

## **Measuring and Understanding Public Opinion: Toward retail destinations for non-food shopping August 2013**

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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, August 2013.

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 16-34 35-54 55+ ABC1 C2DE

**Q01 With regard to non-food shopping, which of the following statements applies to you ? [PR]**

*I regularly visit in-town shopping centres*

Yes	74.3%	725	68.8%	325	79.5%	400	79.3%	253	75.9%	256	67.7%	216	75.8%	369	72.8%	355
No	25.7%	250	31.2%	147	20.5%	103	20.7%	66	24.1%	82	32.3%	103	24.2%	118	27.2%	132
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

*I regularly visit out-of-town shopping centres*

Yes	62.5%	609	57.0%	269	67.7%	340	68.3%	217	65.2%	220	53.9%	172	66.2%	322	58.8%	287
No	37.5%	365	43.0%	203	32.3%	162	31.7%	101	34.8%	118	46.1%	147	33.8%	165	41.2%	201
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

*I regularly visit retail parks*

Yes	53.3%	519	52.6%	248	53.9%	271	61.0%	194	60.1%	203	38.3%	122	57.1%	278	49.5%	241
No	46.7%	455	47.4%	224	46.1%	232	39.0%	124	39.9%	135	61.7%	196	42.9%	209	50.5%	247
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

*I prefer to shop online than visit a shopping centre*

Yes	53.6%	522	53.5%	252	53.7%	270	75.8%	241	57.4%	194	27.3%	87	62.6%	305	44.6%	217
No	46.4%	453	46.5%	220	46.3%	233	24.2%	77	42.6%	144	72.7%	232	37.4%	182	55.4%	270
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

**Mean score (visits per year)**

**Q02 How regularly do you visit an in-town shopping centre for non-food shopping?**

*Those who visit in-town shopping centres for non-food shopping at Q01*

Daily	5.7%	41	5.8%	19	5.7%	23	5.4%	14	3.2%	8	9.2%	20	5.2%	19	6.3%	22
Six times a week	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0
Five times a week	0.5%	3	0.3%	1	0.6%	2	0.9%	2	0.4%	1	0.0%	0	0.0%	0	0.9%	3
Four times a week	1.0%	7	0.7%	2	1.2%	5	0.0%	0	1.2%	3	1.8%	4	0.9%	3	1.1%	4
Three times a week	4.3%	31	6.9%	22	2.2%	9	5.8%	15	3.7%	9	3.3%	7	1.3%	5	7.5%	26
Two times a week	6.5%	47	10.0%	33	3.6%	14	8.6%	22	1.9%	5	9.5%	21	4.3%	16	8.7%	31
At least once a week	36.3%	263	32.8%	107	39.0%	156	38.1%	96	34.9%	89	35.7%	77	41.2%	152	31.1%	111
At least once a fortnight	12.9%	93	13.2%	43	12.6%	51	10.5%	27	13.3%	34	15.0%	32	12.0%	44	13.8%	49
At least once a month	22.4%	162	18.8%	61	25.3%	101	22.9%	58	31.3%	80	11.3%	24	23.7%	88	21.0%	75
At least every two months	2.6%	19	2.8%	9	2.4%	10	1.0%	3	3.5%	9	3.4%	7	3.6%	13	1.5%	5
At least once a quarter / 4 times a year	3.5%	26	3.4%	11	3.7%	15	3.3%	8	3.3%	8	4.2%	9	3.0%	11	4.1%	14
At least once every 6 months / twice a year	2.4%	17	2.8%	9	2.1%	8	3.6%	9	2.0%	5	1.5%	3	2.9%	11	1.9%	7
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	1.1%	8	0.9%	3	1.3%	5	0.0%	0	0.3%	1	3.3%	7	0.5%	2	1.7%	6
Less often	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 / varies / no particular pattern)	0.8%	6	1.3%	4	0.4%	1	0.0%	0	1.2%	3	1.3%	3	1.2%	4	0.4%	1
Mean:		63.76		69.58		59.09		65.50		49.12		79.13		56.36		71.39
Weighted base:		725		325		400		253		256		216		369		355
Sample:		720		302		418		102		300		318		302		418

Total Male Female 16-34 35-54 55+ ABC1 C2DE

Mean score (visits per year)

**Q03 How regularly do you visit an out-of-town shopping centre for non-food shopping?**

*Those who visit out-of-town shopping centres for non-food shopping at Q01*

Daily	1.1%	7	1.9%	5	0.4%	1	0.0%	0	2.1%	5	1.2%	2	1.1%	3	1.1%	3
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three times a week	1.1%	7	0.5%	1	1.5%	5	1.2%	3	0.0%	0	2.3%	4	0.9%	3	1.3%	4
Two times a week	6.0%	37	7.1%	19	5.2%	18	5.3%	11	6.7%	15	6.2%	11	1.8%	6	10.8%	31
At least once a week	31.8%	194	38.8%	104	26.3%	89	39.3%	85	25.8%	57	30.1%	52	30.4%	98	33.4%	96
At least once a fortnight	8.7%	53	10.3%	28	7.5%	26	4.6%	10	11.3%	25	10.8%	18	7.1%	23	10.6%	30
At least once a month	29.5%	179	15.5%	42	40.5%	138	29.8%	65	31.7%	70	26.1%	45	32.8%	106	25.7%	74
At least every two months	5.7%	35	9.6%	26	2.6%	9	5.7%	12	6.8%	15	4.2%	7	6.0%	19	5.4%	15
At least once a quarter / 4 times a year	7.3%	45	9.4%	25	5.7%	19	5.3%	11	9.7%	21	7.0%	12	8.8%	28	5.7%	16
At least once every 6 months / twice a year	5.8%	35	4.5%	12	6.8%	23	7.5%	16	2.5%	5	7.9%	14	8.1%	26	3.3%	9
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	2.1%	13	1.2%	3	2.8%	9	1.4%	3	2.1%	5	2.9%	5	1.7%	5	2.5%	7
Less often	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 / varies / no particular pattern)	0.8%	5	1.1%	3	0.6%	2	0.0%	0	1.4%	3	1.2%	2	1.3%	4	0.3%	1
<i>Mean:</i>		35.38		41.46		30.60		33.29		36.08		37.16		30.08		41.27
Weighted base:		609		269		340		217		220		172		322		287
Sample:		602		254		348		92		258		252		268		334

Mean score (visits per year)

**Q04 How regularly do you visit a retail park for non-food shopping?**

*Those who visit retail parks for non-food shopping at Q01*

Daily	1.7%	9	3.5%	9	0.0%	0	4.5%	9	0.0%	0	0.0%	0	0.0%	0	3.6%	9
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	1.2%	6	2.6%	6	0.0%	0	0.0%	0	3.2%	6	0.0%	0	2.3%	6	0.0%	0
Four times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three times a week	2.5%	13	5.2%	13	0.0%	0	6.6%	13	0.0%	0	0.0%	0	0.0%	0	5.3%	13
Two times a week	1.9%	10	0.9%	2	2.7%	7	1.4%	3	2.0%	4	2.4%	3	0.4%	1	3.5%	9
At least once a week	14.7%	76	13.9%	34	15.4%	42	9.2%	18	15.2%	31	22.6%	28	12.9%	36	16.8%	40
At least once a fortnight	13.0%	68	16.2%	40	10.2%	28	14.1%	27	16.2%	33	6.1%	7	12.6%	35	13.5%	33
At least once a month	32.3%	168	33.8%	84	31.0%	84	35.6%	69	34.6%	70	23.3%	28	31.2%	87	33.6%	81
At least every two months	8.4%	44	8.2%	20	8.6%	23	7.8%	15	10.4%	21	6.1%	7	10.8%	30	5.7%	14
At least once a quarter / 4 times a year	12.2%	63	5.3%	13	18.4%	50	15.5%	30	7.3%	15	15.0%	18	13.8%	38	10.2%	25
At least once every 6 months / twice a year	8.7%	45	6.8%	17	10.4%	28	5.3%	10	7.3%	15	16.4%	20	13.3%	37	3.3%	8
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	2.5%	13	2.8%	7	2.1%	6	0.0%	0	1.7%	4	7.6%	9	1.0%	3	4.2%	10
Less often	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
(Don't know / varies / no particular pattern)	0.8%	4	0.9%	2	0.8%	2	0.0%	0	1.9%	4	0.5%	1	1.4%	4	0.2%	1
<i>Mean:</i>		31.50		45.32		18.86		42.02		28.22		20.06		21.96		42.38
Weighted base:		519		248		271		194		203		122		278		241
Sample:		488		210		278		76		240		172		224		264

