

Jersey Household Interview Survey Results

Dates of Interviewing:

February 2008

Landline and Mobile Telephone Samples combined, and weighted by housing tenure.

Qa. Zone

	Weighted Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
1	320	100.00%	320	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
2	225	100.00%	0	0.00%	225	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
3	76	100.00%	0	0.00%	0	0.00%	76	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
4	60	100.00%	0	0.00%	0	0.00%	0	0.00%	60	100.00%	0	0.00%	0	0.00%	0	0.00%
5	103	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	103	100.00%	0	0.00%	0	0.00%
6	128	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	128	100.00%	0	0.00%
7	88	100.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	88	100.00%

Q1. Parish

	Weighted Base: All respondents		1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
Grouville (G)	17	1.70%	0	0.00%	17	7.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Brelade (SB)	128	12.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	128	100.00%	0	0.00%
St Clement (SC)	94	9.40%	0	0.00%	94	41.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Helier (SH)	318	31.80%	318	99.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St John (SJ)	36	3.60%	0	0.00%	0	0.00%	0	0.00%	36	58.70%	0	0.00%	0	0.00%	0	0.00%
St Lawrence (SL)	88	8.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	88	100.00%
St Martin (SMn)	73	7.30%	0	0.00%	0	0.00%	73	96.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Mary (SM)	25	2.50%	0	0.00%	0	0.00%	0	0.00%	25	41.30%	0	0.00%	0	0.00%	0	0.00%
St Ouen (SO)	56	5.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	56	54.40%	0	0.00%	0	0.00%
St Peter (SP)	47	4.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	47	45.60%	0	0.00%	0	0.00%
St Saviour (SS)	114	11.40%	0	0.00%	114	50.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Trinity (T)	5	0.50%	2	0.60%	0	0.00%	3	3.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q2. At which town or village or other food store do you do most of your household's main food shopping?

	Weighted Base: All respondents		1		2		3		4		5		6		7		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: All respondents	1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%	
St Helier Town Centre (Co-op, Marks & Spencer, Checkers Expr	299	29.90%	179	55.90%	61	27.20%	21	28.20%	12	20.30%	3	3.20%	7	5.70%	15	16.80%	
St Peter (Co-op superstore, Marks & Spencer)	189	18.90%	11	3.30%	3	1.30%	7	9.10%	23	37.90%	77	74.70%	30	23.70%	39	44.00%	
Co-op Grand Marche in St Helier	150	15.00%	82	25.60%	42	18.50%	12	15.80%	4	7.20%	1	1.30%	4	3.40%	4	4.90%	
Checkers Superstore at St Saviour (La Rue des Pres)	72	7.20%	11	3.30%	43	19.00%	10	12.90%	2	3.50%	0	0.00%	2	1.60%	4	4.90%	
St Clement (Marks & Spencer, Co-op, other shops)	47	4.70%	0	0.00%	36	15.80%	6	8.20%	2	3.50%	1	1.30%	0	0.00%	1	1.70%	
Checkers superstore at Les Quennevais/Red Houses, St Brelade	44	4.40%	1	0.40%	1	0.70%	0	0.00%	3	5.60%	6	5.90%	29	22.60%	3	3.40%	
St Brelade's Bay village centre	35	3.50%	1	0.20%	1	0.30%	1	1.00%	0	0.00%	3	2.60%	29	22.50%	1	1.70%	
Safeway in St Helier (at La Vallee des Vaux)	29	2.90%	17	5.20%	4	1.80%	2	2.80%	3	5.70%	1	1.10%	0	0.00%	2	2.10%	
Other food stores at Les Quennevais/Red Houses, St Brelade (28	2.80%	2	0.50%	4	1.80%	0	0.00%	0	0.00%	1	1.10%	19	15.10%	1	1.70%	
St John (Marks & Spencer, other village shops)	9	0.90%	0	0.00%	0	0.00%	1	1.00%	6	10.60%	0	0.00%	0	0.00%	1	1.50%	
Local convenience shops not covered above	8	0.80%	1	0.40%	5	2.10%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	1	1.70%	
St Ouen village centre	6	0.60%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	5	5.20%	0	0.00%	0	0.00%	
Farm shops	6	0.60%	2	0.70%	0	0.00%	1	2.00%	0	0.00%	0	0.00%	1	1.20%	1	0.80%	
Grouville village centre	4	0.40%	0	0.00%	3	1.40%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
St Martin village centre	4	0.40%	0	0.00%	0	0.00%	4	4.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
St Mary village centre	3	0.30%	0	0.00%	2	0.90%	1	1.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Gorey village centre	2	0.20%	0	0.00%	1	0.60%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Beaumont	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.50%	0	0.00%	0	0.00%	
Poole, England	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Guernsey	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	
Other places in France	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Internet/mail order	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	
Other	Local stores, St Saviour	9	0.90%	1	0.20%	7	3.00%	2	2.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, St Peters Technical Park, St Peter	8	0.80%	0	0.00%	1	0.60%	0	0.00%	2	3.50%	1	0.70%	1	0.60%	3	3.00%
	Local stores, Grand Marché	7	0.70%	3	0.80%	1	0.30%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	3	3.30%
	Local stores, St Helier	6	0.60%	4	1.30%	1	0.30%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	St Saviour	4	0.40%	0	0.00%	3	1.20%	2	2.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Checkers, St Clement	4	0.40%	1	0.40%	1	0.40%	1	1.00%	1	2.20%	0	0.00%	0	0.00%	0	0.00%
	Varies	4	0.40%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	2	2.40%
	Local stores, St Lawrence	4	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	4.30%
	Co-op Fresh Food Stores, Red Houses, St Brelade	3	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.30%	0	0.00%
	Five oaks	3	0.30%	3	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, St Saviour	2	0.20%	0	0.00%	2	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Grande Marche, St Helier	2	0.20%	1	0.20%	0	0.00%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	George town	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Grande Marche, St Peter	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Local stores, Millbrook	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Safeway, St Saviour	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	St Brelade	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%

Q5. Where do you do most of your household's shopping for small scale 'top-up' food and convenience goods items, including newspapers and tobacco products?

