

Shopping, Services and Leisure Survey Results 406

PLEASE HELP US IMPROVE THE DEEPINGS BY ANSWERING A FEW SIMPLE QUESTIONS. ANSWERS WILL BE KEPT PRIVATE, WE ARE LOOKING FOR AN OVERALL VIEW.

QUESTIONNAIRE FOR AGES 16 AND OVER. YOU CAN AS AN INDIVIDUAL IF OTHER MEMBERS OF YOUR FAMILY WILL ALSO COMPLETE THE SURVEY, IF NOT PLEASE ANSWER ON BEHALF OF THE FAMILY.

THANK YOU FOR YOUR HELP, YOU CAN FIND OUT MORE ON OUR WEBSITE

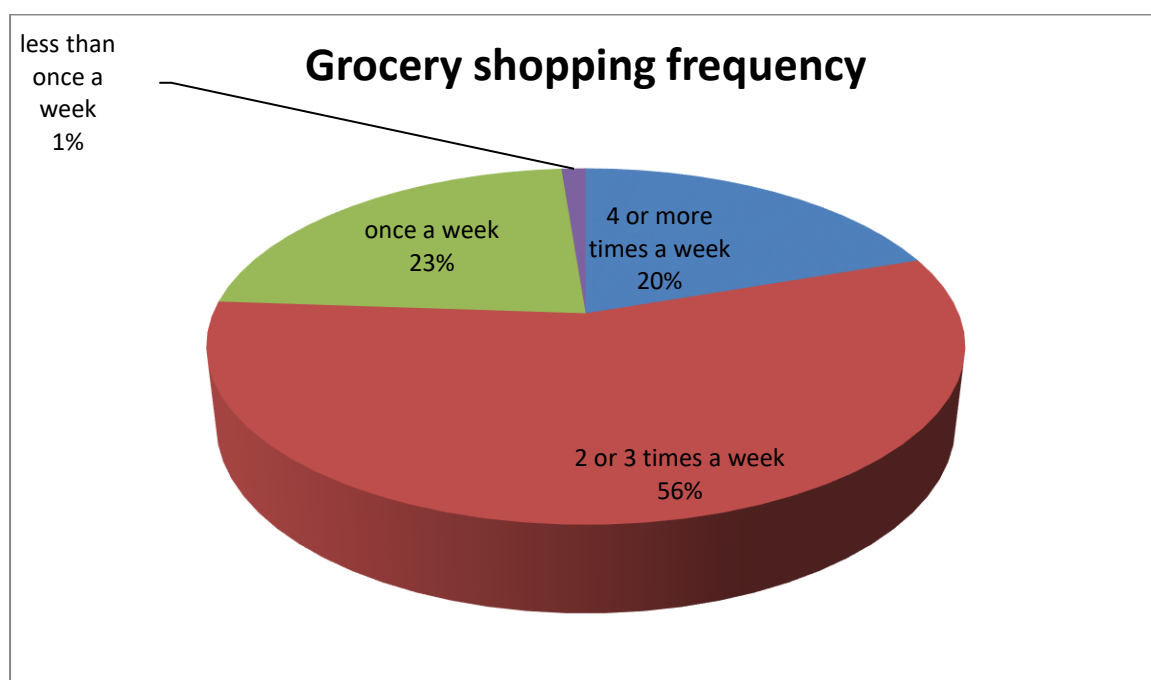
<http://deepingsfirst.org.uk/>

PLEASE PRESS NEXT TO START THE SURVEY. IT SHOULD ONLY TAKE A COUPLE OF MINUTES. **RESULTS**

GROCERY SHOPPING

1 . Please select the option that most closely matches your GROCERY shopping frequency

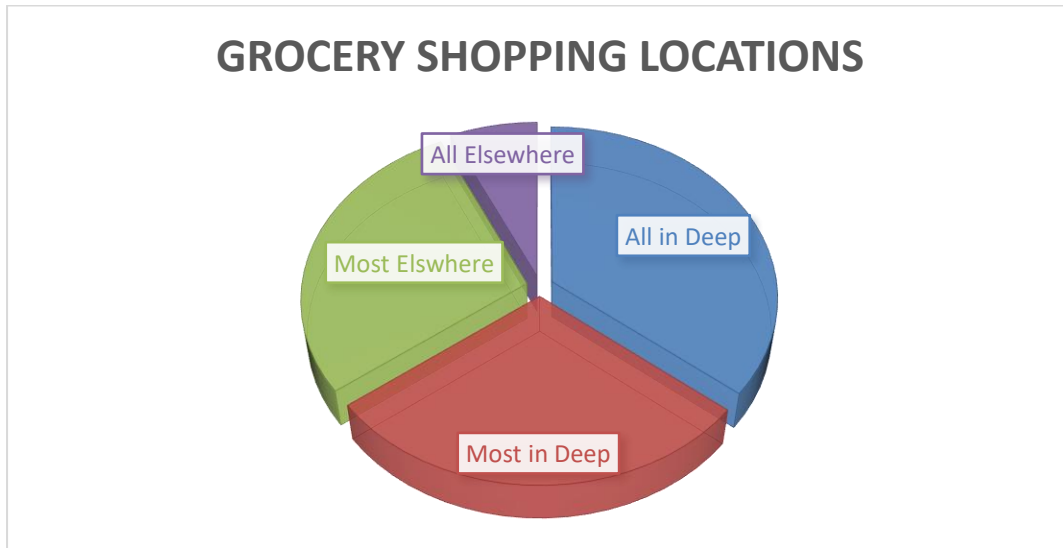
| 4 or more times a week | 2 or 3 times a week | Once a week | Once or twice a month |
|------------------------|---------------------|-------------|-----------------------|
| 80 | 229 | 92 | 5 |



Shopping, Services and Leisure Survey Results 406

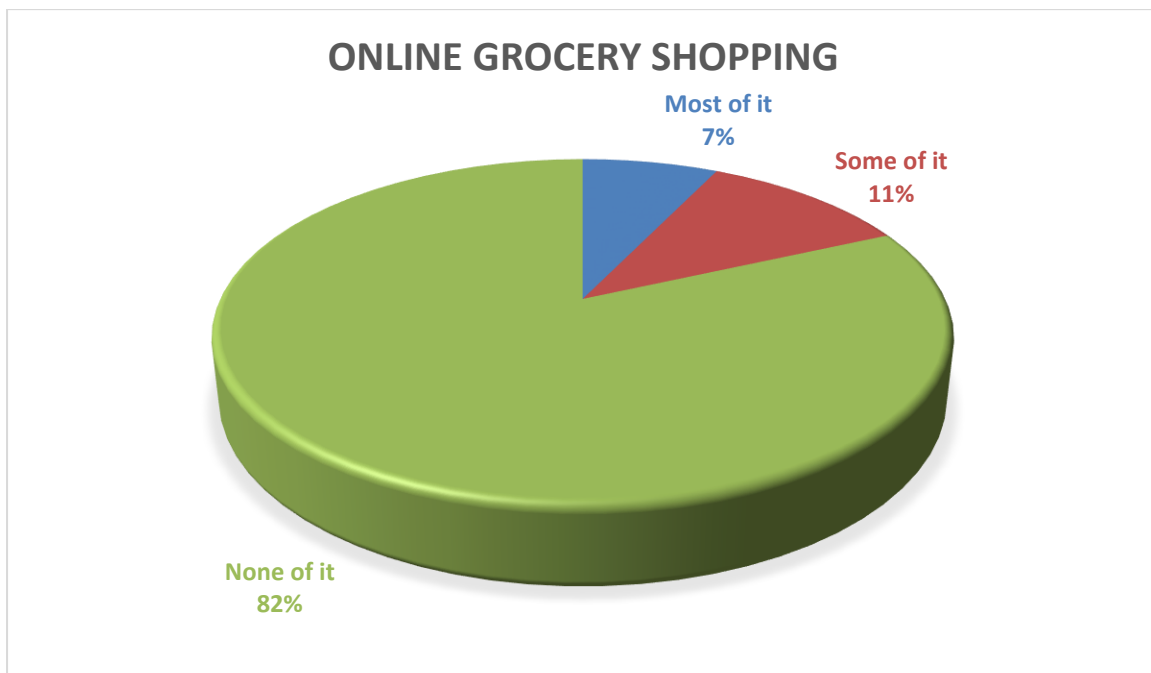
2. Grocery Shopping - Please indicate which option most closely reflects where you do your grocery shopping. Please include any online/delivery grocery shopping as "outside of the Deepings"