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>Mean score (visits per year)</b>																
<b>Q05 How regularly do you do non-food shopping online?</b>																
<i>Those who do non-food shopping online at Q01</i>																
Daily	5.1%	27	3.1%	8	7.0%	19	7.9%	19	3.3%	6	1.3%	1	7.6%	23	1.7%	4
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four times a week	0.2%	1	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	1
Three times a week	5.1%	26	7.5%	19	2.8%	7	6.8%	16	3.8%	7	3.0%	3	2.4%	7	8.8%	19
Two times a week	6.9%	36	11.0%	28	3.0%	8	8.5%	21	7.1%	14	1.6%	1	3.3%	10	11.8%	26
At least once a week	25.9%	135	26.5%	67	25.4%	68	24.1%	58	34.0%	66	12.7%	11	25.9%	79	25.9%	56
At least once a fortnight	19.0%	99	19.2%	49	18.9%	51	21.6%	52	11.0%	21	29.8%	26	22.3%	68	14.5%	32
At least once a month	21.3%	111	19.8%	50	22.7%	61	16.7%	40	25.6%	50	24.5%	21	23.0%	70	18.9%	41
At least every two months	5.9%	31	6.4%	16	5.4%	15	7.7%	19	3.1%	6	7.1%	6	7.0%	21	4.5%	10
At least once a quarter / 4 times a year	6.0%	31	0.6%	2	11.0%	30	5.2%	13	5.9%	12	8.3%	7	6.5%	20	5.3%	12
At least once every 6 months / twice a year	2.1%	11	2.4%	6	1.7%	5	1.4%	3	1.1%	2	6.3%	5	1.3%	4	3.2%	7
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	1.1%	6	1.0%	3	1.1%	3	0.0%	0	1.4%	3	3.5%	3	0.0%	0	2.6%	6
Less often	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 / varies / no particular pattern)	1.4%	8	2.1%	5	0.9%	2	0.0%	0	3.1%	6	1.8%	2	0.8%	3	2.3%	5
<i>Mean:</i>		56.59		58.04		55.24		69.22		52.40		30.01		58.06		54.49
Weighted base:		522		252		270		241		194		87		305		217
Sample:		450		180		270		84		250		116		224		226

**Q06 For each of the following criteria, which destination to you rate the highest when shopping for non-food goods? [PR]**

**Choice of retailer**

Town centres	40.5%	394	40.7%	192	40.2%	202	37.5%	119	28.3%	96	56.3%	179	32.4%	158	48.5%	237
Out-of-town shopping centres	19.1%	186	19.2%	91	18.9%	95	11.2%	36	27.7%	94	17.7%	56	19.9%	97	18.2%	89
Retail parks	10.6%	103	9.9%	47	11.2%	56	10.7%	34	11.3%	38	9.7%	31	11.2%	54	10.0%	49
Online	29.9%	292	30.2%	142	29.7%	149	40.6%	129	32.8%	111	16.3%	52	36.6%	178	23.3%	114
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

**Choice of goods**

Town centres	39.9%	389	36.9%	174	42.7%	215	39.3%	125	27.2%	92	53.8%	171	33.5%	163	46.2%	225
Out-of-town shopping centres	17.6%	171	17.6%	83	17.5%	88	11.6%	37	24.1%	81	16.7%	53	17.4%	85	17.8%	87
Retail parks	11.1%	109	12.7%	60	9.6%	48	9.1%	29	14.5%	49	9.6%	31	11.5%	56	10.7%	52
Online	31.4%	306	32.7%	154	30.2%	152	40.0%	127	34.2%	116	19.9%	63	37.6%	183	25.3%	123
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

**Convenience of shopping location**

Town centres	49.7%	484	45.8%	216	53.3%	268	56.5%	180	32.1%	109	61.6%	196	47.0%	229	52.4%	256
Out-of-town shopping centres	17.5%	170	20.7%	98	14.4%	72	16.5%	52	19.6%	66	16.1%	51	16.5%	80	18.4%	90
Retail parks	11.7%	114	11.5%	54	12.0%	60	10.0%	32	17.5%	59	7.3%	23	14.0%	68	9.4%	46
Online	21.1%	206	22.0%	104	20.3%	102	17.0%	54	30.8%	104	15.0%	48	22.5%	109	19.8%	96
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

**Overall shopping experience**

Town centres	46.7%	455	46.0%	217	47.4%	238	42.1%	134	37.1%	125	61.5%	196	42.8%	208	50.6%	247
Out-of-town shopping centres	23.0%	224	22.5%	106	23.5%	118	20.9%	67	28.6%	97	19.2%	61	20.4%	99	25.6%	125
Retail parks	10.4%	101	9.6%	45	11.2%	56	10.6%	34	14.1%	48	6.3%	20	13.0%	63	7.8%	38
Online	19.9%	193	21.9%	103	17.9%	90	26.4%	84	20.2%	68	13.0%	41	23.8%	116	15.9%	78
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>Q07 Which of the following retail destinations do you spend most of your money on non-food shopping? [PR]</b>																
Town centres	38.1%	372	35.8%	169	40.3%	203	37.3%	119	27.5%	93	50.2%	160	31.8%	155	44.5%	217
Out-of-town shopping centres	18.2%	177	16.2%	77	20.0%	101	11.4%	36	24.8%	84	17.9%	57	15.5%	76	20.8%	101
Retail parks	10.5%	102	10.3%	49	10.6%	54	10.1%	32	12.4%	42	8.9%	28	12.0%	59	9.0%	44
Online	28.8%	281	33.7%	159	24.2%	122	40.1%	128	33.6%	114	12.4%	40	36.2%	176	21.5%	105
(Can't decide)	4.4%	43	4.0%	19	4.8%	24	1.1%	4	1.7%	6	10.6%	34	4.5%	22	4.3%	21
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

**SEX Sex of respondent**

Male	48.4%	472	100.0%	472	0.0%	0	50.1%	160	49.9%	168	45.2%	144	49.1%	239	47.8%	233
Female	51.6%	503	0.0%	0	100.0%	503	49.9%	159	50.1%	169	54.8%	174	50.9%	248	52.2%	255
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

**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	46.3%	147	0.0%	0	0.0%	0	15.8%	77	14.5%	71
25 to 34	17.5%	171	17.9%	84	17.2%	86	53.7%	171	0.0%	0	0.0%	0	18.8%	92	16.2%	79
35 to 44	18.4%	179	18.9%	89	17.9%	90	0.0%	0	53.0%	179	0.0%	0	22.0%	107	14.8%	72
45 to 54	16.3%	159	16.8%	79	15.8%	79	0.0%	0	47.0%	159	0.0%	0	16.4%	80	16.2%	79
55 to 64	13.1%	128	13.4%	63	12.8%	64	0.0%	0	0.0%	0	40.1%	128	11.9%	58	14.3%	70
65 +	19.6%	191	17.1%	81	21.9%	110	0.0%	0	0.0%	0	59.9%	191	15.1%	73	24.1%	117
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

**SG1 Socio-economic group**

AB	15.7%	153	15.0%	71	16.4%	83	14.0%	44	14.5%	49	18.8%	60	31.5%	153	0.0%	0
C1	34.2%	334	35.7%	168	32.9%	166	39.0%	124	40.8%	138	22.5%	72	68.5%	334	0.0%	0
C2	30.4%	296	35.2%	166	25.9%	130	39.2%	125	28.9%	98	23.2%	74	0.0%	0	60.8%	296
DE	19.6%	191	14.2%	67	24.7%	124	7.8%	25	15.8%	54	35.5%	113	0.0%	0	39.2%	191
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

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

Working full-time (30+ hours a week)	39.3%	383	52.2%	246	27.1%	136	45.4%	145	57.4%	194	13.8%	44	45.2%	220	33.3%	162
Part-time	16.7%	163	7.3%	35	25.5%	128	16.2%	52	25.1%	85	8.4%	27	21.0%	102	12.4%	61
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	17.8%	173	17.4%	82	18.1%	91	35.5%	113	11.1%	38	7.1%	23	14.2%	69	21.3%	104
Not working (retired / invalid)	24.9%	243	23.1%	109	26.6%	134	0.0%	0	5.1%	17	70.8%	225	18.4%	89	31.4%	153
(Refused)	1.4%	14	0.0%	0	2.7%	14	2.9%	9	1.3%	4	0.0%	0	1.2%	6	1.6%	8
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

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

Married / Living as married	51.7%	504	48.9%	231	54.4%	273	38.5%	123	66.6%	225	49.1%	156	56.4%	275	47.0%	229
Single	29.0%	283	38.7%	182	20.0%	101	55.5%	177	19.2%	65	13.0%	41	26.0%	127	32.0%	156
Divorced	6.2%	60	5.3%	25	7.0%	35	3.4%	11	7.7%	26	7.3%	23	6.6%	32	5.8%	28
Widowed	11.0%	107	6.1%	29	15.6%	78	1.9%	6	3.6%	12	27.9%	89	9.5%	46	12.5%	61
Separated	1.8%	17	1.0%	5	2.4%	12	0.7%	2	2.4%	8	2.2%	7	1.4%	7	2.1%	10
(Refused)	0.3%	3	0.0%	0	0.6%	3	0.0%	0	0.5%	2	0.4%	1	0.0%	0	0.6%	3
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

