3% | - - | 1 1% | 1 1% | 1 1% |
| Awful | (1) 3 * | - - | - - | - - | - - | 1 1% | 1 1% | - - | 1 1% | - - | - - | - - |
| Don't know/no opinion | 82 8% | 2 4% | 6 7% | 8 11% | 8 9% | 12 9% | 9 7% | 9 10% | 2 3% | 8 9% | 8 6% | 10 12% |
| Mean | 4.03 | 4.06 | 4.06 | 4.06 | 3.88 | 3.89 | 4.00 | 4.01 | 4.13 | 4.05 | 4.16 | 4.13 |
| Standard deviation | 0.68 | 0.73 | 0.64 | 0.71 | 0.65 | 0.73 | 0.70 | 0.65 | 0.66 | 0.65 | 0.62 | 0.66 |
| Standard error | 0.02 | 0.11 | 0.07 | 0.09 | 0.07 | 0.06 | 0.07 | 0.07 | 0.09 | 0.07 | 0.06 | 0.07 |

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Table 4

Q2. Generally speaking, how would you rate Boots on each of the following?

The availability, manner and appearance of their staff

Base : All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | |
|-----------------------|------------|-------------|---------------------|------------|-------------|-----------|------------|------------|------------|-----------|------------|--------------|------------|------------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|
| | | Shoppe r | Non- Shoppe r | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base | 1000 | 790 | 210 | 458 | 542 | 90 | 141 | 196 | 190 | 173 | 210 | 226 | 292 | 223 | 259 | 265 | 258 | 251 | 137 | 89 |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Excellent | (5) 25% | 249 27% | 35 16% | 120 25% | 129 25% | 18 16% | 36 19% | 53 28% | 40 23% | 36 27% | 67 33% | 39 16% | 70 25% | 62 30% | 78 28% | 50 19% | 64 25% | 77 31% | 38 27% | 20 23% |
| Good | (4) 57% | 475 61% | 98 45% | 267 55% | 306 60% | 64 58% | 127 66% | 106 55% | 104 60% | 68 52% | 104 51% | 151 63% | 166 60% | 111 53% | 145 53% | 160 60% | 140 54% | 141 57% | 83 61% | 49 55% |
| Fair | (3) 9% | 62 8% | 27 12% | 47 9% | 43 8% | 11 10% | 20 10% | 20 10% | 14 8% | 12 9% | 12 6% | 26 11% | 23 8% | 16 8% | 24 9% | 32 12% | 26 10% | 17 7% | 7 5% | 8 9% |
| Poor | (2) 2% | 15 2% | 3 1% | 9 2% | 9 2% | 6 5% | 4 2% | 2 1% | 1 1% | 3 2% | 1 1% | 5 2% | 4 1% | 5 2% | 4 2% | 7 3% | 6 2% | 1 * | 2 2% | 1 1% |
| Awful | (1) * | - - | 2 1% | 2 * | 1 * | 1 1% | - - | - - | 1 * | 1 * | - - | 1 1% | 1 * | - - | - - | 2 1% | - - | - - | - - | - - |
| Don't know/no opinion | 69 7% | 15 2% | 54 25% | 46 9% | 23 5% | 11 10% | 5 3% | 11 6% | 12 7% | 11 9% | 18 9% | 16 7% | 14 5% | 15 7% | 24 9% | 15 6% | 22 9% | 14 6% | 8 6% | 11 12% |
| Mean | 4.13 | 4.16 | 3.97 | 4.12 | 4.14 | 3.92 | 4.04 | 4.16 | 4.13 | 4.13 | 4.29 | 4.00 | 4.13 | 4.19 | 4.18 | 3.99 | 4.10 | 4.25 | 4.21 | 4.14 |
| Standard deviation | 0.67 | 0.64 | 0.76 | 0.69 | 0.65 | 0.79 | 0.62 | 0.65 | 0.63 | 0.73 | 0.61 | 0.65 | 0.66 | 0.68 | 0.67 | 0.73 | 0.69 | 0.59 | 0.61 | 0.62 |
| Standard error | 0.02 | 0.02 | 0.06 | 0.03 | 0.03 | 0.09 | 0.05 | 0.05 | 0.05 | 0.06 | 0.04 | 0.04 | 0.04 | 0.05 | 0.04 | 0.05 | 0.04 | 0.04 | 0.05 | 0.07 |

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| | | North East | Yorks & Humb. | East Midlands | Eastern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Unweighted base | 1000 | 45 | 88 | 73 | 94 | 139 | 126 | 86 | 51 | 91 | 118 | 89 |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| Excellent | (5) 249 25% | 15 33% | 27 31% | 23 31% | 23 24% | 26 18% | 25 19% | 21 24% | 17 33% | 18 20% | 36 30% | 20 23% |
| Good | (4) 573 57% | 29 64% | 49 56% | 36 49% | 51 54% | 85 61% | 75 59% | 54 62% | 29 57% | 53 58% | 64 54% | 49 55% |
| Fair | (3) 89 9% | - - | 5 6% | 7 10% | 8 9% | 18 13% | 14 11% | 5 6% | 2 3% | 11 12% | 12 10% | 8 9% |
| Poor | (2) 18 2% | - - | - - | 1 1% | 5 5% | - - | 7 6% | 1 1% | 2 3% | 1 1% | 1 1% | 1 1% |
| Awful | (1) 2 * | - - | - - | - - | - - | 1 1% | 1 1% | - - | - - | - - | - - | - - |
| Don't know/no opinion | 69 7% | 2 3% | 6 7% | 6 8% | 7 8% | 11 8% | 4 3% | 6 7% | 2 3% | 9 9% | 6 5% | 11 12% |
| Mean | 4.13 | 4.34 | 4.27 | 4.21 | 4.06 | 4.04 | 3.94 | 4.18 | 4.24 | 4.06 | 4.20 | 4.14 |
| Standard deviation | 0.67 | 0.48 | 0.57 | 0.68 | 0.76 | 0.65 | 0.81 | 0.57 | 0.67 | 0.63 | 0.65 | 0.62 |
| Standard error | 0.02 | 0.07 | 0.06 | 0.08 | 0.08 | 0.06 | 0.07 | 0.06 | 0.10 | 0.07 | 0.06 | 0.07 |

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Table 5

Q2. Generally speaking, how would you rate Boots on each of the following?

How quickly and efficiently you are served at the till

Base : All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | |
|-----------------------|------------|-------------|---------------------|------------|-------------|-----------|------------|------------|-----------|-----------|------------|--------------|------------|------------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|
| | | Shoppe r | Non- Shoppe r | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base | 1000 | 790 | 210 | 458 | 542 | 90 | 141 | 196 | 190 | 173 | 210 | 226 | 292 | 223 | 259 | 265 | 258 | 251 | 137 | 89 |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Excellent | (5) 16% | 157 18% | 18 8% | 63 13% | 95 19% | 9 8% | 25 13% | 26 13% | 24 14% | 18 14% | 55 27% | 25 10% | 41 15% | 34 16% | 58 21% | 34 13% | 32 12% | 48 19% | 26 19% | 17 19% |
| Good | (4) 56% | 563 61% | 84 38% | 280 57% | 283 56% | 58 52% | 120 62% | 117 61% | 94 55% | 74 56% | 101 50% | 144 61% | 155 56% | 116 56% | 147 53% | 143 54% | 149 58% | 142 57% | 79 57% | 50 56% |
| Fair | (3) 16% | 164 16% | 40 19% | 78 16% | 86 17% | 25 23% | 34 18% | 30 15% | 36 21% | 21 16% | 19 9% | 44 18% | 50 18% | 35 17% | 35 13% | 51 19% | 43 17% | 37 15% | 21 15% | 11 13% |
| Poor | (2) 3% | 29 3% | 8 4% | 13 3% | 16 3% | 7 7% | 6 3% | 5 3% | 5 3% | 5 4% | 1 1% | 10 4% | 9 3% | 5 2% | 5 2% | 10 4% | 11 4% | 7 3% | 1 * | 1 1% |
| Awful | (1) 1% | 6 1% | 1 1% | 4 1% | 1 * | 1 1% | 1 1% | 2 1% | - - | 1 1% | - - | 1 * | 3 1% | - - | 2 1% | 4 1% | 1 * | - - | 1 1% | - - |
| Don't know/no opinion | 81 8% | 14 2% | 67 30% | 52 11% | 29 6% | 11 10% | 6 3% | 13 7% | 13 8% | 12 9% | 25 13% | 14 6% | 21 7% | 18 8% | 29 10% | 24 9% | 21 8% | 16 6% | 9 7% | 10 12% |
| Mean | 3.91 | 3.95 | 3.72 | 3.87 | 3.94 | 3.66 | 3.87 | 3.89 | 3.86 | 3.86 | 4.19 | 3.82 | 3.87 | 3.94 | 4.02 | 3.80 | 3.85 | 3.99 | 4.01 | 4.06 |
| Standard deviation | 0.72 | 0.71 | 0.77 | 0.72 | 0.73 | 0.79 | 0.70 | 0.71 | 0.69 | 0.76 | 0.65 | 0.70 | 0.75 | 0.68 | 0.74 | 0.79 | 0.72 | 0.69 | 0.68 | 0.63 |
| Standard error | 0.02 | 0.03 | 0.06 | 0.04 | 0.03 | 0.09 | 0.06 | 0.05 | 0.05 | 0.06 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.06 | 0.07 |

