Mid Devon Retail Study 2012	
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	Appendix B: Household Survey Results
	riodscriola durvey kesalis

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Base: All re	espondents							Zc	ne						
				1		2	3	3		4	!	5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0
Morrisons, Tiverton	128	18.3%	1	1.0%	3	3.0%	21	21.0%	31	30.7%	47	47.0%	11	11.0%	14	14.09
Tesco, Crediton	96	13.7%	31	31.0%	43	43.0%	12	12.0%	0	.0%	0	.0%	10	10.0%	0	.0%
Tesco, Tiverton	68	9.7%	0	.0%	1	1.0%	4	4.0%	17	16.8%	31	31.0%	6	6.0%	9	9.0%
Morrisons, Crediton	58	8.3%	14	14.0%	36	36.0%	6	6.0%	0	.0%	0	.0%	2	2.0%	0	.0%
Tesco, Cullompton	57	8.1%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	7	7.0%	48	48.09
Sainsbury's, Pinhoe Road, Exeter	25	3.6%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	21	21.0%	1	1.0%
Internet / Home Delivery	20	2.9%	5	5.0%	0	.0%	6	6.0%	1	1.0%	2	2.0%	3	3.0%	3	3.0%
Sainsbury's, Alphington Road, Exeter	19	2.7%	11	11.0%	3	3.0%	0	.0%	0	.0%	0	.0%	5	5.0%	0	.0%
Tesco, Barnstaple	16	2.3%	0	.0%	0	.0%	16	16.0%	0	.0%	0	.0%	0	.0%	0	.0%
Waitrose, Okehampton	16	2.3%	12	12.0%	2	2.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.0%
Tesco, Russell Way, Digby, Exeter	10	1.4%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	4	4.0%	4	4.0%
Local stores, Crediton	8	1.1%	1	1.0%	6	6.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, Dulverton	7	1.0%	0	.0%	0	.0%	0	.0%	7	6.9%	0	.0%	0	.0%	0	.0%
Local stores, Tiverton	7	1.0%	0	.0%	0	.0%	0	.0%	3	3.0%	3	3.0%	1	1.0%	0	.0%
Tesco Express, Tiverton	7	1.0%	0	.0%	0	.0%	1	1.0%	2	2.0%	2	2.0%	2	2.0%	0	.0%
Asda, Taunton	6	.9%	0	.0%	0	.0%	0	.0%	4	4.0%	1	1.0%	0	.0%	1	1.0%
Marks & Spencer Simply Food, Tiverton	6	.9%	0	.0%	0	.0%	1	1.0%	0	.0%	5	5.0%	0	.0%	0	.0%
Sainsbury's, Roundswell, Barnstaple	6	.9%	0	.0%	0	.0%	6	6.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Exeter	5	.7%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%
Tesco Express, Crediton	5	.7%	1	1.0%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Cullompton	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	3	3.09
Local stores, Okehampton	4	.6%	3	3.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

	Base: All re	spondents							Zo	ne			_			
			1		2	2	3		4	1	5	5	(5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Sainsbury's, Hankridge Farm, Taunton	4	.6%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	2	2.0
Co-op, Wellington	3	.4%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.09
Local stores, South Molton	3	.4%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.09
Tesco, Exeter City Centre	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	1	1.0
Tesco, Wellingon Road, Taunton	3	.4%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.09
Lidl, Exeter	2	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.09
Local stores, Bradninch	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.09
Local stores, Silverton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.09
Local stores, Thorverton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.09
Local stores, Wellington	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.09
Sainsbury's, Exeter City Centre	2	.3%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.09
Co-op, Cullompton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0
Co-op, Uffculme	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0
Farmer's Market, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0
Lidl, Roman Road, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.09
Local stores, Halberton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.09
Local stores, Sandford	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0
Marks & Spencer, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0
Morrisons, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0
Sainsbury's, Taunton Town Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0
Tesco, Sidmouth Road, Honiton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Base: All re	spondents							Zo	ne						
				1	L	2	<u> </u>	3	3	4	ļ.	5	;	6	<u> </u>	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Sainsbury's, New Road, South Molton	12	1.7%	0	.0%	0	.0%	11	11.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Waitrose, High Street, Wellington	10	1.4%	0	.0%	0	.0%	0	.0%	7	6.9%	0	.0%	0	.0%	3	3.0%
	Morrisons, Prince Charles Road, Exeter	8	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	7.0%	1	1.0%
	Asda, Longforth Road, Wellington	6	.9%	0	.0%	0	.0%	0	.0%	5	5.0%	0	.0%	0	.0%	1	1.0%
	Aldi, Exhibition Way, Exeter	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	2	2.0%
	Co-op, Market Walk, Tiverton	5	.7%	0	.0%	0	.0%	0	.0%	1	1.0%	4	4.0%	0	.0%	0	.0%
	Waitrose, Gladstone Road, Exeter	5	.7%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	3	3.0%	0	.0%
	Lidl, School Way, Okehampton	4	.6%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Alphington Road, Exeter	3	.4%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Bampton	3	.4%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%
Other	Sainsbury's, Guildhall Shopping Centre, Exeter	3	.4%	1	1.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
Other	Costcutter, Brook Street, Bampton	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Plymouth Road, Tavistock	2	.3%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Budgens, Exeter Road, Okehamptor	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exeter Cash and Carry, Heron Units, Heron Road, Sowton Industrial Estate, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Co-op, East Street, Okehampton	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, The Square, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	The Greenhouse, Lower Pannier Market, Crediton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Lidl, Station Road, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Tedburn St Mary	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Witheridge	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q1. In which shop or shopping centre do you do most of your household's main food shopping?

		Base: All re	spondents							Zo	ne						
				1	L	2	2	3	3	4	1	5	;	e	5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Local stores, Chulmleigh	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Rackenford	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Morrisons, Stucley Road, Bude	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Morrisons, Westleigh Willow Farm, Honiton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Seasons, Well Street, Exeter	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Fore Street, Chulmleigh	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Rose Lane, South Molton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Seaward Way, Minehead	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q2. How does your household normally travel to its main food shopping destination at Q1?

									<u> </u>	-							
		Base: Excluding	internet at Q1							Zo	ne						
					1	7	2	:	3	4	4	Į.	5		5		7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Base: Excluding internet at Q1	681	100.0%	95	100.0%	100	100.0%	94	100.0%	100	100.0%	98	100.0%	97	100.0%	97	100.0%
	Car / van (as driver)	506	74.3%	77	81.1%	69	69.0%	56	59.6%	80	80.0%	69	70.4%	82	84.5%	73	75.3%
	Car / van (as passenger)	97	14.2%	13	13.7%	14	14.0%	20	21.3%	13	13.0%	15	15.3%	8	8.2%	14	14.4%
	Walk	43	6.3%	1	1.1%	13	13.0%	11	11.7%	4	4.0%	8	8.2%	2	2.1%	4	4.1%
	Bus	28	4.1%	3	3.2%	3	3.0%	5	5.3%	1	1.0%	6	6.1%	4	4.1%	6	6.2%
	Bicycle	2	.3%	1	1.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Mobility scooter	2	.3%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	1	1.0%	0	.0%
Other	Varies	2	.3%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%	0	.0%
	Goods delivered	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q3. When your household undertakes its main food shopping at Q1, does it also normally visit other shops, leisure or services (such as banks, hairdressers, cafes etc) on the same shopping trip?

	Base: Excluding	internet at Q1							Zc	ne						
				1		2	:	3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding internet at Q1	681	100.0%	95	100.0%	100	100.0%	94	100.0%	100	100.0%	98	100.0%	97	100.0%	97	100.0%
Always	91	13.4%	17	17.9%	7	7.0%	20	21.3%	19	19.0%	7	7.1%	12	12.4%	9	9.3%
Normally	125	18.4%	15	15.8%	16	16.0%	19	20.2%	22	22.0%	24	24.5%	18	18.6%	11	11.3%
Sometimes	171	25.1%	33	34.7%	19	19.0%	19	20.2%	29	29.0%	19	19.4%	25	25.8%	27	27.8%
Rarely	84	12.3%	6	6.3%	11	11.0%	15	16.0%	8	8.0%	12	12.2%	18	18.6%	14	14.4%
Never	210	30.8%	24	25.3%	47	47.0%	21	22.3%	22	22.0%	36	36.7%	24	24.7%	36	37.1%

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

	Base: Those visiti serv								Zo	ne						
				1		2	:	3	4	4	į	5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting other shops/ services	387	100.0%	65	100.0%	42	100.0%	58	100.0%	70	100.0%	50	100.0%	55	100.0%	47	100.0%

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

	Base: Those visiti servi								Zo	ne						
				1		2		3	4	4	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Tiverton	119	30.7%	1	1.5%	0	.0%	15	25.9%	37	52.9%	38	76.0%	15	27.3%	13	27.7
Exeter	90	23.3%	29	44.6%	11	26.2%	2	3.4%	3	4.3%	8	16.0%	28	50.9%	9	19.1
Crediton	54	14.0%	17	26.2%	27	64.3%	8	13.8%	1	1.4%	0	.0%	1	1.8%	0	.0%
Barnstaple	17	4.4%	0	.0%	0	.0%	17	29.3%	0	.0%	0	.0%	0	.0%	0	.0%
Cullompton	17	4.4%	1	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	4	7.3%	12	25.5
Taunton	15	3.9%	0	.0%	0	.0%	1	1.7%	6	8.6%	2	4.0%	1	1.8%	5	10.6
Okehampton	14	3.6%	13	20.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Wellington	13	3.4%	0	.0%	0	.0%	0	.0%	11	15.7%	0	.0%	0	.0%	2	4.3%
South Molton	10	2.6%	0	.0%	0	.0%	9	15.5%	1	1.4%	0	.0%	0	.0%	0	.0%
Honiton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.19
Minehead	1	.3%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
Lowman Way, Tiverton	1	.3%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Priory Fields Retail Park, Taunton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.0%	0	.0%	0	.0%
Riverside / Hankridge Farm, Taunton	1	.3%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%

Q4. Which town centre, freestanding store or retail/ leisure park does your household visit most often when it undertakes the linked trip to other shops, leisure or service outlets?

		Base: Those visiti servi								Zo	ne						
				1	L	2	<u> </u>		3	4	ļ	5	.	E	5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Combine with commute to work	9	2.3%	2	3.1%	2	4.8%	0	.0%	0	.0%	0	.0%	3	5.5%	2	4.3%
	Dulverton	4	1.0%	0	.0%	0	.0%	0	.0%	4	5.7%	0	.0%	0	.0%	0	.0%
	School run	3	.8%	0	.0%	0	.0%	1	1.7%	0	.0%	1	2.0%	0	.0%	1	2.1%
	Morrisons, Mill Street, Crediton	2	.5%	2	3.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda, High Week Street, Newton Abbot	1	.3%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Banbury, Gold Street, Tiverton	1	.3%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
	Bampton	1	.3%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
	Broadclyst	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Chumleigh	1	.3%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Take dog for a walk	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Marsh Barton, Exeter	1	.3%	0	.0%	1	2.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Tiverton	1	.3%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
	Post Office, Uffculme	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%
	Sainsbury's, Hankridge Way, Taunton	1	.3%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%
	Sandford	1	.3%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco Petrol Station, Cullompton	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	2.1%
	Tesco, Crediton	1	.3%	0	.0%	0	.0%	1	1.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Rydon Lane, Digby, Exeter	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.8%	0	.0%
	Wiveliscombe	1	.3%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%	0	.0%	0	.0%

Q5. Thinking about your household's total expenditure on food and groceries (including milk deliveries, newspapers, cigarettes, etc) about what proportion do you usually spend at Q1?

	Base: All re	spondents							Zc	ne						
				1		2		3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
0 - 10%	11	1.6%	2	2.0%	1	1.0%	1	1.0%	1	1.0%	2	2.0%	3	3.0%	1	1.0%
11 - 20%	25	3.6%	5	5.0%	2	2.0%	4	4.0%	2	2.0%	3	3.0%	4	4.0%	5	5.0%
21 - 30%	28	4.0%	3	3.0%	6	6.0%	3	3.0%	3	3.0%	5	5.0%	6	6.0%	2	2.0%
31 - 40%	27	3.9%	4	4.0%	1	1.0%	6	6.0%	5	5.0%	5	5.0%	4	4.0%	2	2.0%
41 - 50%	71	10.1%	12	12.0%	11	11.0%	11	11.0%	11	10.9%	9	9.0%	8	8.0%	9	9.0%
51 - 60%	64	9.1%	7	7.0%	6	6.0%	14	14.0%	11	10.9%	9	9.0%	11	11.0%	6	6.0%
61 - 70%	65	9.3%	7	7.0%	13	13.0%	9	9.0%	9	8.9%	8	8.0%	8	8.0%	11	11.0%
71 - 80%	142	20.3%	22	22.0%	23	23.0%	20	20.0%	24	23.8%	18	18.0%	14	14.0%	21	21.0%
81 - 90%	94	13.4%	11	11.0%	14	14.0%	13	13.0%	10	9.9%	15	15.0%	17	17.0%	14	14.0%
91 - 100%	100	14.3%	16	16.0%	13	13.0%	9	9.0%	14	13.9%	19	19.0%	13	13.0%	16	16.0%
Don't know/ varies	66	9.4%	10	10.0%	9	9.0%	8	8.0%	10	9.9%	6	6.0%	12	12.0%	11	11.0%
Refused	8	1.1%	1	1.0%	1	1.0%	2	2.0%	1	1.0%	1	1.0%	0	.0%	2	2.0%

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

·		<u>. </u>					<u> </u>			<u> </u>		<u> </u>				
	Base: All re	spondents							Zo	ne						
				1	2	2	:	3	4	4		5		6	-	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Base: All re	spondents							Zo	ne						
			1			2		3				5	-	5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Don't do top-up shopping	74	10.6%	9	9.0%	9	9.0%	15	15.0%	16	15.8%	4	4.0%	12	12.0%	9	9.0
Local stores, Crediton	42	6.0%	6	6.0%	31	31.0%	2	2.0%	0	.0%	0	.0%	2	2.0%	1	1.0
Morrisons, Tiverton	39	5.6%	0	.0%	2	2.0%	7	7.0%	7	6.9%	19	19.0%	3	3.0%	1	1.0
Morrisons, Crediton	34	4.9%	6	6.0%	23	23.0%	2	2.0%	0	.0%	0	.0%	3	3.0%	0	.0%
Tesco, Cullompton	32	4.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	30	30.0
Local stores, Tiverton	30	4.3%	0	.0%	0	.0%	1	1.0%	4	4.0%	23	23.0%	0	.0%	2	2.09
Tesco, Crediton	29	4.1%	4	4.0%	19	19.0%	5	5.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Tesco, Tiverton	29	4.1%	0	.0%	0	.0%	1	1.0%	4	4.0%	20	20.0%	1	1.0%	3	3.09
Local stores, South Molton	16	2.3%	0	.0%	0	.0%	15	15.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Local stores, Cullompton	13	1.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	11	11.0
Tesco Express, Crediton	11	1.6%	1	1.0%	10	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Co-op, Dulverton	10	1.4%	0	.0%	0	.0%	0	.0%	10	9.9%	0	.0%	0	.0%	0	.0%
Local stores, Silverton	10	1.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	10	10.0%	0	.0%
Local stores, Wellington	10	1.4%	0	.0%	0	.0%	0	.0%	8	7.9%	0	.0%	0	.0%	2	2.0
Local stores, Stoke Cannon	9	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	9.0%	0	.0%
Local stores, Thorverton	9	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	9.0%	0	.09
Tesco Express, Tiverton	9	1.3%	0	.0%	0	.0%	0	.0%	1	1.0%	8	8.0%	0	.0%	0	.09
Don't know/ varies	9	1.3%	1	1.0%	1	1.0%	1	1.0%	4	4.0%	1	1.0%	0	.0%	1	1.0
Local stores, Bradninch	8	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	8	8.0%	0	.09
Local stores, Copplestone	8	1.1%	7	7.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.09
Co-op, Cullompton	7	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	6	6.0
Local stores, Exeter	7	1.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	5	5.0%	0	.09
Local stores, Hemyock	7	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	7.0
Marks & Spencer Simply Food, Tiverton	7	1.0%	0	.0%	0	.0%	2	2.0%	0	.0%	4	4.0%	1	1.0%	0	.09
Co-op, Bow	6	.9%	6	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Base: All re	spondents							Zo	ne						
			1	-	2	<u> </u>	3	3	4		5	5	(5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	9
Sainsbury's, Pinhoe Road, Exeter	6	.9%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	4	4.0%	0	.(
Internet / Home Delivery	6	.9%	1	1.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	2	2.0%	1	1
Co-op, Uffculme	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	5	5
Local stores, Cheriton Bishop	5	.7%	5	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	
Local stores, Sandford	5	.7%	0	.0%	0	.0%	5	5.0%	0	.0%	0	.0%	0	.0%	0	
Local stores, Willand	5	.7%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	4	4
Sainsbury's, Roundswell, Barnstaple	5	.7%	0	.0%	0	.0%	5	5.0%	0	.0%	0	.0%	0	.0%	0	
Co-op, Wellington	4	.6%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	1	1
Local stores, Okehampton	4	.6%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	
Sainsbury's, Alphington Road, Exeter	4	.6%	2	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	
Sainsbury's, Exeter City Centre	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	2	2.0%	0	
Local stores, Culmstock	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3
Local stores, Halberton	3	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	1	1.0%	0	
Local stores, Kentisbeare	3	.4%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	
Local stores, Sampford Peverell	3	.4%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	
Waitrose, Okehampton	3	.4%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	T
Co-op, Broadclyst	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	
Local stores, Bow	2	.3%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	
Local stores, Cheriton Fitzpaine	2	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	
Local stores, Cumleigh	2	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	
Local stores, Lapford	2	.3%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	
Local stores, Morchard Bishop	2	.3%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	
Local stores, Ottery St Mary	2	.3%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	
Local stores, Taunton	2	.3%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

	Base: All re	spondents							Zo	ne						
			1	L	2		3	3	4		5	5	(5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Local stores, Uffculme	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.09
Local stores, Westleigh	2	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%
Tesco, Barnstaple	2	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.09
Tesco, Wellingon Road, Taunton	2	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.09
Co-op, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Co-op, High Street, Honiton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Farmer's Market, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Local stores, Ashill	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Local stores, Bickleigh	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Broadclyst	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Local stores, Down St Mary	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Holcombe Regis	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Local stores, Kennerleigh	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Newton St Cyres	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Local stores, Nomansland	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Nymet Rowland	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Oakfordbridge	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local stores, Washfield	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Marks & Spencer, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Sainsbury's, Taunton Town Centre	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Tesco, Exeter City Centre	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.09

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All re	spondents							Zo	ne						
				1	L	2		3	}		ļ	5	,	6	<u> </u>	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Local stores, Bampton	19	2.7%	0	.0%	0	.0%	0	.0%	18	17.8%	1	1.0%	0	.0%	0	.0%
	Sainsbury's, New Road, South Molton	12	1.7%	0	.0%	0	.0%	11	11.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Local stores, North Tawton	6	.9%	5	5.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Witheridge	6	.9%	1	1.0%	0	.0%	5	5.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Market Walk, Tiverton	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.0%	0	.0%	0	.0%
	Local stores, Tedburn St Mary	5	.7%	5	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Newcourt Road, Silverton	5	.7%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	4	4.0%	0	.0%
	Local stores, South Zeal	4	.6%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Market, Tiverton	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	4	4.0%	0	.0%	0	.0%
	Local stores, Appley, Stawley	3	.4%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%
	Local stores, Chulmleigh	3	.4%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Dulverton	3	.4%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	0	.0%
Other	Spar, Fore Street, Chulmleigh	3	.4%	1	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, High Street, North Tawton	3	.4%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Aldi, Exhibition Way, Exeter	2	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Asda, Longforth Road, Wellington	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Exe Valley Farmshop, Thorverton, Exeter	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
	Local stores, Brompton Regis	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Local stores, North Molton	2	.3%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Pathfinder Village	2	.3%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Street, Exeter	2	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Morrisons, Prince Charles Road, Exeter	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
	Waitrose, High Street, Wellington	2	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.0%

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All re	spondents							Zo	ne						
				1	L	2		3	}	4	1	5	;	6	j	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Budgens, Exeter Road, Oakhampton	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Church Street Stores, Church Street, Dolton	, 1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Co-op, Lodge Trading Estate, Station Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Co-op, The Square, Uffculme, Cullompton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Costcutter, Brook Street, Bampton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Farmers Market, Matford Centre, Matford Park Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Lidl, School Way, Okehampton	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Churchinford, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Other	Local stores, Cowley	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Local stores, Milverton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Local stores, Rackenford	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Rockwell Green	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Local stores, West Exe	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Local stores, Winkleigh	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mole Valley Farmers, Honiton Road, Collumpton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Nisa, Copplestone, Crediton	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	One Stop, Beech Road, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	One Stop, Willand, Station Road, Collumpton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Post Office, Drewsteignton, Exeter	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q6. Where do you do most of your household's shopping for small scale 'top-up' food shopping?

		Base: All re	spondents							Zoi	ne						
				1		2		3	}	4		5		6	<u>,</u>	7	'
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Post Office, Fore Street, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Spar, Broad Street, South Molton, Devon	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Spar, Copplestone, Crediton	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Spar, Fore Street, Bradninch, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Spar, Magdalen Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Spar, Exeter Road, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Waitrose, Gladstone Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Local stores, Whiddon Down	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q7. In which town centre, freestanding store or retail park so you do most of your household's shopping for clothes, footwear and other fashion goods?

	Base: All re	spondents							Zo	ne						
			:	1	2	2	3	3	4	4	Į.	5		5	-	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%

Q7. In which town centre, freestanding store or retail park so you do most of your household's shopping for clothes, footwear and other fashion goods?