	Total	Male	Female	16-34	35-54	55+	ABC1	C2DE								
<b>CHI How many children live in your household, aged 15 years and under ?</b>																
None	74.5%	726	75.8%	358	73.3%	368	69.9%	223	58.3%	197	96.3%	307	68.6%	334	80.4%	392
One	10.8%	106	9.4%	44	12.2%	61	13.5%	43	16.0%	54	2.7%	9	15.7%	76	6.0%	29
Two	12.1%	118	13.0%	61	11.2%	57	13.3%	42	21.4%	72	1.0%	3	11.4%	56	12.7%	62
Three	2.0%	19	0.6%	3	3.3%	17	1.8%	6	4.0%	14	0.0%	0	3.1%	15	0.9%	4
Four	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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)	0.6%	6	1.2%	6	0.0%	0	1.5%	5	0.2%	1	0.0%	0	1.1%	6	0.0%	0
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>																
One	30.0%	292	31.1%	147	28.9%	145	23.2%	74	22.9%	77	44.3%	141	25.1%	122	34.8%	170
Two	45.3%	442	42.4%	200	48.0%	241	42.9%	137	50.4%	170	42.3%	135	47.2%	230	43.4%	212
Three	16.3%	158	18.3%	86	14.4%	72	19.5%	62	19.7%	66	9.4%	30	17.5%	85	15.1%	73
Four	6.3%	62	5.7%	27	6.9%	35	9.4%	30	5.9%	20	3.7%	12	7.2%	35	5.4%	26
Five	1.6%	15	1.3%	6	1.8%	9	3.5%	11	0.8%	3	0.4%	1	1.9%	9	1.2%	6
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)	0.6%	6	1.2%	6	0.0%	0	1.5%	5	0.2%	1	0.0%	0	1.1%	6	0.0%	0
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

<b>IS2 ISBA region</b>																
Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.1%	79	10.9%	52	5.5%	28	11.3%	36	5.7%	19	7.5%	24	6.0%	29	10.2%	50
North / Borders	5.9%	58	4.2%	20	7.5%	38	4.2%	13	7.0%	23	6.6%	21	6.3%	31	5.5%	27
Lancashire	13.2%	129	15.8%	75	10.8%	54	20.8%	66	9.7%	33	9.5%	30	12.7%	62	13.7%	67
Yorkshire	9.4%	92	7.1%	33	11.6%	58	6.8%	22	14.0%	47	7.1%	23	9.5%	46	9.4%	46
Wales & South West	12.0%	117	13.9%	65	10.2%	51	16.8%	54	7.5%	25	11.8%	38	10.3%	50	13.6%	66
Midlands	15.5%	151	19.6%	93	11.7%	59	17.9%	57	16.2%	55	12.4%	40	16.2%	79	14.9%	72
East England	6.7%	65	5.1%	24	8.2%	41	5.8%	18	4.7%	16	9.7%	31	7.6%	37	5.8%	28
London	20.3%	198	17.2%	81	23.2%	117	7.7%	25	27.6%	93	25.2%	80	24.3%	118	16.4%	80
Southern	8.8%	86	6.2%	29	11.2%	57	8.7%	28	7.6%	26	10.1%	32	7.1%	34	10.5%	51
Weighted base:		975		472		503		318		338		318		487		488
Sample:		1000		450		550		124		408		468		408		592

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

**Q01 With regard to non-food shopping, which of the following statements applies to you ? [PR]**

***I regularly visit in-town shopping centres***

Yes	74.3%	725	75.0%	268	71.3%	219	76.4%	231
No	25.7%	250	25.0%	90	28.7%	88	23.6%	72
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

***I regularly visit out-of-town shopping centres***

Yes	62.5%	609	62.2%	222	65.3%	200	60.3%	183
No	37.5%	365	37.8%	135	34.7%	107	39.7%	120
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

***I regularly visit retail parks***

Yes	53.3%	519	55.0%	197	53.6%	164	51.1%	155
No	46.7%	455	45.0%	161	46.4%	142	48.9%	148
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

***I prefer to shop online than visit a shopping centre***

Yes	53.6%	522	59.3%	212	50.0%	153	51.4%	156
No	46.4%	453	40.7%	146	50.0%	153	48.6%	147
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

**Mean score (visits per year)**

**Q02 How regularly do you visit an in-town shopping centre for non-food shopping?**

*Those who visit in-town shopping centres for non-food shopping at Q01*

Daily	5.7%	41	6.3%	17	8.2%	18	2.9%	7
Six times a week	0.1%	1	0.0%	0	0.5%	1	0.0%	0
Five times a week	0.5%	3	0.0%	0	0.0%	0	1.0%	2
Four times a week	1.0%	7	1.9%	5	0.9%	2	0.0%	0
Three times a week	4.3%	31	3.5%	9	10.0%	22	0.0%	0
Two times a week	6.5%	47	10.9%	29	3.9%	9	3.9%	9
At least once a week	36.3%	263	30.7%	82	36.7%	80	42.3%	98
At least once a fortnight	12.9%	93	9.6%	26	17.3%	38	12.5%	29
At least once a month	22.4%	162	22.6%	61	16.7%	37	27.2%	63
At least every two months	2.6%	19	3.6%	10	1.7%	4	2.3%	5
At least once a quarter / 4 times a year	3.5%	26	4.4%	12	2.2%	5	4.0%	9
At least once every 6 months / twice a year	2.4%	17	4.3%	12	1.1%	2	1.4%	3
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	1.1%	8	0.0%	0	0.9%	2	2.6%	6
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.8%	6	2.2%	6	0.0%	0	0.0%	0
Mean:		63.76		66.95		78.61		45.93
Weighted base:		725		268		219		231
Sample:		720		312		222		176

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

**Mean score (visits per year)**

**Q03 How regularly do you visit an out-of-town shopping centre for non-food shopping?**

*Those who visit out-of-town shopping centres for non-food shopping at Q01*

Daily	1.1%	7	1.2%	3	0.0%	0	2.2%	4
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three times a week	1.1%	7	1.9%	4	1.1%	2	0.0%	0
Two times a week	6.0%	37	6.5%	14	5.8%	12	5.8%	11
At least once a week	31.8%	194	27.4%	61	44.5%	89	23.6%	43
At least once a fortnight	8.7%	53	9.8%	22	8.5%	17	7.9%	14
At least once a month	29.5%	179	24.0%	53	20.2%	40	46.9%	86
At least every two months	5.7%	35	10.6%	24	4.6%	9	0.0%	0
At least once a quarter / 4 times a year	7.3%	45	8.2%	18	6.3%	13	7.0%	13
At least once every 6 months / twice a year	5.8%	35	5.2%	11	9.0%	18	3.3%	6
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	2.1%	13	3.0%	7	0.0%	0	3.3%	6
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.8%	5	2.3%	5	0.0%	0	0.0%	0
<i>Mean:</i>		<i>35.38</i>		<i>35.58</i>		<i>36.27</i>		<i>34.61</i>
Weighted base:		609		222		200		183
Sample:		602		270		188		136

**Mean score (visits per year)**

**Q04 How regularly do you visit a retail park for non-food shopping?**

*Those who visit retail parks for non-food shopping at Q01*

Daily	1.7%	9	4.4%	9	0.0%	0	0.0%	0
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	1.2%	6	0.0%	0	0.0%	0	4.2%	6
Four times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three times a week	2.5%	13	0.0%	0	7.8%	13	0.0%	0
Two times a week	1.9%	10	3.9%	8	0.6%	1	0.7%	1
At least once a week	14.7%	76	14.3%	28	19.7%	32	10.1%	16
At least once a fortnight	13.0%	68	15.3%	30	13.4%	22	10.1%	16
At least once a month	32.3%	168	25.4%	50	37.8%	62	35.3%	55
At least every two months	8.4%	44	16.8%	33	2.1%	3	4.7%	7
At least once a quarter / 4 times a year	12.2%	63	11.3%	22	4.0%	7	21.3%	33
At least once every 6 months / twice a year	8.7%	45	4.0%	8	13.5%	22	9.2%	14
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	2.5%	13	2.0%	4	1.2%	2	4.5%	7
Less often	0.1%	1	0.4%	1	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.8%	4	2.2%	4	0.0%	0	0.0%	0
<i>Mean:</i>		<i>31.50</i>		<i>36.99</i>		<i>31.66</i>		<i>25.01</i>
Weighted base:		519		197		164		155
Sample:		488		236		144		102



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

**Mean score (visits per year)**

**Q05 How regularly do you do non-food shopping online?**

*Those who do non-food shopping online at Q01*

Daily	5.1%	27	1.5%	3	4.9%	8	10.2%	16
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four times a week	0.2%	1	0.5%	1	0.0%	0	0.0%	0
Three times a week	5.1%	26	1.4%	3	10.7%	16	4.5%	7
Two times a week	6.9%	36	15.3%	33	0.5%	1	1.5%	2
At least once a week	25.9%	135	23.1%	49	24.6%	38	31.1%	49
At least once a fortnight	19.0%	99	23.9%	51	9.8%	15	21.6%	34
At least once a month	21.3%	111	16.8%	36	32.4%	50	16.6%	26
At least every two months	5.9%	31	4.6%	10	10.2%	16	3.1%	5
At least once a quarter / 4 times a year	6.0%	31	7.1%	15	4.1%	6	6.4%	10
At least once every 6 months / twice a year	2.1%	11	2.1%	5	1.1%	2	3.0%	5
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	1.1%	6	0.0%	0	1.7%	3	2.0%	3
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.4%	8	3.6%	8	0.0%	0	0.0%	0
<i>Mean:</i>		<i>56.59</i>		<i>47.41</i>		<i>55.30</i>		<i>70.17</i>
Weighted base:		522		212		153		156
Sample:		450		210		122		116

**Q06 For each of the following criteria, which destination to you rate the highest when shopping for non-food goods? [PR]**