| All in Deepings | Mostly in Deepings + top up elsewhere | Mostly elsewhere + top up in Deepings | All elsewhere |
|-----------------|---------------------------------------|---------------------------------------|---------------|
| 145 | 118 | 115 | 28 |



3. What proportion of your GROCERY shopping do you do online and have delivered?

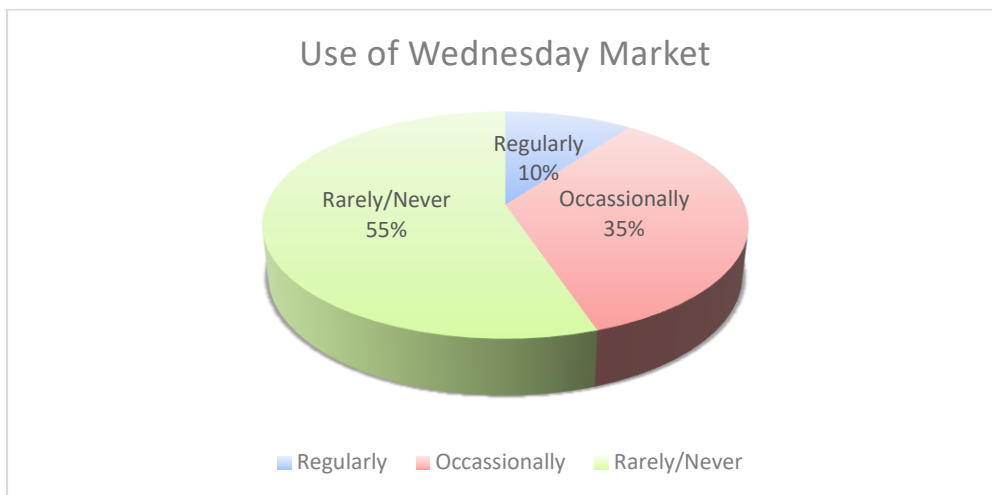
| Most | Some | None |
|------|------|------|
| 29 | 45 | 332 |



Shopping, Services and Leisure Survey Results 406

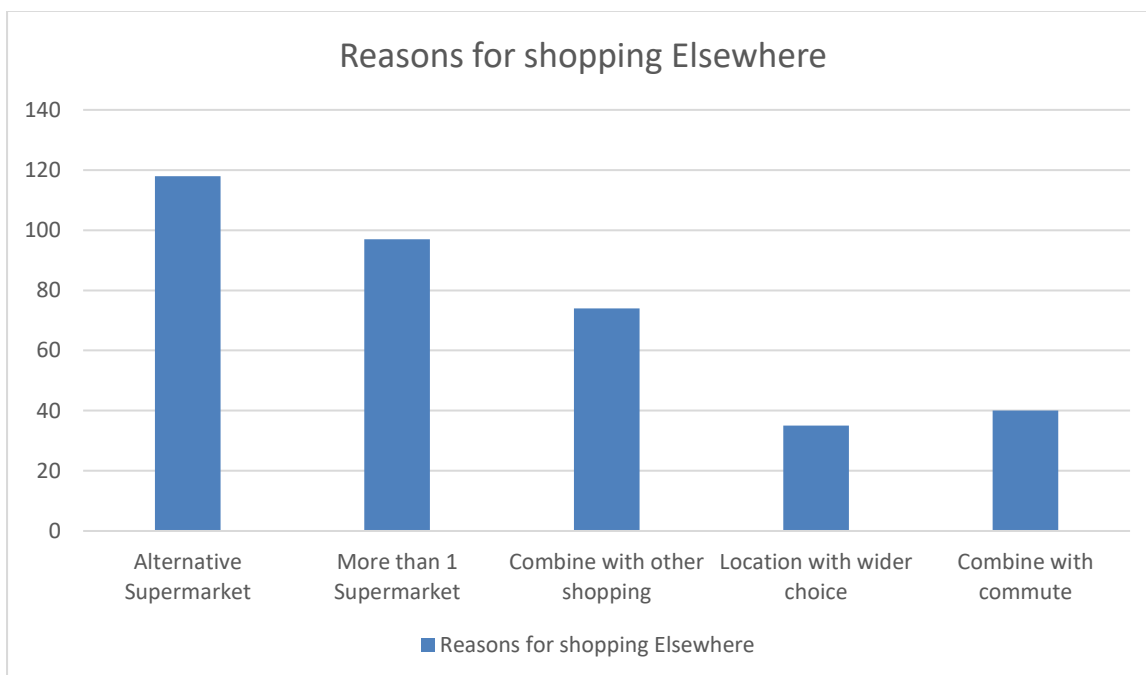
4. How often do you use the Wednesday Market in Deeping?

| Regularly | Occasionally | Rarely/Never |
|-----------|--------------|--------------|
| 41 | 141 | 224 |



5. If you do a significant amount of your GROCERY shopping outside of the Deepings please indicate why. Tick all that apply.

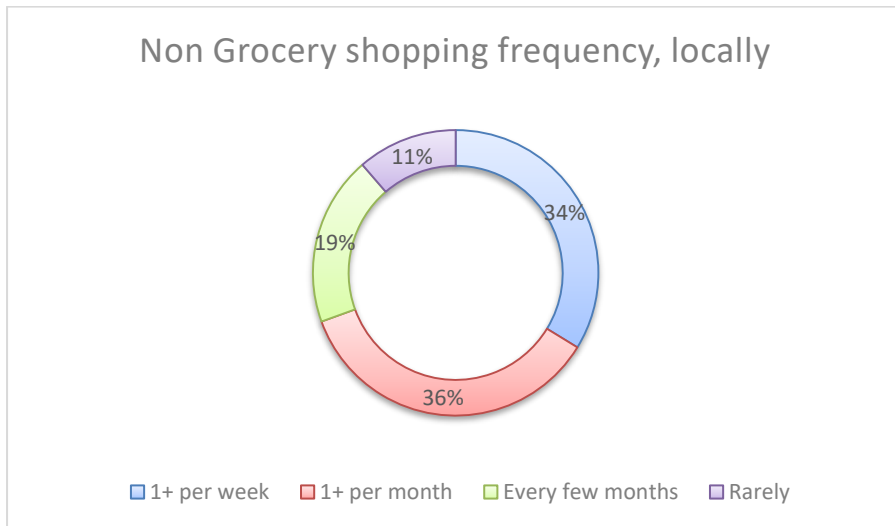
| Prefer alternative supermarket to Tesco | Prefer to shop at more than one supermarket | Combine grocery with other shops not in Deepings | Like to shop with others in close proximity | Combine shopping with working route |
|---|---|--|---|-------------------------------------|
| 118 | 97 | 74 | 35 | 40 |