		Weighted Base: All respondents		Zone													
		Num	%	1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents		1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
St Helier Town Centre (Co-op, Marks & Spencer, Checkers Expr		235	23.50%	163	51.00%	40	17.60%	6	8.00%	5	7.80%	4	3.90%	5	4.00%	12	13.80%
Don't do top-up shopping		121	12.10%	48	15.10%	23	10.20%	10	13.20%	7	11.90%	9	8.80%	15	11.90%	8	9.30%
St Peter (Co-op superstore, Marks & Spencer)		82	8.20%	3	0.90%	1	0.30%	2	2.50%	10	16.30%	41	39.80%	8	6.10%	18	20.30%
St Clement (Marks & Spencer, Co-op, other shops)		52	5.20%	4	1.40%	44	19.60%	3	3.50%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Co-op Grand Marche in St Helier		50	5.00%	31	9.70%	15	6.50%	4	5.10%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Local convenience shops not covered above		44	4.40%	17	5.40%	11	4.80%	3	3.70%	1	1.20%	3	3.20%	1	0.60%	9	9.70%
Checkers Superstore at St Saviour (La Rue des Pres)		42	4.20%	3	1.10%	33	14.80%	2	2.80%	1	1.20%	1	1.50%	0	0.00%	1	1.50%
St Brelade's Bay village centre		41	4.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	2	1.80%	38	29.80%	1	0.80%
St John (Marks & Spencer, other village shops)		37	3.70%	3	1.10%	1	0.30%	2	2.90%	27	44.70%	0	0.00%	0	0.00%	4	4.20%
St Ouen village centre		35	3.50%	0	0.00%	0	0.00%	0	0.00%	1	2.50%	32	30.80%	0	0.00%	1	1.70%
Checkers superstore at Les Quennevais/Red Houses, St Brelade		33	3.30%	0	0.00%	1	0.30%	0	0.00%	1	1.20%	2	2.20%	26	20.00%	4	4.60%
Other food stores at Les Quennevais/Red Houses, St Brelade (30	3.00%	1	0.30%	4	2.00%	4	5.10%	0	0.00%	1	1.10%	19	15.20%	0	0.00%
St Martin village centre		26	2.60%	0	0.00%	1	0.30%	25	32.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Safeway in St Helier (at La Vallee des Vaux)		17	1.70%	12	3.60%	2	1.00%	0	0.00%	1	2.20%	1	0.70%	1	0.60%	0	0.00%
Farm shops		10	1.00%	2	0.70%	3	1.30%	1	1.00%	0	0.00%	0	0.00%	2	1.80%	2	2.40%
Grouville village centre		7	0.70%	0	0.00%	7	3.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Beaumont		6	0.60%	0	0.00%	4	1.60%	1	1.80%	0	0.00%	1	1.50%	0	0.00%	0	0.00%
Internet/mail order		6	0.60%	3	0.90%	2	0.90%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Trinity village centre		4	0.40%	2	0.60%	0	0.00%	1	1.50%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
St Mary village centre		3	0.30%	0	0.00%	0	0.00%	0	0.00%	3	4.90%	0	0.00%	0	0.00%	0	0.00%
Gorey village centre		2	0.20%	0	0.00%	0	0.00%	2	3.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Maufant village centre		2	0.20%	0	0.00%	1	0.30%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Bel Royal		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Portsmouth, England		1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	Local stores, St Saviour	21	2.10%	4	1.40%	14	6.40%	2	2.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Local stores, St Lawrence	11	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	11	12.60%
	Varies	9	0.90%	4	1.40%	0	0.00%	2	2.30%	2	3.70%	0	0.00%	1	0.60%	0	0.00%
	Benests, St Lawrence	9	0.90%	4	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	5	5.20%
	Five Oaks	8	0.80%	4	1.10%	2	1.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	1	1.50%
	St Aubin	7	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	6	4.80%	0	0.00%
	Co-op Fresh Food Stores, Red Houses, St Brelade	7	0.70%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	5	3.70%	1	0.80%
	St Lawrence	5	0.50%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	4	4.70%
	Co-op, St Saviour	4	0.40%	1	0.50%	3	1.30%	0	0.00%	0	0.00%	0	0.00%	1	0.30%	0	0.00%
	Checkers Express, St Ouen	4	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.60%	1	1.10%	0	0.00%
	Checkers, St Clement	4	0.40%	0	0.00%	2	1.00%	0	0.00%	1	2.20%	0	0.00%	0	0.00%	0	0.00%
	St Saviour	3	0.30%	0	0.00%	3	1.20%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Spar, The Parade, St Helier	3	0.30%	1	0.20%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.30%
	Local stores, St Saviour	3	0.30%	0	0.00%	3	1.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Checkers Express, St Martin	3	0.30%	0	0.00%	0	0.00%	3	3.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Safeway, St Saviour	1	0.10%	1	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Spar, Five Oaks	1	0.10%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Checkers Express, Grand Vaux	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	St Saviour Village Centre	1	0.10%	0	0.00%	1	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Georgetown	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.30%
	Spar, Bath Street, St Helier	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Airport	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Checkers Express, Five Oaks	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Local Store, St Helier	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Spar, Ouen	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%

Q6. Where do you do most of your household's shopping for clothes, footwear and other fashion good?

	Weighted Base: All respondents		Zone														
	Num	%	1		2		3		4		5		6		7		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: Internet, Mail Order, Don't buy and Don't know removed	898	100.00%	281	100.00%	206	100.00%	67	100.00%	55	100.00%	96	100.00%	110	100.00%	84	100.00%	
St Helier Town Centre	771	85.90%	246	87.70%	183	88.50%	56	84.40%	46	84.30%	78	81.80%	91	82.70%	71	85.00%	
St Brelade (including Marks & Spencer at St Brelade)	14	1.50%	1	0.30%	1	0.40%	1	2.00%	1	1.40%	3	3.00%	4	4.00%	3	3.50%	
Southampton, England	12	1.30%	4	1.40%	3	1.60%	1	1.10%	1	1.40%	1	1.40%	1	1.40%	0	0.00%	
Food superstores in St Helier or St Saviour (Safeway in St H	9	1.10%	3	1.10%	1	0.70%	0	0.00%	0	0.00%	2	2.00%	0	0.00%	3	3.60%	
Retail Warehouses in St Helier	8	0.90%	4	1.50%	0	0.00%	0	0.00%	1	1.40%	1	0.80%	1	0.70%	1	1.60%	
St Peter	8	0.90%	0	0.00%	0	0.00%	1	1.50%	0	0.00%	1	1.60%	5	4.70%	0	0.00%	
St Malo, France	6	0.70%	1	0.50%	0	0.00%	0	0.00%	1	1.40%	4	3.80%	1	0.70%	0	0.00%	
Portsmouth, England	2	0.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	0.80%	0	0.00%	0	0.00%	
Other England	1	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.90%	
Les Quennevais / Red Houses	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	0	0.00%	
St Mary	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	
Guernsey	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	
St Clement	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
St John	1	0.10%	0	0.00%	0	0.00%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
St Saviour	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Trinity	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Other France	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Other	London, England	15	1.60%	6	2.10%	2	1.10%	3	4.30%	1	2.70%	1	0.80%	1	0.70%	1	0.90%
	Various locations in England	6	0.70%	1	0.50%	2	1.20%	1	1.10%	0	0.00%	0	0.00%	1	0.70%	1	0.90%
	Varies	6	0.60%	2	0.90%	1	0.70%	0	0.00%	1	1.40%	0	0.00%	1	0.90%	0	0.00%
	Southampton	4	0.50%	0	0.00%	3	1.40%	0	0.00%	0	0.00%	0	0.00%	1	1.20%	0	0.00%
	America	2	0.20%	0	0.00%	1	0.70%	0	0.00%	1	1.40%	0	0.00%	0	0.00%	0	0.00%
	Scotland	2	0.20%	1	0.50%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Thailand	2	0.20%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	1	0.80%	1	0.70%	0	0.00%
	Paris, France	2	0.20%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%
	Kent, England	1	0.20%	1	0.30%	0	0.00%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Nottingham	1	0.20%	1	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Bishop's Stortford, England	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Southport	1	0.10%	0	0.00%	1	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	St Brieux, France	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.20%	0	0.00%	0	0.00%
	Switzerland	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	2.10%	0	0.00%	0	0.00%	0	0.00%
	Abroad	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Bath City Centre	1	0.10%	0	0.00%	0	0.00%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Bluewater Shopping Centre, Kent, England	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Bristol City Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%	0	0.00%
	Cardiff City Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	0	0.00%	0	0.00%
	Darlington, England	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Derby City Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	Ennis, Co.Clare, Ireland	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Exeter Town Centre	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.90%
	Glasgow City Centre	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Guildford	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	0	0.00%	0	0.00%
	Leicester	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	New York	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	North Yorkshire	1	0.10%	0	0.00%	0	0.00%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Spain	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	York, England	1	0.10%	0	0.00%	0	0.00%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q7. Where do you do most of your household's shopping for furniture, carpets and other floor coverings?

