

Measuring and Understanding Public Opinion: High Street Markets October 2011

This public opinion data has been collected and analysed by NEMS from a representative sample of UK adults. It contains basic breakdowns by demography, geography and any key interesting market sub-groups.

You are free to use the data, providing you acknowledge/reference the source as "NEMS Market Research, October 2011.

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



	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
Meanscore: [Visits per Month]																
Q01 How often do you visit general markets in towns in your area?																
Weekly	21.0%	210	20.8%	100	21.2%	110	19.2%	63	18.9%	66	25.0%	82	16.2%	79	25.6%	131
Every 2 or 3 weeks	7.1%	71	6.6%	32	7.7%	40	7.1%	23	8.1%	28	6.2%	20	6.9%	34	7.4%	38
About once a month	13.2%	132	12.4%	60	13.9%	72	10.2%	33	17.6%	61	11.5%	38	15.0%	74	11.4%	58
Every 2 or 3 months	7.7%	77	9.6%	46	5.9%	31	11.7%	38	5.5%	19	5.9%	19	11.0%	54	4.5%	23
Once or twice a year	10.8%	108	11.8%	57	9.8%	51	6.4%	21	16.7%	58	8.9%	29	12.8%	63	8.8%	45
Less often	3.3%	33	1.9%	9	4.5%	23	3.4%	11	2.9%	10	3.5%	11	2.8%	14	3.7%	19
Never	37.0%	371	36.9%	178	37.0%	193	42.1%	138	30.2%	105	39.1%	128	35.5%	174	38.4%	196
(Don't know)	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	1
Mean:	1.12		1.10		1.14		1.03		1.10		1.24		0.96		1.28	
Weighted base:	1002		482		520		327		347		327		491		511	
Sample:	1002		474		528		109		440		453		482		520	

Meanscore: [Visits per Month]																
Q02 How often do you go to that market?																
<i>Those who visit general markets in their area at least once a year</i>																
Weekly	33.1%	198	33.9%	100	32.3%	98	31.4%	56	26.4%	61	42.8%	80	24.9%	76	41.4%	122
Every 2 or 3 weeks	13.0%	78	10.8%	32	15.2%	46	16.7%	30	11.8%	27	11.1%	21	11.8%	36	14.3%	42
About once a month	23.5%	141	21.0%	62	25.9%	79	22.0%	39	27.4%	63	20.2%	38	25.7%	78	21.3%	63
Every 2 or 3 months	12.4%	74	15.5%	46	9.4%	28	18.1%	32	8.8%	20	11.5%	22	17.3%	52	7.4%	22
Once or twice a year	17.2%	103	18.7%	55	15.7%	48	10.7%	19	24.5%	57	14.4%	27	19.5%	59	14.8%	44
Less often	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.7%	2	0.0%	0	0.1%	0	0.4%	1
(Don't know)	0.5%	3	0.0%	0	0.9%	3	1.0%	2	0.5%	1	0.0%	0	0.6%	2	0.4%	1
Mean:	1.83		1.81		1.85		1.83		1.58		2.14		1.53		2.14	
Weighted base:	598		294		304		178		232		188		303		295	
Sample:	601		293		308		63		275		263		296		305	

Meanscore: [Minutes]																
Q03 How long does it take you to get to this market?																
<i>Those who visit general markets in their area at least once a year</i>																
5 minutes or less	16.5%	98	19.2%	56	13.8%	42	17.6%	31	19.6%	45	11.5%	22	17.4%	53	15.5%	46
6 to 10 minutes	25.5%	152	20.8%	61	30.0%	91	27.5%	49	25.2%	58	24.0%	45	24.4%	74	26.6%	79
11 to 20 minutes	34.5%	207	33.1%	98	35.9%	109	31.1%	55	33.1%	77	39.6%	75	32.2%	98	37.0%	109
21 to 30 minutes	14.6%	87	16.4%	48	12.8%	39	13.8%	25	15.1%	35	14.7%	28	13.9%	42	15.3%	45
31 to 45 minutes	5.8%	34	7.9%	23	3.7%	11	8.5%	15	4.0%	9	5.3%	10	8.2%	25	3.2%	10
46 to 60 minutes	1.8%	11	1.0%	3	2.5%	8	1.6%	3	0.9%	2	3.0%	6	2.6%	8	1.0%	3
61 to 120 minutes	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.5%	1
More than 120 minutes	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.2%	1	0.1%	0
(Don't know / can't remember)	0.9%	6	0.6%	2	1.2%	4	0.0%	0	1.7%	4	0.9%	2	1.1%	3	0.7%	2
Mean:	17.91		18.83		17.00		17.85		16.55		19.61		18.48		17.31	
Weighted base:	598		294		304		178		232		188		303		295	
Sample:	601		293		308		63		275		263		296		305	

Q05 And how do you usually travel to this market?																
<i>Those who visit general markets in their area at least once a year</i>																
Car (driver)	49.5%	296	51.6%	152	47.5%	144	47.9%	86	54.3%	126	45.1%	85	56.6%	172	42.2%	124
Car (passenger)	8.5%	51	3.6%	11	13.2%	40	14.1%	25	5.0%	11	7.4%	14	3.5%	11	13.6%	40
Motorcycle	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Bus	17.1%	102	17.4%	51	16.7%	51	11.5%	21	12.2%	28	28.3%	53	14.4%	44	19.8%	58
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	6	1.2%	4	0.7%	2	0.0%	0	0.9%	2	2.0%	4	1.3%	4	0.6%	2
Walk	22.5%	135	24.4%	72	20.8%	63	26.4%	47	25.2%	58	15.6%	29	22.6%	69	22.5%	66
Cycle	0.9%	5	0.8%	2	0.9%	3	0.0%	0	1.4%	3	1.0%	2	1.0%	3	0.7%	2
Other	0.5%	3	0.8%	2	0.2%	1	0.0%	0	1.0%	2	0.4%	1	0.5%	1	0.5%	2
Weighted base:	598		294		304		178		232		188		303		295	
Sample:	601		293		308		63		275		263		296		305	

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
Meanscore: [£]																
Q06 On your last visit, how much did you spend?																
<i>Those who visit general markets in their area at least once a year</i>																
£0.01 - £5.00	15.7%	94	15.9%	47	15.4%	47	12.3%	22	16.8%	39	17.4%	33	18.7%	57	12.6%	37
£5.01 - £10.00	17.7%	106	16.5%	49	18.9%	58	23.4%	42	16.8%	39	13.5%	25	14.9%	45	20.7%	61
£10.01 - £20.00	19.4%	116	17.8%	52	20.9%	63	12.1%	22	24.1%	56	20.5%	38	18.1%	55	20.7%	61
£20.01 - £30.00	9.2%	55	10.7%	31	7.8%	24	9.6%	17	8.7%	20	9.5%	18	9.1%	28	9.3%	27
£30.01 - £40.00	3.8%	23	4.4%	13	3.2%	10	6.0%	11	3.3%	8	2.3%	4	3.7%	11	3.9%	12
£40.01 - £50.00	4.3%	26	7.0%	21	1.6%	5	7.8%	14	4.4%	10	0.8%	1	7.6%	23	0.9%	3
£50.01+	6.9%	41	5.6%	17	8.1%	25	11.4%	20	6.9%	16	2.6%	5	6.1%	19	7.7%	23
Nothing	3.9%	23	3.4%	10	4.4%	13	4.7%	8	3.5%	8	3.7%	7	3.5%	11	4.3%	13
(Don't know / can't remember)	19.1%	115	18.7%	55	19.5%	59	12.6%	23	15.6%	36	29.7%	56	18.4%	56	19.9%	59
Mean:	25.33	26.03	24.63	32.81	24.86	17.22	27.16	23.38								
Weighted base:	598	294	304	178	232	188	303	295								
Sample:	601	293	308	63	275	263	296	305								

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
Q07 And what types of goods did you buy? [MR]																
<i>Those who visit general markets in their area at least once a year</i>																
Food and groceries	65.1%	390	66.1%	195	64.2%	195	59.9%	107	68.0%	157	66.6%	125	68.1%	206	62.1%	183
Clothing / footwear	11.0%	66	8.0%	23	14.0%	43	17.6%	31	7.9%	18	8.7%	16	11.0%	33	11.1%	33
Electrical items	2.1%	12	3.8%	11	0.4%	1	1.2%	2	2.7%	6	2.0%	4	0.4%	1	3.8%	11
General household items	12.4%	74	12.4%	36	12.5%	38	16.8%	30	13.8%	32	6.6%	12	10.6%	32	14.3%	42
Gifts/cards	4.1%	25	1.9%	5	6.3%	19	6.0%	11	3.6%	8	3.0%	6	4.0%	12	4.3%	13
Books, CD's, DVDs etc	1.5%	9	2.0%	6	1.0%	3	1.9%	3	1.7%	4	0.9%	2	0.2%	1	2.8%	8
DIY/hobby products	0.8%	5	0.9%	3	0.8%	2	0.0%	0	2.1%	5	0.0%	0	1.0%	3	0.7%	2
Flowers/plants	2.5%	15	1.4%	4	3.6%	11	1.6%	3	2.0%	5	4.0%	8	3.3%	10	1.8%	5
Pet Products	0.7%	4	0.5%	1	0.8%	3	1.0%	2	0.9%	2	0.0%	0	1.2%	4	0.1%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Can't remember)	10.0%	60	10.4%	31	9.5%	29	5.9%	10	8.6%	20	15.6%	29	10.7%	32	9.3%	27
(Nothing)	2.3%	14	1.7%	5	2.9%	9	2.4%	4	1.6%	4	3.1%	6	1.6%	5	3.0%	9
Weighted base:	598	294	304	178	232	188	303	295								
Sample:	601	293	308	63	275	263	296	305								

Meanscore: [Very good = 2, Quite good = 1, Neither good nor poor = 0, Quite poor = -1, Very poor = -2]

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
Q08 How would you rate this market for ... [PR]																
<i>Those who visit general markets in their area at least once a year</i>																
Range of goods for sale																
Very good	23.7%	142	22.0%	65	25.4%	77	19.3%	34	23.4%	54	28.3%	53	22.6%	68	24.9%	73
Quite good	50.3%	301	53.8%	158	47.0%	143	63.3%	113	44.8%	104	44.7%	84	53.3%	162	47.2%	139
Neither good nor poor	15.8%	95	16.0%	47	15.7%	48	15.7%	28	15.9%	37	15.9%	30	14.3%	43	17.4%	51
Quite poor	7.2%	43	4.7%	14	9.6%	29	1.7%	3	11.4%	26	7.2%	14	7.7%	23	6.6%	20
Very poor	1.9%	11	1.5%	4	2.4%	7	0.0%	0	2.6%	6	2.9%	5	1.1%	3	2.8%	8
(Don't know)	1.0%	6	2.1%	6	0.0%	0	0.0%	0	1.8%	4	1.0%	2	1.0%	3	1.1%	3
Mean:	0.88	0.92	0.83	1.00	0.76	0.89	0.90	0.86								
Weighted base:	598	294	304	178	232	188	303	295								
Sample:	601	293	308	63	275	263	296	305								

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
Quality of goods																
Very good	30.0%	179	29.6%	87	30.4%	92	27.2%	49	33.8%	78	27.8%	52	30.6%	93	29.3%	86
Quite good	50.1%	299	48.1%	141	52.0%	158	49.9%	89	50.5%	117	49.8%	94	46.5%	141	53.8%	159
Neither good nor poor	15.0%	90	17.9%	53	12.2%	37	20.4%	36	11.0%	25	14.8%	28	18.2%	55	11.7%	35
Quite poor	1.8%	11	0.9%	3	2.8%	8	0.5%	1	2.5%	6	2.3%	4	1.2%	4	2.5%	7
Very poor	0.6%	4	0.4%	1	0.8%	2	0.0%	0	1.3%	3	0.3%	1	0.6%	2	0.6%	2
(Don't know)	2.5%	15	3.2%	10	1.9%	6	2.0%	3	1.0%	2	5.0%	9	3.0%	9	2.1%	6
Mean:	1.10	1.09	1.11	1.06	1.14	1.08	1.09	1.11								
Weighted base:	598	294	304	178	232	188	303	295								
Sample:	601	293	308	63	275	263	296	305								

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
Price of goods																
Very good	20.6%	123	18.2%	54	22.9%	70	19.6%	35	21.3%	49	20.7%	39	19.4%	59	21.8%	64
Quite good	54.1%	323	51.7%	152	56.4%	171	53.4%	95	53.9%	125	55.0%	103	53.0%	161	55.3%	163
Neither good nor poor	16.7%	100	18.6%	55	14.8%	45	18.8%	34	16.5%	38	14.9%	28	18.9%	57	14.4%	43
Quite poor	6.0%	36	8.2%	24	3.9%	12	8.1%	15	6.2%	14	3.8%	7	6.3%	19	5.8%	17
Very poor	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.4%	1
(Don't know)	2.4%	14	3.3%	10	1.6%	5	0.0%	0	1.7%	4	5.6%	11	2.5%	8	2.3%	7
Mean:	0.91		0.83		0.99		0.85		0.91		0.98		0.88		0.94	
Weighted base:	598		294		304		178		232		188		303		295	
Sample:	601		293		308		63		275		263		296		305	