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How quickly and efficiently you are served at the till

Base : All respondents

| | Total | Region | | | | | | | | | | |
|-----------------------|----------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | | North East | Yorks & Humb. | East Midlands | Eastern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Unweighted base | 1000 | 45 | 88 | 73 | 94 | 139 | 126 | 86 | 51 | 91 | 118 | 89 |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| Excellent | (5) 157 16% | 8 18% | 14 16% | 11 15% | 9 10% | 17 12% | 17 13% | 11 13% | 15 30% | 12 14% | 26 22% | 17 19% |
| Good | (4) 563 56% | 26 58% | 51 58% | 46 64% | 50 53% | 77 55% | 67 53% | 52 60% | 27 53% | 54 58% | 65 55% | 50 56% |
| Fair | (3) 164 16% | 9 21% | 12 14% | 7 10% | 22 23% | 24 17% | 27 22% | 15 18% | 6 11% | 14 15% | 16 14% | 11 13% |
| Poor | (2) 29 3% | - - | 2 2% | 3 4% | 4 4% | 4 3% | 6 5% | 1 1% | - - | 4 5% | 5 4% | 1 1% |
| Awful | (1) 6 1% | - - | - - | 1 1% | - - | 2 2% | 1 1% | 1 1% | - - | - - | - - | - - |
| Don't know/no opinion | 81 8% | 1 3% | 8 10% | 5 6% | 9 10% | 17 12% | 7 6% | 7 8% | 3 5% | 8 8% | 6 5% | 10 12% |
| Mean | 3.91 | 3.97 | 3.98 | 3.92 | 3.75 | 3.82 | 3.78 | 3.89 | 4.20 | 3.88 | 4.00 | 4.06 |
| Standard deviation | 0.72 | 0.64 | 0.66 | 0.74 | 0.71 | 0.78 | 0.80 | 0.68 | 0.64 | 0.71 | 0.74 | 0.63 |
| Standard error | 0.02 | 0.10 | 0.07 | 0.09 | 0.08 | 0.07 | 0.07 | 0.08 | 0.09 | 0.08 | 0.07 | 0.07 |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 6

Q2. Generally speaking, how would you rate Boots on each of the following?

The design & layout of their stores

Base : All respondents

| | | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|-----------------------|-----|------------|------------|-------------|------------|------------|-----------|------------|-----------|-----------|-----------|--------------|------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | | Total | Shopper | Non-Shopper | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Unweighted base | | 1000 | 790 | 210 | 458 | 542 | 90 | 141 | 196 | 190 | 173 | 210 | 226 | 292 | 223 | 259 | 265 | 258 | 251 | 137 | 89 |
| Weighted base | | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Excellent | (5) | 132 13% | 112 14% | 20 9% | 60 12% | 72 14% | 16 15% | 12 6% | 30 16% | 19 11% | 20 15% | 35 17% | 21 9% | 35 12% | 28 14% | 48 18% | 22 8% | 38 15% | 43 17% | 17 13% | 12 13% |
| Good | (4) | 566 57% | 478 61% | 88 40% | 267 54% | 299 59% | 58 52% | 134 70% | 98 51% | 95 55% | 64 49% | 117 58% | 136 57% | 154 56% | 123 59% | 152 55% | 149 56% | 138 53% | 149 59% | 81 59% | 50 56% |
| Fair | (3) | 193 19% | 148 19% | 45 21% | 96 20% | 97 19% | 24 21% | 33 17% | 41 21% | 46 27% | 27 21% | 23 11% | 50 21% | 65 24% | 44 21% | 34 12% | 59 22% | 57 22% | 40 16% | 23 17% | 15 17% |
| Poor | (2) | 33 3% | 23 3% | 10 5% | 22 4% | 12 2% | 1 1% | 7 4% | 11 6% | 5 3% | 5 4% | 4 2% | 13 5% | 7 3% | 3 2% | 11 4% | 13 5% | 10 4% | 4 2% | 5 4% | 1 1% |
| Awful | (1) | 9 1% | 2 * | 6 3% | 7 1% | 2 * | 2 2% | 1 1% | - - | 2 1% | 1 1% | 2 1% | 5 2% | 2 1% | - - | 2 1% | 6 2% | 1 * | 1 * | 1 1% | - - |
| Don't know/no opinion | | 67 7% | 18 2% | 49 22% | 39 8% | 28 6% | 10 9% | 4 2% | 12 6% | 6 4% | 13 10% | 21 11% | 13 6% | 14 5% | 10 5% | 30 11% | 17 6% | 15 6% | 12 5% | 11 8% | 11 13% |
| Mean | | 3.84 | 3.88 | 3.62 | 3.78 | 3.89 | 3.85 | 3.79 | 3.82 | 3.75 | 3.81 | 3.99 | 3.70 | 3.80 | 3.89 | 3.95 | 3.68 | 3.83 | 3.96 | 3.86 | 3.94 |
| Standard deviation | | 0.74 | 0.69 | 0.90 | 0.79 | 0.69 | 0.78 | 0.65 | 0.78 | 0.73 | 0.81 | 0.70 | 0.79 | 0.73 | 0.65 | 0.75 | 0.80 | 0.75 | 0.68 | 0.72 | 0.63 |
| Standard error | | 0.02 | 0.02 | 0.07 | 0.04 | 0.03 | 0.09 | 0.06 | 0.06 | 0.05 | 0.06 | 0.05 | 0.05 | 0.04 | 0.04 | 0.05 | 0.05 | 0.05 | 0.04 | 0.06 | 0.07 |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 6

Q2. Generally speaking, how would you rate Boots on each of the following?

The design & layout of their stores

Base : All respondents

| | Total | Region | | | | | | | | | | |
|-----------------------|----------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | | North East | Yorks & Humb. | East Midlands | Eastern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Unweighted base | 1000 | 45 | 88 | 73 | 94 | 139 | 126 | 86 | 51 | 91 | 118 | 89 |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| Excellent | (5) 132 13% | 8 17% | 13 15% | 8 11% | 9 10% | 8 6% | 14 11% | 9 10% | 8 16% | 20 22% | 23 19% | 12 13% |
| Good | (4) 566 57% | 27 61% | 58 67% | 38 53% | 52 55% | 75 54% | 73 58% | 49 56% | 32 63% | 48 52% | 63 54% | 50 56% |
| Fair | (3) 193 19% | 4 10% | 11 12% | 20 27% | 19 20% | 31 22% | 28 22% | 16 18% | 7 14% | 18 20% | 25 21% | 15 17% |
| Poor | (2) 33 3% | 3 6% | - - | 1 2% | 7 8% | 9 6% | 5 4% | 3 3% | 2 4% | 2 2% | 2 1% | 1 1% |
| Awful | (1) 9 1% | 1 2% | - - | - - | - - | 4 3% | 1 1% | 1 1% | - - | 1 1% | - - | - - |
| Don't know/no opinion | 67 7% | 2 4% | 5 6% | 5 7% | 7 7% | 12 8% | 5 4% | 9 10% | 2 3% | 3 3% | 6 5% | 11 13% |
| Mean | 3.84 | 3.87 | 4.03 | 3.79 | 3.73 | 3.58 | 3.78 | 3.81 | 3.94 | 3.96 | 3.96 | 3.94 |
| Standard deviation | 0.74 | 0.87 | 0.54 | 0.67 | 0.77 | 0.85 | 0.74 | 0.73 | 0.70 | 0.77 | 0.69 | 0.63 |
| Standard error | 0.02 | 0.13 | 0.06 | 0.08 | 0.08 | 0.08 | 0.07 | 0.08 | 0.10 | 0.08 | 0.07 | 0.07 |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 7

Q2. Generally speaking, how would you rate Boots on each of the following?