	Base: All re	spondents							Zo	ne						
			1	L	2	2	3	3	4	1	Ę	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Exeter	358	51.1%	68	68.0%	79	79.0%	24	24.0%	17	16.8%	40	40.0%	79	79.0%	51	51.0%
Tiverton	88	12.6%	1	1.0%	2	2.0%	6	6.0%	23	22.8%	36	36.0%	7	7.0%	13	13.0%
Taunton	79	11.3%	0	.0%	0	.0%	3	3.0%	43	42.6%	11	11.0%	0	.0%	22	22.0%
Barnstaple	41	5.8%	2	2.0%	1	1.0%	37	37.0%	0	.0%	0	.0%	0	.0%	1	1.0%
E-mail / Internet	35	5.0%	11	11.0%	0	.0%	7	7.0%	3	3.0%	3	3.0%	6	6.0%	5	5.0%
Catalogue / mail order	29	4.1%	2	2.0%	1	1.0%	7	7.0%	7	6.9%	5	5.0%	4	4.0%	3	3.0%
Crediton	17	2.4%	6	6.0%	10	10.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Park in Exeter	3	.4%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Cullompton	2	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%
Okehampton	2	.3%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Wellington	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
Honiton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
South Molton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
Priory Fields Retail Park, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

Q7. In which town centre, freestanding store or retail park so you do most of your household's shopping for clothes, footwear and other fashion goods?

		Base: All re	spondents							Zo	ne						
				1	Ĺ	2	<u> </u>	3	3	4	1	5	5	6	5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Don't buy/ given as gifts/ makes own	7	1.0%	1	1.0%	1	1.0%	3	3.0%	0	.0%	1	1.0%	0	.0%	1	1.0%
-	Varies/ shop around	5	.7%	0	.0%	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	2	2.0%
-	London	4	.6%	0	.0%	0	.0%	3	3.0%	1	1.0%	0	.0%	0	.0%	0	.0%
-	Marks & Spencer, High Street, Exeter	3	.4%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
	Bristol	2	.3%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
-	Mole Valley Farmers, South Molton, Devon	2	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
-	Newton Abbot	2	.3%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
-	Abroad	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Asda, Highweek Street, Newton Abbot	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
-	Atlantic Village, Clovelly Road, Bideford	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bath	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
-	Blackpool town centre	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
-	Fenwicks, New Bond Street, London	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
-	Mole Avon, Exeter Road, Okehampton	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
-	Princess Hay, Eastgate, Exeter, Devon	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Saint Ives	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q7. In which town centre, freestanding store or retail park so you do most of your household's shopping for clothes, footwear and other fashion goods?

		Base: All re	spondents							Zo	ne						
				1	-	2	<u>-</u>	3	}	4		5	,	6		7	,
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Sidmouth	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Alphington Road, Exeter	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Street, Somerset	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
 	Tesco, Blundells Road, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Other	Tesco, Digby Park, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	The Range, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Wellington Boot, Gold Street, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Wiveliscombe	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q8. In which town centre, freestanding store or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Base: All re	Num % 701 100.0%							Zo	ne						
				L	2	2	3	3	4	4	!	5		5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%

Q8. In which town centre, freestanding store or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

	Base: All re	espondents							Zo	ne						
			1		:	2	3	3	4	1	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Exeter	259	36.9%	55	55.0%	56	56.0%	15	15.0%	12	11.9%	34	34.0%	52	52.0%	35	35.0
Tiverton	89	12.7%	1	1.0%	1	1.0%	8	8.0%	24	23.8%	34	34.0%	5	5.0%	16	16.0
Don't buy	72	10.3%	14	14.0%	6	6.0%	14	14.0%	12	11.9%	6	6.0%	11	11.0%	9	9.09
Taunton	47	6.7%	0	.0%	0	.0%	0	.0%	30	29.7%	4	4.0%	0	.0%	13	13.0
E-mail / Internet	42	6.0%	4	4.0%	5	5.0%	5	5.0%	6	5.9%	3	3.0%	10	10.0%	9	9.0
Barnstaple	37	5.3%	1	1.0%	0	.0%	33	33.0%	2	2.0%	1	1.0%	0	.0%	0	.0%
Crediton	24	3.4%	6	6.0%	16	16.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Retail Park in Exeter	19	2.7%	3	3.0%	4	4.0%	2	2.0%	1	1.0%	3	3.0%	4	4.0%	2	2.09
Cullompton	7	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	5	5.0
Catalogue / mail order	7	1.0%	0	.0%	1	1.0%	2	2.0%	2	2.0%	0	.0%	1	1.0%	1	1.0
Okehampton	6	.9%	6	6.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Harveys, Stone Lane Retail Park, Marsh Barton Trading Estate, Exeter	5	.7%	0	.0%	2	2.0%	1	1.0%	0	.0%	0	.0%	2	2.0%	0	.09
Carpetright, Lowman Way, Tiverton	4	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	2	2.0%	0	.0%	1	1.0
Furniture Village, Sowton Retail Park, Exeter	4	.6%	1	1.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.09
Market Carpets of Devon, Kennedy Way, Tiverton	4	.6%	0	.0%	0	.0%	2	2.0%	0	.0%	2	2.0%	0	.0%	0	.09
Honiton	3	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	2	2.0
Riverside / Hankridge Farm, Taunton	3	.4%	0	.0%	0	.0%	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.09
South Molton	2	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.09
Wellington	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.09
Courts, Stone Lane Retail Park, Marsh Barton Trading Estate, Exeter	2	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.09

Q8. In which town centre, freestanding store or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Base: All re	spondents							Zo	ne						
				1	_	2		3		4	l.	5	5	ϵ	<u> </u>	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Minehead	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	DFS, St Johns Retail Park, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Furniture Warehouse, West Marsh Barton, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Lowman Way, Tiverton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Roundswell Retail Park, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies/ shop around	10	1.4%	2	2.0%	3	3.0%	2	2.0%	0	.0%	1	1.0%	1	1.0%	1	1.0%
	Bristol	7	1.0%	0	.0%	0	.0%	4	4.0%	2	2.0%	1	1.0%	0	.0%	0	.0%
	Banburys, Gold Street, Tiverton	5	.7%	0	.0%	0	.0%	0	.0%	1	1.0%	3	3.0%	1	1.0%	0	.0%
	B&Q, Sowton Industrial Park, Exeter	4	.6%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
	Homebase, Lowman Way, Tiverton	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	1	1.0%
	John Lewis, The Mall, Cribbs Causeway, Bristol	4	.6%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Banburys, High Street, Barnstaple	2	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Dunelm Mill, Avocet Road, Exeter	2	.3%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.0%
Other	Rainbow Superstore, Ormidale Square, Tiverton Business Park	2	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Sainsbury's, Pinhoe Road, Exeter	2	.3%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Trago Mills, Liverton, Newton Abbot	2	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Argos, Fore Street, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Atlantic Village, Bideford	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Collumpton Carpet Centre, High Street, Cullompton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Cribbs Causeway, Patchway, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%

Q8. In which town centre, freestanding store or retail park do you do most of your household's shopping for furniture, floor coverings and household textiles?

		Base: All resp	ondents							Zo	ne						
				1		2		3	3	4		5	;	6		7	,
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	DFS, Digby Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Exeter Fabric Centre, Pinhoe Road, Whipton, Exeter	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	High Street, Barnstable	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ikea, Eastgate Centre, Bristol	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Other	Mole Avon, Mill Street, Crediton	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mole Valley Farmers, South Molton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sidmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	The Range, Havens Bank, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Torquay	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

	•							<u> </u>								
	Base: All re	spondents							Zc	ne						
			:	L	2	2	:	3		4		5		5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

	Base: All re	spondents							Zo	ne						
			1	L	2	2	3	3	4	1			-	5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Exeter	135	19.3%	32	32.0%	29	29.0%	5	5.0%	6	5.9%	7	7.0%	35	35.0%	21	21.0
Tiverton	100	14.3%	0	.0%	2	2.0%	8	8.0%	29	28.7%	31	31.0%	8	8.0%	22	22.0
Homebase, Lowman Way, Tiverton	97	13.8%	0	.0%	1	1.0%	10	10.0%	21	20.8%	46	46.0%	3	3.0%	16	16.0
Crediton	68	9.7%	17	17.0%	42	42.0%	6	6.0%	0	.0%	0	.0%	3	3.0%	0	.0
B&Q, Sowton Industrial Estate, Exeter	56	8.0%	8	8.0%	9	9.0%	2	2.0%	1	1.0%	1	1.0%	27	27.0%	8	8.0
Don't buy	40	5.7%	5	5.0%	5	5.0%	9	9.0%	4	4.0%	5	5.0%	6	6.0%	6	6.0
Barnstaple	37	5.3%	1	1.0%	0	.0%	35	35.0%	0	.0%	0	.0%	0	.0%	1	1.0
Taunton	31	4.4%	0	.0%	0	.0%	0	.0%	23	22.8%	2	2.0%	0	.0%	6	6.0
B&Q, Alphington Road, Exeter	20	2.9%	10	10.0%	3	3.0%	1	1.0%	0	.0%	0	.0%	6	6.0%	0	.0
B&Q, Riverside (Hankridge Farm), Taunton	15	2.1%	1	1.0%	0	.0%	0	.0%	7	6.9%	3	3.0%	0	.0%	4	4.0
Okehampton	10	1.4%	10	10.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Eakers Bros, Lords Meadow Industrial Estate, Crediton	9	1.3%	4	4.0%	1	1.0%	3	3.0%	0	.0%	1	1.0%	0	.0%	0	.0
Cullompton	8	1.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	6	6.
South Molton	6	.9%	0	.0%	0	.0%	5	5.0%	1	1.0%	0	.0%	0	.0%	0	.0
Great Mills, Exeter Retail Park, Marsh Barton, Exeter	6	.9%	3	3.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0
Homebase, Sowton Industrial Estate, Exeter	5	.7%	0	.0%	3	3.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0
E-mail / Internet	5	.7%	1	1.0%	0	.0%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0
Wellington	4	.6%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%	1	1.
Wickes, Marsh Barton Road, Exeter	4	.6%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	2	2.0%	0	.0
Honiton	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.
Homebase, Hankridge Farm, Taunton	3	.4%	0	.0%	0	.0%	0	.0%	2	2.0%	1	1.0%	0	.0%	0	.(
Catalogue / mail order	2	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.

Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Base: All re	spondents							Zo	ne						
				1	L	2	<u>.</u>	3		4		5	,)	6)	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Minehead	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Builder/ tradesman supplies	4	.6%	1	1.0%	1	1.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Adams, High Street, Crediton	3	.4%	1	1.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Bernaville Nurseries, Horse Shoes, Cowley, Exeter	2	.3%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.09
	Chulmleigh	2	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Mole Valley Farmers, Station Road, South Molton	2	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0
	Sowton Industrial Estate, Exeter	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.09
	The Range, Water Lane, Exeter	2	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.09
	B&Q, Barnstaple Retail Park, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.09
Other	Bizzy Bee, Magdalen Road, Sowton, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0'
	Bridgwater	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0
	Brompton Regis	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.09
	Dunelm Mill, Avocet Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.09
	Labdon Building Supplies, Station Road, Collumpton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0
	Silverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.09
	North Tawton	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0'
	Mole Valley Farmers, Brookside, Cullompton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0
	Okehampton Retail Park	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
	Otters Nurseries, Gosford Road, Ottery St Mary	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.09

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Q9. In which town centre, freestanding store or retail park do you do most of your household's shopping for DIY and decorating goods?

		Base: All re	spondents							Zo	ne						
				1		2		3	3	4	1	5	;	6		7	,
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Stoneman, Fore Street, Witheridge	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tiverton Business Park, Lowman Way, Tiverton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Topsham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Other	Trago Mills, Newton Abbots	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Travis Perkins, Sowton Industrial Estate, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Varies/ shop around	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Wiveliscombe	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?

	Base: All re	spondents							Zo	ne						
				1	:	2	:	3	4	4	į	5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?

	Base: All re	espondents			_				Zo	ne						
			1	L	2	2	3	3	4	ļ.	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	
Exeter	151	21.5%	26	26.0%	26	26.0%	6	6.0%	10	9.9%	24	24.0%	35	35.0%	24	24
E-mail / Internet	107	15.3%	16	16.0%	7	7.0%	18	18.0%	9	8.9%	11	11.0%	20	20.0%	26	26
Tiverton	77	11.0%	0	.0%	0	.0%	4	4.0%	20	19.8%	38	38.0%	4	4.0%	11	1:
Crediton	71	10.1%	15	15.0%	40	40.0%	12	12.0%	1	1.0%	0	.0%	3	3.0%	0	
Taunton	42	6.0%	0	.0%	0	.0%	1	1.0%	30	29.7%	2	2.0%	1	1.0%	8	8
Currys, Marsh Barton Retail Park, Exeter	33	4.7%	9	9.0%	4	4.0%	4	4.0%	1	1.0%	3	3.0%	10	10.0%	2	2
Barnstaple	27	3.9%	0	.0%	0	.0%	25	25.0%	2	2.0%	0	.0%	0	.0%	0	
Comet, Stone Lane Retail Park, Marsh Barton, Exeter	20	2.9%	4	4.0%	4	4.0%	2	2.0%	1	1.0%	2	2.0%	5	5.0%	2	2
Lewis's, Lords Meadow Trading Estate, Crediton	18	2.6%	3	3.0%	10	10.0%	4	4.0%	0	.0%	0	.0%	1	1.0%	0	
Comet, Sowton Industrial Estate, Exeter	14	2.0%	4	4.0%	2	2.0%	1	1.0%	0	.0%	1	1.0%	2	2.0%	4	4
Don't buy	14	2.0%	1	1.0%	1	1.0%	1	1.0%	3	3.0%	3	3.0%	3	3.0%	2	2
South Molton	12	1.7%	1	1.0%	0	.0%	8	8.0%	3	3.0%	0	.0%	0	.0%	0	
Comet, Hankridge Way, Taunton	9	1.3%	0	.0%	0	.0%	0	.0%	6	5.9%	2	2.0%	0	.0%	1	1
Cullompton	7	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	7	7
Okehampton	7	1.0%	7	7.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	
Comet, Roundswell Retail Park, Barnstaple	5	.7%	0	.0%	0	.0%	5	5.0%	0	.0%	0	.0%	0	.0%	0	
Retail Park in Exeter	5	.7%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	
Catalogue / mail order	5	.7%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	2	2
Currys, Riverside (Hankridge Farm), Taunton	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	3	3
Riverside / Hankridge Farm, Taunton	4	.6%	0	.0%	0	.0%	0	.0%	3	3.0%	1	1.0%	0	.0%	0	

(c...

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?

		Base: All re	spondents							Zo	ne						
				1	L	2		3	3	4	1	5	5	(5	-	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Lowman Way, Tiverton	2	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Honiton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Minehead	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Roundswell Retail Park, Barnstaple	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Marsh Barton Retail Park, Exeter	6	.9%	2	2.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	1	1.0%
	Mole Valley Farmers, Honiton Road, Collumpton	5	.7%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	2	2.0%	1	1.0%
	Sampford Peverell	5	.7%	0	.0%	0	.0%	0	.0%	2	2.0%	2	2.0%	0	.0%	1	1.0%
	Currys, Rydon Lane Retail Park, Exeter	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	1	1.0%
	Sparkworld, Heathfield Industrial Estate, Newton Abbot	4	.6%	2	2.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Argos, Fore street, Tiverton	3	.4%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%
	Bristol	3	.4%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	1	1.0%	0	.0%
Other	Varies/ shop around	3	.4%	1	1.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Argos, Guildhall Shopping Centre, Exeter	2	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Mole Valley Farmers, South Molton, Devon	2	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Sandford	2	.3%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Tiverton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
	Tesco, Well Parks, Crediton	2	.3%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, East Street, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Argos, Marsh Barton Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Bodmim, Cornwall	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

Q10. In which town centre, freestanding store or retail park do you do most of your household's shopping for domestic appliances such as washing machines, fridges cookers and kettles?

		Base: All res	spondents							Zo	ne						
				1	L	2	<u> </u>	3	3	4	1	5	5	(5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	CES, Whipton Village Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Clarks electricals, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Comet	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dulverton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Eakers, Lord Meadows Industrial Estate, Crediton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exeter/Crediton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Heathfield, Newton Abbott	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	High Street, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Holsworthy	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Othou	Homebase, Lowman Way, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Other	John Lewis, The Mall, Cribbs Causeway, Bristol	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Marsh Barton Industrial estate, Marsh Barton Road, Exeter	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
-	Milverton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
-	Rainbow, Tiverton Business Park, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
-	Rawle, Gammon & Baker, Alphingbrook Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Spark, Newton Abbott	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco, Russell Way, Digby, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	The Range, Haven Road, Exetor	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi Fi, radio, photographic and computer equipment?

	Base: All re	espondents							Zc	ne						
				1	:	2	3	3		4	!	5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0
Exeter	214	30.5%	37	37.0%	48	48.0%	15	15.0%	14	13.9%	29	29.0%	41	41.0%	30	30.0
E-mail / Internet	110	15.7%	19	19.0%	9	9.0%	17	17.0%	10	9.9%	12	12.0%	19	19.0%	24	24.0
Tiverton	53	7.6%	0	.0%	1	1.0%	4	4.0%	12	11.9%	27	27.0%	1	1.0%	8	8.0%
Taunton	48	6.8%	0	.0%	0	.0%	1	1.0%	35	34.7%	4	4.0%	0	.0%	8	8.09
Currys, Marsh Barton Retail Park, Exeter	39	5.6%	9	9.0%	7	7.0%	2	2.0%	2	2.0%	5	5.0%	10	10.0%	4	4.09
Don't buy	38	5.4%	4	4.0%	3	3.0%	5	5.0%	8	7.9%	7	7.0%	6	6.0%	5	5.09
Barnstaple	27	3.9%	0	.0%	0	.0%	23	23.0%	3	3.0%	0	.0%	0	.0%	1	1.09
Comet, Stone Lane Retail Park, Marsh Barton, Exeter	26	3.7%	7	7.0%	8	8.0%	3	3.0%	1	1.0%	1	1.0%	4	4.0%	2	2.09
Crediton	24	3.4%	5	5.0%	14	14.0%	4	4.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Comet, Sowton Industrial Estate, Exeter	11	1.6%	2	2.0%	2	2.0%	1	1.0%	1	1.0%	2	2.0%	1	1.0%	2	2.09
South Molton	8	1.1%	0	.0%	0	.0%	7	7.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Comet, Hankridge Way, Taunton	7	1.0%	1	1.0%	0	.0%	0	.0%	4	4.0%	1	1.0%	0	.0%	1	1.09
Retail Park in Exeter	6	.9%	2	2.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	1	1.09
Okehampton	5	.7%	4	4.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Comet, Roundswell Retail Park, Barnstaple	4	.6%	0	.0%	0	.0%	4	4.0%	0	.0%	0	.0%	0	.0%	0	.0%
Currys, Riverside (Hankridge Farm), Taunton	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	2	2.09
Riverside / Hankridge Farm, Taunton	4	.6%	0	.0%	0	.0%	0	.0%	3	3.0%	1	1.0%	0	.0%	0	.09
Catalogue / mail order	4	.6%	0	.0%	0	.0%	0	.0%	2	2.0%	1	1.0%	1	1.0%	0	.09
Honiton	2	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.09

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi Fi, radio, photographic and computer equipment?

		Base: All re	spondents							Zo	ne						
				1		2		3		4		5	•	6	5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Lewis's, Lords Meadow Trading Estate, Crediton	2	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Roundswell Retail Park, Barnstaple	2	.3%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Cullompton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Minehead	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Ottery St Mary	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Lowman Way, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Marsh Barton Retail Park, Exeter	10	1.4%	3	3.0%	1	1.0%	1	1.0%	0	.0%	1	1.0%	3	3.0%	1	1.0%
	Argos, Fore Street, Tiverton	6	.9%	0	.0%	0	.0%	1	1.0%	1	1.0%	3	3.0%	0	.0%	1	1.0%
	Stoneman Television, Church Street, Witheridge	6	.9%	1	1.0%	2	2.0%	2	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Currys, Rydon Lane Retail Park, Digby, Exeter	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	1	1.0%
	Tesco, Well Parks, Crediton	4	.6%	1	1.0%	2	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Argos, Marsh Barton Road, Exeter	3	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	1	1.0%
	Bristol	3	.4%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	1	1.0%	0	.0%
Other	Varies/ shop around	3	.4%	2	2.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	John Lewis, The Mall, Cribbs Causeway, Bristol	2	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Witheridge	2	.3%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%
	PC World, Rydon Lane Retail Park, Exeter	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
	Richer Sounds, Sidwell Street, Exeter	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
	Tesco, Exeter Vale Shopping Centre Exeter	, 2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	1.0%
	Tesco, Russell Way, Digby, Exeter	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%

Q11. In which town centre, freestanding store or retail park do you do most of your household's shopping for TV, Hi Fi, radio, photographic and computer equipment?

		Base: All res	pondents							Zo	ne						
				1	-	2	<u> </u>	3	3	4		5	;	6		7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Argos, Heathpark Industrial Estate, Honiton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Heron Gate Retail Park, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Holeswothy	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Ladds, Downes Mill, Crediton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Other	Sparkworld, Heathfield Industrial Estate, Newton Abbot	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Staples, Roundswell Retail Park, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Blundells Way, Tiverton	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Whitton Way, Cullompton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including jewllery, china, glass, cosmetics and medical goods?

	Base: All re	spondents							Zo	ne						
			-	L	2	2	3	3	4	4	į	5		5	-	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including jewllery, china, glass, cosmetics and medical goods?

	Base: All re	spondents							Zo	ne						
				L	:	2	3	3	4	4	į	5	(5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Exeter	239	34.1%	51	51.0%	42	42.0%	13	13.0%	14	13.9%	21	21.0%	62	62.0%	36	36.0%
Tiverton	111	15.8%	0	.0%	0	.0%	6	6.0%	29	28.7%	52	52.0%	9	9.0%	15	15.0%
Don't buy	76	10.8%	10	10.0%	9	9.0%	14	14.0%	9	8.9%	11	11.0%	10	10.0%	13	13.0%
Crediton	59	8.4%	13	13.0%	37	37.0%	8	8.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Taunton	41	5.8%	2	2.0%	0	.0%	2	2.0%	22	21.8%	5	5.0%	0	.0%	10	10.0%
E-mail / Internet	29	4.1%	6	6.0%	0	.0%	9	9.0%	3	3.0%	5	5.0%	4	4.0%	2	2.0%
Barnstaple	22	3.1%	0	.0%	0	.0%	21	21.0%	1	1.0%	0	.0%	0	.0%	0	.0%
South Molton	14	2.0%	0	.0%	0	.0%	14	14.0%	0	.0%	0	.0%	0	.0%	0	.0%
Catalogue / mail order	10	1.4%	2	2.0%	0	.0%	1	1.0%	3	3.0%	0	.0%	2	2.0%	2	2.0%
Cullompton	9	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	8	8.0%
Wellington	9	1.3%	0	.0%	0	.0%	0	.0%	9	8.9%	0	.0%	0	.0%	0	.0%
Okehampton	5	.7%	5	5.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Park in Exeter	2	.3%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Honiton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
Priory Fields Retail Park, Taunton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
St John's Retail Park, Barnstaple	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including jewllery, china, glass, cosmetics and medical goods?

