Chudleigh Residents' Survey

Analysis of postal / online survey results

Summary Report v1.0

February 2025

Prepared by: **Marketing Means**

For: **Chudleigh Town Council**

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APPENDIX 1 – Survey Letter & Questionnaire

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Executive Summary

- This report is based on a survey of residents of Chudleigh, Devon conducted by Marketing Means on behalf of Chudleigh Town Council in November & December 2024.

  From 1,650 households invited to take part, 508 returned a written copy of the questionnaire, while a further 71 took part in an online version of the survey hosted by Marketing Means. A further 53 residents took part in an 'open access' version of the online survey via a link at Chudleigh Town Council's website.

  This report presents the analysis of results from the 632 completed questionnaires. All data were weighted by age and gender to the 2021 Census population profile of Chudleigh residents aged 18+.

- **Characteristics of survey respondents:** .
  - The weighted sample profile by gender included slightly more female than male respondents.
  - The weighted sample profile by age showed that just over a third of respondents (35%) were aged 18-44, a further 35% were aged 45-64, and 28% were aged 65 or older.
  - Most respondents (60%) lived in a two-adult household, while 21% lived alone and 15% lived in households with three or more adults aged 18+.
  - Two-thirds of respondents (66%) lived in households with no children aged 0-17 but 30% of residents lived with children of that age.
  - Nearly two-thirds were currently in paid employment (63%) while most other respondents were retired (31%).
  - More than half (57%) of respondents had lived in Chudleigh for more than 10 years, while 26% had lived in the town for no more than five years.
  - Almost all respondents (98%) confirmed that the address at which they received the questionnaire was their main residence.
  - Only 4% of respondents lived in households with no motor vehicle, while 83% had one or two vehicles, and 13% three or more.

- **Readership of Chudleigh newsletters and potential free directory:**
  - Nearly half (47%) of the residents who took part claimed to receive and read the Chudleigh Companion and/or Chudleigh News newsletters. A further 11% claimed to receive them but did not read them.
  - When asked how likely they would be to make use a of a potential directory of Chudleigh retailers and businesses that the council would produce free of charge, 44% replied that they would be likely to, while 30% felt that this would not be likely. Those aged 65 or older and females were the groups significantly more likely than other to claim that they would use the directory.

- **Awareness of the retail offering in Chudleigh, and requests for additional options**:
  - When offered five different types of retail outlets in Chudleigh town centre, **food and drink** retail was most likely of all (99%), with **pharmacy/toiletries** (98%), **DIY/building supplies** (94%) and **presents/gifts** (93%) only slightly less likely to be mentioned. Just over half (53%) claimed to be aware of **clothing/footwear** retail in the town centre.
  - Awareness of some types of retail was significantly higher among readers of the Chudleigh newsletters.
  - When asked which of the same five types of shops they felt Chudleigh needs more of, the leading choice was **food and drink** (other than cafes/takeaways/pubs), given by 38% of respondents, followed by **clothing/footwear** (25%) and **presents/gifts** (10%), though many selected 'other' types of outlets (39%).
  - In terms of frequency of shopping for the same list of different types of items in Chudleigh, by far the most likely items to be purchased frequently were **food and drink**, with 67% buying such goods in Chudleigh once a week or more often. **Pharmacy/ toiletries** were more occasional purchases, with just over a third (35%) purchasing them in Chudleigh more than once a month. Only 9% shopped for **DIY/ building supplies** more than once a month (17% never purchase these goods in Chudleigh). Less than 5% of respondents purchased **present/gifts** or **clothing/footwear** in Chudleigh more than once a month, and as many as 69% never purchase clothing/footwear in the town.
  - Just over half (56%) of the survey respondents claimed that they would shop in Chudleigh town centre <u>more often</u> if short stay free parking were available, while 32% felt that they would not.
  - More than two-thirds of respondents (68%) expected to attend, or had attended, the late-opening Christmas shopping event on Thursday 5th December 2024.
  - While 11% of respondents always make purchases in-store rather than online, the rest were split between those who make most, but not all purchases in-store (29%), those who make about equal amounts of retail purchases online and in-store (30%) and those who mainly shop online (30%).
  - More than two-thirds of respondents (69%) claimed to buy goods from the market in Chudleigh at least occasionally, while 6% claimed to use the market every week.

- **Likelihood to shop in Chudleigh more often if specific improvements were made**:
  - Given a list of seven possible improvements/changes that could be made to Chudleigh town centre and its retail offering, respondents were asked how likely each one would be to make them shop locally more often.
  - The improvement that showed greatest likelihood of making people shop more locally was **greater variety of stores**. Well over half (58%) gave this the top score of 5=Very likely and overall 80% stated that this would make them shop locally more often. Next most popular was the suggestion to **make more free parking available** with more than half claiming that this would make them likely to shop locally more often.
  - **Having a larger supermarket in town** and a **loyalty discount scheme for local shoppers** both drew a reasonable level of support, with just under half claiming each was likely to make them shop locally more often.

- A **parking refund scheme** and **a better environment** each drew a more modest level of support, with just over third claiming that each would be likely to make them shop locally more often, but a comparable proportion claiming that these ideas would not be likely to have that effect.
- The least appealing idea was to **pedestrianise part of the high street.** While 18% felt that would be likely make them shop locally more often, they were outweighed by 54% who felt that this would not be likely.

• **Use of social media accounts**:

- **Facebook** was by far the most likely social media platform on which respondents followed accounts (67% did so). The other most popular sites where respondents followed accounts were **Instagram** (38%), **YouTube** (20%), L**inkedIn** (16%), and **X/Twitter** (12%). Just under a quarter of respondents (24%) did not follow social media accounts.
- When thinking only of Chudleigh social media accounts, **Facebook** was the only platform that attracted widespread use among respondents, with 60% following Chudleigh accounts there. One in 10 (10%) followed Chudleigh accounts on Instagram, but no other social media platforms saw more than 2% of respondents follow Chudleigh accounts. More than a third of respondents (36%) did not follow any Chudleigh accounts on social media.