The Boots Advantage card

Base : All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | |
|-----------------------|----------------|-------------|---------------------|------------|-------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|------------|-----------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|
| | | Shoppe r | Non- Shoppe r | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land |
| Unweighted base | 1000 | 790 | 210 | 458 | 542 | 90 | 141 | 196 | 190 | 173 | 210 | 226 | 292 | 223 | 259 | 265 | 258 | 251 | 137 | 89 |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Excellent | (5) 151 15% | 139 18% | 13 6% | 44 9% | 107 21% | 20 18% | 44 23% | 25 13% | 24 14% | 19 15% | 18 9% | 35 15% | 49 17% | 32 15% | 35 13% | 35 13% | 35 14% | 50 20% | 17 13% | 14 16% |
| Good | (4) 287 29% | 257 33% | 30 14% | 116 24% | 171 34% | 28 25% | 51 27% | 55 29% | 55 32% | 35 27% | 63 31% | 73 30% | 80 29% | 65 31% | 69 25% | 71 27% | 82 32% | 62 25% | 44 32% | 28 32% |
| Fair | (3) 65 7% | 46 6% | 19 9% | 31 6% | 35 7% | 15 13% | 14 7% | 11 6% | 10 6% | 8 6% | 8 4% | 10 4% | 24 9% | 13 6% | 17 6% | 20 7% | 18 7% | 14 5% | 6 5% | 7 8% |
| Poor | (2) 13 1% | 11 1% | 2 1% | 4 1% | 10 2% | - - | 2 1% | 6 3% | 2 1% | 2 1% | 2 1% | 3 1% | 4 2% | 5 2% | 1 * | 3 1% | 4 2% | 5 2% | 1 1% | - - |
| Awful | (1) 6 1% | 3 * | 3 1% | 4 1% | 3 * | - - | 3 1% | 2 1% | 1 * | 1 * | - - | 4 2% | 1 * | - - | 1 * | 3 1% | 2 1% | 1 * | - - | - - |
| Don't know/no opinion | 477 48% | 325 42% | 152 70% | 292 60% | 185 36% | 48 43% | 78 40% | 93 49% | 80 47% | 67 51% | 111 55% | 112 47% | 119 43% | 93 45% | 153 55% | 134 51% | 116 45% | 118 47% | 69 50% | 39 44% |
| Mean | 4.08 | 4.13 | 3.70 | 3.98 | 4.14 | 4.09 | 4.16 | 3.97 | 4.10 | 4.10 | 4.06 | 4.04 | 4.08 | 4.08 | 4.11 | 4.00 | 4.02 | 4.18 | 4.13 | 4.13 |
| Standard deviation | 0.78 | 0.74 | 0.97 | 0.78 | 0.78 | 0.75 | 0.88 | 0.89 | 0.72 | 0.78 | 0.62 | 0.88 | 0.79 | 0.74 | 0.72 | 0.85 | 0.79 | 0.83 | 0.62 | 0.65 |
| Standard error | 0.03 | 0.03 | 0.12 | 0.06 | 0.04 | 0.10 | 0.10 | 0.09 | 0.07 | 0.08 | 0.06 | 0.08 | 0.06 | 0.07 | 0.07 | 0.08 | 0.07 | 0.07 | 0.07 | 0.09 |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 7

Q2. Generally speaking, how would you rate Boots on each of the following?

The Boots Advantage card

Base : All respondents

| | Total | Region | | | | | | | | | | |
|-----------------------|----------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | | North East | Yorks & Humb. | East Midlands | Eastern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Unweighted base | 1000 | 45 | 88 | 73 | 94 | 139 | 126 | 86 | 51 | 91 | 118 | 89 |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| Excellent | (5) 151 15% | 10 23% | 18 21% | 13 18% | 7 7% | 21 15% | 14 11% | 10 12% | 7 14% | 15 17% | 22 18% | 14 16% |
| Good | (4) 287 29% | 5 11% | 19 22% | 23 32% | 31 33% | 41 29% | 29 23% | 28 33% | 16 32% | 28 31% | 37 32% | 28 32% |
| Fair | (3) 65 7% | 2 4% | 8 9% | 6 9% | 3 3% | 9 6% | 11 9% | 3 3% | 4 7% | 9 10% | 4 3% | 7 8% |
| Poor | (2) 13 1% | 1 3% | 1 1% | 2 2% | 2 2% | 1 1% | 2 2% | 1 1% | - - | 1 1% | 3 2% | - - |
| Awful | (1) 6 1% | - - | 1 1% | - - | 1 1% | - - | 3 3% | - - | - - | 1 1% | - - | - - |
| Don't know/no opinion | 477 48% | 26 58% | 39 45% | 29 40% | 51 54% | 68 49% | 66 53% | 45 51% | 24 47% | 37 40% | 53 45% | 39 44% |
| Mean | 4.08 | 4.30 | 4.11 | 4.08 | 3.94 | 4.15 | 3.82 | 4.13 | 4.13 | 4.03 | 4.19 | 4.13 |
| Standard deviation | 0.78 | 0.96 | 0.91 | 0.77 | 0.78 | 0.66 | 1.01 | 0.62 | 0.63 | 0.82 | 0.73 | 0.65 |
| Standard error | 0.03 | 0.21 | 0.13 | 0.11 | 0.12 | 0.08 | 0.13 | 0.09 | 0.12 | 0.11 | 0.09 | 0.09 |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 8

Q3. Over the last 12 months would you say that Boots has got better, got worse or stayed about the same?

Base : All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|-----------------------|------------|-------------|---------------------|------------|-------------|------------|-----------|------------|------------|------------|-----------|--------------|------------|------------|------------|---------------|---------------|-----------------------|-----------------------------|---------------|-----------|
| | | Shoppe r | Non- Shoppe r | Male | Fe- male | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid- lands | North Eng- land | Wales & South West | Scot- land | |
| Unweighted base | 1000 | 790 | 210 | 458 | 542 | 90 | 141 | 196 | 190 | 173 | 210 | 226 | 292 | 223 | 259 | 265 | 258 | 251 | 137 | 89 | |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 | |
| A lot better | (5) 11% | 109 11% | 89 9% | 20 7% | 34 15% | 75 9% | 9 13% | 25 10% | 19 8% | 13 9% | 11 15% | 31 9% | 21 10% | 29 5% | 10 18% | 49 11% | 30 8% | 22 13% | 32 11% | 15 11% | 10 11% |
| A little better | (4) 14% | 140 16% | 121 9% | 19 15% | 75 13% | 65 13% | 15 13% | 25 13% | 20 11% | 27 16% | 23 18% | 30 15% | 37 16% | 34 12% | 30 14% | 39 14% | 29 11% | 41 16% | 45 18% | 14 10% | 10 12% |
| Stayed about the same | (3) 61% | 614 65% | 511 47% | 103 60% | 296 62% | 318 62% | 69 62% | 129 67% | 122 63% | 107 62% | 75 57% | 113 56% | 145 61% | 181 65% | 143 69% | 145 52% | 168 63% | 169 66% | 138 55% | 91 66% | 49 55% |
| A little worse | (2) 2% | 18 2% | 13 2% | 5 2% | 10 2% | 8 2% | 2 2% | 1 * | 7 4% | 3 2% | 3 2% | 2 1% | 7 3% | 4 1% | 4 2% | 4 1% | 7 3% | 3 1% | 5 2% | 2 1% | 1 2% |
| A lot worse | (1) 1% | 11 1% | 7 1% | 4 2% | 4 1% | 7 1% | 1 1% | 3 1% | 1 1% | 2 1% | 2 1% | 2 1% | 4 2% | 2 1% | 3 1% | 2 1% | 5 2% | 1 * | 3 1% | 1 1% | 1 1% |
| Don't know/No opinion | 109 11% | 40 5% | 69 31% | 71 15% | 37 7% | 15 14% | 10 5% | 23 12% | 20 11% | 17 13% | 24 12% | 24 10% | 27 10% | 20 10% | 38 14% | 28 11% | 22 8% | 27 11% | 15 11% | 17 20% | |
| Mean | 3.36 | 3.37 | 3.31 | 3.30 | 3.41 | 3.32 | 3.37 | 3.29 | 3.31 | 3.34 | 3.47 | 3.30 | 3.33 | 3.21 | 3.55 | 3.30 | 3.34 | 3.44 | 3.34 | 3.36 | |
| Standard deviation | 0.77 | 0.75 | 0.84 | 0.69 | 0.82 | 0.71 | 0.78 | 0.74 | 0.72 | 0.76 | 0.84 | 0.76 | 0.74 | 0.63 | 0.86 | 0.80 | 0.68 | 0.82 | 0.74 | 0.80 | |
| Standard error | 0.03 | 0.03 | 0.07 | 0.03 | 0.04 | 0.08 | 0.07 | 0.06 | 0.05 | 0.06 | 0.06 | 0.05 | 0.05 | 0.04 | 0.06 | 0.05 | 0.04 | 0.05 | 0.07 | 0.09 | |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 8