		Weighted Base: All respondents		Zone													
		Num	%	1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Internet, Mail Order, Don't buy and Don't know removed		760	100.00%	245	100.00%	180	100.00%	53	100.00%	47	100.00%	82	100.00%	94	100.00%	58	100.00%
St Helier Town Centre		559	73.50%	177	72.10%	125	69.30%	44	82.50%	34	71.90%	63	76.80%	74	78.10%	43	73.50%
Retail Warehouses in St Helier		44	5.80%	16	6.40%	16	9.00%	1	1.40%	1	1.60%	1	1.40%	3	3.00%	7	11.40%
St Peter		37	4.90%	6	2.30%	9	5.30%	1	1.40%	2	4.80%	13	15.50%	5	5.20%	1	2.60%
Food superstores in St Helier or St Saviour (Safeway in St H		27	3.50%	19	7.60%	5	2.50%	0	0.00%	0	0.00%	0	0.00%	2	1.90%	1	2.60%
St John		17	2.20%	4	1.50%	5	3.00%	1	1.40%	1	3.20%	1	0.90%	1	1.60%	4	6.10%
St Lawrence		3	0.40%	0	0.00%	0	0.00%	0	0.00%	1	1.60%	1	1.40%	1	1.40%	0	0.00%
St Clement		3	0.40%	1	0.60%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Southampton, England		3	0.40%	3	1.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Malo, France		2	0.30%	0	0.00%	0	0.00%	1	2.50%	1	1.60%	0	0.00%	0	0.00%	0	0.00%
Other England		1	0.20%	1	0.30%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Five Oaks		1	0.20%	0	0.00%	0	0.00%	1	2.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Ouen		1	0.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other France		1	0.20%	1	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Saviour		1	0.10%	0	0.00%	1	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Brelade (including Marks & Spencer at St Brelade)		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
St Mary		1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.60%	0	0.00%	0	0.00%	0	0.00%
Rennes, France		1	0.10%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Portsmouth, England		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Other	Varies	17	2.30%	4	1.50%	7	4.10%	1	1.40%	2	4.50%	1	0.90%	2	1.90%	1	1.30%
	Co-op Homemaker, Don Street, St Helier	7	0.90%	4	1.80%	0	0.00%	1	1.40%	0	0.00%	1	0.90%	1	0.80%	0	0.00%
	London	4	0.50%	0	0.00%	1	0.40%	0	0.00%	1	1.60%	0	0.00%	2	2.40%	0	0.00%
	B&Q , JEC Retail Park, St Helier	4	0.50%	1	0.30%	0	0.00%	1	1.40%	1	2.90%	0	0.00%	0	0.00%	1	1.30%
	Carpet Right, Don Street, St Helier	3	0.50%	2	0.90%	0	0.00%	1	2.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Nottingham, England	2	0.30%	2	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	England	2	0.20%	0	0.00%	1	0.60%	0	0.00%	1	1.60%	0	0.00%	0	0.00%	0	0.00%
	Cardiff City Centre	1	0.20%	0	0.00%	0	0.00%	0	0.00%	1	3.20%	0	0.00%	0	0.00%	0	0.00%
	Norman's, Five Oaks, St Saviour	1	0.20%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
	Ikea, Nantes, France	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	0	0.00%
	Marks & Spencers, St Helier	1	0.20%	1	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Oannion, France	1	0.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Channel Island, Jersey	1	0.20%	1	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Brittany	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.20%	0	0.00%	0	0.00%
	ARC Carpets, St Helier	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.30%
	Auction	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.90%	0	0.00%	0	0.00%
	BHS, Kings Street, St Helier	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Grand Marche, St. Helier	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Family trade	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Homemaker, Bond Street, St Helier	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Kent, England	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Maidenhead, England	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Morton, St Peters	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Normandy, France	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Paris, France	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	

Q8. Where do you do most of your household's shopping for household textiles and soft furnishings, including bedding?

		Weighted Base: All respondents		Zone													
		Num	%	1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Internet, Mail Order, Don't buy and Don't know removed		819	100.00%	270	100.00%	189	100.00%	59	100.00%	44	100.00%	87	100.00%	100	100.00%	70	100.00%
St Helier Town Centre		675	82.30%	218	80.70%	164	87.10%	49	83.80%	36	81.00%	75	86.50%	80	79.50%	52	74.60%
Retail Warehouses in St Helier		24	2.90%	12	4.30%	3	1.40%	1	1.30%	1	1.70%	2	2.20%	0	0.00%	6	8.50%
Food superstores in St Helier or St Saviour (Safeway in St H		23	2.80%	11	4.00%	8	4.00%	1	1.30%	0	0.00%	1	0.90%	1	1.50%	1	2.10%
St Peter		12	1.50%	3	1.10%	0	0.00%	0	0.00%	1	1.70%	1	1.70%	4	4.30%	3	3.80%
St Brelade (including Marks & Spencer at St Brelade)		9	1.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	2	2.60%	6	5.70%	1	1.10%
Southampton, England		7	0.90%	4	1.60%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	1	1.10%
St John		4	0.50%	0	0.00%	2	1.00%	0	0.00%	1	1.70%	0	0.00%	0	0.00%	1	1.90%
Other England		3	0.40%	1	0.40%	0	0.00%	0	0.00%	1	1.70%	1	0.90%	1	0.70%	0	0.00%
Guernsey		3	0.40%	3	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Five Oaks		2	0.30%	0	0.00%	1	0.60%	1	2.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Clement		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.60%
St Lawrence		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.90%	0	0.00%	0	0.00%
St Malo, France		1	0.10%	0	0.00%	0	0.00%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other France		1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Bournemouth, England		1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other locations		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
Other	Varies	9	1.10%	2	0.60%	2	1.30%	2	3.00%	1	3.00%	1	0.90%	1	0.70%	0	0.00%
	London	7	0.90%	2	0.70%	1	0.80%	2	3.60%	1	1.70%	0	0.00%	0	0.00%	1	1.10%
	Lancashire Textiles, Beresford Street, St Helier	3	0.40%	2	0.80%	0	0.00%	1	2.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	B&Q, JEC Retail Park, St Helier	3	0.40%	1	0.60%	0	0.00%	0	0.00%	1	1.70%	0	0.00%	1	0.70%	0	0.00%
	Homemaker, St Helier	2	0.30%	2	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	De-grouches, St Helier	2	0.30%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.70%	0	0.00%
	Primark, Above Bar Street, Southampton	2	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.30%	1	1.10%
	BHS, King Street, St Helier	1	0.20%	1	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Brighton, England	1	0.20%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	Cardiff City Centre	1	0.20%	0	0.00%	0	0.00%	0	0.00%	1	3.40%	0	0.00%	0	0.00%	0	0.00%
	Gruchy, Normandy, France	1	0.20%	1	0.30%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Basingstoke	1	0.20%	1	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Bluewater, England	1	0.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Debenhams, Barrow In Furness	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.60%	0	0.00%	0	0.00%
	Dinan, France	1	0.20%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Plymouth, England	1	0.20%	1	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Morrisons, La Vallee Des Vaux, St Helier	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	2.60%	0	0.00%	0	0.00%	0	0.00%
	Brittany	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.20%	0	0.00%	0	0.00%
	B G Romeril, Dumaresq Street, St Helier	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, St Peters	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	Dublin, Ireland	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.10%
	Dunhelm, Derby, England	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	JEC, Queen Street, St Helier	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Le Gallais, St Helier	1	0.10%	0	0.00%	0	0.00%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Manchester, England	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.10%
	Nantes, France	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.10%
	Southampton, England	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.90%	0	0.00%	0	0.00%
	Voisins, St Helier	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q9. Where do you do most of your household's shopping for household appliances, such as fridges, washing machines, kettles or hairdryers?