Appearance and environment																
Very good	20.5%	122	19.4%	57	21.5%	65	10.0%	18	23.4%	54	26.8%	50	18.6%	56	22.4%	66
Quite good	55.8%	334	53.9%	159	57.8%	175	62.9%	112	52.4%	121	53.3%	100	54.8%	166	57.0%	168
Neither good nor poor	13.8%	83	14.6%	43	13.1%	40	17.0%	30	14.0%	32	10.6%	20	15.5%	47	12.2%	36
Quite poor	7.2%	43	9.2%	27	5.2%	16	10.1%	18	5.9%	14	6.1%	12	9.2%	28	5.1%	15
Very poor	1.5%	9	1.1%	3	1.9%	6	0.0%	0	2.6%	6	1.6%	3	0.7%	2	2.3%	7
(Don't know)	1.1%	7	1.8%	5	0.5%	2	0.0%	0	1.6%	4	1.6%	3	1.3%	4	1.0%	3
Mean:	0.88		0.83		0.92		0.73		0.90		0.99		0.82		0.93	
Weighted base:	598		294		304		178		232		188		303		295	
Sample:	601		293		308		63		275		263		296		305	

Layout of the stalls																
Very good	22.3%	133	21.7%	64	22.9%	70	8.6%	15	27.7%	64	28.6%	54	19.9%	60	24.7%	73
Quite good	58.4%	349	55.3%	163	61.4%	186	68.0%	121	53.6%	124	55.1%	104	58.0%	176	58.8%	173
Neither good nor poor	10.5%	63	13.2%	39	7.8%	24	9.9%	18	11.6%	27	9.6%	18	13.5%	41	7.4%	22
Quite poor	7.2%	43	7.2%	21	7.2%	22	13.5%	24	5.6%	13	3.4%	6	7.1%	21	7.4%	22
Very poor	0.6%	4	0.8%	2	0.3%	1	0.0%	0	0.7%	2	1.0%	2	0.7%	2	0.5%	1
(Don't know)	1.0%	6	1.8%	5	0.3%	1	0.0%	0	0.9%	2	2.2%	4	0.8%	3	1.3%	4
Mean:	0.96		0.91		1.00		0.72		1.03		1.09		0.90		1.01	
Weighted base:	598		294		304		178		232		188		303		295	
Sample:	601		293		308		63		275		263		296		305	

Meanscore: [A lot less often = -2, A little less often = -1, Would not make any difference = 0, A little more often = 1, A lot more often = 2]

Q09 If the town did not have a market, would you be likely to visit the town more or less often? [PR]

Those who visit general markets in their area at least once a year

A lot less often	12.7%	76	12.5%	37	12.9%	39	17.8%	32	11.0%	26	10.0%	19	12.2%	37	13.3%	39
A little less often	16.8%	100	18.5%	55	15.1%	46	21.4%	38	17.3%	40	11.8%	22	19.4%	59	14.1%	42
Would not make any difference	65.6%	393	63.8%	188	67.4%	205	52.7%	94	69.0%	160	73.8%	139	64.3%	195	67.0%	198
A little more often	1.8%	11	1.8%	5	1.9%	6	1.9%	3	0.8%	2	3.0%	6	0.7%	2	3.0%	9
A lot more often	1.8%	11	2.8%	8	0.9%	3	6.2%	11	0.0%	0	0.0%	0	2.9%	9	0.8%	2
(Don't know)	1.1%	7	0.5%	2	1.7%	5	0.0%	0	1.8%	4	1.4%	3	0.5%	1	1.8%	5
Mean:	-0.37		-0.36		-0.38		-0.43		-0.39		-0.29		-0.38		-0.37	
Weighted base:	598		294		304		178		232		188		303		295	
Sample:	601		293		308		63		275		263		296		305	

Q10 Is this also your nearest general market?

Those who visit general markets in their area at least once a year

Yes	86.8%	519	84.2%	248	89.4%	271	84.8%	151	86.2%	200	89.5%	168	84.7%	257	89.0%	262
No	13.2%	79	15.8%	46	10.6%	32	15.2%	27	13.8%	32	10.5%	20	15.3%	46	11.0%	32
Weighted base:	598		294		304		178		232		188		303		295	
Sample:	601		293		308		63		275		263		296		305	

	Total	Male		Female		16 to 34		35 to 54		55+		ABC1		C2DE		
Q11 Why do you prefer your favourite market? <i>Those whose favourite market is not their closest market at Q10</i>																
Bigger / better market	53.5%	42	56.0%	26	50.0%	16	51.4%	14	57.5%	18	49.9%	10	62.2%	29	41.1%	13
Like the area	17.4%	14	19.7%	9	14.0%	5	12.8%	3	20.3%	6	18.9%	4	8.4%	4	30.2%	10
More convenient location	27.7%	22	23.5%	11	33.7%	11	35.9%	10	18.5%	6	31.2%	6	29.5%	14	25.1%	8
Don't know / no reason in particular	1.5%	1	0.8%	0	2.4%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	3.6%	1
Weighted base:		79		46		32		27		32		20		46		32
Sample:		71		37		34		8		36		27		37		34

Meanscore: [Visits per Month]

Q12 How often do you go to your nearest market?

Those whose favourite market is not their closest market at Q10

Weekly	16.2%	13	11.3%	5	23.2%	7	7.6%	2	11.9%	4	34.9%	7	16.6%	8	15.5%	5
Every 2 or 3 weeks	6.7%	5	2.7%	1	12.5%	4	0.0%	0	10.4%	3	10.1%	2	4.7%	2	9.6%	3
About once a month	12.4%	10	13.1%	6	11.3%	4	12.8%	3	8.0%	3	19.0%	4	5.0%	2	23.0%	7
Every 2 or 3 months	6.8%	5	6.8%	3	6.7%	2	8.9%	2	2.1%	1	11.3%	2	8.8%	4	3.9%	1
Once or twice a year	20.9%	16	16.2%	8	27.6%	9	21.0%	6	28.3%	9	8.9%	2	14.2%	7	30.6%	10
Less often	8.2%	6	8.4%	4	8.0%	3	0.0%	0	15.2%	5	8.4%	2	10.5%	5	5.0%	2
Never	27.0%	21	38.4%	18	10.7%	3	49.7%	14	22.9%	7	2.4%	0	40.3%	19	8.1%	3
(Don't know)	1.8%	1	3.0%	1	0.0%	0	0.0%	0	1.2%	0	5.1%	1	0.0%	0	4.3%	1
Mean:		0.94		0.70		1.29		0.49		0.77		1.89		0.84		1.09
Weighted base:		79		46		32		27		32		20		46		32
Sample:		71		37		34		8		36		27		37		34

Meanscore: [Minutes]

Q13 How long would it take you to get to your nearest market?

Those whose favourite market is not their closest market at Q10

5 minutes or less	9.1%	7	3.9%	2	16.7%	5	7.6%	2	9.4%	3	10.8%	2	10.0%	5	7.9%	3
6 to 10 minutes	40.0%	32	46.9%	22	30.2%	10	59.1%	16	35.7%	11	20.6%	4	48.0%	22	28.6%	9
11 to 20 minutes	29.7%	23	28.9%	13	30.8%	10	33.3%	9	19.0%	6	41.9%	8	27.3%	13	33.1%	11
21 to 30 minutes	4.3%	3	3.0%	1	6.2%	2	0.0%	0	9.1%	3	2.5%	0	5.4%	2	2.8%	1
31 to 45 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
46 to 60 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 to 120 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than 120 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	16.9%	13	17.3%	8	16.2%	5	0.0%	0	26.8%	9	24.1%	5	9.4%	4	27.6%	9
Mean:		13.30		12.89		13.86		11.79		14.17		14.68		12.63		14.49
Weighted base:		79		46		32		27		32		20		46		32
Sample:		71		37		34		8		36		27		37		34

Meanscore: [Always = 1, Usually = 0.75, Sometimes = 0.5, Rarely = 0.25, Never = 0]

Q14 How often do you visit any of the following specialist type markets when they are on in your area, if there are any? [PR]

Farmers markets

Always	4.5%	45	5.1%	24	4.0%	21	2.1%	7	6.7%	23	4.7%	15	5.4%	27	3.6%	19
Usually	4.9%	50	4.3%	21	5.5%	29	3.8%	12	5.2%	18	5.8%	19	5.8%	29	4.1%	21
Sometimes	16.0%	161	14.3%	69	17.7%	92	14.1%	46	16.0%	56	18.0%	59	17.4%	85	14.7%	75
Rarely	14.1%	141	11.4%	55	16.6%	86	13.1%	43	16.1%	56	13.1%	43	15.4%	75	12.9%	66
Never	52.5%	526	57.6%	277	47.7%	248	62.1%	203	45.6%	158	50.1%	164	49.4%	242	55.4%	283
There aren't any in my area	7.9%	79	7.4%	35	8.5%	44	4.9%	16	10.5%	36	8.3%	27	6.6%	33	9.2%	47
Mean:		0.23		0.21		0.24		0.17		0.26		0.24		0.25		0.20
Weighted base:		1002		482		520		327		347		327		491		511
Sample:		1002		474		528		109		440		453		482		520

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE
Craft markets								
Always	1.7%	17	1.2%	6	2.1%	11	1.7%	6
Usually	1.5%	15	1.1%	5	1.9%	10	0.0%	0
Sometimes	9.9%	99	4.6%	22	14.8%	77	6.3%	21
Rarely	10.6%	106	10.0%	48	11.2%	58	8.6%	28
Never	68.5%	686	75.7%	365	61.8%	321	78.0%	255
There aren't any in my area	7.8%	78	7.3%	35	8.3%	43	5.4%	18
Mean:	0.12		0.08		0.16		0.08	
Weighted base:	1002		482		520		327	
Sample:	1002		474		528		109	

Christmas markets								
Always	14.2%	143	11.6%	56	16.7%	87	20.2%	66
Usually	8.4%	84	5.3%	25	11.3%	59	7.2%	23
Sometimes	18.2%	182	18.6%	90	17.8%	93	20.4%	67
Rarely	9.6%	97	8.2%	39	11.0%	57	9.2%	30
Never	43.2%	433	49.7%	239	37.1%	193	39.2%	128
There aren't any in my area	6.3%	64	6.6%	32	6.1%	32	3.8%	12
Mean:	0.35		0.30		0.40		0.40	
Weighted base:	1002		482		520		327	
Sample:	1002		474		528		109	

Continental (food) markets								
Always	7.7%	77	7.1%	34	8.4%	43	11.4%	37
Usually	3.7%	38	3.5%	17	4.0%	21	1.3%	4
Sometimes	14.6%	147	11.2%	54	17.8%	93	15.1%	49
Rarely	10.3%	103	11.2%	54	9.4%	49	9.8%	32
Never	56.6%	567	60.6%	292	53.0%	276	58.2%	190
There aren't any in my area	7.0%	70	6.3%	31	7.5%	39	4.3%	14
Mean:	0.23		0.20		0.25		0.24	
Weighted base:	1002		482		520		327	
Sample:	1002		474		528		109	

Meanscore: [Strongly agree = 2, Slightly agree = 1, Neither agree nor disagree = 0, Slightly disagree = -1, Strongly disagree = -2]

Q15 How much do you agree or disagree with the following statements about markets? [PR]

I like to browse around markets to try and pick up a bargain

Strongly agree	31.4%	314	29.7%	143	33.0%	172	26.9%	88	36.0%	125	30.9%	101	27.3%	134	35.3%	180
Slightly agree	29.2%	292	24.8%	120	33.2%	173	34.0%	111	27.9%	97	25.7%	84	32.1%	158	26.4%	135
Neither agree nor disagree	5.7%	57	5.4%	26	6.0%	31	4.2%	14	7.9%	28	5.0%	16	5.6%	28	5.8%	30
Slightly disagree	9.7%	97	9.1%	44	10.3%	53	8.0%	26	11.3%	39	9.7%	32	11.3%	55	8.1%	42
Strongly disagree	16.8%	169	22.2%	107	11.9%	62	19.4%	64	13.0%	45	18.3%	60	16.8%	82	16.9%	86
(Don't know)	7.2%	72	8.9%	43	5.6%	29	7.5%	25	3.9%	13	10.4%	34	6.9%	34	7.5%	38
Mean:	0.52		0.34		0.69		0.44		0.65		0.46		0.45		0.59	
Weighted base:	1002		482		520		327		347		327		491		511	
Sample:	1002		474		528		109		440		453		482		520	

The quality and price of fresh produce is attractive

Strongly agree	33.6%	337	30.6%	147	36.4%	189	29.1%	95	36.5%	127	35.1%	115	30.8%	151	36.3%	185
Slightly agree	35.5%	356	33.1%	159	37.7%	196	42.5%	139	32.6%	113	31.6%	103	37.6%	184	33.5%	171
Neither agree nor disagree	6.9%	69	7.9%	38	6.0%	31	6.2%	20	8.9%	31	5.5%	18	7.0%	34	6.8%	35
Slightly disagree	5.1%	51	4.7%	23	5.5%	29	3.0%	10	7.7%	27	4.5%	15	4.7%	23	5.5%	28
Strongly disagree	7.2%	72	9.5%	46	5.1%	26	5.7%	19	7.5%	26	8.5%	28	8.9%	44	5.6%	29
(Don't know)	11.6%	117	14.2%	68	9.3%	48	13.5%	44	6.8%	24	14.8%	49	11.1%	54	12.2%	62
Mean:	0.94		0.82		1.05		1.00		0.89		0.94		0.86		1.02	
Weighted base:	1002		482		520		327		347		327		491		511	
Sample:	1002		474		528		109		440		453		482		520	

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
I don't see the attraction of shopping in a market																
Strongly agree	9.7%	97	13.0%	63	6.6%	35	10.6%	35	7.2%	25	11.4%	37	12.0%	59	7.5%	38
Slightly agree	7.9%	79	8.1%	39	7.7%	40	6.9%	22	9.1%	32	7.7%	25	7.5%	37	8.2%	42
Neither agree nor disagree	4.5%	45	4.5%	22	4.5%	24	3.3%	11	4.9%	17	5.3%	17	3.4%	17	5.6%	29
Slightly disagree	31.5%	316	28.9%	139	33.9%	177	35.0%	115	31.2%	108	28.4%	93	34.9%	172	28.3%	144
Strongly disagree	40.0%	401	37.5%	180	42.3%	220	38.1%	125	44.4%	154	37.2%	122	36.7%	180	43.1%	220
(Don't know)	6.4%	64	8.0%	39	4.8%	25	6.1%	20	3.2%	11	10.0%	33	5.4%	27	7.3%	37
Mean:	-0.90		-0.76		-1.03		-0.89		-1.00		-0.80		-0.81		-0.99	
Weighted base:	1002		482		520		327		347		327		491		511	
Sample:	1002		474		528		109		440		453		482		520	

