

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 1

Q.1 Which of the following statements do you most agree with...?**Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	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	1010	470	540	86	152	205	206	165	196	296	237	191	286	267	265	250	141	87
Weighted base	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
My local town centre has too many chain stores, and not enough independent retailers	304 30%	153 32%	151 29%	23 21%	51 29%	62 31%	48 28%	54 36%	65 32%	82 32%	98 33%	52 24%	73 29%	96 36%	71 27%	65 26%	40 29%	33 37%
The balance between chain stores and independent retailers is about right	476 47%	244 50%	232 44%	68 61%	87 51%	100 49%	81 47%	63 42%	78 39%	131 52%	132 45%	104 49%	109 43%	116 43%	140 53%	126 51%	63 45%	32 36%
My local town centre has too many independent retailers and not enough chain stores	170 17%	66 14%	104 20%	20 18%	27 16%	32 16%	30 17%	25 16%	36 18%	33 13%	49 17%	43 20%	45 18%	42 16%	38 14%	43 17%	30 21%	17 19%
Don't know/ no opinion	60 6%	22 4%	38 7%	- -	7 4%	8 4%	12 7%	9 6%	23 11%	8 3%	13 5%	14 6%	25 10%	15 6%	14 5%	15 6%	8 6%	7 8%

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Q.1 Which of the following statements do you most agree with...?**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	1010	46	87	75	97	143	124	88	53	93	117	87
Weighted base	1010	46	86	74	97	142	127	89	52	92	116	89
My local town centre has too many chain stores, and not enough independent retailers	304 30%	13 29%	23 26%	17 23%	26 27%	52 37%	44 34%	24 27%	16 31%	27 29%	28 24%	33 37%
The balance between chain stores and independent retailers is about right	476 47%	20 43%	47 55%	43 58%	52 54%	63 44%	53 41%	43 48%	20 39%	45 49%	59 51%	32 36%
My local town centre has too many independent retailers and not enough chain stores	170 17%	11 25%	10 11%	10 13%	15 15%	20 14%	22 17%	20 22%	10 20%	13 14%	22 19%	17 19%
Don't know/ no opinion	60 6%	2 3%	6 7%	4 5%	4 4%	6 4%	9 7%	3 3%	5 10%	7 7%	7 6%	7 8%

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Table 2

Q.2 All things being equal, would you prefer to buy from local independent retailers where possible, would you prefer to buy from chain stores or don't you have any strong feelings either way?

Base: All respondents

	Sex		Age					Social Class				Region						
	Total	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	1010	470	540	86	152	205	206	165	196	296	237	191	286	267	265	250	141	87
Weighted base	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
Prefer to buy from local independent retailers	264 26%	130 27%	134 25%	22 20%	33 19%	61 30%	35 20%	47 31%	66 33%	77 31%	83 28%	47 22%	56 22%	74 27%	53 20%	62 25%	50 36%	25 28%
Prefer chain stores	94 9%	50 10%	45 9%	7 6%	19 11%	14 7%	18 10%	20 13%	17 8%	19 7%	30 10%	24 11%	22 9%	31 11%	26 10%	21 8%	10 7%	7 8%
No strong feelings/no preference	638 63%	298 61%	340 65%	82 74%	119 69%	127 63%	115 67%	82 54%	112 56%	156 62%	172 59%	139 66%	170 67%	161 60%	182 69%	161 65%	81 57%	53 60%
Don't know/ haven't thought about it	14 1%	7 1%	7 1%	- -	- -	- -	4 3%	3 2%	7 3%	* *	7 2%	2 1%	4 2%	3 1%	3 1%	4 2%	- -	4 5%

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Q.2 All things being equal, would you prefer to buy from local independent retailers where possible, would you prefer to buy from chain stores or don't you have any strong feelings either way?

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	1010	46	87	75	97	143	124	88	53	93	117	87
Weighted base	1010	46	86	74	97	142	127	89	52	92	116	89
Prefer to buy from local independent retailers	264 26%	11 23%	28 32%	7 10%	25 26%	41 29%	32 25%	29 32%	22 42%	21 22%	24 20%	25 28%
Prefer chain stores	94 9%	5 11%	5 5%	5 7%	8 9%	13 9%	18 14%	4 4%	6 11%	12 13%	11 10%	7 8%
No strong feelings/no preference	638 63%	30 66%	52 60%	60 81%	63 66%	86 60%	76 60%	57 63%	24 47%	59 63%	79 68%	53 60%
Don't know/ haven't thought about it	14 1%	-	2 2%	2 2%	-	2 1%	1 1%	-	-	1 1%	2 2%	4 5%