**Choice of retailer**

Town centres	40.5%	394	40.5%	145	40.8%	125	39.4%	120
Out-of-town shopping centres	19.1%	186	20.6%	74	12.9%	40	23.6%	72
Retail parks	10.6%	103	14.2%	51	13.5%	41	3.5%	11
Online	29.9%	292	24.7%	88	32.7%	100	33.4%	101
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

**Choice of goods**

Town centres	39.9%	389	38.5%	138	35.6%	109	45.6%	138
Out-of-town shopping centres	17.6%	171	19.6%	70	16.4%	50	16.5%	50
Retail parks	11.1%	109	11.4%	41	13.1%	40	8.5%	26
Online	31.4%	306	30.5%	109	34.9%	107	29.4%	89
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

**Convenience of shopping location**

Town centres	49.7%	484	41.3%	148	56.3%	173	52.9%	160
Out-of-town shopping centres	17.5%	170	21.1%	75	10.5%	32	20.0%	61
Retail parks	11.7%	114	15.3%	55	12.5%	38	6.6%	20
Online	21.1%	206	22.3%	80	20.6%	63	20.5%	62
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

**Overall shopping experience**

Town centres	46.7%	455	45.5%	163	45.8%	141	48.8%	148
Out-of-town shopping centres	23.0%	224	22.7%	81	23.2%	71	22.8%	69
Retail parks	10.4%	101	15.0%	54	10.5%	32	5.1%	16
Online	19.9%	193	16.9%	60	20.4%	63	23.3%	71
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

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

**Q07 Which of the following retail destinations do you spend most of your money on non-food shopping? [PR]**

Town centres	38.1%	372	40.1%	144	37.1%	114	36.6%	111
Out-of-town shopping centres	18.2%	177	15.9%	57	14.3%	44	24.9%	75
Retail parks	10.5%	102	13.1%	47	14.3%	44	3.5%	11
Online	28.8%	281	29.0%	104	29.0%	89	28.8%	87
(Can't decide)	4.4%	43	1.8%	6	5.4%	17	6.2%	19
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

**SEX Sex of respondent**

Male	48.4%	472	50.2%	180	55.7%	171	39.1%	119
Female	51.6%	503	49.8%	178	44.3%	136	60.9%	184
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

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

16 to 24	15.1%	147	19.6%	70	14.8%	46	10.5%	32
25 to 34	17.5%	171	18.7%	67	24.1%	74	9.2%	28
35 to 44	18.4%	179	16.0%	57	17.3%	53	22.7%	69
45 to 54	16.3%	159	18.4%	66	12.2%	38	17.7%	54
55 to 64	13.1%	128	14.7%	53	12.2%	38	11.6%	35
65 +	19.6%	191	12.6%	45	19.3%	59	28.3%	86
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

**SG1 Socio-economic group**

AB	15.7%	153	17.8%	64	15.9%	49	13.5%	41
C1	34.2%	334	29.3%	105	35.0%	107	40.1%	122
C2	30.4%	296	39.4%	141	28.2%	86	21.1%	64
DE	19.6%	191	13.5%	48	20.9%	64	25.2%	77
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

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

Working full-time (30+ hours a week)	39.3%	383	45.5%	163	37.1%	114	34.4%	104
Part-time	16.7%	163	20.7%	74	15.8%	48	13.0%	39
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	17.8%	173	14.4%	51	24.2%	74	14.5%	44
Not working (retired / invalid)	24.9%	243	16.8%	60	23.0%	71	36.7%	111
(Refused)	1.4%	14	2.6%	9	0.0%	0	1.4%	4
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

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

Married / Living as married	51.7%	504	55.4%	198	50.5%	155	48.4%	147
Single	29.0%	283	28.6%	102	31.3%	96	27.4%	83
Divorced	6.2%	60	4.3%	15	7.4%	23	7.3%	22
Widowed	11.0%	107	9.1%	33	9.2%	28	15.0%	45
Separated	1.8%	17	2.6%	9	1.3%	4	1.3%	4
(Refused)	0.3%	3	0.0%	0	0.4%	1	0.6%	2
Weighted base:		975		358		307		303
Sample:		1000		440		298		250

	Total	North (inc. Scotland)	Midlands (inc. Wales)	Southern
<b>CHI How many children live in your household, aged 15 years and under ?</b>				
None	74.5%	726	75.8%	271
One	10.8%	106	12.3%	44
Two	12.1%	118	10.7%	38
Three	2.0%	19	1.2%	4
Four	0.0%	0	0.0%	0
Five	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0
(Refused)	0.6%	6	0.0%	0
Weighted base:	975	358	307	303
Sample:	1000	440	298	250

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

One	30.0%	292	28.7%	103	33.1%	102	28.4%	86
Two	45.3%	442	51.1%	183	42.5%	130	40.6%	123
Three	16.3%	158	11.6%	41	18.9%	58	19.5%	59
Four	6.3%	62	6.2%	22	3.1%	10	9.9%	30
Five	1.6%	15	2.5%	9	2.0%	6	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	6	0.0%	0	0.3%	1	1.6%	5
Weighted base:	975	358	307	303				
Sample:	1000	440	298	250				

**IS2 ISBA region**

Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.1%	79	22.2%	79	0.0%	0	0.0%	0
North / Borders	5.9%	58	16.1%	58	0.0%	0	0.0%	0
Lancashire	13.2%	129	36.0%	129	0.0%	0	0.0%	0
Yorkshire	9.4%	92	25.7%	92	0.0%	0	0.0%	0
Wales & South West	12.0%	117	0.0%	0	29.4%	90	6.4%	19
Midlands	15.5%	151	0.0%	0	49.4%	151	0.0%	0
East England	6.7%	65	0.0%	0	21.3%	65	0.0%	0
London	20.3%	198	0.0%	0	0.0%	0	65.4%	198
Southern	8.8%	86	0.0%	0	0.0%	0	28.2%	86
Weighted base:	975	358	307	303				
Sample:	1000	440	298	250				

	Total	Visit in-town shopping centres (Q01)		Visit out-of-town shopping centres (Q01)		Visit retail parks (Q01)		Do non-food online shopping (Q01)		Weekly visit to in-town shopping centres (Q02)		Weekly visit to out-of-town shopping centres (Q03)		Weekly visit to retail parks (Q04)		Weekly shop online (Q05)	
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**Q01 With regard to non-food shopping, which of the following statements applies to you ? [PR]**

*I regularly visit in-town shopping centres*

Yes	74.3%	725	100.0%	725	82.6%	504	85.9%	446	76.4%	399	100.0%	394	72.1%	176	74.7%	85	76.7%	173
No	25.7%	250	0.0%	0	17.4%	106	14.1%	73	23.6%	123	0.0%	0	27.9%	68	25.3%	29	23.3%	53
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

*I regularly visit out-of-town shopping centres*

Yes	62.5%	609	69.5%	504	100.0%	609	85.0%	441	73.4%	384	65.3%	257	100.0%	244	81.6%	93	77.1%	174
No	37.5%	365	30.5%	221	0.0%	0	15.0%	78	26.6%	139	34.7%	137	0.0%	0	18.4%	21	22.9%	52
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

*I regularly visit retail parks*

Yes	53.3%	519	61.6%	446	72.4%	441	100.0%	519	64.6%	337	58.1%	229	70.9%	173	100.0%	114	67.3%	152
No	46.7%	455	38.4%	278	27.6%	168	0.0%	0	35.4%	185	41.9%	165	29.1%	71	0.0%	0	32.7%	74
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

*I prefer to shop online than visit a shopping centre*

Yes	53.6%	522	55.1%	399	62.9%	384	64.9%	337	100.0%	522	49.2%	194	58.2%	142	52.4%	60	100.0%	225
No	46.4%	453	44.9%	325	37.1%	226	35.1%	182	0.0%	0	50.8%	200	41.8%	102	47.6%	54	0.0%	0
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

**Mean score (visits per year)**

**Q02 How regularly do you visit an in-town shopping centre for non-food shopping?**

*Those who visit in-town shopping centres for non-food shopping at Q01*

Daily	5.7%	41	5.7%	41	5.7%	29	4.7%	21	6.2%	25	10.5%	41	11.4%	20	15.5%	13	6.0%	10
Six times a week	0.1%	1	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.5%	3	0.5%	3	0.7%	3	0.7%	3	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Four times a week	1.0%	7	1.0%	7	1.2%	6	1.0%	5	0.8%	3	1.8%	7	0.3%	1	0.0%	0	1.4%	2
Three times a week	4.3%	31	4.3%	31	3.1%	16	6.1%	27	1.9%	7	7.9%	31	3.4%	6	21.7%	18	2.1%	4
Two times a week	6.5%	47	6.5%	47	2.9%	15	3.5%	16	6.4%	26	11.9%	47	5.1%	9	8.2%	7	12.1%	21
At least once a week	36.3%	263	36.3%	263	37.3%	188	35.2%	157	33.3%	133	66.7%	263	45.2%	80	31.3%	27	40.5%	70
At least once a fortnight	12.9%	93	12.9%	93	14.7%	74	10.6%	47	11.9%	48	0.0%	0	15.4%	27	9.7%	8	13.1%	23
At least once a month	22.4%	162	22.4%	162	24.4%	123	26.7%	119	27.2%	109	0.0%	0	13.9%	24	12.3%	10	18.4%	32
At least every two months	2.6%	19	2.6%	19	3.6%	18	3.6%	16	4.2%	17	0.0%	0	1.5%	3	0.0%	0	4.7%	8
At least once a quarter / 4 times a year	3.5%	26	3.5%	26	2.9%	15	4.1%	18	3.1%	12	0.0%	0	3.7%	7	1.3%	1	0.6%	1
At least once every 6 months / twice a year	2.4%	17	2.4%	17	1.6%	8	1.4%	6	3.6%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	2
At least once every 9 months	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
At least once a year	1.1%	8	1.1%	8	1.0%	5	1.5%	7	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	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 / varies / no particular pattern)	0.8%	6	0.8%	6	0.9%	4	0.8%	4	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		63.76		63.76		60.50		59.50		58.10		104.65		82.48		119.40		67.82
Weighted base:		725		725		504		446		399		394		176		85		173
Sample:		720		720		488		416		336		388		152		72		130

