

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 1  
**Q.1 Which of these is your favourite department store?**  
**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	1006	476	530	81	167	241	172	170	175	280	258	189	279	266	262	248	141	89
Weighted base	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
Debenhams	353 35%	137 28%	216 41%	54 48%	63 37%	63 31%	64 37%	52 34%	59 29%	87 35%	113 39%	66 31%	88 35%	74 28%	104 40%	96 39%	46 33%	32 36%
John Lewis	261 26%	130 27%	130 25%	17 15%	45 26%	56 28%	51 30%	39 26%	53 27%	83 33%	84 29%	52 25%	41 16%	108 40%	70 27%	40 16%	22 16%	20 23%
House of Fraser	111 11%	56 12%	55 11%	24 22%	24 14%	24 12%	11 6%	17 11%	12 6%	26 10%	44 15%	26 12%	16 6%	23 8%	23 9%	34 14%	18 13%	13 15%
Other	34 3%	17 3%	17 3%	2 2%	2 1%	7 4%	7 4%	7 5%	7 4%	8 3%	3 1%	10 5%	13 5%	6 2%	12 5%	9 4%	5 3%	2 2%
Not Applicable/ don't shop at department stores	229 23%	134 28%	95 18%	10 9%	34 20%	52 26%	35 21%	35 23%	64 32%	47 19%	44 15%	56 26%	83 33%	52 19%	50 19%	66 27%	41 29%	21 24%
Don't know	18 2%	8 2%	10 2%	4 4%	4 2%	- -	4 2%	* *	6 3%	1 1%	3 1%	2 1%	11 4%	4 2%	3 1%	3 1%	8 6%	- -

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Absolutes/col percents

Table 1  
**Q.1 Which of these is your favourite department store?**  
**Base: All respondents**

	Q.1 Which of these is your favourite department store?						
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	1006	357	252	102	37	241	17
Weighted base	1006	353	261	111	34	229	18
Debenhams	353 35%	353 100%	-	-	-	-	-
John Lewis	261 26%	-	261 100%	-	-	-	-
House of Fraser	111 11%	-	-	111 100%	-	-	-
Other	34 3%	-	-	-	34 100%	-	-
Not Applicable/ don't shop at department stores	229 23%	-	-	-	-	229 100%	-
Don't know	18 2%	-	-	-	-	-	18 100%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 1  
**Q.1 Which of these is your favourite department store?**  
**Base: All respondents**

	Q.2 What kind of products do you mostly shop at department stores for?										
	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	1006	631	242	126	128	123	99	80	226	241	4
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
Debenhams	353 35%	314 49%	99 42%	44 32%	54 40%	61 49%	34 34%	33 43%	101 44%	-	2 35%
John Lewis	261 26%	192 30%	103 43%	69 50%	47 35%	33 26%	49 49%	23 29%	86 37%	-	1 32%
House of Fraser	111 11%	95 15%	28 12%	23 17%	14 10%	27 21%	13 13%	15 19%	33 14%	-	-
Other	34 3%	26 4%	9 4%	2 2%	11 8%	* *	4 4%	4 6%	7 3%	-	1 21%
Not Applicable/ don't shop at department stores	229 23%	-	-	-	-	-	-	-	-	229 100%	-
Don't know	18 2%	13 2%	-	-	9 7%	3 3%	-	2 3%	3 1%	-	1 13%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 2  
**Q.2 What kind of products do you mostly shop at department stores for?**  
**Base: All respondents who shop at department stores**

	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	765	336	429	74	133	180	134	129	115	224	218	139	184	211	207	181	98	68
Weighted base	777	348	428	101	137	150	136	116	137	205	247	156	169	216	213	181	99	68
Clothing/ fashion	640	277	363	95	106	119	110	97	113	164	212	122	143	171	180	151	80	58
	82%	79%	85%	94%	77%	79%	81%	84%	82%	80%	86%	78%	84%	79%	84%	84%	81%	86%
Homewares	239	72	167	18	38	54	46	41	43	76	69	50	44	69	69	46	31	24
	31%	21%	39%	17%	27%	36%	34%	35%	31%	37%	28%	32%	26%	32%	32%	25%	32%	35%
Electrical products	138	99	39	18	20	21	35	21	24	43	46	33	17	47	26	39	13	13
	18%	28%	9%	18%	14%	14%	26%	18%	17%	21%	19%	21%	10%	22%	12%	22%	13%	19%
Food	135	86	49	16	19	21	21	20	37	22	41	28	43	42	30	30	23	9
	17%	25%	11%	16%	14%	14%	15%	18%	27%	11%	17%	18%	26%	19%	14%	16%	23%	14%
Cosmetics/ beauty	125	20	105	31	27	27	19	14	7	38	45	21	22	35	31	35	16	9
	16%	6%	25%	31%	19%	18%	14%	12%	5%	19%	18%	13%	13%	16%	15%	19%	16%	13%
Furniture	100	40	60	2	16	21	24	18	19	30	30	20	20	30	22	26	11	10
	13%	12%	14%	2%	12%	14%	18%	16%	14%	15%	12%	13%	12%	14%	11%	15%	12%	15%
Accessories/ jewellery/ watches etc	77	32	46	14	19	13	11	7	15	22	22	15	19	18	25	20	10	5
	10%	9%	11%	14%	13%	9%	8%	6%	11%	11%	9%	9%	11%	8%	12%	11%	10%	8%
Other	230	102	128	36	45	49	40	29	31	61	71	48	50	58	66	58	28	21
	30%	29%	30%	36%	32%	33%	30%	25%	23%	30%	29%	31%	30%	27%	31%	32%	28%	30%
Not Applicable/ don't shop at department stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	4	2	2	-	1	-	2	1	1	1	-	-	3	4	-	1	-	-
	1%	1%	*	-	*	-	1%	1%	1%	*	-	-	2%	2%	-	*	-	-

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 2

**Q.2 What kind of products do you mostly shop at department stores for?****Base: All respondents who shop at department stores**

	Q.1 Which of these is your favourite department store?						
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	765	357	252	102	37	-	17
Weighted base	777	353	261	111	34	-	18
Clothing/ fashion	640 82%	314 89%	192 74%	95 85%	26 78%	-	13 73%
Homewares	239 31%	99 28%	103 39%	28 25%	9 26%	-	-
Electrical products	138 18%	44 12%	69 26%	23 21%	2 6%	-	-
Food	135 17%	54 15%	47 18%	14 12%	11 32%	-	9 52%
Cosmetics/ beauty	125 16%	61 17%	33 13%	27 24%	* 1%	-	3 19%
Furniture	100 13%	34 10%	49 19%	13 12%	4 11%	-	-
Accessories/ jewellery/ watches etc	77 10%	33 9%	23 9%	15 13%	4 13%	-	2 12%
Other	230 30%	101 29%	86 33%	33 29%	7 20%	-	3 19%
Not Applicable/ don't shop at department stores	-	-	-	-	-	-	-
Don't know	4 1%	2 *	1 1%	-	1 3%	-	1 3%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 2