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Table 3

Q.3 Do you think the choice of different retailers in your town centre is greater, less or about the same as it was 10 years ago?**Base: All respondents**

	Sex		Age					Social Class				Region						
	Total	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	1010	470	540	86	152	205	206	165	196	296	237	191	286	267	265	250	141	87
Weighted base	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
Greater choice	396 39%	192 40%	204 39%	55 50%	82 48%	88 44%	63 36%	42 28%	66 33%	105 42%	109 37%	86 41%	96 38%	104 39%	119 45%	95 38%	39 28%	39 44%
Less choice	293 29%	139 29%	154 29%	18 16%	35 20%	48 24%	62 36%	58 39%	72 35%	78 31%	80 27%	63 30%	72 29%	78 29%	65 25%	68 28%	52 37%	30 34%
Hasn't changed	256 25%	130 27%	126 24%	34 31%	35 20%	52 26%	41 24%	42 28%	51 25%	52 21%	84 29%	52 25%	66 26%	69 26%	55 21%	71 28%	42 30%	18 21%
Don't know/ can't say	65 6%	23 5%	42 8%	4 4%	20 12%	14 7%	6 3%	9 6%	13 6%	17 7%	20 7%	11 5%	18 7%	18 7%	24 9%	14 6%	8 6%	2 2%

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Table 3

Q.3 Do you think the choice of different retailers in your town centre is greater, less or about the same as it was 10 years ago?

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	1010	46	87	75	97	143	124	88	53	93	117	87
Weighted base	1010	46	86	74	97	142	127	89	52	92	116	89
Greater choice	396 39%	16 34%	36 42%	33 45%	39 40%	54 38%	49 39%	22 25%	17 32%	47 51%	44 38%	39 44%
Less choice	293 29%	16 34%	21 25%	13 18%	29 30%	45 32%	33 26%	29 33%	22 43%	23 25%	31 27%	30 34%
Hasn't changed	256 25%	13 28%	23 27%	23 31%	16 17%	33 23%	36 29%	32 36%	10 20%	16 17%	35 30%	18 21%
Don't know/ can't say	65 6%	2 3%	6 7%	4 6%	13 14%	10 7%	8 7%	6 6%	2 4%	7 7%	7 6%	2 2%

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Table 4

Q.4 How satisfied are you with the range of local produce stocked by the supermarket where you do your main grocery shop?**Base: All respondents**

	Sex			Age						Social Class				Region				
	Total	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	1010	470	540	86	152	205	206	165	196	296	237	191	286	267	265	250	141	87
Weighted base	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
NET: Satisfied	778	369	409	89	131	148	133	115	162	185	233	161	198	200	210	195	108	66
	77%	76%	78%	80%	76%	73%	77%	76%	80%	73%	80%	76%	79%	74%	80%	78%	76%	74%
Very satisfied	(4) 320	134	186	32	60	60	51	53	64	78	89	72	81	73	89	84	44	30
	32%	28%	35%	29%	35%	30%	30%	35%	32%	31%	30%	34%	32%	27%	34%	34%	31%	34%
Quite satisfied	(3) 458	235	223	57	71	88	81	62	98	107	145	89	117	127	121	111	63	36
	45%	48%	43%	51%	41%	44%	47%	41%	49%	43%	49%	42%	46%	47%	46%	45%	45%	41%
Not very satisfied	(2) 141	68	73	18	22	31	22	24	23	41	38	31	30	41	35	27	21	17
	14%	14%	14%	17%	13%	15%	13%	16%	11%	16%	13%	14%	12%	15%	13%	11%	15%	19%
Not at all satisfied	(1) 69	39	30	4	13	18	14	10	9	22	13	15	19	19	15	19	10	5
	7%	8%	6%	4%	8%	9%	8%	7%	5%	9%	5%	7%	8%	7%	6%	8%	7%	5%
NET: Not satisfied	210	107	103	22	35	49	36	34	32	63	52	45	50	61	50	46	31	21
	21%	22%	20%	20%	20%	24%	21%	23%	16%	25%	18%	21%	20%	23%	19%	18%	22%	24%
Don't know/ no opinion	22	9	14	-	6	4	2	2	8	4	8	6	5	9	3	8	2	2
	2%	2%	3%	-	3%	2%	1%	1%	4%	2%	3%	3%	2%	3%	1%	3%	1%	2%
Mean	3.04	2.97	3.10	3.05	3.07	2.96	3.00	3.05	3.12	2.97	3.08	3.06	3.05	2.97	3.09	3.08	3.02	3.04
Standard deviation	0.86	0.87	0.85	0.78	0.90	0.91	0.88	0.89	0.79	0.91	0.79	0.88	0.87	0.86	0.84	0.88	0.88	0.87
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.07	0.06	0.05	0.05	0.06	0.05	0.05	0.05	0.06	0.07	0.09