1. Introduction

1.1 Survey data collection and analysis

- In autumn 2024, Chudleigh Town Council commissioned Marketing Means, an independent research agency based in South Devon, to conduct a survey of Chudleigh residents in order to gather their views on the current retail offering in the town centre and how this could be improved to attract more custom from local residents.
- To keep within the available budget for the survey, Marketing Means selected a sample of 1,650 households that would be invited to take part. This selection was conducted to be random and representative, drawn from a full list of 2,132 local households provided by the Town Council.
- Chudleigh Town Council designed an original draft of the questionnaire. This was expanded and prepared in print-ready format by Marketing Means after discussions over questionnaire content which led to the final draft being signed off by the Council. Marketing Means then used Snap Surveys software to prepare a parallel online version of the questionnaire.
- Residents could take part in the survey either on paper or online. All 1,650 households selected received a letter and paper copy of the questionnaire on two sides of A4 (both included in Appendix 1). The letter included a weblink and unique passcode so that recipients of the letter could complete the questionnaire online if they wished to.
- Chudleigh Town Council also hosted a link to an online version of the questionnaire which was not password-protected, so that residents not included in the main postal sample could still take part and have their say.
- The survey postal mailing was despatched on 11th November 2024 and the online versions of the survey opened on the same date. By 23rd December 2024, Marketing Means had received 508 responses by post, 71 online responses from the sample of households that were included in the postal mail-out, and 53 online via the 'open access' available at the Chudleigh Town Council website. This gives a combined total of 632 responses, and a postal response rate of 35%[1].
- We have merged the responses into a single dataset and weighted the profile of respondents by age and gender to the 2021 Census profile for Chudleigh. This report provides an analysis of the survey responses, based on creating cross-tabulations of results for each question. We use summary charts to highlight the key results and make note of any significant differences between sub-groups of respondents.

1.2 Arrangement of this report

After the Executive Summary and this Introduction, we provide a commentary on the research results, based around charts and summary tables to set out the key findings.

At the end of the report, the Appendices provide a reference copy of the survey questionnaire and summarise the weighting process to correct the demographic profile of the sample.

[1] 579 responses divided by 1,650 in the full postal sample

1.3 Author and publication

Marketing Means produced this report in February 2025. Any press release or publication of the findings of this questionnaire requires the approval of Marketing Means. Approval would only be refused if it were felt that the intended use would be inaccurate and/or a misrepresentation of the findings.

Marketing Means' quality management system has been externally audited and registered as accredited for both the international quality management standard ISO9001:2015 and the market research industry-specific standard ISO20252:2012. Our work on this project has complied with those standards.

1.4 Presentation of percentage results in this report

'Valid' responses

Unless otherwise stated, the results in this report are given as a percentage of the total overall valid responses including those 'Not answered', 'No opinion' and blank responses.

Rounding

The percentage figures quoted in most of the charts and tables in the report have been rounded to the nearest whole number % value. In some cases, these rounded values do not total exactly 100% for 'single choice' questions, due to that rounding of the figures for each discrete category.

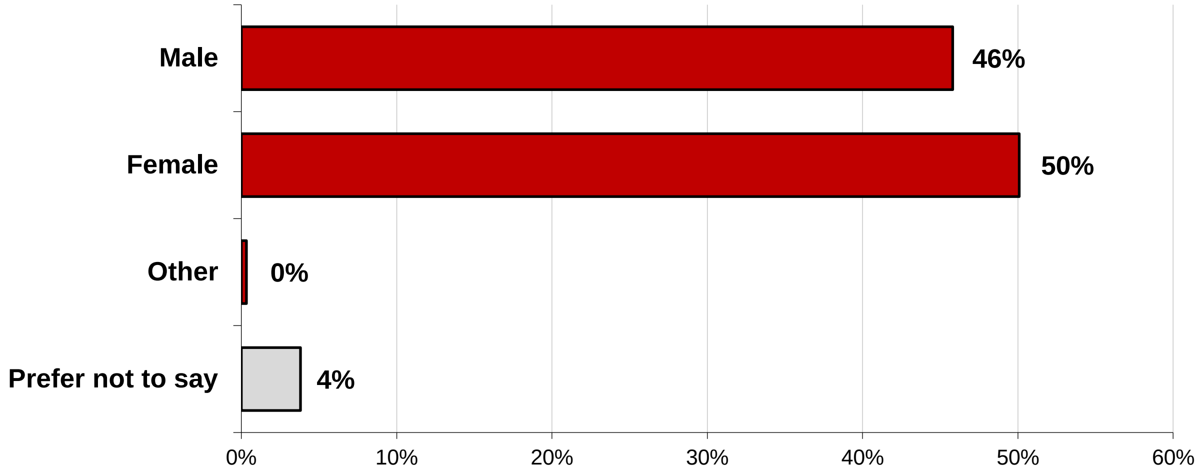
This also means that on occasion there may be a marginal difference in a combined percentage quoted (accurately) in the narrative text as compared with that suggested by adding the rounded percentages from the corresponding chart or table.

2. Characteristics of Survey Respondents

This initial section sets out the characteristics of the sample of 632 survey respondents, to give a sense of the profile of people whose opinions form the basis of this report.

