

NEMS market research

22 Manor Way, Belasis Hall Technology Park, Billingham, TS23 4HN

Telephone 01642 373355 | Website www.nemsmr.co.uk | Twitter www.twitter.com/nemsmr

Measuring and Understanding Public Opinion:

Click & Collect

October 2015

This public opinion data has been collected and analysed by NEMS from a survey of representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

You are free to use this data, providing you acknowledge/reference the source as "NEMS Market Research, October 2015".

If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.

To keep up to date follow us on Twitter, www.twitter.com/nemsmr or @nemsmr



Click & Collect 

Can it help the High Street?
The nation's shopping
patterns revealed!

NEMS market research



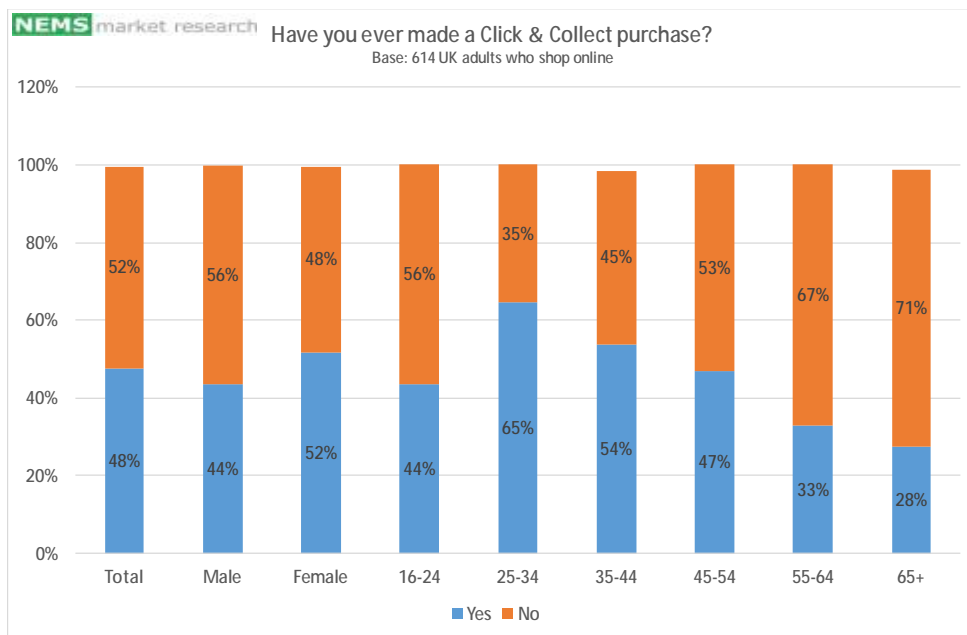
NEMS are a Market Research Society Company Partner

Click & Collect

Experience of Click & Collect

Among the nation's online shoppers, 48% have at some point made Click & Collect purchase, i.e. bought or ordered goods but then collected them themselves.

Women are more likely to have Clicked & Collected compared to men (52% v 44%) and it is most popular among the 25-34 year olds where 65% of this age group have experience of Click & Collect. In terms of socio-economic groups, it is more popular among ABs (55%) and least popular among C2s (43%).

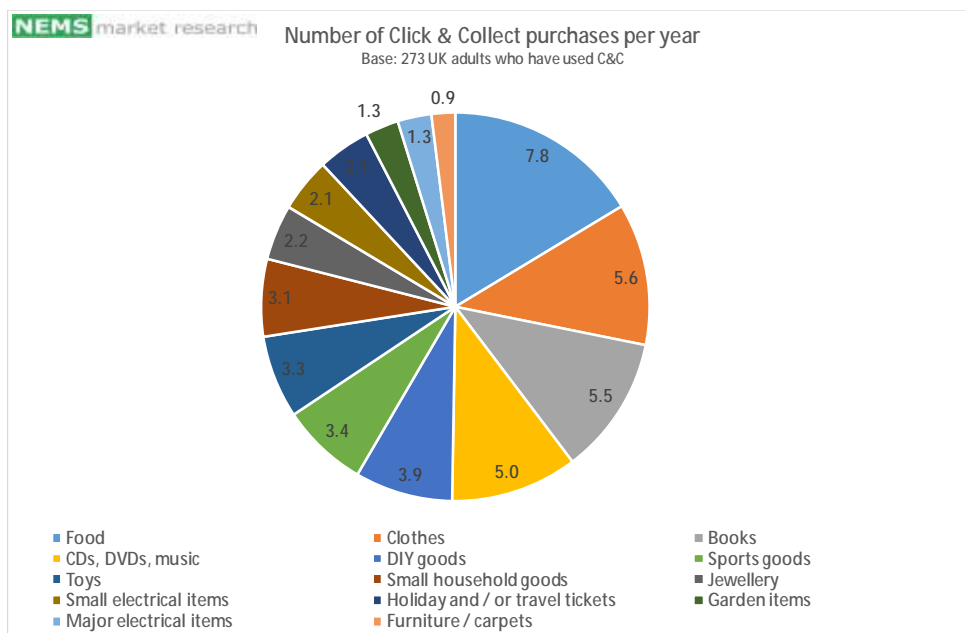


Frequency of using Click & Collect

Of the various categories of good bought online Food is bought most often with Click & Collect, typically eight times a year but more than 13 times a year among those aged 25-34 and 35-44. ABs have the highest propensity to use Click & Collect at 11 times a year, compared to DEs at four times a year.

Clothes are the second most popular Click & Collect purchase being bought on average six times a year with little difference between the socio-economic groups. 45-54 year olds is the age group most likely to buy clothes using Click & Collect at nine times a year.

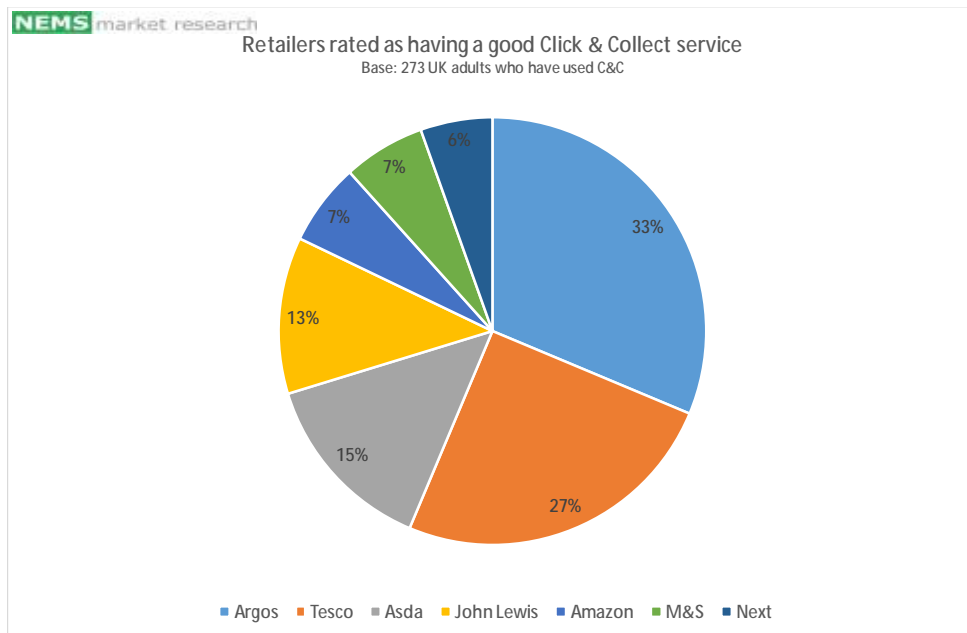
Books is the next most common type of Click & Collect purchase with an average of five Click & Collect purchases a year but increasing to nine purchases a year among 55-64 year olds. ABs are the most likely to use Click & Collect at six times a year, compared to DEs at five times a year.



Good Click & Collect retailers

A wide range of retailers are rated positively in terms of having a good Click & Collect service but a few stand out namely Argos which was rated positively by a third of the people who have used a Click & Collect service, followed by Tesco where 27% of buyers rate its service as good, with ASDA coming next at 15% followed by John Lewis (13%) and Marks & Spencer (7%).

The only pure online retailer that is rated is Amazon; 7% of Click & Collect buyers give its serve a good rating.