NON-GROCERY SHOPPING

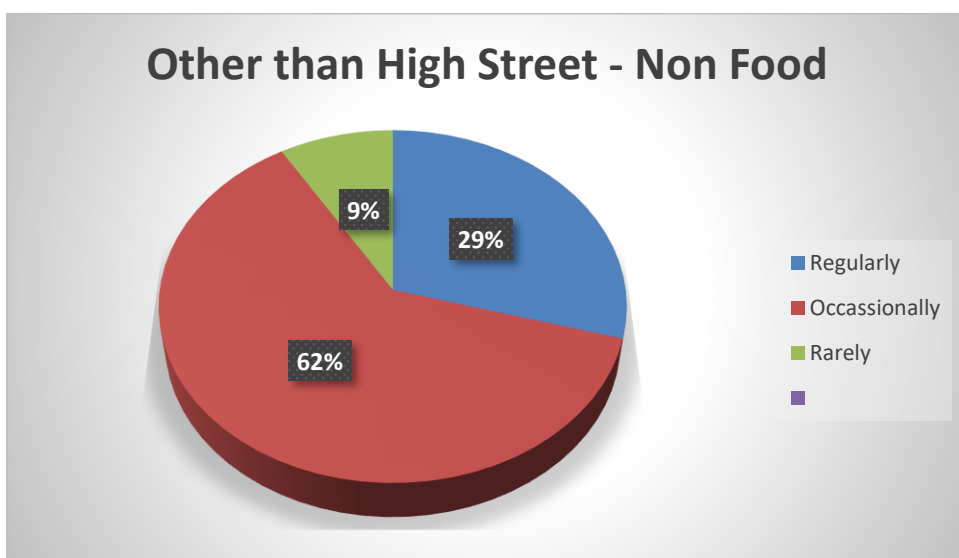
6. How often do you typically visit the High Street (Town Centre) in Market Deeping for non-food shopping (not to use cafe's or pubs)

| Once a week or more | Once or twice a month | Once every few months | Rarely or never |
|---------------------|-----------------------|-----------------------|-----------------|
| 137 | 145 | 78 | 46 |



7. Do you do non-food shopping at other locations in Deeping: i.e Branch Brothers or the Industrial Estate shops.

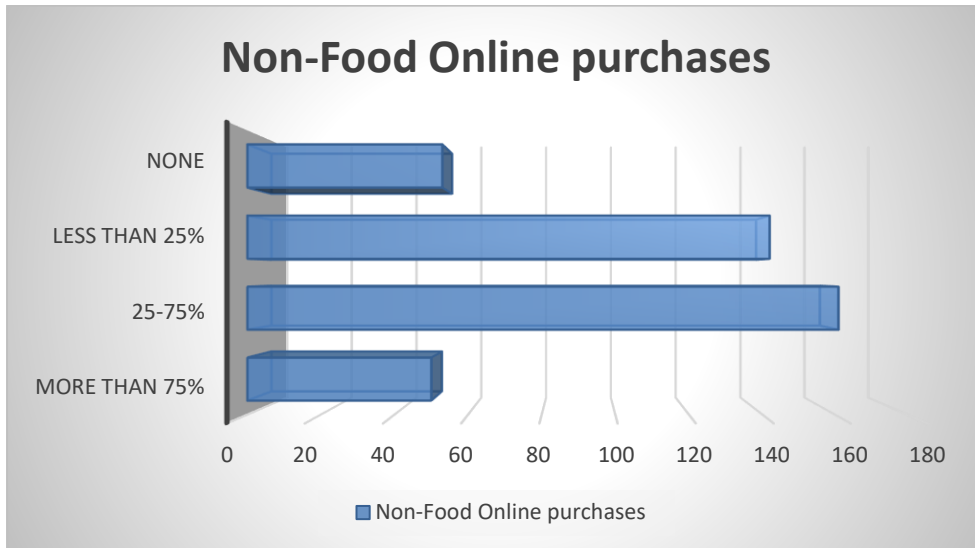
| Regularly | Occasionally | Rarely or never |
|-----------|--------------|-----------------|
| 119 | 251 | 35 |



Shopping, Services and Leisure Survey Results 406

8. What proportion roughly in terms of number of purchases (not amount of spend) do you do online for non-food items?

| | | | |
|------|----------|-------|------|
| >75% | 25 – 75% | < 25% | None |
| 50 | 161 | 142 | 53 |



9. Ignoring online purchases, please state which option most closely matches your non-food shopping?

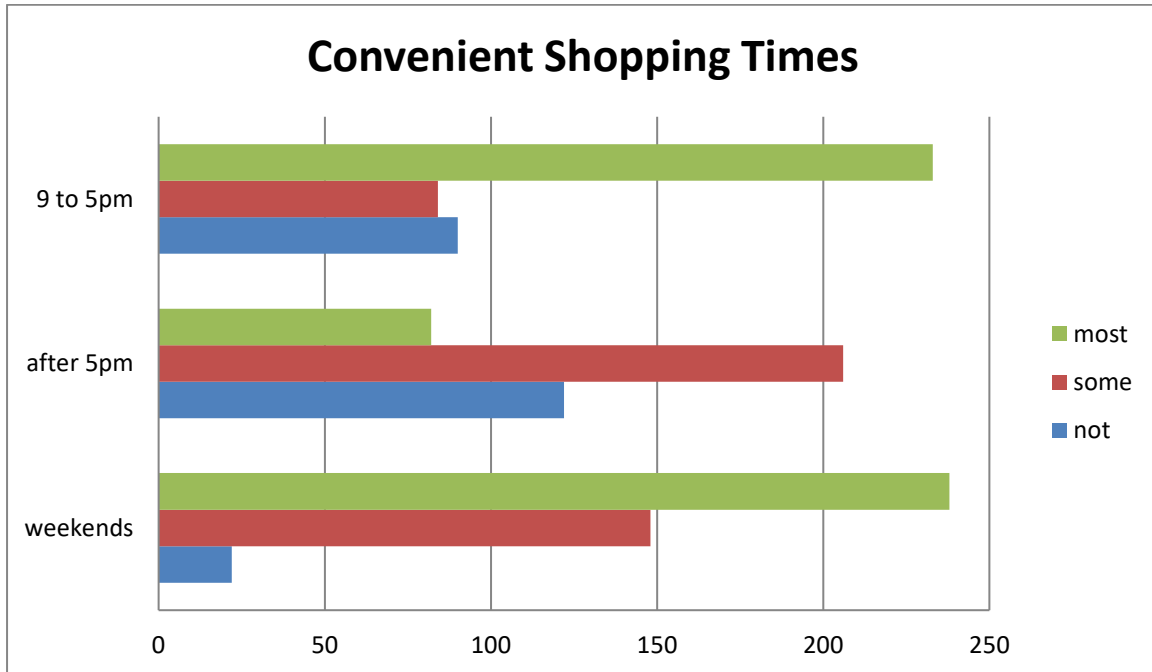
| | | |
|-----------------|-------------------------|-----------|
| Most in Deeping | 50/50 Deeping/Elsewhere | Elsewhere |
| 42 | 148 | 216 |