	Weighted Base: All respondents		Zone														
	Num	%	1		2		3		4		5		6		7		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: Internet, Mail Order, Don't buy and Don't know removed	908	100.00%	299	100.00%	203	100.00%	69	100.00%	57	100.00%	95	100.00%	107	100.00%	78	100.00%	
St Helier Town Centre	635	69.90%	211	70.70%	138	67.80%	52	75.30%	34	58.70%	73	77.40%	72	66.90%	56	71.10%	
Retail Warehouses in St Helier	96	10.50%	33	11.00%	26	12.80%	1	2.20%	9	16.40%	8	8.00%	9	8.70%	9	11.40%	
Food superstores in St Helier or St Saviour (Safeway in St H	54	6.00%	21	7.10%	10	4.90%	4	6.10%	5	8.80%	6	6.60%	5	4.40%	3	3.80%	
St John	8	0.90%	1	0.40%	0	0.00%	0	0.00%	1	2.40%	0	0.00%	4	3.40%	2	2.40%	
St Peter	6	0.70%	0	0.00%	0	0.00%	0	0.00%	1	1.70%	2	2.00%	3	3.20%	0	0.00%	
St Brelade (including Marks & Spencer at St Brelade)	4	0.50%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	1	1.40%	2	2.10%	0	0.00%	
St Clement	3	0.30%	1	0.20%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	1	0.90%	
St Saviour	1	0.20%	0	0.00%	1	0.40%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Guernsey	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.50%	
St Martin	1	0.10%	0	0.00%	0	0.00%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
St Mary	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	
Other	JEC Powerhouse, Queens Road, St Helier	41	4.50%	7	2.40%	15	7.30%	4	6.30%	2	3.70%	1	1.60%	7	6.10%	4	5.30%
	Co-op Homemaker, Don Street, St Helier	17	1.90%	11	3.60%	4	2.10%	2	2.50%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	B&Q, Queens Road, JEC Retail Park, St Helier	13	1.40%	6	1.90%	1	0.70%	1	2.20%	2	3.30%	1	0.80%	1	0.70%	1	0.90%
	Varies	10	1.10%	0	0.00%	3	1.50%	1	2.20%	1	2.40%	1	0.80%	2	2.10%	1	0.90%
	B G Romeril, Dumaresq Street, St Helier	4	0.40%	3	1.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Euronics, Harkett Place, St Helier	3	0.30%	2	0.70%	0	0.00%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	JEC Retail Park, Queens Rd, St Helier	2	0.20%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.70%
	Woolworths, King Street, St Helier	1	0.20%	0	0.00%	1	0.40%	0	0.00%	1	1.30%	0	0.00%	0	0.00%	0	0.00%
	Comet, Barrow in Furness	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	0	0.00%
	Jersey Comp	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Wholesale Electrics (Jersey), Halkett Place, St Helier	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Powerhouse, St Brelade	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.90%	0	0.00%
	Boissonnas, St Helier	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	De Gruchy, St Helier	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Jersey, Co-op	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	

Q10. Where do you do most of your household's shopping for audio-visual equipment such as radio, TV, HiFi, telephones, photographic goods and computer products?

		Weighted Base: All respondents		Zone													
		Num	%	1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Internet, Mail Order, Don't buy and Don't know removed		850	100.00%	289	100.00%	189	100.00%	65	100.00%	54	100.00%	86	100.00%	100	100.00%	67	100.00%
St Helier Town Centre		643	75.70%	205	70.80%	152	80.80%	53	81.90%	39	71.30%	67	78.30%	75	75.70%	52	76.40%
Retail Warehouses in St Helier		73	8.60%	31	10.60%	13	6.70%	1	1.10%	6	10.40%	9	10.70%	4	3.70%	10	15.40%
Food superstores in St Helier or St Saviour (Safeway in St H		30	3.60%	15	5.10%	4	2.30%	1	2.10%	3	5.30%	2	2.60%	4	4.30%	1	1.10%
St Brelade (including Marks & Spencer at St Brelade)		10	1.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.70%	9	8.80%	0	0.00%
St Peter		5	0.60%	3	1.00%	0	0.00%	0	0.00%	1	2.80%	1	0.90%	0	0.00%	0	0.00%
St John		3	0.40%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	2.80%
St Saviour		3	0.40%	0	0.00%	2	1.20%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Clement		2	0.30%	1	0.30%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	0	0.00%	1	1.10%
St Mary		2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.60%	1	0.70%	0	0.00%
St Ouen		1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.60%	0	0.00%	0	0.00%
Les Quennevais / Red Houses		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
St Lawrence		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.90%	0	0.00%	0	0.00%
St Martin		1	0.10%	0	0.00%	0	0.00%	1	1.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Trinity		1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Other	JEC Powerhouse, Queens Road, St Helier	22	2.60%	10	3.40%	7	3.50%	1	2.30%	0	0.00%	1	0.90%	2	2.20%	1	2.00%
	Co-op, Don Street, St Helier	22	2.60%	9	3.30%	6	3.20%	2	3.80%	3	5.00%	0	0.00%	1	0.70%	1	1.10%
	Varies	17	1.90%	5	1.80%	3	1.50%	4	6.40%	2	3.90%	1	0.90%	1	1.50%	0	0.00%
	Wholesale Electrics (Jersey), Halkett Place, St Helier	3	0.40%	3	1.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Starbuys, Television House, Aquila Road, St Helier	3	0.30%	3	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Euronics, Halkett Place, St Helier	1	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	Fortuna, Halkett Place, St Helier	1	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	Jersey Telecom Company, Jersey	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Grand Marche, St Helier	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Photo Sound, St Helier	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
PhotoTown, St Helier	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	

Q12. Where do you do most of your household's shopping for chemist's and medical goods, cosmetics and other beauty products?

