

Shoppers Survey Results – September / October 2010

188 Replies
86% live locally
37% work locally

How Often Shop in Thornbury

37% shop daily in Thornbury
38% shop weekly in Thornbury with the rest less frequently

Retailers they would like to see

91% - Shoe Shop

14% - Toy Shop

33% - Electrical Store

32% - Craft Shop

49% - Haberdashers

16% - Wine Store / Off Licence

54% - Clothing.

Most popular is Young Fashion and approximately 1/3rd specifically asked for a New Look / Dorothy Perkins or Next. Rest are mixture of gents clothing / smart ladies wear and older ladies wear (60+)

6% - Mobile Phone Shop

15% - Other.

Most popular – M&S Simply Food or Waitrose

2nd – Fishmonger

3rd – CD's/DVD shop

Rest comprise of another Greengrocer / Baker / Furniture Store / Antiques / Photographic Shop (i.e. Jessops)

Goods bought regularly not available in Thornbury

1st - Shoes

2nd - Clothes

3rd - CDs / DVDs / Computer Games

4th - Groceries – M&S Simply Food / Waitrose

5th - Haberdashery Items

6th – Fish

Joint 7th – Coffee (coffee beans) & Photo Processing Supplies

Other request include Pet Food / Soft Furnishings / Furniture / Car Accessories / Fishing Tackle

Why people shop in Thornbury

Convenience / Locality 89%

Choice of Products 9%

Support local community 68%

Other 13%

Comments under “other” category include Free Parking, Markets & Community Spirit

Negative comments received are “No More” Charity Shops / Coffee Shops / Estate Agents”

Shoppers Survey Results – Food Fair (September 2010)

107 Replies
87% live locally
32% work locally

How Often Shop in Thornbury

31% shop daily in Thornbury and the majority of these are the ones that also work locally.

48% shop weekly in Thornbury with the rest less frequently (Fortnightly, Monthly and a few that are non local, shop when visiting friends, coming to Food Fair and as a change from their normal shopping centre as they think Thornbury is a nice town)

Retailers they would like to see

74% would like a Shoe Shop

17% - Toy Shop

33% - Electrical Store

36% - Craft Shop

50% - Haberdashers

28% - Wine Store / Off Licence

18% - Clothing.

Most popular is Young Fashion and Ladies wear, closely followed by menswear. A couple would like to see a chain store such as Next or M&S and a couple would like to see something more unique / individual / upmarket.

3% - Mobile Phone Shop

27% - Other.

Most popular request in this category is for a Fishmonger, followed by a good Bakers. Others include a gift shop / whole foods / kitchen shop / motor parts / good supermarket / good deli and home furnishings.

What is surprising is that people do not know what we have in Thornbury as we had 3 requests for a Book Shop (Thornbury Book Shop) / 1 for a Butchers (Traditional Meats) / 1 for a Florist (T&J Owen) / 1 for DIY shop (Hawkins) and 1 for a Sweet Shop (both NewsU and Four Seasons have a range of sweets!).

Goods bought regularly not available in Thornbury

1st - Clothes

2nd - Shoes

3rd - Speciality Foods / Wholefoods / Organic produce.

Joint 4th - Sewing items / Fabric and DIY items

5th - Nice Bread

Joint 6th – Coffee, Furniture.

Other requests are Make Up (different brand) / Jewellery / Butchers / Electrical Goods / Computer Products.

Again surprising that some of the items above can already be obtained in Thornbury. Riddifords do sell Coffee Beans. Deli used to but not sure if they still do. Gems for Jewellery , Traditional Meats – Butcher. Hawkins for DIY.

Why people shop in Thornbury

Convenience / Locality 81%

Choice of Products 18%

Support local community 71%

Other 20%

Comments under “other” category include: meeting friends / like Thornbury / somewhere different to shop / variety / pleasant town / nice area / like it! / enjoy coming to Thornbury / Farmers Market / Food Fair.

Negative comments received are No More Charity Shops