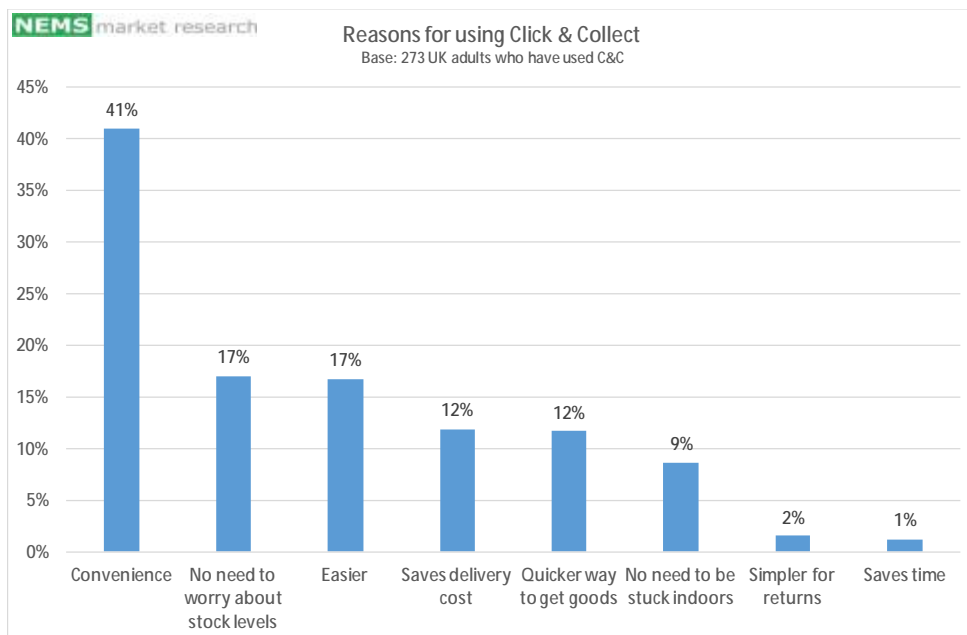
Inevitably there will be times when a Click & Collect purchase doesn't meet the customers' expectations but no retailer is rated consistently as having a poor Click & Collect service.

Reasons for using Click & Collect

Unsurprisingly the main reason for using Click & Collect is it is a convenient way to buy goods, a factor acknowledged by four out of 10 (41%) Click & Collect users. Its convenience is even more important for men (48%) compared to women (36%) and it's the main reason for almost half of those aged 45 – 64.

Linked with convenience is 'ease' which is an important consideration for 17% of Click & Collect users.

A similar proportion (17%) also use Click & Collect so that they don't have to worry about going to a physical shop only to find that what they want to buy is out of stock.

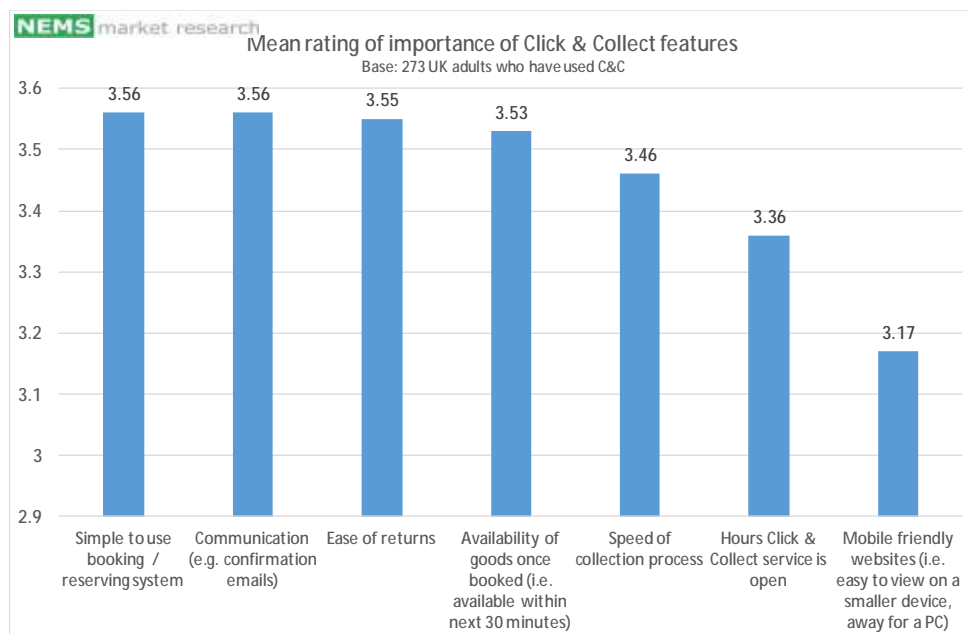


Importance of factors using Click & Collect

When using Click & Collect there are a few factors that retailers must get right in order to satisfy their customers and the top two that are rated the highest are having a booking / reserving system that is easy to use and having good communication with the buyer once the purchase has been made, i.e. confirmatory emails etc.

Ease of returns is also a key feature which retailers need to be able to comply with followed by ensuring that the goods are available to pick up promptly after making the online purchase and in today's fast moving society this means within 30 minutes.

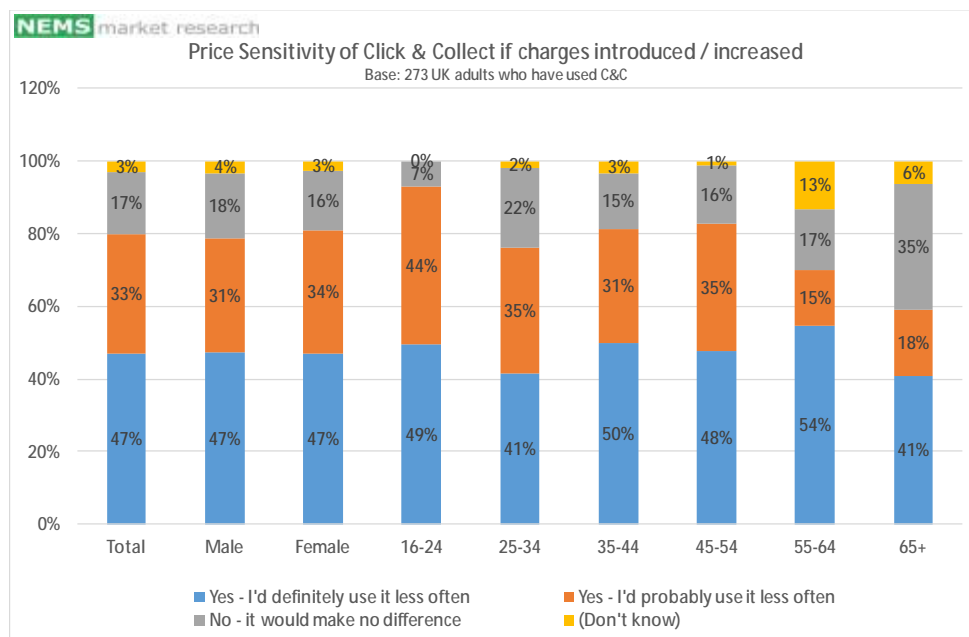
Despite the proliferation of smartphones and tablets, having a mobile friendly website was deemed the least important aspect but it is all relative as 55% of Click & Collect buyers still rate it as very important.



Paying for using a Click & Collect service

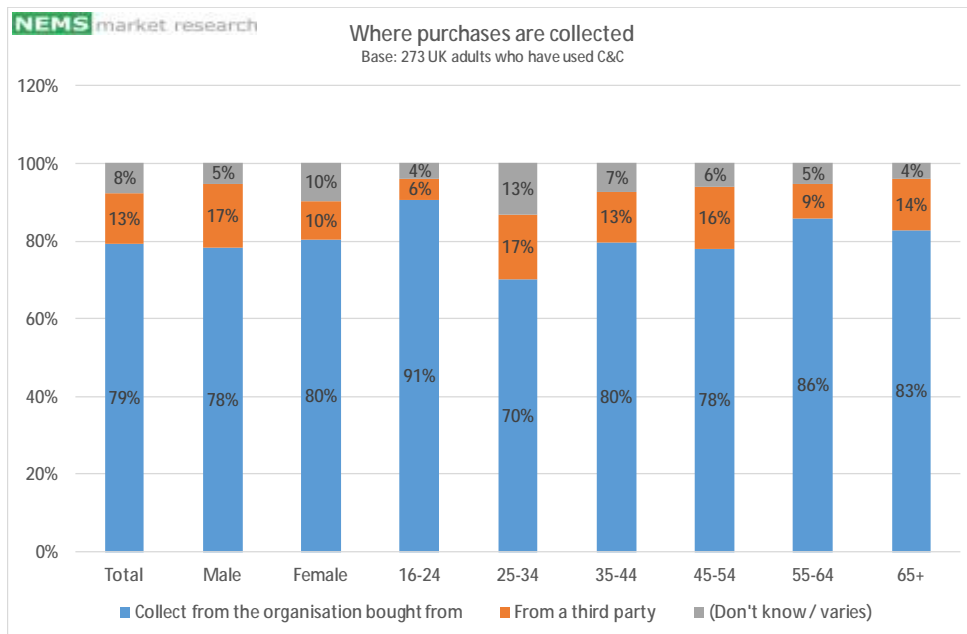
Click & Collect is a price sensitive offering with nearly half (47%) of all Click & Collect users saying that they would use it less often if they had to start paying or paying more for using Click & Collect. This sentiment is pretty much across the board, men and women, different age groups and different socio economic groups all feeling the same.

With a further 33% of Click & Collect users saying that they would probably use it less often one can see the potential impact introducing or increasing charges could have on a retailer's Click & Collect business model; only 17% of Click & Collect users wouldn't change their behaviour if costs increased.