Q3. Over the last 12 months would you say that Boots has got better, got worse or stayed about the same?

Base : All respondents

| | Total | Region | | | | | | | | | | |
|-----------------------|----------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | | North East | Yorks & Humb. | East Midlands | Eastern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Unweighted base | 1000 | 45 | 88 | 73 | 94 | 139 | 126 | 86 | 51 | 91 | 118 | 89 |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| A lot better | (5) 109 11% | 8 17% | 4 5% | 6 9% | 5 5% | 14 10% | 16 12% | 6 7% | 9 19% | 11 12% | 21 18% | 10 11% |
| A little better | (4) 140 14% | 8 19% | 16 18% | 14 19% | 17 18% | 14 10% | 15 12% | 10 11% | 4 9% | 11 12% | 21 18% | 10 12% |
| Stayed about the same | (3) 614 61% | 25 57% | 55 64% | 48 66% | 65 69% | 90 64% | 77 61% | 59 68% | 32 62% | 56 61% | 57 48% | 49 55% |
| A little worse | (2) 18 2% | 1 2% | 2 2% | - - | 1 1% | 3 2% | 4 3% | 1 1% | 1 1% | 2 3% | 2 2% | 1 2% |
| A lot worse | (1) 11 1% | - - | 1 1% | - - | - - | 1 1% | 3 3% | - - | 1 2% | 1 1% | 2 2% | 1 1% |
| Don't know/No opinion | 109 11% | 3 6% | 9 11% | 5 6% | 6 6% | 17 12% | 11 9% | 11 13% | 4 7% | 11 12% | 15 13% | 17 20% |
| Mean | 3.36 | 3.53 | 3.25 | 3.39 | 3.30 | 3.29 | 3.31 | 3.27 | 3.45 | 3.35 | 3.54 | 3.36 |
| Standard deviation | 0.77 | 0.82 | 0.65 | 0.66 | 0.58 | 0.75 | 0.85 | 0.62 | 0.89 | 0.79 | 0.91 | 0.80 |
| Standard error | 0.03 | 0.13 | 0.07 | 0.08 | 0.06 | 0.07 | 0.08 | 0.07 | 0.13 | 0.09 | 0.09 | 0.09 |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|-----------------|------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------|------------|------------|------------|------------|------------|---------------|--------------------|-----------|
| | Total | Shopper | Non-Shopper | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales & South West | Scotland |
| Unweighted base | 1000 | 790 | 210 | 458 | 542 | 90 | 141 | 196 | 190 | 173 | 210 | 226 | 292 | 223 | 259 | 265 | 258 | 251 | 137 | 89 |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Sex | | | | | | | | | | | | | | | | | | | | |
| Male | 490 49% | 358 46% | 132 60% | 490 100% | - - | 63 57% | 97 50% | 93 48% | 86 50% | 64 49% | 88 43% | 127 54% | 150 54% | 109 53% | 104 38% | 125 47% | 141 55% | 119 48% | 70 51% | 35 40% |
| Female | 510 51% | 423 54% | 87 40% | - - | 510 100% | 48 43% | 95 50% | 99 52% | 86 50% | 67 51% | 114 57% | 111 46% | 128 46% | 99 47% | 173 62% | 141 53% | 117 45% | 130 52% | 68 49% | 54 60% |
| Age | | | | | | | | | | | | | | | | | | | | |
| 18-24 | 111 11% | 76 10% | 35 16% | 63 13% | 48 9% | 111 100% | - - | - - | - - | - - | - - | 24 10% | 39 14% | 28 13% | 19 7% | 39 15% | 22 9% | 32 13% | 10 7% | 9 10% |
| 25-34 | 192 19% | 166 21% | 26 12% | 97 20% | 95 19% | - - | 192 100% | - - | - - | - - | - - | 56 24% | 66 24% | 45 21% | 25 9% | 65 24% | 39 15% | 54 22% | 22 16% | 12 14% |
| 35-44 | 192 19% | 160 21% | 32 15% | 93 19% | 99 19% | - - | - - | 192 100% | - - | - - | - - | 54 23% | 45 16% | 52 25% | 42 15% | 44 16% | 55 21% | 47 19% | 29 21% | 17 19% |
| 45-54 | 172 17% | 134 17% | 38 17% | 86 17% | 86 17% | - - | - - | - - | 172 100% | - - | - - | 47 20% | 63 23% | 36 17% | 27 10% | 43 16% | 43 17% | 45 18% | 22 16% | 19 21% |
| 55-64 | 131 13% | 98 13% | 33 15% | 64 13% | 67 13% | - - | - - | - - | - - | 131 100% | - - | 28 12% | 30 11% | 31 15% | 42 15% | 27 10% | 44 17% | 31 12% | 18 13% | 12 14% |
| 65+ | 202 20% | 146 19% | 56 25% | 88 18% | 114 22% | - - | - - | - - | - - | - - | 202 100% | 29 12% | 34 12% | 17 8% | 123 44% | 47 18% | 55 21% | 42 17% | 37 27% | 20 23% |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | |
|----------------------------|------------|------------|-------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|--------------|-------------|-------------|-------------|-------------|-------------|---------------|--------------------|------------|
| | | Shopper | Non-Shopper | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales & South West | Scotland |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| <u>Social Class</u> | | | | | | | | | | | | | | | | | | | | |
| AB | 238 24% | 192 25% | 46 21% | 127 26% | 111 22% | 24 22% | 56 29% | 54 28% | 47 27% | 28 21% | 29 14% | 238 100% | - | - | - | 77 29% | 57 22% | 53 21% | 37 27% | 14 16% |
| C1 | 277 28% | 224 29% | 53 24% | 150 31% | 128 25% | 39 35% | 66 35% | 45 24% | 63 36% | 30 23% | 34 17% | - | 277 100% | - | - | 74 28% | 73 28% | 67 27% | 34 25% | 30 33% |
| C2 | 208 21% | 167 21% | 41 19% | 109 22% | 99 19% | 28 25% | 45 23% | 52 27% | 36 21% | 31 24% | 17 8% | - | - | 208 100% | - | 55 21% | 66 26% | 44 17% | 26 19% | 18 20% |
| DE | 277 28% | 198 25% | 79 36% | 104 21% | 173 34% | 19 18% | 25 13% | 42 22% | 27 15% | 42 32% | 123 61% | - | - | - | 277 100% | 61 23% | 62 24% | 86 34% | 41 30% | 27 31% |
| <u>Region</u> | | | | | | | | | | | | | | | | | | | | |
| North | 339 34% | 263 34% | 76 35% | 155 32% | 184 36% | 40 36% | 66 34% | 64 33% | 63 37% | 43 32% | 62 31% | 68 28% | 97 35% | 61 29% | 113 41% | - | - | 250 100% | - | 89 100% |
| Midlands | 309 31% | 245 31% | 64 29% | 171 35% | 138 27% | 24 22% | 51 26% | 61 32% | 54 32% | 52 40% | 66 33% | 70 29% | 86 31% | 77 37% | 75 27% | - | 258 100% | - | 51 37% | - |
| South | 353 35% | 273 35% | 79 36% | 165 34% | 188 37% | 46 42% | 75 39% | 67 35% | 54 32% | 37 28% | 73 36% | 100 42% | 95 34% | 69 33% | 88 32% | 266 100% | - | - | 87 63% | - |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | |
|---|------------|------------|-------------|------------|------------|-----------|------------|------------|------------|-----------|------------|--------------|------------|------------|------------|------------|------------|---------------|--------------------|-----------|
| | | Shopper | Non-Shopper | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales & South West | Scotland |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| <u>Working status</u> | | | | | | | | | | | | | | | | | | | | |