		Base: All re	spondents							Zo	ne						
				1	L	2	2	3	3	4	l .	5	5	6)	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Boots, High Street, Crediton	7	1.0%	1	1.0%	5	5.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Fore Street, Tiverton	6	.9%	1	1.0%	0	.0%	0	.0%	1	1.0%	2	2.0%	1	1.0%	1	1.0%
	London	4	.6%	0	.0%	0	.0%	1	1.0%	1	1.0%	1	1.0%	0	.0%	1	1.0%
	Banburys, Gold Street, Tiverton	3	.4%	0	.0%	0	.0%	1	1.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Exeter	3	.4%	2	2.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Bristol	3	.4%	0	.0%	0	.0%	2	2.0%	1	1.0%	0	.0%	0	.0%	0	.0%
-	Varies/ shop around	3	.4%	0	.0%	2	2.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
-	Bampton	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
-	Abroad	2	.3%	1	1.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dulverton	2	.3%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Morrisons, Kennedy Way, Tiverton	2	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Superdrug, Fore Street, Tiverton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%
Other	Tesco, Cullompton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
-	Tesco, Blundells Way, Tiverton	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%
	Argos, Fore Street, Tiverton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Argos, Guildhall Shopping Centre, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Blackpool town centre	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, Broad Street, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Boots, College Way Surgery, Cullompton	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Cheriton Bishop	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Chumleigh	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Cribbs Causeway, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Dartington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%

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Q12. In which town centre, freestanding store or retail park do you do most of your household's shopping for personal/ luxury goods including jewllery, china, glass, cosmetics and medical goods?

		Base: All res	pondents							Zo	ne						
				1		2		3	3	4	1	5	<u>, </u>	6		7	,
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Dawlish	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dingles, High Street, Exeter	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Exmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Stoke Canon, Exeter	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	House of Fraser, High Street, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	John Lewis, Cribbs Causeway, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Chagford	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Willand	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Marsh Barton Trading Estate, Exeter	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Morrisons, Prince Charles Road, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Sainbury's, Pinhoe, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Sidmouth	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Superdrug, Fore Street, Wellington	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Tesco, Barnstaple	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Crediton	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tesco, Well Parks, Crediton	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Topsham	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	Torquay	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Trago Mills, Newton Abbot, Devon	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Wiveliscombe	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q13. In which town centre, freestanding store or retail park do you do most of your household's shopping for recreational goods including games, toys, books sports and camping equipment?

	Base: All re	espondents							Zc	one						
			:	1		2		3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
Exeter	215	30.7%	46	46.0%	45	45.0%	9	9.0%	18	17.8%	22	22.0%	48	48.0%	27	27.0%
E-mail / Internet	136	19.4%	20	20.0%	11	11.0%	25	25.0%	12	11.9%	22	22.0%	22	22.0%	24	24.0%
Don't buy	121	17.3%	16	16.0%	14	14.0%	25	25.0%	12	11.9%	20	20.0%	15	15.0%	19	19.0%
Tiverton	58	8.3%	1	1.0%	1	1.0%	4	4.0%	16	15.8%	24	24.0%	2	2.0%	10	10.0%
Taunton	40	5.7%	0	.0%	0	.0%	0	.0%	27	26.7%	4	4.0%	1	1.0%	8	8.0%
Crediton	35	5.0%	7	7.0%	20	20.0%	4	4.0%	0	.0%	0	.0%	4	4.0%	0	.0%
Barnstaple	17	2.4%	0	.0%	0	.0%	16	16.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Catalogue / mail order	12	1.7%	2	2.0%	0	.0%	2	2.0%	4	4.0%	1	1.0%	1	1.0%	2	2.0%
South Molton	8	1.1%	0	.0%	0	.0%	8	8.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cullompton	6	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	6	6.0%
Wellington	6	.9%	0	.0%	0	.0%	0	.0%	6	5.9%	0	.0%	0	.0%	0	.0%
Okehampton	3	.4%	3	3.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Retail Park in Exeter	1	.1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q13. In which town centre, freestanding store or retail park do you do most of your household's shopping for recreational goods including games, toys, books sports and camping equipment?

		Base: All res	pondents							Zo	ne						
				1	L	2	2	3	3	4	1	5	,	6	5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Tesco, Wells Parks, Crediton	5	.7%	1	1.0%	3	3.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Varies/ shop around	5	.7%	2	2.0%	1	1.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%
	Argos, Marsh Barton, Exeter	4	.6%	0	.0%	2	2.0%	0	.0%	1	1.0%	0	.0%	1	1.0%	0	.0%
	Toys 'R' Us, Bishops Court Industrial Estate, Sidmouth Road, Exeter	4	.6%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	1	1.0%
	Argos, Fore Street, Tiverton	3	.4%	0	.0%	0	.0%	1	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%
	Bristol	2	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Go Outdoors, Marsh Barton Road, Exeter	2	.3%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
Other	Tesco, Blundells Way, Tiverton, Devon	2	.3%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	The Range, Water Lane, Exeter	2	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%
	Cribbs Causeway, Patchway, Bristol	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
	Dorchester	1	.1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Dulverton	1	.1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Stoke Canon, Exeter	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	JD Sports, Exe Bridge, Princesshay, Exeter	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%
	London, Harrods	1	.1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q13. In which town centre, freestanding store or retail park do you do most of your household's shopping for recreational goods including games, toys, books sports and camping equipment?

		Base: All respon	dents							Zo	ne						
				1	-	2	<u>.</u>	3	1	4	ļ	5	;	6		7	,
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Marlow	1 .	1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Marsh Barton Trading Estate, Exeter	1 .	1%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Plymouth	1 .	1%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Yeovil	1 .	1%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Tesco, Blundells Way, Tiverton	1 .	1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	W H Smith, Guildhall Shopping Centre, Exeter	1 .	1%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%
	WHSmith, Fore Street, Tiverton	1 .	1%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Abroad	1 .	1%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%

Q14. Do you visit Area to visit shops, services and other facilities?

	Base: All re	spondents							Zo	ne						
			:	1		2	3	3	4	4	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
Yes	591	84.3%	81	81.0%	98	98.0%	62	62.0%	88	87.1%	99	99.0%	72	72.0%	91	91.0%
No	110	15.7%	19	19.0%	2	2.0%	38	38.0%	13	12.9%	1	1.0%	28	28.0%	9	9.0%

Q15. Why do you not visit Area?

ſ		Base: Those no	t visiting Area							Zo	one						
ı				:	1	2	2	3	3		4	!	5	(<u>5</u>	-	7
ı		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
ſ	Base: Those not visiting Area	110	100.0%	19	100.0%	2	100.0%	38	100.0%	13	100.0%	1	100.0%	28	100.0%	9	100.0%

Q15. Why do you not visit Area?

	Base: Those no	ot visiting Area	1						Zo	ne						
			1	1		2	3	3	4	1		5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Difficult parking	2	1.8%	0	.0%	1	50.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%
Expensive parking	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of particular store	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of safety/personal security / hooligans	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of services (banks/building societies etc)	2	1.8%	0	.0%	0	.0%	2	5.3%	0	.0%	0	.0%	0	.0%	0	.0%
Poor pedestrian environment / pavements / roads in need of repair	1	.9%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Poor selection / choice of multiple shops	9	8.2%	1	5.3%	2	100.0%	0	.0%	1	7.7%	1	100.0%	1	3.6%	3	33.3
Poor / limited evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor / limited leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Selection / choice of independent shops	2	1.8%	1	5.3%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Too expensive	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Too far from home	42	38.2%	5	26.3%	0	.0%	18	47.4%	6	46.2%	0	.0%	11	39.3%	2	22.29
Unattractive environment / dirty streets / litter	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nothing	9	8.2%	2	10.5%	0	.0%	4	10.5%	1	7.7%	0	.0%	0	.0%	2	22.2
Don't know / can't remember	1	.9%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%

Q15. Why do you not visit Area?

		Base: Those not	visiting Area							Zo	ne						
				1	1	2		3	3	4	1		5	(5		7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Nearer/ more convenient to go elsewhere	9	8.2%	1	5.3%	0	.0%	5	13.2%	1	7.7%	0	.0%	2	7.1%	0	.0%
	Not much choice/ variety of shops generally	9	8.2%	2	10.5%	0	.0%	0	.0%	2	15.4%	1	100.0%	3	10.7%	1	11.1%
	Have no reason to go there/ go that way	8	7.3%	2	10.5%	0	.0%	2	5.3%	1	7.7%	0	.0%	3	10.7%	0	.0%
	Poor access road/ difficult to get to	8	7.3%	6	31.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	7.1%	0	.0%
Other	Unfamiliar with town/ never been there	6	5.5%	0	.0%	0	.0%	2	5.3%	2	15.4%	0	.0%	2	7.1%	0	.0%
	Lack of convenient buses going there	3	2.7%	0	.0%	0	.0%	2	5.3%	0	.0%	0	.0%	1	3.6%	0	.0%
	No transport	3	2.7%	0	.0%	0	.0%	3	7.9%	0	.0%	0	.0%	0	.0%	0	.0%
	Age/ mobility issues	2	1.8%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	1	11.1%
	Difficult to find the way around	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%
	Dislike the atmosphere	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0%
	Have visited in the past but not present	1	.9%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q16. What, if anything, would make you visit Area more often?

	Base: Those no	t visiting Area							Zo	ne						
			:	1	:	2	:	3	4	4	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those not visiting Area	110	100.0%	19	100.0%	2	100.0%	38	100.0%	13	100.0%	1	100.0%	28	100.0%	9	100.0%

Q16. What, if anything, would make you visit Area more often?

	Base: Those no	t visiting Area							Zo	ne						
			1	<u> </u>	2	2	3	3	4	1		5	(5	•	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Develop new shopping facilities	4	3.6%	1	5.3%	0	.0%	2	5.3%	0	.0%	1	100.0%	0	.0%	0	.09
Refurbish/ improve existing shopping facilities	2	1.8%	0	.0%	1	50.0%	0	.0%	1	7.7%	0	.0%	0	.0%	0	.09
Improve choice of multiple shops	5	4.5%	0	.0%	0	.0%	3	7.9%	0	.0%	1	100.0%	0	.0%	1	11.3
Improve range of independent / specialist shops	6	5.5%	1	5.3%	0	.0%	2	5.3%	0	.0%	0	.0%	1	3.6%	2	22.2
Attract larger retailers	4	3.6%	0	.0%	0	.0%	3	7.9%	0	.0%	0	.0%	1	3.6%	0	.09
New shop	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Introduce a new large supermarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Introduce a crèche facility for shoppers	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Encourage reduced shop prices	1	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.09
New cinema	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
New bingo facility	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
New ten pin bowling centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Enhanced range of health and fitness centres / gyms	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
New / improved other leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improved range of pubs and night clubs	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improved range of places to eat	2	1.8%	0	.0%	0	.0%	0	.0%	0	.0%	1	100.0%	1	3.6%	0	.09
New / improved museum or art gallery	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Improved policing / enhance security / CCTV	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Improved public transport facilities during the evenings	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Improved play areas for children	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0

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J10969 Mid Devon Household Survey - Main Results Tabulations

Q16. What, if anything, would make you visit Area more often?

	Base: Those no	t visiting Area							Zoi	ne						
			1		2	2	3	3	4		5		6	5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Improve safety of pedestrians	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
More pedestrianisation	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
More parking spaces - type unspecified	1	.9%	0	.0%	1	50.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
More parking spaces - short stay	2	1.8%	1	5.3%	1	50.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
More parking spaces - long stay	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improve layout of car parks	2	1.8%	0	.0%	0	.0%	2	5.3%	0	.0%	0	.0%	0	.0%	0	.09
Reduce cost of parking	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improve public transport links	6	5.5%	0	.0%	0	.0%	3	7.9%	0	.0%	0	.0%	3	10.7%	0	.09
Increase frequency of public transport in the evenings	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Reduce road congestion	1	.9%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improve directional signs	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improve signage / routeways within centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improve location of bus stops / bus station	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Increase number of taxis	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Enhance shopmobility service	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improve access for pushchairs / wheelchairs, etc	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Clean shopping streets	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Improve number and attractiveness of meeting places	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Improve policing / other security measures	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0
Improve street furniture / floral displays	2	1.8%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	3.6%	0	.0

Q16. What, if anything, would make you visit Area more often?

		Base: Those no	ot visiting Area							Zo	ne						
				:	1	2	<u>)</u>	3	3	4	ļ	5	,	(5	-	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Attract more people / make more lively	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Attract less people / relieve over- crowding	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
•	Create more open spaces	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improve play areas for children	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Create more shelters from the weather	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Provide for housing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Nothing in particular	65	59.1%	12	63.2%	1	50.0%	23	60.5%	7	53.8%	0	.0%	16	57.1%	6	66.7%
	Don't know / can't remember	8	7.3%	1	5.3%	0	.0%	2	5.3%	2	15.4%	0	.0%	2	7.1%	1	11.1%
	To be nearer/ more convenient	4	3.6%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	3	10.7%	0	.0%
•	Easier route to travel by car	2	1.8%	2	10.5%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
•	A music event e.g. some jazz	1	.9%	1	5.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Currys	1	.9%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Dancing event, more social activities	1	.9%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
	If the market was improved	1	.9%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%	0	.0%
	Presence of a John Lewis/ Next	1	.9%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%	0	.0%
	Presence of a Morrisons	1	.9%	0	.0%	0	.0%	1	2.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Swimming pool	1	.9%	0	.0%	0	.0%	0	.0%	1	7.7%	0	.0%	0	.0%	0	.0%

Q17a. Which of the following of these other centres in Mid Devon District do you use MOST frequently?

	Base: Those no	t visiting Area							Zo	ne						
				1	2	2	3	3	4	1	į	5		5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those not visiting Area	110	100.0%	19	100.0%	2	100.0%	38	100.0%	13	100.0%	1	100.0%	28	100.0%	9	100.0%

Q17a. Which of the following of these other centres in Mid Devon District do you use MOST frequently?

	Base: Those no	ot visiting Area							Zo	one						
			1	L	2	2	3	3	2	1		5	6	5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Do not visit a centre in the Mid Devon District	51	46.4%	13	68.4%	1	50.0%	21	55.3%	4	30.8%	1	100.0%	11	39.3%	0	.0%
Crediton	26	23.6%	0	.0%	0	.0%	15	39.5%	1	7.7%	0	.0%	10	35.7%	0	.0%
Tiverton	15	13.6%	5	26.3%	1	50.0%	0	.0%	0	.0%	0	.0%	0	.0%	9	100.0%
Cullompton	12	10.9%	1	5.3%	0	.0%	0	.0%	5	38.5%	0	.0%	6	21.4%	0	.0%
Bampton	6	5.5%	0	.0%	0	.0%	2	5.3%	3	23.1%	0	.0%	1	3.6%	0	.0%

Q18. What is the main reason for your visits to Crediton?

	Base: Those vis	iting Crediton					Zo	ne				
			:	1		2	3	3		4		6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0
Shopping	88	42.9%	35	43.2%	44	44.9%	7	46.7%	0	.0%	2	20.09
Social / leisure reasons	21	10.2%	10	12.3%	4	4.1%	2	13.3%	1	100.0%	4	40.09
Work in / near to town centre	17	8.3%	9	11.1%	6	6.1%	2	13.3%	0	.0%	0	.0%
Using finacial services (e.g. banks, building societies)	15	7.3%	8	9.9%	7	7.1%	0	.0%	0	.0%	0	.0%
Using other services (e.g. hairdressers, travel agent, opticians etc)	12	5.9%	11	13.6%	1	1.0%	0	.0%	0	.0%	0	.0%
Visting restaurants / Cafes / public houses	11	5.4%	1	1.2%	8	8.2%	2	13.3%	0	.0%	0	.0%
Tourism / sight-seeing / browsing	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q18. What is the main reason for your visits to Crediton?

		Base: Those vis	iting Crediton					Zo	ne				
				1		2	<u> </u>	3	}	4		6	5
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Resident/ live in the area	23	11.2%	2	2.5%	20	20.4%	0	.0%	0	.0%	1	10.0%
	Generally convenient/ easy to get to	5	2.4%	1	1.2%	3	3.1%	0	.0%	0	.0%	1	10.0%
	Visiting friends/ family	3	1.5%	2	2.5%	0	.0%	0	.0%	0	.0%	1	10.0%
	Go for a walk	2	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Charity work	1	.5%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
Other	Church	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Do not visit	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Market	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%
	Parking	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Travel links	1	.5%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
	Vet	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%

Q19. Are there any other reasons for your visits to Crediton?

	Base: Those vis	iting Crediton					Zo	ne				
			:	1	2	2	3	3	4	4	(5
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%

Q19. Are there any other reasons for your visits to Crediton?

	Base: Those vis	iting Crediton					Zc	ne				
			1	L	2	2	3	3		4	(6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Shopping	60	29.3%	22	27.2%	27	27.6%	6	40.0%	0	.0%	5	50.0%
Using finacial services (e.g. banks, building societies)	30	14.6%	11	13.6%	17	17.3%	2	13.3%	0	.0%	0	.0%
Using other services (e.g. hairdressers, travel agent, opticians etc)	22	10.7%	9	11.1%	10	10.2%	2	13.3%	0	.0%	1	10.0%
Visting Council offices / Job Centre / other public agency	3	1.5%	0	.0%	3	3.1%	0	.0%	0	.0%	0	.0%
Visting restaurants / Cafes / public houses	10	4.9%	3	3.7%	7	7.1%	0	.0%	0	.0%	0	.0%
Work in / near to town centre	3	1.5%	1	1.2%	2	2.0%	0	.0%	0	.0%	0	.0%
Tourism / sight-seeing / browsing	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Social / leisure reasons	21	10.2%	4	4.9%	15	15.3%	2	13.3%	0	.0%	0	.0%
Won't be doing anything else	29	14.1%	14	17.3%	10	10.2%	2	13.3%	1	100.0%	2	20.0%
Don't know / no answer	23	11.2%	8	9.9%	13	13.3%	0	.0%	0	.0%	2	20.0%

Q19. Are there any other reasons for your visits to Crediton?

		Base: Those vis	siting Crediton					Zo	ne				
				1	_	2	2	3	3	4	ļ.	6	5
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Lives in the area/local	6	2.9%	0	.0%	6	6.1%	0	.0%	0	.0%	0	.0%
	Family/ friends in the area	4	2.0%	1	1.2%	3	3.1%	0	.0%	0	.0%	0	.0%
	Church	3	1.5%	1	1.2%	2	2.0%	0	.0%	0	.0%	0	.0%
	Support local stores	3	1.5%	0	.0%	3	3.1%	0	.0%	0	.0%	0	.0%
	Doctor	2	1.0%	1	1.2%	1	1.0%	0	.0%	0	.0%	0	.0%
	Petrol	2	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Vet	2	1.0%	0	.0%	1	1.0%	1	6.7%	0	.0%	0	.0%
	Agricultural supplies	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Clothes	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Convenience	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Dentist	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Is quieter than Exeter	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Nice town	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Nursery	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Post Office	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Swimming	1	.5%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
	Transport links	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q20. What type of goods and services do you normally buy from Crediton?

		Base: Those using shops/ services in Crediton				Zo	ne			
		:	1		2	:	3		6	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using shops/ services in Crediton	132	100.0%	55	100.0%	62	100.0%	11	100.0%	4	100.0%

Q20. What type of goods and services do you normally buy from Crediton?

		Base: Those services in					Zo	ne			
				:	1	2	2	3	3	(6
		Num	%	Num	%	Num	%	Num	%	Num	%
	Clothes and shoes	16	12.1%	6	10.9%	9	14.5%	1	9.1%	0	.0%
	Confectionery / tobacco / newspapers and magazines	10	7.6%	1	1.8%	9	14.5%	0	.0%	0	.0%
	DIY and hardware goods	33	25.0%	12	21.8%	18	29.0%	2	18.2%	1	25.0%
	Electrical goods	7	5.3%	2	3.6%	5	8.1%	0	.0%	0	.0%
	Food / groceries	97	73.5%	38	69.1%	47	75.8%	9	81.8%	3	75.0%
	Furniture and carpets	2	1.5%	0	.0%	2	3.2%	0	.0%	0	.0%
	Gifts / souvenirs	12	9.1%	3	5.5%	8	12.9%	1	9.1%	0	.0%
	Personal and luxury goods	16	12.1%	2	3.6%	13	21.0%	1	9.1%	0	.0%
	Recreational goods	7	5.3%	2	3.6%	5	8.1%	0	.0%	0	.0%
	Services	20	15.2%	10	18.2%	10	16.1%	0	.0%	0	.0%
	Don't know / no answer	5	3.8%	4	7.3%	1	1.6%	0	.0%	0	.0%
	Pet supplies	5	3.8%	2	3.6%	2	3.2%	0	.0%	1	25.0%
	Petrol	4	3.0%	1	1.8%	2	3.2%	1	9.1%	0	.0%
	Chemists	3	2.3%	2	3.6%	1	1.6%	0	.0%	0	.0%
	Gardening products	3	2.3%	2	3.6%	0	.0%	0	.0%	1	25.0%
Other	Agricultural supplies	2	1.5%	1	1.8%	1	1.6%	0	.0%	0	.0%
	Household goods	2	1.5%	1	1.8%	1	1.6%	0	.0%	0	.0%
	All types of shopping	1	.8%	0	.0%	1	1.6%	0	.0%	0	.0%
	Flowers	1	.8%	1	1.8%	0	.0%	0	.0%	0	.0%
	Hairdressers	1	.8%	1	1.8%	0	.0%	0	.0%	0	.0%

Q21. How much do you normally spend at Crediton?