Shopping, Services and Leisure Survey Results 406

10. Convenient Shopping Times. What is the most convenient time for you to do non-food shopping?

| | Most convenient | Somewhat convenient | Not convenient |
|-----------------|-----------------|---------------------|----------------|
| Weekdays 9-5 | 233 | 84 | 90 |
| Weekday after 5 | 82 | 206 | 122 |
| Weekends | 238 | 148 | 22 |

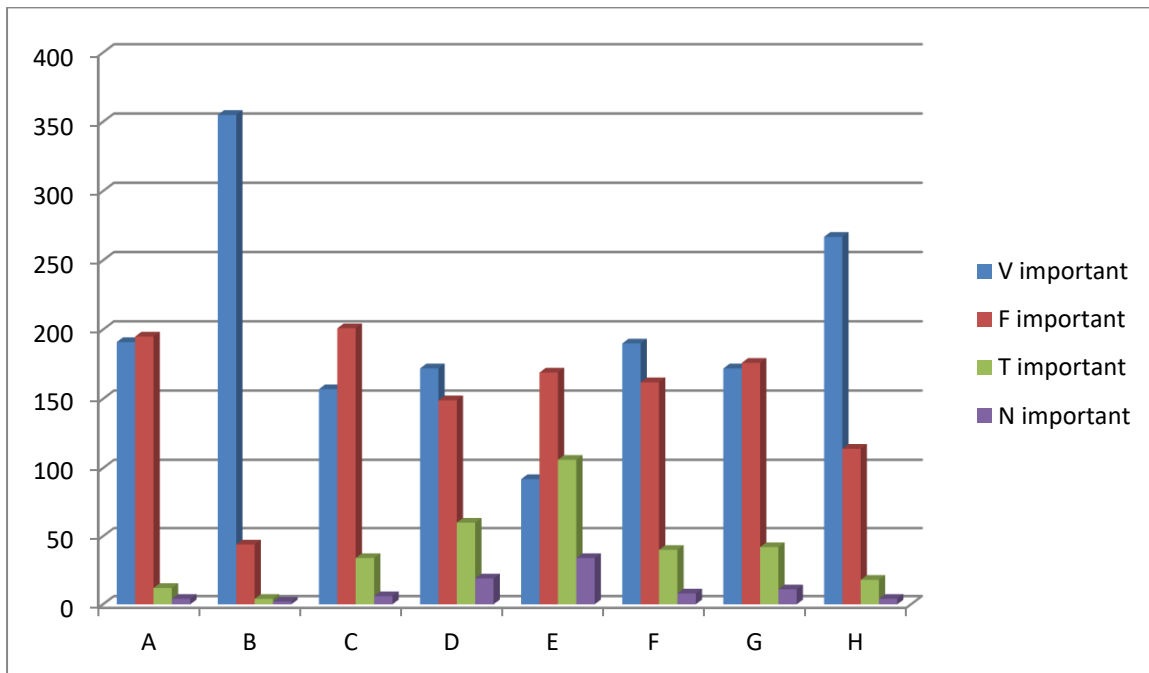


11. Is there one type of retail outlet that you strongly feel is missing from the Deepings and which you are confident you and people you know would shop at regularly. If not sure or no strong feeling please leave blank.

SERVICES

12. Please tell us what is important to you when choosing a business that provides a service.

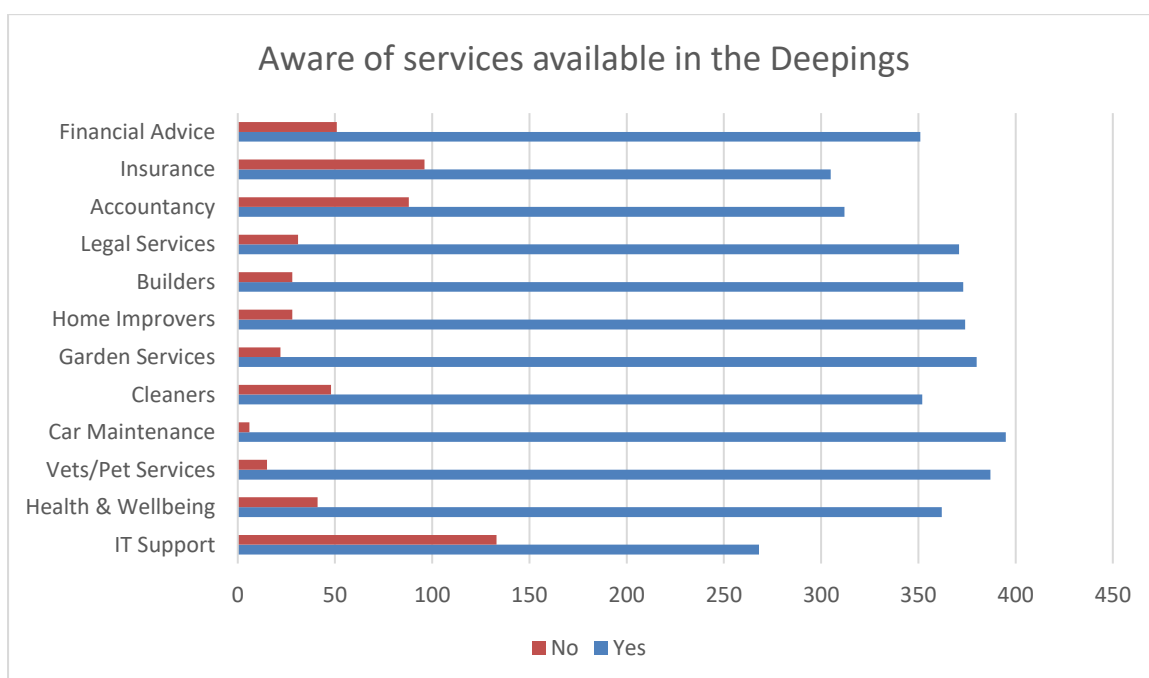
| | Very Important | Fairly important | Slightly important | Not important |
|--------------------------|----------------|------------------|--------------------|---------------|
| A Price | 191 | 195 | 12 | 4 |
| B Quality of service | 355 | 44 | 4 | 2 |
| C Opening times | 157 | 201 | 34 | 6 |
| D Easy parking | 172 | 149 | 60 | 19 |
| E Location | 92 | 169 | 106 | 34 |
| F Supporting local | 190 | 162 | 40 | 8 |
| G Supporting independent | 172 | 176 | 42 | 11 |
| H Good reputation | 267 | 114 | 18 | 4 |