**Q.2 What kind of products do you mostly shop at department stores for?****Base: All respondents who shop at department stores**

Q.2 What kind of products do you mostly shop at department stores for?											
	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	765	631	242	126	128	123	99	80	226	-	4
Weighted base	777	640	239	138	135	125	100	77	230	-	4
Clothing/ fashion	640 82%	640 100%	186 78%	108 78%	112 83%	111 89%	74 74%	66 85%	169 74%	-	-
Homewares	239 31%	186 29%	239 100%	41 30%	31 23%	40 32%	36 36%	18 23%	60 26%	-	-
Electrical products	138 18%	108 17%	41 17%	138 100%	24 18%	10 8%	29 29%	8 10%	41 18%	-	-
Food	135 17%	112 17%	31 13%	24 17%	135 100%	11 9%	15 15%	7 9%	37 16%	-	-
Cosmetics/ beauty	125 16%	111 17%	40 17%	10 7%	11 8%	125 100%	13 13%	20 25%	39 17%	-	-
Furniture	100 13%	74 12%	36 15%	29 21%	15 11%	13 10%	100 100%	7 9%	30 13%	-	-
Accessories/ jewellery/ watches etc	77 10%	66 10%	18 7%	8 6%	7 5%	20 16%	7 7%	77 100%	28 12%	-	-
Other	230 30%	169 26%	60 25%	41 30%	37 27%	39 31%	30 30%	28 36%	230 100%	-	-
Not Applicable/ don't shop at department stores	-	-	-	-	-	-	-	-	-	-	-
Don't know	4 1%	-	-	-	-	-	-	-	-	-	4 100%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 3

**Q.3 Based on your own experiences, or what you may have seen or read, do you think Debenhams is a better or a worse place to shop than it was 3 years ago, or don't you think things have really changed?**

**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	1006	476	530	81	167	241	172	170	175	280	258	189	279	266	262	248	141	89
Weighted base	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
Better	262 26%	117 24%	146 28%	33 30%	45 27%	46 23%	51 30%	33 22%	54 27%	65 26%	64 22%	60 28%	73 29%	66 25%	70 27%	76 31%	29 21%	22 25%
Same	403 40%	194 40%	209 40%	56 50%	80 47%	76 38%	68 40%	62 41%	62 31%	99 39%	144 49%	81 38%	79 31%	110 41%	112 43%	93 37%	57 41%	30 34%
Worse	82 8%	37 8%	45 9%	10 9%	8 4%	20 10%	9 5%	16 11%	19 9%	25 10%	21 7%	13 6%	23 9%	25 9%	21 8%	18 7%	12 8%	7 8%
Don't know/ no opinion	259 26%	135 28%	124 24%	12 11%	38 22%	59 30%	43 25%	40 26%	66 33%	62 25%	63 22%	57 27%	77 30%	67 25%	59 22%	62 25%	42 30%	30 34%

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**Q.3 Based on your own experiences, or what you may have seen or read, do you think Debenhams is a better or a worse place to shop than it was 3 years ago, or don't you think things have really changed?**

**Base: All respondents**

	Q.1 Which of these is your favourite department store?						
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	1006	357	252	102	37	241	17
Weighted base	1006	353	261	111	34	229	18
Better	262 26%	110 31%	73 28%	34 31%	7 20%	30 13%	7 40%
Same	403 40%	197 56%	97 37%	44 40%	12 34%	46 20%	7 39%
Worse	82 8%	24 7%	29 11%	15 13%	2 5%	11 5%	1 8%
Don't know/ no opinion	259 26%	22 6%	62 24%	18 16%	14 40%	141 62%	3 14%

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Table 3

**Q.3 Based on your own experiences, or what you may have seen or read, do you think Debenhams is a better or a worse place to shop than it was 3 years ago, or don't you think things have really changed?**

**Base: All respondents**

Q.2 What kind of products do you mostly shop at department stores for?

	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	1006	631	242	126	128	123	99	80	226	241	4
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
Better	262 26%	206 32%	75 31%	43 31%	43 32%	57 45%	28 27%	34 43%	76 33%	30 13%	- -
Same	403 40%	296 46%	108 45%	64 46%	61 46%	53 42%	52 51%	30 39%	91 39%	46 20%	- -
Worse	82 8%	56 9%	25 10%	10 7%	11 8%	8 7%	8 8%	8 10%	26 11%	11 5%	- -
Don't know/ no opinion	259 26%	82 13%	31 13%	22 16%	19 14%	8 6%	13 13%	5 7%	37 16%	141 62%	4 100%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 4

**Q.3 Based on your own experiences, or what you may have seen or read, do you think Debenhams is a better or a worse place to shop than it was 3 years ago, or don't you think things have really changed?**

**Base: All respondents (excl Don't know/ no opinion)**

	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	732	333	399	70	127	167	129	124	115	207	199	135	191	198	196	182	98	58
Weighted base	747	348	399	98	133	142	128	111	135	189	229	154	175	201	204	186	98	59
Better	262 35%	117 34%	146 36%	33 33%	45 34%	46 32%	51 40%	33 30%	54 40%	65 34%	64 28%	60 39%	73 42%	66 33%	70 34%	76 41%	29 30%	22 37%
Same	403 54%	194 56%	209 52%	56 56%	80 60%	76 53%	68 53%	62 55%	62 46%	99 52%	144 63%	81 53%	79 45%	110 55%	112 55%	93 50%	57 58%	30 51%
Worse	82 11%	37 11%	45 11%	10 10%	8 6%	20 14%	9 7%	16 15%	19 14%	25 13%	21 9%	13 8%	23 13%	25 12%	21 11%	18 9%	12 12%	7 12%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 4

**Q.3 Based on your own experiences, or what you may have seen or read, do you think Debenhams is a better or a worse place to shop than it was 3 years ago, or don't you think things have really changed?**

**Base: All respondents (excl Don't know/ no opinion)**

	Q.1 Which of these is your favourite department store?						
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	732	333	192	83	20	90	14
Weighted base	747	331	199	93	20	88	16
Better	262 35%	110 33%	73 37%	34 37%	7 34%	30 34%	7 46%
Same	403 54%	197 59%	97 49%	44 48%	12 57%	46 53%	7 45%
Worse	82 11%	24 7%	29 15%	15 16%	2 9%	11 13%	1 9%

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Absolutes/col percents

Table 4

**Q.3 Based on your own experiences, or what you may have seen or read, do you think Debenhams is a better or a worse place to shop than it was 3 years ago, or don't you think things have really changed?**