	Base: Those services in					Zo	ne			
				1		2	:	3		6
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using shops/ services in Crediton	132	100.0%	55	100.0%	62	100.0%	11	100.0%	4	100.0%
£0-5	9	6.8%	4	7.3%	5	8.1%	0	.0%	0	.0%
£6-10	13	9.8%	2	3.6%	11	17.7%	0	.0%	0	.0%
£11-20	21	15.9%	7	12.7%	10	16.1%	3	27.3%	1	25.0%
£21-30	14	10.6%	8	14.5%	6	9.7%	0	.0%	0	.0%
£31-40	10	7.6%	2	3.6%	7	11.3%	1	9.1%	0	.0%
£41-50	7	5.3%	5	9.1%	1	1.6%	1	9.1%	0	.0%
£51-60	8	6.1%	5	9.1%	3	4.8%	0	.0%	0	.0%
£61-70	1	.8%	0	.0%	1	1.6%	0	.0%	0	.0%
£81-80	4	3.0%	1	1.8%	2	3.2%	1	9.1%	0	.0%
£81-90	3	2.3%	2	3.6%	1	1.6%	0	.0%	0	.0%
£91-100	6	4.5%	3	5.5%	1	1.6%	1	9.1%	1	25.0%
£100+	13	9.8%	6	10.9%	4	6.5%	3	27.3%	0	.0%
Don't know / refused	23	17.4%	10	18.2%	10	16.1%	1	9.1%	2	50.0%

Q22. Why do you choose to go to Crediton for shopping and services?

	Base: Those vis	iting Crediton					Zo	ne				
				1	:	2	3	3	4	1	(5
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%

Q22. Why do you choose to go to Crediton for shopping and services?

	Base: Those visiti	ng Crediton					Zo	ne				
			1	L	2	2	3	3	4	1		6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Close to home / live here	141	68.8%	45	55.6%	83	84.7%	9	60.0%	0	.0%	4	40.0%
Close to work	10	4.9%	6	7.4%	3	3.1%	1	6.7%	0	.0%	0	.0%
Close to friends / relatives	6	2.9%	2	2.5%	3	3.1%	1	6.7%	0	.0%	0	.0%
Easy parking	4	2.0%	3	3.7%	0	.0%	0	.0%	0	.0%	1	10.0%
Good public transport	2	1.0%	0	.0%	1	1.0%	1	6.7%	0	.0%	0	.0%
Good range of shops / shops that I like	17	8.3%	5	6.2%	8	8.2%	3	20.0%	0	.0%	1	10.0%
Competitive prices	4	2.0%	4	4.9%	0	.0%	0	.0%	0	.0%	0	.0%
Attractive environment / nice place to visit	3	1.5%	1	1.2%	2	2.0%	0	.0%	0	.0%	0	.0%
Traffic free pedestrian area	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
To visit a particular shop / service	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Visiting as a tourist	2	1.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	10.0%
Recommended to you	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know / no answer	9	4.4%	4	4.9%	4	4.1%	0	.0%	0	.0%	1	10.0%

Q22. Why do you choose to go to Crediton for shopping and services?

		Base: Those vi	siting Crediton					Zc	ne				
				1	-	2	2	3	3		4		6
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Generally convenient	10	4.9%	4	4.9%	5	5.1%	1	6.7%	0	.0%	0	.0%
	Support local trade/ business	8	3.9%	2	2.5%	6	6.1%	0	.0%	0	.0%	0	.0%
	For a change/ change of scenery	3	1.5%	2	2.5%	0	.0%	1	6.7%	0	.0%	0	.0%
	Morrisons/ preference for Morrisons	2	1.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Crediton Garden Centre, Barnstaple Cross, Crediton	2	1.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	10.0%
	Easy to get to	2	1.0%	1	1.2%	0	.0%	1	6.7%	0	.0%	0	.0%
	Live there/ familiarity	2	1.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	10.0%
	Accountant	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Bank	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Agricultural suppliers	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Has got everything/ most things I need	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Can walk there and get some exercise	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Close to friends/ relatives	1	.5%	0	.0%	0	.0%	0	.0%	1	100.0%	0	.0%
	Dentist	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Good leisure facilities	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Good swimming pool	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%
	Tesco/ nearest Tesco	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%

Q22. Why do you choose to go to Crediton for shopping and services?

		Base: Those vis	iting Crediton					Zoi	ne				
				1		2) -	3		4		6	5
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Independent shops	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%
	Likes to go out for walks	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Meetings	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%
	Only go for specific events	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Rural area, not a lot of choice	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%
	Small/ compact	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Use farmers market for good produce	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Vets	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%

Q23. How long on average do you normally stay in Crediton?

	Base: Those vis	siting Crediton					Zo	ne				
				1		2	:	3		4		6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%
0-30 mins	45	22.0%	12	14.8%	28	28.6%	2	13.3%	0	.0%	3	30.0%
30-1 hour	74	36.1%	27	33.3%	40	40.8%	5	33.3%	0	.0%	2	20.0%
1-2 hours	62	30.2%	31	38.3%	20	20.4%	6	40.0%	0	.0%	5	50.0%
2-3 hours	10	4.9%	7	8.6%	2	2.0%	1	6.7%	0	.0%	0	.0%
3-4 hours	2	1.0%	0	.0%	1	1.0%	1	6.7%	0	.0%	0	.0%
Over 4 hours	7	3.4%	2	2.5%	4	4.1%	0	.0%	1	100.0%	0	.0%
Don't know / varies	5	2.4%	2	2.5%	3	3.1%	0	.0%	0	.0%	0	.0%

Q24. How often do you normally visit Crediton for FOOD SHOPPING?

	Base: Those vis	iting Crediton					Zc	ne				
				1		2	:	3		4		6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%
Everyday / most days	9	4.4%	1	1.2%	7	7.1%	1	6.7%	0	.0%	0	.0%
2-3 times a week	51	24.9%	12	14.8%	37	37.8%	1	6.7%	0	.0%	1	10.0%
Once a week	84	41.0%	27	33.3%	47	48.0%	6	40.0%	0	.0%	4	40.0%
Once a fortnight	14	6.8%	12	14.8%	0	.0%	1	6.7%	0	.0%	1	10.0%
Once a month	16	7.8%	12	14.8%	1	1.0%	2	13.3%	0	.0%	1	10.0%
Less often	11	5.4%	8	9.9%	2	2.0%	1	6.7%	0	.0%	0	.0%
Never	17	8.3%	8	9.9%	3	3.1%	2	13.3%	1	100.0%	3	30.0%
Don't know / varies	3	1.5%	1	1.2%	1	1.0%	1	6.7%	0	.0%	0	.0%

Q24. How often do you normally visit Crediton for NON-FOOD SHOPPING?

	Base: Those vis	siting Crediton					Zo	ne				
				1	:	2	:	3		4		6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%
Everyday / most days	8	3.9%	1	1.2%	5	5.1%	2	13.3%	0	.0%	0	.0%
2-3 times a week	18	8.8%	3	3.7%	15	15.3%	0	.0%	0	.0%	0	.0%
Once a week	49	23.9%	10	12.3%	35	35.7%	3	20.0%	0	.0%	1	10.0%
Once a fortnight	22	10.7%	9	11.1%	10	10.2%	1	6.7%	0	.0%	2	20.0%
Once a month	30	14.6%	18	22.2%	7	7.1%	4	26.7%	0	.0%	1	10.0%
Less often	34	16.6%	20	24.7%	8	8.2%	3	20.0%	0	.0%	3	30.0%
Never	36	17.6%	18	22.2%	12	12.2%	2	13.3%	1	100.0%	3	30.0%
Don't know / varies	8	3.9%	2	2.5%	6	6.1%	0	.0%	0	.0%	0	.0%

Q24. How often do you normally visit Crediton for SERVICES?

	Base: Those vis	iting Crediton					Zo	ne				
				1	2	2	3	3		4		6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%
Everyday / most days	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
2-3 times a week	16	7.8%	3	3.7%	12	12.2%	1	6.7%	0	.0%	0	.0%
Once a week	55	26.8%	16	19.8%	34	34.7%	3	20.0%	0	.0%	2	20.0%
Once a fortnight	23	11.2%	6	7.4%	15	15.3%	1	6.7%	0	.0%	1	10.0%
Once a month	36	17.6%	20	24.7%	12	12.2%	4	26.7%	0	.0%	0	.0%
Less often	31	15.1%	16	19.8%	12	12.2%	2	13.3%	0	.0%	1	10.0%
Never	37	18.0%	18	22.2%	8	8.2%	4	26.7%	1	100.0%	6	60.0%
Don't know / varies	6	2.9%	2	2.5%	4	4.1%	0	.0%	0	.0%	0	.0%

Q24. How often do you normally visit Crediton IN THE EVENING?

	Base: Those vis	siting Crediton					Zo	ne				
			:	1	:	2	3	3		4		6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%
2-3 times a week	4	2.0%	1	1.2%	3	3.1%	0	.0%	0	.0%	0	.0%
Once a week	24	11.7%	5	6.2%	17	17.3%	2	13.3%	0	.0%	0	.0%
Once a fortnight	12	5.9%	3	3.7%	9	9.2%	0	.0%	0	.0%	0	.0%
Once a month	18	8.8%	3	3.7%	13	13.3%	2	13.3%	0	.0%	0	.0%
Less often	32	15.6%	12	14.8%	16	16.3%	2	13.3%	0	.0%	2	20.0%
Never	113	55.1%	56	69.1%	39	39.8%	9	60.0%	1	100.0%	8	80.0%
Don't know / varies	2	1.0%	1	1.2%	1	1.0%	0	.0%	0	.0%	0	.0%

Q25. How do you normally travel to Crediton?

		Base: Those vis	iting Crediton					Zo	ne				
					1	7	2	:	3	4	4		6
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%
	Car / van (as driver)	112	54.6%	66	81.5%	27	27.6%	9	60.0%	1	100.0%	9	90.0%
	Walk	61	29.8%	0	.0%	61	62.2%	0	.0%	0	.0%	0	.0%
	Car / van (as passenger)	21	10.2%	13	16.0%	3	3.1%	4	26.7%	0	.0%	1	10.0%
	Bus	9	4.4%	2	2.5%	5	5.1%	2	13.3%	0	.0%	0	.0%
	Motorcycle	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Other	Mobility scooter	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q26. What do you like most about Crediton?

	Base: Those vis	iting Crediton					Zo	ne				
			:	1		2	3	3	4	4	(6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%

Q26. What do you like most about Crediton?

	Base: Those visiti	ng Crediton					Zc	ne				
			1		2	2	3	}		4	(5
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Cheap parking	4	2.0%	2	2.5%	2	2.0%	0	.0%	0	.0%	0	.0%
Cleanliness of streets	3	1.5%	0	.0%	3	3.1%	0	.0%	0	.0%	0	.0%
Close to friends / relatives	8	3.9%	1	1.2%	6	6.1%	1	6.7%	0	.0%	0	.0%
Farmers Market	5	2.4%	1	1.2%	3	3.1%	1	6.7%	0	.0%	0	.0%
Countryside Location	4	2.0%	1	1.2%	1	1.0%	1	6.7%	0	.0%	1	10.0%
Competitive prices	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Character	15	7.3%	7	8.6%	6	6.1%	0	.0%	0	.0%	2	20.0%
Easy parking	7	3.4%	5	6.2%	1	1.0%	0	.0%	0	.0%	1	10.0%
Evening entertainment	2	1.0%	1	1.2%	1	1.0%	0	.0%	0	.0%	0	.0%
Feels safe	5	2.4%	0	.0%	5	5.1%	0	.0%	0	.0%	0	.0%
Financial services (banks / building societies, etc)	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Good public transport links	3	1.5%	1	1.2%	2	2.0%	0	.0%	0	.0%	0	.0%
Leisure facilities (e.g. pubs / restaurants / cinema / etc.)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Near / convenient	50	24.4%	23	28.4%	20	20.4%	5	33.3%	0	.0%	2	20.0%
Particular foodstore	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pedestrian friendly environment	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Selection / choice multiple shops	18	8.8%	5	6.2%	9	9.2%	3	20.0%	0	.0%	1	10.0%
Selection / choice of independent shops	18	8.8%	8	9.9%	7	7.1%	2	13.3%	0	.0%	1	10.0%
Nothing	31	15.1%	14	17.3%	11	11.2%	5	33.3%	1	100.0%	0	.0%

Q26. What do you like most about Crediton?

		Base: Those vi	siting Crediton					Zo	ne				
				1	L	2	2	3	3	4		(6
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Community feel of the place - friendly people/ atmosphere	40	19.5%	9	11.1%	28	28.6%	1	6.7%	0	.0%	2	20.0%
	Quiet - not too busy/ crowded	8	3.9%	4	4.9%	4	4.1%	0	.0%	0	.0%	0	.0%
	Familiarity/ always lived there	6	2.9%	1	1.2%	5	5.1%	0	.0%	0	.0%	0	.0%
	Compact/ everything within walking distance	5	2.4%	3	3.7%	0	.0%	1	6.7%	0	.0%	1	10.0%
	Generally convenient	4	2.0%	3	3.7%	1	1.0%	0	.0%	0	.0%	0	.0%
	Small town atmosphere	4	2.0%	1	1.2%	2	2.0%	1	6.7%	0	.0%	0	.0%
	Attractive/ pleasant environment	3	1.5%	2	2.5%	0	.0%	0	.0%	0	.0%	1	10.0%
Other	Good range of shops generally	3	1.5%	2	2.5%	1	1.0%	0	.0%	0	.0%	0	.0%
	Has everything I need	3	1.5%	0	.0%	3	3.1%	0	.0%	0	.0%	0	.0%
	Cafes/ restaurants	2	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Easy to get to	2	1.0%	1	1.2%	1	1.0%	0	.0%	0	.0%	0	.0%
	Golf club restaurant	2	1.0%	1	1.2%	1	1.0%	0	.0%	0	.0%	0	.0%
	Can get everyday products there	2	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	10.0%
	Leisure Centre	2	1.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%
	Market/ market town	2	1.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	10.0%
	Tesco	2	1.0%	2	2.5%	0	.0%	0	.0%	0	.0%	0	.0%

Q26. What do you like most about Crediton?

		Base: Those vis	iting Crediton					Zoi	ne				
				1		2		3		4		6	;
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Butchers	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Facilities, schools, environment	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Good facilities	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Good house prices for the area	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Other	Good size	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Lots of places to eat, good takeaways	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Nice small size	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	The park	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q27. What do you dislike most about Crediton?

	Base: Those vis	iting Crediton					Zo	ne				
				L	2	2	3	3	4	1	(6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%

Q27. What do you dislike most about Crediton?

	Base: Those vis	siting Crediton					Zo	one				
			1		2	2	3	3		4		6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Difficult parking	58	28.3%	27	33.3%	28	28.6%	2	13.3%	0	.0%	1	10.0%
Expensive parking	14	6.8%	9	11.1%	5	5.1%	0	.0%	0	.0%	0	.0%
Lack of particular store	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of safety/personal security/hooligans	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Lack of services (banks/building societies etc)	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Poor public transport	5	2.4%	2	2.5%	3	3.1%	0	.0%	0	.0%	0	.0%
Poor pedestrian environment / pavements/roads in need of repair	2	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
Poor selection/choice of multiple shops	13	6.3%	5	6.2%	7	7.1%	0	.0%	0	.0%	1	10.0%
Poor/limited evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor/limited leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Selection/choice of independent shops	6	2.9%	4	4.9%	1	1.0%	0	.0%	0	.0%	1	10.0%
Too expensive	3	1.5%	1	1.2%	2	2.0%	0	.0%	0	.0%	0	.0%
Too far from home	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Unattractive environment/dirty streets/litter	5	2.4%	2	2.5%	1	1.0%	2	13.3%	0	.0%	0	.0%
Nothing	66	32.2%	26	32.1%	27	27.6%	6	40.0%	1	100.0%	6	60.0%

Q27. What do you dislike most about Crediton?

		Base: Those vi	siting Crediton					Zo	ne				
				1		2	2	3	3	4	1	(6
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Traffic congestion in town centre	22	10.7%	9	11.1%	12	12.2%	1	6.7%	0	.0%	0	.0%
	Too many empty shops/ shops closing down	9	4.4%	1	1.2%	5	5.1%	2	13.3%	0	.0%	1	10.0%
	Limited range/ variety of shops generally	5	2.4%	0	.0%	4	4.1%	1	6.7%	0	.0%	0	.0%
	Bad infrastructure - lack of/ poor design of roads	4	2.0%	3	3.7%	1	1.0%	0	.0%	0	.0%	0	.0%
	Air pollution	3	1.5%	2	2.5%	1	1.0%	0	.0%	0	.0%	0	.0%
	Run down/ dreary	3	1.5%	0	.0%	1	1.0%	1	6.7%	0	.0%	1	10.0%
	Market Square is obsolete	3	1.5%	0	.0%	2	2.0%	1	6.7%	0	.0%	0	.0%
	Too many charity shops	2	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Nothing for children to do	2	1.0%	1	1.2%	1	1.0%	0	.0%	0	.0%	0	.0%
	People	2	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
Other	Too many coffee shops	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Everything	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Lack of entertainment facilities - no cinema, swimming pool, pubs and restaurants	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Nothing there/ nothing to attract people to the area	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Poor condition of roads	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Poor disabled access	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	The Tesco is too close to town - caused shops to close	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Too long needs to be more compact	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Weather - rain/ cold High Street	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q28. What improvements to the quality and range of facilities in Crediton would persuade your household to visit it more often?

	Base: Those vi	siting Crediton					Zc	ne				
				1		2	:	3		4		6
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Crediton	205	100.0%	81	100.0%	98	100.0%	15	100.0%	1	100.0%	10	100.0%
Develop new shopping facilities	14	6.8%	4	4.9%	8	8.2%	2	13.3%	0	.0%	0	.0%
Refurbish / improve existing shopping facilities	9	4.4%	4	4.9%	4	4.1%	1	6.7%	0	.0%	0	.0%
Improve choice of multiple shops	20	9.8%	7	8.6%	12	12.2%	0	.0%	0	.0%	1	10.0%
Improve range of independent / specialist shops	11	5.4%	7	8.6%	3	3.1%	0	.0%	0	.0%	1	10.0%
Attract larger retailers	2	1.0%	1	1.2%	0	.0%	0	.0%	0	.0%	1	10.0%
New shop	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Introduce a new large supermarket	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
introduce a crèche facility for shoppers	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Encourage reduced shop prices	2	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
New cinema	6	2.9%	2	2.5%	3	3.1%	0	.0%	0	.0%	1	10.0%
New bingo facility	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New ten pin bowling centre	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Enhanced range of health and fitness centres / gyms	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
New / improved other leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improved range of pubs and night clubs	2	1.0%	0	.0%	1	1.0%	1	6.7%	0	.0%	0	.0%
Improved range of places to eat	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
New / improved museum or art gallery	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improved policing / enhance security / CCTV	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improved public transport facilities during the evenings	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q28. What improvements to the quality and range of facilities in Crediton would persuade your household to visit it more often?

	Base: Those vi	siting Crediton					Zo	ne				
			1	-	2	<u>)</u>	3	3	4	ļ	(5
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Improved play areas for children	3	1.5%	0	.0%	2	2.0%	1	6.7%	0	.0%	0	.0%
Improve safety of pedestrians	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
More pedestrianisation	2	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	10.0%
More parking spaces - type unspecified	26	12.7%	11	13.6%	14	14.3%	0	.0%	0	.0%	1	10.0%
More parking spaces - short stay	16	7.8%	10	12.3%	5	5.1%	1	6.7%	0	.0%	0	.0%
More parking spaces - long stay	9	4.4%	5	6.2%	4	4.1%	0	.0%	0	.0%	0	.0%
Improve layout of car parks	15	7.3%	5	6.2%	10	10.2%	0	.0%	0	.0%	0	.0%
Reduce cost of parking	15	7.3%	6	7.4%	9	9.2%	0	.0%	0	.0%	0	.0%
Improve public transport links	8	3.9%	3	3.7%	5	5.1%	0	.0%	0	.0%	0	.0%
Increase frequency of public transport in the evenings	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Reduce road congestion	8	3.9%	1	1.2%	7	7.1%	0	.0%	0	.0%	0	.0%
Improve directional signs	2	1.0%	1	1.2%	1	1.0%	0	.0%	0	.0%	0	.0%
Improve signage / routeways within centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve location of bus stops / bus station	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Increase number of taxis	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Enhance shopmobility service	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve access for pushchairs / wheelchairs, etc	1	.5%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
Clean shopping streets	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
Improve number and attractiveness of meeting places	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve policing / other security measures	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q28. What improvements to the quality and range of facilities in Crediton would persuade your household to visit it more often?

	Base: Those vis	iting Crediton					Zc	ne				
			1	L	2	2	3	3		4	6	5
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Improve street furniture / floral displays	1	.5%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
Attract more people / make more lively	3	1.5%	0	.0%	2	2.0%	1	6.7%	0	.0%	0	.0%
Attract less people / relieve over- crowding	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Create more open spaces	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve play areas for children	1	.5%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
Create more shelters from the weather	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Provide for housing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nothing in particular	50	24.4%	27	33.3%	15	15.3%	4	26.7%	1	100.0%	3	30.0%
Don't know / can't remember	16	7.8%	4	4.9%	10	10.2%	0	.0%	0	.0%	2	20.0%

Q28. What improvements to the quality and range of facilities in Crediton would persuade your household to visit it more often?

		Base: Those vis	iting Crediton					Zo	ne				
				1		2	<u> </u>	3	3	4	•	(5
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	A by-pass to reduce traffic	10	4.9%	5	6.2%	4	4.1%	0	.0%	0	.0%	1	10.0%
	More clothes shops	4	2.0%	1	1.2%	2	2.0%	1	6.7%	0	.0%	0	.0%
	Clean up buildings/ in need of a facelift/ refurbishment	3	1.5%	3	3.7%	0	.0%	0	.0%	0	.0%	0	.0%
	Facilities/ shops for teens/ younger generation	3	1.5%	1	1.2%	2	2.0%	0	.0%	0	.0%	0	.0%
	More incentives for independent shops/ lower rates	3	1.5%	0	.0%	3	3.1%	0	.0%	0	.0%	0	.0%
	Make town square more attractive	2	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Against large supermarkets being introduced into the area	2	1.0%	1	1.2%	0	.0%	1	6.7%	0	.0%	0	.0%
	Encourage new businesses	2	1.0%	0	.0%	2	2.0%	0	.0%	0	.0%	0	.0%
	Too many traffic wardens	2	1.0%	1	1.2%	1	1.0%	0	.0%	0	.0%	0	.0%
Other	A few more interesting/ unusual shops	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Another supermarket	1	.5%	1	1.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Build new roads	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Clothes for children	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Re-site parking nearer to shops/ centre	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	No improvements/ happy as it is	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Improve road surfaces	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Improve the bus timings during the afternoon	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Larger post office that can offer full services	1	.5%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
	Less disabled parking	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%

Q28. What improvements to the quality and range of facilities in Crediton would persuade your household to visit it more often?