2.1 Gender, Age, and Household Size

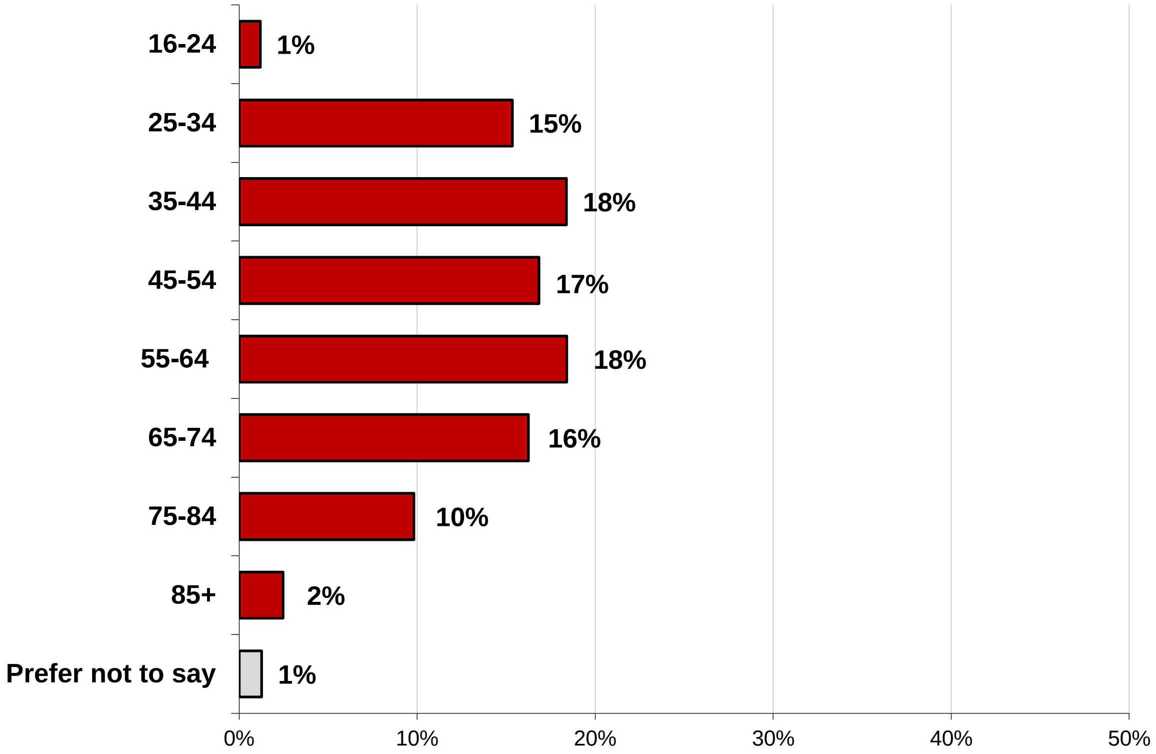
Chart Q15. Gender



Source: Marketing Means 2025 Base: All who gave an answer (632)

- After corrective weighting of the sample, half of the respondents (50%) were female, while 46% were male.

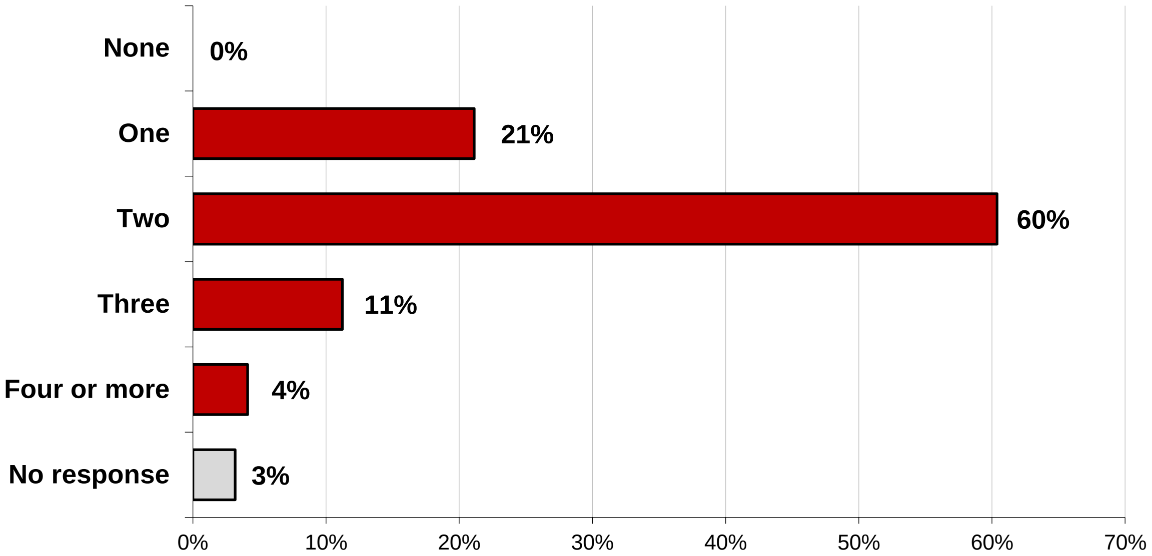
Chart Q16. Age group



Source: Marketing Means 2025 Base: All who gave an answer (632)

- After corrective weighting of the sample, just over a third of respondents (35%) were aged 18-44, a similar proportion (35%) were aged 45-64, and 28% were aged 65 or older.