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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	1010	46	87	75	97	143	124	88	53	93	117	87
Weighted base	1010	46	86	74	97	142	127	89	52	92	116	89
NET: Satisfied	778 77%	37 81%	64 74%	63 85%	78 80%	102 72%	98 77%	62 69%	46 89%	70 75%	94 81%	66 74%
Very satisfied	(4) 32%	17 38%	27 31%	26 34%	37 38%	45 32%	28 22%	25 28%	19 37%	26 29%	40 35%	30 34%
Quite satisfied	(3) 45%	20 43%	37 43%	37 50%	41 42%	56 40%	71 56%	37 41%	27 52%	43 47%	54 46%	36 41%
Not very satisfied	(2) 14%	4 9%	12 13%	4 6%	13 14%	28 20%	13 10%	15 17%	6 11%	17 19%	11 9%	17 19%
Not at all satisfied	(1) 7%	4 9%	7 9%	7 9%	6 6%	10 7%	10 8%	10 12%	- -	3 3%	7 6%	5 5%
NET: Not satisfied	210 21%	9 19%	19 22%	11 15%	19 20%	38 27%	23 18%	26 29%	6 11%	20 22%	18 16%	21 24%
Don't know/ no opinion	22 2%	- -	4 4%	- -	- -	2 2%	6 5%	2 2%	- -	3 3%	4 3%	2 2%
Mean	3.04	3.09	3.00	3.10	3.13	2.98	2.96	2.88	3.25	3.04	3.13	3.04
Standard deviation	0.86	0.93	0.91	0.88	0.86	0.90	0.81	0.97	0.65	0.78	0.84	0.87
Standard error	0.03	0.14	0.10	0.10	0.09	0.08	0.07	0.10	0.09	0.08	0.08	0.09

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Table 5
Classification
Base: All respondents

	Sex			Age						Social Class				Region					
	Total	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	1010	470	540	86	152	205	206	165	196	296	237	191	286	267	265	250	141	87	
Weighted base	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89	
Sex																			
Male	485	485	-	68	78	93	72	79	94	133	128	114	110	131	130	108	68	48	
	48%	100%	-	62%	45%	46%	42%	52%	47%	53%	44%	54%	43%	49%	49%	44%	48%	54%	
Female	525	-	525	43	94	109	99	72	108	119	165	98	143	138	134	140	73	41	
	52%	-	100%	38%	55%	54%	58%	48%	53%	47%	56%	46%	57%	51%	51%	56%	52%	46%	
Age																			
18-24	(21)	111	68	43	111	-	-	-	-	30	30	29	22	28	34	27	15	7	
		11%	14%	8%	100%	-	-	-	-	12%	10%	14%	9%	11%	13%	11%	10%	8%	
25-34	(29.5)	172	78	94	-	172	-	-	-	46	68	35	23	44	46	44	26	11	
		17%	16%	18%	-	100%	-	-	-	18%	23%	16%	9%	16%	18%	18%	18%	13%	
35-44	(39.5)	202	93	109	-	-	202	-	-	61	63	36	42	61	59	43	25	14	
		20%	19%	21%	-	-	100%	-	-	24%	22%	17%	16%	23%	22%	17%	18%	16%	
45-54	(49.5)	172	72	99	-	-	-	172	-	38	54	46	34	39	49	46	25	13	
		17%	15%	19%	-	-	-	100%	-	15%	19%	22%	13%	14%	19%	18%	18%	15%	
55-64	(59.5)	151	79	72	-	-	-	-	151	29	35	42	45	38	36	38	25	15	
		15%	16%	14%	-	-	-	-	100%	11%	12%	20%	18%	14%	14%	15%	17%	16%	
65+	(70)	202	94	108	-	-	-	-	-	202	49	42	24	86	59	39	50	28	
		20%	19%	21%	-	-	-	-	-	100%	19%	14%	11%	34%	22%	15%	20%	32%	
Average age		46.56	45.97	47.11	21.00	29.50	39.50	49.50	59.50	70.00	45.20	43.91	44.96	52.35	46.90	44.52	46.74	46.50	51.21