	Total	Visit in-town shopping centres (Q01)	Visit out-of-town shopping centres (Q01)	Visit retail parks (Q01)	Do non-food online shopping (Q01)	Weekly visit to in-town shopping centres (Q02)	Weekly visit to out-of-town shopping centres (Q03)	Weekly visit to retail parks (Q04)	Weekly shop online (Q05)									
<b>Mean score (visits per year)</b>																		
<b>Q03 How regularly do you visit an out-of-town shopping centre for non-food shopping?</b>																		
<i>Those who visit out-of-town shopping centres for non-food shopping at Q01</i>																		
Daily	1.1%	7	0.9%	5	1.1%	7	1.0%	5	1.2%	5	0.0%	0	2.7%	7	2.1%	2	2.7%	5
Six times a week	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
Five times a week	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
Four times a week	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
Three times a week	1.1%	7	0.8%	4	1.1%	7	1.3%	6	1.7%	7	1.5%	4	2.7%	7	4.7%	4	2.5%	4
Two times a week	6.0%	37	5.2%	26	6.0%	37	5.5%	24	4.5%	17	6.8%	17	15.1%	37	14.9%	14	6.1%	11
At least once a week	31.8%	194	28.0%	141	31.8%	194	31.4%	138	29.6%	114	36.5%	94	79.5%	194	66.2%	62	32.5%	56
At least once a fortnight	8.7%	53	7.7%	39	8.7%	53	8.4%	37	7.7%	30	7.2%	18	0.0%	0	6.0%	6	8.7%	15
At least once a month	29.5%	179	32.5%	163	29.5%	179	29.7%	131	31.3%	120	32.7%	84	0.0%	0	6.1%	6	35.0%	61
At least every two months	5.7%	35	6.4%	32	5.7%	35	5.9%	26	5.8%	22	2.9%	7	0.0%	0	0.0%	0	5.1%	9
At least once a quarter / 4 times a year	7.3%	45	8.5%	43	7.3%	45	7.0%	31	7.4%	28	8.2%	21	0.0%	0	0.0%	0	6.3%	11
At least once every 6 months / twice a year	5.8%	35	6.7%	34	5.8%	35	6.7%	29	7.6%	29	4.2%	11	0.0%	0	0.0%	0	0.6%	1
At least once every 9 months	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
At least once a year	2.1%	13	2.5%	13	2.1%	13	2.6%	11	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Less often	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 / varies / no particular pattern)	0.8%	5	0.9%	4	0.8%	5	0.5%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Mean:</b>		<b>35.38</b>		<b>31.59</b>		<b>35.38</b>		<b>34.55</b>		<b>33.93</b>		<b>34.80</b>		<b>71.20</b>		<b>67.21</b>		<b>43.83</b>
Weighted base:		609		504		609		441		384		257		244		93		174
Sample:		602		488		602		408		330		252		210		82		126

	Total	Visit in-town shopping centres (Q01)	Visit out-of-town shopping centres (Q01)	Visit retail parks (Q01)	Do non-food online shopping (Q01)	Weekly visit to in-town shopping centres (Q02)	Weekly visit to out-of-town shopping centres (Q03)	Weekly visit to retail parks (Q04)	Weekly shop online (Q05)									
<b>Mean score (visits per year)</b>																		
<b>Q04 How regularly do you visit a retail park for non-food shopping?</b>																		
<i>Those who visit retail parks for non-food shopping at Q01</i>																		
Daily	1.7%	9	1.9%	9	2.0%	9	1.7%	9	2.6%	9	3.8%	9	5.0%	9	7.6%	9	0.0%	0
Six times a week	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
Five times a week	1.2%	6	1.5%	6	1.5%	6	1.2%	6	1.9%	6	2.8%	6	3.7%	6	5.7%	6	4.3%	6
Four times a week	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
Three times a week	2.5%	13	2.9%	13	0.0%	0	2.5%	13	0.0%	0	5.6%	13	0.0%	0	11.3%	13	0.0%	0
Two times a week	1.9%	10	0.9%	4	1.7%	8	1.9%	10	2.3%	8	1.7%	4	3.7%	6	8.5%	10	3.0%	4
At least once a week	14.7%	76	11.9%	53	15.9%	70	14.7%	76	10.9%	37	14.6%	33	34.8%	60	66.9%	76	9.0%	14
At least once a fortnight	13.0%	68	14.6%	65	13.3%	59	13.0%	68	15.5%	52	21.7%	50	17.4%	30	0.0%	0	19.8%	30
At least once a month	32.3%	168	30.7%	137	32.8%	145	32.3%	168	31.3%	106	28.9%	66	22.4%	39	0.0%	0	33.0%	50
At least every two months	8.4%	44	9.5%	43	9.1%	40	8.4%	44	10.6%	36	5.5%	13	0.9%	1	0.0%	0	10.1%	15
At least once a quarter / 4 times a year	12.2%	63	13.7%	61	11.8%	52	12.2%	63	11.1%	37	10.2%	23	9.7%	17	0.0%	0	14.2%	22
At least once every 6 months / twice a year	8.7%	45	8.9%	40	8.8%	39	8.7%	45	10.7%	36	4.0%	9	1.7%	3	0.0%	0	5.8%	9
At least once every 9 months	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
At least once a year	2.5%	13	2.4%	11	2.5%	11	2.5%	13	2.7%	9	0.8%	2	0.7%	1	0.0%	0	0.8%	1
Less often	0.1%	1	0.2%	1	0.2%	1	0.1%	1	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.8%	4	0.8%	4	0.5%	2	0.8%	4	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Mean:</b>		<b>31.50</b>		<b>31.55</b>		<b>29.83</b>		<b>31.50</b>		<b>31.64</b>		<b>49.29</b>		<b>57.67</b>		<b>103.81</b>		<b>29.25</b>
Weighted base:		519		446		441		519		337		229		173		114		152
Sample:		488		416		408		488		288		206		138		98		112

	Total	Visit in-town shopping centres (Q01)		Visit out-of-town shopping centres (Q01)		Visit retail parks (Q01)		Do non-food online shopping (Q01)		Weekly visit to in-town shopping centres (Q02)		Weekly visit to out-of-town shopping centres (Q03)		Weekly visit to retail parks (Q04)		Weekly shop online (Q05)	
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**Mean score (visits per year)**

**Q05 How regularly do you do non-food shopping online?**

*Those who do non-food shopping online at Q01*

Daily	5.1%	27	6.4%	25	7.0%	27	6.1%	21	5.1%	27	11.3%	22	7.5%	11	9.5%	6	11.9%	27
Six times a week	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
Five times a week	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
Four times a week	0.2%	1	0.3%	1	0.0%	0	0.3%	1	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.5%	1
Three times a week	5.1%	26	1.4%	5	6.4%	24	6.5%	22	5.1%	26	2.8%	5	12.0%	17	0.0%	0	11.7%	26
Two times a week	6.9%	36	7.9%	31	3.7%	14	2.6%	9	6.9%	36	12.8%	25	2.6%	4	4.7%	3	15.9%	36
At least once a week	25.9%	135	27.4%	109	28.3%	108	29.5%	99	25.9%	135	27.9%	54	31.4%	45	26.8%	16	60.0%	135
At least once a fortnight	19.0%	99	20.6%	82	19.2%	73	22.6%	76	19.0%	99	18.9%	37	17.4%	25	33.6%	20	0.0%	0
At least once a month	21.3%	111	22.4%	89	22.2%	85	21.4%	72	21.3%	111	15.6%	30	18.0%	26	15.3%	9	0.0%	0
At least every two months	5.9%	31	2.4%	9	2.0%	8	2.0%	7	5.9%	31	2.7%	5	0.7%	1	1.8%	1	0.0%	0
At least once a quarter / 4 times a year	6.0%	31	7.4%	30	7.0%	27	5.3%	18	6.0%	31	4.3%	8	7.2%	10	6.0%	4	0.0%	0
At least once every 6 months / twice a year	2.1%	11	2.1%	9	1.8%	7	2.0%	7	2.1%	11	1.6%	3	3.3%	5	2.4%	1	0.0%	0
At least once every 9 months	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
At least once a year	1.1%	6	1.4%	6	1.5%	6	0.9%	3	1.1%	6	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Less often	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 / varies / no particular pattern)	1.4%	8	0.4%	2	1.1%	4	0.8%	3	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Mean:</b>		<b>56.59</b>		<b>57.18</b>		<b>62.70</b>		<b>60.33</b>		<b>56.59</b>		<b>81.97</b>		<b>72.09</b>		<b>64.51</b>		<b>110.35</b>
Weighted base:		522		399		384		337		522		194		142		60		225
Sample:		450		336		330		288		450		158		98		54		166