You can get things in a market that you can't buy anywhere else																
Strongly agree	16.4%	164	15.7%	76	17.0%	89	13.9%	46	17.3%	60	17.8%	58	15.5%	76	17.2%	88
Slightly agree	33.0%	331	29.1%	140	36.7%	191	41.7%	136	31.4%	109	26.1%	86	34.7%	171	31.4%	160
Neither agree nor disagree	4.2%	42	3.6%	17	4.7%	24	3.2%	10	5.8%	20	3.3%	11	4.3%	21	4.0%	21
Slightly disagree	19.7%	197	22.1%	106	17.4%	91	17.3%	57	20.7%	72	20.9%	68	19.9%	98	19.4%	99
Strongly disagree	16.5%	165	16.0%	77	16.9%	88	14.4%	47	19.1%	66	15.7%	51	15.2%	75	17.6%	90
(Don't know)	10.3%	103	13.6%	65	7.3%	38	9.5%	31	5.5%	19	16.2%	53	10.3%	51	10.3%	53
Mean:	0.15		0.07		0.21		0.26		0.08		0.11		0.17		0.12	
Weighted base:	1002		482		520		327		347		327		491		511	
Sample:	1002		474		528		109		440		453		482		520	

I prefer shopping in a market to the shops																
Strongly agree	8.1%	81	10.0%	48	6.3%	33	6.5%	21	10.5%	36	7.2%	24	7.5%	37	8.7%	44
Slightly agree	11.1%	112	11.9%	58	10.4%	54	12.1%	40	10.1%	35	11.3%	37	11.7%	57	10.6%	54
Neither agree nor disagree	17.5%	175	17.6%	85	17.4%	90	12.1%	40	22.6%	79	17.4%	57	17.0%	83	18.0%	92
Slightly disagree	23.0%	231	20.1%	97	25.8%	134	24.2%	79	22.6%	78	22.4%	73	26.5%	130	19.7%	101
Strongly disagree	31.7%	317	28.7%	138	34.4%	179	35.2%	115	30.4%	106	29.4%	96	29.2%	143	34.1%	174
(Don't know)	8.5%	85	11.6%	56	5.7%	30	9.9%	32	3.8%	13	12.2%	40	8.1%	40	8.9%	45
Mean:	-0.65		-0.52		-0.76		-0.77		-0.54		-0.63		-0.63		-0.66	
Weighted base:	1002		482		520		327		347		327		491		511	
Sample:	1002		474		528		109		440		453		482		520	

SEX Sex of respondent

Male	48.1%	482	100.0%	482	0.0%	0	49.7%	163	49.5%	172	44.9%	147	50.8%	250	45.4%	232
Female	51.9%	520	0.0%	0	100.0%	520	50.3%	164	50.5%	175	55.1%	181	49.2%	242	54.6%	279
Weighted base:	1002		482		520		327		347		327		491		511	
Sample:	1002		474		528		109		440		453		482		520	

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

16 to 24	15.1%	152	15.9%	77	14.4%	75	46.3%	152	0.0%	0	0.0%	0	14.0%	69	16.2%	83
25 to 34	17.5%	176	17.9%	86	17.2%	90	53.7%	176	0.0%	0	0.0%	0	21.2%	104	14.0%	72
35 to 44	18.4%	184	18.9%	91	17.9%	93	0.0%	0	53.0%	184	0.0%	0	20.7%	101	16.2%	83
45 to 54	16.3%	163	16.8%	81	15.8%	82	0.0%	0	47.0%	163	0.0%	0	16.8%	82	15.8%	81
55 to 64	13.1%	131	13.4%	65	12.8%	67	0.0%	0	0.0%	0	40.0%	131	12.1%	59	14.1%	72
65 +	19.6%	196	17.1%	82	21.9%	114	0.0%	0	0.0%	0	60.0%	196	15.3%	75	23.7%	121
Weighted base:	1002		482		520		327		347		327		491		511	
Sample:	1002		474		528		109		440		453		482		520	

SG1 Socio-economic group

AB	24.0%	241	27.7%	133	20.7%	108	27.2%	89	24.1%	84	20.8%	68	49.0%	241	0.0%	0
C1	25.0%	250	24.2%	116	25.7%	134	25.6%	84	28.8%	100	20.3%	66	51.0%	250	0.0%	0
C2	29.6%	297	31.5%	152	27.9%	145	33.0%	108	30.4%	106	25.4%	83	0.0%	0	58.0%	297
DE	21.4%	214	16.7%	80	25.7%	134	14.3%	47	16.7%	58	33.5%	110	0.0%	0	42.0%	214
Weighted base:	1002		482		520		327		347		327		491		511	
Sample:	1002		474		528		109		440		453		482		520	

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
EMP Which of the following best describes your current employment status ? [PR]																
Working full-time (30+ hours a week)	42.9%	430	57.2%	275	29.7%	154	52.2%	171	61.7%	214	13.6%	45	53.5%	263	32.7%	167
Part-time	14.9%	149	5.4%	26	23.7%	124	12.7%	42	22.0%	76	9.6%	31	12.5%	61	17.3%	88
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	18.2%	183	16.4%	79	19.9%	104	34.5%	113	12.4%	43	8.3%	27	15.2%	75	21.2%	108
Not working (retired / invalid)	23.4%	235	20.5%	99	26.1%	136	0.6%	2	3.4%	12	67.4%	221	18.3%	90	28.4%	145
(Refused)	0.6%	6	0.6%	3	0.5%	3	0.0%	0	0.6%	2	1.1%	3	0.6%	3	0.5%	3
Weighted base:		1002		482		520		327		347		327		491		511
Sample:		1002		474		528		109		440		453		482		520

MAR Which of these best describes your current marital status ? [PR]																
Married / Living as married	49.7%	498	46.9%	226	52.3%	272	28.3%	93	66.7%	232	53.1%	174	50.8%	250	48.7%	249
Single	34.0%	341	39.6%	191	28.8%	150	69.0%	226	23.0%	80	10.8%	35	35.6%	175	32.5%	166
Divorced	6.5%	65	5.7%	27	7.2%	38	1.6%	5	6.5%	22	11.4%	37	5.8%	29	7.1%	37
Widowed	7.8%	78	6.0%	29	9.4%	49	0.0%	0	0.8%	3	23.0%	75	5.6%	28	9.9%	50
Separated	1.4%	14	1.3%	6	1.5%	8	0.9%	3	2.9%	10	0.3%	1	1.6%	8	1.3%	6
(Refused)	0.6%	6	0.4%	2	0.7%	4	0.3%	1	0.0%	0	1.4%	5	0.6%	3	0.5%	3
Weighted base:		1002		482		520		327		347		327		491		511
Sample:		1002		474		528		109		440		453		482		520

IS2 ISBA region																
Scotland	8.2%	82	7.5%	36	8.8%	46	9.1%	30	10.1%	35	5.3%	17	7.6%	38	8.7%	44
North / Borders	6.2%	62	6.9%	33	5.5%	29	4.6%	15	7.0%	24	7.0%	23	4.6%	23	7.7%	40
Lancashire	11.9%	119	12.3%	59	11.5%	60	12.7%	42	10.3%	36	12.7%	42	12.9%	63	10.9%	56
Yorkshire	9.5%	95	7.2%	35	11.6%	61	6.6%	22	10.4%	36	11.4%	37	10.6%	52	8.5%	43
Wales & South West	11.0%	110	9.7%	47	12.1%	63	6.9%	22	11.8%	41	14.2%	47	13.2%	65	8.8%	45
Midlands	16.0%	160	16.5%	79	15.6%	81	9.6%	31	21.3%	74	16.7%	55	14.3%	70	17.6%	90
East England	7.3%	73	7.9%	38	6.7%	35	12.1%	39	3.8%	13	6.2%	20	6.1%	30	8.4%	43
London	20.3%	203	20.7%	100	20.0%	104	24.4%	80	17.7%	61	18.9%	62	22.0%	108	18.6%	95
Southern	9.7%	97	11.3%	54	8.2%	43	14.0%	46	7.7%	27	7.4%	24	8.7%	42	10.6%	54
Weighted base:		1002		482		520		327		347		327		491		511
Sample:		1002		474		528		109		440		453		482		520

CHI How many children live in your household, aged 15 years and under ?																
None	69.0%	691	70.1%	338	68.0%	354	56.7%	185	55.4%	192	95.8%	314	66.5%	327	71.4%	365
One	15.2%	152	16.8%	81	13.7%	71	28.2%	92	16.5%	57	0.8%	3	19.1%	94	11.4%	58
Two	9.9%	100	8.2%	39	11.6%	60	10.2%	33	19.0%	66	0.1%	0	8.7%	43	11.2%	57
Three	3.6%	36	3.6%	18	3.6%	19	2.9%	9	7.3%	25	0.4%	1	3.5%	17	3.7%	19
Four	0.7%	7	0.0%	0	1.3%	7	0.9%	3	1.1%	4	0.0%	0	0.3%	1	1.1%	5
Five	0.5%	5	0.5%	2	0.5%	3	0.9%	3	0.7%	2	0.0%	0	1.0%	5	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
(Refused)	1.0%	10	0.9%	4	1.2%	6	0.3%	1	0.0%	0	2.9%	10	0.8%	4	1.3%	6
Weighted base:		1002		482		520		327		347		327		491		511
Sample:		1002		474		528		109		440		453		482		520

ADU How many adults aged 16 years or older, including yourself, live in your household ?																
One	26.4%	264	29.3%	141	23.6%	123	17.9%	59	22.6%	79	38.8%	127	26.0%	128	26.7%	137
Two	49.1%	492	46.3%	223	51.6%	269	43.4%	142	55.1%	191	48.4%	158	50.9%	250	47.4%	242
Three	13.1%	131	15.3%	74	11.1%	58	17.2%	56	14.7%	51	7.3%	24	12.6%	62	13.6%	70
Four	8.3%	83	7.4%	36	9.1%	47	17.5%	57	5.7%	20	1.8%	6	6.3%	31	10.1%	52
Five	1.8%	18	1.1%	5	2.5%	13	2.4%	8	1.4%	5	1.6%	5	2.7%	13	1.0%	5
Six or more	0.7%	7	0.1%	0	1.4%	7	1.2%	4	0.5%	2	0.5%	2	0.9%	4	0.6%	3
(Refused)	0.6%	6	0.5%	2	0.7%	4	0.3%	1	0.0%	0	1.6%	5	0.7%	3	0.5%	3
Weighted base:		1002		482		520		327		347		327		491		511
Sample:		1002		474		528		109		440		453		482		520

	Total	Male	Female	16 to 34	35 to 54	55+	ABC1	C2DE								
HLD Size of household																
One	23.0%	230	28.0%	135	18.3%	95	12.0%	39	18.8%	65	38.4%	126	22.3%	109	23.6%	121
Two	32.1%	322	31.2%	150	33.0%	172	24.7%	81	25.2%	87	46.9%	154	31.9%	157	32.3%	165
Three	17.0%	170	14.7%	71	19.2%	100	27.1%	89	16.9%	59	7.1%	23	19.8%	97	14.4%	73
Four	16.9%	170	16.6%	80	17.3%	90	22.8%	74	25.4%	88	2.2%	7	14.4%	71	19.4%	99
Five or more	9.9%	100	8.7%	42	11.1%	58	13.3%	43	13.8%	48	2.5%	8	10.8%	53	9.1%	46
(Refused)	1.0%	10	0.9%	4	1.2%	6	0.3%	1	0.0%	0	2.9%	10	0.8%	4	1.3%	6
Weighted base:		1002		482		520		327		347		327		491		511
Sample:		1002		474		528		109		440		453		482		520

TEN What is the tenure on this property ? [PR]

Own home outright	42.5%	425	40.5%	195	44.3%	230	26.4%	86	40.3%	140	60.8%	199	40.4%	198	44.5%	227
Buying home	26.1%	261	26.5%	128	25.6%	133	29.7%	97	39.0%	136	8.7%	28	29.8%	146	22.5%	115
Rent - Council	10.6%	107	9.7%	46	11.5%	60	11.6%	38	10.3%	36	10.0%	33	5.8%	29	15.3%	78
Rent - Private	9.1%	91	9.4%	45	8.8%	46	14.6%	48	6.5%	22	6.3%	21	10.3%	51	7.9%	40
Rent free occupancy	2.1%	22	1.7%	8	2.6%	13	5.4%	18	0.3%	1	0.8%	3	2.9%	14	1.4%	7
(Don't know)	2.9%	29	5.4%	26	0.6%	3	8.0%	26	0.3%	1	0.5%	2	2.9%	14	2.9%	15
(Refused)	6.7%	67	6.8%	33	6.6%	34	4.2%	14	3.3%	12	12.8%	42	7.9%	39	5.6%	28
Weighted base:		1002		482		520		327		347		327		491		511
Sample:		1002		474		528		109		440		453		482		520

Total North (inc. Scotland) Midlands (inc. Wales) Southern

Meanscore: [Visits per Month]

Q01 How often do you visit general markets in towns in your area?