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Base: All respondents

	Sex		Age						Social Class				Region					
	Total	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	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
<u>Social Class</u>																		
AB	253 25%	133 27%	119 23%	30 27%	46 27%	61 30%	38 22%	29 19%	49 24%	253 100%	-	-	-	71 26%	61 23%	59 24%	35 25%	27 30%
C1	293 29%	128 26%	165 31%	30 27%	68 40%	63 31%	54 32%	35 23%	42 21%	-	293 100%	-	-	89 33%	77 29%	59 24%	40 28%	27 31%
C2	212 21%	114 24%	98 19%	29 26%	35 20%	36 18%	46 27%	42 28%	24 12%	-	-	212 100%	-	57 21%	57 22%	55 22%	32 23%	11 12%
DE	253 25%	110 23%	143 27%	22 20%	23 13%	42 21%	34 20%	45 30%	86 43%	-	-	-	253 100%	52 19%	69 26%	75 30%	33 24%	24 27%
<u>Region</u>																		
North	337 33%	156 32%	181 34%	34 31%	56 32%	57 28%	59 34%	53 35%	78 39%	86 34%	87 30%	66 31%	99 39%	-	-	248 100%	-	89 100%
Midlands	315 31%	148 31%	166 32%	37 34%	58 34%	67 33%	60 35%	42 28%	51 25%	73 29%	92 31%	67 31%	83 33%	-	263 100%	-	52 37%	-
South	358 35%	180 37%	178 34%	39 35%	58 34%	78 39%	53 31%	56 37%	73 36%	94 37%	114 39%	80 38%	71 28%	269 100%	-	-	89 63%	-

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	Sex		Age						Social Class				Region					
	Total	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	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
<u>Working status</u>																		
Full-time	448 44%	264 54%	184 35%	63 56%	108 63%	117 58%	105 61%	52 34%	4 2%	136 54%	153 52%	110 52%	49 19%	113 42%	124 47%	117 47%	63 45%	32 36%
Part-time	113 11%	29 6%	84 16%	14 12%	19 11%	39 19%	21 12%	14 9%	7 3%	27 11%	44 15%	24 11%	17 7%	36 13%	25 10%	22 9%	22 15%	8 9%
Not working but seeking work or temporarily unemployed/sick	75 7%	37 8%	38 7%	11 10%	23 13%	20 10%	12 7%	9 6%	- -	11 5%	19 7%	18 9%	26 10%	26 10%	21 8%	13 5%	11 8%	5 6%
Not working/not seeking work/retired	372 37%	155 32%	217 41%	23 21%	22 13%	25 12%	34 20%	76 50%	191 95%	78 31%	75 26%	59 28%	160 63%	94 35%	92 35%	97 39%	46 32%	44 49%
Refused	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -
<u>Tenure</u>																		
Own outright	323 32%	171 35%	152 29%	23 21%	13 8%	24 12%	54 32%	71 47%	137 68%	82 33%	89 31%	70 33%	81 32%	78 29%	80 30%	77 31%	53 38%	35 40%
Own with a mortgage	414 41%	190 39%	224 43%	41 37%	93 54%	131 65%	90 52%	45 30%	13 7%	136 54%	129 44%	85 40%	64 25%	113 42%	107 41%	108 43%	49 35%	37 42%
Council	131 13%	49 10%	82 16%	20 18%	24 14%	23 11%	15 9%	21 14%	28 14%	11 4%	27 9%	26 12%	68 27%	31 11%	36 14%	38 15%	15 11%	12 13%
Rented from someone else	115 11%	57 12%	58 11%	19 17%	38 22%	20 10%	9 5%	11 7%	17 9%	17 7%	42 14%	25 12%	30 12%	38 14%	34 13%	22 9%	17 12%	4 4%
Rent free	12 1%	8 2%	4 1%	5 5%	2 1%	- -	1 1%	- -	3 2%	2 1%	3 1%	3 1%	4 1%	5 2%	3 1%	1 *	2 2%	1 2%
Refused	15 1%	9 2%	6 1%	3 2%	1 1%	3 1%	2 1%	3 2%	3 1%	4 1%	3 1%	3 1%	6 2%	5 2%	4 1%	3 1%	3 2%	- -