**Base: All respondents (excl Don't know/ no opinion)**

	Q.2 What kind of products do you mostly shop at department stores for?									
	Total	Clothing/ fashion	Homewares	Cosmetics/ beauty	Electrical products	Food	Furniture	Accessories/ jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores
Unweighted base	732	545	209	114	104	106	86	74	184	90
Weighted base	747	558	207	117	116	115	87	72	193	88
Better	262 35%	206 37%	75 36%	57 48%	43 37%	43 37%	28 32%	34 47%	76 39%	30 34%
Same	403 54%	296 53%	108 52%	53 45%	64 55%	61 53%	52 59%	30 42%	91 47%	46 53%
Worse	82 11%	56 10%	25 12%	8 7%	10 8%	11 9%	8 9%	8 11%	26 14%	11 13%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 5

**Q.4 Do you shop at department stores more, less or about the same as you did 3 years ago?**

**Base: All respondents who shop at department stores**

	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	765	336	429	74	133	180	134	129	115	224	218	139	184	211	207	181	98	68
Weighted base	777	348	428	101	137	150	136	116	137	205	247	156	169	216	213	181	99	68
More	107 14%	39 11%	67 16%	32 32%	21 15%	23 16%	15 11%	5 4%	11 8%	29 14%	36 14%	17 11%	25 15%	27 13%	33 15%	30 17%	9 9%	7 11%
Same	470 61%	234 67%	236 55%	51 50%	75 55%	89 59%	89 66%	78 68%	87 64%	133 65%	143 58%	104 67%	89 53%	125 58%	137 65%	108 60%	61 61%	39 58%
Less	194 25%	73 21%	121 28%	16 16%	38 28%	37 25%	31 23%	32 26%	39 28%	40 20%	66 27%	33 21%	54 32%	62 28%	42 20%	42 23%	30 30%	19 28%
Not applicable/ don't shop at department stores	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't say	6 1%	2 1%	4 1%	2 2%	3 2%	-	1 1%	-	-	2 1%	2 1%	1 1%	1 *	2 1%	1 *	1 *	-	2 3%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 5

**Q.4 Do you shop at department stores more, less or about the same as you did 3 years ago?**

**Base: All respondents who shop at department stores**

	Q.1 Which of these is your favourite department store?						
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	765	357	252	102	37	-	17
Weighted base	777	353	261	111	34	-	18
More	107 14%	55 16%	27 10%	21 19%	3 8%	-	1 5%
Same	470 61%	216 61%	163 62%	58 52%	18 54%	-	14 80%
Less	194 25%	78 22%	70 27%	30 27%	13 38%	-	3 15%
Not applicable/ don't shop at department stores	-	-	-	-	-	-	-
Don't know/ can't say	6 1%	4 1%	1 *	1 1%	-	-	-

## Retail Week Department Store Survey

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Absolutes/col percents

Table 5

**Q.4 Do you shop at department stores more, less or about the same as you did 3 years ago?**

**Base: All respondents who shop at department stores**

	Q.2 What kind of products do you mostly shop at department stores for?										
	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	765	631	242	126	128	123	99	80	226	-	4
Weighted base	777	640	239	138	135	125	100	77	230	-	4
More	107 14%	88 14%	32 13%	21 15%	18 14%	26 21%	15 15%	18 23%	32 14%	-	-
Same	470 61%	387 61%	154 65%	96 70%	83 61%	68 54%	66 66%	47 61%	141 61%	-	1 13%
Less	194 25%	159 25%	52 22%	21 15%	34 25%	31 25%	18 18%	13 17%	55 24%	-	4 87%
Not applicable/ don't shop at department stores	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't say	6 1%	5 1%	1 *	-	-	-	1 1%	-	2 1%	-	-

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**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	1006	476	530	81	167	241	172	170	175	280	258	189	279	266	262	248	141	89
Weighted base	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
<b>Sex</b>																		
Male	483 48%	483 100%	- -	61 55%	78 46%	97 48%	78 46%	70 47%	99 49%	125 50%	136 47%	127 60%	95 38%	134 50%	126 48%	117 47%	58 41%	48 55%
Female	523 52%	- -	523 100%	50 45%	93 54%	105 52%	93 54%	81 53%	102 51%	126 50%	156 53%	84 40%	157 62%	134 50%	136 52%	130 53%	82 59%	40 45%
<b>Age</b>																		
18-24	(21) 11%	61 13%	50 10%	111 100%	- -	- -	- -	- -	- -	26 10%	39 13%	22 11%	24 9%	36 13%	34 13%	27 11%	10 7%	5 5%
25-34	(29.5) 17%	78 16%	93 18%	- -	171 100%	- -	- -	- -	- -	53 21%	58 20%	37 18%	23 9%	51 19%	39 15%	36 14%	27 20%	18 20%
35-44	(39.5) 20%	97 20%	105 20%	- -	- -	201 100%	- -	- -	- -	60 24%	65 22%	46 22%	31 12%	57 21%	42 16%	50 20%	29 21%	23 26%
45-54	(49.5) 17%	78 16%	93 18%	- -	- -	- -	171 100%	- -	- -	49 20%	57 20%	32 15%	33 13%	37 14%	54 20%	48 19%	15 10%	17 20%
55-64	(59.5) 15%	70 15%	81 15%	- -	- -	- -	- -	151 100%	- -	31 12%	32 11%	40 19%	48 19%	37 14%	36 14%	43 17%	21 15%	13 15%
65+	(70) 20%	99 20%	102 20%	- -	- -	- -	- -	- -	201 100%	33 13%	41 14%	35 16%	93 37%	50 19%	57 22%	44 18%	38 27%	12 13%
Average age	46.56	46.33	46.78	21.00	29.50	39.50	49.50	59.50	70.00	43.94	43.38	46.07	53.28	45.02	47.06	46.95	48.60	45.46

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**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	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
<b><u>Social Class</u></b>																		
AB	251 25%	125 26%	126 24%	26 23%	53 31%	60 30%	49 29%	31 21%	33 16%	251 100%	-	-	-	80 30%	66 25%	55 22%	36 26%	15 17%
C1	292 29%	136 28%	156 30%	39 36%	58 34%	65 32%	57 33%	32 21%	41 20%	-	292 100%	-	-	84 31%	75 28%	67 27%	39 28%	28 31%
C2	211 21%	127 26%	84 16%	22 20%	37 22%	46 23%	32 18%	40 27%	35 17%	-	-	211 100%	-	50 19%	52 20%	61 25%	25 18%	22 25%
DE	252 25%	95 20%	157 30%	24 21%	23 13%	31 15%	33 19%	48 32%	93 46%	-	-	-	252 100%	54 20%	69 26%	64 26%	41 29%	23 26%
<b><u>Region</u></b>																		
North	336 33%	165 34%	170 33%	31 28%	54 31%	73 36%	66 38%	56 37%	56 28%	70 28%	95 33%	83 40%	87 35%	-	-	247 100%	-	88 100%
Midlands	313 31%	151 31%	162 31%	39 35%	49 28%	54 27%	61 35%	45 30%	66 33%	78 31%	85 29%	64 30%	88 35%	-	262 100%	-	51 37%	-
South	357 35%	166 34%	191 36%	40 36%	69 40%	74 37%	45 26%	49 33%	79 39%	104 41%	112 38%	64 30%	77 31%	268 100%	-	-	89 63%	-