Weekly	21.0%	210	22.5%	81	19.9%	64	20.4%	64
Every 2 or 3 weeks	7.1%	71	10.0%	36	4.4%	14	5.7%	18
About once a month	13.2%	132	12.2%	44	17.9%	57	9.5%	30
Every 2 or 3 months	7.7%	77	5.5%	20	9.0%	29	9.1%	28
Once or twice a year	10.8%	108	8.9%	32	15.5%	50	8.0%	25
Less often	3.3%	33	5.6%	20	0.8%	2	3.2%	10
Never	37.0%	371	35.0%	126	32.4%	104	44.1%	138
(Don't know)	0.1%	1	0.2%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.12</i>		<i>1.21</i>		<i>1.10</i>		<i>1.05</i>
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

Meanscore: [Visits per Month]

Q02 How often do you go to that market?

Those who visit general markets in their area at least once a year

Weekly	33.1%	198	37.2%	79	28.8%	62	33.7%	56
Every 2 or 3 weeks	13.0%	78	16.8%	36	7.1%	15	15.2%	25
About once a month	23.5%	141	22.3%	47	28.0%	60	19.6%	32
Every 2 or 3 months	12.4%	74	8.7%	18	13.5%	29	16.3%	27
Once or twice a year	17.2%	103	14.1%	30	22.6%	48	14.3%	24
Less often	0.3%	2	0.0%	0	0.0%	0	0.2%	0
(Don't know)	0.5%	3	0.8%	2	0.0%	0	0.7%	1
<i>Mean:</i>		<i>1.83</i>		<i>2.03</i>		<i>1.62</i>		<i>1.86</i>
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Meanscore: [Minutes]

Q03 How long does it take you to get to this market?

Those who visit general markets in their area at least once a year

5 minutes or less	16.5%	98	14.8%	31	16.3%	35	16.7%	28
6 to 10 minutes	25.5%	152	23.9%	51	26.3%	56	28.2%	47
11 to 20 minutes	34.5%	207	37.9%	80	31.3%	67	34.5%	57
21 to 30 minutes	14.6%	87	12.7%	27	15.1%	32	16.6%	27
31 to 45 minutes	5.8%	34	7.1%	15	7.0%	15	2.1%	4
46 to 60 minutes	1.8%	11	2.3%	5	2.5%	5	0.3%	0
61 to 120 minutes	0.2%	1	0.3%	1	0.4%	1	0.0%	0
More than 120 minutes	0.2%	1	0.5%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	0.9%	6	0.5%	1	1.0%	2	1.5%	2
<i>Mean:</i>		<i>17.91</i>		<i>19.16</i>		<i>18.24</i>		<i>16.05</i>
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Q05 And how do you usually travel to this market?

Those who visit general markets in their area at least once a year

Car (driver)	49.5%	296	52.8%	112	59.3%	127	33.8%	56
Car (passenger)	8.5%	51	8.3%	18	5.4%	11	12.5%	21
Motorcycle	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Bus	17.1%	102	15.9%	34	12.0%	26	25.8%	43
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	6	0.6%	1	0.8%	2	1.7%	3
Walk	22.5%	135	21.2%	45	21.3%	45	24.1%	40
Cycle	0.9%	5	0.0%	0	1.2%	3	1.5%	3
Other	0.5%	3	1.0%	2	0.0%	0	0.6%	1
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Total **North (inc. Scotland)** **Midlands (inc. Wales)** **Southern**

Meanscore: [£]

Q06 On your last visit, how much did you spend?

Those who visit general markets in their area at least once a year

£0.01 - £5.00	15.7%	94	15.2%	32	18.5%	39	13.0%	21
£5.01 - £10.00	17.7%	106	19.3%	41	15.6%	33	17.4%	29
£10.01 - £20.00	19.4%	116	21.9%	46	18.3%	39	18.4%	31
£20.01 - £30.00	9.2%	55	7.1%	15	10.3%	22	10.6%	17
£30.01 - £40.00	3.8%	23	5.7%	12	3.4%	7	2.0%	3
£40.01 - £50.00	4.3%	26	2.5%	5	4.2%	9	6.8%	11
£50.01+	6.9%	41	7.7%	16	5.1%	11	7.8%	13
Nothing	3.9%	23	3.3%	7	4.8%	10	2.9%	5
(Don't know / can't remember)	19.1%	115	17.2%	36	19.9%	43	21.0%	35
<i>Mean:</i>		25.33		27.46		22.37		26.40
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Q07 And what types of goods did you buy? [MR]

Those who visit general markets in their area at least once a year

Food and groceries	65.1%	390	67.1%	142	62.5%	133	66.0%	109
Clothing / footwear	11.0%	66	10.2%	22	9.9%	21	14.1%	23
Electrical items	2.1%	12	1.6%	3	4.2%	9	0.0%	0
General household items	12.4%	74	15.2%	32	10.2%	22	12.3%	20
Gifts/cards	4.1%	25	3.3%	7	4.3%	9	4.7%	8
Books, CD's, DVDs etc	1.5%	9	3.2%	7	1.0%	2	0.0%	0
DIY/hobby products	0.8%	5	1.1%	2	0.5%	1	0.6%	1
Flowers/plants	2.5%	15	1.7%	4	3.3%	7	2.3%	4
Pet Products	0.7%	4	1.6%	3	0.2%	0	0.2%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Can't remember)	10.0%	60	9.4%	20	11.6%	25	8.0%	13
(Nothing)	2.3%	14	1.0%	2	3.0%	6	3.1%	5
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Meanscore: [Very good = 2, Quite good = 1, Neither good nor poor = 0, Quite poor = -1, Very poor = -2]

Q08 How would you rate this market for ... [PR]

Those who visit general markets in their area at least once a year

Range of goods for sale

Very good	23.7%	142	25.5%	54	23.3%	50	22.2%	37
Quite good	50.3%	301	49.1%	104	47.6%	102	56.0%	93
Neither good nor poor	15.8%	95	17.4%	37	17.2%	37	11.5%	19
Quite poor	7.2%	43	5.5%	12	10.4%	22	5.5%	9
Very poor	1.9%	11	2.1%	4	0.8%	2	2.3%	4
(Don't know)	1.0%	6	0.4%	1	0.7%	1	2.4%	4
<i>Mean:</i>		0.88		0.91		0.83		0.93
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Quality of goods

Very good	30.0%	179	31.3%	66	30.5%	65	28.0%	46
Quite good	50.1%	299	51.0%	108	41.3%	88	59.5%	98
Neither good nor poor	15.0%	90	11.6%	25	23.5%	50	9.0%	15
Quite poor	1.8%	11	2.1%	5	2.2%	5	1.0%	2
Very poor	0.6%	4	0.6%	1	0.0%	0	0.6%	1
(Don't know)	2.5%	15	3.3%	7	2.4%	5	1.9%	3
<i>Mean:</i>		1.10		1.14		1.03		1.15
Weighted base:		598		212		213		165
Sample:		601		259		201		135

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
Price of goods								
Very good	20.6%	123	26.2%	55	15.5%	33	19.0%	31
Quite good	54.1%	323	50.8%	108	60.1%	128	51.1%	84
Neither good nor poor	16.7%	100	14.3%	30	15.4%	33	22.1%	37
Quite poor	6.0%	36	6.8%	14	7.0%	15	4.0%	7
Very poor	0.2%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.4%	14	1.9%	4	1.9%	4	3.8%	6
Mean:		0.91		0.98		0.86		0.88
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Appearance and environment								
Very good	20.5%	122	26.1%	55	19.1%	41	15.6%	26
Quite good	55.8%	334	53.7%	114	52.5%	112	62.1%	103
Neither good nor poor	13.8%	83	13.9%	29	16.1%	34	11.8%	19
Quite poor	7.2%	43	4.2%	9	10.1%	22	7.1%	12
Very poor	1.5%	9	1.2%	3	1.7%	4	0.9%	2
(Don't know)	1.1%	7	0.8%	2	0.4%	1	2.5%	4
Mean:		0.88		1.00		0.78		0.87
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Layout of the stalls								
Very good	22.3%	133	24.6%	52	23.0%	49	18.5%	31
Quite good	58.4%	349	56.8%	120	53.7%	115	66.6%	110
Neither good nor poor	10.5%	63	10.7%	23	12.7%	27	6.5%	11
Quite poor	7.2%	43	6.0%	13	9.5%	20	6.3%	10
Very poor	0.6%	4	0.8%	2	0.1%	0	0.9%	2
(Don't know)	1.0%	6	1.1%	2	1.0%	2	1.1%	2
Mean:		0.96		1.00		0.91		0.97
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Meanscore: [A lot less often = -2, A little less often = -1, Would not make any difference = 0, A little more often = 1, A lot more often = 2]

Q09 If the town did not have a market, would you be likely to visit the town more or less often? [PR]

Those who visit general markets in their area at least once a year

A lot less often	12.7%	76	11.0%	23	12.9%	27	15.4%	25
A little less often	16.8%	100	20.8%	44	10.4%	22	18.5%	31
Would not make any difference	65.6%	393	64.6%	137	69.7%	149	62.9%	104
A little more often	1.8%	11	2.4%	5	1.0%	2	2.3%	4
A lot more often	1.8%	11	0.0%	0	5.2%	11	0.0%	0
(Don't know)	1.1%	7	1.3%	3	0.9%	2	0.9%	1
Mean:		-0.37		-0.41		-0.25		-0.47
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Q10 Is this also your nearest general market?

Those who visit general markets in their area at least once a year

Yes	86.8%	519	86.0%	182	82.6%	176	93.2%	154
No	13.2%	79	14.0%	30	17.4%	37	6.8%	11
Weighted base:		598		212		213		165
Sample:		601		259		201		135

Total North (inc. Scotland) Midlands (inc. Wales) Southern

Q11 Why do you prefer your favourite market?

Those whose favourite market is not their closest market at Q10

Bigger / better market	53.5%	42	48.1%	14	51.4%	19	71.7%	8
Like the area	17.4%	14	29.2%	9	11.0%	4	8.1%	1
More convenient location	27.7%	22	22.7%	7	35.6%	13	16.7%	2
Don't know / no reason in particular	1.5%	1	0.0%	0	2.1%	1	3.5%	0
Weighted base:		79		30		37		11
Sample:		71		34		25		11

Meanscore: [Visits per Month]

Q12 How often do you go to your nearest market?

Those whose favourite market is not their closest market at Q10

Weekly	16.2%	13	15.5%	5	19.2%	7	8.9%	1
Every 2 or 3 weeks	6.7%	5	11.5%	3	0.0%	0	16.9%	2
About once a month	12.4%	10	18.6%	6	7.5%	3	13.0%	1
Every 2 or 3 months	6.8%	5	9.8%	3	6.5%	2	0.0%	0
Once or twice a year	20.9%	16	28.3%	8	14.7%	5	16.3%	2
Less often	8.2%	6	0.0%	0	9.0%	3	28.3%	3
Never	27.0%	21	16.3%	5	43.1%	16	4.2%	0
(Don't know)	1.8%	1	0.0%	0	0.0%	0	12.4%	1
Mean:		0.94		1.05		0.89		0.90
Weighted base:		79		30		37		11
Sample:		71		34		25		11

Meanscore: [Minutes]

Q13 How long would it take you to get to your nearest market?

Those whose favourite market is not their closest market at Q10

5 minutes or less	9.1%	7	12.4%	4	9.5%	4	0.0%	0
6 to 10 minutes	40.0%	32	38.6%	11	40.1%	15	46.2%	5
11 to 20 minutes	29.7%	23	27.5%	8	29.6%	11	37.8%	4
21 to 30 minutes	4.3%	3	3.0%	1	5.4%	2	4.4%	0
31 to 45 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0
46 to 60 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0
61 to 120 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than 120 minutes	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	16.9%	13	18.4%	5	15.5%	6	11.6%	1
Mean:		13.30		13.02		12.96		15.04
Weighted base:		79		30		37		11
Sample:		71		34		25		11

Meanscore: [Always = 1, Usually = 0.75, Sometimes = 0.5, Rarely = 0.25, Never = 0]

Q14 How often do you visit any of the following specialist type markets when they are on in your area, if there are any? [PR]

Farmers markets

Always	4.5%	45	5.1%	18	5.0%	16	3.4%	11
Usually	4.9%	50	5.1%	18	5.8%	18	3.4%	11
Sometimes	16.0%	161	16.1%	58	16.2%	52	15.9%	50
Rarely	14.1%	141	12.9%	46	15.2%	49	14.2%	44
Never	52.5%	526	52.4%	188	48.0%	153	57.6%	181
There aren't any in my area	7.9%	79	8.4%	30	9.8%	31	5.5%	17
Mean:		0.23		0.23		0.25		0.19
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
Craft markets								
Always	1.7%	17	1.9%	7	1.8%	6	1.1%	3
Usually	1.5%	15	1.9%	7	1.7%	6	0.5%	2
Sometimes	9.9%	99	9.5%	34	10.7%	34	9.3%	29
Rarely	10.6%	106	10.2%	37	11.8%	38	9.6%	30
Never	68.5%	686	68.6%	246	63.1%	202	74.5%	233
There aren't any in my area	7.8%	78	7.9%	28	10.8%	35	5.0%	16
Mean:		0.12		0.12		0.14		0.10
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

Christmas markets								
Always	14.2%	143	14.0%	50	13.0%	42	14.8%	46
Usually	8.4%	84	11.0%	40	7.8%	25	5.8%	18
Sometimes	18.2%	182	19.0%	68	19.1%	61	16.8%	53
Rarely	9.6%	97	8.9%	32	11.8%	38	8.7%	27
Never	43.2%	433	40.1%	144	39.2%	125	51.3%	161
There aren't any in my area	6.3%	64	7.0%	25	9.0%	29	2.6%	8
Mean:		0.35		0.38		0.36		0.31
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