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	Sex		Age						Social Class				Region					
	Total	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	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
<u>Foreign Holiday in last 3 years</u>																		
Yes	626 62%	307 63%	319 61%	74 67%	113 66%	138 68%	101 59%	100 66%	100 49%	197 78%	196 67%	122 58%	112 44%	179 67%	155 59%	152 61%	89 63%	51 58%
No	384 38%	178 37%	206 39%	37 33%	59 34%	64 32%	71 41%	51 34%	102 51%	56 22%	97 33%	90 42%	141 56%	90 33%	108 41%	96 39%	52 37%	38 42%
<u>Number of cars</u>																		
None	204 20%	86 18%	118 23%	16 14%	33 19%	32 16%	17 10%	29 19%	78 39%	32 13%	41 14%	29 14%	102 40%	67 25%	51 19%	48 19%	17 12%	22 25%
1	439 44%	211 43%	229 44%	48 43%	73 42%	87 43%	71 41%	75 50%	85 42%	89 35%	144 49%	101 47%	105 42%	118 44%	102 39%	115 46%	65 46%	39 44%
2	285 28%	144 30%	141 27%	30 27%	53 31%	72 36%	63 37%	35 23%	30 15%	105 42%	83 28%	58 27%	39 15%	69 26%	82 31%	73 29%	43 31%	18 20%
3+	82 8%	44 9%	37 7%	17 15%	13 7%	11 5%	20 12%	12 8%	9 4%	27 11%	24 8%	25 12%	6 2%	15 6%	29 11%	12 5%	16 11%	10 11%

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Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	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	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
<u>Internet Access</u>																		
At all	644 64%	322 66%	322 61%	100 90%	138 80%	161 80%	125 73%	76 50%	45 22%	207 82%	210 72%	137 65%	90 36%	177 66%	179 68%	152 61%	87 62%	49 55%
At home (net)	533 53%	260 54%	272 52%	70 63%	114 66%	142 70%	105 61%	65 43%	37 18%	175 69%	179 61%	107 51%	71 28%	147 55%	153 58%	123 49%	72 51%	38 43%
At work (net)	262 26%	137 28%	125 24%	41 37%	66 39%	79 39%	57 33%	15 10%	4 2%	115 46%	95 32%	33 16%	19 8%	79 30%	69 26%	64 26%	30 21%	20 22%
At home	333 33%	159 33%	174 33%	44 40%	58 34%	77 38%	65 38%	55 36%	35 17%	83 33%	102 35%	86 41%	61 24%	82 31%	104 39%	77 31%	45 32%	25 28%
At work	63 6%	36 7%	27 5%	15 13%	10 6%	14 7%	17 10%	5 3%	2 1%	23 9%	18 6%	12 6%	9 4%	15 6%	20 8%	19 8%	3 2%	6 7%
Both at home and at work	200 20%	101 21%	98 19%	26 23%	56 33%	65 32%	40 23%	10 7%	2 1%	92 36%	77 26%	21 10%	10 4%	65 24%	50 19%	45 18%	27 19%	13 15%
Somewhere else	49 5%	26 5%	23 4%	15 13%	14 8%	5 2%	4 2%	6 4%	6 3%	9 3%	13 4%	18 8%	10 4%	15 6%	7 2%	10 4%	12 9%	5 5%
Not at all	366 36%	163 34%	203 39%	12 10%	34 20%	41 20%	47 27%	76 50%	157 78%	45 18%	83 28%	75 35%	163 64%	92 34%	84 32%	97 39%	54 38%	40 45%

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	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	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
<u>Age Finished Full Time Education</u>																		
Up to 15	231 23%	112 23%	118 23%	4 4%	6 4%	10 5%	48 28%	65 43%	98 49%	23 9%	50 17%	58 27%	99 39%	47 18%	56 21%	67 27%	32 23%	28 32%
16	272 27%	131 27%	141 27%	23 21%	49 28%	76 38%	54 32%	39 26%	31 15%	46 18%	66 22%	74 35%	86 34%	61 23%	72 27%	78 31%	39 28%	22 25%
17	85 8%	35 7%	50 9%	12 11%	11 6%	14 7%	18 11%	11 7%	19 9%	16 6%	27 9%	19 9%	23 9%	28 10%	17 6%	11 4%	19 13%	11 12%
18	122 12%	49 10%	73 14%	20 18%	28 16%	30 15%	13 7%	14 9%	18 9%	34 14%	51 17%	22 10%	14 6%	31 11%	40 15%	26 10%	17 12%	9 10%
19 or over	253 25%	131 27%	122 23%	24 21%	70 41%	70 34%	37 22%	21 14%	31 15%	122 48%	85 29%	27 13%	18 7%	83 31%	68 26%	61 24%	24 17%	18 20%
Still in full time education	36 4%	18 4%	18 4%	28 25%	5 3%	1 1%	1 1%	1 *	1 *	9 4%	10 3%	10 5%	7 3%	16 6%	8 3%	5 2%	8 5%	- -
Had no full time education	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -	1 1%
Refused	10 1%	9 2%	1 *	1 1%	2 1%	1 1%	1 *	1 1%	4 2%	2 1%	3 1%	1 1%	4 1%	4 2%	3 1%	1 *	2 2%	- -