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**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	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
<b>Working status</b>																		
Full-time	447 44%	275 57%	172 33%	39 35%	99 58%	129 64%	114 67%	63 42%	2 1%	139 55%	153 52%	106 50%	49 20%	110 41%	127 48%	107 43%	52 37%	51 57%
Part-time	113 11%	21 4%	92 18%	15 14%	21 12%	32 16%	23 13%	17 11%	5 3%	37 15%	36 12%	26 12%	14 5%	36 13%	29 11%	28 11%	16 11%	3 4%
Not working but seeking work or temporarily unemployed/sick	48 5%	26 5%	22 4%	8 7%	12 7%	11 5%	11 6%	6 4%	- -	2 1%	11 4%	8 4%	27 11%	14 5%	9 3%	14 6%	6 4%	5 5%
Not working/not seeking work	89 9%	9 2%	80 15%	12 10%	22 13%	26 13%	14 8%	12 8%	4 2%	16 6%	16 5%	15 7%	42 17%	23 9%	18 7%	23 9%	17 12%	8 9%
Retired	252 25%	114 24%	139 27%	- -	1 1%	1 *	8 5%	53 35%	189 94%	42 17%	47 16%	47 22%	116 46%	60 22%	65 25%	67 27%	45 32%	15 17%
Student	56 6%	38 8%	18 4%	38 34%	15 9%	3 1%	1 1%	- -	1 *	15 6%	30 10%	9 4%	3 1%	24 9%	15 6%	9 4%	3 2%	6 7%
Refused	1 *	1 *	1 *	- -	1 *	- -	1 1%	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 1%	1 1%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**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	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
<b>Tenure</b>																		
Own outright	322 32%	160 33%	162 31%	21 19%	19 11%	28 14%	43 25%	73 49%	138 69%	71 28%	88 30%	65 31%	98 39%	77 29%	88 33%	84 34%	53 38%	20 22%
Own with a mortgage	412 41%	199 41%	213 41%	48 44%	92 54%	127 63%	87 51%	43 28%	15 7%	144 57%	127 44%	98 46%	44 17%	109 41%	110 42%	102 41%	49 35%	41 47%
Council	131 13%	55 11%	76 15%	12 11%	19 11%	21 11%	24 14%	21 14%	33 17%	11 4%	25 9%	20 9%	75 30%	33 12%	33 12%	30 12%	21 15%	15 17%
Housing Assoc.	25 2%	10 2%	15 3%	3 3%	5 3%	4 2%	4 3%	4 3%	4 2%	1 1%	6 2%	4 2%	14 5%	9 3%	6 2%	6 3%	2 1%	1 2%
Rented from someone else	87 9%	42 9%	45 9%	20 18%	30 17%	16 8%	9 5%	6 4%	6 3%	18 7%	37 13%	17 8%	15 6%	32 12%	18 7%	18 7%	11 8%	7 8%
Rent free	6 1%	5 1%	1 *	3 2%	- -	* *	2 1%	1 *	* *	1 1%	1 *	2 1%	2 1%	2 1%	2 1%	1 *	1 1%	* *
Refused	23 2%	11 2%	12 2%	3 3%	6 3%	3 2%	3 2%	3 2%	5 2%	5 2%	8 3%	6 3%	5 2%	6 2%	5 2%	6 2%	3 2%	3 3%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**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	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
<b><u>Foreign Holiday in last 3 years</u></b>																		
Yes	624	289	335	78	109	136	114	98	89	197	203	125	98	168	170	153	80	54
	62%	60%	64%	70%	64%	68%	66%	65%	44%	78%	70%	59%	39%	63%	65%	62%	57%	61%
No	382	194	188	33	62	65	57	53	112	54	89	86	154	100	93	95	60	34
	38%	40%	36%	30%	36%	32%	34%	35%	56%	22%	30%	41%	61%	37%	35%	38%	43%	39%
<b><u>Number of cars</u></b>																		
None	203	79	124	25	34	27	18	24	76	24	57	20	102	62	46	49	22	24
	20%	16%	24%	22%	20%	14%	10%	16%	38%	10%	20%	9%	40%	23%	18%	20%	16%	27%
1	438	214	223	27	84	88	78	68	92	89	124	111	113	109	101	124	69	34
	44%	44%	43%	25%	49%	44%	46%	45%	46%	36%	43%	52%	45%	41%	39%	50%	49%	38%
2	284	148	136	34	48	73	57	43	29	111	82	60	30	68	91	56	41	28
	28%	31%	26%	31%	28%	36%	33%	29%	14%	44%	28%	28%	12%	25%	35%	23%	29%	31%
3+	81	41	40	25	6	13	19	15	4	26	28	21	7	29	24	18	8	3
	8%	9%	8%	22%	3%	7%	11%	10%	2%	10%	10%	10%	3%	11%	9%	7%	6%	3%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**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	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
<b>Internet Access</b>																		
At all	685	347	338	93	153	174	135	80	49	224	231	140	89	190	180	164	89	61
	68%	72%	65%	84%	89%	86%	79%	53%	25%	89%	79%	67%	35%	71%	69%	66%	64%	69%
At home (net)	601	317	283	80	130	155	117	74	46	199	198	125	79	163	162	149	76	51
	60%	66%	54%	72%	76%	77%	68%	49%	23%	79%	68%	59%	31%	61%	62%	60%	54%	58%
At work (net)	336	173	162	42	84	100	78	29	2	137	121	59	19	90	98	79	33	35
	33%	36%	31%	38%	49%	50%	46%	19%	1%	54%	41%	28%	8%	34%	37%	32%	24%	40%
At home	325	166	159	44	64	68	54	50	45	82	104	77	62	92	79	79	52	23
	32%	34%	30%	39%	38%	34%	32%	33%	22%	33%	36%	36%	25%	34%	30%	32%	37%	27%
At work	60	22	38	6	19	13	15	4	2	20	27	10	3	20	14	9	9	7
	6%	5%	7%	6%	11%	7%	9%	3%	1%	8%	9%	5%	1%	7%	6%	4%	6%	8%
Both at home and at work	276	151	124	36	65	87	63	24	1	117	93	49	17	70	83	70	24	28
	27%	31%	24%	32%	38%	43%	37%	16%	*	47%	32%	23%	7%	26%	32%	28%	17%	32%
Somewhere else	24	7	17	7	4	6	3	2	2	6	6	5	8	7	4	6	4	2
	2%	1%	3%	6%	3%	3%	2%	1%	1%	2%	2%	2%	3%	3%	1%	3%	3%	3%