| Full-time | 456 46% | 370 47% | 85 39% | 304 62% | 151 30% | 54 49% | 126 66% | 117 61% | 112 65% | 44 34% | 2 1% | 138 58% | 164 59% | 115 55% | 39 14% | 133 50% | 122 47% | 100 40% | 64 46% | 37 42% |
| Part-time | 109 11% | 94 12% | 15 7% | 25 5% | 84 16% | 24 22% | 16 8% | 29 15% | 21 12% | 17 13% | 2 1% | 31 13% | 30 11% | 28 14% | 19 7% | 27 10% | 31 12% | 32 13% | 13 10% | 6 7% |
| Not working but seeking work or temporarily unemployed/sick | 70 7% | 51 7% | 19 9% | 31 6% | 39 8% | 15 14% | 21 11% | 20 10% | 9 5% | 4 3% | 1 * | 7 3% | 11 4% | 16 8% | 36 13% | 19 7% | 11 4% | 28 11% | 5 4% | 7 8% |
| Not working/not seeking work/retired | 358 36% | 259 33% | 98 45% | 128 26% | 230 45% | 16 14% | 26 14% | 26 14% | 29 17% | 66 50% | 195 97% | 61 26% | 68 24% | 48 23% | 181 65% | 84 31% | 95 37% | 87 35% | 54 40% | 37 42% |
| Refused | 8 1% | 7 1% | 1 1% | 2 * | 6 1% | 2 1% | 3 2% | - - | 1 1% | - - | 2 1% | 1 * | 4 2% | 2 1% | 1 * | 3 1% | - - | 3 1% | 1 * | 2 2% |
| <u>Tenure</u> | | | | | | | | | | | | | | | | | | | | |
| Own outright | 280 28% | 225 29% | 55 25% | 139 28% | 141 28% | 19 17% | 26 13% | 24 12% | 42 25% | 59 45% | 110 54% | 67 28% | 77 28% | 45 22% | 91 33% | 64 24% | 73 28% | 73 29% | 44 32% | 26 29% |
| Own with a mortgage | 420 42% | 342 44% | 78 36% | 213 43% | 208 41% | 44 39% | 104 54% | 123 64% | 90 53% | 46 35% | 14 7% | 135 57% | 145 52% | 95 46% | 45 16% | 113 43% | 115 45% | 100 40% | 57 42% | 35 39% |
| Council | 170 17% | 122 16% | 48 22% | 72 15% | 98 19% | 28 25% | 26 14% | 31 16% | 23 13% | 14 11% | 48 24% | 5 2% | 22 8% | 38 18% | 105 38% | 40 15% | 38 15% | 52 21% | 22 16% | 19 21% |
| Rented from someone else | 100 10% | 73 9% | 26 12% | 50 10% | 50 10% | 16 14% | 30 16% | 13 7% | 9 5% | 11 8% | 20 10% | 19 8% | 31 11% | 23 11% | 26 9% | 38 14% | 24 9% | 19 7% | 11 8% | 8 9% |
| Rent free | 7 1% | 3 * | 4 2% | 5 1% | 3 1% | - - | 3 1% | - - | 1 * | - - | 4 2% | 3 1% | - - | - - | 5 2% | 5 2% | - - | - - | 1 1% | 1 1% |
| Refused | 23 2% | 16 2% | 8 3% | 12 2% | 11 2% | 4 3% | 4 2% | 1 * | 7 4% | 1 1% | 7 3% | 9 4% | 3 1% | 7 4% | 4 1% | 6 2% | 7 3% | 7 3% | 2 1% | 1 1% |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | |
|--|------------|------------|-------------|------------|------------|-----------|------------|------------|------------|-----------|------------|--------------|------------|------------|------------|------------|------------|---------------|--------------------|-----------|
| | | Shopper | Non-Shopper | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales & South West | Scotland |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Foreign Holiday in last 3 years | | | | | | | | | | | | | | | | | | | | |
| Yes | 600 60% | 488 62% | 112 51% | 302 62% | 298 58% | 70 63% | 142 74% | 115 60% | 114 66% | 76 58% | 83 41% | 182 76% | 187 67% | 118 57% | 113 41% | 175 66% | 154 60% | 150 60% | 76 55% | 45 51% |
| No | 400 40% | 294 38% | 106 49% | 188 38% | 212 42% | 41 37% | 50 26% | 77 40% | 58 34% | 55 42% | 119 59% | 56 24% | 91 33% | 90 43% | 163 59% | 91 34% | 104 40% | 99 40% | 62 45% | 44 49% |
| Number of cars | | | | | | | | | | | | | | | | | | | | |
| None | 230 23% | 171 22% | 59 27% | 88 18% | 142 28% | 27 24% | 34 18% | 29 15% | 22 13% | 21 16% | 96 48% | 22 9% | 43 16% | 25 12% | 140 51% | 60 23% | 55 21% | 70 28% | 23 17% | 22 24% |
| 1 | 440 44% | 343 44% | 97 44% | 224 46% | 216 42% | 37 33% | 90 47% | 82 43% | 66 38% | 74 57% | 91 45% | 90 38% | 141 51% | 105 51% | 104 38% | 118 44% | 116 45% | 107 43% | 59 43% | 40 45% |
| 2 | 260 26% | 214 27% | 46 21% | 133 27% | 127 25% | 31 28% | 52 27% | 67 35% | 67 39% | 30 23% | 14 7% | 102 43% | 73 26% | 57 27% | 29 10% | 64 24% | 66 26% | 58 23% | 46 34% | 26 29% |
| 3+ | 70 7% | 53 7% | 17 8% | 45 9% | 25 5% | 17 15% | 16 8% | 14 7% | 17 10% | 6 5% | - - | 25 10% | 21 7% | 21 10% | 4 1% | 25 9% | 21 8% | 14 6% | 9 6% | 2 2% |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|-------------------------------|------------|------------|-------------|------------|------------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | Total | Shopper | Non-Shopper | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| <u>Internet Access</u> | | | | | | | | | | | | | | | | | | | | |
| At home | 262 26% | 208 27% | 54 25% | 134 27% | 128 25% | 37 33% | 62 33% | 55 29% | 51 30% | 33 26% | 22 11% | 67 28% | 91 33% | 55 26% | 49 18% | 76 29% | 71 27% | 59 23% | 36 26% | 20 23% |
| At work | 77 8% | 64 8% | 13 6% | 44 9% | 33 7% | 7 7% | 24 13% | 17 9% | 18 11% | 8 6% | 2 1% | 24 10% | 27 10% | 19 9% | 6 2% | 29 11% | 19 8% | 14 6% | 10 7% | 4 5% |
| Both at home and at work | 193 19% | 161 21% | 31 14% | 123 25% | 69 14% | 29 26% | 48 25% | 49 26% | 51 30% | 14 10% | 2 1% | 93 39% | 69 25% | 25 12% | 5 2% | 62 23% | 41 16% | 48 19% | 28 20% | 13 14% |
| Somewhere else | 38 4% | 37 5% | 1 1% | 15 3% | 23 4% | 8 7% | 8 4% | 9 4% | 2 1% | 4 3% | 7 3% | 6 3% | 11 4% | 8 4% | 13 5% | 7 3% | 4 1% | 14 5% | 8 6% | 5 6% |
| Not at all | 430 43% | 311 40% | 119 54% | 174 36% | 255 50% | 30 27% | 49 26% | 62 32% | 48 28% | 72 55% | 168 83% | 47 20% | 79 28% | 100 48% | 203 73% | 92 34% | 123 48% | 115 46% | 53 39% | 47 53% |
| Refused | 1 * | 1 * | - - | - - | 1 * | - - | - - | - - | * * | - - | 1 * | * * | 1 * | - - | - - | - - | - - | - - | 1 1% | - - |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | | |
|---|------------|------------|-------------|------------|------------|-----------|-----------|-----------|-----------|-----------|--------------|------------|-----------|-----------|------------|------------|-----------|---------------|--------------------|-----------|
| | Total | Shopper | Non-Shopper | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Midlands | North England | Wales & South West | Scotland |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| Age Finished Full Time Education | | | | | | | | | | | | | | | | | | | | |