	Weighted Base: All respondents		Zone														
	Num	%	1		2		3		4		5		6		7		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: Internet, Mail Order, Don't buy and Don't know removed	971	100.00%	310	100.00%	223	100.00%	71	100.00%	58	100.00%	101	100.00%	123	100.00%	85	100.00%	
St Helier Town Centre	618	63.70%	244	78.80%	164	73.30%	41	57.90%	37	62.90%	47	46.30%	32	25.90%	54	63.50%	
St Brelade (including Marks & Spencer at St Brelade)	71	7.30%	1	0.40%	1	0.30%	0	0.00%	2	3.60%	7	7.40%	59	48.30%	0	0.00%	
St Peter	41	4.20%	4	1.20%	1	0.30%	1	1.00%	3	5.00%	22	22.00%	3	2.60%	7	8.50%	
St John	20	2.10%	1	0.20%	0	0.00%	0	0.00%	12	20.90%	0	0.00%	0	0.00%	7	8.80%	
St Ouen	20	2.10%	0	0.00%	0	0.00%	0	0.00%	1	1.30%	18	18.00%	0	0.00%	1	1.60%	
St Clement	15	1.60%	1	0.20%	14	6.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.90%	
St Saviour	15	1.50%	4	1.40%	8	3.70%	2	3.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Food superstores in St Helier or St Saviour (Safeway in St H	13	1.30%	7	2.20%	2	0.90%	0	0.00%	0	0.00%	2	1.90%	2	1.70%	0	0.00%	
Les Quennevais / Red Houses	11	1.20%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	10	8.00%	1	0.90%	
Grouville	8	0.80%	0	0.00%	5	2.10%	3	4.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
St Lawrence	7	0.70%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	5	5.60%	
Retail Warehouses in St Helier	5	0.50%	4	1.20%	1	0.30%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
St Martin	5	0.50%	0	0.00%	0	0.00%	5	7.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Five Oaks	3	0.30%	0	0.00%	1	0.70%	1	2.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Trinity	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Rennes, France	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
St Malo, France	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	
Southampton, England	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	
Other	Boots, King Street, St Heliers	55	5.70%	24	7.80%	12	5.40%	7	9.40%	2	3.80%	3	3.00%	3	2.80%	4	4.30%
	Boots, Queen Street, St. Helier	17	1.80%	7	2.30%	5	2.10%	3	4.60%	0	0.00%	0	0.00%	1	0.60%	1	1.80%
	Varies	6	0.60%	0	0.00%	1	0.30%	2	2.90%	0	0.00%	1	0.70%	1	0.60%	1	1.60%
	Turpin, Roseville Street, St Helier	5	0.60%	3	0.90%	1	0.30%	0	0.00%	0	0.00%	1	0.70%	1	0.80%	0	0.00%
	Lloyds Pharmacy, St Helier	5	0.50%	2	0.70%	2	0.90%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
	Boots, Lloyds in St Helier	4	0.40%	1	0.40%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	1	0.90%
	Lloyds Pharmacy, La Rue du Temple, St John	3	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	2.40%	0	0.00%
	Reids Pharmacy, New Street, St Helier	3	0.30%	2	0.70%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Brians, Red Houses, St Brelade	2	0.20%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	1	1.20%	0	0.00%
	Co-op Pharmacy, St Peter	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	1	1.80%
	Lloyds Pharmacy, St Brelade	2	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	1.80%	0	0.00%
	Reids Pharmacy, St Saviour	2	0.20%	0	0.00%	2	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Local chemist, Gorey	2	0.20%	0	0.00%	0	0.00%	2	2.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Lloyds Pharmacy, Five Oaks	1	0.20%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
	Reids Pharmacy, Charing Cross, St Helier	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Le Quesne, Don Street, St Helier	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Co-op, Grand Marche, St Helier	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	De Gruchy, St Helier	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Local chemist, St Saviour	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Queens Road Pharmacy, St Helier	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
South England	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	

Q13. Where do you do most of your household's shopping for books, jewellery and watches, china, glassware and kitchen utensils, recreational and luxury goods?

		Weighted Base: All respondents		Zone													
		Num	%	1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: Internet, Mail Order, Don't buy and Don't know removed		825	100.00%	266	100.00%	195	100.00%	59	100.00%	53	100.00%	77	100.00%	101	100.00%	74	100.00%
St Helier Town Centre		747	90.50%	237	88.80%	182	93.20%	54	91.90%	45	84.80%	68	88.60%	92	91.20%	70	93.90%
Food superstores in St Helier or St Saviour (Safeway in St H		9	1.10%	5	1.90%	1	0.40%	0	0.00%	1	2.50%	1	1.50%	1	0.70%	0	0.00%
St Peter		4	0.50%	1	0.40%	0	0.00%	0	0.00%	1	1.40%	1	1.50%	0	0.00%	1	1.50%
Retail Warehouses in St Helier		4	0.40%	4	1.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Ouen		3	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	2	2.70%	1	0.70%	0	0.00%
Southampton, England		2	0.20%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	1	1.10%	0	0.00%
St Martin		1	0.20%	0	0.00%	1	0.40%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Malo, France		1	0.20%	1	0.30%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	0	0.00%	0	0.00%
St Mary		1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.80%	0	0.00%	0	0.00%
Les Quennevais / Red Houses		1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
St Brelade (including Marks & Spencer at St Brelade)		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%
St Lawrence		1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%
Other	Varies	10	1.20%	2	0.80%	3	1.50%	1	1.30%	1	1.40%	1	1.00%	1	1.50%	1	1.00%
	De Gruchy, King Street, St Helier	7	0.90%	5	1.90%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	Waterstones, St Helier	7	0.90%	4	1.40%	1	0.40%	1	1.30%	2	3.50%	0	0.00%	0	0.00%	0	0.00%
	Les Leivres, St Helier	5	0.60%	2	0.90%	1	0.60%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	1	1.00%
	Woolworths, King Street, St Helier	4	0.40%	1	0.30%	2	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.50%
	Car boot sales	3	0.30%	0	0.00%	1	0.70%	0	0.00%	0	0.00%	1	1.00%	1	0.70%	0	0.00%
	Leavers in Jersey	2	0.20%	1	0.40%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	England	1	0.20%	0	0.00%	1	0.40%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	New Zealand	1	0.20%	1	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	QVC shopping channel	1	0.20%	1	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Boots, Queen Street, St. Helier	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	2.10%	0	0.00%	0	0.00%	0	0.00%
	Mains, St Helier	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%	0	0.00%
	St Helier Library	1	0.10%	0	0.00%	0	0.00%	1	1.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	African Crafts Jewellers, St Helier	1	0.10%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Cardiff, South Wales	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.40%	0	0.00%	0	0.00%	0	0.00%
	Co-op Homemaker, Don Street, St Helier	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	London, England	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%
	Nantes, France	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.00%
	Paris, France	1	0.10%	0	0.00%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Thailand	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%

Q14. Do you at any time do shopping in...?