		Base: Those vis	iting Crediton					Zo	ne				
				1		2	<u>-</u>	3	}	4	1	6	5
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Need larger library/ longer opening times	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Lidl	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	More cycling lanes	1	.5%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
	Book shop	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
Other	New Sainsbury's	1	.5%	0	.0%	0	.0%	1	6.7%	0	.0%	0	.0%
	Haberdashery	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Places for people on their own to go	1	.5%	0	.0%	1	1.0%	0	.0%	0	.0%	0	.0%
	Link road to industrial estate will increase pollution	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	10.0%

Q18. What is the main reason for your visits to Tiverton?

	Base: Those vis	Those visiting Tiverton							Zo	ne						
					:	2	:	3	4	1	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%

Q18. What is the main reason for your visits to Tiverton?

	Base: Those vis	iting Tiverton							Zoı	ne						
			1	L	:	2	3	}	4		5	5	6	5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Shopping	158	47.0%	1	20.0%	1	100.0%	31	50.0%	48	54.5%	38	38.4%	35	48.6%	4	44.4
Using finacial services (e.g. banks, building societies)	30	8.9%	0	.0%	0	.0%	4	6.5%	8	9.1%	13	13.1%	4	5.6%	1	11.1
Visting restaurants / Cafes / public houses	19	5.7%	0	.0%	0	.0%	2	3.2%	2	2.3%	10	10.1%	4	5.6%	1	11.1
Work in / near to town centre	18	5.4%	1	20.0%	0	.0%	2	3.2%	5	5.7%	7	7.1%	3	4.2%	0	.0%
Social / leisure reasons	17	5.1%	1	20.0%	0	.0%	2	3.2%	5	5.7%	1	1.0%	7	9.7%	1	11.1
Using other services (e.g. hairdressers, travel agent, opticians etc)	13	3.9%	0	.0%	0	.0%	3	4.8%	3	3.4%	4	4.0%	3	4.2%	0	.0%
Tourism / sight-seeing / browsing	9	2.7%	0	.0%	0	.0%	1	1.6%	2	2.3%	3	3.0%	3	4.2%	0	.0%
Visting Council offices / Job Centre / other public agency	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	1	11.1

Q18. What is the main reason for your visits to Tiverton?

		Base: Those vis	iting Tiverton							Zo	ne						
				1	-	2		3	3	4		5	5	ε)	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Resident/ live in the area	32	9.5%	0	.0%	0	.0%	8	12.9%	6	6.8%	17	17.2%	1	1.4%	0	.0%
	Visiting friends/ family	10	3.0%	0	.0%	0	.0%	4	6.5%	1	1.1%	0	.0%	4	5.6%	1	11.1%
	For a change/ day out	5	1.5%	2	40.0%	0	.0%	2	3.2%	0	.0%	1	1.0%	0	.0%	0	.0%
	Generally convenient/ easy to get to	4	1.2%	0	.0%	0	.0%	1	1.6%	0	.0%	2	2.0%	1	1.4%	0	.0%
	Everything/ for most purposes	3	.9%	0	.0%	0	.0%	0	.0%	2	2.3%	1	1.0%	0	.0%	0	.0%
	Hospital	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.2%	0	.0%
	Church	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%
Other	Optician	2	.6%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%
	Parking	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.4%	0	.0%
	Gym	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Library	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Market	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Petrol	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	School run	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Travel links	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Vet	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%

Q19. Are there any other reasons for your visits to Tiverton?

Γ		Base: Those vis	siting Tiverton							Zo	ne						
				:	1	2	2	:	3	4	1	!	5	(5		7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Г	Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%

Q19. Are there any other reasons for your visits to Tiverton?

	Base: Those vis	iting Tiverton							Zo	ne						
			1	1		2		3	4	1	Ç	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Shopping	71	21.1%	0	.0%	0	.0%	11	17.7%	20	22.7%	26	26.3%	11	15.3%	3	33.3%
Using finacial services (e.g. banks, building societies)	42	12.5%	0	.0%	0	.0%	8	12.9%	14	15.9%	20	20.2%	0	.0%	0	.0%
Using other services (e.g. hairdressers, travel agent, opticians etc)	28	8.3%	0	.0%	0	.0%	1	1.6%	7	8.0%	17	17.2%	3	4.2%	0	.0%
Visting Council offices / Job Centre / other public agency	6	1.8%	0	.0%	0	.0%	1	1.6%	1	1.1%	4	4.0%	0	.0%	0	.0%
Visting restaurants / Cafes / public houses	15	4.5%	0	.0%	0	.0%	2	3.2%	3	3.4%	7	7.1%	3	4.2%	0	.0%
Work in / near to town centre	7	2.1%	0	.0%	0	.0%	0	.0%	3	3.4%	3	3.0%	1	1.4%	0	.0%
Tourism / sight-seeing / browsing	14	4.2%	0	.0%	1	100.0%	4	6.5%	4	4.5%	4	4.0%	1	1.4%	0	.0%
Social / leisure reasons	45	13.4%	1	20.0%	0	.0%	6	9.7%	16	18.2%	15	15.2%	7	9.7%	0	.0%
Won't be doing anything else	56	16.7%	0	.0%	0	.0%	14	22.6%	13	14.8%	12	12.1%	13	18.1%	4	44.4%
Don't know / no answer	66	19.6%	2	40.0%	0	.0%	15	24.2%	16	18.2%	14	14.1%	17	23.6%	2	22.2%

Q19. Are there any other reasons for your visits to Tiverton?

		Base: Those vis	iting Tiverton							Zo	ne						
				1	L	2	-	3	3	4	1	5	5	6	5	7	•
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Lives in the area/local	12	3.6%	0	.0%	0	.0%	2	3.2%	2	2.3%	8	8.1%	0	.0%	0	.0%
	For specialist stores	6	1.8%	0	.0%	0	.0%	4	6.5%	0	.0%	1	1.0%	1	1.4%	0	.0%
	Dentist	5	1.5%	0	.0%	0	.0%	1	1.6%	1	1.1%	0	.0%	3	4.2%	0	.0%
	Family/ friends in the area	5	1.5%	0	.0%	0	.0%	1	1.6%	4	4.5%	0	.0%	0	.0%	0	.0%
	Hospital	4	1.2%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	2	2.8%	0	.0%
	Market	4	1.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	2	2.8%	0	.0%
	Church	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%
	Cinema	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	1	1.4%	0	.0%
l	Convenience	3	.9%	0	.0%	0	.0%	1	1.6%	2	2.3%	0	.0%	0	.0%	0	.0%
Other	Agricultural supplies	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Doctor	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Library	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Marks & spencer food is good	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Quality of morrisons	1	.3%	1	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Support local stores	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Traffic	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Transport links	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Visit college/ university	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%

Q20. What type of goods and services do you normally buy from Tiverton?

	Q201 1111	at type of good	5 a.i.a 5	- TICC5	uo , o.	<u> </u>	,	,		••••						
	Base: Those เ services in								Zc	ne						
				1		2		3		4	į	5	(5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using shops/ services in Tiverton	224	100.0%	1	100.0%	1	100.0%	44	100.0%	64	100.0%	64	100.0%	45	100.0%	5	100.0%

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Q20. What type of goods and services do you normally buy from Tiverton?

		Base: Those is services in								Zoi	ne						
					1		2		3	4	1	į	5	(5	•	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Clothes and shoes	53	23.7%	0	.0%	0	.0%	5	11.4%	20	31.3%	20	31.3%	6	13.3%	2	40.0%
-	Confectionery / tobacco / newspapers and magazines	9	4.0%	0	.0%	0	.0%	1	2.3%	1	1.6%	6	9.4%	1	2.2%	0	.0%
-	DIY and hardware goods	30	13.4%	0	.0%	0	.0%	4	9.1%	6	9.4%	9	14.1%	9	20.0%	2	40.0%
-	Electrical goods	18	8.0%	0	.0%	0	.0%	3	6.8%	2	3.1%	9	14.1%	4	8.9%	0	.0%
-	Food / groceries	159	71.0%	1	100.0%	1	100.0%	40	90.9%	41	64.1%	42	65.6%	33	73.3%	1	20.0%
	Furniture and carpets	15	6.7%	0	.0%	0	.0%	3	6.8%	4	6.3%	4	6.3%	4	8.9%	0	.0%
	Gifts / souvenirs	23	10.3%	0	.0%	0	.0%	3	6.8%	5	7.8%	11	17.2%	4	8.9%	0	.0%
-	Personal and luxury goods	47	21.0%	0	.0%	0	.0%	5	11.4%	9	14.1%	22	34.4%	9	20.0%	2	40.0%
-	Recreational goods	28	12.5%	0	.0%	0	.0%	3	6.8%	10	15.6%	10	15.6%	5	11.1%	0	.0%
-	Services	38	17.0%	0	.0%	0	.0%	8	18.2%	8	12.5%	15	23.4%	7	15.6%	0	.0%
-	Don't know / no answer	6	2.7%	0	.0%	0	.0%	1	2.3%	3	4.7%	1	1.6%	1	2.2%	0	.0%
	All types of shopping	4	1.8%	0	.0%	0	.0%	0	.0%	2	3.1%	2	3.1%	0	.0%	0	.0%
-	Chemists	3	1.3%	0	.0%	0	.0%	0	.0%	0	.0%	2	3.1%	1	2.2%	0	.0%
-	Household goods	3	1.3%	0	.0%	0	.0%	0	.0%	1	1.6%	2	3.1%	0	.0%	0	.0%
-	Petrol	3	1.3%	0	.0%	0	.0%	3	6.8%	0	.0%	0	.0%	0	.0%	0	.0%
-	Car/ vehicle products/ parts	2	.9%	0	.0%	1	100.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
Other	Soft furnishings	2	.9%	0	.0%	0	.0%	0	.0%	2	3.1%	0	.0%	0	.0%	0	.0%
	Bank	1	.4%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
-	Agricultural supplies	1	.4%	0	.0%	0	.0%	1	2.3%	0	.0%	0	.0%	0	.0%	0	.0%
-	Hairdressers	1	.4%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%
-	Items from the market	1	.4%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%
-	Plants	1	.4%	0	.0%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%

Q21. How much do you normally spend at Tiverton?

		using shops/ n Tiverton							Zo	one						
				1		2		3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using shops/ services in Tiverton	224	100.0%	1	100.0%	1	100.0%	44	100.0%	64	100.0%	64	100.0%	45	100.0%	5	100.0%
£0-5	7	3.1%	0	.0%	0	.0%	1	2.3%	2	3.1%	3	4.7%	1	2.2%	0	.0%
£6-10	17	7.6%	0	.0%	0	.0%	1	2.3%	4	6.3%	6	9.4%	4	8.9%	2	40.0%
£11-20	28	12.5%	0	.0%	0	.0%	2	4.5%	6	9.4%	10	15.6%	9	20.0%	1	20.0%
£21-30	16	7.1%	0	.0%	0	.0%	1	2.3%	4	6.3%	7	10.9%	4	8.9%	0	.0%
£31-40	16	7.1%	0	.0%	0	.0%	5	11.4%	3	4.7%	4	6.3%	4	8.9%	0	.0%
£41-50	29	12.9%	1	100.0%	0	.0%	5	11.4%	10	15.6%	7	10.9%	6	13.3%	0	.0%
£51-60	15	6.7%	0	.0%	0	.0%	4	9.1%	7	10.9%	3	4.7%	1	2.2%	0	.0%
£61-70	14	6.3%	0	.0%	0	.0%	4	9.1%	4	6.3%	3	4.7%	3	6.7%	0	.0%
£81-80	7	3.1%	0	.0%	0	.0%	6	13.6%	0	.0%	1	1.6%	0	.0%	0	.0%
£91-100	9	4.0%	0	.0%	0	.0%	0	.0%	2	3.1%	4	6.3%	3	6.7%	0	.0%
£100+	22	9.8%	0	.0%	1	100.0%	7	15.9%	8	12.5%	3	4.7%	3	6.7%	0	.0%
Don't know / refused	44	19.6%	0	.0%	0	.0%	8	18.2%	14	21.9%	13	20.3%	7	15.6%	2	40.0%

Q22. Why do you choose to go to Tiverton for shopping and services?

	Base: Those vis	siting Tiverton							Zo	ne						
			2	1	2	2	3	3	4	1	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%

Q22. Why do you choose to go to Tiverton for shopping and services?

	Base: Those visi	iting Tiverton							Zoı	ne						
				1	2		3		4		5		6			7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Close to home / live here	199	59.2%	2	40.0%	0	.0%	23	37.1%	59	67.0%	94	94.9%	18	25.0%	3	33.3%
Close to work	13	3.9%	0	.0%	0	.0%	2	3.2%	2	2.3%	6	6.1%	3	4.2%	0	.0%
Close to friends / relatives	12	3.6%	1	20.0%	0	.0%	5	8.1%	3	3.4%	0	.0%	2	2.8%	1	11.1%
Easy parking	21	6.3%	0	.0%	0	.0%	3	4.8%	4	4.5%	0	.0%	14	19.4%	0	.0%
Good public transport	8	2.4%	0	.0%	0	.0%	0	.0%	2	2.3%	3	3.0%	2	2.8%	1	11.1%
Good range of shops / shops that I like	28	8.3%	0	.0%	0	.0%	2	3.2%	13	14.8%	5	5.1%	8	11.1%	0	.0%
Competitive prices	3	.9%	0	.0%	0	.0%	0	.0%	3	3.4%	0	.0%	0	.0%	0	.0%
Attractive environment / nice place to visit	20	6.0%	1	20.0%	1	100.0%	6	9.7%	1	1.1%	2	2.0%	8	11.1%	1	11.1%
Traffic free pedestrian area	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
To visit a particular shop / service	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Visiting as a tourist	4	1.2%	0	.0%	0	.0%	1	1.6%	1	1.1%	0	.0%	2	2.8%	0	.0%
Recommended to you	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Don't know / no answer	12	3.6%	1	20.0%	0	.0%	6	9.7%	2	2.3%	0	.0%	3	4.2%	0	.0%

Q22. Why do you choose to go to Tiverton for shopping and services?

		Base: Those vis	siting Tiverton							Zo	ne						
				1		2		3		4		5		6			7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Morrisons/ preference for Morrisons	10	3.0%	0	.0%	0	.0%	8	12.9%	2	2.3%	0	.0%	0	.0%	0	.09
	Support local trade/ business	9	2.7%	0	.0%	0	.0%	0	.0%	2	2.3%	5	5.1%	2	2.8%	0	.0
	For a change/ change of scenery	8	2.4%	0	.0%	0	.0%	3	4.8%	1	1.1%	0	.0%	3	4.2%	1	11.
	Generally convenient	8	2.4%	0	.0%	0	.0%	2	3.2%	4	4.5%	1	1.0%	0	.0%	1	11.
	Easy to get to	6	1.8%	0	.0%	0	.0%	3	4.8%	0	.0%	0	.0%	3	4.2%	0	.0
	Has got everything/ most things I need	5	1.5%	0	.0%	0	.0%	0	.0%	3	3.4%	2	2.0%	0	.0%	0	.0
	Close to friends/ relatives	5	1.5%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%	2	2.8%	1	11.
	Friendly people	5	1.5%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%	3	4.2%	0	.0
	Bank	4	1.2%	0	.0%	0	.0%	2	3.2%	2	2.3%	0	.0%	0	.0%	0	.0
	Good range of services	4	1.2%	0	.0%	0	.0%	1	1.6%	1	1.1%	0	.0%	1	1.4%	1	11
	Independent materials store	4	1.2%	1	20.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	1	1.4%	0	.0
ther	Good market there	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	3	4.2%	0	.0
	Not too busy/ crowded	3	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	2	2.8%	0	.0
	Small/ compact	3	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	2	2.8%	0	.0
	Child escort	2	.6%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0
	Charity shops	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.4%	0	.0
	Independent shops	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.8%	0	.0
	Live there/ familiarity	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0
	M&S Food	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.8%	0	.(
	Can get a lift there	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0
	Agricultural suppliers	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0).
	Can walk there and get some exercise	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.(
	Close to hospital	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0
	Convenient for college/university	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0

J10969 Mid Devon Household Survey - Main Results Tabulations

Q22. Why do you choose to go to Tiverton for shopping and services?

		Base: Those visi	ting Tiverton	n Zone													
				1		2		3		4		5		6		7	,
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Doesn't visit for shopping/ services	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Good leisure facilities	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Good supermarket	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Good swimming pool	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Argos	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Pass through/ convenient for other location I visit	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Other	Tesco/ nearest Tesco	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Asda	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Rural area, not a lot of choice	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Stay close due to petrol cost	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	To get specific goods	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Use farmers market for good produce	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Vets	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

Q23. How long on average do you normally stay in Tiverton?

	Base: Those vi	on Zone														
			1		2		3		4		5		6			7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%
0-30 mins	32	9.5%	0	.0%	0	.0%	9	14.5%	7	8.0%	11	11.1%	5	6.9%	0	.0%
30-1 hour	104	31.0%	1	20.0%	0	.0%	13	21.0%	29	33.0%	35	35.4%	26	36.1%	0	.0%
1-2 hours	125	37.2%	2	40.0%	0	.0%	24	38.7%	31	35.2%	36	36.4%	27	37.5%	5	55.6%
2-3 hours	49	14.6%	1	20.0%	0	.0%	13	21.0%	13	14.8%	8	8.1%	13	18.1%	1	11.1%
3-4 hours	9	2.7%	1	20.0%	0	.0%	1	1.6%	4	4.5%	1	1.0%	0	.0%	2	22.2%

Q23. How long on average do you normally stay in Tiverton?

	Base: Those vis	siting Tiverton							Zor	ne						
			1		:	2	3	}	4		5		6)	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Over 4 hours	7	2.1%	0	.0%	1	100.0%	1	1.6%	2	2.3%	2	2.0%	1	1.4%	0	.0%
Don't know / varies	10	3.0%	0	.0%	0	.0%	1	1.6%	2	2.3%	6	6.1%	0	.0%	1	11.1%

Q24. How often do you normally visit Tiverton for FOOD SHOPPING?

	Base: Those v	isiting Tiverton							Zo	one						
				1		2	:	3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%
Everyday / most days	5	1.5%	0	.0%	0	.0%	0	.0%	0	.0%	5	5.1%	0	.0%	0	.0%
2-3 times a week	63	18.8%	0	.0%	0	.0%	8	12.9%	11	12.5%	40	40.4%	4	5.6%	0	.0%
Once a week	116	34.5%	2	40.0%	0	.0%	17	27.4%	36	40.9%	45	45.5%	13	18.1%	3	33.3%
Once a fortnight	41	12.2%	0	.0%	1	100.0%	8	12.9%	15	17.0%	3	3.0%	14	19.4%	0	.0%
Once a month	30	8.9%	0	.0%	0	.0%	5	8.1%	7	8.0%	1	1.0%	17	23.6%	0	.0%
Less often	41	12.2%	0	.0%	0	.0%	14	22.6%	10	11.4%	1	1.0%	14	19.4%	2	22.2%
Never	38	11.3%	3	60.0%	0	.0%	10	16.1%	8	9.1%	3	3.0%	10	13.9%	4	44.4%
Don't know / varies	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%

Q24. How often do you normally visit Tiverton for NON-FOOD SHOPPING?

	Base: Those vis	siting Tiverton							Zc	ne						
				1		2	:	3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%
Everyday / most days	4	1.2%	0	.0%	0	.0%	1	1.6%	0	.0%	3	3.0%	0	.0%	0	.0%
2-3 times a week	28	8.3%	0	.0%	0	.0%	3	4.8%	1	1.1%	23	23.2%	1	1.4%	0	.0%
Once a week	60	17.9%	1	20.0%	0	.0%	7	11.3%	19	21.6%	27	27.3%	4	5.6%	2	22.2%
Once a fortnight	37	11.0%	0	.0%	0	.0%	10	16.1%	7	8.0%	12	12.1%	8	11.1%	0	.0%
Once a month	60	17.9%	0	.0%	1	100.0%	6	9.7%	18	20.5%	14	14.1%	20	27.8%	1	11.1%

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Q24. How often do you normally visit Tiverton for NON-FOOD SHOPPING?

	Base: Those vis	siting Tiverton							Zo	ne						
			1	<u>L</u>	2		3	3	4	,	5	5	6	j	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Less often	70	20.8%	2	40.0%	0	.0%	14	22.6%	22	25.0%	7	7.1%	22	30.6%	3	33.3%
Never	64	19.0%	2	40.0%	0	.0%	19	30.6%	16	18.2%	7	7.1%	17	23.6%	3	33.3%
Don't know / varies	13	3.9%	0	.0%	0	.0%	2	3.2%	5	5.7%	6	6.1%	0	.0%	0	.0%

Q24. How often do you normally visit Tiverton for SERVICES?

	Base: Those vi	siting Tiverton							Zc	ne						
				1		2	3	3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%
Everyday / most days	3	.9%	0	.0%	0	.0%	1	1.6%	0	.0%	2	2.0%	0	.0%	0	.0%
2-3 times a week	21	6.3%	0	.0%	0	.0%	3	4.8%	3	3.4%	15	15.2%	0	.0%	0	.0%
Once a week	62	18.5%	0	.0%	0	.0%	9	14.5%	19	21.6%	27	27.3%	6	8.3%	1	11.1%
Once a fortnight	22	6.5%	1	20.0%	0	.0%	3	4.8%	8	9.1%	5	5.1%	5	6.9%	0	.0%
Once a month	52	15.5%	1	20.0%	0	.0%	8	12.9%	11	12.5%	23	23.2%	8	11.1%	1	11.1%
Less often	74	22.0%	1	20.0%	0	.0%	13	21.0%	22	25.0%	13	13.1%	22	30.6%	3	33.3%

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Q24. How often do you normally visit Tiverton for SERVICES?