| Up to 15 | 256 26% | 178 23% | 78 36% | 105 21% | 151 30% | 8 7% | 7 4% | 14 7% | 42 25% | 63 48% | 122 61% | 24 10% | 46 17% | 43 21% | 143 52% | 61 23% | 74 29% | 60 24% | 35 25% | 27 30% |
| 16 | 266 27% | 218 28% | 48 22% | 132 27% | 134 26% | 34 30% | 54 28% | 73 38% | 42 25% | 30 23% | 34 17% | 35 15% | 75 27% | 81 39% | 75 27% | 59 22% | 70 27% | 71 28% | 40 29% | 26 29% |
| 17 | 81 8% | 64 8% | 18 8% | 35 7% | 47 9% | 12 11% | 21 11% | 19 10% | 14 8% | 6 4% | 10 5% | 16 7% | 26 9% | 27 13% | 12 4% | 25 9% | 20 8% | 12 5% | 15 11% | 9 10% |
| 18 | 99 10% | 87 11% | 12 5% | 58 12% | 41 8% | 11 10% | 23 12% | 28 14% | 16 9% | 10 7% | 11 6% | 32 13% | 37 13% | 16 8% | 14 5% | 23 9% | 31 12% | 27 11% | 13 9% | 6 6% |
| 19 or over | 258 26% | 210 27% | 48 22% | 139 28% | 119 23% | 32 29% | 87 45% | 54 28% | 48 28% | 22 17% | 16 8% | 121 51% | 79 29% | 33 16% | 25 9% | 92 35% | 56 22% | 66 27% | 29 21% | 15 17% |
| Still in full time education | 20 2% | 13 2% | 8 4% | 10 2% | 10 2% | 13 12% | 1 * | 1 1% | 4 2% | - - | 1 1% | 5 2% | 10 4% | 3 2% | 1 * | 3 1% | 3 1% | 9 4% | 2 2% | 4 4% |
| Had no full time education | 1 * | 1 * | * * | * * | 1 * | - - | - - | 1 1% | - - | * * | - - | - - | - - | * * | 1 * | * * | - - | 1 * | - - | - - |
| Refused | 18 2% | 11 1% | 7 3% | 10 2% | 7 1% | 2 1% | - - | 2 1% | 5 3% | 2 1% | 8 4% | 5 2% | 2 1% | 5 2% | 5 2% | 3 1% | 4 2% | 4 2% | 3 2% | 3 3% |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Total | Boots | | Sex | | Age | | | | | | Social Class | | | | Region | | | | |
|-------------------------------------|------------|------------|-------------|------------|------------|-----------|------------|------------|------------|------------|------------|--------------|------------|------------|------------|------------|------------|----------------|--------------------|-----------|
| | | Shopper | Non-Shopper | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | South East | Mid-lands | North Eng-land | Wales & South West | Scot-land |
| Weighted base | 1000 | 781 | 219 | 490 | 510 | 111 | 192 | 192 | 172 | 131 | 202 | 238 | 277 | 208 | 277 | 266 | 258 | 250 | 137 | 89 |
| <u>Marital Status</u> | | | | | | | | | | | | | | | | | | | | |
| Single | 226 23% | 160 20% | 65 30% | 150 31% | 75 15% | 74 67% | 56 29% | 40 21% | 22 13% | 14 10% | 20 10% | 59 25% | 72 26% | 42 20% | 52 19% | 69 26% | 56 22% | 66 26% | 24 17% | 11 13% |
| Married/ co-habiting | 576 58% | 466 60% | 110 50% | 274 56% | 301 59% | 34 30% | 126 65% | 124 65% | 111 65% | 85 65% | 96 48% | 156 66% | 165 60% | 137 66% | 118 43% | 143 54% | 152 59% | 132 53% | 87 63% | 61 68% |
| Widowed/ separated/ divorced | 193 19% | 153 20% | 40 18% | 61 12% | 132 26% | 3 3% | 11 6% | 28 15% | 36 21% | 31 24% | 83 41% | 21 9% | 39 14% | 28 13% | 105 38% | 53 20% | 48 19% | 50 20% | 25 19% | 17 19% |
| Refused | 6 1% | 2 * | 4 2% | 4 1% | 2 * | - - | - - | - - | 2 1% | 1 1% | 2 1% | 2 1% | 1 * | 1 1% | 2 1% | 1 * | 2 1% | 2 1% | 1 1% | - - |
| <u>Children in Household</u> | | | | | | | | | | | | | | | | | | | | |
| None aged 18 or under | 651 65% | 492 63% | 160 73% | 342 70% | 310 61% | 82 74% | 87 45% | 61 32% | 100 58% | 125 95% | 196 97% | 157 66% | 180 65% | 103 49% | 211 76% | 173 65% | 170 66% | 163 65% | 92 67% | 53 60% |
| Yes (net) | 339 34% | 282 36% | 58 26% | 148 30% | 192 38% | 29 26% | 101 52% | 130 68% | 71 41% | 7 5% | 3 2% | 79 33% | 93 34% | 104 50% | 64 23% | 90 34% | 87 34% | 82 33% | 45 33% | 34 39% |
| - Aged under 5 | 131 13% | 111 14% | 20 9% | 52 11% | 79 15% | 24 21% | 62 32% | 37 19% | 7 4% | 1 * | - - | 28 12% | 45 16% | 34 16% | 24 9% | 36 14% | 29 11% | 24 10% | 23 17% | 17 19% |
| - Aged 5-10 | 153 15% | 133 17% | 21 9% | 73 15% | 80 16% | 7 6% | 53 28% | 75 39% | 17 10% | 2 1% | - - | 43 18% | 28 10% | 59 28% | 23 8% | 39 15% | 35 14% | 42 17% | 20 15% | 17 19% |
| - Aged 11-15 | 135 14% | 109 14% | 26 12% | 58 12% | 77 15% | 3 3% | 17 9% | 71 37% | 41 24% | 3 2% | - - | 30 12% | 35 13% | 37 18% | 33 12% | 34 13% | 41 16% | 29 12% | 18 13% | 13 15% |
| - Aged 16-18 | 71 7% | 60 8% | 11 5% | 34 7% | 37 7% | 2 2% | 4 2% | 25 13% | 34 20% | 3 2% | 3 2% | 10 4% | 20 7% | 19 9% | 22 8% | 15 6% | 22 9% | 19 8% | 8 6% | 6 6% |
| Refused | 9 1% | 8 1% | 1 1% | 1 * | 9 2% | - - | 4 2% | 1 * | 1 1% | - - | 2 1% | 2 1% | 4 1% | 2 1% | 2 1% | 3 1% | 1 * | 4 1% | - - | 1 2% |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Region | | | | | | | | | | | |
|-------------------|------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | Total | North East | Yorks & Humb. | East Midlands | East-ern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Unweighted base | 1000 | 45 | 88 | 73 | 94 | 139 | 126 | 86 | 51 | 91 | 118 | 89 |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| <u>Sex</u> | | | | | | | | | | | | |
| Male | 490 49% | 17 39% | 47 54% | 40 56% | 56 60% | 68 48% | 57 46% | 39 46% | 30 59% | 44 48% | 55 46% | 35 40% |
| Female | 510 51% | 27 61% | 40 46% | 32 44% | 38 40% | 72 52% | 69 54% | 47 54% | 21 41% | 48 52% | 63 54% | 54 60% |
| <u>Age</u> | | | | | | | | | | | | |
| 18-24 | 111 11% | 6 13% | 11 12% | 3 4% | 7 7% | 15 11% | 24 19% | 7 8% | 2 5% | 12 13% | 15 13% | 9 10% |
| 25-34 | 192 19% | 13 30% | 18 20% | 11 16% | 15 16% | 30 21% | 35 28% | 10 12% | 12 24% | 12 13% | 23 20% | 12 14% |
| 35-44 | 192 19% | 5 11% | 19 22% | 17 23% | 19 20% | 24 17% | 20 16% | 23 27% | 6 12% | 20 22% | 23 20% | 17 19% |
| 45-54 | 172 17% | 9 20% | 17 19% | 11 16% | 18 19% | 27 19% | 16 13% | 11 12% | 11 22% | 14 15% | 19 16% | 19 21% |
| 55-64 | 131 13% | 4 8% | 10 12% | 13 18% | 16 17% | 20 14% | 7 6% | 10 11% | 8 16% | 15 16% | 16 14% | 12 14% |
| 65+ | 202 20% | 8 19% | 13 14% | 17 23% | 19 20% | 24 17% | 23 18% | 26 30% | 11 22% | 19 21% | 21 18% | 20 23% |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Region | | | | | | | | | | | |
|----------------------------|------------|------------|---------------|---------------|------------|-------------|-------------|------------|------------|---------------|-------------|------------|