Continental (food) markets								
Always	7.7%	77	7.3%	26	7.6%	24	8.2%	26
Usually	3.7%	38	5.3%	19	2.9%	9	2.4%	7
Sometimes	14.6%	147	19.3%	69	12.8%	41	11.3%	35
Rarely	10.3%	103	10.7%	38	11.7%	37	8.8%	28
Never	56.6%	567	51.1%	183	55.1%	176	64.5%	202
There aren't any in my area	7.0%	70	6.3%	22	10.0%	32	4.9%	15
Mean:		0.23		0.26		0.22		0.19
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

Meanscore: [Strongly agree = 2, Slightly agree = 1, Neither agree nor disagree = 0, Slightly disagree = -1, Strongly disagree = -2]

Q15 How much do you agree or disagree with the following statements about markets? [PR]

I like to browse around markets to try and pick up a bargain

Strongly agree	31.4%	314	39.1%	140	25.1%	80	29.4%	92
Slightly agree	29.2%	292	24.9%	89	32.9%	105	29.5%	93
Neither agree nor disagree	5.7%	57	6.2%	22	5.9%	19	4.8%	15
Slightly disagree	9.7%	97	7.3%	26	14.6%	47	7.8%	25
Strongly disagree	16.8%	169	16.2%	58	15.4%	49	19.2%	60
(Don't know)	7.2%	72	6.3%	23	6.1%	20	9.2%	29
Mean:		0.52		0.68		0.40		0.46
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

The quality and price of fresh produce is attractive

Strongly agree	33.6%	337	41.4%	148	29.9%	96	28.5%	89
Slightly agree	35.5%	356	25.3%	91	46.0%	147	36.6%	115
Neither agree nor disagree	6.9%	69	6.5%	23	4.1%	13	9.8%	31
Slightly disagree	5.1%	51	6.1%	22	5.8%	18	3.7%	12
Strongly disagree	7.2%	72	9.0%	32	4.6%	15	8.1%	25
(Don't know)	11.6%	117	11.7%	42	9.6%	31	13.4%	42
Mean:		0.94		0.95		1.01		0.85
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
I don't see the attraction of shopping in a market								
Strongly agree	9.7%	97	7.7%	28	7.1%	23	15.1%	47
Slightly agree	7.9%	79	7.5%	27	8.9%	29	7.6%	24
Neither agree nor disagree	4.5%	45	4.7%	17	5.3%	17	3.3%	10
Slightly disagree	31.5%	316	29.4%	105	38.8%	124	26.6%	83
Strongly disagree	40.0%	401	44.7%	160	33.1%	106	41.1%	129
(Don't know)	6.4%	64	6.1%	22	6.8%	22	6.3%	20
Mean:		-0.90		-1.02		-0.88		-0.76
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

You can get things in a market that you can't buy anywhere else								
Strongly agree	16.4%	164	18.7%	67	16.3%	52	12.9%	40
Slightly agree	33.0%	331	31.0%	111	31.0%	99	37.9%	119
Neither agree nor disagree	4.2%	42	2.5%	9	4.1%	13	5.9%	19
Slightly disagree	19.7%	197	20.6%	74	23.7%	76	14.7%	46
Strongly disagree	16.5%	165	18.1%	65	14.9%	48	16.5%	52
(Don't know)	10.3%	103	9.1%	33	10.0%	32	12.1%	38
Mean:		0.15		0.13		0.11		0.18
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

I prefer shopping in a market to the shops								
Strongly agree	8.1%	81	8.3%	30	7.5%	24	8.7%	27
Slightly agree	11.1%	112	11.4%	41	16.1%	51	6.2%	20
Neither agree nor disagree	17.5%	175	13.3%	48	17.8%	57	20.8%	65
Slightly disagree	23.0%	231	26.5%	95	24.2%	77	18.4%	58
Strongly disagree	31.7%	317	34.8%	125	25.6%	82	34.3%	108
(Don't know)	8.5%	85	5.6%	20	8.8%	28	11.5%	36
Mean:		-0.65		-0.72		-0.49		-0.72
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

SEX Sex of respondent

Male	48.1%	482	45.6%	163	48.8%	156	51.1%	160
Female	51.9%	520	54.4%	195	51.2%	164	48.9%	153
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

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

16 to 24	15.1%	152	12.7%	45	11.4%	36	22.2%	70
25 to 34	17.5%	176	17.5%	63	17.2%	55	17.9%	56
35 to 44	18.4%	184	18.4%	66	20.2%	64	16.6%	52
45 to 54	16.3%	163	18.2%	65	16.4%	52	13.4%	42
55 to 64	13.1%	131	12.7%	45	15.3%	49	11.7%	37
65 +	19.6%	196	20.6%	74	19.5%	62	18.1%	57
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

SG1 Socio-economic group

AB	24.0%	241	23.7%	85	22.4%	71	26.4%	83
C1	25.0%	250	25.2%	90	25.8%	83	23.4%	73
C2	29.6%	297	29.0%	104	31.9%	102	27.6%	87
DE	21.4%	214	22.1%	79	19.9%	63	22.6%	71
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern				
EMP Which of the following best describes your current employment status ? [PR]								
Working full-time (30+ hours a week)	42.9%	430	43.3%	155	47.4%	152	38.0%	119
Part-time	14.9%	149	13.6%	49	13.3%	43	17.8%	56
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	18.2%	183	15.9%	57	14.2%	45	25.4%	80
Not working (retired / invalid)	23.4%	235	27.1%	97	24.2%	77	18.1%	57
(Refused)	0.6%	6	0.2%	1	0.9%	3	0.7%	2
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

MAR Which of these best describes your current marital status ? [PR]								
Married / Living as married	49.7%	498	51.1%	183	58.6%	187	38.9%	122
Single	34.0%	341	31.0%	111	26.2%	84	46.4%	145
Divorced	6.5%	65	6.4%	23	6.2%	20	7.0%	22
Widowed	7.8%	78	9.0%	32	6.5%	21	7.1%	22
Separated	1.4%	14	2.3%	8	1.4%	4	0.3%	1
(Refused)	0.6%	6	0.2%	1	1.1%	4	0.4%	1
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

IS2 ISBA region

Scotland	8.2%	82	22.9%	82	0.0%	0	0.0%	0
North / Borders	6.2%	62	17.3%	62	0.0%	0	0.0%	0
Lancashire	11.9%	119	33.2%	119	0.0%	0	0.0%	0
Yorkshire	9.5%	95	26.5%	95	0.0%	0	0.0%	0
Wales & South West	11.0%	110	0.0%	0	26.3%	84	4.2%	13
Midlands	16.0%	160	0.0%	0	50.2%	160	0.0%	0
East England	7.3%	73	0.0%	0	22.8%	73	0.0%	0
London	20.3%	203	0.0%	0	0.0%	0	64.9%	203
Southern	9.7%	97	0.0%	0	0.6%	2	30.9%	97
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

CHI How many children live in your household, aged 15 years and under ?

None	69.0%	691	69.7%	250	65.2%	208	72.3%	227
One	15.2%	152	17.4%	62	18.0%	58	10.0%	31
Two	9.9%	100	8.6%	31	11.5%	37	9.7%	30
Three	3.6%	36	2.7%	10	2.2%	7	6.1%	19
Four	0.7%	7	1.4%	5	0.5%	1	0.2%	0
Five	0.5%	5	0.0%	0	0.9%	3	0.7%	2
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.0%	10	0.2%	1	1.7%	5	1.0%	3
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

ADU How many adults aged 16 years or older, including yourself, live in your household ?

One	26.4%	264	27.9%	100	21.9%	70	28.7%	90
Two	49.1%	492	49.0%	176	54.9%	175	43.6%	137
Three	13.1%	131	15.2%	55	9.6%	31	13.9%	44
Four	8.3%	83	6.2%	22	8.0%	25	11.2%	35
Five	1.8%	18	1.2%	4	2.3%	7	2.0%	6
Six or more	0.7%	7	0.1%	0	2.2%	7	0.0%	0
(Refused)	0.6%	6	0.2%	1	1.1%	4	0.5%	2
Weighted base:		1002		358		319		314
Sample:		1002		445		309		239

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
HLD Size of household				
One	23.0% 230	23.6% 85	19.0% 61	26.1% 82
Two	32.1% 322	34.3% 123	33.5% 107	28.7% 90
Three	17.0% 170	18.7% 67	19.4% 62	12.3% 39
Four	16.9% 170	15.0% 54	13.1% 42	23.2% 73
Five or more	9.9% 100	8.2% 29	13.2% 42	8.7% 27
(Refused)	1.0% 10	0.2% 1	1.7% 5	1.0% 3
Weighted base:	1002	358	319	314
Sample:	1002	445	309	239

TEN What is the tenure on this property ? [PR]

Own home outright	42.5% 425	45.1% 161	48.1% 154	34.2% 107
Buying home	26.1% 261	26.3% 94	26.8% 86	24.8% 78
Rent - Council	10.6% 107	9.8% 35	7.2% 23	15.1% 47
Rent - Private	9.1% 91	11.5% 41	6.6% 21	8.7% 27
Rent free occupancy	2.1% 22	3.1% 11	1.4% 5	1.9% 6
(Don't know)	2.9% 29	1.6% 6	2.0% 6	5.5% 17
(Refused)	6.7% 67	2.7% 10	7.9% 25	9.9% 31
Weighted base:	1002	358	319	314
Sample:	1002	445	309	239

	Total	At least once a 2 months to			Less often or			Yes	No	At least once a 2 months to			Less often or		
		month at Q01 once a year at Q01			never at Q01					month at Q12 once a year at Q12			never at Q12		

Meanscore: [Visits per Month]

Q01 How often do you visit general markets in towns in your area?

Weekly	21.0%	210	50.8%	210	0.0%	0	0.0%	0	37.1%	193	22.1%	17	44.6%	13	4.5%	1	12.2%	4
Every 2 or 3 weeks	7.1%	71	17.3%	71	0.0%	0	0.0%	0	12.9%	67	5.7%	4	17.5%	5	0.0%	0	1.6%	0
About once a month	13.2%	132	31.9%	132	0.0%	0	0.0%	0	22.2%	115	20.8%	16	37.9%	11	6.0%	1	14.3%	4
Every 2 or 3 months	7.7%	77	0.0%	0	41.6%	77	0.0%	0	10.0%	52	31.5%	25	0.0%	0	43.8%	10	52.3%	15
Once or twice a year	10.8%	108	0.0%	0	58.4%	108	0.0%	0	17.8%	92	19.9%	16	0.0%	0	45.7%	10	19.6%	6
Less often	3.3%	33	0.0%	0	0.0%	0	8.1%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	37.0%	371	0.0%	0	0.0%	0	91.8%	371	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		1.12		2.61		0.23		0.01		1.96		1.32		2.43		0.46		0.88
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

Meanscore: [Visits per Month]

Q02 How often do you go to that market?

Those who visit general markets in their area at least once a year

Weekly	33.1%	198	47.8%	198	0.0%	0	0.0%	0	35.1%	182	19.5%	15	42.3%	12	4.5%	1	10.9%	3
Every 2 or 3 weeks	13.0%	78	18.6%	77	0.5%	1	0.0%	0	14.0%	73	6.9%	5	17.2%	5	0.0%	0	1.6%	0
About once a month	23.5%	141	32.6%	135	3.2%	6	0.0%	0	23.2%	121	25.4%	20	40.5%	12	17.1%	4	15.6%	5
Every 2 or 3 months	12.4%	74	0.4%	2	39.3%	73	0.0%	0	10.0%	52	28.4%	22	0.0%	0	32.7%	7	52.3%	15
Once or twice a year	17.2%	103	0.0%	0	55.8%	103	0.0%	0	17.1%	89	17.7%	14	0.0%	0	37.6%	8	19.6%	6
Less often	0.3%	2	0.3%	1	0.2%	0	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	3	0.3%	1	1.0%	2	0.0%	0	0.2%	1	2.2%	2	0.0%	0	8.1%	2	0.0%	0
Mean:		1.83		2.53		0.26		0.00		1.91		1.30		2.36		0.57		0.84
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

Meanscore: [Minutes]

Q03 How long does it take you to get to this market?

Those who visit general markets in their area at least once a year

5 minutes or less	16.5%	98	20.2%	84	8.1%	15	0.0%	0	18.2%	95	4.7%	4	10.4%	3	3.1%	1	0.0%	0
6 to 10 minutes	25.5%	152	27.8%	115	20.3%	38	0.0%	0	28.2%	146	7.8%	6	0.0%	0	28.2%	6	0.0%	0
11 to 20 minutes	34.5%	207	32.5%	135	39.0%	72	0.0%	0	34.1%	177	37.4%	29	47.6%	14	36.9%	8	26.6%	8
21 to 30 minutes	14.6%	87	12.5%	52	19.3%	36	0.0%	0	13.8%	72	19.5%	15	17.4%	5	5.9%	1	34.4%	10
31 to 45 minutes	5.8%	34	4.5%	18	8.7%	16	0.0%	0	2.8%	14	25.4%	20	18.3%	5	18.6%	4	36.7%	11
46 to 60 minutes	1.8%	11	1.4%	6	2.6%	5	0.0%	0	1.6%	8	3.3%	3	4.2%	1	3.3%	1	2.3%	1
61 to 120 minutes	0.2%	1	0.1%	1	0.5%	1	0.0%	0	0.0%	0	1.9%	1	2.1%	1	4.1%	1	0.0%	0
More than 120 minutes	0.2%	1	0.1%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.9%	6	0.9%	4	1.1%	2	0.0%	0	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		17.91		16.27		21.57		0.00		16.38		27.83		26.92		24.99		30.92
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

Q05 And how do you usually travel to this market?