	Base: Those vi	siting Tiverton				•			Zoi	ne						
			1	_	:	2	3	3	4	1	5	;	ϵ	j	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Never	93	27.7%	2	40.0%	1	100.0%	24	38.7%	24	27.3%	8	8.1%	30	41.7%	4	44.4%
Don't know / varies	9	2.7%	0	.0%	0	.0%	1	1.6%	1	1.1%	6	6.1%	1	1.4%	0	.0%

Q24. How often do you normally visit Tiverton IN THE EVENING?

	Base: Those vi	siting Tiverton							Zc	ne						
				1		2	3	3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%
Everyday / most days	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
2-3 times a week	6	1.8%	0	.0%	0	.0%	1	1.6%	1	1.1%	4	4.0%	0	.0%	0	.0%
Once a week	16	4.8%	0	.0%	0	.0%	1	1.6%	3	3.4%	10	10.1%	2	2.8%	0	.0%
Once a fortnight	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.4%	0	.0%
Once a month	22	6.5%	0	.0%	1	100.0%	3	4.8%	7	8.0%	11	11.1%	0	.0%	0	.0%
Less often	64	19.0%	0	.0%	0	.0%	6	9.7%	17	19.3%	26	26.3%	14	19.4%	1	11.1%

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Q24. How often do you normally visit Tiverton IN THE EVENING?

	Base: Those vi	siting Tiverton							Zoi	ne						
				1	2		3	3	4	1	5	5	ϵ)	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Never	223	66.4%	5	100.0%	0	.0%	50	80.6%	59	67.0%	46	46.5%	55	76.4%	8	88.9%
Don't know / varies	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%

Q25. How do you normally travel to Tiverton?

	Base: Those vis	siting Tiverton							Zc	ne						
				1		2		3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%
Car / van (as driver)	234	69.6%	5	100.0%	1	100.0%	46	74.2%	73	83.0%	50	50.5%	54	75.0%	5	55.6%
Car / van (as passenger)	49	14.6%	0	.0%	0	.0%	12	19.4%	11	12.5%	11	11.1%	13	18.1%	2	22.2%
Walk	31	9.2%	0	.0%	0	.0%	0	.0%	0	.0%	31	31.3%	0	.0%	0	.0%
Bus	19	5.7%	0	.0%	0	.0%	4	6.5%	3	3.4%	5	5.1%	5	6.9%	2	22.2%
Taxi	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Bicycle	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

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Q25. How do you normally travel to Tiverton?

	Base: Those vi	siting Tiverton							Zoi	ne						
			1		2		3		4		5	;	6		7	,
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Other Mobility scooter	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

Q26. What do you like most about Tiverton?

		Base: Those vi	: Those visiting Tiverton Num % Num 336 100.0%							Zo	ne						
			um % Nur			2	2		3	4	1		5	(5		7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visit	ing Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%

Q26. What do you like most about Tiverton?

	Base: Those vi	siting Tiverton							Zo	ne						
			1	L	2		3	3	4	1	5	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Cheap parking	7	2.1%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	6	8.3%	0	.0%
Cleanliness of streets	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Close to friends / relatives	12	3.6%	0	.0%	0	.0%	2	3.2%	2	2.3%	5	5.1%	2	2.8%	1	11.19
Farmers Market	17	5.1%	0	.0%	0	.0%	4	6.5%	2	2.3%	5	5.1%	5	6.9%	1	11.19
Countryside Location	16	4.8%	1	20.0%	0	.0%	1	1.6%	3	3.4%	7	7.1%	4	5.6%	0	.0%
Competitive prices	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Character	18	5.4%	0	.0%	0	.0%	3	4.8%	3	3.4%	6	6.1%	6	8.3%	0	.0%
Easy parking	24	7.1%	0	.0%	0	.0%	6	9.7%	7	8.0%	4	4.0%	7	9.7%	0	.0%
Evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Feels safe	4	1.2%	0	.0%	0	.0%	0	.0%	3	3.4%	0	.0%	1	1.4%	0	.0%
Financial services (banks / building societies, etc)	3	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	1	1.4%	0	.0%
Good public transport links	4	1.2%	0	.0%	0	.0%	0	.0%	1	1.1%	3	3.0%	0	.0%	0	.0%
Leisure facilities (e.g. pubs / restaurants / cinema / etc.)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Near / convenient	82	24.4%	0	.0%	0	.0%	13	21.0%	33	37.5%	29	29.3%	6	8.3%	1	11.19
Particular foodstore	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pedestrian friendly environment	5	1.5%	0	.0%	0	.0%	1	1.6%	2	2.3%	1	1.0%	1	1.4%	0	.0%
Selection / choice multiple shops	28	8.3%	2	40.0%	0	.0%	5	8.1%	5	5.7%	8	8.1%	6	8.3%	2	22.29
Selection / choice of independent shops	19	5.7%	0	.0%	0	.0%	3	4.8%	6	6.8%	1	1.0%	9	12.5%	0	.0%
Nothing	57	17.0%	2	40.0%	0	.0%	13	21.0%	15	17.0%	16	16.2%	9	12.5%	2	22.29

Q26. What do you like most about Tiverton?

		Base: Those vi	siting Tiverton							Zor	ne						
				1	L	2	2	3		4		5	;	6	5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Community feel of the place - friendly people/ atmosphere	35	10.4%	0	.0%	1	100.0%	8	12.9%	7	8.0%	16	16.2%	3	4.2%	0	.0%
	Familiarity/ always lived there	13	3.9%	0	.0%	0	.0%	2	3.2%	1	1.1%	9	9.1%	0	.0%	1	11.1%
	Compact/ everything within walking distance	12	3.6%	0	.0%	0	.0%	2	3.2%	1	1.1%	2	2.0%	7	9.7%	0	.0%
	Has everything I need	10	3.0%	0	.0%	0	.0%	1	1.6%	5	5.7%	2	2.0%	2	2.8%	0	.0%
	Quiet - not too busy/ crowded	10	3.0%	0	.0%	0	.0%	0	.0%	1	1.1%	4	4.0%	5	6.9%	0	.0%
	Generally convenient	8	2.4%	0	.0%	0	.0%	1	1.6%	3	3.4%	2	2.0%	2	2.8%	0	.0%
	Attractive/ pleasant environment	7	2.1%	0	.0%	0	.0%	2	3.2%	2	2.3%	3	3.0%	0	.0%	0	.0%
	Good range of shops generally	7	2.1%	0	.0%	0	.0%	1	1.6%	2	2.3%	2	2.0%	2	2.8%	0	.0%
	Market/ market town	7	2.1%	0	.0%	0	.0%	2	3.2%	2	2.3%	1	1.0%	2	2.8%	0	.0%
	Morrisons	7	2.1%	0	.0%	0	.0%	3	4.8%	0	.0%	0	.0%	4	5.6%	0	.0%
	Cafes/ restaurants	3	.9%	0	.0%	0	.0%	1	1.6%	1	1.1%	0	.0%	0	.0%	1	11.1%
Other	Leisure Centre	3	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	2	2.8%	0	.0%
	M&S	3	.9%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	1	1.4%	0	.0%
	Tourism	3	.9%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%	1	1.4%	0	.0%
	Canal	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.4%	0	.0%
	Cinema	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
	Easy to get to	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
	Banburys	2	.6%	1	20.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Nice small size	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.4%	0	.0%
	Food shopping	2	.6%	0	.0%	0	.0%	2	3.2%	0	.0%	0	.0%	0	.0%	0	.0%
	Small town atmosphere	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.4%	0	.0%
	Nice Indian restaurants and river walk	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Easy access to motorway	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Good disability access	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%

J10969 Mid Devon Household Survey - Main Results Tabulations

Q26. What do you like most about Tiverton?

		Base: Those vis	iting Tiverton							Zo	ne						
				1	•	2		3		4	•	5		6)	-	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Good for a change	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Good health food shop	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Can get everyday products there	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%
	Late amenities	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
•	Local tradesmen and local service	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
Other	Homebase	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%
•	Pubs	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Rarely any traffic jams	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Swimming pool	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Tesco	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	The library	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

Q27. What do you dislike most about Tiverton?

				<u> </u>												
	Base: Those vis	siting Tiverton							Zo	ne						
				1	:	2	3	3	4	1	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.09

Q27. What do you dislike most about Tiverton?

	Base: Those vis	iting Tiverton							Zo	ne						
			:	1		2	3	3	4	4	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Difficult parking	13	3.9%	1	20.0%	0	.0%	1	1.6%	6	6.8%	0	.0%	4	5.6%	1	11.19
Expensive parking	16	4.8%	0	.0%	0	.0%	2	3.2%	7	8.0%	4	4.0%	3	4.2%	0	.0%
Lack of particular store	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of safety/personal security/hooligans	7	2.1%	0	.0%	0	.0%	0	.0%	4	4.5%	3	3.0%	0	.0%	0	.0%
Lack of services (banks/building societies etc)	2	.6%	0	.0%	0	.0%	1	1.6%	0	.0%	1	1.0%	0	.0%	0	.0%
Poor public transport	4	1.2%	0	.0%	0	.0%	1	1.6%	1	1.1%	2	2.0%	0	.0%	0	.0%
Poor pedestrian environment / pavements/roads in need of repair	3	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	1	1.4%	0	.0%
Poor selection/choice of multiple shops	24	7.1%	0	.0%	0	.0%	6	9.7%	4	4.5%	13	13.1%	1	1.4%	0	.0%
Poor/limited evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor/limited leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Selection/choice of independent shops	12	3.6%	0	.0%	0	.0%	3	4.8%	3	3.4%	5	5.1%	0	.0%	1	11.19
Too expensive	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Too far from home	4	1.2%	0	.0%	0	.0%	1	1.6%	2	2.3%	0	.0%	0	.0%	1	11.19
Unattractive environment/dirty streets/litter	14	4.2%	0	.0%	0	.0%	1	1.6%	6	6.8%	4	4.0%	3	4.2%	0	.0%
Nothing	167	49.7%	3	60.0%	1	100.0%	42	67.7%	36	40.9%	31	31.3%	48	66.7%	6	66.7%

Q27. What do you dislike most about Tiverton?

		Base: Those vis	iting Tiverton							Zo	ne						
				1	1	2	2	3	3	4	1	5	5	6	5	7	,
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Too many empty shops/ shops closing down	25	7.4%	0	.0%	0	.0%	3	4.8%	8	9.1%	11	11.1%	3	4.2%	0	.0%
	Limited range/ variety of shops generally	15	4.5%	0	.0%	0	.0%	3	4.8%	2	2.3%	8	8.1%	2	2.8%	0	.0%
	Run down/ dreary	12	3.6%	1	20.0%	0	.0%	1	1.6%	3	3.4%	4	4.0%	3	4.2%	0	.0%
	Too many charity shops	12	3.6%	0	.0%	0	.0%	1	1.6%	5	5.7%	6	6.1%	0	.0%	0	.0%
	Closed/ changed the market/ market not so good as it was	4	1.2%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	2	2.8%	0	.0%
	Lack of cultural facilities - theatre/arts/ films	4	1.2%	0	.0%	0	.0%	0	.0%	2	2.3%	2	2.0%	0	.0%	0	.0%
Other	People	4	1.2%	0	.0%	0	.0%	1	1.6%	0	.0%	3	3.0%	0	.0%	0	.0%
	Undistinguished/ ordinary/ no atmosphere	3	.9%	0	.0%	0	.0%	1	1.6%	0	.0%	1	1.0%	1	1.4%	0	.0%
	Bad infrastructure - lack of/ poor design of roads	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%
	Nothing for children to do	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.4%	0	.0%
	Lack of evening entertainment	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
	Nothing there/ nothing to attract people to the area	2	.6%	0	.0%	0	.0%	0	.0%	2	2.3%	0	.0%	0	.0%	0	.0%
	Poor condition of the public toilets	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.4%	0	.0%
	Weather - rain/ cold High Street	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%

Q27. What do you dislike most about Tiverton?

		Base: Those vis	siting Tiverton							Zo	ne						
				1	-	2		3		4	1	5)	6	j		7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Everything	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Lack of entertainment facilities - no cinema, swimming pool, pubs and restaurants	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Market Square is obsolete	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	11.1%
	Poor condition of roads	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Other	Shouldn't need to pay for the recycling service between	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	The Tesco is too close to town - caused shops to close	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Too crowded in Summer	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Traffic congestion in town centre	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

Q28. What improvements to the quality and range of facilities in Tiverton would persuade your household to visit it more often?

	Base: Those vis	siting Tiverton							Zo	ne						
			-	L	2	2	3	3	4	1	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Tiverton	336	100.0%	5	100.0%	1	100.0%	62	100.0%	88	100.0%	99	100.0%	72	100.0%	9	100.0%

Q28. What improvements to the quality and range of facilities in Tiverton would persuade your household to visit it more often?

	Base: Those vi	siting Tiverton							Zo	ne						
			1	-	2		3	3		1	į	5	6	5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Develop new shopping facilities	19	5.7%	0	.0%	0	.0%	2	3.2%	5	5.7%	5	5.1%	7	9.7%	0	.0%
Refurbish / improve existing shopping facilities	10	3.0%	0	.0%	0	.0%	2	3.2%	0	.0%	4	4.0%	4	5.6%	0	.0%
Improve choice of multiple shops	45	13.4%	0	.0%	0	.0%	9	14.5%	12	13.6%	21	21.2%	3	4.2%	0	.0%
Improve range of independent / specialist shops	39	11.6%	1	20.0%	0	.0%	8	12.9%	12	13.6%	13	13.1%	4	5.6%	1	11.19
Attract larger retailers	10	3.0%	0	.0%	0	.0%	0	.0%	4	4.5%	5	5.1%	1	1.4%	0	.0%
New shop	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Introduce a new large supermarket	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
introduce a crèche facility for shoppers	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
Encourage reduced shop prices	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
New cinema	3	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	1	1.4%	0	.0%
New bingo facility	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New ten pin bowling centre	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%
Enhanced range of health and fitness centres / gyms	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New / improved other leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improved range of pubs and night clubs	4	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	1	1.4%	0	.0%
Improved range of places to eat	8	2.4%	0	.0%	0	.0%	1	1.6%	1	1.1%	4	4.0%	2	2.8%	0	.0%
New / improved museum or art gallery	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improved policing / enhance security / CCTV	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improved public transport facilities during the evenings	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improved play areas for children	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%

J10969 Mid Devon Household Survey - Main Results Tabulations

Q28. What improvements to the quality and range of facilities in Tiverton would persuade your household to visit it more often?

	Base: Those vis	siting Tiverton							Zo	ne						
			1		2		3	1	4	1	5	5	6	5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Improve safety of pedestrians	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
More pedestrianisation	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More parking spaces - type unspecified	6	1.8%	0	.0%	0	.0%	2	3.2%	1	1.1%	2	2.0%	1	1.4%	0	.0%
More parking spaces - short stay	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%
More parking spaces - long stay	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
Improve layout of car parks	5	1.5%	0	.0%	0	.0%	0	.0%	3	3.4%	2	2.0%	0	.0%	0	.0%
Reduce cost of parking	23	6.8%	0	.0%	0	.0%	3	4.8%	10	11.4%	7	7.1%	2	2.8%	1	11.1
Improve public transport links	4	1.2%	0	.0%	0	.0%	2	3.2%	0	.0%	1	1.0%	1	1.4%	0	.0%
Increase frequency of public transport in the evenings	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Reduce road congestion	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve directional signs	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve signage / routeways within centre	2	.6%	0	.0%	0	.0%	1	1.6%	0	.0%	1	1.0%	0	.0%	0	.0%
Improve location of bus stops / bus station	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Increase number of taxis	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Enhance shopmobility service	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve access for pushchairs / wheelchairs, etc	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clean shopping streets	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.0%	0	.0%	0	.0%
Improve number and attractiveness of meeting places	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve policing / other security measures	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.09
Improve street furniture / floral displays	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q28. What improvements to the quality and range of facilities in Tiverton would persuade your household to visit it more often?

	Base: Those vis	iting Tiverton							Zoi	ne						
			1	L	:	2	3	3	4	1	Ç	5	(5	-	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Attract more people / make more lively	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Attract less people / relieve over- crowding	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Create more open spaces	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%
Improve play areas for children	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Create more shelters from the weather	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Provide for housing	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Nothing in particular	119	35.4%	2	40.0%	1	100.0%	29	46.8%	26	29.5%	23	23.2%	32	44.4%	6	66.7%
Don't know / can't remember	28	8.3%	1	20.0%	0	.0%	6	9.7%	12	13.6%	2	2.0%	6	8.3%	1	11.1%

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Q28. What improvements to the quality and range of facilities in Tiverton would persuade your household to visit it more often?

		Base: Those vis	iting Tiverton							Zo	ne						
				1	-	2		3	3	4		5	5	(5	7	<i>'</i>
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Clean up buildings/ in need of a facelift/ refurbishment	9	2.7%	0	.0%	0	.0%	1	1.6%	1	1.1%	4	4.0%	3	4.2%	0	.0%
	More clothes shops	7	2.1%	0	.0%	0	.0%	0	.0%	2	2.3%	3	3.0%	2	2.8%	0	.0%
	Fewer charity shops	5	1.5%	0	.0%	0	.0%	0	.0%	1	1.1%	3	3.0%	1	1.4%	0	.0%
	Better range/ variety of shops	4	1.2%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	1	1.4%	0	.0%
	Encourage new businesses	4	1.2%	1	20.0%	0	.0%	0	.0%	2	2.3%	0	.0%	1	1.4%	0	.0%
	Expand the market/ extend opening times	4	1.2%	0	.0%	0	.0%	0	.0%	1	1.1%	2	2.0%	1	1.4%	0	.0%
	A few more interesting/ unusual shops	3	.9%	0	.0%	0	.0%	1	1.6%	1	1.1%	1	1.0%	0	.0%	0	.0%
	A theatre	3	.9%	0	.0%	0	.0%	1	1.6%	2	2.3%	0	.0%	0	.0%	0	.0%
	Facilities/ shops for teens/ younger generation	3	.9%	0	.0%	0	.0%	0	.0%	0	.0%	3	3.0%	0	.0%	0	.0%
	Lidl	3	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	2	2.0%	0	.0%	0	.0%
Other	Book shop	3	.9%	0	.0%	0	.0%	0	.0%	1	1.1%	2	2.0%	0	.0%	0	.0%
	A Marks & Spencer/ larger Marks & Spencer	2	.6%	0	.0%	0	.0%	1	1.6%	1	1.1%	0	.0%	0	.0%	0	.0%
	B&Q, Homebase	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.8%	0	.0%
	Better toilet facilities	2	.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	2	2.8%	0	.0%
	Hospital/ re-furbishment of hospital	2	.6%	0	.0%	0	.0%	1	1.6%	1	1.1%	0	.0%	0	.0%	0	.0%
	Later opening hours/ extend opening times	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%
	No improvements/ happy as it is	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	1	1.4%	0	.0%
	More incentives for independent shops/ lower rates	2	.6%	0	.0%	0	.0%	0	.0%	1	1.1%	1	1.0%	0	.0%	0	.0%
	A music event of some sort	1	.3%	1	20.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Against large supermarkets being introduced into the area	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%

J10969 Mid Devon Household Survey - Main Results Tabulations

Q28. What improvements to the quality and range of facilities in Tiverton would persuade your household to visit it more often?

		Base: Those vis	siting Tiverton							Zo	ne						
				1	-	2		3	3	4	ļ	5	5	6	5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Another supermarket	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Asda	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Better quality shops	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Clothes for children	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Improve entertainment facilities	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Improve public transport frequency on Sundays	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Improve the cinema	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Improve the one way system on roads	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	Greengrocer	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%
	River Island and Cafe Nero	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
0.1	Need larger library/ longer opening times	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
Other	More disabled parking in city centre	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	More variety of hardware shops	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	Primark	1	.3%	0	.0%	0	.0%	0	.0%	1	1.1%	0	.0%	0	.0%	0	.0%
	New Arts centre	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	New Sainsbury's	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Haberdashery	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Comet or Currys	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.4%	0	.0%
	Bakers shop	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Places for people on their own to go	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	The old railway should be converted into a public walkway	1	.3%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	0	.0%
	Would like canal redeveloped	1	.3%	0	.0%	0	.0%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%

J10969 Mid Devon Household Survey - Main Results Tabulations

Q18. What is the main reason for your visits to Cullompton?

		Base: Those visi	ting Cullompton				Zo	ne			
					1	4	4		6		7
		Num	%	Num	%	Num	%	Num	%	Num	%
	Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%
	Shopping	39	37.9%	1	100.0%	3	60.0%	4	66.7%	31	34.1%
	Work in / near to town centre	11	10.7%	0	.0%	1	20.0%	0	.0%	10	11.0%
	Using finacial services (e.g. banks, building societies)	8	7.8%	0	.0%	0	.0%	0	.0%	8	8.8%
	Using other services (e.g. hairdressers, travel agent, opticians etc)	8	7.8%	0	.0%	0	.0%	0	.0%	8	8.8%
	Visting restaurants / Cafes / public houses	7	6.8%	0	.0%	1	20.0%	0	.0%	6	6.6%
	Social / leisure reasons	7	6.8%	0	.0%	0	.0%	1	16.7%	6	6.6%
	Tourism / sight-seeing / browsing	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Resident/ live in the area	12	11.7%	0	.0%	0	.0%	0	.0%	12	13.2%
	Dentist	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
	Visiting friends/ family	2	1.9%	0	.0%	0	.0%	1	16.7%	1	1.1%
Other	Generally convenient/ easy to get to	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	For a change/ day out	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Doctors	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Optician	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Petrol	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q19. Are there any other reasons for your visits to Cullompton?

	Base: Those visit	ing Cullompton				Zoi	ne			
					1 4 6				7	
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%

Q19. Are there any other reasons for your visits to Cullompton?

