OUNDLE SHOPPERS SURVEY

Part 2: Tables

Produced by

Leicester University

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OUNDLE SHOPPING SURVEY

STUDENT NAME: _____

INTERVIEW NO. _____

PART A

HOUSEHOLD/PROFILE DATA

Does this household OWN or RENT this dwelling?

OWN	81%	
RENT		

From whom is it rented:

Council	17 %	Landed Estate	X
Housing Association Charitable Trust	X	Other	2 %
Employer	X		

How many cars does this household normally have access to? ....0.....10%.....

1	43%
2	41%
≥ 3	6%

For each person in employment could you please give me details of their occupation and place of work

Person No. as Qt.5

	OUNDLE	EAST N'HANTS	TOWNS *	CITY +	S.E. ENGLAND	OTHER
Occupation / Place of work	60%	6%	5%	15%	3%	9%

* CORBY, KETTERING, STAMFORD ETC. + PETERBOROUGH

Can you please tell me how long you have lived in Oundle?

	0-2yrs (1990s)	3-12yrs (1980s)	13-22yrs (1970s)	22+ yrs pre 1970s
Individual	10%	41%	19%	31%
Household	12%	42%	16%	30%

Please indicate the nature of your household.

Single 4% OAP 21% Young couple 4% Middle aged Couple 11% Family 57% Other 3%

PART B SHOPPING BEHAVIOUR AND ATTITUDES

Can you indicate where you/the household would normally go to purchase the following goods.

	BREAD	FRESH VEGETABLES	TINNED PRODUCE	FROZEN FOODS	TOILETRIES/ WASHING POWDER	FRESH MEAT/ POULTRY
OUNDLE	66%	72%	31%	25%	29%	59%
LOCAL LARGE TOWN/CITY CENTRES (SPECIFY)	6%	4%	11%	14%	12%	6%
LOCAL OUT OF TOWN CENTRES (SPECIFY)	25%	22%	57%	59%	58%	32%
ELSEWHERE (SPECIFY)	3%	2%	1%	2%	1%	3%

If a foodstore was built in or around Oundle would you/the household use it for the following:-

	BREAD	FRESH VEGETABLES	TINNED PRODUCE	FROZEN FOODS	TOILETRIES/ WASHING POWDER	FRESH MEAT/ POULTRY
YES	46%	42%	48%	49%	49%	45%
NO	41%	40%	44%	43%	43%	37%
DON'T KNOW	13%	18%	8%	8%	8%	18%

How do you/the household normally get to your place of shopping.

	OUNDLE	LOCAL TOWN CENTRES	OUT OF TOWN CENTRES	OTHER
CAR	41%	98%	97%	
BUS	4%	2%	1%	
WALK	49%	–	1%	
OTHER (SPECIFY)	6%	–	1%	

When do you/the household do the majority of your weekly shopping.

MON - FRI 9 AM - 5 PM	MON - THURS 5 PM - 8 PM	FRIDAY 5 PM - 8 PM	SATURDAY	SUNDAY
63%	7%	11%	18%	1%

Would you like to see more car parking in Oundle Town Centre

YES 85% NO 15%

Given that car parking can only be increased by the development of a foodstore, would you like to see a foodstore developed in Oundle.

NO 19% Go to Question 16

YES 81%

Would you like to see this shop placed

Out of Town 18%

Station Road 52%

St. Osyth's Lane 26%

Other (Specify) .....4%.....

What type of store would you prefer?

Quality Merchandise	Discount Food Store	Other (Specify)
49%	38%	13%

Now please go to Question 17

What would be your main reason for opposing such a development .....

ADEQUATE FACILITIES ALREADY 45%

SPOIL THE TOWN'S CHARACTER 26%

THREATEN CURRENT PROVISION 26%

OTHER 3%

How would you rate the current provision of food shops in Oundle.