Those who visit general markets in their area at least once a year

Car (driver)	49.5%	296	41.9%	173	66.5%	123	0.0%	0	46.3%	241	70.3%	55	57.4%	17	78.1%	17	74.7%	22
Car (passenger)	8.5%	51	10.6%	44	3.7%	7	0.0%	0	8.5%	44	8.4%	7	8.4%	2	16.5%	4	2.2%	1
Motorcycle	0.1%	1	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bus	17.1%	102	18.2%	75	14.5%	27	0.0%	0	17.2%	89	16.1%	13	24.9%	7	5.3%	1	18.2%	5
Train	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
Taxi	1.0%	6	0.8%	3	1.3%	2	0.0%	0	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	22.5%	135	27.4%	113	11.7%	22	0.0%	0	25.4%	132	3.4%	3	9.3%	3	0.0%	0	0.0%	0
Cycle	0.9%	5	0.6%	2	1.5%	3	0.0%	0	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	3	0.4%	2	0.8%	1	0.0%	0	0.3%	2	1.8%	1	0.0%	0	0.0%	0	4.9%	1
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

	Total	At least once a 2 months to			Less often or			Yes	No	At least once a 2 months to			Less often or		
		month at Q01 once a year at			never at Q01					month at Q12 once a year at			never at Q12		
		Q01								Q12					

Meanscore: [£]

Q06 On your last visit, how much did you spend?

Those who visit general markets in their area at least once a year

£0.01 - £5.00	15.7%	94	17.8%	74	10.8%	20	0.0%	0	17.3%	90	5.2%	4	8.8%	3	4.1%	1	2.3%	1
£5.01 - £10.00	17.7%	106	18.9%	78	15.2%	28	0.0%	0	18.3%	95	13.8%	11	11.8%	3	19.7%	4	10.8%	3
£10.01 - £20.00	19.4%	116	18.7%	77	20.9%	39	0.0%	0	20.0%	104	15.6%	12	15.1%	4	19.4%	4	12.7%	4
£20.01 - £30.00	9.2%	55	10.3%	43	6.8%	12	0.0%	0	8.1%	42	16.8%	13	11.2%	3	15.6%	3	22.5%	7
£30.01 - £40.00	3.8%	23	4.5%	19	2.1%	4	0.0%	0	3.1%	16	8.2%	6	16.3%	5	3.3%	1	3.6%	1
£40.01 - £50.00	4.3%	26	2.1%	9	9.2%	17	0.0%	0	2.9%	15	13.5%	11	0.0%	0	1.7%	0	35.1%	10
£50.01+	6.9%	41	9.1%	38	1.9%	4	0.0%	0	6.8%	35	7.7%	6	12.7%	4	0.0%	0	8.3%	2
Nothing	3.9%	23	3.1%	13	5.7%	10	0.0%	0	4.4%	23	0.6%	1	0.0%	0	0.0%	0	1.8%	1
(Don't know / can't remember)	19.1%	115	15.4%	64	27.4%	51	0.0%	0	19.2%	100	18.7%	15	24.2%	7	36.2%	8	3.0%	1
Mean:		25.33		26.58		21.91		0.00		23.38		37.46		43.52		18.76		42.06
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

Q07 And what types of goods did you buy? [MR]

Those who visit general markets in their area at least once a year

Food and groceries	65.1%	390	69.3%	286	56.0%	103	0.0%	0	64.1%	333	72.4%	57	65.8%	19	56.3%	12	88.4%	26
Clothing / footwear	11.0%	66	12.3%	51	8.1%	15	0.0%	0	11.1%	57	10.8%	9	13.4%	4	16.1%	4	3.9%	1
Electrical items	2.1%	12	1.6%	7	3.1%	6	0.0%	0	2.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
General household items	12.4%	74	13.7%	57	9.7%	18	0.0%	0	12.5%	65	12.1%	10	19.7%	6	15.3%	3	5.3%	2
Gifts/cards	4.1%	25	3.8%	16	4.8%	9	0.0%	0	4.2%	22	3.8%	3	4.7%	1	7.7%	2	0.0%	0
Books, CD's, DVDs etc	1.5%	9	2.0%	8	0.5%	1	0.0%	0	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DIY/hobby products	0.8%	5	1.0%	4	0.4%	1	0.0%	0	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Flowers/plants	2.5%	15	2.9%	12	1.8%	3	0.0%	0	2.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pet Products	0.7%	4	0.5%	2	1.0%	2	0.0%	0	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	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
(Can't remember)	10.0%	60	6.2%	26	18.4%	34	0.0%	0	10.2%	53	8.5%	7	11.6%	3	12.4%	3	2.3%	1
(Nothing)	2.3%	14	2.2%	9	2.5%	5	0.0%	0	2.6%	13	0.6%	1	0.0%	0	0.0%	0	1.8%	1
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

Meanscore: [Very good = 2, Quite good = 1, Neither good nor poor = 0, Quite poor = -1, Very poor = -2]

Q08 How would you rate this market for ... [PR]

Those who visit general markets in their area at least once a year

Range of goods for sale

Very good	23.7%	142	25.9%	107	18.9%	35	0.0%	0	22.7%	118	30.5%	24	28.3%	8	46.3%	10	23.4%	7
Quite good	50.3%	301	49.3%	204	52.7%	97	0.0%	0	49.9%	259	53.0%	42	47.8%	14	40.8%	9	65.3%	19
Neither good nor poor	15.8%	95	16.3%	67	14.9%	28	0.0%	0	16.7%	87	10.2%	8	12.6%	4	6.8%	1	9.9%	3
Quite poor	7.2%	43	6.3%	26	9.2%	17	0.0%	0	7.4%	38	5.8%	5	11.3%	3	6.0%	1	0.0%	0
Very poor	1.9%	11	2.0%	8	1.6%	3	0.0%	0	2.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.0%	6	0.3%	1	2.7%	5	0.0%	0	1.1%	6	0.5%	0	0.0%	0	0.0%	0	1.3%	0
Mean:		0.88		0.91		0.80		0.00		0.84		1.09		0.93		1.28		1.14
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

Quality of goods

Very good	30.0%	179	33.1%	137	22.9%	42	0.0%	0	28.8%	150	37.4%	29	39.6%	11	18.3%	4	51.6%	15
Quite good	50.1%	299	50.0%	207	50.2%	93	0.0%	0	51.5%	268	40.4%	32	50.0%	14	57.8%	13	16.5%	5
Neither good nor poor	15.0%	90	12.5%	52	20.6%	38	0.0%	0	14.2%	74	19.9%	16	5.4%	2	23.9%	5	30.6%	9
Quite poor	1.8%	11	1.7%	7	2.2%	4	0.0%	0	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very poor	0.6%	4	0.6%	3	0.6%	1	0.0%	0	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.5%	15	2.1%	9	3.6%	7	0.0%	0	2.6%	13	2.3%	2	5.0%	1	0.0%	0	1.3%	0
Mean:		1.10		1.16		0.96		0.00		1.09		1.18		1.36		0.94		1.21
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

	Total	At least once a 2 months to month at Q01 once a year at Q01						Less often or never at Q01						Yes	No	At least once a 2 months to month at Q12 once a year at Q12						Less often or never at Q12
Price of goods																						
Very good	20.6%	123	25.9%	107	8.6%	16	0.0%	0	20.5%	107	20.8%	16	33.7%	10	8.7%	2	16.5%	5				
Quite good	54.1%	323	52.6%	217	57.5%	106	0.0%	0	53.8%	279	56.1%	44	52.4%	15	75.3%	16	47.1%	14				
Neither good nor poor	16.7%	100	13.4%	55	24.1%	44	0.0%	0	16.3%	84	19.4%	15	8.9%	3	11.5%	3	35.1%	10				
Quite poor	6.0%	36	6.4%	27	5.0%	9	0.0%	0	6.7%	35	1.3%	1	0.0%	0	4.5%	1	0.0%	0				
Very poor	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
(Don't know)	2.4%	14	1.3%	6	4.8%	9	0.0%	0	2.4%	13	2.3%	2	5.0%	1	0.0%	0	1.3%	0				
Mean:		0.91		0.99		0.73		0.00		0.90		0.99		1.26		0.88		0.81				
Weighted base:		598		413		185		0		519		79		29		22		29				
Sample:		601		416		185		0		530		71		32		20		20				

Appearance and environment																		
Very good	20.5%	122	23.6%	98	13.5%	25	0.0%	0	19.9%	104	24.0%	19	32.9%	9	19.0%	4	18.2%	5
Quite good	55.8%	334	55.0%	227	57.8%	107	0.0%	0	57.3%	297	46.5%	37	43.6%	13	72.0%	16	32.3%	9
Neither good nor poor	13.8%	83	13.3%	55	15.1%	28	0.0%	0	12.3%	64	23.9%	19	11.7%	3	9.1%	2	46.0%	13
Quite poor	7.2%	43	5.5%	23	11.0%	20	0.0%	0	7.7%	40	4.0%	3	8.7%	3	0.0%	0	2.1%	1
Very poor	1.5%	9	2.0%	8	0.4%	1	0.0%	0	1.6%	8	1.1%	1	3.1%	1	0.0%	0	0.0%	0
(Don't know)	1.1%	7	0.6%	3	2.2%	4	0.0%	0	1.2%	6	0.5%	0	0.0%	0	0.0%	0	1.3%	0
Mean:		0.88		0.93		0.75		0.00		0.87		0.89		0.95		1.10		0.68
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

Layout of the stalls																		
Very good	22.3%	133	25.8%	107	14.5%	27	0.0%	0	20.9%	109	31.2%	25	27.7%	8	31.7%	7	33.1%	10
Quite good	58.4%	349	55.4%	229	65.0%	120	0.0%	0	60.1%	312	47.0%	37	48.1%	14	62.2%	14	36.4%	11
Neither good nor poor	10.5%	63	11.3%	47	8.7%	16	0.0%	0	11.2%	58	5.7%	4	8.8%	3	6.0%	1	2.1%	1
Quite poor	7.2%	43	5.8%	24	10.4%	19	0.0%	0	6.0%	31	15.7%	12	15.4%	4	0.0%	0	27.2%	8
Very poor	0.6%	4	0.7%	3	0.4%	1	0.0%	0	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.0%	6	1.0%	4	1.1%	2	0.0%	0	1.1%	6	0.5%	0	0.0%	0	0.0%	0	1.3%	0
Mean:		0.96		1.01		0.84		0.00		0.96		0.94		0.88		1.26		0.76
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

Meanscore: [A lot less often = -2, A little less often = -1, Would not make any difference = 0, A little more often = 1, A lot more often = 2]

Q09 If the town did not have a market, would you be likely to visit the town more or less often? [PR]

Those who visit general markets in their area at least once a year

A lot less often	12.7%	76	13.4%	55	11.3%	21	0.0%	0	11.0%	57	24.0%	19	13.6%	4	11.9%	3	42.4%	12
A little less often	16.8%	100	18.9%	78	12.2%	22	0.0%	0	16.3%	85	20.0%	16	21.4%	6	23.2%	5	18.9%	6
Would not make any difference	65.6%	393	62.1%	257	73.6%	136	0.0%	0	68.2%	354	49.0%	39	49.2%	14	62.2%	14	37.3%	11
A little more often	1.8%	11	1.9%	8	1.6%	3	0.0%	0	1.1%	6	6.5%	5	15.8%	5	2.7%	1	0.0%	0
A lot more often	1.8%	11	2.7%	11	0.0%	0	0.0%	0	2.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	7	1.1%	4	1.3%	2	0.0%	0	1.2%	6	0.5%	0	0.0%	0	0.0%	0	1.3%	0
Mean:		-0.37		-0.39		-0.34		0.00		-0.33		-0.62		-0.33		-0.44		-1.05
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

Q10 Is this also your nearest general market?

Those who visit general markets in their area at least once a year

Yes	86.8%	519	90.7%	375	78.1%	144	0.0%	0	100.0%	519	0.0%	0	3.5%	1	0.0%	0	0.0%	0
No	13.2%	79	9.3%	38	21.9%	40	0.0%	0	0.0%	0	100.0%	79	96.5%	28	100.0%	22	100.0%	29
Weighted base:		598		413		185		0		519		79		29		22		29
Sample:		601		416		185		0		530		71		32		20		20

	Total	At least once a 2 months to		Less often or		Yes		No		At least once a 2 months to		Less often or	
		month at Q01		never at Q01						month at Q12		never at Q12	
		Q01		Q01						Q12		Q12	

Q11 Why do you prefer your favourite market?

Those whose favourite market is not their closest market at Q10

Bigger / better market	53.5%	42	43.0%	16	63.4%	26	0.0%	0	0.0%	0	53.5%	42	34.4%	10	71.8%	16	58.1%	17
Like the area	17.4%	14	28.7%	11	6.6%	3	0.0%	0	0.0%	0	17.4%	14	34.7%	10	11.1%	2	5.6%	2
More convenient location	27.7%	22	25.3%	10	29.9%	12	0.0%	0	0.0%	0	27.7%	22	28.2%	8	17.2%	4	35.0%	10
Don't know / no reason in particular	1.5%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.7%	1	0.0%	0	1.3%	0
Weighted base:		79		38		40		0		0	79		28		22		29	
Sample:		71		42		29		0		0	71		31		20		20	

Meanscore: [Visits per Month]

Q12 How often do you go to your nearest market?

Those whose favourite market is not their closest market at Q10

Weekly	16.2%	13	33.3%	13	0.0%	0	0.0%	0	0.0%	0	16.2%	13	45.8%	13	0.0%	0	0.0%	0
Every 2 or 3 weeks	6.7%	5	13.8%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	5	19.0%	5	0.0%	0	0.0%	0
About once a month	12.4%	10	25.5%	10	0.0%	0	0.0%	0	0.0%	0	12.4%	10	35.1%	10	0.0%	0	0.0%	0
Every 2 or 3 months	6.8%	5	0.0%	0	13.2%	5	0.0%	0	0.0%	0	6.8%	5	0.0%	0	24.4%	5	0.0%	0
Once or twice a year	20.9%	16	6.0%	2	35.0%	14	0.0%	0	0.0%	0	20.9%	16	0.0%	0	75.6%	16	0.0%	0
Less often	8.2%	6	10.8%	4	5.8%	2	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0	22.2%	6
Never	27.0%	21	7.0%	3	46.1%	19	0.0%	0	0.0%	0	27.0%	21	0.0%	0	0.0%	0	73.0%	21
(Don't know)	1.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	4.8%	1
Mean:		0.94		1.88		0.09		0.00		0.00		0.94		2.47		0.17		0.02
Weighted base:		79		38		40		0		0	79		28		22		29	
Sample:		71		42		29		0		0	71		31		20		20	

Meanscore: [Minutes]

Q13 How long would it take you to get to your nearest market?