**Q06 For each of the following criteria, which destination to you rate the highest when shopping for non-food goods? [PR]**

**Choice of retailer**

Town centres	40.5%	394	46.6%	338	32.0%	195	29.6%	154	23.3%	122	54.4%	214	33.0%	81	30.5%	35	21.2%	48
Out-of-town shopping centres	19.1%	186	16.2%	118	23.1%	141	17.9%	93	16.6%	87	11.2%	44	28.7%	70	20.2%	23	19.8%	44
Retail parks	10.6%	103	8.0%	58	9.8%	60	13.1%	68	12.0%	63	8.7%	34	12.8%	31	26.9%	31	6.7%	15
Online	29.9%	292	29.1%	211	35.0%	213	39.3%	204	48.0%	251	25.7%	101	25.5%	62	22.4%	26	52.4%	118
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

**Choice of goods**

Town centres	39.9%	389	45.7%	331	30.1%	183	30.6%	159	24.4%	128	54.6%	215	23.9%	58	31.1%	35	26.0%	59
Out-of-town shopping centres	17.6%	171	15.2%	110	21.9%	134	17.0%	88	13.3%	69	11.3%	45	29.9%	73	23.2%	26	13.6%	31
Retail parks	11.1%	109	8.9%	65	11.1%	68	13.5%	70	12.5%	65	11.0%	43	16.6%	40	18.4%	21	10.6%	24
Online	31.4%	306	30.1%	218	36.8%	224	38.9%	202	49.8%	260	23.0%	91	29.6%	72	27.3%	31	49.8%	112
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

**Convenience of shopping location**

Town centres	49.7%	484	55.3%	401	40.9%	249	39.6%	206	36.3%	190	62.7%	247	24.6%	60	22.9%	26	33.3%	75
Out-of-town shopping centres	17.5%	170	14.6%	106	21.8%	133	16.9%	88	15.1%	79	13.9%	55	36.7%	90	33.0%	38	13.6%	31
Retail parks	11.7%	114	11.1%	80	14.5%	88	18.7%	97	13.5%	70	11.8%	46	20.2%	49	33.6%	38	13.9%	31
Online	21.1%	206	19.0%	138	22.8%	139	24.8%	129	35.1%	183	11.7%	46	18.5%	45	10.6%	12	39.2%	88
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

**Overall shopping experience**

Town centres	46.7%	455	54.0%	391	40.2%	245	37.5%	195	33.7%	176	60.7%	239	30.5%	74	23.3%	27	34.3%	77
Out-of-town shopping centres	23.0%	224	20.7%	150	26.0%	159	23.5%	122	18.4%	96	17.6%	69	35.7%	87	43.5%	50	18.3%	41
Retail parks	10.4%	101	8.4%	61	12.9%	78	15.3%	80	12.9%	67	10.1%	40	17.6%	43	29.5%	34	14.8%	33
Online	19.9%	193	17.0%	123	20.9%	128	23.6%	123	34.9%	182	11.6%	46	16.2%	40	3.7%	4	32.6%	74
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

	Total	Visit in-town shopping centres (Q01)	Visit out-of-town shopping centres (Q01)	Visit retail parks (Q01)	Do non-food online shopping (Q01)	Weekly visit to in-town shopping centres (Q02)	Weekly visit to out-of-town shopping centres (Q03)	Weekly visit to retail parks (Q04)	Weekly shop online (Q05)
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**Q07 Which of the following retail destinations do you spend most of your money on non-food shopping? [PR]**

Town centres	38.1%	372	45.3%	328	31.8%	193	30.6%	159	25.5%	133	55.9%	220	20.9%	51	17.0%	19	21.8%	49
Out-of-town shopping centres	18.2%	177	16.7%	121	23.5%	143	17.3%	90	13.3%	69	12.6%	49	34.2%	83	26.9%	31	11.4%	26
Retail parks	10.5%	102	9.5%	69	12.3%	75	15.2%	79	11.3%	59	10.3%	41	19.4%	47	34.8%	40	11.1%	25
Online	28.8%	281	24.9%	180	29.4%	179	33.9%	176	47.8%	249	18.6%	73	23.1%	56	18.2%	21	55.1%	124
(Can't decide)	4.4%	43	3.7%	27	3.1%	19	3.0%	16	2.1%	11	2.7%	10	2.4%	6	3.1%	4	0.6%	1
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

**SEX Sex of respondent**

Male	48.4%	472	44.8%	325	44.1%	269	47.8%	248	48.3%	252	46.9%	185	53.4%	130	56.8%	65	54.3%	122
Female	51.6%	503	55.2%	400	55.9%	340	52.2%	271	51.7%	270	53.1%	209	46.6%	114	43.2%	49	45.7%	103
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

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

16 to 24	15.1%	147	19.4%	141	18.5%	113	20.3%	106	18.3%	96	27.0%	106	19.5%	48	22.1%	25	19.8%	45
25 to 34	17.5%	171	15.4%	112	17.2%	105	17.1%	89	27.9%	146	10.7%	42	21.3%	52	14.9%	17	30.9%	70
35 to 44	18.4%	179	20.1%	145	21.0%	128	22.2%	115	20.0%	105	15.3%	60	21.5%	52	27.4%	31	25.0%	56
45 to 54	16.3%	159	15.3%	111	15.1%	92	16.9%	88	17.1%	89	14.1%	55	9.7%	24	8.9%	10	17.0%	38
55 to 64	13.1%	128	11.1%	80	13.4%	82	13.8%	72	10.5%	55	11.3%	45	13.3%	32	15.8%	18	6.4%	14
65 +	19.6%	191	18.7%	135	14.7%	90	9.7%	50	6.1%	32	21.5%	85	14.7%	36	10.9%	12	0.8%	2
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

**SG1 Socio-economic group**

AB	15.7%	153	17.0%	123	18.5%	112	19.1%	99	19.6%	102	10.3%	41	9.5%	23	9.2%	10	14.7%	33
C1	34.2%	334	34.0%	246	34.5%	210	34.4%	179	38.8%	203	39.4%	155	35.7%	87	28.9%	33	38.4%	86
C2	30.4%	296	30.7%	223	30.3%	184	34.6%	180	31.6%	165	34.4%	136	36.0%	88	45.8%	52	38.8%	87
DE	19.6%	191	18.3%	133	16.8%	102	11.9%	62	10.1%	53	15.8%	62	18.8%	46	16.1%	18	8.2%	18
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

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

Working full-time (30+ hours a week)	39.3%	383	37.1%	269	40.5%	247	44.1%	229	46.1%	241	33.2%	131	40.9%	100	41.6%	47	52.9%	119
Part-time	16.7%	163	19.4%	141	19.3%	118	17.8%	93	21.4%	112	18.3%	72	15.1%	37	11.1%	13	20.4%	46
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	17.8%	173	18.4%	133	18.3%	111	21.6%	112	20.1%	105	21.2%	84	20.8%	51	31.3%	36	22.3%	50
Not working (retired / invalid)	24.9%	243	23.2%	168	19.7%	120	14.7%	76	10.5%	55	25.0%	98	21.9%	53	16.0%	18	4.5%	10
(Refused)	1.4%	14	1.9%	14	2.2%	14	1.8%	9	2.0%	10	2.3%	9	1.3%	3	0.0%	0	0.0%	0
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

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

Married / Living as married	51.7%	504	49.6%	360	53.9%	328	57.9%	301	54.8%	286	40.4%	159	59.6%	145	55.0%	63	50.0%	113
Single	29.0%	283	32.7%	237	28.8%	175	29.6%	154	33.0%	172	39.6%	156	24.2%	59	34.1%	39	46.3%	104
Divorced	6.2%	60	5.7%	41	6.4%	39	4.2%	22	5.9%	31	5.0%	20	5.7%	14	3.3%	4	0.0%	0
Widowed	11.0%	107	9.9%	72	8.3%	50	6.7%	35	4.3%	23	13.2%	52	8.0%	20	5.0%	6	0.7%	1
Separated	1.8%	17	1.7%	12	2.5%	15	1.6%	8	1.7%	9	1.5%	6	2.5%	6	2.7%	3	2.2%	5
(Refused)	0.3%	3	0.4%	3	0.2%	1	0.0%	0	0.3%	2	0.3%	1	0.0%	0	0.0%	0	0.8%	2
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

	Total	Visit in-town shopping centres (Q01)	Visit out-of-town shopping centres (Q01)	Visit retail parks (Q01)	Do non-food online shopping (Q01)	Weekly visit to in-town shopping centres (Q02)	Weekly visit to out-of-town shopping centres (Q03)	Weekly visit to retail parks (Q04)	Weekly shop online (Q05)
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**CHI How many children live in your household, aged 15 years and under ?**