Not at all	321	136	185	18	18	27	36	71	152	26	61	71	163	78	82	83	51	27
	32%	28%	35%	16%	10%	14%	21%	47%	75%	11%	21%	33%	65%	29%	31%	34%	36%	30%
Refused	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1
	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	1%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**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	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
<b>Age Finished Full Time Education</b>																		
Up to 15	206 21%	108 22%	98 19%	4 4%	3 2%	10 5%	27 16%	58 39%	104 52%	15 6%	27 9%	58 28%	106 42%	38 14%	57 22%	67 27%	29 20%	16 18%
16	263 26%	119 25%	143 27%	19 17%	34 20%	71 35%	59 34%	38 25%	42 21%	53 21%	71 24%	69 33%	70 28%	64 24%	65 25%	73 30%	38 27%	23 26%
17	96 10%	42 9%	53 10%	9 8%	15 9%	21 10%	21 12%	12 8%	18 9%	20 8%	32 11%	25 12%	19 7%	33 12%	26 10%	13 5%	11 8%	11 13%
18	107 11%	43 9%	64 12%	7 7%	22 13%	29 14%	21 12%	16 11%	13 6%	25 10%	47 16%	18 9%	17 7%	32 12%	32 12%	17 7%	21 15%	6 7%
19 or over	248 25%	124 26%	124 24%	20 18%	81 47%	64 32%	41 24%	23 15%	19 9%	112 45%	84 29%	27 13%	25 10%	62 23%	67 26%	57 23%	35 25%	27 31%
Still in full time education	61 6%	35 7%	26 5%	47 43%	10 6%	2 1%	1 1%	* *	- -	22 9%	24 8%	9 4%	6 2%	29 11%	12 5%	13 5%	5 3%	3 3%
Had no full time education	3 *	1 *	2 *	- -	1 1%	2 1%	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	3 1%	- -	1 1%
Refused	22 2%	10 2%	12 2%	4 4%	4 2%	3 2%	1 1%	3 2%	6 3%	5 2%	6 2%	4 2%	7 3%	10 4%	2 1%	5 2%	3 2%	2 2%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**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	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
<b>Marital Status</b>																		
Single	233 23%	149 31%	84 16%	85 77%	52 30%	30 15%	25 15%	15 10%	26 13%	51 20%	74 25%	44 21%	64 26%	79 29%	57 22%	50 20%	26 19%	21 24%
Married/ co-habiting	546 54%	249 52%	296 57%	20 18%	105 61%	137 68%	109 64%	101 67%	74 37%	153 61%	159 54%	128 61%	106 42%	137 51%	143 55%	141 57%	77 55%	47 53%
Widowed/ separated/ divorced	205 20%	73 15%	132 25%	3 3%	9 5%	32 16%	33 20%	31 20%	96 48%	42 17%	53 18%	34 16%	76 30%	45 17%	58 22%	49 20%	34 24%	19 21%
Refused	22 2%	11 2%	11 2%	3 3%	5 3%	2 1%	3 2%	4 3%	5 2%	6 2%	6 2%	5 2%	5 2%	7 3%	4 1%	7 3%	2 1%	2 3%
<b>Children</b>																		
None aged 18 or under	647 64%	329 68%	318 61%	86 78%	83 48%	48 24%	95 56%	140 93%	196 97%	144 57%	182 62%	140 66%	182 72%	176 66%	172 66%	155 62%	88 63%	56 64%
NET: Yes	335 33%	141 29%	194 37%	22 20%	81 47%	150 75%	73 43%	8 5%	1 1%	102 41%	101 35%	66 31%	66 26%	85 32%	85 32%	87 35%	49 35%	29 33%
NET: Yes any aged 15 or under	307 31%	131 27%	176 34%	22 20%	81 47%	145 72%	52 30%	6 4%	1 1%	97 39%	89 31%	61 29%	59 23%	78 29%	73 28%	83 34%	46 33%	27 31%
- Aged under 5	126 12%	53 11%	72 14%	20 18%	56 33%	46 23%	4 2%	- -	- -	40 16%	32 11%	26 12%	28 11%	33 12%	34 13%	31 13%	19 14%	8 9%
- Aged 5-10	155 15%	61 13%	93 18%	8 7%	43 25%	85 42%	17 10%	2 1%	- -	51 20%	44 15%	28 13%	31 12%	42 16%	33 13%	42 17%	24 17%	12 14%
- Aged 11-15	136 14%	60 12%	76 15%	4 4%	12 7%	73 36%	42 24%	4 3%	1 1%	44 18%	43 15%	28 13%	21 8%	31 12%	28 11%	43 17%	20 14%	14 16%
- Aged 16-18	75 7%	30 6%	44 8%	- -	4 2%	27 13%	39 23%	4 3%	1 1%	22 9%	26 9%	16 8%	10 4%	18 7%	23 9%	17 7%	8 5%	8 10%
Refused	24 2%	12 3%	12 2%	3 3%	8 5%	3 2%	2 1%	3 2%	4 2%	5 2%	9 3%	5 2%	4 2%	7 3%	5 2%	6 2%	3 2%	3 3%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**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	1006	483	523	111	171	201	171	151	201	251	292	211	252	268	262	247	140	88
<b><u>Grocery shopping status</u></b>																		
I am the main grocery shopper in the household	692 69%	250 52%	443 85%	45 41%	121 71%	149 74%	112 65%	102 68%	164 81%	164 65%	203 70%	133 63%	192 76%	184 69%	181 69%	171 69%	100 71%	57 64%
I regularly do the main grocery shop	720 72%	274 57%	447 85%	52 47%	115 67%	158 79%	121 71%	104 69%	170 84%	175 70%	211 72%	142 67%	192 76%	197 73%	179 68%	182 74%	104 74%	58 66%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	752 75%	330 68%	422 81%	70 63%	117 68%	162 81%	139 81%	112 74%	152 75%	186 74%	218 75%	160 76%	188 75%	206 77%	189 72%	183 74%	101 72%	73 83%
I do not do grocery shopping	114 11%	94 20%	20 4%	28 25%	19 11%	15 7%	18 10%	20 13%	15 8%	29 11%	35 12%	28 13%	22 9%	25 9%	41 16%	24 10%	16 12%	9 10%
Refused	12 1%	6 1%	6 1%	1 1%	4 2%	2 1%	1 *	2 1%	2 1%	4 1%	4 1%	2 1%	3 1%	5 2%	1 *	4 2%	1 1%	1 1%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