	Weighted Base: All respondents		Zone													
	Num	%	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
France	148	14.80%	47	14.80%	36	15.90%	5	7.20%	6	10.50%	14	13.80%	22	17.00%	17	19.30%
England	234	23.40%	85	26.70%	56	24.80%	17	22.70%	17	27.30%	18	17.60%	26	20.10%	16	18.00%
Both	307	30.70%	76	23.80%	72	32.20%	29	37.60%	20	32.90%	34	33.30%	51	40.20%	24	27.60%
Neither	311	31.10%	111	34.80%	61	27.20%	25	32.50%	18	29.30%	36	35.30%	29	22.80%	31	35.10%

Q15. What do you usually buy?

	Base: Those shopping in France/ England		Zone													
	Num	%	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those shopping in France/ England	689	100.00%	209	100.00%	164	100.00%	51	100.00%	43	100.00%	66	100.00%	99	100.00%	57	100.00%
Clothes	256	37.10%	92	44.30%	64	39.30%	19	36.80%	17	39.90%	22	33.40%	23	23.80%	17	30.30%
Food and clothes	92	13.30%	21	10.00%	26	15.80%	5	10.40%	7	17.10%	6	9.60%	15	14.90%	11	19.80%
Wine, food and clothes	52	7.60%	12	6.00%	14	8.40%	2	3.40%	2	5.20%	7	10.50%	12	11.80%	4	6.50%
Food	44	6.40%	7	3.40%	6	3.60%	4	7.00%	1	1.70%	8	11.70%	11	11.30%	8	13.70%
Wine and clothes	42	6.00%	10	4.80%	9	5.70%	5	10.10%	1	3.50%	2	3.40%	5	5.50%	8	13.80%
Wine/drink and food	40	5.80%	14	6.60%	9	5.50%	3	5.50%	3	6.20%	7	9.90%	1	0.80%	4	7.00%
Clothes and soft furnishings	36	5.20%	17	8.10%	3	2.10%	1	2.90%	2	4.90%	3	4.40%	8	8.50%	1	1.30%
Furniture	17	2.40%	1	0.70%	8	5.00%	0	0.00%	1	3.50%	3	5.20%	1	1.50%	1	1.30%
Furniture and clothes	15	2.20%	4	1.80%	6	4.00%	1	1.50%	0	0.00%	0	0.00%	4	4.50%	0	0.00%
Wine	13	1.90%	3	1.60%	3	2.10%	2	4.10%	0	0.00%	1	1.10%	4	3.80%	0	0.00%
Varies	12	1.70%	1	0.60%	4	2.40%	3	5.50%	1	1.70%	1	1.10%	1	1.50%	1	1.30%
Clothes, food and furniture	11	1.70%	1	0.70%	3	1.70%	0	0.00%	3	6.20%	1	1.10%	4	3.80%	0	0.00%
Food and furniture	10	1.40%	5	2.30%	1	0.50%	1	2.90%	0	0.00%	0	0.00%	3	2.70%	0	0.00%
Electrical goods	10	1.40%	5	2.40%	0	0.00%	1	2.60%	0	0.00%	1	1.10%	1	1.20%	1	2.40%
Soft furnishings	9	1.40%	5	2.40%	3	1.80%	1	1.50%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Clothing and non food goods	6	0.80%	2	0.90%	0	0.00%	1	2.90%	1	1.70%	1	1.10%	1	0.80%	0	0.00%
Food and soft furnishings	4	0.60%	1	0.70%	0	0.00%	0	0.00%	1	3.50%	0	0.00%	1	0.80%	1	1.30%
Clothing and electrical goods	3	0.40%	0	0.00%	0	0.00%	0	0.00%	1	3.20%	2	2.60%	0	0.00%	0	0.00%
Wine, food and non food goods	2	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.50%	1	1.40%	0	0.00%
Wine, food and household goods	2	0.30%	0	0.00%	1	0.50%	0	0.00%	1	1.70%	0	0.00%	0	0.00%	1	1.30%
Clothes and toys	2	0.30%	0	0.00%	1	0.50%	1	1.50%	0	0.00%	1	1.10%	0	0.00%	0	0.00%
Wine and soft furnishings	2	0.30%	1	0.40%	1	0.50%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	0	0.00%
Books	2	0.30%	1	0.40%	1	0.80%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Food, clothing and soft furnishings	2	0.30%	2	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Non food goods	2	0.30%	2	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Clothes and cars	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.10%	0	0.00%	0	0.00%
Food and electrical goods	1	0.10%	0	0.00%	0	0.00%	1	1.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%

Q16. How much do you usually spend?

	Base: Those shopping in France/ England		Zone													
	Num	%	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those shopping in France/ England	689	100.00%	209	100.00%	164	100.00%	51	100.00%	43	100.00%	66	100.00%	99	100.00%	57	100.00%
Less than £100	132	19.10%	45	21.30%	27	16.50%	7	14.10%	11	26.10%	14	20.90%	21	21.60%	7	11.50%
£101 - £500	418	60.70%	129	62.00%	100	61.30%	29	57.30%	24	55.90%	41	61.40%	56	56.50%	39	67.60%
£501 - £1000	52	7.50%	13	6.30%	14	8.60%	1	2.90%	4	9.30%	4	5.80%	9	9.30%	6	10.40%
Over £1001	21	3.00%	8	3.70%	5	3.10%	3	5.50%	1	3.50%	1	1.50%	1	1.50%	1	2.00%
Refused	66	9.60%	14	6.70%	17	10.50%	10	20.10%	2	5.20%	7	10.50%	11	11.00%	5	8.50%

Q17. How often do you make a shopping trip to either England or France?