None	74.5%	726	73.6%	533	69.0%	421	64.3%	334	67.2%	351	81.1%	319	76.2%	186	77.2%	88	61.1%	138
One	10.8%	106	12.3%	89	13.6%	83	15.4%	80	14.6%	76	8.1%	32	7.3%	18	10.2%	12	12.9%	29
Two	12.1%	118	11.0%	80	15.2%	92	17.8%	92	16.8%	88	6.6%	26	16.5%	40	12.6%	14	23.8%	54
Three	2.0%	19	2.3%	17	2.0%	12	2.4%	12	1.3%	7	2.8%	11	0.0%	0	0.0%	0	2.3%	5
Four	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
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)	0.6%	6	0.8%	6	0.1%	1	0.2%	1	0.2%	1	1.4%	6	0.0%	0	0.0%	0	0.0%	0
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

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

One	30.0%	292	29.9%	217	26.9%	164	21.0%	109	22.5%	117	32.9%	129	27.8%	68	21.2%	24	23.1%	52
Two	45.3%	442	42.0%	304	45.7%	278	46.7%	242	48.7%	255	33.8%	133	46.3%	113	38.8%	44	42.0%	95
Three	16.3%	158	18.2%	132	18.3%	111	20.8%	108	16.3%	85	20.3%	80	19.2%	47	35.7%	41	21.3%	48
Four	6.3%	62	7.0%	51	6.7%	41	9.7%	50	9.6%	50	10.0%	39	3.3%	8	4.3%	5	10.7%	24
Five	1.6%	15	2.1%	15	2.3%	14	1.8%	9	2.7%	14	1.6%	6	3.4%	8	0.0%	0	3.0%	7
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)	0.6%	6	0.8%	6	0.1%	1	0.2%	1	0.2%	1	1.4%	6	0.0%	0	0.0%	0	0.0%	0
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166

**IS2 ISBA region**

Ulster	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
Scotland	8.1%	79	8.9%	65	6.6%	40	8.5%	44	8.7%	45	9.1%	36	4.9%	12	6.4%	7	7.4%	17
North / Borders	5.9%	58	6.4%	46	6.7%	41	6.5%	34	6.6%	35	5.5%	22	5.3%	13	3.6%	4	4.2%	9
Lancashire	13.2%	129	13.1%	95	11.4%	70	12.5%	65	16.8%	88	13.8%	55	12.3%	30	14.1%	16	18.7%	42
Yorkshire	9.4%	92	8.6%	62	11.8%	72	10.4%	54	8.5%	44	7.8%	31	11.3%	28	15.0%	17	9.2%	21
Wales & South West	12.0%	117	12.7%	92	15.1%	92	14.3%	74	13.9%	73	16.3%	64	19.9%	49	5.1%	6	20.7%	47
Midlands	15.5%	151	14.1%	102	13.2%	80	14.2%	74	11.6%	60	13.9%	55	18.3%	45	30.7%	35	4.6%	10
East England	6.7%	65	6.8%	50	7.3%	45	6.3%	33	6.6%	34	6.4%	25	4.4%	11	5.5%	6	5.0%	11
London	20.3%	198	21.4%	155	20.1%	122	22.5%	117	19.6%	103	17.5%	69	18.2%	44	16.0%	18	24.7%	56
Southern	8.8%	86	8.0%	58	7.8%	48	4.8%	25	7.7%	40	9.5%	38	5.6%	14	3.7%	4	5.5%	12
Weighted base:		975		725		609		519		522		394		244		114		225
Sample:		1000		720		602		488		450		388		210		98		166



Total    Most spend in town centres (Q06)    Most spend in out-of-town centres (Q06)    Most spend in retail parks (Q06)    Most spend online (Q06)

**Q01 With regard to non-food shopping, which of the following statements applies to you ? [PR]**

*I regularly visit in-town shopping centres*

Yes	74.3%	725	88.4%	328	68.2%	121	67.0%	69	64.2%	180
No	25.7%	250	11.6%	43	31.8%	56	33.0%	34	35.8%	100
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

*I regularly visit out-of-town shopping centres*

Yes	62.5%	609	52.1%	193	80.8%	143	73.4%	75	63.7%	179
No	37.5%	365	47.9%	178	19.2%	34	26.6%	27	36.3%	102
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

*I regularly visit retail parks*

Yes	53.3%	519	42.8%	159	50.8%	90	77.1%	79	62.7%	176
No	46.7%	455	57.2%	213	49.2%	87	22.9%	23	37.3%	105
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

*I prefer to shop online than visit a shopping centre*

Yes	53.6%	522	35.8%	133	39.2%	69	57.8%	59	88.8%	249
No	46.4%	453	64.2%	238	60.8%	108	42.2%	43	11.2%	31
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

**Mean score (visits per year)**

**Q02 How regularly do you visit an in-town shopping centre for non-food shopping?**

*Those who visit in-town shopping centres for non-food shopping at Q01*

Daily	5.7%	41	8.9%	29	1.3%	2	3.3%	2	4.7%	8
Six times a week	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.5%	3	0.7%	2	0.0%	0	1.6%	1	0.0%	0
Four times a week	1.0%	7	1.2%	4	1.9%	2	1.2%	1	0.0%	0
Three times a week	4.3%	31	2.7%	9	3.2%	4	1.4%	1	9.8%	18
Two times a week	6.5%	47	9.5%	31	6.7%	8	4.3%	3	1.9%	3
At least once a week	36.3%	263	43.7%	144	27.8%	34	47.4%	32	24.2%	44
At least once a fortnight	12.9%	93	11.8%	39	17.0%	21	16.4%	11	9.5%	17
At least once a month	22.4%	162	16.2%	53	28.2%	34	20.2%	14	30.6%	55
At least every two months	2.6%	19	1.3%	4	4.3%	5	0.0%	0	5.1%	9
At least once a quarter / 4 times a year	3.5%	26	1.8%	6	7.3%	9	1.6%	1	3.6%	7
At least once every 6 months / twice a year	2.4%	17	0.2%	1	1.6%	2	0.0%	0	8.0%	14
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	1.1%	8	1.0%	3	0.0%	0	1.5%	1	2.1%	4
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.8%	6	0.6%	2	0.6%	1	1.2%	1	0.4%	1
Mean:		63.76		80.25		43.81		57.35		53.87
Weighted base:		725		328		121		69		180
Sample:		720		346		120		72		154

	Total	Most spend in town centres (Q06)		Most spend in out-of-town centres (Q06)		Most spend in retail parks (Q06)		Most spend online (Q06)		
<b>Mean score (visits per year)</b>										
<b>Q03 How regularly do you visit an out-of-town shopping centre for non-food shopping?</b>										
<i>Those who visit out-of-town shopping centres for non-food shopping at Q01</i>										
Daily	1.1%	7	0.8%	1	0.4%	1	2.6%	2	1.5%	3
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three times a week	1.1%	7	0.0%	0	1.6%	2	5.8%	4	0.0%	0
Two times a week	6.0%	37	3.6%	7	11.6%	17	10.0%	8	3.2%	6
At least once a week	31.8%	194	22.0%	43	44.8%	64	44.6%	33	26.8%	48
At least once a fortnight	8.7%	53	10.9%	21	3.5%	5	13.9%	10	8.0%	14
At least once a month	29.5%	179	33.3%	64	23.9%	34	21.7%	16	31.3%	56
At least every two months	5.7%	35	5.5%	11	5.4%	8	0.0%	0	9.2%	16
At least once a quarter / 4 times a year	7.3%	45	10.2%	20	4.8%	7	1.4%	1	9.1%	16
At least once every 6 months / twice a year	5.8%	35	12.3%	24	2.1%	3	0.0%	0	4.8%	9
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	2.1%	13	0.6%	1	1.4%	2	0.0%	0	5.3%	9
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.8%	5	0.8%	2	0.5%	1	0.0%	0	0.9%	2
<i>Mean:</i>		35.38		26.00		43.85		58.50		29.75
Weighted base:		609		193		143		75		179
Sample:		602		200		156		74		148

<b>Mean score (visits per year)</b>										
<b>Q04 How regularly do you visit a retail park for non-food shopping?</b>										
<i>Those who visit retail parks for non-food shopping at Q01</i>										
Daily	1.7%	9	5.5%	9	0.0%	0	0.0%	0	0.0%	0
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	1.2%	6	0.0%	0	7.2%	6	0.0%	0	0.0%	0
Four times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Three times a week	2.5%	13	0.0%	0	0.0%	0	0.0%	0	7.3%	13
Two times a week	1.9%	10	1.8%	3	0.0%	0	6.2%	5	1.0%	2
At least once a week	14.7%	76	4.9%	8	26.9%	24	44.1%	35	3.4%	6
At least once a fortnight	13.0%	68	14.2%	23	11.4%	10	18.8%	15	10.7%	19
At least once a month	32.3%	168	44.5%	71	16.1%	14	23.2%	18	34.1%	60
At least every two months	8.4%	44	4.0%	6	5.4%	5	2.3%	2	17.5%	31
At least once a quarter / 4 times a year	12.2%	63	8.4%	13	26.4%	24	2.7%	2	12.8%	22
At least once every 6 months / twice a year	8.7%	45	13.6%	22	1.9%	2	0.0%	0	9.5%	17
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	2.5%	13	2.3%	4	3.0%	3	1.6%	1	2.9%	5
Less often	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
(Don't know / varies / no particular pattern)	0.8%	4	0.8%	1	1.6%	1	1.0%	1	0.5%	1
<i>Mean:</i>		31.50		34.57		39.70		37.70		23.02
Weighted base:		519		159		90		79		176
Sample:		488		142		102		88		138