Those whose favourite market is not their closest market at Q10

5 minutes or less	9.1%	7	15.7%	6	2.9%	1	0.0%	0	0.0%	0	9.1%	7	21.7%	6	3.1%	1	1.8%	1
6 to 10 minutes	40.0%	32	28.0%	11	51.4%	21	0.0%	0	0.0%	0	40.0%	32	11.0%	3	45.0%	10	63.9%	19
11 to 20 minutes	29.7%	23	29.9%	11	29.5%	12	0.0%	0	0.0%	0	29.7%	23	35.9%	10	17.2%	4	33.0%	10
21 to 30 minutes	4.3%	3	8.2%	3	0.6%	0	0.0%	0	0.0%	0	4.3%	3	11.3%	3	1.2%	0	0.0%	0
31 to 45 minutes	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
46 to 60 minutes	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
61 to 120 minutes	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
More than 120 minutes	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
(Don't know / can't remember)	16.9%	13	18.2%	7	15.6%	6	0.0%	0	0.0%	0	16.9%	13	20.1%	6	33.5%	7	1.3%	0
Mean:		13.30		14.25		12.42		0.00		0.00		13.30		15.45		12.72		11.92
Weighted base:		79		38		40		0		0	79		28		22		29	
Sample:		71		42		29		0		0	71		31		20		20	

Meanscore: [Always = 1, Usually = 0.75, Sometimes = 0.5, Rarely = 0.25, Never = 0]

Q14 How often do you visit any of the following specialist type markets when they are on in your area, if there are any? [PR]

Farmers markets

Always	4.5%	45	7.7%	32	3.5%	6	1.7%	7	6.8%	35	4.2%	3	3.5%	1	4.5%	1	4.5%	1
Usually	4.9%	50	6.8%	28	4.3%	8	3.4%	14	6.6%	34	2.4%	2	5.3%	2	0.0%	0	1.2%	0
Sometimes	16.0%	161	21.3%	88	18.9%	35	9.3%	38	18.3%	95	35.6%	28	39.3%	11	28.9%	6	35.6%	10
Rarely	14.1%	141	15.1%	62	30.0%	55	5.8%	24	20.8%	108	12.4%	10	16.2%	5	19.9%	4	6.1%	2
Never	52.5%	526	42.5%	176	34.8%	64	70.8%	286	40.6%	211	37.0%	29	28.6%	8	32.0%	7	47.6%	14
There aren't any in my area	7.9%	79	6.6%	27	8.5%	16	9.0%	36	7.0%	36	8.4%	7	7.0%	2	14.6%	3	4.9%	1
Mean:		0.23		0.30		0.28		0.12		0.30		0.30		0.35		0.29		0.26
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

	Total	At least once a 2 months to			Less often or			Yes	No	At least once a 2 months to			Less often or					
		month at Q01 once a year at Q01			never at Q01					month at Q12 once a year at Q12			never at Q12					
Craft markets																		
Always	1.7%	17	2.5%	10	2.6%	5	0.4%	2	2.3%	12	4.0%	3	7.3%	2	0.0%	0	3.6%	1
Usually	1.5%	15	2.5%	10	1.5%	3	0.5%	2	2.2%	11	2.6%	2	3.7%	1	2.7%	1	1.2%	0
Sometimes	9.9%	99	14.4%	59	9.2%	17	5.6%	23	12.8%	66	12.8%	10	14.0%	4	22.2%	5	4.0%	1
Rarely	10.6%	106	13.3%	55	14.7%	27	6.0%	24	12.6%	66	21.0%	16	23.3%	7	12.2%	3	27.9%	8
Never	68.5%	686	60.7%	251	65.7%	121	77.7%	314	63.9%	332	50.9%	40	39.6%	11	53.6%	12	58.3%	17
There aren't any in my area	7.8%	78	6.7%	28	6.2%	11	9.8%	39	6.2%	32	8.8%	7	12.1%	3	9.2%	2	4.9%	1
Mean:		0.12		0.17		0.14		0.06		0.15		0.21		0.28		0.19		0.16
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

Christmas markets																		
Always	14.2%	143	18.1%	75	17.6%	33	8.7%	35	16.4%	85	28.1%	22	22.9%	7	36.4%	8	26.2%	8
Usually	8.4%	84	10.0%	41	7.9%	15	7.0%	28	9.6%	50	7.7%	6	17.6%	5	4.6%	1	0.0%	0
Sometimes	18.2%	182	21.5%	89	25.5%	47	11.5%	46	21.3%	111	32.3%	25	27.6%	8	26.0%	6	44.0%	13
Rarely	9.6%	97	11.1%	46	13.9%	26	6.2%	25	13.4%	70	2.3%	2	2.0%	1	5.8%	1	0.0%	0
Never	43.2%	433	32.6%	135	30.1%	55	60.0%	242	33.3%	173	22.4%	18	18.4%	5	16.8%	4	29.8%	9
There aren't any in my area	6.3%	64	6.7%	28	5.0%	9	6.6%	27	6.0%	31	7.1%	6	11.5%	3	10.4%	2	0.0%	0
Mean:		0.35		0.43		0.43		0.24		0.41		0.55		0.58		0.61		0.48
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

Continental (food) markets																		
Always	7.7%	77	9.5%	39	6.5%	12	6.5%	26	8.7%	45	7.8%	6	9.1%	3	13.1%	3	2.2%	1
Usually	3.7%	38	5.0%	21	4.8%	9	2.0%	8	4.8%	25	5.9%	5	11.4%	3	4.6%	1	1.2%	0
Sometimes	14.6%	147	17.7%	73	19.5%	36	9.3%	38	17.2%	89	25.2%	20	16.1%	5	11.4%	2	47.0%	14
Rarely	10.3%	103	11.0%	46	20.2%	37	5.0%	20	13.1%	68	18.7%	15	17.5%	5	14.9%	3	22.1%	6
Never	56.6%	567	48.7%	201	41.8%	77	71.5%	289	48.6%	253	32.9%	26	32.3%	9	41.5%	9	25.8%	8
There aren't any in my area	7.0%	70	8.1%	34	7.2%	13	5.7%	23	7.6%	39	9.6%	8	13.6%	4	14.5%	3	1.6%	0
Mean:		0.23		0.28		0.28		0.15		0.27		0.34		0.37		0.32		0.34
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

Meanscore: [Strongly agree = 2, Slightly agree = 1, Neither agree nor disagree = 0, Slightly disagree = -1, Strongly disagree = -2]

Q15 How much do you agree or disagree with the following statements about markets? [PR]

I like to browse around markets to try and pick up a bargain																		
Strongly agree	31.4%	314	52.6%	218	30.3%	56	10.2%	41	46.2%	240	42.9%	34	56.3%	16	40.5%	9	29.9%	9
Slightly agree	29.2%	292	29.5%	122	36.7%	68	25.4%	103	33.3%	173	21.4%	17	23.3%	7	34.3%	7	12.8%	4
Neither agree nor disagree	5.7%	57	4.3%	18	7.2%	13	6.5%	26	5.3%	28	4.6%	4	7.6%	2	0.0%	0	4.9%	1
Slightly disagree	9.7%	97	7.9%	33	15.1%	28	9.0%	36	7.9%	41	25.1%	20	9.3%	3	14.1%	3	48.1%	14
Strongly disagree	16.8%	169	4.9%	20	9.2%	17	32.5%	131	6.4%	33	5.5%	4	3.6%	1	11.1%	2	3.0%	1
(Don't know)	7.2%	72	0.7%	3	1.5%	3	16.4%	66	1.0%	5	0.5%	0	0.0%	0	0.0%	0	1.3%	0
Mean:		0.52		1.18		0.65		-0.34		1.06		0.72		1.20		0.79		0.19
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

The quality and price of fresh produce is attractive																		
Strongly agree	33.6%	337	51.9%	214	35.0%	65	14.2%	57	46.7%	243	46.2%	36	58.3%	17	62.3%	14	20.6%	6
Slightly agree	35.5%	356	36.0%	149	43.8%	81	31.2%	126	38.1%	198	40.2%	32	31.5%	9	27.1%	6	60.7%	18
Neither agree nor disagree	6.9%	69	4.9%	20	7.5%	14	8.7%	35	5.4%	28	7.8%	6	3.1%	1	10.6%	2	10.1%	3
Slightly disagree	5.1%	51	3.1%	13	6.8%	13	6.5%	26	4.1%	21	5.2%	4	7.0%	2	0.0%	0	7.2%	2
Strongly disagree	7.2%	72	1.8%	7	1.7%	3	15.3%	62	2.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.6%	117	2.4%	10	5.0%	9	24.1%	97	3.6%	19	0.5%	0	0.0%	0	0.0%	0	1.3%	0
Mean:		0.94		1.36		1.09		0.30		1.28		1.28		1.41		1.52		0.96
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

	Total	At least once a 2 months to month at Q01 once a year at Q01				Less often or never at Q01				Yes	No	At least once a 2 months to month at Q12 once a year at Q12				Less often or never at Q12			
I don't see the attraction of shopping in a market																			
Strongly agree	9.7%	97	1.5%	6	1.6%	3	21.8%	88	1.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Slightly agree	7.9%	79	4.0%	17	13.9%	26	9.1%	37	7.3%	38	5.3%	4	0.0%	0	19.2%	4	0.0%	0	
Neither agree nor disagree	4.5%	45	3.4%	14	3.6%	7	6.1%	24	3.4%	18	3.7%	3	7.0%	2	4.2%	1	0.0%	0	
Slightly disagree	31.5%	316	32.7%	135	39.3%	72	26.8%	108	36.7%	190	21.7%	17	24.1%	7	32.4%	7	14.0%	4	
Strongly disagree	40.0%	401	57.8%	239	38.6%	71	22.4%	90	49.4%	257	68.1%	54	68.9%	20	44.2%	10	82.9%	24	
(Don't know)	6.4%	64	0.6%	2	3.1%	6	13.8%	56	1.4%	7	1.1%	1	0.0%	0	0.0%	0	3.1%	1	
Mean:		-0.90		-1.42		-1.02		-0.22		-1.27		-1.54		-1.62		-1.02		-1.86	
Weighted base:		1002		413		185		404		519		79		29		22		29	
Sample:		1002		416		185		401		530		71		32		20		20	

You can get things in a market that you can't buy anywhere else																		
Strongly agree	16.4%	164	22.3%	92	14.9%	27	11.0%	45	19.2%	100	24.9%	20	26.0%	7	23.1%	5	24.4%	7
Slightly agree	33.0%	331	33.6%	139	32.3%	60	32.8%	132	35.3%	183	19.5%	15	24.4%	7	30.6%	7	5.6%	2
Neither agree nor disagree	4.2%	42	2.3%	9	6.6%	12	5.0%	20	3.5%	18	4.5%	4	3.1%	1	4.2%	1	5.9%	2
Slightly disagree	19.7%	197	24.2%	100	28.8%	53	10.8%	44	25.4%	132	27.3%	22	15.8%	5	16.5%	4	49.4%	14
Strongly disagree	16.5%	165	15.2%	63	14.9%	27	18.5%	75	13.8%	72	23.3%	18	30.7%	9	25.7%	6	13.4%	4
(Don't know)	10.3%	103	2.5%	10	2.6%	5	21.9%	88	2.8%	15	0.5%	0	0.0%	0	0.0%	0	1.3%	0
Mean:		0.15		0.24		0.04		0.09		0.21		-0.05		-0.01		0.09		-0.22
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

I prefer shopping in a market to the shops																		
Strongly agree	8.1%	81	13.7%	57	7.3%	13	2.7%	11	9.4%	49	27.1%	21	31.7%	9	9.2%	2	35.1%	10
Slightly agree	11.1%	112	19.3%	80	8.3%	15	4.1%	16	17.1%	89	8.6%	7	9.7%	3	12.0%	3	4.6%	1
Neither agree nor disagree	17.5%	175	23.3%	96	21.2%	39	10.0%	40	23.1%	120	19.1%	15	24.6%	7	15.0%	3	16.0%	5
Slightly disagree	23.0%	231	21.6%	89	36.1%	67	18.5%	75	25.9%	135	27.2%	21	21.0%	6	34.5%	8	30.5%	9
Strongly disagree	31.7%	317	20.9%	87	23.4%	43	46.4%	188	22.3%	116	17.5%	14	13.1%	4	29.2%	6	12.5%	4
(Don't know)	8.5%	85	1.1%	5	3.7%	7	18.3%	74	2.1%	11	0.5%	0	0.0%	0	0.0%	0	1.3%	0
Mean:		-0.65		-0.17		-0.62		-1.25		-0.36		0.01		0.26		-0.63		0.20
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

SEX Sex of respondent

Male	48.1%	482	46.2%	191	55.9%	103	46.4%	187	47.7%	248	59.0%	46	47.3%	14	49.0%	11	79.4%	23
Female	51.9%	520	53.8%	222	44.1%	81	53.6%	217	52.3%	271	41.0%	32	52.7%	15	51.0%	11	20.6%	6
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