Shopping, Services and Leisure Survey Results 406

13. Which of the following Services are you aware exist within the Deepings?

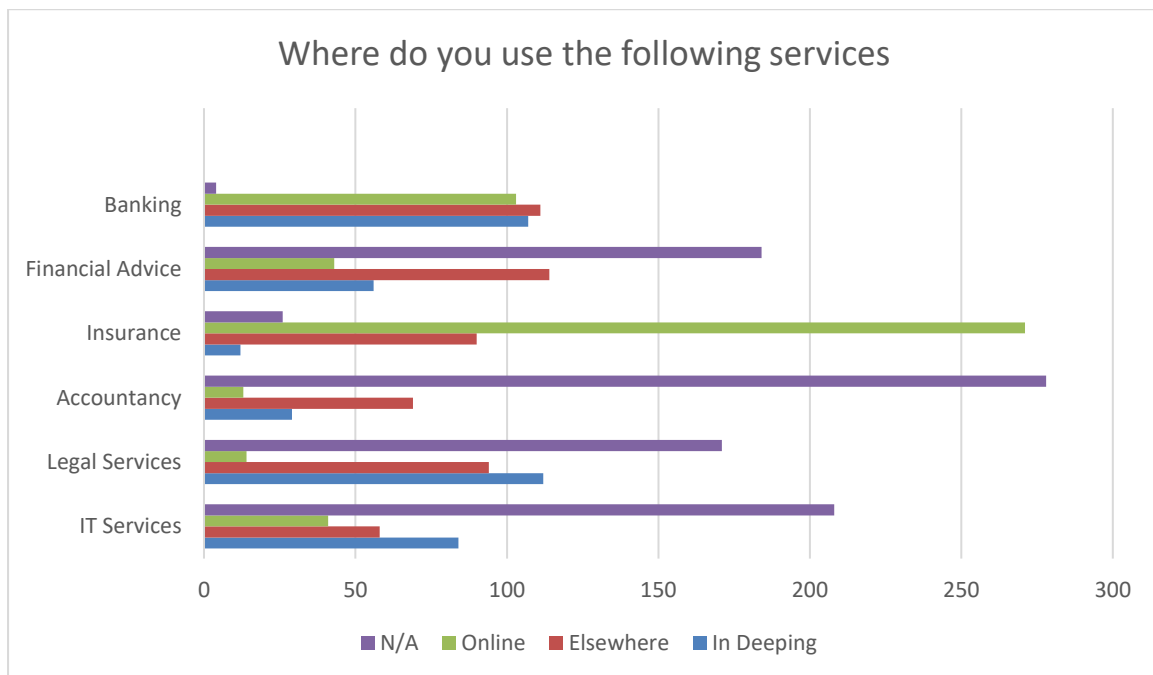
| | Yes | No |
|-------------------------|-----|-----|
| Financial Advice | 351 | 51 |
| Insurance | 305 | 96 |
| Accountancy | 312 | 88 |
| Legal Services | 371 | 31 |
| Builders | 373 | 28 |
| Home Improvers | 374 | 28 |
| Garden services | 380 | 22 |
| Cleaners | 352 | 48 |
| Car maintenance/repairs | 395 | 6 |
| Vets/pet services | 387 | 15 |
| Health and well-being | 362 | 41 |
| IT Support services | 268 | 133 |



Shopping, Services and Leisure Survey Results 406

14. Where do you use the following Services? - part 1

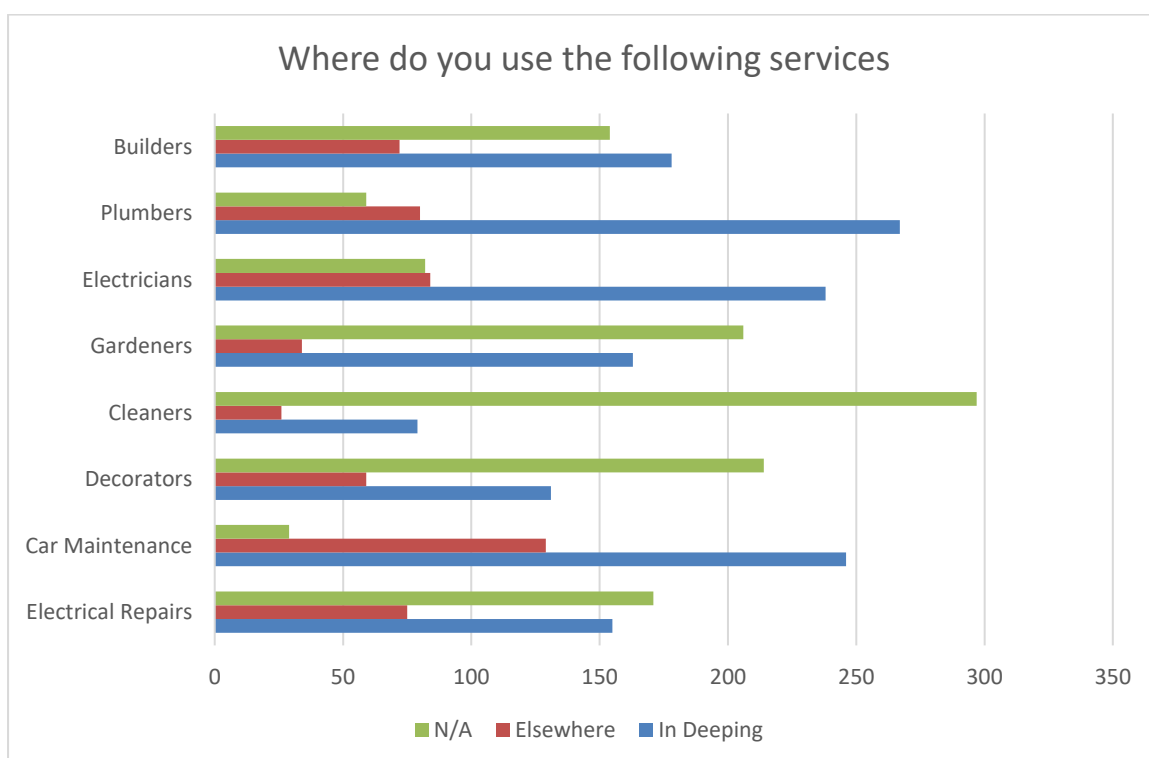
| | In Deeping | Elsewhere | Online | Not Relevant |
|------------------|------------|-----------|--------|--------------|
| Banking | 107 | 111 | 103 | 4 |
| Financial Advice | 56 | 114 | 43 | 184 |
| Insurance | 12 | 90 | 271 | 26 |
| Accountancy | 29 | 69 | 13 | 278 |
| Legal Services | 112 | 94 | 14 | 171 |
| IT services | 84 | 58 | 41 | 208 |