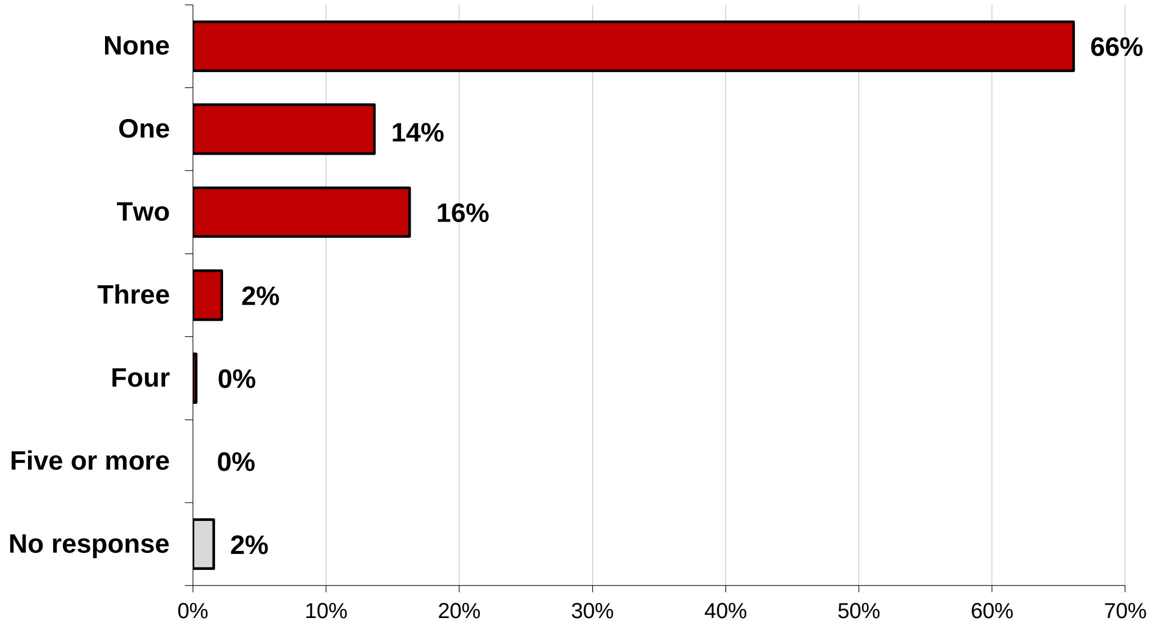
Q17. Apart from yourself, how many other adults aged 18+ live in your household?



Source: Marketing Means 2025 Base: All who gave an answer (632)

- Most respondents (60%) lived in a household including two adults (aged 18+), while 21% lived in a single-adult household, and 15% lived in a household of three or more adults.

Chart Q18. How many children (aged 0-17) live in your household?

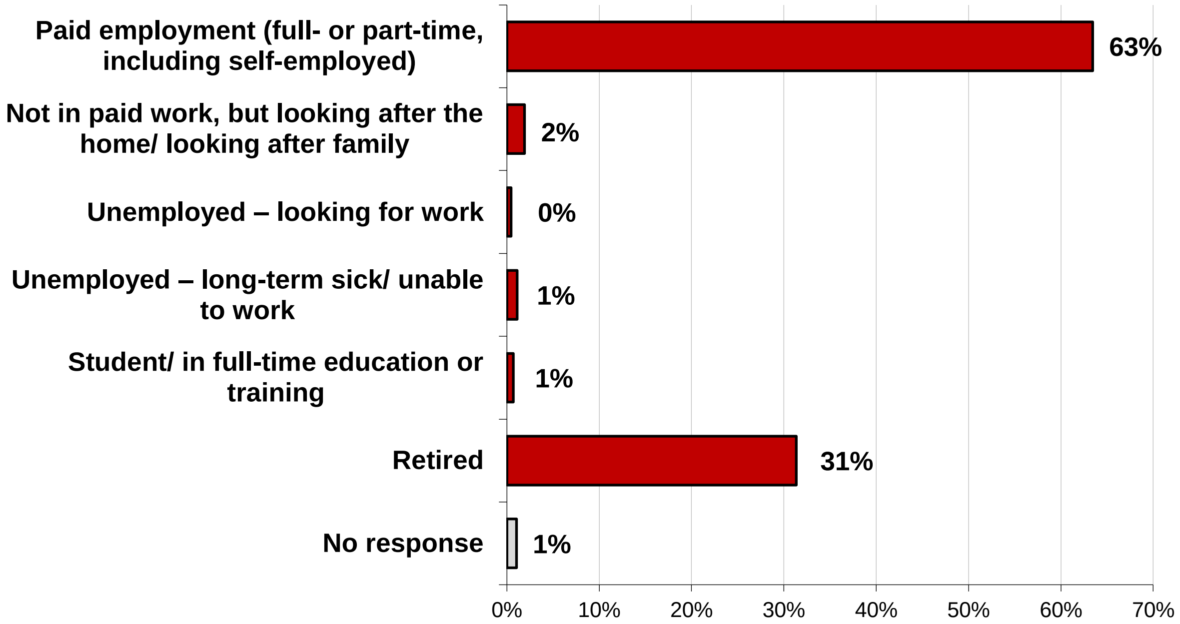


Source: Marketing Means 2025 Base: All who gave an answer (632)

- Two-thirds of respondents (66%) lived in households with no children aged under 18.
  - This rose to 90% or more among respondents aged 55 or older.
- Nearly one in three adults (30%) lived in households with one or two children aged under 18.
  - This rose to 69% among respondents aged 35-44.
- Just 2% of respondents lived in households with three or more children aged under 18.
  - This rose to 8% among respondents aged 35-44.

2.2 Working status

Chart Q19. What is your working status at the moment?