	Total	Most spend in town centres (Q06)		Most spend in out-of-town centres (Q06)		Most spend in retail parks (Q06)		Most spend online (Q06)	
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Mean score (visits per year)

**Q05 How regularly do you do non-food shopping online?**

*Those who do non-food shopping online at Q01*

Daily	5.1%	27	10.6%	14	0.0%	0	6.2%	4	3.5%	9
Six times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Four times a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1
Three times a week	5.1%	26	0.0%	0	4.4%	3	0.0%	0	9.4%	23
Two times a week	6.9%	36	13.1%	17	8.9%	6	0.0%	0	4.9%	12
At least once a week	25.9%	135	13.1%	17	23.8%	16	35.9%	21	31.5%	79
At least once a fortnight	19.0%	99	21.4%	28	11.0%	8	25.5%	15	19.4%	48
At least once a month	21.3%	111	29.1%	39	18.6%	13	22.7%	13	17.6%	44
At least every two months	5.9%	31	2.1%	3	3.8%	3	1.5%	1	9.9%	25
At least once a quarter / 4 times a year	6.0%	31	6.0%	8	23.6%	16	2.7%	2	0.0%	0
At least once every 6 months / twice a year	2.1%	11	1.6%	2	5.9%	4	2.4%	1	0.5%	1
At least once every 9 months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a year	1.1%	6	2.0%	3	0.0%	0	0.0%	0	1.2%	3
Less often	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.4%	8	1.1%	1	0.0%	0	3.0%	2	1.7%	4
<i>Mean:</i>		56.59		69.54		34.84		52.67		58.74
Weighted base:		522		133		69		59		249
Sample:		450		108		66		58		204

**Q06 For each of the following criteria, which destination to you rate the highest when shopping for non-food goods? [PR]**

**Choice of retailer**

Town centres	40.5%	394	78.5%	292	19.8%	35	11.5%	12	9.0%	25
Out-of-town shopping centres	19.1%	186	7.1%	26	67.6%	120	2.7%	3	10.6%	30
Retail parks	10.6%	103	2.3%	9	2.5%	4	65.9%	67	7.5%	21
Online	29.9%	292	12.1%	45	10.1%	18	19.9%	20	72.9%	205
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

**Choice of goods**

Town centres	39.9%	389	77.4%	288	16.8%	30	16.8%	17	9.5%	27
Out-of-town shopping centres	17.6%	171	6.3%	24	59.3%	105	7.5%	8	8.7%	25
Retail parks	11.1%	109	4.4%	16	5.2%	9	51.7%	53	10.8%	30
Online	31.4%	306	11.9%	44	18.7%	33	24.1%	25	70.9%	199
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

**Convenience of shopping location**

Town centres	49.7%	484	86.8%	323	25.3%	45	9.8%	10	25.7%	72
Out-of-town shopping centres	17.5%	170	6.3%	23	61.9%	110	3.9%	4	10.7%	30
Retail parks	11.7%	114	2.9%	11	2.1%	4	77.8%	80	6.8%	19
Online	21.1%	206	4.1%	15	10.6%	19	8.4%	9	56.8%	160
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

**Overall shopping experience**

Town centres	46.7%	455	88.3%	328	14.7%	26	17.1%	18	19.7%	55
Out-of-town shopping centres	23.0%	224	5.2%	19	79.6%	141	8.3%	8	16.0%	45
Retail parks	10.4%	101	0.2%	1	1.5%	3	73.1%	75	7.8%	22
Online	19.9%	193	6.3%	23	4.2%	7	1.5%	2	56.5%	159
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

	Total	Most spend in town centres (Q06)		Most spend in out-of-town centres (Q06)		Most spend in retail parks (Q06)		Most spend online (Q06)		
<b>Q07 Which of the following retail destinations do you spend most of your money on non-food shopping? [PR]</b>										
Town centres	38.1%	372	100.0%	372	0.0%	0	0.0%	0	0.0%	0
Out-of-town shopping centres	18.2%	177	0.0%	0	100.0%	177	0.0%	0	0.0%	0
Retail parks	10.5%	102	0.0%	0	0.0%	0	100.0%	102	0.0%	0
Online	28.8%	281	0.0%	0	0.0%	0	0.0%	0	100.0%	281
(Can't decide)	4.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

**SEX Sex of respondent**

Male	48.4%	472	45.4%	169	43.2%	77	47.7%	49	56.7%	159
Female	51.6%	503	54.6%	203	56.8%	101	52.3%	54	43.3%	122
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

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

16 to 24	15.1%	147	19.2%	72	13.1%	23	10.6%	11	14.9%	42
25 to 34	17.5%	171	12.7%	47	7.4%	13	20.7%	21	30.5%	86
35 to 44	18.4%	179	11.3%	42	29.4%	52	22.4%	23	21.7%	61
45 to 54	16.3%	159	13.7%	51	18.0%	32	18.6%	19	18.8%	53
55 to 64	13.1%	128	15.0%	56	14.6%	26	13.5%	14	9.7%	27
65 +	19.6%	191	28.0%	104	17.5%	31	14.2%	15	4.3%	12
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

**SG1 Socio-economic group**

AB	15.7%	153	10.7%	40	12.5%	22	19.8%	20	23.4%	66
C1	34.2%	334	30.9%	115	30.2%	54	37.5%	38	39.4%	110
C2	30.4%	296	32.7%	121	28.8%	51	29.9%	31	31.1%	87
DE	19.6%	191	25.7%	95	28.5%	50	12.9%	13	6.2%	17
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

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

Working full-time (30+ hours a week)	39.3%	383	28.9%	107	38.6%	68	34.4%	35	59.4%	167
Part-time	16.7%	163	15.9%	59	22.9%	41	14.8%	15	16.7%	47
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	17.8%	173	19.8%	74	9.9%	17	29.5%	30	16.5%	46
Not working (retired / invalid)	24.9%	243	34.5%	128	26.1%	46	15.5%	16	7.5%	21
(Refused)	1.4%	14	0.9%	3	2.5%	4	5.8%	6	0.0%	0
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

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

Married / Living as married	51.7%	504	41.6%	155	54.3%	96	56.4%	58	64.0%	180
Single	29.0%	283	35.5%	132	20.2%	36	21.2%	22	29.4%	83
Divorced	6.2%	60	6.0%	22	6.0%	11	7.2%	7	5.8%	16
Widowed	11.0%	107	14.4%	54	14.2%	25	15.1%	15	0.3%	1
Separated	1.8%	17	1.7%	6	5.3%	9	0.0%	0	0.5%	2
(Refused)	0.3%	3	0.8%	3	0.0%	0	0.0%	0	0.0%	0
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

	Total	Most spend in town centres (Q06)		Most spend in out-of-town centres (Q06)		Most spend in retail parks (Q06)		Most spend online (Q06)		
<b>CHI How many children live in your household, aged 15 years and under ?</b>										
None	74.5%	726	85.2%	317	76.2%	135	70.5%	72	56.8%	160
One	10.8%	106	8.0%	30	12.8%	23	11.3%	12	14.8%	42
Two	12.1%	118	5.2%	19	8.4%	15	14.7%	15	24.5%	69
Three	2.0%	19	1.6%	6	0.0%	0	2.6%	3	3.9%	11
Four	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Five	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
(Refused)	0.6%	6	0.0%	0	2.7%	5	0.8%	1	0.0%	0
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

<b>ADU How many adults aged 16 years or older, including yourself, live in your household ?</b>										
One	30.0%	292	39.5%	147	26.2%	46	33.7%	35	15.1%	42
Two	45.3%	442	36.7%	137	40.2%	71	44.6%	46	61.5%	173
Three	16.3%	158	14.8%	55	24.1%	43	17.2%	18	13.8%	39
Four	6.3%	62	8.5%	32	4.9%	9	1.9%	2	6.4%	18
Five	1.6%	15	0.4%	1	1.9%	3	1.8%	2	3.2%	9
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.6%	6	0.0%	0	2.7%	5	0.8%	1	0.0%	0
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228

**IS2 ISBA region**

Ulster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Scotland	8.1%	79	10.8%	40	2.4%	4	10.4%	11	8.2%	23
North / Borders	5.9%	58	7.1%	26	6.4%	11	4.1%	4	5.5%	15
Lancashire	13.2%	129	13.8%	51	8.5%	15	17.8%	18	15.1%	42
Yorkshire	9.4%	92	7.1%	26	14.9%	26	13.3%	14	8.2%	23
Wales & South West	12.0%	117	9.0%	34	5.1%	9	19.4%	20	18.0%	50
Midlands	15.5%	151	14.0%	52	13.7%	24	22.0%	23	15.0%	42
East England	6.7%	65	9.8%	37	6.5%	11	4.2%	4	3.1%	9
London	20.3%	198	18.3%	68	32.7%	58	0.0%	0	19.4%	54
Southern	8.8%	86	10.2%	38	9.9%	18	8.7%	9	7.6%	21
Weighted base:		975		372		177		102		281
Sample:		1000		416		188		120		228