		Q.1 Which of these is your favourite department store?						
		Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base		1006	357	252	102	37	241	17
Weighted base		1006	353	261	111	34	229	18
<b>Sex</b>								
Male		483 48%	137 39%	130 50%	56 50%	17 49%	134 59%	8 47%
Female		523 52%	216 61%	130 50%	55 50%	17 51%	95 41%	10 53%
<b>Age</b>								
18-24	(21)	111 11%	54 15%	17 6%	24 22%	2 7%	10 4%	4 22%
25-34	(29.5)	171 17%	63 18%	45 17%	24 21%	2 7%	34 15%	4 22%
35-44	(39.5)	201 20%	63 18%	56 21%	24 21%	7 22%	52 22%	- -
45-54	(49.5)	171 17%	64 18%	51 19%	11 10%	7 21%	35 15%	4 20%
55-64	(59.5)	151 15%	52 15%	39 15%	17 15%	7 22%	35 15%	* 3%
65+	(70)	201 20%	59 17%	53 20%	12 10%	7 22%	64 28%	6 32%
Average age		46.56	44.74	47.82	40.48	50.54	50.38	45.62

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

Q.1 Which of these is your favourite department store?							
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	353	261	111	34	229	18
<b><u>Social Class</u></b>							
AB	251 25%	87 25%	83 32%	26 23%	8 24%	47 20%	1 7%
C1	292 29%	113 32%	84 32%	44 39%	3 9%	44 19%	3 19%
C2	211 21%	66 19%	52 20%	26 23%	10 29%	56 24%	2 14%
DE	252 25%	88 25%	41 16%	16 14%	13 38%	83 36%	11 60%
<b><u>Region</u></b>							
North	336 33%	128 36%	60 23%	47 42%	11 32%	87 38%	3 16%
Midlands	313 31%	121 34%	76 29%	33 29%	12 36%	67 29%	5 29%
South	357 35%	104 29%	125 48%	32 28%	11 33%	75 33%	10 55%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

Q.1 Which of these is your favourite department store?							
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	353	261	111	34	229	18
<b><u>Working status</u></b>							
Full-time	447 44%	164 46%	113 44%	62 56%	12 37%	91 40%	4 24%
Part-time	113 11%	49 14%	27 10%	11 10%	5 13%	20 9%	2 9%
Not working but seeking work or temporarily unemployed/sick	48 5%	10 3%	14 5%	3 2%	- -	17 7%	4 22%
Not working/not seeking work	89 9%	32 9%	24 9%	8 7%	6 18%	17 7%	2 13%
Retired	252 25%	77 22%	67 26%	18 16%	10 29%	74 32%	6 32%
Student	56 6%	21 6%	16 6%	10 9%	- -	10 5%	- -
Refused	1 *	- -	- -	- -	1 3%	1 *	- -

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

	Q.1 Which of these is your favourite department store?						
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	353	261	111	34	229	18
<b><u>Tenure</u></b>							
Own outright	322 32%	101 29%	95 36%	37 33%	9 28%	74 32%	6 32%
Own with a mortgage	412 41%	157 44%	116 44%	49 44%	10 30%	78 34%	3 17%
Council	131 13%	39 11%	22 8%	13 12%	8 24%	43 19%	6 32%
Housing Assoc.	25 2%	10 3%	5 2%	2 2%	2 7%	5 2%	* 3%
Rented from someone else	87 9%	36 10%	20 8%	7 6%	4 11%	19 8%	2 8%
Rent free	6 1%	1 *	1 *	1 1%	* 1%	1 1%	1 5%
Refused	23 2%	9 2%	2 1%	3 2%	- -	9 4%	1 3%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

Q.1 Which of these is your favourite department store?							
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	353	261	111	34	229	18
<b><u>Foreign Holiday in last 3 years</u></b>							
Yes	624 62%	233 66%	193 74%	78 70%	16 47%	99 43%	5 26%
No	382 38%	120 34%	67 26%	33 30%	18 53%	131 57%	13 74%
<b><u>Number of cars</u></b>							
None	203 20%	74 21%	39 15%	22 20%	6 17%	59 26%	4 23%
1	438 44%	146 41%	110 42%	49 44%	18 55%	107 47%	8 42%
2	284 28%	102 29%	88 34%	31 28%	9 26%	49 21%	5 28%
3+	81 8%	31 9%	24 9%	9 8%	1 2%	15 6%	1 8%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

Q.1 Which of these is your favourite department store?							
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	353	261	111	34	229	18
<b><u>Internet Access</u></b>							
At all	685 68%	245 70%	206 79%	80 72%	18 53%	125 54%	10 56%
At home (net)	601 60%	215 61%	187 72%	64 58%	14 41%	111 48%	9 51%
At work (net)	336 33%	125 36%	104 40%	44 39%	6 17%	53 23%	3 19%
At home	325 32%	116 33%	98 38%	29 26%	9 27%	66 29%	6 32%
At work	60 6%	26 8%	15 6%	9 8%	1 3%	9 4%	- -
Both at home and at work	276 27%	99 28%	89 34%	35 31%	5 15%	45 20%	3 19%
Somewhere else	24 2%	4 1%	4 2%	7 6%	3 9%	5 2%	1 4%
Not at all	321 32%	108 30%	54 21%	31 28%	16 47%	104 45%	8 44%
Refused	1 *	- -	- -	- -	- -	1 *	- -

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

	Q.1 Which of these is your favourite department store?						
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	353	261	111	34	229	18
<b><u>Age Finished Full Time Education</u></b>							
Up to 15	206 21%	70 20%	36 14%	17 15%	11 33%	67 29%	5 25%
16	263 26%	109 31%	52 20%	23 21%	12 35%	60 26%	6 36%
17	96 10%	33 9%	30 12%	11 10%	1 3%	18 8%	2 13%
18	107 11%	26 7%	37 14%	16 15%	4 11%	22 10%	1 7%
19 or over	248 25%	80 23%	85 33%	30 27%	6 17%	45 20%	2 11%
Still in full time education	61 6%	25 7%	17 6%	11 10%	-	8 4%	-
Had no full time education	3 *	3 1%	1 *	-	-	-	-
Refused	22 2%	6 2%	2 1%	3 3%	-	9 4%	2 8%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