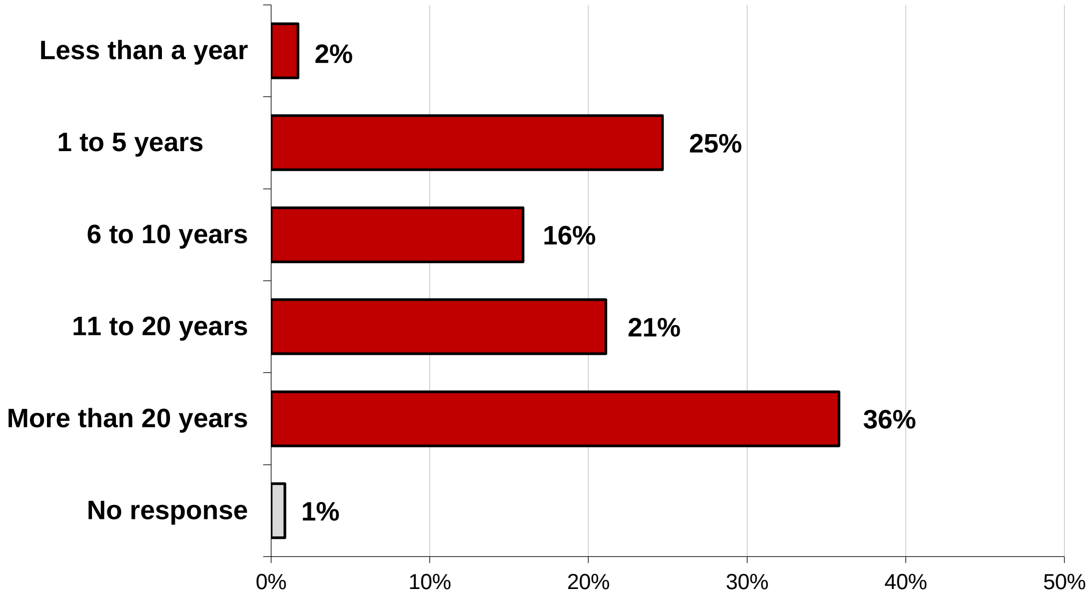


Source: Marketing Means 2025 Base: All who gave an answer (632)

- Just under two-thirds of respondents (63%) were in paid employment, including part-time and self-employed workers.
    - This rose to more than 90% among those aged 18-34, 35-44 and 45-54, while 18% of those aged 65-74 were also in employment.
- Most of the remainder were retired (31%).

2.3 How long lived in Chudleigh

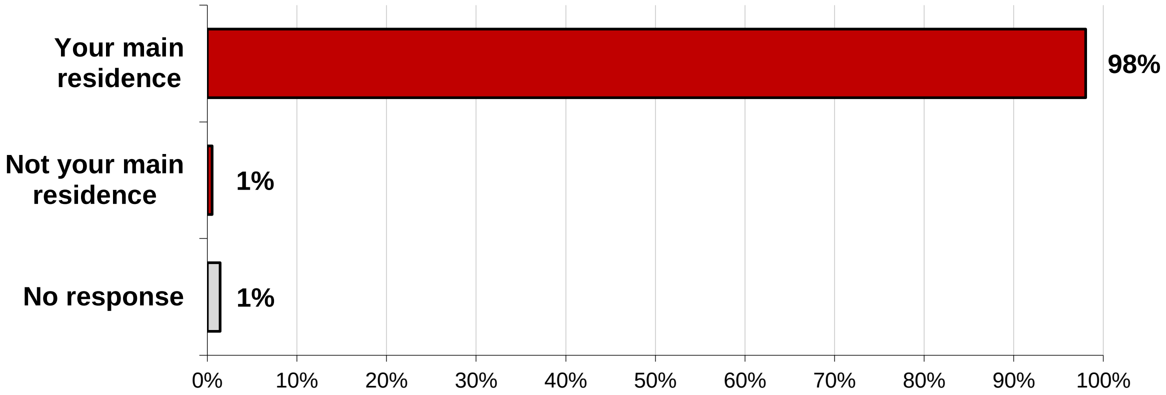
Chart Q13. How long have you lived in Chudleigh?



Source: Marketing Means 2025 Base: All who gave an answer (632)

- Just over a third of respondents (36%) had lived in Chudleigh for more than 20 years.
  - This rose to more than 50% among those aged 65 or older.
- Just over a quarter of respondents (26%) had lived in Chudleigh for no more than 5 years.
  - This was highest among the younger age groups, rising to 50% among those aged 18-34 and 34% among those aged 35-44.

Chart Q20. Is the address at which you received this questionnaire …?

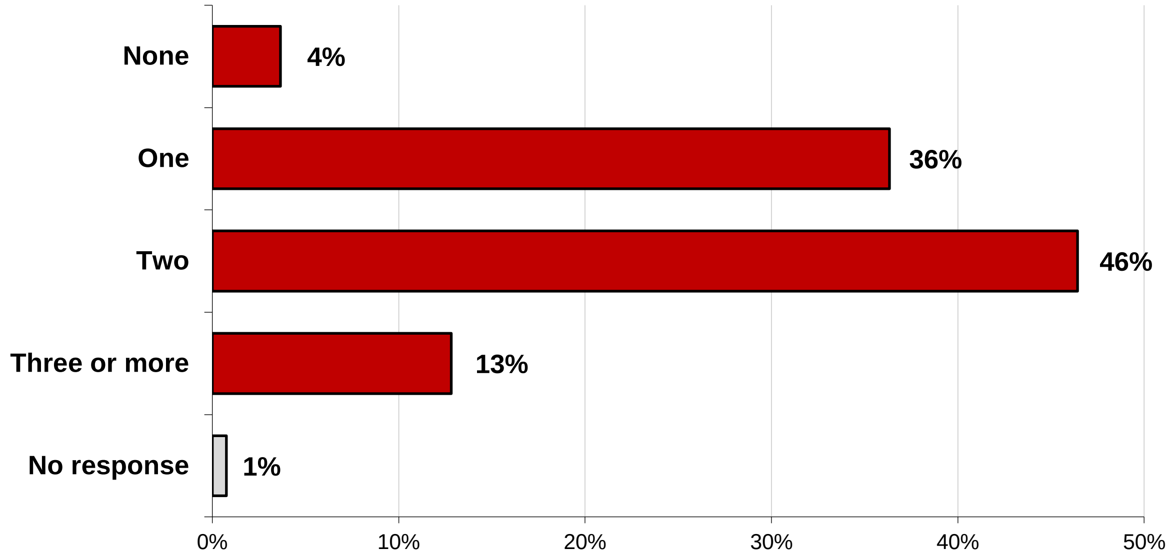


Source: Marketing Means 2025 Base: All who gave an answer (632)

- For almost all respondents (98%), the address at which they had received their questionnaire was their main/only residence.
- Only 1% received it at an address that was not their main residence.