		Base: Those visi	ting Cullompton				Zoi	ne			
					1	4	4	(5		7
		Num	%	Num	%	Num	%	Num	%	Num	%
	Shopping	38	36.9%	0	.0%	2	40.0%	1	16.7%	35	38.5%
	Using finacial services (e.g. banks, building societies)	9	8.7%	0	.0%	0	.0%	0	.0%	9	9.9%
	Using other services (e.g. hairdressers, travel agent, opticians etc)	8	7.8%	0	.0%	0	.0%	2	33.3%	6	6.6%
	Visting Council offices / Job Centre / other public agency	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Visting restaurants / Cafes / public houses	4	3.9%	0	.0%	0	.0%	0	.0%	4	4.4%
	Work in / near to town centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Tourism / sight-seeing / browsing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Social / leisure reasons	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
	Won't be doing anything else	8	7.8%	0	.0%	1	20.0%	0	.0%	7	7.7%
	Don't know / no answer	19	18.4%	1	100.0%	2	40.0%	2	33.3%	14	15.4%
	Doctor	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
	For specialist stores	3	2.9%	0	.0%	0	.0%	1	16.7%	2	2.2%
	Library	3	2.9%	0	.0%	0	.0%	1	16.7%	2	2.2%
	Lives in the area/ local	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
Other	Post Office	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
	Vet	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
	Family/ friends in the area	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Owns properties in the town	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Support local stores	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q20. What type of goods and services do you normally buy from Cullompton?

		Base: Those services in (Zo	ne			
					1		4		6		7
		Num	%	Num	%	Num	%	Num	%	Num	%
	Base: Those using shops/ services in Cullompton	67	100.0%	1	100.0%	5	100.0%	4	100.0%	57	100.0%
	Clothes and shoes	1	1.5%	0	.0%	0	.0%	0	.0%	1	1.8%
	Confectionery / tobacco / newspapers and magazines	3	4.5%	0	.0%	0	.0%	0	.0%	3	5.3%
	DIY and hardware goods	5	7.5%	0	.0%	1	20.0%	0	.0%	4	7.0%
	Electrical goods	1	1.5%	0	.0%	1	20.0%	0	.0%	0	.0%
	Food / groceries	53	79.1%	0	.0%	4	80.0%	4	100.0%	45	78.9%
	Furniture and carpets	1	1.5%	0	.0%	0	.0%	1	25.0%	0	.0%
	Gifts / souvenirs	4	6.0%	0	.0%	0	.0%	1	25.0%	3	5.3%
	Personal and luxury goods	3	4.5%	0	.0%	0	.0%	1	25.0%	2	3.5%
	Recreational goods	3	4.5%	0	.0%	0	.0%	1	25.0%	2	3.5%
	Services	14	20.9%	0	.0%	1	20.0%	2	50.0%	11	19.3%
	Don't know / no answer	4	6.0%	0	.0%	0	.0%	0	.0%	4	7.0%
	Antiques and collectables	2	3.0%	1	100.0%	0	.0%	0	.0%	1	1.8%
	Flowers	2	3.0%	0	.0%	0	.0%	1	25.0%	1	1.8%
	Household goods	2	3.0%	0	.0%	0	.0%	0	.0%	2	3.5%
Other	Bank	1	1.5%	0	.0%	0	.0%	0	.0%	1	1.8%
	Car/ vehicle products/ parts	1	1.5%	0	.0%	0	.0%	0	.0%	1	1.8%
	Pet supplies	1	1.5%	0	.0%	0	.0%	0	.0%	1	1.8%

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Q21. How much do you normally spend at Cullompton?

	Base: Those of services in C					Zo	ne			
				1		4		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those using shops/ services in Cullompton	67	100.0%	1	100.0%	5	100.0%	4	100.0%	57	100.0%
£0-5	5	7.5%	0	.0%	0	.0%	0	.0%	5	8.8%
£6-10	5	7.5%	0	.0%	1	20.0%	0	.0%	4	7.0%
£11-20	8	11.9%	0	.0%	1	20.0%	1	25.0%	6	10.5%
£21-30	7	10.4%	0	.0%	0	.0%	0	.0%	7	12.3%
£31-40	4	6.0%	0	.0%	0	.0%	0	.0%	4	7.0%
£41-50	2	3.0%	0	.0%	0	.0%	1	25.0%	1	1.8%
£51-60	6	9.0%	0	.0%	0	.0%	1	25.0%	5	8.8%
£61-70	2	3.0%	0	.0%	0	.0%	0	.0%	2	3.5%
£81-80	3	4.5%	0	.0%	0	.0%	0	.0%	3	5.3%
£91-100	1	1.5%	0	.0%	1	20.0%	0	.0%	0	.0%
£100+	9	13.4%	0	.0%	1	20.0%	0	.0%	8	14.0%
Don't know / refused	15	22.4%	1	100.0%	1	20.0%	1	25.0%	12	21.1%

Q22. Why do you choose to go to Cullompton for shopping and services?

	Base: Those visit	ing Cullompton				Zoı	ne			
		:	4 6			7				
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%

Q22. Why do you choose to go to Cullompton for shopping and services?

	Base: Those visi	ting Cullompton				Zo	ne			
			1	-	4	1	(5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%
Close to home / live here	70	68.0%	0	.0%	1	20.0%	2	33.3%	67	73.6%
Close to work	7	6.8%	0	.0%	1	20.0%	0	.0%	6	6.6%
Close to friends / relatives	4	3.9%	0	.0%	1	20.0%	1	16.7%	2	2.2%
Easy parking	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Good public transport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Good range of shops / shops that I like	3	2.9%	0	.0%	1	20.0%	0	.0%	2	2.2%
Competitive prices	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
Attractive environment / nice place to visit	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Traffic free pedestrian area	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
To visit a particular shop / service	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Visiting as a tourist	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Recommended to you	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Don't know / no answer	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%

Q22. Why do you choose to go to Cullompton for shopping and services?

		Base: Those visi	ting Cullompton				Zoı	ne			
					1	4	1	(5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%
	Tesco/ nearest Tesco	6	5.8%	0	.0%	1	20.0%	1	16.7%	4	4.4%
	Support local trade/ business	6	5.8%	0	.0%	0	.0%	0	.0%	6	6.6%
	Child escort	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
	Easy to get to	2	1.9%	0	.0%	1	20.0%	0	.0%	1	1.1%
	To get specific goods	2	1.9%	0	.0%	0	.0%	1	16.7%	1	1.1%
	Vets	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
	Antique shop	1	1.0%	1	100.0%	0	.0%	0	.0%	0	.0%
	Bank	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Generally convenient	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Other	Dentist	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Post office, library	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Pass through/ convenient for other location I visit	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Independent materials store	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Independent shops	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Like the furniture store - Cullompton Pine	1	1.0%	0	.0%	0	.0%	1	16.7%	0	.0%
	Live there/ familiarity	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Not too busy/ crowded	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	To use Mole Valley Farmers	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q23. How long on average do you normally stay in Cullompton?

	Base: Those visit	ing Cullompton				Zo	ne			
			1	4	4	(5		7	
	Num %		Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%
0-30 mins	39	37.9%	0	.0%	4	80.0%	1	16.7%	34	37.4%

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Q23. How long on average do you normally stay in Cullompton?

	Base: Those visit	ing Cullompton				Zor	ne			
			:	1	2	ļ	6	j	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%
30-1 hour	43	41.7%	1	100.0%	1	20.0%	1	16.7%	40	44.0%
1-2 hours	14	13.6%	0	.0%	0	.0%	3	50.0%	11	12.1%
2-3 hours	3	2.9%	0	.0%	0	.0%	1	16.7%	2	2.2%
Over 4 hours	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
Don't know / varies	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%

Q24. How often do you normally visit Cullompton for FOOD SHOPPING?

	Base: Those visit	ing Cullompton				Zo	ne			
			:	1	4	4		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%
Everyday / most days	6	5.8%	0	.0%	0	.0%	0	.0%	6	6.6%
2-3 times a week	27	26.2%	0	.0%	2	40.0%	1	16.7%	24	26.4%
Once a week	28	27.2%	0	.0%	0	.0%	1	16.7%	27	29.7%
Once a fortnight	11	10.7%	0	.0%	0	.0%	0	.0%	11	12.1%
Once a month	14	13.6%	0	.0%	2	40.0%	1	16.7%	11	12.1%
Less often	8	7.8%	0	.0%	0	.0%	3	50.0%	5	5.5%
Never	5	4.9%	1	100.0%	1	20.0%	0	.0%	3	3.3%
Don't know / varies	4	3.9%	0	.0%	0	.0%	0	.0%	4	4.4%

Q24. How often do you normally visit Cullompton for NON-FOOD SHOPPING?

	Base: Those visit	ing Cullompton				Zo	ne			
			:	1	4	4		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%
Everyday / most days	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
2-3 times a week	12	11.7%	0	.0%	0	.0%	1	16.7%	11	12.1%
Once a week	10	9.7%	0	.0%	0	.0%	0	.0%	10	11.0%
Once a fortnight	7	6.8%	0	.0%	1	20.0%	0	.0%	6	6.6%
Once a month	18	17.5%	0	.0%	0	.0%	3	50.0%	15	16.5%
Less often	17	16.5%	1	100.0%	1	20.0%	2	33.3%	13	14.3%
Never	33	32.0%	0	.0%	3	60.0%	0	.0%	30	33.0%
Don't know / varies	5	4.9%	0	.0%	0	.0%	0	.0%	5	5.5%

Q24. How often do you normally visit Cullompton for SERVICES?

	Base: Those visit	ing Cullompton				Zo	ne			
				1	4	4		5		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%
2-3 times a week	9	8.7%	0	.0%	1	20.0%	1	16.7%	7	7.7%
Once a week	22	21.4%	0	.0%	0	.0%	0	.0%	22	24.2%
Once a fortnight	8	7.8%	0	.0%	0	.0%	0	.0%	8	8.8%
Once a month	13	12.6%	0	.0%	0	.0%	1	16.7%	12	13.2%
Less often	23	22.3%	0	.0%	0	.0%	3	50.0%	20	22.0%
Never	25	24.3%	1	100.0%	4	80.0%	1	16.7%	19	20.9%
Don't know / varies	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%

Q24. How often do you normally visit Cullompton IN THE EVENING?

	Base: Those visit	ing Cullompton				Zo	ne			
				1	4	1		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%
2-3 times a week	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
Once a week	5	4.9%	0	.0%	0	.0%	0	.0%	5	5.5%
Once a fortnight	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
Once a month	6	5.8%	0	.0%	0	.0%	0	.0%	6	6.6%
Less often	9	8.7%	0	.0%	0	.0%	2	33.3%	7	7.7%
Never	76	73.8%	1	100.0%	5	100.0%	4	66.7%	66	72.5%
Don't know / varies	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%

Q25. How do you normally travel to Cullompton?

	Base: Those visit	ing Cullompton				Zo	ne			
				1		4		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%
Car / van (as driver)	67	65.0%	1	100.0%	5	100.0%	4	66.7%	57	62.6%
Walk	22	21.4%	0	.0%	0	.0%	0	.0%	22	24.2%
Bus	7	6.8%	0	.0%	0	.0%	1	16.7%	6	6.6%
Car / van (as passenger)	6	5.8%	0	.0%	0	.0%	1	16.7%	5	5.5%
Motorcycle	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q26. What do you like most about Cullompton?

	Base: Those visit	ing Cullompton				Zoi	ne			
			1	1	4	1	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%

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Q26. What do you like most about Cullompton?

	Base: Those visi	ting Cullompton				Zo	ne			
			1	•	4	1	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Cheap parking	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Cleanliness of streets	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Close to friends / relatives	5	4.9%	0	.0%	1	20.0%	1	16.7%	3	3.3%
Farmers Market	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Countryside Location	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
Competitive prices	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Character	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
Easy parking	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
Evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Feels safe	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
Financial services (banks / building societies, etc)	3	2.9%	0	.0%	0	.0%	1	16.7%	2	2.2%
Good public transport links	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
Leisure facilities (e.g. pubs / restaurants / cinema / etc.)	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Near / convenient	24	23.3%	0	.0%	0	.0%	2	33.3%	22	24.2%
Particular foodstore	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Pedestrian friendly environment	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Selection / choice multiple shops	3	2.9%	0	.0%	1	20.0%	0	.0%	2	2.2%
Selection / choice of independent shops	1	1.0%	0	.0%	0	.0%	1	16.7%	0	.0%
Nothing	29	28.2%	0	.0%	0	.0%	0	.0%	29	31.9%

Q26. What do you like most about Cullompton?

		Base: Those vis	ting Cullompton				Zor	ne			
					1	4	1	(5	7	7
		Num	%	Num	%	Num	%	Num	%	Num	%
	Familiarity/ always lived there	6	5.8%	0	.0%	0	.0%	0	.0%	6	6.6%
	Attractive/ pleasant environment	5	4.9%	0	.0%	0	.0%	0	.0%	5	5.5%
	Easy access to motorway	5	4.9%	0	.0%	0	.0%	0	.0%	5	5.5%
	Generally convenient	4	3.9%	0	.0%	1	20.0%	0	.0%	3	3.3%
	Tesco	4	3.9%	0	.0%	1	20.0%	0	.0%	3	3.3%
	Easy to get to	3	2.9%	0	.0%	1	20.0%	0	.0%	2	2.2%
	Church	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
	Small town atmosphere	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
	Alfies Hardware Store	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Antique shops	1	1.0%	1	100.0%	0	.0%	0	.0%	0	.0%
	Butchers	1	1.0%	0	.0%	0	.0%	1	16.7%	0	.0%
Other	Charity shops	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Other	Christmas lights	1	1.0%	0	.0%	0	.0%	1	16.7%	0	.0%
	Collumpton Pine - furniture store	1	1.0%	0	.0%	0	.0%	1	16.7%	0	.0%
	Community feel of the place - friendly people/ atmosphere	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Dentist	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Facilities, schools, environment	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Has everything I need	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Leisure Centre	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Local tradesmen and local service	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Nice small size	1	1.0%	0	.0%	0	.0%	1	16.7%	0	.0%
	Quiet - not too busy/ crowded	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	The library	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q27. What do you dislike most about Cullompton?

	Base: Those visi	ting Cullompton				Zo	ne			
				1		4		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%
Difficult parking	15	14.6%	0	.0%	0	.0%	3	50.0%	12	13.2%
Expensive parking	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
Lack of particular store	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of safety/personal security/hooligans	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Lack of services (banks/building societies etc)	5	4.9%	0	.0%	0	.0%	0	.0%	5	5.5%
Poor public transport	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor pedestrian environment / pavements/roads in need of repair	2	1.9%	0	.0%	0	.0%	1	16.7%	1	1.1%
Poor selection/choice of multiple shops	20	19.4%	0	.0%	0	.0%	0	.0%	20	22.0%
Poor/limited evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Poor/limited leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Selection/choice of independent shops	6	5.8%	0	.0%	0	.0%	0	.0%	6	6.6%
Too expensive	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Too far from home	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Unattractive environment/dirty streets/litter	12	11.7%	1	100.0%	0	.0%	1	16.7%	10	11.0%
Nothing	15	14.6%	0	.0%	4	80.0%	1	16.7%	10	11.0%

Q27. What do you dislike most about Cullompton?

		Base: Those visi	iting Cullompton				Zo	ne			
				1		4	1	(5		7
		Num	%	Num	%	Num	%	Num	%	Num	%
	Too many empty shops/ shops closing down	19	18.4%	0	.0%	0	.0%	0	.0%	19	20.9%
	Traffic congestion in town centre	10	9.7%	0	.0%	0	.0%	2	33.3%	8	8.8%
	Limited range/ variety of shops generally	7	6.8%	0	.0%	1	20.0%	0	.0%	6	6.6%
	Lack of entertainment facilities - no cinema, swimming pool, pubs and restaurants	4	3.9%	0	.0%	0	.0%	0	.0%	4	4.4%
	Nothing for children to do	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
Other	Bad infrastructure - lack of/ poor design of roads	2	1.9%	0	.0%	0	.0%	1	16.7%	1	1.1%
	Too many charity shops	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
	Too much housing	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
	Everything	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Lack of evening entertainment	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	The Tesco is too close to town - caused shops to close	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Undistinguished/ ordinary/ no atmosphere	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q28. What improvements to the quality and range of facilities in Cullompton would persuade your household to visit it more often?

	Base: Those visit	ing Cullompton				Zoi	ne			
				1	4	4		5		7
	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Cullompton	103	100.0%	1	100.0%	5	100.0%	6	100.0%	91	100.0%

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Q28. What improvements to the quality and range of facilities in Cullompton would persuade your household to visit it more often?

	Base: Those visi	ting Cullompton				Zo	ne			
			1	-	4	1	(5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%
Develop new shopping facilities	14	13.6%	0	.0%	0	.0%	0	.0%	14	15.4%
Refurbish / improve existing shopping facilities	9	8.7%	0	.0%	1	20.0%	0	.0%	8	8.8%
Improve choice of multiple shops	21	20.4%	0	.0%	0	.0%	0	.0%	21	23.1%
Improve range of independent / specialist shops	18	17.5%	0	.0%	0	.0%	1	16.7%	17	18.7%
Attract larger retailers	4	3.9%	0	.0%	0	.0%	0	.0%	4	4.4%
New shop	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Introduce a new large supermarket	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
introduce a crèche facility for shoppers	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Encourage reduced shop prices	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New cinema	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New bingo facility	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
New ten pin bowling centre	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Enhanced range of health and fitness centres / gyms	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
New / improved other leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improved range of pubs and night clubs	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Improved range of places to eat	3	2.9%	0	.0%	0	.0%	1	16.7%	2	2.2%
New / improved museum or art gallery	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improved policing / enhance security / CCTV	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improved public transport facilities during the evenings	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q28. What improvements to the quality and range of facilities in Cullompton would persuade your household to visit it more often?

	Base: Those vis	iting Cullompton				Zo	ne			
			1	•	4		(5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%
Improved play areas for children	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve safety of pedestrians	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
More pedestrianisation	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
More parking spaces - type unspecified	7	6.8%	0	.0%	0	.0%	1	16.7%	6	6.6%
More parking spaces - short stay	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
More parking spaces - long stay	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
Improve layout of car parks	4	3.9%	0	.0%	0	.0%	1	16.7%	3	3.3%
Reduce cost of parking	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Improve public transport links	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Increase frequency of public transport in the evenings	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Reduce road congestion	5	4.9%	0	.0%	0	.0%	1	16.7%	4	4.4%
Improve directional signs	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve signage / routeways within centre	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.19
Improve location of bus stops / bus station	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Increase number of taxis	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Enhance shopmobility service	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve access for pushchairs / wheelchairs, etc	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Clean shopping streets	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve number and attractiveness of meeting places	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Improve policing / other security measures	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q28. What improvements to the quality and range of facilities in Cullompton would persuade your household to visit it more often?

	Base: Those visit	ing Cullompton				Zo	ne			
				1	4	1	(5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%
Improve street furniture / floral displays	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Attract more people / make more lively	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Attract less people / relieve over- crowding	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Create more open spaces	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Improve play areas for children	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Create more shelters from the weather	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Provide for housing	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Nothing in particular	16	15.5%	1	100.0%	3	60.0%	0	.0%	12	13.2%
Don't know / can't remember	1	1.0%	0	.0%	0	.0%	1	16.7%	0	.0%

Q28. What improvements to the quality and range of facilities in Cullompton would persuade your household to visit it more often?

		Base: Those visi	ting Cullompton				Zo	ne			
				1	1 4			6		7	7
		Num	%	Num	%	Num	%	Num	%	Num	%
	Add a swimming pool	8	7.8%	0	.0%	0	.0%	0	.0%	8	8.8%
	A by-pass to reduce traffic	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
	Clean up buildings/ in need of a facelift/ refurbishment	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
	Facilities/ shops for teens/ younger generation	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
	Chemist shop	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
	Encourage new businesses	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
	Bakers shop	3	2.9%	0	.0%	0	.0%	0	.0%	3	3.3%
	Make town square more attractive	2	1.9%	0	.0%	0	.0%	1	16.7%	1	1.1%
Othor	Better range/ variety of shops	2	1.9%	0	.0%	0	.0%	0	.0%	2	2.2%
Other	A few more interesting/ unusual shops	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Against large supermarkets being introduced into the area	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Re-site parking nearer to shops/centre	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Expand the market/ extend opening times	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Later opening hours/ extend opening times	1	1.0%	0	.0%	0	.0%	1	16.7%	0	.0%
	Improve entertainment facilities	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Improve road surfaces	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q28. What improvements to the quality and range of facilities in Cullompton would persuade your household to visit it more often?

		Base: Those visit	ting Cullompton	Zone							
				1	1 4		1	6		7	7
		Num	%	Num	%	Num	%	Num	%	Num	%
	Increase jobs	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Fewer charity shops	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	More clothes shops	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	More cycling lanes	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
Other	More gift shops	1	1.0%	0	.0%	0	.0%	1	16.7%	0	.0%
	More incentives for independent shops/ lower rates	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%
	Reduce parking provision in High Street	1	1.0%	0	.0%	1	20.0%	0	.0%	0	.0%
	Would like a sports shop	1	1.0%	0	.0%	0	.0%	0	.0%	1	1.1%

Q18. What is the main reason for your visits to Bampton?

		Base: Those vis							
			3		4			6	
		Num	%	Num	%	Num	%	Num	%
	Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%
	Shopping	2	33.3%	1	50.0%	1	33.3%	0	.0%
	Visting restaurants / Cafes / public houses	2	33.3%	1	50.0%	1	33.3%	0	.0%
	Social / leisure reasons	1	16.7%	0	.0%	0	.0%	1	100.0%
Other	Cemetery	1	16.7%	0	.0%	1	33.3%	0	.0%

Q19. Are there any other reasons for your visits to Bampton?

	Base: Those vis			Zo	ne			
			3		4		(5
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%

Q19. Are there any other reasons for your visits to Bampton?

	Base: Those vis	iting Bampton						
			3		4			6
	Num	%	Num	%	Num	%	Num	%
Shopping	2	33.3%	1	50.0%	1	33.3%	0	.0%
Using finacial services (e.g. banks, building societies)	0	.0%	0	.0%	0	.0%	0	.0%
Using other services (e.g. hairdressers, travel agent, opticians etc)	0	.0%	0	.0%	0	.0%	0	.0%
Visting Council offices / Job Centre / other public agency	0	.0%	0	.0%	0	.0%	0	.0%
Visting restaurants / Cafes / public houses	0	.0%	0	.0%	0	.0%	0	.0%
Work in / near to town centre	0	.0%	0	.0%	0	.0%	0	.0%
Tourism / sight-seeing / browsing	1	16.7%	1	50.0%	0	.0%	0	.0%
Social / leisure reasons	0	.0%	0	.0%	0	.0%	0	.0%
Won't be doing anything else	1	16.7%	0	.0%	1	33.3%	0	.0%
Don't know / no answer	2	33.3%	1	50.0%	0	.0%	1	100.0%

Q20. What type of goods and services do you normally buy from Bampton?