Q.1 Which of these is your favourite department store?							
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	353	261	111	34	229	18
<b><u>Marital Status</u></b>							
Single	233 23%	79 22%	58 22%	34 30%	8 23%	51 22%	5 29%
Married/ co-habiting	546 54%	201 57%	160 61%	61 55%	14 41%	102 44%	8 42%
Widowed/ separated/ divorced	205 20%	67 19%	41 16%	14 13%	12 36%	66 29%	5 27%
Refused	22 2%	7 2%	2 1%	3 2%	- -	11 5%	1 3%
<b><u>Children</u></b>							
None aged 18 or under	647 64%	228 65%	166 64%	69 62%	23 67%	150 65%	12 65%
NET: Yes	335 33%	118 33%	91 35%	40 36%	11 31%	70 30%	6 32%
NET: Yes any aged 15 or under	307 31%	108 31%	85 33%	39 35%	9 28%	62 27%	3 18%
- Aged under 5	126 12%	40 11%	38 15%	15 13%	5 16%	24 11%	3 18%
- Aged 5-10	155 15%	53 15%	43 17%	18 17%	4 13%	35 15%	1 5%
- Aged 11-15	136 14%	51 14%	37 14%	19 17%	4 12%	25 11%	- -
- Aged 16-18	75 7%	24 7%	21 8%	7 6%	2 7%	18 8%	3 14%
Refused	24 2%	7 2%	3 1%	3 2%	* 1%	10 4%	1 3%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

	Q.1 Which of these is your favourite department store?						
	Total	Debenhams	John Lewis	House of Fraser	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	353	261	111	34	229	18
<b><u>Grocery shopping status</u></b>							
I am the main grocery shopper in the household	692 69%	257 73%	169 65%	77 69%	27 80%	154 67%	9 49%
I regularly do the main grocery shop	720 72%	263 75%	184 71%	73 66%	30 88%	159 69%	11 61%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	752 75%	272 77%	200 77%	79 71%	31 93%	159 69%	11 59%
I do not do grocery shopping	114 11%	32 9%	35 14%	12 11%	-	31 13%	4 23%
Refused	12 1%	3 1%	2 1%	2 1%	-	5 2%	1 3%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

Q.2 What kind of products do you mostly shop at department stores for?

	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Unweighted base	1006	631	242	126	128	123	99	80	226	241	4
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
<b>Sex</b>											
Male	483 48%	277 43%	72 30%	99 71%	86 64%	20 16%	40 40%	32 41%	102 44%	134 59%	2 53%
Female	523 52%	363 57%	167 70%	39 29%	49 36%	105 84%	60 60%	46 59%	128 56%	95 41%	2 47%
<b>Age</b>											
18-24	(21) 11%	111 15%	95 7%	18 13%	18 12%	31 25%	2 2%	14 18%	36 16%	10 4%	- -
25-34	(29.5) 17%	171 16%	106 16%	38 14%	20 14%	19 21%	16 16%	27 24%	19 19%	45 15%	34 13%
35-44	(39.5) 20%	201 19%	119 23%	54 16%	21 16%	21 22%	21 21%	13 17%	49 21%	52 22%	- -
45-54	(49.5) 17%	171 17%	110 17%	46 19%	35 25%	21 15%	19 15%	24 24%	11 14%	40 17%	35 15%
55-64	(59.5) 15%	151 15%	97 15%	41 17%	21 15%	20 15%	14 11%	18 18%	7 9%	29 13%	35 15%
65+	(70) 20%	201 18%	113 18%	43 18%	24 17%	37 27%	7 5%	19 19%	15 19%	31 14%	64 28%
Average age	46.56	45.26	47.37	46.39	48.75	38.23	49.29	42.70	43.05	50.38	55.61

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
**Classification**  
**Base: All respondents**

Q.2 What kind of products do you mostly shop at department stores for?

	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
<b><u>Social Class</u></b>											
AB	251 25%	164 26%	76 32%	43 31%	22 16%	38 30%	30 30%	22 28%	61 26%	47 20%	1 21%
C1	292 29%	212 33%	69 29%	46 33%	41 30%	45 36%	30 30%	22 29%	71 31%	44 19%	- -
C2	211 21%	122 19%	50 21%	33 24%	28 21%	21 16%	20 20%	15 19%	48 21%	56 24%	- -
DE	252 25%	143 22%	44 18%	17 12%	43 32%	22 17%	20 20%	19 24%	50 22%	83 36%	3 79%
<b><u>Region</u></b>											
North	336 33%	209 33%	70 29%	52 38%	39 29%	43 35%	37 37%	25 32%	78 34%	87 38%	1 13%
Midlands	313 31%	207 32%	74 31%	29 21%	34 26%	35 28%	25 25%	30 39%	78 34%	67 29%	- -
South	357 35%	224 35%	95 40%	56 41%	61 45%	47 37%	38 38%	22 29%	73 32%	75 33%	4 87%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

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**Base: All respondents**

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	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
<b><u>Working status</u></b>											
Full-time	447 44%	289 45%	104 44%	76 55%	45 33%	59 47%	36 36%	27 35%	107 47%	91 40%	1 21%
Part-time	113 11%	79 12%	31 13%	12 8%	10 7%	22 18%	21 21%	13 17%	30 13%	20 9%	- -
Not working but seeking work or temporarily unemployed/sick	48 5%	27 4%	2 1%	3 2%	15 11%	5 4%	2 2%	6 8%	9 4%	17 7%	1 13%
Not working/not seeking work	89 9%	61 10%	28 12%	1 1%	11 8%	17 14%	11 11%	9 12%	25 11%	17 7%	2 35%
Retired	252 25%	144 22%	63 26%	36 26%	46 34%	15 12%	28 28%	17 22%	40 17%	74 32%	1 32%
Student	56 6%	40 6%	10 4%	12 9%	8 6%	7 5%	2 2%	5 6%	16 7%	10 5%	- -
Refused	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

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**Classification**  
**Base: All respondents**

Q.2 What kind of products do you mostly shop at department stores for?

	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
<b>Tenure</b>											
Own outright	322 32%	209 33%	78 32%	56 40%	57 43%	27 21%	42 42%	22 28%	56 24%	74 32%	- -
Own with a mortgage	412 41%	268 42%	105 44%	63 46%	37 28%	68 54%	40 40%	30 39%	114 49%	78 34%	1 21%
Council	131 13%	71 11%	24 10%	10 7%	21 16%	10 8%	10 10%	8 10%	32 14%	43 19%	3 67%
Housing Assoc.	25 2%	18 3%	6 2%	2 2%	4 3%	3 2%	1 1%	5 7%	7 3%	5 2%	- -
Rented from someone else	87 9%	59 9%	22 9%	7 5%	12 9%	14 11%	5 5%	10 13%	17 8%	19 8%	- -
Rent free	6 1%	4 1%	1 *	- -	1 1%	1 *	1 1%	1 1%	1 1%	1 1%	- -
Refused	23 2%	12 2%	4 2%	* *	2 2%	3 2%	1 1%	2 2%	2 1%	9 4%	1 13%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

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**Classification**  
**Base: All respondents**