2.4 Number of motor vehicles at household

Chart Q14. How many motor vehicles (cars/ vans/ motorcycles) does your household have?



Source: Marketing Means 2025 Base: All who gave an answer (632)

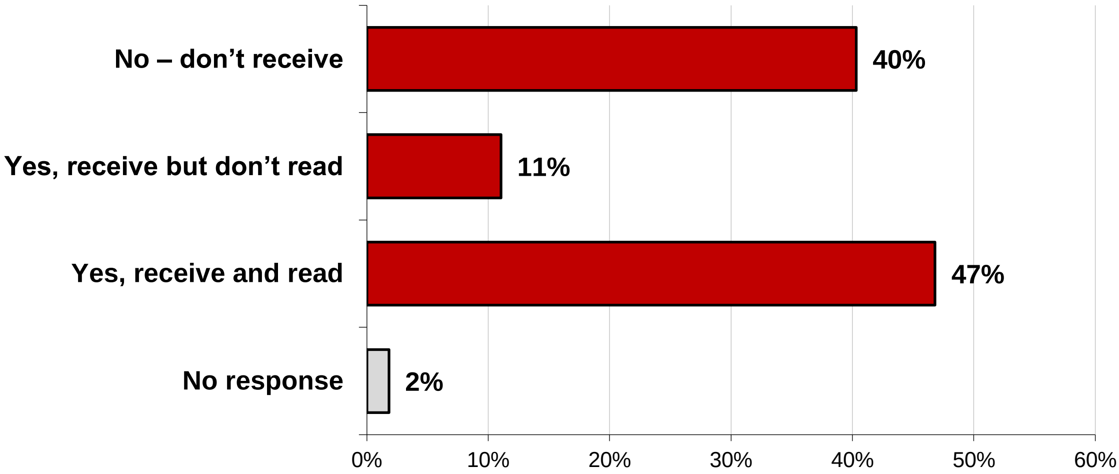
- Only 4% of respondents had no motor vehicle at their household.
- The vast majority (83%) had either one or two vehicles, with almost half (46%) having two.
- A further 13% of respondents were in households with three or more cars.

3. Readership of Chudleigh newsletters and potential free directory

In this section, we review respondents' readership of the Chudleigh newsletters, and reactions to the idea of a free directory of local businesses and retailers.

3.1 Receipt and readership of the Chudleigh Companion and/or Chudleigh News newsletters

Chart Q1. Do you receive the Chudleigh Companion and/or Chudleigh News newsletters?

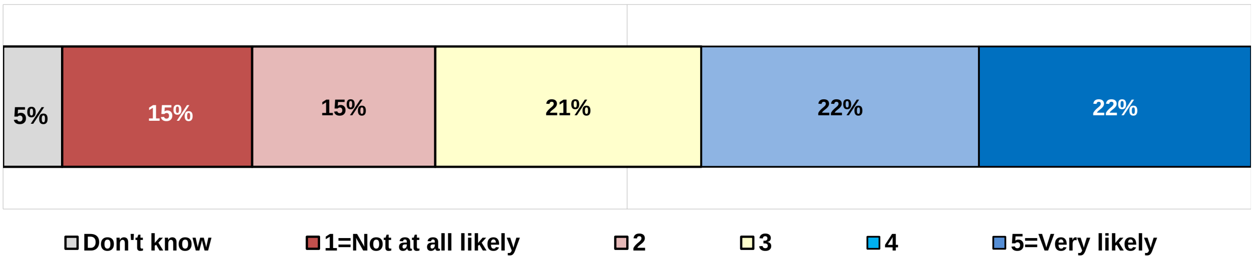


Source: Marketing Means 2025 Base: All respondents (632)

- Just under half (47%) of the residents who took part claimed to receive and read the Chudleigh Companion and/or Chudleigh News newsletters. A further 11% claimed to receive them but did not read them.
  - The proportion who receives and read the newsletters was significantly higher among those aged 35-44 (64%), 65-74s (52%) and those aged 75+ (51%), but lowest among 18-34s and 45-54s (34% and 35% respectively).
  - The proportion who received but did not read the newsletter was significantly higher among 35-44s than in any other age group (25%, vs 15% of 18-34s and no more than 10% of any other age group).
  - There were no differences between male and female respondents in regard to readership, but households with children aged 0-17 were significantly more likely to receive and read the newsletter than those without any children (54% vs 45% respectively).

3.2 Likelihood of using a free Chudleigh business/retail directory

Chart Q2. If Chudleigh were to produce a free directory of businesses and retailers in the town, available on paper and online, how likely would you be to make use of it?



Source: Marketing Means 2025 Base: All respondents (632)