Collecting a Click & Collect purchase

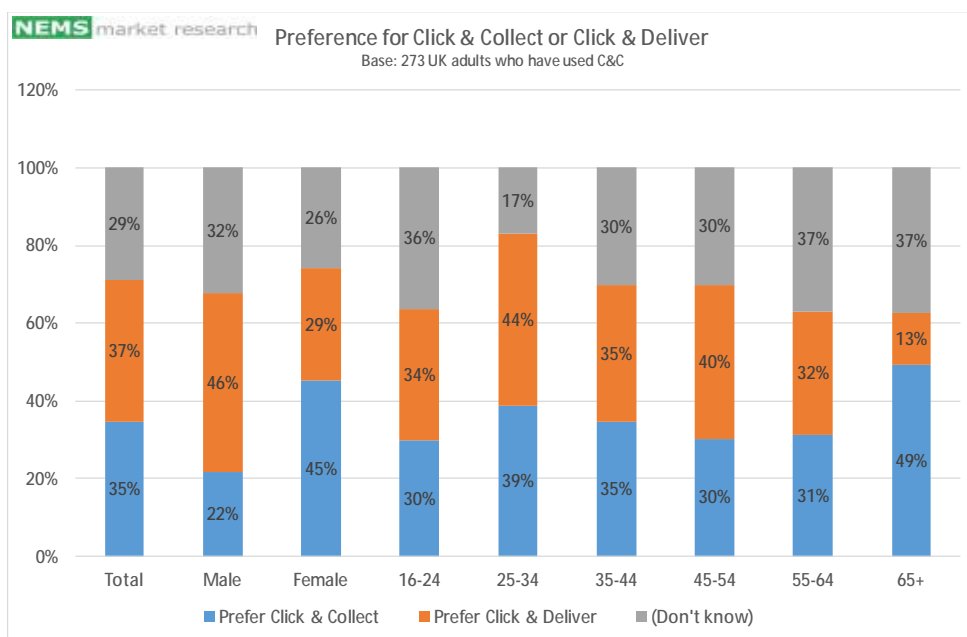
As to what happens after an online shopper has made a Click & Collect purchase, eight out of 10 (79%) collect from the organisation they bought from whereas just 13% collect from a third party such as Collect+ point or newsagent etc. For the remaining 8% where they collect their purchase varies.



Click & Collect v Click & Deliver

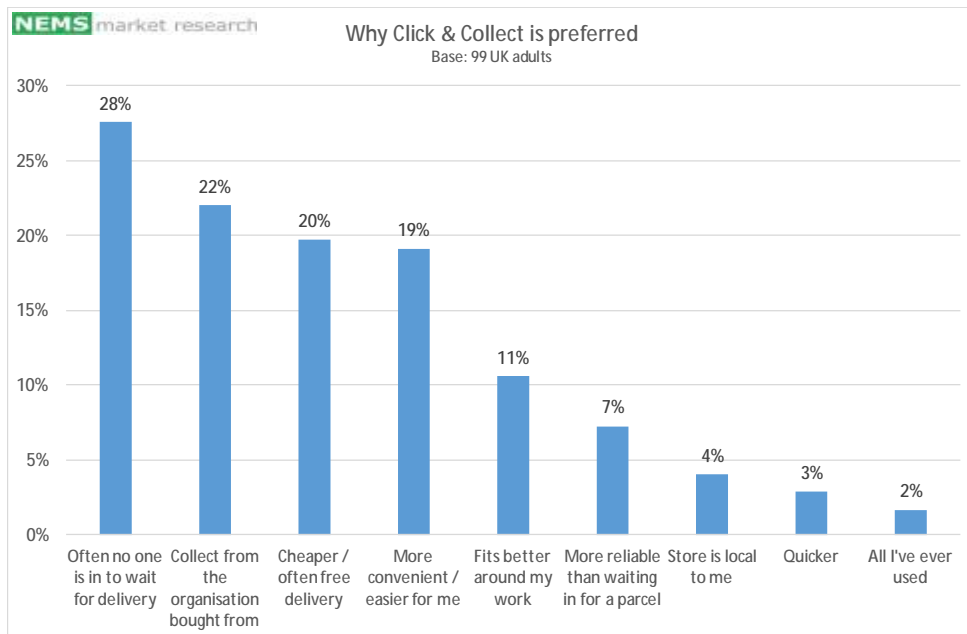
As to whether online shoppers prefer Click & Collect or Click & Deliver is hard to call as opinion is evenly divided but Click & Deliver just wins at 37% v 35%.

Click & Deliver is more popular among men than women (46% v 29%) and therefore Click & Collect is more popular among women than men (45% v 22%).

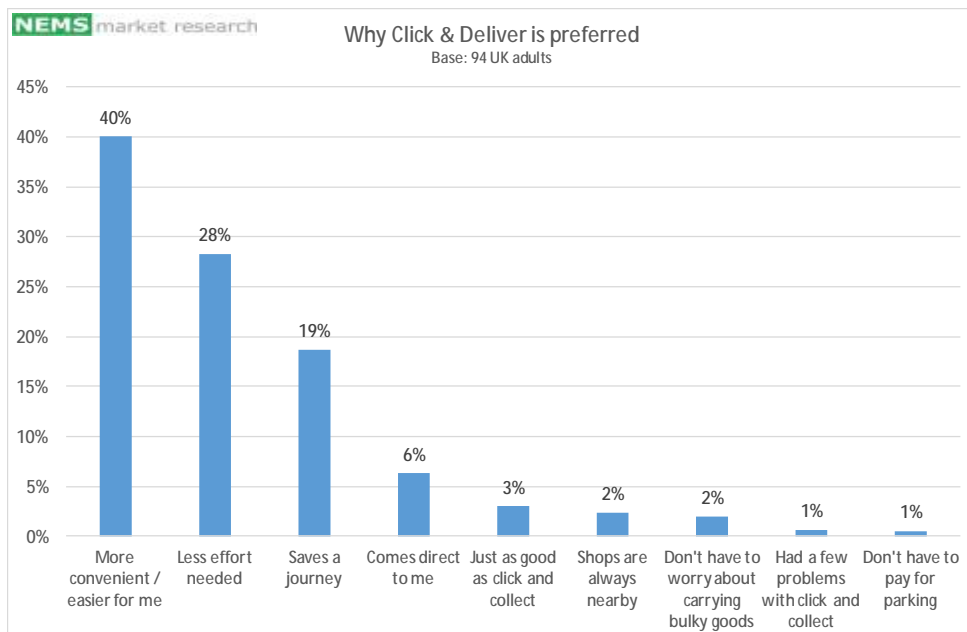


Reasons for preference

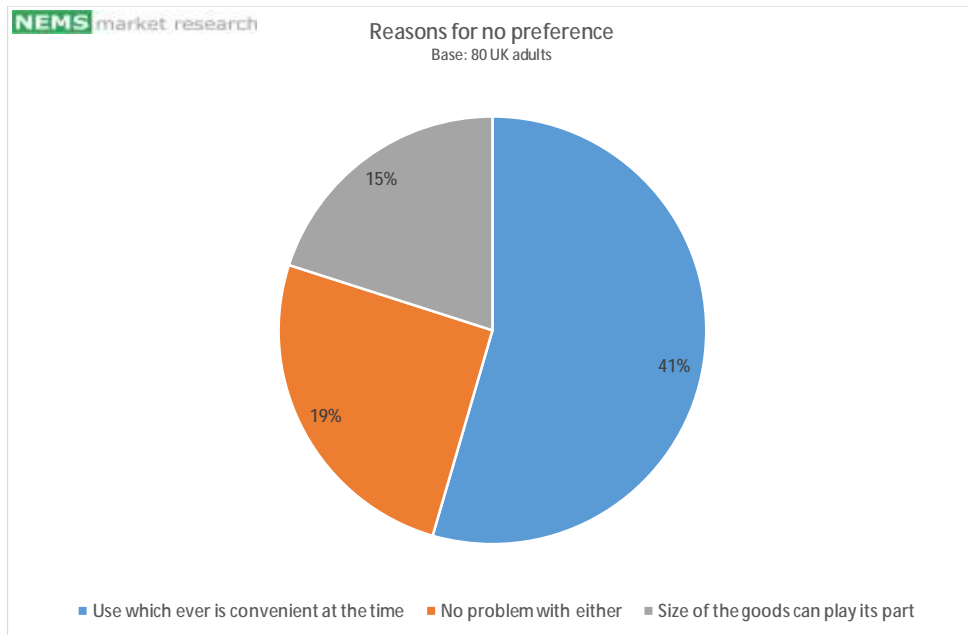
Click & Collect users prefer this means of online shopping as it saves having to wait for a delivery (28%) and they can collect from the organisation they bought from (22%). Often it is cheaper by virtue of free delivery (20%). Finally, 19% find this method of shopping more convenient.



Equally, convenience is the main reason for Click & Deliver's popularity (40%) as well as being effortless (28%). 19% like the fact that it saves them a journey (to collect their purchase).



A lack of preference is down to which of the two options is more convenient at the time.



Conclusions

Click & Collect is an option that the nation's online shoppers are reasonably familiar and comfortable with however less than half those who shop online use Click & Collect – there are clearly barriers or perhaps not enough incentives to use Click & Collect for the majority.

Retailers could be missing an opportunity here and on several fronts. First of all Click & Collect helps a store's inventory level, i.e. it can stock more of what it knows it can sell and by inference less of what it won't sell. In addition, it saves the costs incurred in despatching directly to customers via Click & Collect.