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	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
<b><u>Foreign Holiday in last 3 years</u></b>											
Yes	624 62%	436 68%	171 72%	110 80%	66 49%	96 76%	68 68%	51 67%	159 69%	99 43%	- -
No	382 38%	205 32%	67 28%	28 20%	69 51%	29 24%	32 32%	26 33%	71 31%	131 57%	4 100%
<b><u>Number of cars</u></b>											
None	203 20%	116 18%	46 19%	17 12%	35 26%	16 13%	11 11%	13 16%	53 23%	59 26%	1 13%
1	438 44%	274 43%	101 42%	61 44%	54 40%	59 48%	44 43%	38 50%	96 42%	107 47%	3 67%
2	284 28%	191 30%	73 31%	46 33%	37 27%	38 30%	37 37%	18 23%	65 28%	49 21%	1 21%
3+	81 8%	58 9%	18 8%	15 11%	8 6%	12 10%	9 9%	8 11%	16 7%	15 6%	- -

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

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	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
<b><u>Internet Access</u></b>											
At all	685 68%	459 72%	177 74%	109 79%	84 63%	105 84%	77 76%	54 70%	173 75%	125 54%	1 21%
At home (net)	601 60%	396 62%	154 64%	102 74%	77 57%	80 64%	71 71%	48 61%	151 66%	111 48%	1 21%
At work (net)	336 33%	232 36%	93 39%	56 40%	32 24%	50 40%	40 40%	24 30%	83 36%	53 23%	- -
At home	325 32%	211 33%	80 33%	53 38%	50 37%	45 36%	33 33%	27 35%	82 36%	66 29%	1 21%
At work	60 6%	47 7%	19 8%	7 5%	5 3%	16 13%	3 3%	3 4%	15 6%	9 4%	- -
Both at home and at work	276 27%	185 29%	74 31%	49 35%	27 20%	34 27%	38 38%	21 27%	68 30%	45 20%	- -
Somewhere else	24 2%	16 2%	5 2%	- -	3 2%	9 7%	3 3%	4 5%	7 3%	5 2%	- -
Not at all	321 32%	181 28%	61 26%	29 21%	50 37%	20 16%	24 24%	23 30%	57 25%	104 45%	3 79%
Refused	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

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**Classification**  
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	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
<b><u>Age Finished Full Time Education</u></b>											
Up to 15	206 21%	119 19%	38 16%	24 17%	37 27%	11 9%	17 17%	13 17%	30 13%	67 29%	1 32%
16	263 26%	168 26%	68 28%	41 29%	37 28%	35 28%	35 35%	23 30%	63 27%	60 26%	1 21%
17	96 10%	66 10%	22 9%	15 11%	8 6%	13 11%	7 7%	6 7%	24 10%	18 8%	- -
18	107 11%	69 11%	29 12%	11 8%	14 10%	6 5%	11 11%	9 12%	28 12%	22 10%	- -
19 or over	248 25%	159 25%	69 29%	37 27%	25 18%	47 37%	27 27%	19 24%	65 28%	45 20%	2 35%
Still in full time education	61 6%	48 7%	10 4%	11 8%	12 9%	9 8%	2 2%	7 9%	17 8%	8 4%	- -
Had no full time education	3 *	3 *	-	-	1 1%	-	-	-	1 *	-	-
Refused	22 2%	9 1%	3 1%	* *	2 1%	4 3%	2 2%	1 1%	2 1%	9 4%	1 13%

## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

Table 6  
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Q.2 What kind of products do you mostly shop at department stores for?

	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
<b><u>Marital Status</u></b>											
Single	233 23%	152 24%	31 13%	35 25%	42 31%	34 27%	13 13%	22 28%	53 23%	51 22%	2 35%
Married/ co-habiting	546 54%	364 57%	151 63%	88 63%	66 49%	69 55%	72 72%	44 57%	140 61%	102 44%	1 32%
Widowed/ separated/ divorced	205 20%	113 18%	53 22%	15 11%	25 18%	20 16%	15 15%	10 13%	34 15%	66 29%	1 21%
Refused	22 2%	10 2%	3 1%	* *	2 1%	3 2%	1 1%	2 2%	2 1%	11 5%	1 13%
<b><u>Children</u></b>											
None aged 18 or under	647 64%	412 64%	139 58%	95 69%	96 71%	65 52%	58 58%	46 59%	130 57%	150 65%	4 87%
NET: Yes	335 33%	216 34%	96 40%	42 31%	37 27%	56 45%	41 41%	29 38%	97 42%	70 30%	- -
NET: Yes any aged 15 or under	307 31%	197 31%	88 37%	40 29%	31 23%	51 41%	37 37%	26 34%	90 39%	62 27%	- -
- Aged under 5	126 12%	81 13%	34 14%	16 11%	12 9%	27 21%	15 15%	7 9%	45 19%	24 11%	- -
- Aged 5-10	155 15%	97 15%	44 19%	17 13%	15 11%	31 25%	21 21%	17 22%	44 19%	35 15%	- -
- Aged 11-15	136 14%	94 15%	42 18%	19 14%	16 12%	18 14%	13 13%	13 17%	40 17%	25 11%	- -
- Aged 16-18	75 7%	47 7%	23 10%	5 3%	12 9%	10 8%	10 10%	4 6%	21 9%	18 8%	- -
Refused	24 2%	13 2%	4 2%	* *	2 1%	4 3%	1 1%	2 3%	2 1%	10 4%	1 13%

Prepared by ICM Research



## Retail Week Department Store Survey

### Fieldwork : April 21st-23rd 2006

Absolutes/col percents

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**Classification**  
**Base: All respondents**

Q.2 What kind of products do you mostly shop at department stores for?											
	Total	Clothing/ fashion	Homewares	Electrical products	Food	Cosmetics/ beauty	Furniture	Accessories / jewellery/ watches etc	Other	Not Applicable/ don't shop at department stores	Don't know
Weighted base	1006	640	239	138	135	125	100	77	230	229	4
<b><u>Grocery shopping status</u></b>											
I am the main grocery shopper in the household	692 69%	445 70%	179 75%	78 57%	81 60%	94 75%	72 71%	51 66%	161 70%	154 67%	4 87%
I regularly do the main grocery shop	720 72%	464 72%	190 79%	85 62%	91 67%	92 73%	71 71%	55 71%	167 73%	159 69%	4 87%
I regularly do top up grocery shopping (buy items or a basket of items as they are needed)	752 75%	491 77%	204 85%	104 75%	104 77%	95 76%	81 81%	57 73%	172 75%	159 69%	2 55%
I do not do grocery shopping	114 11%	68 11%	9 4%	22 16%	19 14%	15 12%	8 8%	12 15%	31 13%	31 13%	- -
Refused	12 1%	6 1%	2 1%	* *	1 1%	2 1%	1 1%	- -	1 *	5 2%	1 13%