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

16 to 24	15.1%	152	14.4%	59	8.0%	15	19.2%	77	14.3%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25 to 34	17.5%	176	14.5%	60	24.1%	44	17.7%	71	14.9%	77	34.5%	27	19.3%	6	37.3%	8	46.4%	14
35 to 44	18.4%	184	20.0%	83	24.1%	45	14.1%	57	21.0%	109	22.9%	18	16.0%	5	27.0%	6	25.9%	8
45 to 54	16.3%	163	17.4%	72	17.5%	32	14.6%	59	17.4%	90	17.6%	14	17.6%	5	17.4%	4	17.0%	5
55 to 64	13.1%	131	13.5%	56	13.0%	24	12.7%	51	13.4%	69	13.0%	10	22.2%	6	8.0%	2	7.3%	2
65 +	19.6%	196	20.3%	84	13.3%	25	21.8%	88	19.0%	99	12.0%	9	25.0%	7	10.3%	2	3.4%	1
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

SG1 Socio-economic group

AB	24.0%	241	25.9%	107	22.1%	41	23.1%	93	25.2%	131	21.1%	17	22.2%	6	18.3%	4	21.4%	6
C1	25.0%	250	19.3%	80	41.1%	76	23.4%	95	24.2%	126	37.8%	30	20.2%	6	30.5%	7	59.4%	17
C2	29.6%	297	34.2%	141	22.0%	41	28.4%	115	31.8%	165	21.4%	17	36.3%	10	24.9%	5	6.9%	2
DE	21.4%	214	20.7%	85	14.9%	27	25.1%	101	18.8%	97	19.7%	15	21.4%	6	26.3%	6	12.3%	4
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

	Total	At least once a 2 months to			Less often or			Yes	No	At least once a 2 months to			Less often or			
		month at Q01			never at Q01					month at Q12			never at Q12			

EMP Which of the following best describes your current employment status ? [PR]

Working full-time (30+ hours a week)	42.9%	430	39.3%	162	54.1%	100	41.4%	167	41.2%	214	61.3%	48	47.4%	14	50.0%	11	81.4%	24
Part-time	14.9%	149	16.4%	68	13.0%	24	14.2%	58	16.7%	87	6.8%	5	10.3%	3	6.0%	1	3.8%	1
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	18.2%	183	20.3%	84	12.2%	22	18.9%	76	19.0%	99	9.6%	8	9.4%	3	16.8%	4	4.0%	1
Not working (retired / invalid)	23.4%	235	23.1%	95	20.3%	38	25.2%	102	22.2%	115	22.2%	18	32.9%	9	27.2%	6	10.7%	3
(Refused)	0.6%	6	0.9%	4	0.4%	1	0.3%	1	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

MAR Which of these best describes your current marital status ? [PR]

Married / Living as married	49.7%	498	49.7%	205	54.9%	101	47.4%	192	49.3%	256	64.1%	50	62.3%	18	56.5%	12	72.8%	21
Single	34.0%	341	33.3%	138	32.9%	61	35.2%	142	35.0%	182	21.7%	17	19.0%	5	32.2%	7	15.8%	5
Divorced	6.5%	65	7.2%	30	4.4%	8	6.8%	27	6.4%	33	5.4%	4	5.0%	1	4.5%	1	6.3%	2
Widowed	7.8%	78	8.5%	35	3.8%	7	8.9%	36	6.8%	35	8.8%	7	13.7%	4	6.9%	1	5.1%	1
Separated	1.4%	14	0.7%	3	2.9%	5	1.5%	6	1.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	6	0.6%	3	1.0%	2	0.3%	1	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

SR Standard Region:

North	4.8%	48	6.3%	26	2.8%	5	4.2%	17	4.6%	24	9.1%	7	18.0%	5	7.5%	2	1.2%	0
Yorkshire / Humberside	9.2%	92	12.2%	51	7.6%	14	6.8%	27	10.6%	55	12.2%	10	16.7%	5	12.1%	3	7.3%	2
East Midlands	6.0%	61	10.0%	41	3.8%	7	3.0%	12	8.6%	45	4.5%	4	5.4%	2	9.2%	2	0.0%	0
West Midlands	7.3%	73	7.1%	29	14.0%	26	4.3%	18	7.8%	40	18.9%	15	15.1%	4	8.6%	2	29.5%	9
East Anglia	7.2%	72	6.9%	28	10.1%	19	6.3%	25	8.9%	46	1.1%	1	1.2%	0	1.2%	0	0.9%	0
South East	16.8%	169	15.6%	65	14.2%	26	19.2%	78	16.5%	86	6.6%	5	1.7%	0	15.3%	3	4.8%	1
Greater London	14.1%	142	11.3%	47	10.9%	20	18.5%	75	11.4%	59	10.1%	8	16.8%	5	4.2%	1	10.9%	3
South West	6.3%	63	5.0%	21	11.5%	21	5.3%	21	6.4%	33	11.3%	9	2.7%	1	9.6%	2	20.8%	6
North West	11.4%	114	12.5%	52	9.0%	17	11.3%	46	11.6%	60	10.3%	8	7.0%	2	16.1%	3	9.0%	3
Wales	7.7%	77	7.4%	31	9.2%	17	7.4%	30	7.6%	40	10.2%	8	12.3%	4	0.0%	0	15.6%	5
Scotland	9.1%	91	5.6%	23	6.8%	13	13.7%	55	6.0%	31	5.6%	4	3.1%	1	16.2%	4	0.0%	0
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

IS2 ISBA region

Scotland	8.2%	82	5.2%	21	6.8%	13	11.9%	48	5.7%	30	5.6%	4	3.1%	1	16.2%	4	0.0%	0
North / Borders	6.2%	62	6.6%	27	4.3%	8	6.7%	27	5.4%	28	9.1%	7	18.0%	5	7.5%	2	1.2%	0
Lancashire	11.9%	119	13.9%	57	10.2%	19	10.6%	43	12.7%	66	13.2%	10	10.2%	3	16.1%	3	13.5%	4
Yorkshire	9.5%	95	13.2%	54	6.6%	12	7.1%	29	11.3%	59	9.7%	8	15.7%	5	12.1%	3	1.8%	1
Wales & South West	11.0%	110	8.9%	37	16.8%	31	10.4%	42	9.9%	52	21.0%	17	14.9%	4	9.6%	2	34.7%	10
Midlands	16.0%	160	18.6%	77	21.0%	39	11.0%	45	18.8%	98	23.0%	18	18.3%	5	17.9%	4	30.6%	9
East England	7.3%	73	7.4%	30	8.4%	15	6.7%	27	8.2%	43	4.2%	3	1.2%	0	12.3%	3	0.9%	0
London	20.3%	203	18.2%	75	17.2%	32	23.9%	96	18.7%	97	12.5%	10	16.8%	5	8.4%	2	14.3%	4
Southern	9.7%	97	8.1%	33	8.7%	16	11.8%	47	9.3%	48	1.7%	1	1.7%	0	0.0%	0	3.0%	1
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

CHI How many children live in your household, aged 15 years and under ?

None	69.0%	691	67.7%	280	60.4%	111	74.3%	300	65.8%	342	62.6%	49	87.1%	25	64.3%	14	38.5%	11
One	15.2%	152	11.1%	46	22.4%	41	16.1%	65	13.4%	70	22.6%	18	0.0%	0	16.8%	4	48.4%	14
Two	9.9%	100	13.2%	54	11.1%	20	6.1%	25	13.7%	71	4.5%	4	3.2%	1	0.0%	0	9.0%	3
Three	3.6%	36	4.5%	19	4.8%	9	2.1%	8	4.0%	21	8.7%	7	9.6%	3	18.8%	4	0.0%	0
Four	0.7%	7	1.4%	6	0.3%	0	0.2%	1	1.0%	5	1.5%	1	0.0%	0	0.0%	0	4.0%	1
Five	0.5%	5	1.2%	5	0.0%	0	0.0%	0	1.0%	5	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)	1.0%	10	0.9%	4	1.0%	2	1.2%	5	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

	Total	At least once a 2 months to month at Q01 once a year at Q01				Less often or never at Q01				Yes	No	At least once a 2 months to month at Q12 once a year at Q12				Less often or never at Q12			
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CH12 Do any of your children fall into any of the following age band: [MR/PR]

Aged 0-4	12.3%	124	13.0%	54	18.6%	34	8.8%	36	13.3%	69	24.0%	19	0.0%	0	17.3%	4	51.8%	15
Aged 5-9	11.5%	116	14.0%	58	8.7%	16	10.3%	42	12.4%	64	12.3%	10	12.9%	4	21.9%	5	4.0%	1
Aged 10-15	16.7%	167	20.6%	85	19.7%	36	11.3%	46	21.0%	109	15.4%	12	12.9%	4	15.3%	3	17.3%	5
No children	70.0%	701	68.6%	284	61.0%	113	75.5%	305	66.9%	348	61.8%	49	87.1%	25	64.3%	14	36.3%	11
(Refused)	0.1%	1	0.1%	0	0.0%	0	0.2%	1	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

ADU How many adults aged 16 years or older, including yourself, live in your household ?

One	26.4%	264	27.8%	115	23.5%	43	26.2%	106	26.6%	138	25.7%	20	23.5%	7	28.2%	6	25.0%	7
Two	49.1%	492	49.2%	203	52.1%	96	47.6%	192	50.7%	263	46.1%	36	53.7%	15	44.7%	10	38.0%	11
Three	13.1%	131	10.0%	41	14.2%	26	15.8%	64	11.2%	58	11.8%	9	15.5%	4	17.0%	4	7.2%	2
Four	8.3%	83	9.9%	41	7.3%	13	7.1%	29	8.8%	46	11.0%	9	0.0%	0	0.0%	0	29.8%	9
Five	1.8%	18	1.6%	7	1.9%	4	1.9%	8	1.4%	7	3.7%	3	7.2%	2	4.0%	1	0.0%	0
Six or more	0.7%	7	0.7%	3	0.0%	0	1.1%	4	0.3%	2	1.7%	1	0.0%	0	6.0%	1	0.0%	0
(Refused)	0.6%	6	0.7%	3	1.0%	2	0.3%	1	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

HLD Size of household

One	23.0%	230	24.6%	102	17.8%	33	23.6%	95	22.3%	116	24.2%	19	23.5%	7	28.2%	6	20.9%	6
Two	32.1%	322	31.9%	132	32.2%	60	32.3%	130	33.2%	173	23.9%	19	40.9%	12	14.8%	3	13.2%	4
Three	17.0%	170	9.8%	41	22.1%	41	22.0%	89	12.6%	65	20.2%	16	15.5%	4	26.4%	6	23.0%	7
Four	16.9%	170	20.5%	85	15.2%	28	14.1%	57	21.1%	110	3.9%	3	3.2%	1	1.7%	0	6.1%	2
Five or more	9.9%	100	12.3%	51	11.6%	21	6.8%	27	9.7%	50	27.7%	22	16.8%	5	28.9%	6		11
(Refused)	1.0%	10	0.9%	4	1.0%	2	1.2%	5	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

TEN What is the tenure on this property ? [PR]

Own home outright	42.5%	425	45.2%	187	40.0%	74	40.9%	165	43.7%	227	42.5%	33	46.1%	13	50.9%	11	34.8%	10
Buying home	26.1%	261	23.8%	98	34.6%	64	24.5%	99	25.1%	130	40.7%	32	27.5%	8	37.7%	8	54.6%	16
Rent - Council	10.6%	107	10.6%	44	10.8%	20	10.6%	43	11.6%	60	4.6%	4	7.0%	2	7.2%	2	0.0%	0
Rent - Private	9.1%	91	8.6%	36	8.2%	15	10.0%	40	9.2%	48	3.6%	3	6.3%	2	0.0%	0	3.4%	1
Rent free occupancy	2.1%	22	0.8%	3	1.6%	3	3.7%	15	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.9%	29	4.3%	18	0.0%	0	2.8%	11	3.3%	17	1.2%	1	3.3%	1	0.0%	0	0.0%	0
(Refused)	6.7%	67	6.7%	28	4.9%	9	7.6%	31	5.9%	31	7.4%	6	9.8%	3	4.2%	1	7.2%	2
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

INT Do you have access to the internet ?

Yes	78.5%	786	75.3%	311	85.9%	159	78.3%	316	78.5%	408	79.1%	62	67.4%	19	88.9%	19	84.0%	25
No	21.4%	214	24.6%	102	13.7%	25	21.6%	87	21.4%	111	20.4%	16	32.6%	9	11.1%	2	14.7%	4
(Don't know)	0.2%	2	0.1%	0	0.4%	1	0.1%	0	0.1%	1	0.5%	0	0.0%	0	0.0%	0	1.3%	0
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20

CLU Attitude clusters

Enthusiasts	11.5%	115	20.5%	85	5.8%	11	5.0%	20	16.8%	87	10.2%	8	20.8%	6	7.8%	2	1.2%	0
Indifferents	15.5%	155	6.5%	27	16.1%	30	24.4%	99	9.9%	51	6.7%	5	5.8%	2	8.1%	2	6.3%	2
Positive but prefer shops	23.1%	231	26.8%	111	23.0%	43	19.3%	78	27.0%	140	16.9%	13	20.3%	6	25.2%	5	6.7%	2
Negatives	12.6%	126	2.1%	9	5.6%	10	26.5%	107	3.1%	16	3.7%	3	0.0%	0	11.1%	2	1.8%	1
Positive but don't like to browse	14.5%	145	9.6%	40	20.4%	38	16.7%	68	11.1%	57	25.2%	20	11.6%	3	9.6%	2	49.3%	14
Not exclusive and prefer shops	22.9%	230	34.6%	143	29.0%	54	8.2%	33	32.2%	167	37.3%	29	41.5%	12	38.3%	8	34.8%	10
Weighted base:		1002		413		185		404		519		79		29		22		29
Sample:		1002		416		185		401		530		71		32		20		20