However possibly the greatest benefit is that it drives footfall into a store. Therefore, rather than have the Click & Collect point in some dingy part of the store which is located more often than not for the store's convenience, for example on the first floor, near the packing area etc, staffed by someone who never sees daylight or an enquiring shopper. Instead make the experience more fulfilling (for the customer). Perhaps locate it near to where there is the chance of cross selling some of the store's other departments, by the in store café, near some of the better merchandised stock.

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
INT Do you have access to the internet ?																		
Yes	83.9%	818	84.1%	399	83.7%	418	97.4%	144	93.8%	160	93.8%	168	92.8%	147	81.6%	104	49.4%	94
No	16.0%	156	15.7%	74	16.3%	81	2.6%	4	6.2%	11	6.2%	11	7.2%	11	18.4%	24	50.0%	95
(Don't know)	0.1%	1	0.2%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312

Q02 Have you ever made a Click & Collect purchase, that is where you can buy or order goods from a store's website and then collect them yourself?

Those who do online shopping at Q01

Yes	47.8%	310	43.6%	140	51.8%	170	43.7%	48	64.6%	80	53.9%	78	46.9%	59	32.9%	28	27.7%	16
No	51.8%	337	56.0%	180	47.7%	157	56.3%	62	35.4%	44	44.7%	65	53.1%	67	67.1%	58	71.2%	40
(Don't know / unsure)	0.4%	3	0.3%	1	0.5%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.1%	1
Weighted base:		649		321		329		111		124		146		127		86		56
Sample:		614		285		329		41		51		131		196		97		98

Mean score (purchases per year, excludes never):

Q03 How often do you buy or have bought any of the following goods using Click & Collect? [PR]

Those who have used Click & Collect services at Q02

Food

At least weekly	1.3%	4	1.3%	2	1.3%	2	0.0%	0	0.8%	1	1.4%	1	3.8%	2	0.0%	0	0.0%	0
Once a fortnight	1.8%	5	1.8%	2	1.8%	3	6.7%	3	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0
Once a month	2.3%	7	0.2%	0	3.9%	7	5.3%	3	3.0%	2	1.7%	1	0.7%	0	0.0%	0	2.2%	0
Once every 2-3 months	3.3%	10	0.9%	1	5.3%	9	0.0%	0	2.9%	2	4.3%	3	1.3%	1	7.6%	2	10.4%	2
Once every 6 months	2.7%	8	0.8%	1	4.3%	7	6.5%	3	1.8%	1	0.0%	0	4.9%	3	2.9%	1	0.0%	0
Less often	9.8%	30	19.8%	28	1.5%	3	13.2%	6	20.9%	17	3.5%	3	6.1%	4	2.8%	1	0.0%	0
Never	78.9%	245	75.3%	105	81.9%	139	68.2%	33	70.6%	56	86.3%	68	83.2%	49	86.7%	25	87.3%	14
Mean:		7.76		5.28		10.56		8.11		3.53		13.45		13.39		2.84		5.41
Weighted base:		310		140		170		48		80		78		59		28		16
Sample:		273		108		165		18		34		69		92		33		27

Clothes

At least weekly	0.6%	2	0.8%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Once a fortnight	0.9%	3	0.8%	1	1.0%	2	0.0%	0	0.0%	0	3.0%	2	0.7%	0	0.0%	0	0.0%	0
Once a month	12.9%	40	8.2%	11	16.8%	29	16.7%	8	17.9%	14	5.0%	4	19.9%	12	3.8%	1	5.8%	1
Once every 2-3 months	16.1%	50	6.2%	9	24.3%	41	10.2%	5	23.5%	19	13.6%	11	13.8%	8	11.1%	3	27.3%	4
Once every 6 months	5.9%	18	2.7%	4	8.4%	14	0.0%	0	1.8%	1	8.6%	7	10.6%	6	11.6%	3	2.1%	0
Less often	16.0%	50	16.3%	23	15.7%	27	19.3%	9	17.9%	14	18.0%	14	7.1%	4	16.7%	5	17.7%	3
Never	47.6%	148	65.1%	91	33.3%	57	53.8%	26	38.9%	31	51.7%	41	44.9%	27	56.8%	16	47.1%	7
Mean:		5.60		5.72		5.55		5.43		5.25		4.55		8.99		2.81		3.63
Weighted base:		310		140		170		48		80		78		59		28		16
Sample:		273		108		165		18		34		69		92		33		27

Banking / finance

At least weekly	4.4%	14	4.0%	6	4.8%	8	3.8%	2	4.9%	4	3.6%	3	6.5%	4	2.9%	1	2.2%	0
Once a fortnight	0.5%	2	0.8%	1	0.3%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 2-3 months	1.1%	4	0.0%	0	2.1%	4	0.0%	0	3.0%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Once every 6 months	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Less often	2.7%	8	5.7%	8	0.2%	0	4.7%	2	6.2%	5	0.0%	0	1.3%	1	0.0%	0	1.5%	0
Never	91.1%	283	89.2%	125	92.7%	158	89.1%	43	85.9%	69	94.9%	74	91.5%	54	97.1%	28	92.9%	14
Mean:		28.10		21.53		36.06		24.01		19.23		38.20		40.16		52.00		28.88
Weighted base:		310		140		170		48		80		78		59		28		16
Sample:		273		108		165		18		34		69		92		33		27

Weighted:

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+							
Books																
At least weekly	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Once a fortnight	0.6%	2	0.0%	0	1.1%	2	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	3.6%	11	4.6%	7	2.7%	5	5.1%	2	0.0%	0	4.3%	3	8.7%	5	0.0%	0
Once every 2-3 months	3.4%	10	2.7%	4	3.9%	7	0.0%	0	3.0%	2	4.0%	3	2.0%	1	12.0%	3
Once every 6 months	4.6%	14	4.0%	6	5.2%	9	6.5%	3	6.2%	5	3.3%	3	4.0%	2	4.4%	1
Less often	4.6%	14	6.5%	9	3.1%	5	7.5%	4	8.0%	6	4.5%	4	1.3%	1	0.0%	0
Never	83.0%	257	81.8%	114	84.1%	143	77.0%	37	82.8%	66	83.9%	66	84.0%	50	81.5%	23
Mean:	5.48		5.45		5.51		7.72		1.64		4.78		7.54		8.80	
Weighted base:	310		140		170		48		80		78		59		28	
Sample:	273		108		165		18		34		69		92		33	
CDs, DVDs, music																
At least weekly	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Once a fortnight	0.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.5%	0	0.0%	0
Once a month	3.0%	9	3.6%	5	2.4%	4	5.2%	3	0.0%	0	3.4%	3	5.3%	3	0.0%	0
Once every 2-3 months	5.1%	16	3.3%	5	6.6%	11	10.3%	5	3.0%	2	4.8%	4	3.9%	2	8.3%	2
Once every 6 months	4.2%	13	5.6%	8	3.0%	5	0.0%	0	6.2%	5	5.5%	4	3.7%	2	5.5%	2
Less often	4.7%	15	8.8%	12	1.3%	2	4.7%	2	12.5%	10	1.6%	1	1.7%	1	0.0%	0
Never	82.4%	256	77.3%	108	86.6%	147	79.7%	39	78.3%	63	83.3%	65	84.9%	50	84.2%	24
Mean:	5.01		5.27		4.65		5.24		1.41		6.44		6.70		9.49	
Weighted base:	310		140		170		48		80		78		59		28	
Sample:	273		108		165		18		34		69		92		33	
DIY goods																
At least weekly	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	1.7%	5	2.5%	4	1.0%	2	0.0%	0	1.2%	1	0.7%	1	5.3%	3	0.0%	0
Once every 2-3 months	2.9%	9	3.5%	5	2.5%	4	0.0%	0	3.8%	3	5.3%	4	2.0%	1	2.9%	1
Once every 6 months	4.2%	13	4.7%	7	3.9%	7	0.0%	0	3.4%	3	2.9%	2	4.9%	3	8.9%	3
Less often	6.2%	19	10.2%	14	3.0%	5	8.6%	4	6.2%	5	7.9%	6	3.4%	2	5.6%	2
Never	84.6%	262	79.2%	111	89.0%	152	91.4%	44	85.4%	68	82.0%	64	84.5%	50	82.5%	23
Mean:	3.87		2.81		5.53		0.50		2.72		5.79		5.32		1.86	
Weighted base:	310		140		170		48		80		78		59		28	
Sample:	273		108		165		18		34		69		92		33	
Furniture / carpets																
At least weekly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 2-3 months	1.0%	3	0.0%	0	1.8%	3	0.0%	0	3.0%	2	1.0%	1	0.0%	0	0.0%	0
Once every 6 months	1.2%	4	1.3%	2	1.2%	2	0.0%	0	0.8%	1	0.0%	0	3.3%	2	0.0%	0
Less often	10.1%	31	10.4%	15	9.8%	17	17.6%	9	9.6%	8	10.3%	8	9.0%	5	2.3%	1
Never	87.7%	272	88.3%	124	87.2%	148	82.4%	40	86.6%	69	88.7%	70	87.7%	52	97.7%	28
Mean:	0.94		0.67		1.14		0.50		1.36		0.80		0.90		0.50	
Weighted base:	310		140		170		48		80		78		59		28	
Sample:	273		108		165		18		34		69		92		33	
Garden items																
At least weekly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 2-3 months	2.2%	7	2.6%	4	1.9%	3	0.0%	0	3.0%	2	2.8%	2	2.4%	1	2.9%	1
Once every 6 months	1.1%	3	0.2%	0	1.7%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0
Less often	7.9%	24	8.5%	12	7.4%	13	13.7%	7	8.0%	6	5.2%	4	8.9%	5	7.6%	2
Never	88.9%	276	88.6%	124	89.0%	152	86.3%	42	89.0%	71	92.0%	72	85.9%	51	89.5%	25
Mean:	1.33		1.33		1.34		0.50		1.44		1.73		1.40		1.48	
Weighted base:	310		140		170		48		80		78		59		28	
Sample:	273		108		165		18		34		69		92		33	