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	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	1010	485	525	111	172	202	172	151	202	253	293	212	253	269	263	248	141	89
<u>Marital Status</u>																		
Single	234 23%	144 30%	90 17%	82 74%	63 37%	40 20%	18 11%	16 10%	15 8%	56 22%	74 25%	52 25%	52 21%	67 25%	59 23%	54 22%	37 26%	17 19%
Married/ co-habiting	548 54%	258 53%	291 55%	27 25%	100 58%	133 66%	115 67%	91 60%	82 41%	155 61%	158 54%	128 60%	108 43%	136 51%	149 57%	140 56%	74 53%	49 55%
Widowed/ separated/ divorced	220 22%	79 16%	141 27%	- -	8 5%	29 14%	38 22%	42 28%	103 51%	39 15%	58 20%	31 15%	92 36%	64 24%	51 20%	55 22%	27 19%	23 26%
Refused	8 1%	4 1%	4 1%	2 2%	1 1%	1 *	1 *	3 2%	1 1%	3 1%	3 1%	1 1%	1 *	3 1%	3 1%	- -	2 2%	- -
<u>Children</u>																		
None aged 18 or under	677 67%	342 71%	335 64%	88 79%	78 45%	61 30%	115 67%	135 89%	201 100%	165 65%	183 62%	139 66%	190 75%	187 69%	162 61%	173 70%	90 64%	66 74%
NET: Yes	322 32%	136 28%	186 35%	21 19%	92 54%	138 68%	56 33%	15 10%	- -	83 33%	108 37%	71 33%	60 24%	79 29%	97 37%	74 30%	49 35%	23 26%
NET: Yes any aged 15 or under	291 29%	126 26%	166 32%	21 19%	90 53%	128 63%	39 23%	13 9%	- -	76 30%	99 34%	65 31%	51 20%	74 27%	86 33%	69 28%	46 32%	18 20%
- Aged under 5	121 12%	51 10%	70 13%	19 17%	57 33%	40 20%	4 2%	1 1%	- -	31 12%	43 15%	27 13%	20 8%	32 12%	33 13%	30 12%	20 14%	4 5%
- Aged 5-10	139 14%	63 13%	75 14%	2 2%	41 24%	79 39%	13 8%	4 3%	- -	45 18%	33 11%	27 13%	34 13%	43 16%	43 16%	27 11%	20 14%	6 7%
- Aged 11-15	134 13%	58 12%	76 15%	- -	19 11%	77 38%	29 17%	9 6%	- -	32 13%	43 15%	34 16%	25 10%	28 10%	39 15%	34 14%	22 15%	11 13%
- Aged 16-18	74 7%	28 6%	46 9%	- -	3 2%	36 18%	30 17%	5 4%	- -	17 7%	22 8%	17 8%	18 7%	14 5%	20 8%	20 8%	9 6%	10 12%
Refused	11 1%	6 1%	5 1%	2 2%	2 1%	3 2%	1 1%	1 1%	1 *	5 2%	2 1%	2 1%	2 1%	4 1%	5 2%	1 *	2 1%	- -

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Unweighted base	1010	46	87	75	97	143	124	88	53	93	117	87
Weighted base	1010	46	86	74	97	142	127	89	52	92	116	89
Sex												
Male	485 48%	22 49%	35 41%	34 46%	45 47%	67 48%	64 50%	49 55%	19 37%	50 54%	51 44%	48 54%
Female	525 52%	23 51%	51 59%	40 54%	52 53%	74 52%	63 50%	40 45%	33 63%	42 46%	66 56%	41 46%
Age												
18-24	(21) 111 11%	8 18%	10 12%	5 6%	10 10%	12 8%	16 13%	11 12%	4 7%	19 21%	9 8%	7 8%
25-34	(29.5) 172 17%	7 16%	21 24%	17 23%	17 17%	22 15%	23 18%	14 16%	11 22%	12 13%	16 14%	11 13%
35-44	(39.5) 202 20%	6 14%	17 19%	17 23%	25 26%	26 18%	35 27%	17 20%	8 15%	17 18%	20 17%	14 16%
45-54	(49.5) 172 17%	4 8%	12 14%	15 20%	15 15%	23 16%	15 12%	15 16%	11 21%	20 21%	30 26%	13 15%
55-64	(59.5) 151 15%	5 11%	14 17%	9 12%	16 17%	27 19%	11 8%	18 21%	6 12%	11 12%	19 16%	15 16%
65+	(70) 202 20%	14 32%	12 14%	12 16%	14 15%	32 22%	28 22%	14 15%	12 22%	13 14%	23 20%	28 32%
Average age	46.56	47.27	43.97	45.19	45.21	48.75	44.83	46.04	47.28	43.27	48.58	51.21