	Base: Those shopping in France/ England		Zone													
	Num	%	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: Those shopping in France/ England	689	100.00%	209	100.00%	164	100.00%	51	100.00%	43	100.00%	66	100.00%	99	100.00%	57	100.00%
2-3 times a week	1	0.20%	0	0.00%	1	0.50%	0	0.00%	0	0.00%	1	1.10%	0	0.00%	0	0.00%
Once a week	4	0.60%	2	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%	1	1.70%
Once a fortnight	11	1.60%	3	1.60%	4	2.20%	1	1.50%	0	0.00%	1	2.20%	2	1.90%	0	0.00%
Once a month	56	8.10%	12	5.80%	14	8.30%	5	8.90%	4	8.70%	7	10.40%	7	7.50%	7	12.40%
Less often	596	86.50%	184	88.10%	139	85.00%	43	84.10%	39	91.30%	56	83.60%	88	89.00%	48	83.20%
Never	9	1.30%	3	1.60%	2	1.40%	1	2.90%	0	0.00%	1	1.10%	0	0.00%	1	2.60%
Don't know/Varies	12	1.70%	4	2.00%	4	2.70%	1	2.60%	0	0.00%	1	1.50%	1	0.80%	0	0.00%

Other

Shipping labour	1	0.10%	0	0.00%	1	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Tanning salon	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Turf Accountant	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Window manufacturer	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Zoo	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.30%	0	0.00%	0	0.00%
Medicine	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.90%	0	0.00%	0	0.00%
Religion	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.90%	0	0.00%	0	0.00%
Self Employed, Hair dresser	1	0.10%	0	0.00%	1	0.50%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Customer service advisor	1	0.10%	0	0.00%	0	0.00%	1	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Armed Forces	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Camp site owners	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Chartered accountant	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Communications	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Company director	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Data input agency	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Driving Instructor	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
Electrical	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Events	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Exports	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Farming	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Fashion	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Fiance	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
Fire fighter	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Floorer	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Gallery owner	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Head of production-diary	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.20%	0	0.00%	0	0.00%	0	0.00%
Heavy goods mechinc	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
Insurance manager shipping company	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Internet	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Journalist	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Marketing	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
No previous occupation	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
None	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Pest Control	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Pharmacy	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
Photography	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Photogropher	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Postal Worker	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Public Relations	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Publishing	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Real estae	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Real estate	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Retired Dressmaker	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retired, aa patrol mechnic	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
Retired, florist	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retired, hotel owners	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retired, property management	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Retired, speach therapist	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.20%	0	0.00%	0	0.00%	0	0.00%
Self employed Caterer	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Self employed, interior design	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Self employed, roofer	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
Shipping	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Software Development	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Technology	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Thearte	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
Waste managment	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%

Q19. How many people are there in your household who are aged..?

		Weighted Base: All respondents		Zone													
		Num	%	1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents		1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
Aged 0 - 15 years	None	671	67.10%	218	67.90%	157	69.80%	46	60.50%	35	57.50%	77	74.50%	79	62.10%	59	67.40%
	1	130	13.00%	45	13.90%	32	14.20%	11	14.40%	7	10.90%	11	10.80%	16	12.90%	8	9.60%
	2	132	13.20%	37	11.60%	26	11.70%	10	12.50%	14	22.70%	12	11.30%	22	17.00%	12	14.10%
	3	33	3.30%	13	4.00%	5	2.30%	5	6.30%	3	4.40%	1	1.50%	5	3.90%	1	1.70%
	4 or more	18	1.80%	8	2.50%	1	0.30%	1	1.00%	1	1.20%	0	0.00%	4	2.80%	4	5.00%
	Refused	15	1.50%	0	0.00%	4	1.70%	4	5.30%	2	3.30%	2	1.90%	2	1.40%	2	2.10%
Aged 16 - 64 years	None	165	16.50%	50	15.50%	45	19.90%	15	20.10%	4	5.90%	24	23.10%	20	16.00%	8	9.30%
	1	191	19.10%	85	26.70%	43	19.10%	16	20.70%	9	15.20%	10	10.00%	16	12.70%	11	12.70%
	2	443	44.30%	138	43.30%	88	39.00%	26	34.30%	36	59.70%	50	48.90%	62	48.50%	43	48.60%
	3	119	11.90%	29	9.20%	31	14.00%	11	14.90%	6	9.60%	8	8.00%	18	14.50%	14	15.90%
	4 or more	66	6.60%	17	5.40%	14	6.40%	4	4.70%	4	6.20%	8	8.00%	9	7.00%	10	11.40%
	Refused	15	1.50%	0	0.00%	4	1.70%	4	5.30%	2	3.30%	2	1.90%	2	1.40%	2	2.10%
Aged 65 years and over	None	742	74.20%	245	76.40%	160	71.20%	49	64.00%	52	85.80%	66	64.30%	97	75.90%	74	83.60%
	1	162	16.20%	58	18.10%	43	19.20%	13	17.20%	3	4.90%	20	19.40%	20	15.50%	5	6.20%
	2	77	7.70%	18	5.50%	15	6.90%	10	13.50%	4	5.90%	14	13.60%	9	7.20%	7	8.10%
	3	3	0.30%	0	0.00%	2	1.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	4 or more																
	Refused	15	1.50%	0	0.00%	4	1.70%	4	5.30%	2	3.30%	2	1.90%	2	1.40%	2	2.10%

Q20. How many people are there in in your household who are..?

		Weighted Base: All respondents		Zone													
		Num	%	1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents		1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
Employed part-time	None	715	71.50%	238	74.30%	164	72.80%	51	67.10%	37	61.20%	70	67.80%	86	67.40%	70	79.00%
	1	245	24.50%	75	23.60%	52	23.00%	19	24.70%	21	35.50%	28	27.50%	35	27.70%	14	15.60%
	2	22	2.20%	6	1.80%	5	2.30%	1	2.00%	0	0.00%	3	2.80%	3	2.30%	4	4.50%
	3	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
	4 or more	2	0.20%	1	0.40%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Refused	16	1.60%	0	0.00%	4	1.70%	5	6.20%	2	3.30%	2	1.90%	2	2.00%	1	0.80%
Employed full-time	None	278	27.80%	84	26.30%	73	32.60%	21	28.00%	12	20.30%	36	35.20%	30	23.40%	21	23.60%
	1	387	38.70%	136	42.50%	76	33.80%	26	33.80%	27	45.30%	33	31.80%	58	45.30%	32	35.80%
	2	250	25.00%	74	23.10%	58	25.80%	19	24.60%	15	25.20%	26	24.90%	30	23.10%	29	32.90%
	3	55	5.50%	19	6.00%	11	5.00%	4	5.50%	3	4.70%	5	4.70%	9	6.80%	4	4.90%
	4 or more	13	1.30%	7	2.10%	3	1.20%	0	0.00%	1	1.20%	1	1.50%	1	0.60%	1	1.10%
	Refused	16	1.60%	0	0.00%	4	1.70%	6	8.00%	2	3.30%	2	1.90%	1	0.80%	1	1.70%
Unemployed available/ seeking employment	None	934	93.40%	303	94.50%	214	95.10%	68	90.00%	55	91.30%	95	92.50%	121	94.70%	78	88.90%
	1	42	4.20%	14	4.30%	6	2.90%	1	2.00%	3	5.40%	5	4.80%	4	3.40%	8	8.50%
	2	8	0.80%	3	0.90%	1	0.30%	1	1.80%	0	0.00%	1	0.70%	1	0.60%	1	1.70%
	3	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	4 or more																
	Refused	15	1.50%	0	0.00%	4	1.70%	5	6.20%	2	3.30%	2	1.90%	2	1.40%	1	0.80%

Q21. How many cars do you have in your household which can be used for shopping trips