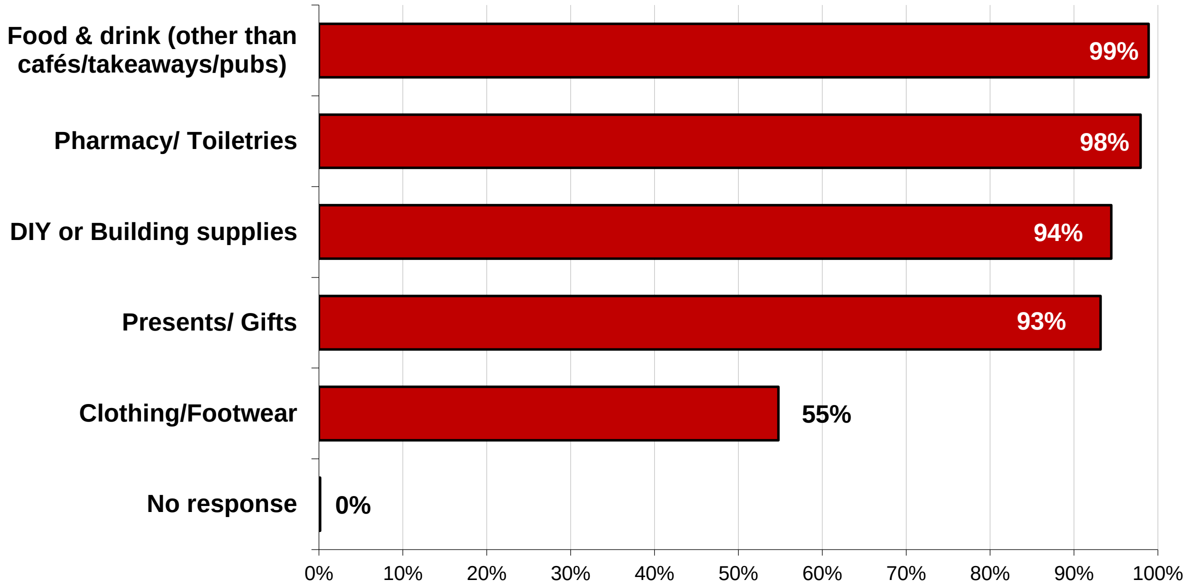
- When asked how likely they would be to make use a of a potential directory of Chudleigh retailers and businesses that the council would produce free of charge, residents gave a very mixed set of answers.
  - While more than two-fifths of respondents (44%) felt they would be likely to use the directory, giving a score of either 4 or 5 out of 5 , 15% felt they would be not at all likely, giving a score of 1, and 15% gave a score of only 2.
  - Nevertheless, the net 'likelihood' was +14%, after subtracting the negative ratings from the positive ratings.
  - The age groups significantly more likely to use the directory were those aged 65-74 (54% scoring 4 or 5) and 75+ (52% scoring 4 or 5). In comparison, no more than 40% of any younger age group rated themselves as likely to use the directory.
  - Females were significantly more likely than males to rate themselves as likely (scoring 4 or 5) to use the directory, 49% likely to do so, vs 37% of males.

4. Awareness of the retail offering in Chudleigh, and requests for additional options

In this section, we review respondents' awareness of current types of retail outlets in Chudleigh, and which types they would like to see more of, and then look at current shopping behaviour in Chudleigh by local residents.

4.1 Awareness of different types of shops in Chudleigh town centre

Chart Q3. Did you know that Chudleigh town centre has shops that sell ...?

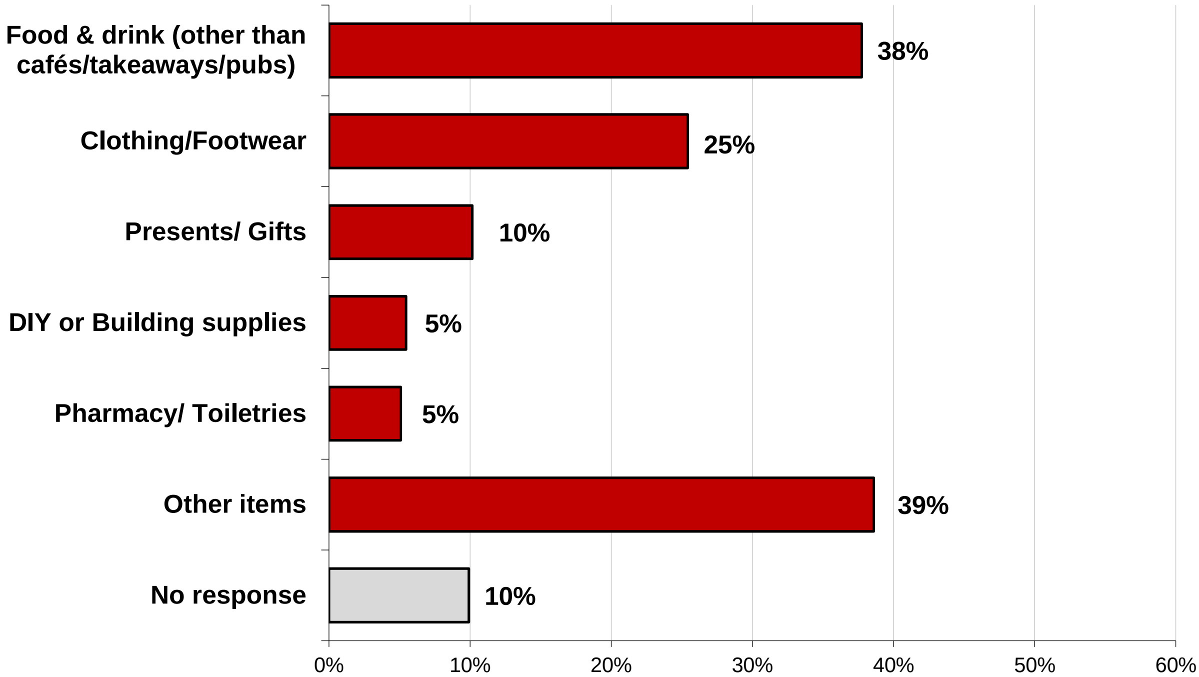


Source: Marketing Means 2025 Base: All who gave an answer (932)

- Presented with five different types of retail outlets in Chudleigh town centre, well over nine out of 10 respondents claimed to be aware of each of four different types. **Food and drink** retail was most likely of all (99%), with **pharmacy/toiletries** (98%), **DIY/building supplies** (94%) and **presents/gifts** (93%) only slightly less likely to be mentioned.
- Just over half (53%) also claimed to be aware of **clothing/footwear** retail in the town centre.
  - This was significantly higher among females than males (62% vs 47% respectively), and amongst residents with at least one child aged 0-17 in their household (63% vs 50% of residents with no children of that age).
- Awareness of retail of **presents and gifts** in Chudleigh was significantly higher among those who received and read Chudleigh newsletters than those who do not (97% vs 89% respectively), and the same applied for awareness of local **clothing/footwear** retail (60% among those who received and read Chudleigh newsletters vs 48% among others).