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 5
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	1010	46	86	74	97	142	127	89	52	92	116	89
<u>Social Class</u>												
AB	253 25%	8 17%	26 30%	16 21%	28 29%	33 23%	38 30%	23 26%	12 23%	18 19%	25 22%	27 30%
C1	293 29%	15 34%	19 22%	21 28%	29 30%	47 33%	42 33%	25 28%	15 30%	27 29%	25 22%	27 31%
C2	212 21%	5 10%	16 18%	15 20%	16 16%	37 26%	20 16%	22 25%	10 19%	26 28%	35 30%	11 12%
DE	253 25%	18 39%	26 30%	22 30%	24 25%	25 18%	27 21%	19 21%	15 28%	22 24%	31 27%	24 27%
<u>Region</u>												
North	337 33%	46 100%	86 100%	- -	- -	- -	- -	- -	- -	- -	116 100%	89 100%
Midlands	315 31%	- -	- -	74 100%	97 100%	- -	- -	- -	52 100%	92 100%	- -	- -
South	358 35%	- -	- -	- -	- -	142 100%	127 100%	89 100%	- -	- -	- -	- -

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 5
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	1010	46	86	74	97	142	127	89	52	92	116	89
<u>Working status</u>												
Full-time	448 44%	18 39%	45 52%	38 51%	45 47%	56 40%	57 45%	41 46%	22 42%	41 44%	54 46%	32 36%
Part-time	113 11%	3 8%	8 10%	9 12%	6 6%	20 14%	16 12%	13 15%	8 16%	11 12%	10 9%	8 9%
Not working but seeking work or temporarily unemployed/sick	75 7%	2 5%	2 2%	4 5%	9 9%	15 11%	11 9%	6 7%	4 8%	8 9%	8 7%	5 6%
Not working/not seeking work/retired	372 37%	22 48%	31 36%	24 32%	36 37%	50 36%	43 34%	29 32%	17 33%	33 35%	44 38%	44 49%
Refused	1 *	-	-	-	1 1%	-	-	-	-	-	-	-
<u>Tenure</u>												
Own outright	323 32%	14 32%	26 30%	26 35%	26 27%	40 29%	37 29%	37 42%	16 31%	28 31%	37 32%	35 40%
Own with a mortgage	414 41%	15 34%	44 50%	30 41%	38 40%	65 46%	48 37%	29 32%	20 39%	39 42%	49 42%	37 42%
Council	131 13%	12 26%	12 14%	9 13%	11 11%	12 9%	19 15%	9 10%	7 13%	15 17%	14 12%	12 13%
Rented from someone else	115 11%	3 7%	5 6%	4 6%	21 21%	19 13%	19 15%	9 11%	8 15%	9 9%	14 12%	4 4%
Rent free	12 1%	-	-	2 2%	1 1%	2 2%	2 2%	2 3%	-	-	1 1%	1 2%
Refused	15 1%	1 2%	-	2 3%	-	3 2%	3 2%	2 3%	1 1%	1 1%	2 2%	-

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 5
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	1010	46	86	74	97	142	127	89	52	92	116	89
<u>Foreign Holiday in last 3 years</u>												
Yes	626	24	57	47	54	90	89	57	32	55	71	51
	62%	52%	66%	63%	56%	64%	70%	63%	62%	59%	61%	58%
No	384	22	30	27	42	52	38	33	19	38	45	38
	38%	48%	34%	37%	44%	36%	30%	37%	38%	41%	39%	42%
<u>Number of cars</u>												
None	204	15	11	18	14	20	47	8	9	19	21	22
	20%	33%	13%	24%	15%	14%	37%	9%	18%	21%	18%	25%
1	439	18	36	34	33	58	60	43	23	35	61	39
	44%	40%	42%	45%	34%	41%	47%	48%	44%	38%	52%	44%
2	285	9	31	18	34	53	16	27	16	30	33	18
	28%	20%	36%	24%	36%	37%	13%	31%	30%	32%	28%	20%
3+	82	3	8	5	15	11	4	11	4	9	1	10
	8%	6%	9%	7%	16%	8%	3%	13%	8%	9%	1%	11%