Weighted:

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Holiday and / or travel tickets																		
At least weekly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.6%	2	0.4%	1	0.7%	1	0.0%	0	0.0%	0	1.5%	1	1.0%	1	0.0%	0	0.0%	0
Once every 2-3 months	3.1%	10	4.8%	7	1.7%	3	0.0%	0	9.2%	7	0.0%	0	1.5%	1	2.8%	1	3.4%	1
Once every 6 months	4.9%	15	4.6%	6	5.2%	9	0.0%	0	0.8%	1	4.5%	4	10.0%	6	14.4%	4	6.5%	1
Less often	7.1%	22	7.9%	11	6.4%	11	15.1%	7	6.2%	5	7.4%	6	4.0%	2	5.3%	1	0.0%	0
Never	84.4%	262	82.4%	115	86.0%	146	84.9%	41	83.8%	67	86.6%	68	83.4%	50	77.6%	22	90.1%	14
Mean:	2.07		2.11		2.03		0.50		2.55		2.26		2.42		1.89		2.68	
Weighted base:	310		140		170		48		80		78		59		28		16	
Sample:	273		108		165		18		34		69		92		33		27	
Jewellery																		
At least weekly	0.1%	0	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 2-3 months	2.3%	7	0.0%	0	4.1%	7	6.5%	3	3.0%	2	0.0%	0	1.1%	1	2.9%	1	0.0%	0
Once every 6 months	1.2%	4	2.1%	3	0.5%	1	0.0%	0	0.0%	0	2.9%	2	2.6%	2	0.0%	0	0.0%	0
Less often	5.6%	17	10.9%	15	1.3%	2	14.6%	7	6.2%	5	2.3%	2	6.0%	4	0.0%	0	0.0%	0
Never	90.8%	282	86.7%	121	94.1%	160	78.9%	38	90.8%	72	94.8%	74	90.3%	54	97.1%	28	97.8%	15
Mean:	2.18		1.70		3.08		1.59		1.62		1.33		1.29		4.00		52.00	
Weighted base:	310		140		170		48		80		78		59		28		16	
Sample:	273		108		165		18		34		69		92		33		27	
Major electrical items																		
At least weekly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every 2-3 months	2.1%	7	2.0%	3	2.3%	4	2.8%	1	3.0%	2	0.0%	0	1.1%	1	2.9%	1	9.3%	1
Once every 6 months	7.6%	24	12.8%	18	3.3%	6	21.8%	11	4.6%	4	1.1%	1	9.3%	6	8.9%	3	2.7%	0
Less often	13.1%	41	18.0%	25	9.1%	16	15.1%	7	9.1%	7	19.1%	15	11.0%	7	6.2%	2	18.3%	3
Never	77.1%	239	67.2%	94	85.3%	145	60.4%	29	83.3%	66	79.7%	63	78.7%	47	81.9%	23	69.7%	11
Mean:	1.33		1.30		1.37		1.57		1.53		0.59		1.33		1.81		1.71	
Weighted base:	310		140		170		48		80		78		59		28		16	
Sample:	273		108		165		18		34		69		92		33		27	
Small electrical items																		
At least weekly	0.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month	0.8%	3	1.3%	2	0.5%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	2.5%	1	0.0%	0
Once every 2-3 months	2.5%	8	3.5%	5	1.8%	3	2.8%	1	3.0%	2	0.0%	0	4.2%	2	0.0%	0	10.8%	2
Once every 6 months	10.7%	33	13.5%	19	8.4%	14	21.8%	11	8.1%	6	4.9%	4	11.0%	7	13.7%	4	12.8%	2
Less often	16.5%	51	17.1%	24	16.1%	27	20.2%	10	12.1%	10	18.0%	14	14.5%	9	22.1%	6	18.5%	3
Never	69.1%	214	64.0%	89	73.3%	125	55.2%	27	76.9%	61	74.8%	59	70.4%	42	58.4%	17	57.9%	9
Mean:	2.12		2.76		1.40		1.45		1.47		1.86		1.55		5.76		1.86	
Weighted base:	310		140		170		48		80		78		59		28		16	
Sample:	273		108		165		18		34		69		92		33		27	
Small household goods																		
At least weekly	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Once a fortnight	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Once a month	2.0%	6	1.3%	2	2.5%	4	2.4%	1	0.0%	0	3.5%	3	2.5%	2	2.5%	1	0.0%	0
Once every 2-3 months	4.2%	13	1.4%	2	6.5%	11	3.9%	2	6.3%	5	0.9%	1	4.6%	3	4.2%	1	9.3%	1
Once every 6 months	6.4%	20	10.1%	14	3.4%	6	18.9%	9	5.5%	4	0.0%	0	6.6%	4	8.5%	2	0.0%	0
Less often	12.7%	39	13.7%	19	11.9%	20	15.1%	7	10.4%	8	12.1%	10	13.5%	8	14.2%	4	14.5%	2
Never	74.2%	230	73.1%	102	75.1%	128	59.7%	29	77.7%	62	83.5%	66	70.1%	42	70.6%	20	76.1%	12
Mean:	3.06		2.76		3.33		2.22		1.87		3.11		5.69		2.41		1.87	
Weighted base:	310		140		170		48		80		78		59		28		16	
Sample:	273		108		165		18		34		69		92		33		27	

Weighted:

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	
Sports goods										
At least weekly	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.7%	2	1.0%	1	0.5%	1	2.8%	1	0.0%	0
Once a month	0.9%	3	1.5%	2	0.4%	1	2.4%	1	0.0%	0
Once every 2-3 months	4.6%	14	5.6%	8	3.8%	7	0.0%	0	10.0%	8
Once every 6 months	8.4%	26	12.2%	17	5.2%	9	26.0%	13	2.1%	2
Less often	8.4%	26	11.1%	16	6.2%	11	7.5%	4	10.2%	8
Never	76.8%	238	68.1%	95	83.9%	143	61.3%	30	77.7%	62
Mean:	3.43	3.81	2.81	4.08	2.21	2.71	5.47	1.10	0.00	
Weighted base:	310	140	170	48	80	78	59	28	16	
Sample:	273	108	165	18	34	69	92	33	27	

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+	
Toys										
At least weekly	0.3%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Once a month	1.9%	6	1.2%	2	2.5%	4	2.4%	1	3.3%	3
Once every 2-3 months	4.8%	15	2.8%	4	6.5%	11	3.9%	2	7.6%	6
Once every 6 months	8.0%	25	9.2%	13	7.0%	12	18.9%	9	0.0%	0
Less often	11.9%	37	14.6%	20	9.6%	16	11.3%	5	10.9%	9
Never	72.8%	226	71.5%	100	73.9%	126	63.5%	31	78.2%	62
Mean:	3.27	3.18	3.36	2.40	3.47	4.49	2.54	1.33	1.13	
Weighted base:	310	140	170	48	80	78	59	28	16	
Sample:	273	108	165	18	34	69	92	33	27	

Q04 Which retailers do you think have a good Click & Collect service? [MR]