Shopping, Services and Leisure Survey Results 406

15. Where do you use the following Services? - part 2

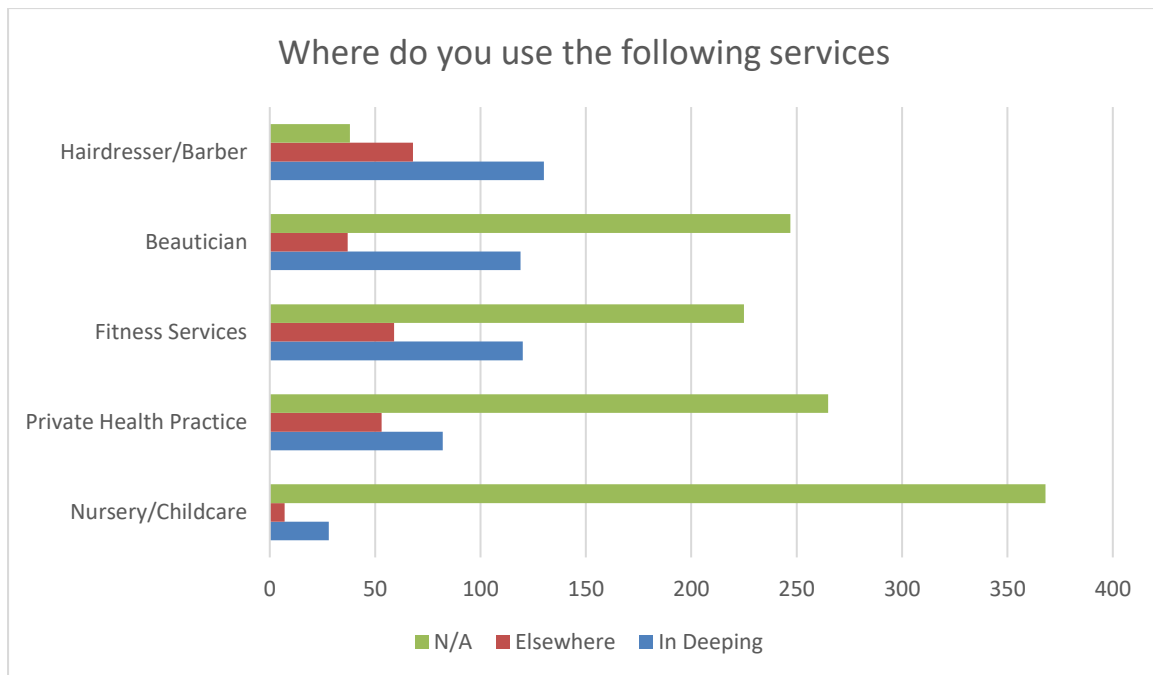
| | In Deeping | Elsewhere | Not Relevant |
|--------------------|------------|-----------|--------------|
| Builders | 178 | 72 | 154 |
| Plumbers | 267 | 80 | 59 |
| Electricians | 238 | 84 | 82 |
| Garden services | 163 | 34 | 206 |
| Cleaners | 79 | 26 | 297 |
| Decorators | 131 | 59 | 214 |
| Car maintenance | 246 | 129 | 29 |
| Electrical repairs | 155 | 75 | 171 |



Shopping, Services and Leisure Survey Results 406

16. Where do you use the following Services? - part 3

| | In Deeping | Elsewhere | Not Relevant |
|-------------------------|------------|-----------|--------------|
| Hairdresser/Barber | 300 | 68 | 38 |
| Beautician | 119 | 37 | 247 |
| Fitness Services | 120 | 59 | 225 |
| Private Health practice | 82 | 53 | 265 |
| Nursery/childcare | 28 | 7 | 368 |

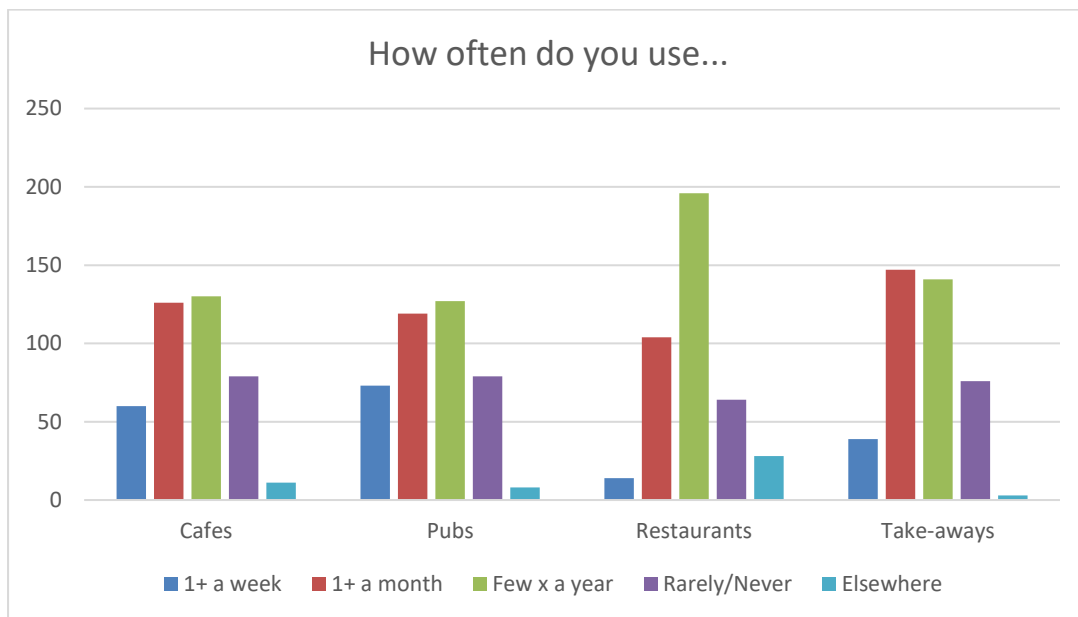


Shopping, Services and Leisure Survey Results 406

LEISURE

17. How often do you use the following leisure services in the Deepings? - part 1

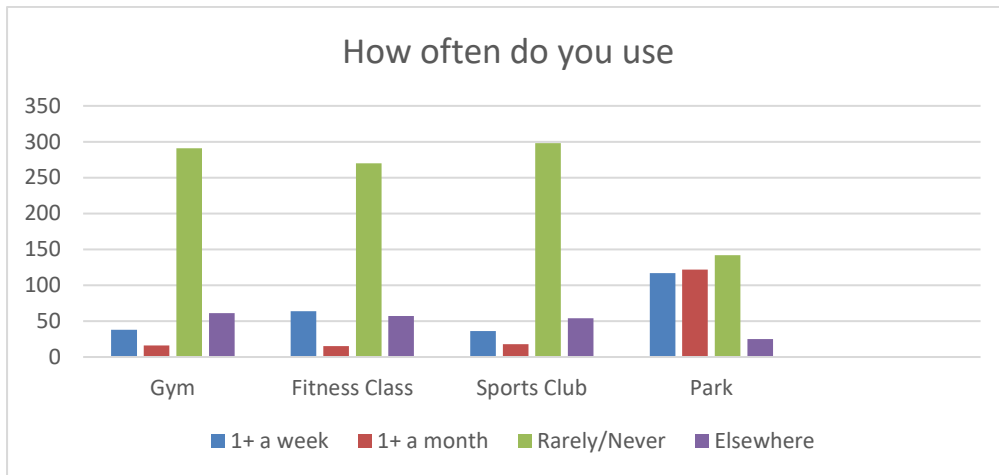
| | 1+ a week | 1+ a month | A few times a year | Rarely/never | Elsewhere |
|-------------|-----------|------------|--------------------|--------------|-----------|
| Cafés | 60 | 126 | 130 | 79 | 11 |
| Pubs | 73 | 119 | 127 | 79 | 8 |
| Restaurants | 14 | 104 | 196 | 64 | 28 |
| Take-aways | 39 | 147 | 141 | 76 | 3 |