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 5
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	1010	46	86	74	97	142	127	89	52	92	116	89
<u>Internet Access</u>												
At all	644 64%	24 53%	60 69%	46 61%	71 74%	93 66%	84 66%	53 60%	34 65%	63 68%	67 58%	49 55%
At home (net)	533 53%	21 47%	49 57%	42 56%	60 62%	80 57%	67 53%	46 52%	26 50%	52 56%	52 45%	38 43%
At work (net)	262 26%	6 12%	28 32%	21 29%	23 23%	36 25%	44 34%	22 24%	9 17%	25 27%	30 26%	20 22%
At home	333 33%	18 39%	29 33%	24 32%	45 46%	51 36%	32 25%	25 28%	19 38%	35 38%	31 27%	25 28%
At work	63 6%	2 5%	7 8%	4 5%	7 8%	6 4%	9 7%	1 1%	2 4%	9 9%	9 8%	6 7%
Both at home and at work	200 20%	3 7%	21 24%	18 24%	15 16%	29 21%	35 28%	21 23%	6 13%	17 18%	21 18%	13 15%
Somewhere else	49 5%	1 2%	3 4%	- -	4 4%	7 5%	8 6%	7 7%	6 11%	3 3%	6 5%	5 5%
Not at all	366 36%	21 47%	26 31%	29 39%	26 26%	49 34%	43 34%	36 40%	18 35%	30 32%	49 42%	40 45%

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1010	46	86	74	97	142	127	89	52	92	116	89
<u>Age Finished Full Time Education</u>												
Up to 15	231 23%	17 37%	17 20%	17 22%	20 21%	27 19%	21 16%	23 26%	9 17%	20 21%	33 28%	28 32%
16	272 27%	16 35%	29 34%	22 30%	26 27%	40 28%	21 17%	22 24%	17 34%	23 25%	33 28%	22 25%
17	85 8%	2 5%	6 7%	5 7%	9 9%	13 9%	14 11%	10 11%	9 17%	3 3%	3 2%	11 12%
18	122 12%	-	12 14%	10 14%	13 13%	14 10%	16 13%	11 13%	5 10%	17 19%	14 12%	9 10%
19 or over	253 25%	8 17%	22 26%	17 23%	28 29%	40 29%	42 33%	15 17%	9 18%	23 24%	31 26%	18 20%
Still in full time education	36 4%	3 6%	-	1 1%	1 1%	4 3%	12 9%	6 6%	2 4%	6 6%	3 2%	-
Had no full time education	1 *	-	-	-	-	-	-	-	-	-	-	1 1%
Refused	10 1%	-	-	2 3%	-	3 2%	1 1%	2 3%	-	1 1%	1 1%	-

Retail Week Survey

Fieldwork : September 10th-12th 2004

Absolutes/col percents

Table 5
Classification
Base: All respondents

	Total	Region										
		North East	Yorks & Humb.	East Midlands	East-ern	South East	London	South West	Wales	West Midlands	North West	Scotland
Weighted base	1010	46	86	74	97	142	127	89	52	92	116	89
<u>Marital Status</u>												
Single	234 23%	14 31%	16 19%	20 26%	11 12%	25 18%	42 33%	24 27%	13 25%	28 31%	24 20%	17 19%
Married/ co-habiting	548 54%	20 44%	57 66%	41 56%	63 65%	82 57%	55 43%	48 53%	27 52%	45 49%	62 53%	49 55%
Widowed/ separated/ divorced	220 22%	11 25%	13 15%	12 16%	22 22%	34 24%	30 23%	16 18%	11 21%	18 20%	31 26%	23 26%
Refused	8 1%	- -	- -	2 2%	1 1%	1 1%	1 1%	2 2%	1 1%	1 1%	- -	- -
<u>Children</u>												
None aged 18 or under	677 67%	34 74%	54 63%	44 59%	55 57%	97 68%	90 70%	62 69%	28 55%	63 69%	85 73%	66 74%
NET: Yes	322 32%	12 26%	32 37%	29 39%	41 43%	43 30%	36 28%	27 30%	23 44%	27 29%	30 26%	23 26%
NET: Yes any aged 15 or under	291 29%	11 24%	30 35%	25 34%	37 38%	39 27%	35 27%	25 28%	21 41%	24 26%	28 24%	18 20%
- Aged under 5	121 12%	6 14%	12 14%	7 9%	18 18%	15 11%	17 13%	12 14%	8 16%	9 10%	12 11%	4 5%
- Aged 5-10	139 14%	3 7%	14 17%	13 18%	18 18%	27 19%	16 13%	11 13%	8 16%	12 13%	9 8%	6 7%
- Aged 11-15	134 13%	5 11%	15 17%	9 12%	18 19%	14 10%	14 11%	12 14%	10 19%	12 13%	14 12%	11 13%
- Aged 16-18	74 7%	1 3%	8 9%	6 8%	7 7%	8 6%	6 5%	4 5%	5 9%	7 8%	10 9%	10 12%
Refused	11 1%	- -	- -	2 2%	1 1%	2 1%	1 1%	1 1%	1 1%	2 3%	1 1%	- -