Those who have used Click & Collect services at Q02

Argos	33.2%	103	32.2%	45	34.0%	58	10.9%	5	27.4%	22	45.2%	35	37.7%	22	44.2%	13	34.4%	5
Tesco	26.5%	82	25.0%	35	27.7%	47	40.5%	20	33.5%	27	17.0%	13	24.0%	14	10.4%	3	33.7%	5
Asda	14.8%	46	9.2%	13	19.3%	33	10.4%	5	27.3%	22	15.4%	12	8.2%	5	4.7%	1	4.5%	1
John Lewis	12.6%	39	13.9%	19	11.5%	20	8.1%	4	2.1%	2	17.5%	14	19.6%	12	12.9%	4	28.1%	4
Amazon	6.6%	20	12.0%	17	2.1%	4	2.8%	1	15.9%	13	1.8%	1	6.4%	4	3.3%	1	1.5%	0
M&S	6.6%	20	2.5%	4	9.9%	17	0.0%	0	0.0%	0	7.4%	6	12.1%	7	11.8%	3	26.0%	4
Next	5.8%	18	4.9%	7	6.5%	11	3.8%	2	7.7%	6	7.6%	6	6.7%	4	0.0%	0	0.0%	0
Currys / PC World	4.2%	13	5.9%	8	2.8%	5	2.8%	1	3.8%	3	8.4%	7	0.5%	0	6.6%	2	0.0%	0
Debenhams	2.9%	9	0.0%	0	5.4%	9	2.5%	1	4.2%	3	2.1%	2	3.5%	2	1.9%	1	2.1%	0
New Look	2.9%	9	3.0%	4	2.8%	5	6.5%	3	6.4%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Very	2.3%	7	0.6%	1	3.7%	6	0.0%	0	4.5%	4	1.2%	1	4.3%	3	0.0%	0	0.0%	0
Sainsbury's	2.0%	6	3.6%	5	0.7%	1	0.0%	0	6.2%	5	1.5%	1	0.0%	0	0.0%	0	0.0%	0
B&Q	2.0%	6	2.3%	3	1.7%	3	0.0%	0	0.0%	0	3.5%	3	1.2%	1	6.2%	2	5.6%	1
Sports Direct	1.8%	6	1.5%	2	2.0%	3	0.0%	0	0.0%	0	6.0%	5	1.5%	1	0.0%	0	0.0%	0
Boots	1.8%	5	1.6%	2	1.9%	3	4.7%	2	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose	1.7%	5	1.8%	3	1.6%	3	0.0%	0	0.0%	0	3.6%	3	3.3%	2	0.0%	0	2.7%	0
Matalan	1.2%	4	0.0%	0	2.2%	4	0.0%	0	3.1%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0
BHS	0.8%	2	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	0	7.4%	2	0.0%	0
Smyths Toys	0.6%	2	0.4%	1	0.8%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	4.6%	1
Dunelm Mill	0.6%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	7.9%	1
Screwfix	0.5%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.7%	0	1.7%	0	0.0%	0
Halfords	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.5%	1	0.0%	0
Other	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Toys r Us	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't know)	8.8%	27	13.6%	19	4.9%	8	28.2%	14	0.0%	0	7.5%	6	8.6%	5	9.8%	3	0.0%	0
Weighted base:	310	140	170	48	80	78	59	28	16									
Sample:	273	108	165	18	34	69	92	33	27									

Q05 Which retailers do you think have a poor Click & Collect service? [MR]

Those who have used Click & Collect services at Q02

Tesco	3.3%	10	6.8%	10	0.5%	1	7.1%	3	6.2%	5	1.9%	2	0.7%	0	0.0%	0	0.0%	0
Asda	1.7%	5	1.8%	2	1.6%	3	0.0%	0	0.0%	0	2.2%	2	3.7%	2	4.7%	1	0.0%	0
H&M	1.0%	3	0.0%	0	1.9%	3	6.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sports Direct	1.0%	3	0.3%	0	1.5%	3	0.0%	0	0.0%	0	1.5%	1	1.9%	1	2.5%	1	0.0%	0
M&S	1.0%	3	0.3%	0	1.5%	3	5.3%	3	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0
Boots	0.9%	3	0.2%	0	1.4%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	0
B&Q	0.5%	2	0.5%	1	0.5%	1	0.0%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	0.0%	0
(Don't know)	91.1%	283	91.0%	127	91.2%	155	81.1%	39	90.8%	73	95.3%	75	91.5%	54	92.8%	26	97.8%	15
Weighted base:	310	140	170	48	80	78	59	28	16									
Sample:	273	108	165	18	34	69	92	33	27									

Column %ges.

Weighted:

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Q06 Why do you use Click & Collect? [MR]																		
<i>Those who have used Click & Collect services at Q02</i>																		
Convenience	41.0%	127	47.7%	67	35.5%	61	47.3%	23	32.9%	26	39.1%	31	46.2%	27	48.7%	14	39.0%	6
No need to worry about stock levels	17.1%	53	16.4%	23	17.6%	30	14.5%	7	14.5%	12	21.2%	17	12.3%	7	25.3%	7	20.2%	3
Easier	16.8%	52	9.7%	14	22.5%	38	8.0%	4	16.7%	13	27.2%	21	18.0%	11	1.7%	0	14.4%	2
Saves delivery cost	11.9%	37	6.5%	9	16.4%	28	13.8%	7	13.9%	11	7.1%	6	11.3%	7	19.6%	6	8.9%	1
Quicker way to get goods	11.7%	36	12.8%	18	10.8%	18	17.7%	9	6.0%	5	12.6%	10	11.9%	7	8.1%	2	23.4%	4
No need to be stuck indoors	8.6%	27	10.6%	15	7.0%	12	7.1%	3	14.3%	11	8.5%	7	2.7%	2	9.0%	3	6.8%	1
Simpler for returns	1.5%	5	0.4%	1	2.5%	4	5.3%	3	0.0%	0	0.0%	0	2.8%	2	2.0%	1	0.0%	0
Saves time	1.2%	4	0.4%	1	1.9%	3	0.0%	0	2.9%	2	0.7%	1	1.6%	1	0.0%	0	0.0%	0
(Don't know)	6.6%	20	10.1%	14	3.7%	6	14.9%	7	9.9%	8	3.1%	2	2.8%	2	1.7%	0	4.9%	1
Weighted base:		310		140		170		48		80		78		59		28		16
Sample:		273		108		165		18		34		69		92		33		27

Mean score: [Very important = 4, Quite important = 3, Not very important = 2, Not at all important = 1]

Q07 How important are the following reasons for you when using Click & Collect? [PR]*Those who have used Click & Collect services at Q02***Simple to use booking / reserving system**

Very important	63.5%	197	65.7%	92	61.8%	105	53.8%	26	63.9%	51	69.1%	54	63.9%	38	67.1%	19	55.9%	9
Quite important	28.5%	88	22.2%	31	33.7%	57	42.3%	20	22.8%	18	24.9%	20	29.9%	18	22.2%	6	38.6%	6
Not very important	6.6%	20	10.4%	15	3.4%	6	3.9%	2	12.5%	10	6.0%	5	3.1%	2	7.1%	2	0.0%	0
Not at all important	0.7%	2	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.6%	1	2.8%	0
(Don't know)	0.8%	2	0.3%	0	1.1%	2	0.0%	0	0.8%	1	0.0%	0	2.1%	1	0.0%	0	2.7%	0
Mean:		3.56		3.53		3.59		3.50		3.52		3.63		3.60		3.53		3.52
Weighted base:		310		140		170		48		80		78		59		28		16
Sample:		273		108		165		18		34		69		92		33		27

Mobile friendly websites (i.e. easy to view on a smaller device, away for a PC)

Very important	55.0%	171	57.8%	81	52.7%	90	65.1%	31	59.9%	48	51.0%	40	51.7%	31	48.1%	14	43.8%	7
Quite important	16.1%	50	17.9%	25	14.7%	25	16.2%	8	12.8%	10	18.8%	15	21.5%	13	9.8%	3	10.8%	2
Not very important	13.2%	41	11.3%	16	14.8%	25	5.3%	3	13.1%	10	22.8%	18	10.9%	6	7.2%	2	10.4%	2
Not at all important	12.7%	39	8.2%	11	16.4%	28	5.0%	2	11.3%	9	5.3%	4	16.0%	10	31.2%	9	35.0%	5
(Don't know)	2.9%	9	4.8%	7	1.4%	2	8.5%	4	2.9%	2	2.0%	2	0.0%	0	3.8%	1	0.0%	0
Mean:		3.17		3.32		3.05		3.54		3.25		3.18		3.09		2.78		2.63
Weighted base:		310		140		170		48		80		78		59		28		16
Sample:		273		108		165		18		34		69		92		33		27

Availability of goods once booked (i.e. available within next 30 minutes)

Very important	67.0%	208	62.2%	87	70.9%	121	72.9%	35	60.9%	49	65.9%	52	70.5%	42	71.8%	20	63.0%	10
Quite important	23.4%	73	27.0%	38	20.5%	35	20.8%	10	27.8%	22	26.1%	20	19.1%	11	16.0%	5	25.3%	4
Not very important	5.1%	16	3.3%	5	6.6%	11	6.3%	3	5.1%	4	3.7%	3	7.1%	4	4.4%	1	2.2%	0
Not at all important	4.4%	14	7.2%	10	2.1%	4	0.0%	0	6.2%	5	4.3%	3	3.4%	2	7.7%	2	6.7%	1
(Don't know)	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0
Mean:		3.53		3.45		3.60		3.67		3.43		3.54		3.57		3.52		3.49
Weighted base:		310		140		170		48		80		78		59		28		16
Sample:		273		108		165		18		34		69		92		33		27

Communication (e.g. confirmation emails)

Very important	65.0%	202	61.1%	85	68.2%	116	58.3%	28	67.8%	54	65.6%	51	67.0%	40	56.2%	16	76.5%	12
Quite important	25.2%	78	21.1%	29	28.7%	49	32.6%	16	21.2%	17	25.5%	20	27.5%	16	24.5%	7	14.7%	2
Not very important	6.8%	21	12.5%	18	2.1%	4	9.1%	4	10.9%	9	5.5%	4	3.5%	2	1.8%	1	6.8%	1
Not at all important	1.6%	5	3.1%	4	0.4%	1	0.0%	0	0.0%	0	3.4%	3	2.1%	1	3.6%	1	0.0%	0
(Don't know)	1.4%	4	2.2%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	4	2.1%	0
Mean:		3.56		3.43		3.66		3.49		3.57		3.53		3.59		3.55		3.71
Weighted base:		310		140		170		48		80		78		59		28		16
Sample:		273		108		165		18		34		69		92		33		27

Weighted:

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Hours Click & Collect service is open																		
Very important	53.3%	165	60.3%	84	47.6%	81	47.6%	23	57.6%	46	51.6%	40	54.9%	33	54.5%	15	49.5%	8
Quite important	31.2%	97	23.7%	33	37.5%	64	47.1%	23	31.7%	25	26.0%	20	32.2%	19	21.1%	6	20.7%	3
Not very important	9.6%	30	7.3%	10	11.5%	20	5.3%	3	7.0%	6	15.8%	12	8.5%	5	4.1%	1	19.3%	3
Not at all important	4.2%	13	6.6%	9	2.2%	4	0.0%	0	0.0%	0	6.6%	5	3.8%	2	17.3%	5	4.3%	1
(Don't know)	1.7%	5	2.1%	3	1.3%	2	0.0%	0	3.8%	3	0.0%	0	0.6%	0	3.0%	1	6.2%	1
Mean:	3.36	3.41	3.32	3.42	3.53	3.23	3.39	3.16	3.23									3.23
Weighted base:	310	140	170	48	80	78	59	28	16									16
Sample:	273	108	165	18	34	69	92	33	27									27

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Speed of collection process																		
Very important	57.5%	178	60.5%	85	55.0%	94	57.1%	28	58.0%	46	59.5%	47	55.5%	33	60.5%	17	48.2%	8
Quite important	32.4%	100	27.8%	39	36.2%	62	33.8%	16	34.9%	28	30.0%	24	32.7%	19	25.2%	7	39.6%	6
Not very important	8.1%	25	8.1%	11	8.0%	14	9.2%	4	7.2%	6	7.0%	5	7.7%	5	10.7%	3	10.8%	2
Not at all important	1.8%	6	3.5%	5	0.4%	1	0.0%	0	0.0%	0	3.4%	3	3.0%	2	3.6%	1	0.0%	0
(Don't know)	0.3%	1	0.2%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.5%	0
Mean:	3.46	3.46	3.46	3.48	3.51	3.46	3.42	3.43	3.38									3.38
Weighted base:	310	140	170	48	80	78	59	28	16									16
Sample:	273	108	165	18	34	69	92	33	27									27

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
Ease of returns																		
Very important	64.7%	201	59.2%	83	69.1%	118	62.3%	30	72.5%	58	52.6%	41	68.5%	41	65.4%	19	76.6%	12
Quite important	19.7%	61	17.6%	25	21.4%	36	26.4%	13	15.0%	12	24.4%	19	20.2%	12	11.0%	3	13.3%	2
Not very important	5.9%	18	9.5%	13	2.9%	5	2.8%	1	9.6%	8	8.2%	6	2.4%	1	3.4%	1	2.2%	0
Not at all important	3.5%	11	5.4%	8	1.9%	3	0.0%	0	0.0%	0	6.9%	5	3.5%	2	9.9%	3	2.8%	0
(Don't know)	6.3%	20	8.2%	12	4.7%	8	8.5%	4	2.9%	2	7.9%	6	5.4%	3	10.3%	3	5.0%	1
Mean:	3.55	3.43	3.66	3.65	3.65	3.33	3.63	3.47	3.73									3.73
Weighted base:	310	140	170	48	80	78	59	28	16									16
Sample:	273	108	165	18	34	69	92	33	27									27

Q08 If you had to start paying / paying more to use using Click & Collect, how would this affect how much you use Click & Collect? [PR]*Those who have used Click & Collect services at Q02*

Yes - I'd definitely use it less often	47.1%	146	47.2%	66	47.0%	80	49.3%	24	41.3%	33	49.8%	39	47.5%	28	54.5%	15	40.8%	6
Yes - I'd probably use it less often	32.7%	101	31.3%	44	33.8%	58	43.6%	21	34.7%	28	31.3%	25	35.0%	21	15.5%	4	18.2%	3
No - it would make no difference	17.1%	53	17.9%	25	16.4%	28	7.1%	3	21.9%	17	15.5%	12	16.3%	10	16.9%	5	34.7%	5
(Don't know)	3.1%	10	3.6%	5	2.8%	5	0.0%	0	2.1%	2	3.4%	3	1.2%	1	13.2%	4	6.3%	1
Weighted base:	310	140	170	48	80	78	59	28	16									16
Sample:	273	108	165	18	34	69	92	33	27									27

Q09 Do you normally collect from the organisation you bought from or from a third party e.g. convenience store, petrol station? [PR]*Those who have used Click & Collect services at Q02*

Collect from the organisation bought from	79.3%	246	78.3%	109	80.2%	136	90.6%	44	69.9%	56	79.8%	63	78.1%	46	85.8%	24	82.6%	13
From a third party	13.0%	40	16.5%	23	10.1%	17	5.5%	3	16.9%	14	12.9%	10	15.9%	9	8.7%	2	13.5%	2
(Don't know / varies)	7.7%	24	5.2%	7	9.7%	16	3.9%	2	13.1%	10	7.3%	6	6.0%	4	5.5%	2	3.9%	1
Weighted base:	310	140	170	48	80	78	59	28	16									16
Sample:	273	108	165	18	34	69	92	33	27									27

Q10 Do you prefer Click & Collect or Click & Deliver? [PR]*Those who have used Click & Collect services at Q02*

Prefer Click & Collect	34.6%	107	21.7%	30	45.1%	77	29.8%	14	38.7%	31	34.8%	27	30.4%	18	31.2%	9	49.2%	8
Prefer Click & Deliver	36.7%	114	45.9%	64	29.1%	50	33.9%	16	44.3%	35	34.9%	27	39.5%	24	31.9%	9	13.3%	2
(Don't know)	28.8%	89	32.4%	45	25.8%	44	36.2%	18	17.0%	14	30.4%	24	30.1%	18	36.9%	10	37.5%	6
Weighted base:	310	140	170	48	80	78	59	28	16									16
Sample:	273	108	165	18	34	69	92	33	27									27

Weighted:

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+
Q11 Why do you say that you (ANSWER FROM Q10)? [MR]									
<i>Those who prefer Click & Collect services at Q10</i>									
Often no one is in to wait for delivery	27.6%	30 25.5%	8 28.4%	22 31.9%	5 29.2%	9 33.9%	9 21.9%	4 23.9%	2 7.9%
Collect from the organisation bought from	22.0%	24 16.6%	5 24.2%	19 17.7%	3 27.1%	8 18.6%	5 16.7%	3 30.6%	3 24.3%
Cheaper / often free delivery	19.7%	21 6.0%	2 25.1%	19 22.0%	3 32.8%	10 24.4%	7 6.4%	1 0.0%	0 0.0%
More convenient / easier for me	19.1%	20 18.8%	6 19.2%	15 34.7%	5 5.3%	2 23.4%	6 18.0%	3 30.5%	3 19.2%
Fits better around my work	10.6%	11 12.0%	4 10.0%	8 0.0%	0 19.8%	6 3.7%	1 16.6%	3 0.0%	0 15.8%
More reliable than waiting in for a parcel	7.3%	8 17.8%	5 3.1%	2 28.5%	4 0.0%	0 4.2%	1 9.4%	2 9.4%	1 0.0%
Store is local to me	4.0%	4 0.0%	0 5.6%	4 0.0%	0 0.0%	0 3.8%	1 8.4%	2 0.0%	0 23.0%
Quicker	2.9%	3 7.8%	2 1.0%	1 0.0%	0 0.0%	0 0.0%	0 10.7%	2 0.0%	0 15.8%
All I've ever used	1.7%	2 1.3%	0 1.9%	1 0.0%	0 0.0%	0 0.0%	0 2.2%	0 5.7%	1 12.0%
(Don't know)	0.4%	0 1.4%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 5.7%
Weighted base:		107	30	77	14	31	27	18	9
Sample:		99	31	68	5	16	25	30	11

Q11 Why do you say that you (ANSWER FROM Q10)? [MR]*Those who have used Click & Deliver services at Q10*

More convenient / easier for me	40.1%	46 42.4%	27 37.1%	18 59.2%	10 34.5%	12 43.5%	12 30.5%	7 39.0%	4 50.4%
Less effort needed	28.3%	32 30.5%	20 25.5%	13 18.5%	3 44.3%	16 17.8%	5 27.7%	7 23.3%	2 0.0%
Saves a journey	18.7%	21 18.8%	12 18.6%	9 22.3%	4 15.0%	5 17.2%	5 23.1%	5 23.8%	2 0.0%
Comes direct to me	6.3%	7 0.0%	0 14.4%	7 0.0%	0 4.1%	1 13.6%	4 8.5%	2 0.0%	0 0.0%
Just as good as click and collect	3.0%	3 2.8%	2 3.4%	2 0.0%	0 0.0%	0 5.2%	1 7.2%	2 0.0%	0 16.5%
Shops are always nearby	2.4%	3 1.4%	1 3.7%	2 0.0%	0 2.1%	1 0.0%	0 8.4%	2 0.0%	0 0.0%
Don't have to worry about carrying bulky goods	2.0%	2 1.6%	1 2.5%	1 0.0%	0 0.0%	0 0.0%	0 2.9%	1 13.9%	1 16.7%
Had a few problems with click and collect	0.7%	1 1.2%	1 0.0%	0 0.0%	0 0.0%	0 2.7%	1 0.0%	0 0.0%	0 0.0%
Don't have to pay for parking	0.6%	1 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.7%	1 0.0%	0 0.0%
Dislike shopping	0.3%	0 0.0%	0 0.8%	0 0.0%	0 0.0%	0 0.0%	0 1.6%	0 0.0%	0 0.0%
(Don't know)	0.3%	0 0.5%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 16.5%
Weighted base:		114	64	50	16	35	27	24	9
Sample:		94	44	50	8	13	21	36	10