Shopping, Services and Leisure Survey Results 406

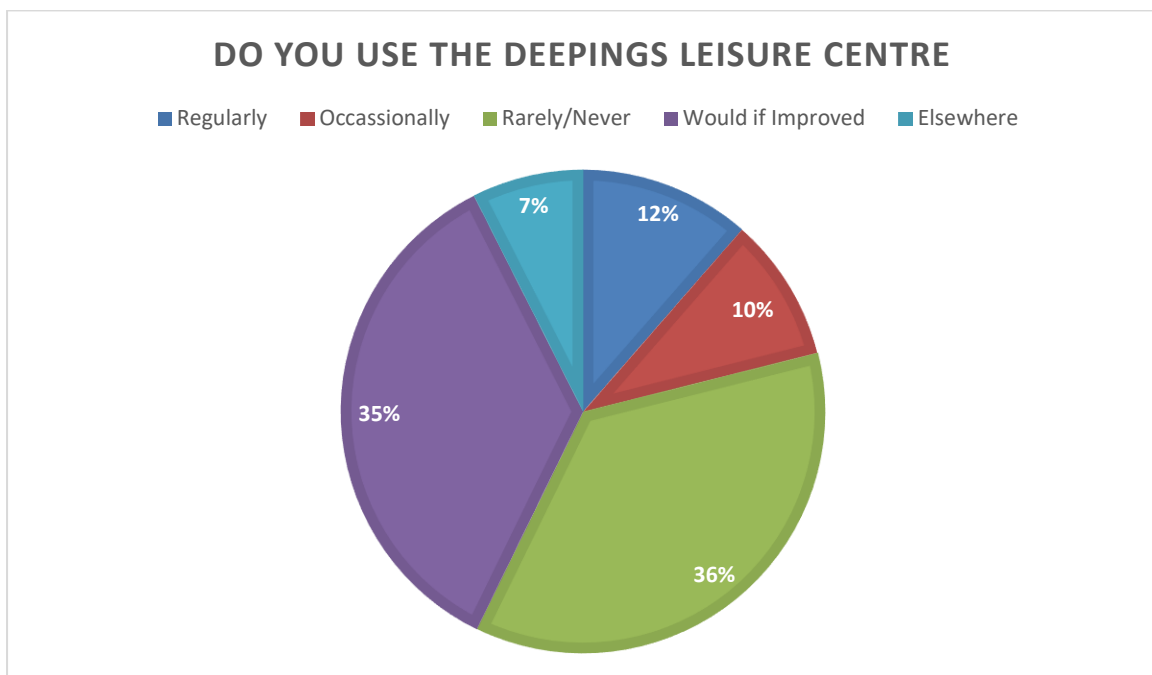
18. How often do you use the following leisure services in the Deepings? - part 2

| | 1+ a week | 1+ a month | Rarely/never | Elsewhere |
|---------------|-----------|------------|--------------|-----------|
| Gym | 38 | 16 | 291 | 61 |
| Fitness class | 64 | 15 | 270 | 57 |
| Sports club | 36 | 18 | 298 | 54 |
| Park | 117 | 122 | 142 | 25 |



19. Do you use Deeping Leisure Centre? - please mark all options that apply

| Regularly | Occasionally | Rarely/never | Only if improved | Elsewhere |
|-----------|--------------|--------------|------------------|-----------|
| 57 | 48 | 180 | 176 | 37 |

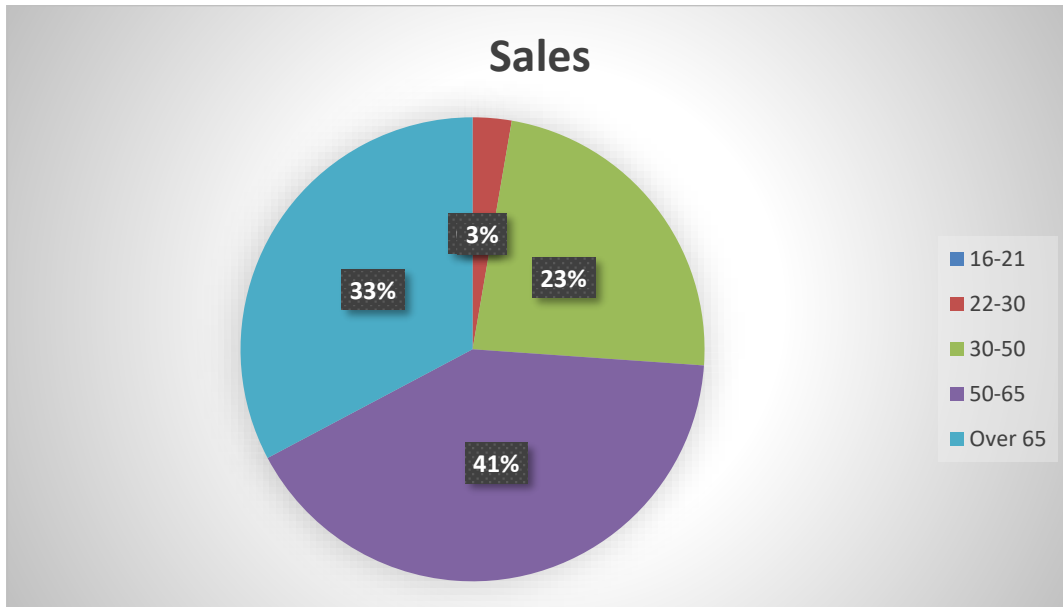


Shopping, Services and Leisure Survey Results 406

ABOUT YOU

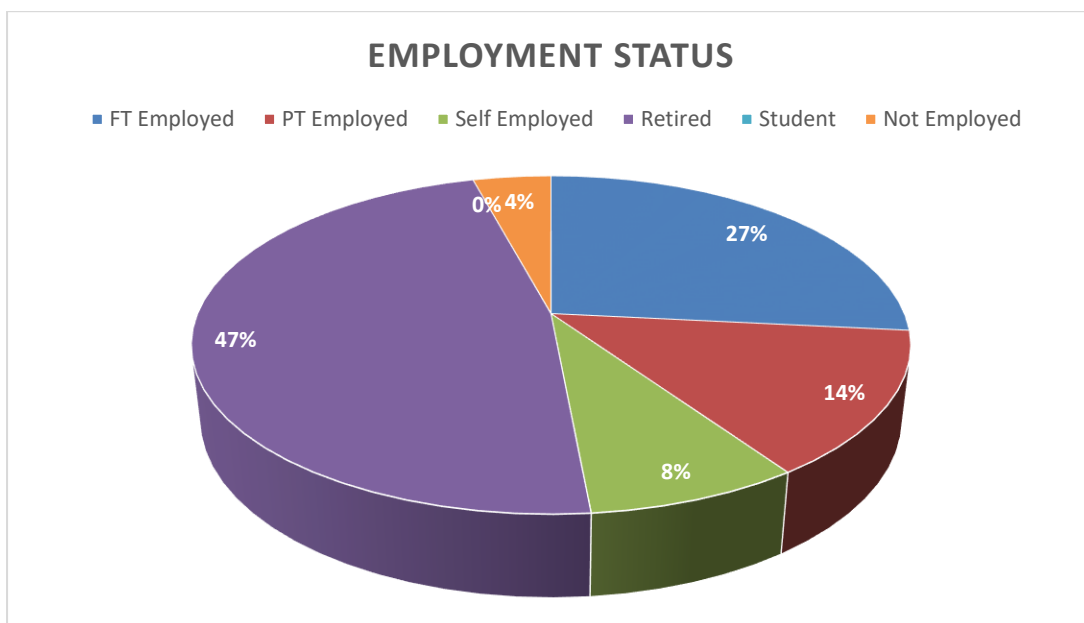
20. Your age group?

| 16-21 | 22-30 | 30-50 | 50-65 | Over 65 |
|-------|-------|-------|-------|---------|
| 0 | 11 | 95 | 167 | 133 |



21. Occupation? - if more than 1 option applies (i.e. you are employed but have a small second income from self employment) please select the option that provides most of your income.