	Strongly Agree	Agree	Don't Know	Disagree	Strongly Disagree
Need more shops	67%		4%	29%	
Need different mix of shops	65%		3%	32%	
Need better quality shops	70%		3%	27%	

If you could determine the provision of food shopping in Oundle would you:-

a) Leave it as it is 10 %

b) Leave it as it is but add a foodstore 16 %

c) Leave it as it is but add a supermarket 47 %

d) Develop more individual/specialist food shops
Specify 10 %

e) Develop more specialist shops and add a foodstore 3 %

f) Develop more specialist shops and add a supermarket 12 %

g) Other, please specify ..... 2 %

Thank you for completing this questionnaire.

PART C TO BE COMPLETED BY THE INTERVIEWER

Address of Interviewee .....

Type of house Detached 55 % Semi 26 % Terraced 9 % Bungalow 10 %

TABLE 1: Current Shopping Patterns by Social Class

	Oundle		Town Centres		Out of town Supermarkets	
	Non-manual	Manual	Non-manual	Manual	Non-manual	Manual
Bread	64	71	7	4	26	23
Vegetables	69	75	4	4	24	21
Tinned Food	24	49	12	8	63	43
Toiletries	21	49	15	6	63	45
Meat	37	50	12	8	50	41
Frozen Foods	18	43	15	9	64	47

Figures in percentages

TABLE 2: Current Shopping Patterns for Retired and Working Households

	Oundle		Town Centres		Out of town Supermarkets	
	Retired	Working	Retired	Working	Retired	Working
Bread	72	64	6	6	14	28
Vegetables	78	69	5	4	14	25
Tinned Food	58	22	12	11	30	66
Toiletries	53	21	11	13	36	65
Meat	83	53	2	7	13	37
Frozen Foods	50	17	12	15	34	66

Figuress in percentages

TABLE 3: Useage of foodstore in Oundle if it was built

	Yes		No		Don't know	
	Retired	Working	Retired	Working	Retired	Working
Bread	44	47	44	39	12	14
Vegetables	42	42	35	40	23	17
Tinned Food	46	48	43	44	10	8
Toiletries	47	50	43	42	10	8
Meat	48	44	33	39	19	18
Frozen Foods	47	50	42	42	11	8

Figures in percentages

TABLE 4: Future food shopping provision in Oundle

	Retired	Working
Leave as it is	12	10
Just add a foodstore	23	13
Just add a supermarket	42	49
Provide more specialist shops	14	9
More specialist shops + foodstore	2	4
More specialist shops + supermarket	3	14
Other	3	2

Figures in percentages

TABLE 5: Current Shopping Patterns by Length of Residence

	Oundle			Town Centres			Out of town Supermarkets		
	pre 1970	1970s	post 1980	pre 1970	1970	post 1980	pre 1970	1970	post 1980
Bread	74	60	64	3	4	9	21	31	20
Vegetables	73	65	73	3	4	6	22	29	21
Tinned Food	46	40	17	9	4	16	44	56	66
Toiletries	47	35	14	8	6	18	44	58	67
Meat	68	60	53	3	2	10	28	33	33
Frozen Foods	41	31	13	10	10	18	47	54	67

Figures in percentages

TABLE 6: Useage of Oundle if a New Foodstore Was Provided

	Yes			No			Don't know		
	pre 1970	1970s	post 1980	pre 1970	1970	post 1980	pre 1970	1970	post 1980
Bread	57	52	36	33	34	48	10	14	16
Vegetables	48	50	35	32	34	46	21	16	19
Tinned Food	55	52	41	40	37	50	5	11	9
Toiletries	55	52	43	40	37	47	5	11	9
Meat	53	51	37	34	31	42	13	18	21
Frozen Foods	56	53	43	38	36	48	5	11	9

Figuress in percentages

TABLE 7: Preferred Location for a New Foodstore by Length of Resident

	Out of Town	Station Road	St Osyth's Lane	Other
post 1980	24	44	29	2
1970s	17	50	25	7
pre 1970	7	66	21	6