Q11 Why do you say that you (ANSWER FROM Q10)? [MR]*Those who have no preference at Q10*

Use which ever is convenient at the time	40.8%	36 35.6%	16 46.2%	20 47.8%	8 16.9%	2 62.0%	15 46.5%	8 8.0%	1 30.5%
No problem with either	19.0%	17 30.1%	14 7.5%	3 52.2%	9 0.0%	0 11.9%	3 13.0%	2 20.4%	2 8.3%
Size of the goods can play its part	15.0%	13 17.9%	8 12.0%	5 0.0%	0 47.1%	6 13.5%	3 10.5%	2 13.0%	1 9.1%
(Don't know)	26.8%	24 16.4%	7 37.5%	16 0.0%	0 46.4%	6 12.7%	3 30.0%	5 58.6%	6 52.1%
Weighted base:		89	45	44	18	14	24	18	10
Sample:		80	33	47	5	5	23	26	12

SEX Sex of respondent

Male	48.7%	475 100.0%	475 0.0%	0 51.2%	75 49.7%	85 50.1%	90 50.2%	80 49.8%	64 42.6%	81
Female	51.3%	500 0.0%	0 100.0%	500 48.8%	72 50.3%	86 49.9%	90 49.8%	79 50.2%	64 57.4%	110
Weighted base:		975	475	500	147	171	179	159	128	191
Sample:		1000	493	507	56	68	160	256	148	312

AGE To ensure we get a representative sample, could I ask how old you are ?

16 to 24	15.1%	147 15.9%	75 14.4%	72 100.0%	147 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
25 to 34	17.5%	171 17.9%	85 17.2%	86 0.0%	0 100.0%	171 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
35 to 44	18.4%	179 18.9%	90 17.9%	90 0.0%	0 0.0%	0 100.0%	179 0.0%	0 0.0%	0 0.0%	0 0.0%
45 to 54	16.3%	159 16.8%	80 15.8%	79 0.0%	0 0.0%	0 0.0%	0 100.0%	159 0.0%	0 0.0%	0 0.0%
55 to 64	13.1%	128 13.4%	64 12.8%	64 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	128 0.0%	0 0.0%
65 +	19.6%	191 17.1%	81 21.9%	110 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	191
Weighted base:		975	475	500	147	171	179	159	128	191
Sample:		1000	493	507	56	68	160	256	148	312

Column %ges.

Weighted:

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+									
SEG Socio-economic group																		
A	3.0%	29	4.5%	22	1.5%	8	6.7%	10	0.0%	0	3.2%	6	4.0%	6	2.3%	3	2.2%	4
B	13.9%	135	15.5%	73	12.4%	62	13.1%	19	15.9%	27	17.4%	31	14.0%	22	11.1%	14	11.0%	21
C1	29.9%	292	26.1%	124	33.6%	168	37.1%	55	23.2%	40	33.2%	59	32.2%	51	31.7%	40	24.3%	46
C2	31.4%	306	34.8%	165	28.1%	141	26.0%	38	38.0%	65	34.4%	62	34.8%	55	33.2%	42	22.7%	43
D	11.4%	111	11.6%	55	11.2%	56	15.2%	22	17.5%	30	8.8%	16	11.7%	19	9.8%	13	6.3%	12
E	10.4%	102	7.5%	35	13.2%	66	1.9%	3	5.4%	9	3.1%	5	3.3%	5	11.8%	15	33.5%	64
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
EMP Which of the following best describes your current employment status ? [PR]																		
Working full-time (30+ hours a week)	44.5%	434	55.3%	262	34.4%	172	42.6%	63	69.3%	118	57.2%	103	59.5%	94	35.0%	45	6.0%	11
Part-time	17.8%	174	10.0%	48	25.2%	126	18.1%	27	16.0%	27	30.3%	54	23.5%	37	15.0%	19	4.6%	9
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	11.6%	113	12.6%	60	10.6%	53	36.2%	53	7.5%	13	8.9%	16	9.8%	16	8.8%	11	2.0%	4
Not working (retired / invalid)	25.5%	249	21.8%	103	29.0%	145	1.9%	3	6.0%	10	3.1%	6	6.7%	11	41.3%	53	87.4%	167
(Refused)	0.6%	5	0.3%	1	0.8%	4	1.2%	2	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
SHP Main shopper:																		
Yes	74.0%	722	63.0%	299	84.6%	423	25.3%	37	81.1%	139	82.1%	147	81.1%	129	85.7%	109	84.2%	161
No	26.0%	253	37.0%	176	15.4%	77	74.7%	110	18.9%	32	17.9%	32	18.9%	30	14.3%	18	15.8%	30
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
ADU How many adults aged 16 years or older, including yourself, live in your household ?																		
One	24.0%	234	25.5%	121	22.5%	113	7.4%	11	15.7%	27	15.5%	28	23.3%	37	31.6%	40	47.6%	91
Two	48.8%	476	47.5%	225	50.0%	250	30.3%	45	57.8%	99	67.0%	120	40.0%	64	53.3%	68	42.2%	81
Three	17.5%	171	17.1%	81	17.9%	90	38.7%	57	18.2%	31	11.6%	21	20.8%	33	10.5%	13	8.1%	16
Four	7.4%	72	7.6%	36	7.2%	36	17.7%	26	6.3%	11	4.6%	8	12.7%	20	4.0%	5	1.0%	2
Five	0.7%	7	0.8%	4	0.5%	3	0.0%	0	0.0%	0	0.8%	1	2.5%	4	0.7%	1	0.2%	0
Six or more	1.1%	11	1.1%	5	1.1%	5	5.9%	9	0.8%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	0
(Refused)	0.5%	5	0.4%	2	0.7%	3	0.0%	0	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.9%	2
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
CHI How many children live in your household, aged 15 years and under ?																		
None	72.9%	710	75.2%	357	70.6%	353	75.9%	112	54.8%	94	42.5%	76	76.4%	121	95.3%	122	97.4%	186
One	11.7%	114	9.7%	46	13.5%	68	14.8%	22	21.6%	37	18.2%	33	11.2%	18	1.7%	2	1.3%	2
Two	10.0%	98	8.9%	42	11.1%	56	6.6%	10	12.7%	22	28.0%	50	8.4%	13	1.6%	2	0.4%	1
Three	4.6%	45	5.3%	25	3.9%	20	2.7%	4	9.7%	17	10.2%	18	3.3%	5	0.6%	1	0.0%	0
Four	0.3%	3	0.5%	2	0.1%	0	0.0%	0	0.0%	0	0.6%	1	0.3%	0	0.9%	1	0.0%	0
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.5%	5	0.4%	2	0.7%	3	0.0%	0	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.9%	2
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312
HLD Size of household																		
One	21.9%	214	24.6%	117	19.3%	97	7.4%	11	10.0%	17	11.4%	20	21.5%	34	31.6%	40	47.6%	91
Two	31.9%	311	30.9%	147	32.8%	164	19.7%	29	30.2%	52	24.2%	43	26.3%	42	51.7%	66	41.5%	79
Three	20.2%	197	18.8%	89	21.5%	108	35.8%	53	27.5%	47	17.6%	32	22.4%	36	10.4%	13	8.7%	17
Four	16.4%	160	15.4%	73	17.3%	87	24.6%	36	17.8%	30	31.0%	56	21.3%	34	2.1%	3	0.4%	1
Five or more	9.1%	88	9.9%	47	8.2%	41	12.5%	18	13.3%	23	15.2%	27	8.0%	13	4.2%	5	1.0%	2
(Refused)	0.5%	5	0.4%	2	0.7%	3	0.0%	0	1.2%	2	0.4%	1	0.4%	1	0.0%	0	0.9%	2
Weighted base:		975		475		500		147		171		179		159		128		191
Sample:		1000		493		507		56		68		160		256		148		312

Column %ges.

Weighted:

August 2015

	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65+
IS2 ISBA region									
Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Scotland	8.7%	84	9.7%	46	7.7%	38	10.6%	16	11.1%
North / Borders	6.3%	62	6.7%	32	6.0%	30	8.3%	12	7.1%
Lancashire	12.1%	118	13.8%	65	10.5%	53	8.7%	13	17.0%
Yorkshire	9.9%	97	9.4%	45	10.4%	52	5.3%	8	11.5%
Wales & South West	10.9%	107	10.6%	50	11.3%	56	14.0%	21	15.0%
Midlands	15.3%	149	13.1%	62	17.4%	87	28.4%	42	2.7%
East England	7.3%	71	5.3%	25	9.2%	46	8.8%	13	3.1%
London	19.6%	191	21.6%	102	17.7%	89	9.3%	14	20.8%
Southern	9.9%	97	10.0%	47	9.8%	49	6.6%	10	11.6%
Weighted base:	975	475	500	147	171	179	159	128	191
Sample:	1000	493	507	56	68	160	256	148	312