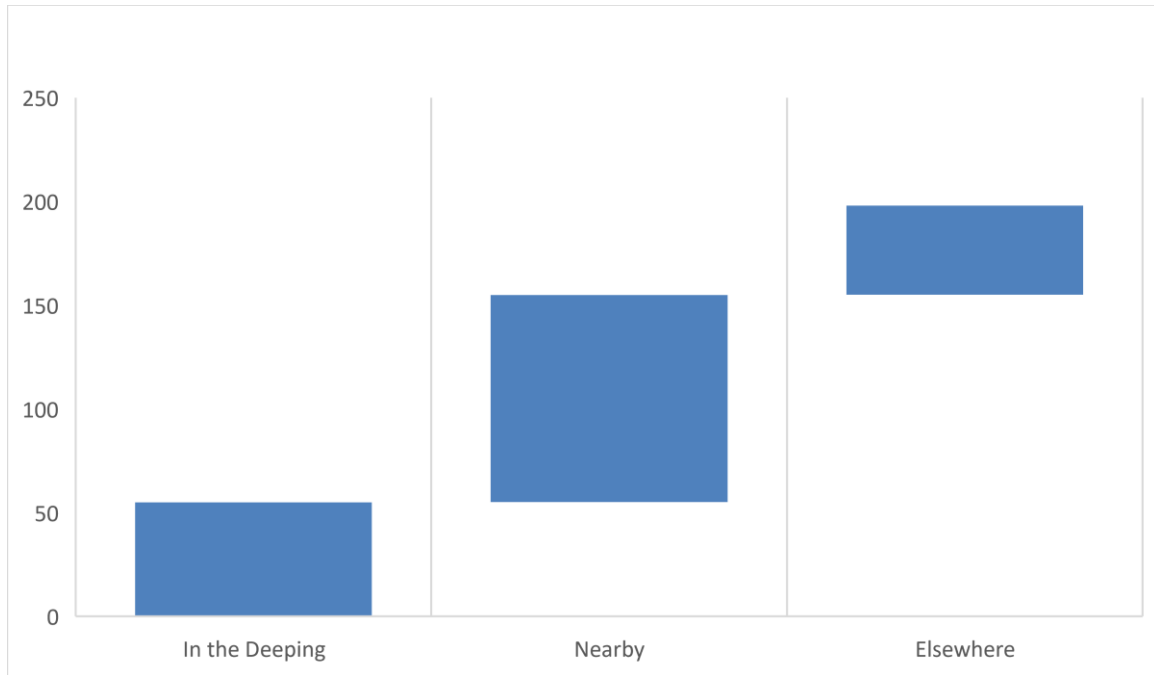
| FT Employed | PT Employed | Self Employed | Retired | Student | Not employed |
|-------------|-------------|---------------|---------|---------|--------------|
| 108 | 56 | 33 | 192 | 0 | 17 |



Shopping, Services and Leisure Survey Results 406

22. If you are employed or self-employed please indicate where? *If you work at multiple locations please select the answer for where you spend most of your working time.*

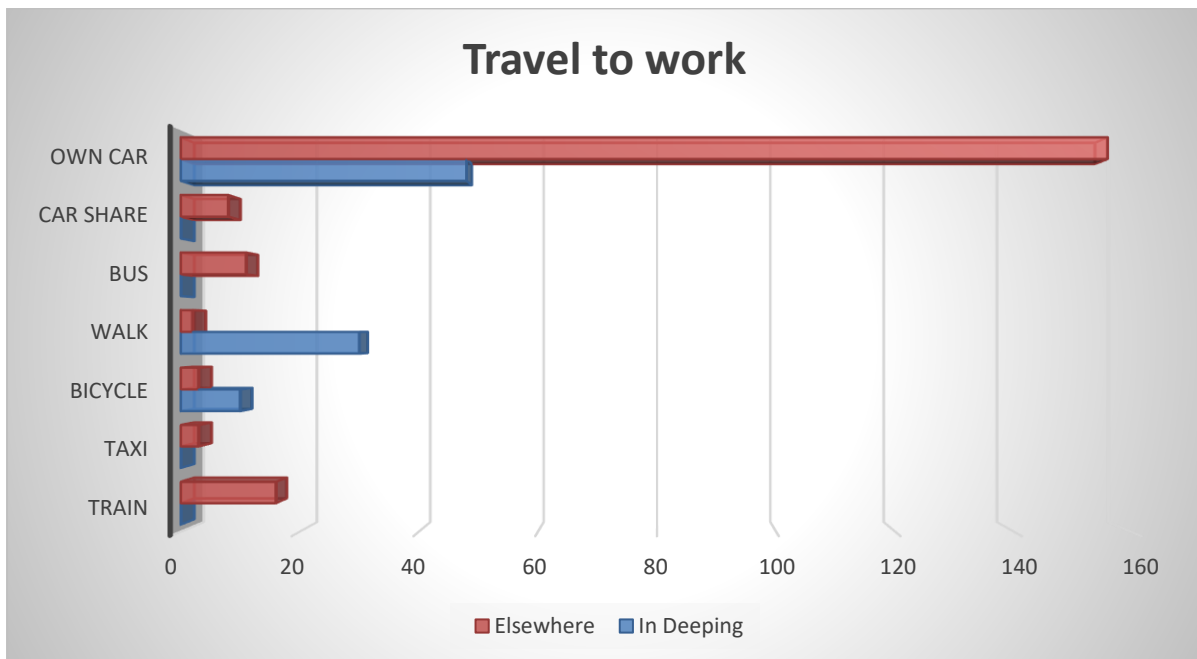
| In the Deepings | Nearby < 10 miles | Elsewhere > 10 miles |
|-----------------|-------------------|----------------------|
| 55 | 100 | 43 |



Shopping, Services and Leisure Survey Results 406

23. Finally please tell us about your journey to work. *Tick all that apply.*

| | Work within Deepings | Work elsewhere |
|--------------|----------------------|----------------|
| I use my car | 48 | 156 |
| I car share | 0 | 8 |
| By bus | 0 | 11 |
| I walk | 30 | 2 |
| By bicycle | 10 | 3 |
| By taxi | 0 | 3 |
| By train | 0 | 16 |



Shopping, Services and Leisure Survey Results 406

24. Finally please tell us about your journey for shopping and leisure. *Tick all that apply.*

| | My car | Car share | By bus | I walk | By cycle | By taxi | By train |
|--------------------|--------|-----------|--------|--------|----------|---------|----------|
| Shopping Deepings | 286 | 4 | 0 | 193 | 24 | 0 | 0 |
| Shopping elsewhere | 360 | 7 | 73 | 0 | 0 | 0 | 8 |
| Leisure Deepings | 180 | 7 | 0 | 191 | 22 | 0 | 0 |
| Leisure elsewhere | 314 | 15 | 40 | 5 | 5 | 2 | 11 |

