

## Summary of the key findings from the Deepings Neighbourhood Plan survey for Shopping, Services and Leisure. 406 responses.

Full report available if required.

- 1) Grocery shopping in the Deepings reflects the national trend to shop 2 or 3 times per week.
- 2) Whilst a considerable amount of grocery shopping is still done in the Deepings, the fact that people want a choice of supermarket is driving a huge proportion out of the Deepings to do some or the majority of their grocery shopping.
- 3) At the time of the survey only a small number of people are doing their grocery shopping online.
- 4) Non food shopping tends to have a much higher proportion being done online and/or outside of the Deepings
- 5) Quality, price and reputation are the most important factors when choosing a service company although supporting local and independent businesses ranked highly too.
- 6) There was generally a good awareness of the range of service sector businesses available locally although a significant amount of people either go out of the Deepings or online for services.
- 7) Plenty of respondents use local cafés, pubs and restaurants with the majority staying within the Deepings.
- 8) Services such as hairdressers and beauticians are well supported locally
- 9) The proportion of respondents using gyms, fitness classes and sports facilities was quite low but a lot of respondents used local parks regularly.
- 10) More people stated that they “Rarely or Never” used the Deepings Leisure centre than those that use it “Regularly” and “Occasionally” combined. A very high proportion stated that they would use it more if it were improved.
- 11) The age profile of respondents was skewed towards the older age ranges
- 12) Almost half of the respondents were retired.
- 13) Of those that were working, only about a third worked locally.
- 14) The car is still by far the most popular form of transport although an encouraging number of people walk or cycle for local needs.