	Base: Those u services in			Zo	one	
			3		4	
	Num	%	Num	%	Num	%
Base: Those using shops/ services in Bampton	3	100.0%	1	100.0%	2	100.0%

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Q20. What type of goods and services do you normally buy from Bampton?

	Base: Those services ir		Zor	ne		
					4	1
	Num	%	Num	%	Num	%
Clothes and shoes	1	33.3%	0	.0%	1	50.0%
Confectionery / tobacco / newspapers and magazines	1	33.3%	0	.0%	1	50.0%
DIY and hardware goods	0	.0%	0	.0%	0	.0%
Electrical goods	0	.0%	0	.0%	0	.0%
Food / groceries	0	.0%	0	.0%	0	.0%
Furniture and carpets	0	.0%	0	.0%	0	.0%
Gifts / souvenirs	1	33.3%	1	100.0%	0	.0%
Personal and luxury goods	0	.0%	0	.0%	0	.0%
Recreational goods	0	.0%	0	.0%	0	.0%
Services	0	.0%	0	.0%	0	.0%
Don't know / no answer	0	.0%	0	.0%	0	.0%

Q21. How much do you normally spend at Bampton?

	Base: Those of services in		Zoi	ne		
						4
	Num	%	Num %		Num	%
Base: Those using shops/ services in Bampton	3	100.0%	1	100.0%	2	100.0%
£6-10	1	33.3%	0	.0%	1	50.0%
£11-20	1	33.3%	0	.0%	1	50.0%
Don't know / refused	1	33.3%	1	100.0%	0	.0%

Q22. Why do you choose to go to Bampton for shopping and services?

		Base: Those vi	siting Bampton			Zo	ne		
					3		4		6
		Num	%	Num	%	Num	%	Num	%
	Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%
	Close to home / live here	1	16.7%	0	.0%	1	33.3%	0	.0%
	Close to work	0	.0%	0	.0%	0	.0%	0	.0%
	Close to friends / relatives	2	33.3%	2	100.0%	0	.0%	0	.0%
	Easy parking	0	.0%	0	.0%	0	.0%	0	.0%
-	Good public transport	0	.0%	0	.0%	0	.0%	0	.0%
	Good range of shops / shops that I like	0	.0%	0	.0%	0	.0%	0	.0%
-	Competitive prices	0	.0%	0	.0%	0	.0%	0	.0%
	Attractive environment / nice place to visit	0	.0%	0	.0%	0	.0%	0	.0%
-	Traffic free pedestrian area	0	.0%	0	.0%	0	.0%	0	.0%
	To visit a particular shop / service	0	.0%	0	.0%	0	.0%	0	.0%
	Visiting as a tourist	1	16.7%	1	50.0%	0	.0%	0	.0%
	Recommended to you	0	.0%	0	.0%	0	.0%	0	.0%
	Don't know / no answer	1	16.7%	0	.0%	0	.0%	1	100.0%
	Cemetery	1	16.7%	0	.0%	1	33.3%	0	.0%
Other	Charity shops	1	16.7%	0	.0%	1	33.3%	0	.0%

Q23. How long on average do you normally stay in Bampton?

	_							
	Base: Those vis	Zone						
			3		4			6
	Num	Num % I		%	Num	%	Num	%
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%
0-30 mins	3	50.0%	0	.0%	3	100.0%	0	.0%
30-1 hour	1	16.7%	1	50.0%	0	.0%	0	.0%
1-2 hours	2	33.3%	1	50.0%	0	.0%	1	100.0%

Q24. How often do you normally visit Bampton for FOOD SHOPPING?

	Base: Those vis	Zone						
			:	3		4		6
	Num % I		Num	%	Num	%	Num	%
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%
Once a month	1	16.7%	0	.0%	1	33.3%	0	.0%
Less often	1	16.7%	1	50.0%	0	.0%	0	.0%
Never	4 66.7%		1	50.0%	2	66.7%	1	100.0%

Q24. How often do you normally visit Bampton for NON-FOOD SHOPPING?

	Base: Those vis	Zone						
			:	3	4		(6
	Num %		Num	%	Num	%	Num	%
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%
Once a month	1	16.7%	0	.0%	1	33.3%	0	.0%
Less often	3	50.0%	1	50.0%	1	33.3%	1	100.0%
Never	2	33.3%	1	50.0%	1	33.3%	0	.0%

Q24. How often do you normally visit Bampton for SERVICES?

	Base: Those vis	Zone							
	Num % I		3	3	4		(5	
			Num	%	Num	%	Num	%	
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%	
Once a month	1	16.7%	0	.0%	1	33.3%	0	.0%	
Less often	1	16.7%	1	50.0%	0	.0%	0	.0%	
Never	4 66.7%		1	50.0%	2	66.7%	1	100.0%	

Q24. How often do you normally visit Bampton IN THE EVENING?

	Base: Those vis	Zone						
		:	3	4	4	(5	
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%

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Q24. How often do you normally visit Bampton IN THE EVENING?

	Base: Those vis			Zone							
		3	3 4			6					
	Num %		Num	%	Num	%	Num	%			
Less often	2	33.3%	1	50.0%	1	33.3%	0	.0%			
Never	4 66.7%		1	50.0%	2	66.7%	1	100.0%			

Q25. How do you normally travel to Bampton?

	Base: Those vis	Zone						
			3		4			6
	Num	Num %		%	Num	%	Num	%
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%
Car / van (as driver)	4	66.7%	2	100.0%	2	66.7%	0	.0%
Car / van (as passenger)	1	16.7%	0	.0%	1	33.3%	0	.0%
Train	1	16.7%	0	.0%	0	.0%	1	100.0%

Q26. What do you like most about Bampton?

	Base: Those vis	Zone						
		3 4			6			
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%

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Q26. What do you like most about Bampton?

		Base: Those vi	siting Bampton			Zc	ne		
				3	3	4	1		6
		Num	%	Num	%	Num	%	Num	%
	Cheap parking	0	.0%	0	.0%	0	.0%	0	.0%
	Cleanliness of streets	0	.0%	0	.0%	0	.0%	0	.0%
	Close to friends / relatives	0	.0%	0	.0%	0	.0%	0	.0%
	Farmers Market	0	.0%	0	.0%	0	.0%	0	.0%
	Countryside Location	1	16.7%	1	50.0%	0	.0%	0	.0%
-	Competitive prices	0	.0%	0	.0%	0	.0%	0	.0%
-	Character	2	33.3%	1	50.0%	1	33.3%	0	.0%
	Easy parking	0	.0%	0	.0%	0	.0%	0	.0%
	Evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%
	Feels safe	0	.0%	0	.0%	0	.0%	0	.0%
	Financial services (banks / building societies, etc)	0	.0%	0	.0%	0	.0%	0	.0%
	Good public transport links	0	.0%	0	.0%	0	.0%	0	.0%
-	Leisure facilities (e.g. pubs / restaurants / cinema / etc.)	0	.0%	0	.0%	0	.0%	0	.0%
	Near / convenient	0	.0%	0	.0%	0	.0%	0	.0%
-	Particular foodstore	0	.0%	0	.0%	0	.0%	0	.0%
-	Pedestrian friendly environment	0	.0%	0	.0%	0	.0%	0	.0%
	Selection / choice multiple shops	0	.0%	0	.0%	0	.0%	0	.0%
	Selection / choice of independent shops	0	.0%	0	.0%	0	.0%	0	.0%
	Nothing	1	16.7%	0	.0%	0	.0%	1	100.0%
	Attractive/ pleasant environment	1	16.7%	0	.0%	1	33.3%	0	.0%
Other	Charity shops	1	16.7%	0	.0%	1	33.3%	0	.0%

Q27. What do you dislike most about Bampton?

	Base: Those vi	siting Bampton	Zone							
				3		4		6		
	Num	%	Num	%	Num	%	Num	%		
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%		
Difficult parking	2	33.3%	1	50.0%	1	33.3%	0	.0%		
Expensive parking	0	.0%	0	.0%	0	.0%	0	.0%		
Lack of particular store	0	.0%	0	.0%	0	.0%	0	.0%		
Lack of safety/personal security/hooligans	0	.0%	0	.0%	0	.0%	0	.0%		
Lack of services (banks/building societies etc)	0	.0%	0	.0%	0	.0%	0	.0%		
Poor public transport	0	.0%	0	.0%	0	.0%	0	.0%		
Poor pedestrian environment / pavements/roads in need of repair	0	.0%	0	.0%	0	.0%	0	.0%		
Poor selection/choice of multiple shops	0	.0%	0	.0%	0	.0%	0	.0%		
Poor/limited evening entertainment	0	.0%	0	.0%	0	.0%	0	.0%		
Poor/limited leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%		
Selection/choice of independent shops	0	.0%	0	.0%	0	.0%	0	.0%		
Too expensive	0	.0%	0	.0%	0	.0%	0	.0%		
Too far from home	0	.0%	0	.0%	0	.0%	0	.0%		
Unattractive environment/dirty streets/litter	0	.0%	0	.0%	0	.0%	0	.0%		
Nothing	4	66.7%	1	50.0%	2	66.7%	1	100.0%		

Q28. What improvements to the quality and range of facilities in Bampton would persuade your household to visit it more often?

	Base: Those v	isiting Bampton			Zc	ne		
				3		4		6
	Num	%	Num	%	Num	%	Num	%
Base: Those visiting Bampton	6	100.0%	2	100.0%	3	100.0%	1	100.0%
Develop new shopping facilities	0	.0%	0	.0%	0	.0%	0	.0%
Refurbish / improve existing shopping facilities	0	.0%	0	.0%	0	.0%	0	.0%
Improve choice of multiple shops	0	.0%	0	.0%	0	.0%	0	.0%
Improve range of independent / specialist shops	0	.0%	0	.0%	0	.0%	0	.0%
Attract larger retailers	0	.0%	0	.0%	0	.0%	0	.0%
New shop	0	.0%	0	.0%	0	.0%	0	.0%
Introduce a new large supermarket	0	.0%	0	.0%	0	.0%	0	.0%
introduce a crèche facility for shoppers	0	.0%	0	.0%	0	.0%	0	.0%
Encourage reduced shop prices	0	.0%	0	.0%	0	.0%	0	.0%
New cinema	0	.0%	0	.0%	0	.0%	0	.0%
New bingo facility	0	.0%	0	.0%	0	.0%	0	.0%
New ten pin bowling centre	0	.0%	0	.0%	0	.0%	0	.0%
Enhanced range of health and fitness centres / gyms	0	.0%	0	.0%	0	.0%	0	.0%
New / improved other leisure facilities	0	.0%	0	.0%	0	.0%	0	.0%
Improved range of pubs and night clubs	0	.0%	0	.0%	0	.0%	0	.0%
Improved range of places to eat	0	.0%	0	.0%	0	.0%	0	.0%
New / improved museum or art gallery	0	.0%	0	.0%	0	.0%	0	.0%
Improved policing / enhance security / CCTV	0	.0%	0	.0%	0	.0%	0	.0%

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Q28. What improvements to the quality and range of facilities in Bampton would persuade your household to visit it more often?

	Base: Those vi	siting Bampton			Zo	ne		
			3		4	l .	6	
	Num	%	Num	%	Num	%	Num	%
Improved public transport facilities during the evenings	0	.0%	0	.0%	0	.0%	0	.0%
Improved play areas for children	0	.0%	0	.0%	0	.0%	0	.0%
Improve safety of pedestrians	0	.0%	0	.0%	0	.0%	0	.0%
More pedestrianisation	0	.0%	0	.0%	0	.0%	0	.0%
More parking spaces - type unspecified	0	.0%	0	.0%	0	.0%	0	.0%
More parking spaces - short stay	0	.0%	0	.0%	0	.0%	0	.0%
More parking spaces - long stay	0	.0%	0	.0%	0	.0%	0	.0%
Improve layout of car parks	1	16.7%	0	.0%	1	33.3%	0	.0%
Reduce cost of parking	0	.0%	0	.0%	0	.0%	0	.0%
Improve public transport links	0	.0%	0	.0%	0	.0%	0	.0%
Increase frequency of public transport in the evenings	0	.0%	0	.0%	0	.0%	0	.0%
Reduce road congestion	0	.0%	0	.0%	0	.0%	0	.0%
Improve directional signs	0	.0%	0	.0%	0	.0%	0	.0%
Improve signage / routeways within centre	0	.0%	0	.0%	0	.0%	0	.0%
Improve location of bus stops / bus station	0	.0%	0	.0%	0	.0%	0	.0%
Increase number of taxis	0	.0%	0	.0%	0	.0%	0	.0%
Enhance shopmobility service	0	.0%	0	.0%	0	.0%	0	.0%
Improve access for pushchairs / wheelchairs, etc	0	.0%	0	.0%	0	.0%	0	.0%
Clean shopping streets	0	.0%	0	.0%	0	.0%	0	.0%
Improve number and attractiveness of meeting places	0	.0%	0	.0%	0	.0%	0	.0%

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Q28. What improvements to the quality and range of facilities in Bampton would persuade your household to visit it more often?

	Base: Those vi	siting Bampton			Zc	ne		
			3	3	4	1		6
	Num	%	Num	%	Num	%	Num	%
Improve policing / other security measures	0	.0%	0	.0%	0	.0%	0	.0%
Improve street furniture / floral displays	0	.0%	0	.0%	0	.0%	0	.0%
Attract more people / make more lively	0	.0%	0	.0%	0	.0%	0	.0%
Attract less people / relieve over- crowding	0	.0%	0	.0%	0	.0%	0	.0%
Create more open spaces	0	.0%	0	.0%	0	.0%	0	.0%
Improve play areas for children	0	.0%	0	.0%	0	.0%	0	.0%
Create more shelters from the weather	0	.0%	0	.0%	0	.0%	0	.0%
Provide for housing	0	.0%	0	.0%	0	.0%	0	.0%
Nothing in particular	3	50.0%	1	50.0%	2	66.7%	0	.0%
Don't know / can't remember	2	33.3%	1	50.0%	0	.0%	1	100.0%

Q29a. Employment status of chief income earner

	Base: All re	spondents							Zc	ne						
				1	2	2		3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
Retired	299	42.7%	39	39.0%	43	43.0%	45	45.0%	44	43.6%	41	41.0%	50	50.0%	37	37.0%
Working full time	258	36.8%	38	38.0%	38	38.0%	36	36.0%	36	35.6%	36	36.0%	34	34.0%	40	40.0%
Working part time	67	9.6%	13	13.0%	11	11.0%	8	8.0%	6	5.9%	9	9.0%	8	8.0%	12	12.0%
Refused	46	6.6%	5	5.0%	7	7.0%	5	5.0%	7	6.9%	9	9.0%	5	5.0%	8	8.0%
A housewife	7	1.0%	1	1.0%	1	1.0%	0	.0%	3	3.0%	1	1.0%	1	1.0%	0	.0%
Unemployed	5	.7%	1	1.0%	0	.0%	3	3.0%	0	.0%	1	1.0%	0	.0%	0	.0%

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Q29a. Employment status of chief income earner

		Base: All re	spondents							Zoı	ne						
				1		2		3		4		5)	6		7	,
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
	Self-employed	9	1.3%	1	1.0%	0	.0%	2	2.0%	3	3.0%	1	1.0%	1	1.0%	1	1.0%
Other	Semi-retired	6	.9%	1	1.0%	0	.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	1	1.0%
	Long term sick/ disabled	4	.6%	1	1.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	1	1.0%

Q29c. SEG of chief income earner

	Base: Exclud	ling Refused							Zc	ne						
			:	1		2		3		4		5		5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Excluding Refused	655	100.0%	95	100.0%	93	100.0%	95	100.0%	94	100.0%	91	100.0%	95	100.0%	92	100.0%
Α	64	9.8%	12	12.6%	7	7.5%	8	8.4%	9	9.6%	10	11.0%	9	9.5%	9	9.8%
В	93	14.2%	15	15.8%	16	17.2%	14	14.7%	18	19.1%	7	7.7%	16	16.8%	7	7.6%
C1	184	28.1%	26	27.4%	21	22.6%	35	36.8%	23	24.5%	25	27.5%	25	26.3%	29	31.5%
C2	168	25.6%	24	25.3%	27	29.0%	18	18.9%	25	26.6%	30	33.0%	21	22.1%	23	25.0%
D	69	10.5%	9	9.5%	7	7.5%	12	12.6%	10	10.6%	9	9.9%	9	9.5%	13	14.1%
E1 - Retired state	55	8.4%	8	8.4%	9	9.7%	6	6.3%	7	7.4%	7	7.7%	9	9.5%	9	9.8%
E2 - Unemployed	5	.8%	1	1.1%	1	1.1%	1	1.1%	0	.0%	2	2.2%	0	.0%	0	.0%
Refused	17	2.6%	0	.0%	5	5.4%	1	1.1%	2	2.1%	1	1.1%	6	6.3%	2	2.2%

Q30. Age group of respondent

	Base: All re	spondents							Zc	ne						
			:	1		2	:	3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
18 - 24 years	9	1.3%	2	2.0%	1	1.0%	2	2.0%	1	1.0%	0	.0%	2	2.0%	1	1.0%
25 - 34 years	27	3.9%	3	3.0%	9	9.0%	5	5.0%	1	1.0%	5	5.0%	1	1.0%	3	3.0%
35 - 44 years	70	10.0%	15	15.0%	6	6.0%	8	8.0%	8	7.9%	13	13.0%	9	9.0%	11	11.0%
45 - 54 years	112	16.0%	11	11.0%	16	16.0%	12	12.0%	18	17.8%	17	17.0%	16	16.0%	22	22.0%

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Q30. Age group of respondent

	Base: All re	spondents							Zo	ne						
			1	L	2	<u>)</u>	3	3	4	1	5	;	E	5	7	7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
55 - 64 years	146	20.8%	29	29.0%	19	19.0%	18	18.0%	22	21.8%	18	18.0%	24	24.0%	16	16.0%
65 years or above	294	41.9%	37	37.0%	41	41.0%	48	48.0%	46	45.5%	40	40.0%	44	44.0%	38	38.0%
Refused	43	6.1%	3	3.0%	8	8.0%	7	7.0%	5	5.0%	7	7.0%	4	4.0%	9	9.0%

Q31. Number of cars available to the household

	Base: All re	spondents							Zc	ne						
				1	:	2	:	3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
None	61	8.7%	2	2.0%	13	13.0%	13	13.0%	2	2.0%	13	13.0%	7	7.0%	11	11.0%
One	296	42.2%	40	40.0%	44	44.0%	40	40.0%	47	46.5%	47	47.0%	44	44.0%	34	34.0%
Two	225	32.1%	40	40.0%	29	29.0%	28	28.0%	33	32.7%	29	29.0%	34	34.0%	32	32.0%
Three or more	78	11.1%	15	15.0%	7	7.0%	14	14.0%	13	12.9%	5	5.0%	10	10.0%	14	14.0%
Refused	41	5.8%	3	3.0%	7	7.0%	5	5.0%	6	5.9%	6	6.0%	5	5.0%	9	9.0%

Q32. Approximate household income?

	Base: All re	spondents							Zc	ne						
				1		2		3		4		5		6		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
£0-£15,000	108	15.4%	17	17.0%	18	18.0%	16	16.0%	19	18.8%	12	12.0%	15	15.0%	11	11.0%
£15,000 - £20,000	40	5.7%	5	5.0%	7	7.0%	6	6.0%	4	4.0%	10	10.0%	3	3.0%	5	5.0%
£21,000 - £30,000	69	9.8%	7	7.0%	11	11.0%	9	9.0%	11	10.9%	14	14.0%	6	6.0%	11	11.0%
£31,000 - £40,000	43	6.1%	6	6.0%	9	9.0%	4	4.0%	2	2.0%	8	8.0%	7	7.0%	7	7.0%
£41,000 - £50,000	28	4.0%	5	5.0%	4	4.0%	3	3.0%	3	3.0%	7	7.0%	1	1.0%	5	5.0%
£51,000 - £60,000	8	1.1%	1	1.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	5	5.0%	0	.0%
£61,000 - £70,000	5	.7%	1	1.0%	1	1.0%	1	1.0%	1	1.0%	0	.0%	0	.0%	1	1.0%
£71,000 - £80,000	4	.6%	0	.0%	0	.0%	0	.0%	1	1.0%	0	.0%	3	3.0%	0	.0%
£81,000 - £90,000	4	.6%	1	1.0%	0	.0%	1	1.0%	0	.0%	0	.0%	1	1.0%	1	1.0%
£91,000 - £100,000	2	.3%	1	1.0%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%	1	1.0%
£100,000 - £150,000	3	.4%	0	.0%	0	.0%	0	.0%	1	1.0%	1	1.0%	0	.0%	1	1.0%
Don't know / refused	387	55.2%	56	56.0%	50	50.0%	60	60.0%	58	57.4%	47	47.0%	59	59.0%	57	57.0%

Q33. Gender of respondent

	Base: All re	spondents						•	Zo	ne						
				1		2	:	3	4	4	į	5	(5		7
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%
Male	184	26.2%	24	24.0%	24	24.0%	28	28.0%	28	27.7%	24	24.0%	29	29.0%	27	27.0%
Female	517	73.8%	76	76.0%	76	76.0%	72	72.0%	73	72.3%	76	76.0%	71	71.0%	73	73.0%

Q34. Would you be willing to be re-contacted for future quality control purposes?

	Base: All re	spondents							Zc	ne						
				1 2 3 4 5 6 7										7		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	701	100.0%	100	100.0%	100	100.0%	100	100.0%	101	100.0%	100	100.0%	100	100.0%	100	100.0%

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Q34. Would you be willing to be re-contacted for future quality control purposes?

	Base: All re	espondents							Zo	ne						
			1	_	2		3	3	4	1	5	5	ϵ	j	7	7
	Num	%	Num			%	Num	%	Num	%	Num	%	Num	%	Num	%
Yes	474	67.6%	72	72.0%	70	70.0%	67	67.0%	67	66.3%	73	73.0%	61	61.0%	64	64.0%
No	227	32.4%	28	28.0%	30	30.0%	33	33.0%	34	33.7%	27	27.0%	39	39.0%	36	36.0%