| | Total | North East | Yorks & Humb. | East Midlands | Eastern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| <u>Social Class</u> | | | | | | | | | | | | |
| AB | 238 24% | 9 19% | 23 26% | 19 26% | 20 21% | 37 27% | 39 31% | 23 27% | 13 26% | 18 20% | 22 19% | 14 16% |
| C1 | 277 28% | 13 30% | 24 27% | 21 29% | 27 28% | 37 26% | 37 29% | 21 24% | 13 25% | 25 27% | 30 25% | 30 33% |
| C2 | 208 21% | 8 18% | 14 16% | 17 23% | 28 30% | 33 23% | 22 18% | 14 17% | 11 22% | 22 24% | 22 18% | 18 20% |
| DE | 277 28% | 15 34% | 26 30% | 15 21% | 20 21% | 33 24% | 27 22% | 28 32% | 14 27% | 27 29% | 45 38% | 27 31% |
| <u>Region</u> | | | | | | | | | | | | |
| North | 339 34% | 45 100% | 87 100% | - - | - - | - - | - - | - - | - - | - - | 118 100% | 89 100% |
| Midlands | 309 31% | - - | - - | 73 100% | 94 100% | - - | - - | - - | 51 100% | 91 100% | - - | - - |
| South | 353 35% | - - | - - | - - | - - | 140 100% | 126 100% | 87 100% | - - | - - | - - | - - |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Region | | | | | | | | | | | |
|---|------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | Total | North East | Yorks & Humb. | East Midlands | East-ern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| <u>Working status</u> | | | | | | | | | | | | |
| Full-time | 456 46% | 17 39% | 39 45% | 34 47% | 48 51% | 74 53% | 59 47% | 42 48% | 22 43% | 40 43% | 44 37% | 37 42% |
| Part-time | 109 11% | 4 10% | 13 15% | 9 12% | 9 10% | 11 8% | 16 13% | 7 8% | 7 13% | 13 14% | 14 12% | 6 7% |
| Not working but seeking work or temporarily unemployed/sick | 70 7% | 3 7% | 10 12% | 4 6% | 4 4% | 9 6% | 10 8% | 2 3% | 3 6% | 3 3% | 14 12% | 7 8% |
| Not working/not seeking work/retired | 358 36% | 20 44% | 24 27% | 26 35% | 33 35% | 44 31% | 40 32% | 36 41% | 19 37% | 37 40% | 44 37% | 37 42% |
| Refused | 8 1% | - - | 1 1% | - - | - - | 2 2% | 1 1% | - - | 1 1% | - - | 2 2% | 2 2% |
| <u>Tenure</u> | | | | | | | | | | | | |
| Own outright | 280 28% | 11 24% | 29 33% | 30 41% | 20 21% | 37 26% | 27 22% | 27 31% | 17 33% | 24 26% | 34 29% | 26 29% |
| Own with a mortgage | 420 42% | 18 41% | 38 44% | 25 34% | 46 49% | 65 46% | 48 38% | 34 39% | 24 47% | 44 48% | 43 37% | 35 39% |
| Council | 170 17% | 13 28% | 16 18% | 10 13% | 14 15% | 17 12% | 23 18% | 13 16% | 8 16% | 14 16% | 24 20% | 19 21% |
| Rented from someone else | 100 10% | 3 8% | 4 4% | 8 11% | 10 10% | 18 13% | 20 16% | 10 12% | 1 2% | 7 7% | 12 10% | 8 9% |
| Rent free | 7 1% | - - | - - | - - | - - | 2 1% | 4 3% | 1 1% | - - | - - | - - | 1 1% |
| Refused | 23 2% | - - | 1 1% | 1 1% | 4 5% | 2 2% | 4 3% | 1 1% | 1 2% | 2 2% | 6 5% | 1 1% |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Region | | | | | | | | | | | |
|---|------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | Total | North East | Yorks & Humb. | East Midlands | East-ern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| <u>Foreign Holiday in last 3 years</u> | | | | | | | | | | | | |
| Yes | 600 60% | 23 52% | 56 65% | 41 57% | 55 58% | 84 60% | 91 72% | 44 51% | 31 62% | 58 64% | 71 60% | 45 51% |
| No | 400 40% | 21 48% | 31 35% | 32 43% | 39 42% | 56 40% | 35 28% | 42 49% | 19 38% | 33 36% | 47 40% | 44 49% |
| <u>Number of cars</u> | | | | | | | | | | | | |
| None | 230 23% | 18 39% | 19 21% | 19 27% | 16 17% | 17 12% | 43 34% | 16 19% | 7 13% | 20 21% | 34 29% | 22 24% |
| 1 | 440 44% | 18 41% | 37 42% | 33 45% | 42 45% | 64 46% | 54 43% | 38 44% | 21 41% | 41 45% | 52 44% | 40 45% |
| 2 | 260 26% | 8 19% | 25 28% | 16 22% | 29 31% | 41 30% | 22 18% | 28 32% | 18 35% | 22 24% | 25 21% | 26 29% |
| 3+ | 70 7% | 1 1% | 7 8% | 5 6% | 7 8% | 17 12% | 7 6% | 4 5% | 5 10% | 9 10% | 6 5% | 2 2% |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Region | | | | | | | | | | | |
|-------------------------------|------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | Total | North East | Yorks & Humb. | East Midlands | East-ern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| <u>Internet Access</u> | | | | | | | | | | | | |
| At home | 262 26% | 12 27% | 18 21% | 20 27% | 25 26% | 44 31% | 32 26% | 23 26% | 13 26% | 26 29% | 28 24% | 20 23% |
| At work | 77 8% | 1 3% | 9 10% | 4 6% | 10 10% | 12 8% | 17 14% | 5 6% | 5 10% | 6 6% | 4 4% | 4 5% |
| Both at home and at work | 193 19% | 10 21% | 21 24% | 10 14% | 15 16% | 34 24% | 28 22% | 18 20% | 10 21% | 16 17% | 18 15% | 13 14% |
| Somewhere else | 38 4% | 2 5% | 3 4% | 3 4% | - - | 2 2% | 5 4% | 7 8% | 2 4% | 1 1% | 8 7% | 5 6% |
| Not at all | 430 43% | 20 44% | 36 41% | 36 49% | 44 47% | 48 34% | 44 35% | 35 40% | 19 37% | 43 47% | 59 50% | 47 53% |
| Refused | 1 * | - - | - - | - - | - - | - - | - - | - - | 1 3% | - - | - - | - - |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Region | | | | | | | | | | | |
|--|------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | Total | North East | Yorks & Humb. | East Midlands | East-ern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| <u>Age Finished Full Time Education</u> | | | | | | | | | | | | |
| Up to 15 | 256 26% | 11 25% | 15 18% | 19 27% | 28 29% | 40 28% | 21 17% | 25 28% | 10 20% | 27 30% | 33 28% | 27 30% |
| 16 | 266 27% | 14 31% | 25 28% | 24 33% | 29 31% | 31 22% | 28 22% | 25 28% | 15 30% | 18 19% | 32 27% | 26 29% |
| 17 | 81 8% | 5 10% | 2 3% | 5 7% | 4 4% | 16 11% | 9 8% | 9 10% | 6 13% | 10 11% | 5 5% | 9 10% |
| 18 | 99 10% | 2 6% | 12 14% | 10 14% | 13 14% | 11 8% | 12 9% | 8 10% | 4 8% | 8 8% | 12 11% | 6 6% |
| 19 or over | 258 26% | 11 25% | 27 31% | 13 17% | 18 20% | 42 30% | 50 40% | 18 20% | 12 23% | 25 27% | 28 24% | 15 17% |
| Still in full time education | 20 2% | 1 2% | 4 4% | 2 2% | - - | 1 * | 2 2% | 1 1% | 1 2% | 1 1% | 4 3% | 4 4% |
| Had no full time education | 1 * | - - | - - | - - | - - | - - | * * | - - | - - | - - | 1 1% | - - |
| Refused | 18 2% | 1 2% | 2 2% | - - | 2 2% | 1 * | 3 2% | 2 2% | 2 4% | 3 3% | 2 1% | 3 3% |