		Weighted Base: All respondents		Zone													
		Num	%	1		2		3		4		5		6		7	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents		1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
None		77	7.70%	53	16.60%	13	5.80%	1	1.80%	0	0.00%	6	5.40%	3	2.20%	1	1.30%
1		431	43.10%	181	56.60%	112	49.90%	23	30.60%	15	25.40%	34	33.50%	38	30.10%	26	29.70%
2		342	34.20%	74	23.10%	70	31.30%	33	43.50%	30	49.10%	41	39.60%	55	43.00%	39	44.50%
3 or more		124	12.40%	11	3.40%	26	11.60%	14	17.80%	12	20.00%	20	19.60%	20	15.60%	21	23.70%

Q22. Age group

	Weighted Base: All respondents		Zone													
	Num	%	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
18 - 24 years	44	4.40%	22	6.90%	9	4.10%	3	3.70%	1	1.20%	1	0.70%	5	3.70%	4	4.70%
25 - 34 years	132	13.20%	57	17.90%	26	11.60%	6	7.50%	8	12.90%	10	10.00%	14	11.00%	11	12.80%
35 - 44 years	219	21.90%	67	21.10%	44	19.50%	17	22.50%	19	31.20%	19	18.90%	32	25.10%	20	22.90%
45 - 54 years	207	20.70%	54	16.80%	53	23.60%	21	27.90%	11	18.00%	17	16.40%	26	20.10%	25	28.40%
55 - 64 years	177	17.70%	47	14.60%	39	17.50%	9	11.40%	15	25.00%	26	25.30%	25	19.80%	16	17.90%
65 years or above	205	20.50%	70	22.00%	48	21.50%	18	23.00%	5	8.40%	27	26.70%	24	19.00%	12	13.30%
Refused	16	1.60%	2	0.70%	5	2.30%	3	3.90%	2	3.30%	2	1.90%	2	1.40%	0	0.00%

Q23. Where were you born?

	Weighted Base: All respondents		Zone														
	Num	%	1		2		3		4		5		6		7		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Weighted Base: All respondents	1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%	
Elsewhere in the British Isles or the Republic of Ireland	446	44.60%	134	41.80%	110	48.90%	39	51.80%	28	46.90%	42	40.50%	57	44.90%	36	40.50%	
Jersey	433	43.30%	130	40.70%	98	43.50%	29	38.20%	25	41.00%	52	50.20%	59	46.60%	40	45.40%	
Portugal/Madeira	36	3.60%	23	7.20%	2	1.10%	1	1.80%	1	2.20%	1	1.10%	4	3.30%	2	2.80%	
Refused	15	1.50%	1	0.30%	4	1.70%	4	5.30%	2	3.30%	3	2.90%	2	1.40%	0	0.00%	
Other	Germany	7	0.70%	5	1.70%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.20%	0	0.00%
	India	6	0.60%	0	0.00%	2	1.10%	0	0.00%	2	3.50%	1	0.70%	0	0.00%	1	0.80%
	Poland	5	0.50%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	1	1.10%	0	0.00%	2	2.60%
	France	4	0.40%	1	0.40%	2	1.10%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
	New Zeland	4	0.40%	4	1.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	South Africa	4	0.40%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	2	1.50%	1	0.80%
	Northern Ireland	4	0.40%	3	0.90%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Holland	3	0.30%	3	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Malaysia	3	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	3	3.30%
	Mozambique	3	0.30%	3	0.90%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Carribbean	3	0.30%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	1	1.30%	0	0.00%	0	0.00%
	Australia	3	0.30%	1	0.40%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	1	0.60%	0	0.00%
	Canada	2	0.20%	1	0.20%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.10%
	USA	2	0.20%	1	0.20%	1	0.60%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Guernsey	2	0.20%	1	0.30%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	China	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	1	0.70%	0	0.00%	0	0.00%
	Paris, France	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.70%	0	0.00%	1	0.80%
	Italy	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Switzerland	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.90%	0	0.00%	0	0.00%	0	0.00%
	Trinidad	1	0.10%	1	0.40%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Africa	1	0.10%	0	0.00%	0	0.00%	0	0.00%	1	1.20%	0	0.00%	0	0.00%	0	0.00%
	Burma	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Islamabad, Pakistan	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Kenya	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Luxenborg	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
	Malta	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
	Philippines	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	0.80%
Singapore	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
South of France	1	0.10%	0	0.00%	1	0.30%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Spain	1	0.10%	1	0.20%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	
Sri Lanka	1	0.10%	0	0.00%	0	0.00%	1	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	

Q24. What is the type of your accommodation?

	Weighted Base: All respondents		Zone													
	Num	%	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
Owner occupied	502	50.20%	106	33.10%	117	52.10%	44	57.80%	37	60.40%	63	61.00%	81	63.00%	55	62.60%
Private rent (qualified)	220	22.00%	92	28.70%	41	18.00%	18	23.10%	16	26.80%	19	18.40%	20	15.90%	15	16.90%
States/Parish rent	90	9.00%	52	16.30%	26	11.60%	3	3.80%	0	0.00%	3	2.80%	3	2.30%	3	3.30%
Housing trust rent	64	6.40%	35	10.90%	17	7.80%	0	0.00%	0	0.00%	0	0.00%	9	6.80%	3	3.30%
Private rent (non qualified)	61	6.10%	18	5.70%	14	6.10%	5	6.00%	3	5.70%	3	3.40%	10	8.10%	7	7.80%
Other types or refused	31	3.10%	5	1.60%	5	2.20%	7	9.20%	2	3.30%	5	4.90%	5	3.90%	2	2.30%
Lodger paying rent in private household	16	1.60%	6	1.80%	1	0.50%	0	0.00%	1	1.90%	5	4.50%	0	0.00%	3	3.90%
Sheltered/disabled	7	0.70%	3	0.80%	1	0.60%	0	0.00%	0	0.00%	3	2.60%	0	0.00%	0	0.00%
Registered lodging house	5	0.50%	2	0.70%	2	1.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Staff/service	3	0.30%	1	0.40%	0	0.00%	0	0.00%	1	1.90%	1	1.10%	0	0.00%	0	0.00%
Old peoples & retirement home	1	0.10%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	1	1.30%	0	0.00%	0	0.00%

Q25. Gender

	Weighted Base: All respondents		Zone													
	Num	%	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
Male	335	33.50%	120	37.60%	60	26.80%	22	29.40%	18	30.20%	37	35.70%	45	35.40%	31	35.60%
Female	665	66.50%	200	62.40%	164	73.20%	54	70.60%	42	69.80%	66	64.30%	83	64.60%	57	64.40%

Q26. Would you be willing to be recontacted for future quality control purposes?

	Weighted Base: All respondents		Zone													
	Num	%	1		2		3		4		5		6		7	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Weighted Base: All respondents	1000	100.00%	320	100.00%	225	100.00%	76	100.00%	60	100.00%	103	100.00%	128	100.00%	88	100.00%
Yes	710	71.00%	242	75.70%	155	69.00%	47	62.30%	39	64.90%	70	68.30%	99	77.50%	57	64.80%
No	290	29.00%	78	24.30%	70	31.00%	29	37.70%	21	35.10%	33	31.70%	29	22.50%	31	35.20%