Retail Week

Fieldwork : October 31st - November 2nd 2003

Absolutes/col percents

Table 9
Classification
Base: All respondents

| | Region | | | | | | | | | | | |
|-------------------------------------|------------|------------|---------------|---------------|-----------|------------|-----------|------------|-----------|---------------|------------|-----------|
| | Total | North East | Yorks & Humb. | East Midlands | East-ern | South East | London | South West | Wales | West Midlands | North West | Scotland |
| Weighted base | 1000 | 45 | 87 | 73 | 94 | 140 | 126 | 87 | 51 | 91 | 118 | 89 |
| <u>Marital Status</u> | | | | | | | | | | | | |
| Single | 226 23% | 13 29% | 18 20% | 17 23% | 16 17% | 24 17% | 45 36% | 16 18% | 8 15% | 23 26% | 35 30% | 11 13% |
| Married/ co-habiting | 576 58% | 26 58% | 48 55% | 37 51% | 60 64% | 87 62% | 56 45% | 52 60% | 35 70% | 55 60% | 59 50% | 61 68% |
| Widowed/ separated/ divorced | 193 19% | 6 13% | 20 23% | 19 26% | 16 17% | 29 21% | 23 19% | 18 21% | 8 15% | 13 14% | 24 20% | 17 19% |
| Refused | 6 1% | - - | 1 1% | - - | 2 2% | 1 * | 1 1% | 1 1% | - - | - - | 1 1% | - - |
| <u>Children in Household</u> | | | | | | | | | | | | |
| None aged 18 or under | 651 65% | 28 63% | 59 68% | 48 67% | 64 68% | 90 64% | 82 66% | 59 68% | 33 66% | 57 63% | 76 65% | 53 60% |
| Yes (net) | 339 34% | 16 37% | 27 32% | 24 33% | 29 31% | 47 34% | 43 34% | 28 32% | 17 34% | 34 37% | 39 33% | 34 39% |
| - Aged under 5 | 131 13% | 4 9% | 10 11% | 7 10% | 9 9% | 17 12% | 19 15% | 13 15% | 11 21% | 13 15% | 11 9% | 17 19% |
| - Aged 5-10 | 153 15% | 9 21% | 12 14% | 13 17% | 11 12% | 22 16% | 17 14% | 12 14% | 8 16% | 11 12% | 20 17% | 17 19% |
| - Aged 11-15 | 135 14% | 9 20% | 8 9% | 9 13% | 14 15% | 21 15% | 13 10% | 13 15% | 5 10% | 18 20% | 12 10% | 13 15% |
| - Aged 16-18 | 71 7% | 2 4% | 7 8% | 5 7% | 11 12% | 8 6% | 7 6% | 7 8% | 2 3% | 6 7% | 11 9% | 6 6% |
| Refused | 9 1% | - - | 1 1% | - - | 1 1% | 2 2% | 1 1% | - - | - - | - - | 3 3% | 1 2% |

| | Page | Table | Title | Base Description | Base |
|--|------|-------|--|------------------------|------|
| | 1 | 1 | Q1. Do you shop at Boots nowadays for any of these things? | Base : All respondents | 1000 |
| | 2 | 1 | Q1. Do you shop at Boots nowadays for any of these things? | Base : All respondents | 1000 |
| | 3 | 2 | Q2. Generally speaking, how would you rate Boots on each of the following? Their prices | Base : All respondents | 1000 |
| | 4 | 2 | Q2. Generally speaking, how would you rate Boots on each of the following? Their prices | Base : All respondents | 1000 |
| | 5 | 3 | Q2. Generally speaking, how would you rate Boots on each of the following? Their product range | Base : All respondents | 1000 |
| | 6 | 3 | Q2. Generally speaking, how would you rate Boots on each of the following? Their product range | Base : All respondents | 1000 |
| | 7 | 4 | Q2. Generally speaking, how would you rate Boots on each of the following? The availability, manner and appearance of their staff | Base : All respondents | 1000 |
| | 8 | 4 | Q2. Generally speaking, how would you rate Boots on each of the following? The availability, manner and appearance of their staff | Base : All respondents | 1000 |
| | 9 | 5 | Q2. Generally speaking, how would you rate Boots on each of the following? How quickly and efficiently you are served at the till | Base : All respondents | 1000 |
| | 10 | 5 | Q2. Generally speaking, how would you rate Boots on each of the following? How quickly and efficiently you are served at the till | Base : All respondents | 1000 |
| | 11 | 6 | Q2. Generally speaking, how would you rate Boots on each of the following? The design & layout of their stores | Base : All respondents | 1000 |
| | 12 | 6 | Q2. Generally speaking, how would you rate Boots on each of the following? The design & layout of their stores | Base : All respondents | 1000 |
| | 13 | 7 | Q2. Generally speaking, how would you rate Boots on each of the following? The Boots Advantage card | Base : All respondents | 1000 |
| | 14 | 7 | Q2. Generally speaking, how would you rate Boots on each of the following? The Boots Advantage card | Base : All respondents | 1000 |
| | 15 | 8 | Q3. Over the last 12 months would you say that Boots has got better, got worse or stayed about the same? | Base : All respondents | 1000 |
| | 16 | 8 | Q3. Over the last 12 months would you say that Boots has got better, got worse or stayed about the same? | Base : All respondents | 1000 |
| | 17 | 9 | Classification / Sex / Age | Base: All respondents | 1000 |
| | 18 | 9 | Classification / Social Class / Region | Base: All respondents | 1000 |
| | 19 | 9 | Classification / Working status / Tenure | Base: All respondents | 1000 |

| | Page | Table | Title | Base Description | Base |
|--|------|-------|---|-----------------------|------|
| | 20 | 9 | Classification / Foreign Holiday in last 3 years / Number of cars | Base: All respondents | 1000 |
| | 21 | 9 | Classification / Internet Access | Base: All respondents | 1000 |
| | 22 | 9 | Classification / Age Finished Full Time Education | Base: All respondents | 1000 |
| | 23 | 9 | Classification / Marital Status / Children in Household | Base: All respondents | 1000 |
| | 24 | 9 | Classification / Sex / Age | Base: All respondents | 1000 |
| | 25 | 9 | Classification / Social Class / Region | Base: All respondents | 1000 |
| | 26 | 9 | Classification / Working status / Tenure | Base: All respondents | 1000 |
| | 27 | 9 | Classification / Foreign Holiday in last 3 years / Number of cars | Base: All respondents | 1000 |
| | 28 | 9 | Classification / Internet Access | Base: All respondents | 1000 |
| | 29 | 9 | Classification / Age Finished Full Time Education | Base: All respondents | 1000 |
| | 30 | 9 | Classification / Marital Status / Children in Household | Base: All respondents | 1000 |