4.2 Opinions on which types of shops Chudleigh most needs more of

Chart Q4. Which of these types of shops do you think Chudleigh most needs more of?

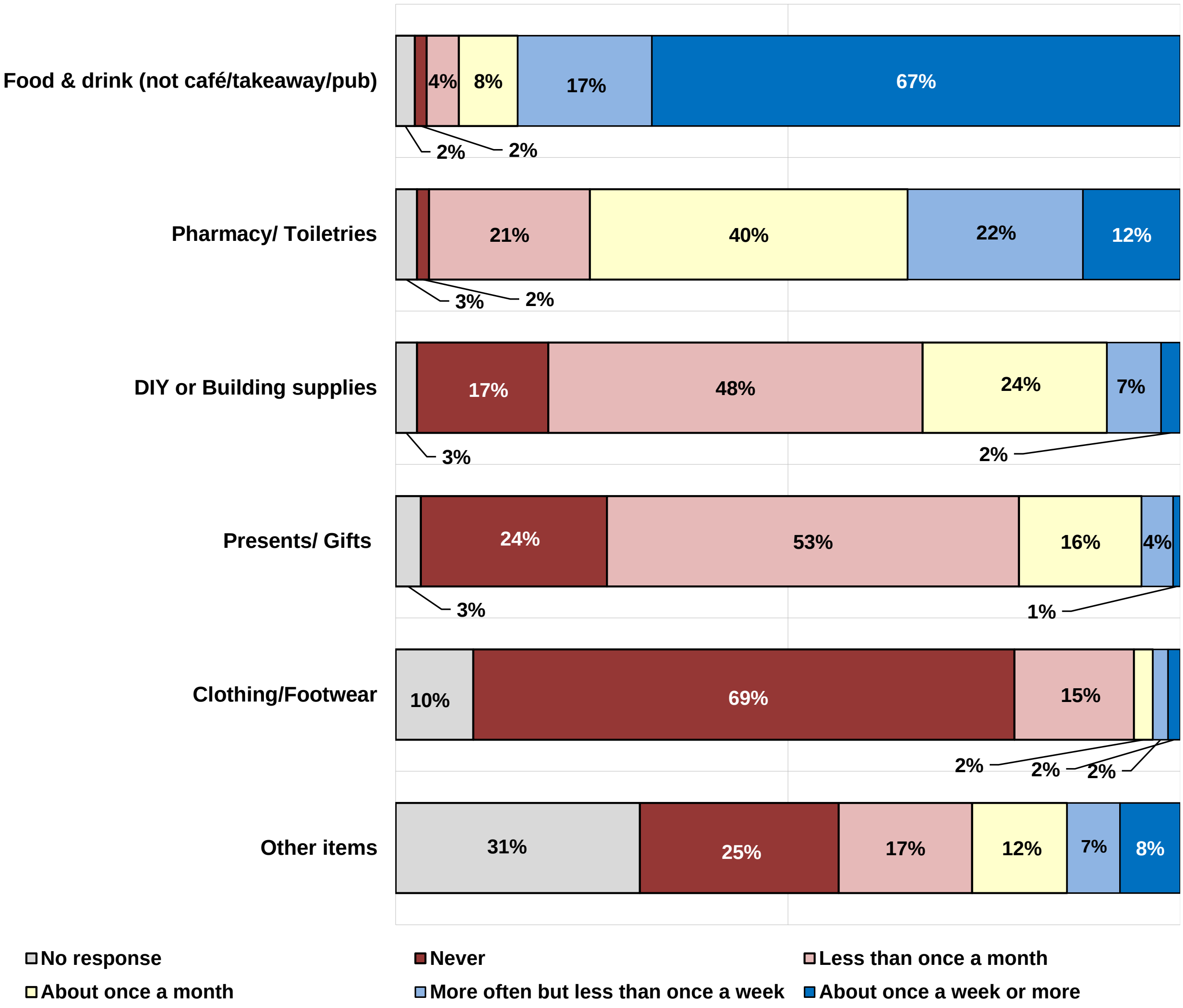


Source: Marketing Means 2025 Base: All who gave an answer (632)

- When asked which of the same five types of shops they felt Chudleigh needs more of, ideally selecting one type only, the leading choice among the five offered was **food and drink** (other than cafes/takeaways/pubs), given by 38% of respondents.
  - This was significantly more likely to be chosen by those aged 45-54 (55% doing so), and least likely among those aged 75+ (26%).
- The next most likely choice was **clothing/footwear**, given by a quarter of residents (25%).
  - **Clothing/footwear** was significantly more likely to be chosen by those aged 75+ (37%), and least likely among those aged 35-44+ (15%). This option was also significantly more likely to be chosen by females than males (31% vs 20% respectively).
- **Presents/ gifts** was the only other specific option to be selected by as many as 10%.
  - This was significantly more likely to be selected by those aged 45-54 (18%) but least likely among 18-34s and 35-44s (6% in each group).
- The most likely option of all to be selected was 'Other items', by 39%. This was selected by a similar proportion across almost all sub-groups.
- One in 10 respondents (10%) gave no response to this question, possibly indicating that they felt Chudleigh did not need any more of any particular type of retail outlet.
- It may be worth noting that among residents who make most of their purchases in-store rather than online, 35% would prefer to see more food & drink outlets, 31% more clothing and footwear outlets, and 38% selected 'Other items'.

4.3 Current frequency of shopping in Chudleigh

Chart Q5. How often do you shop in Chudleigh for …?



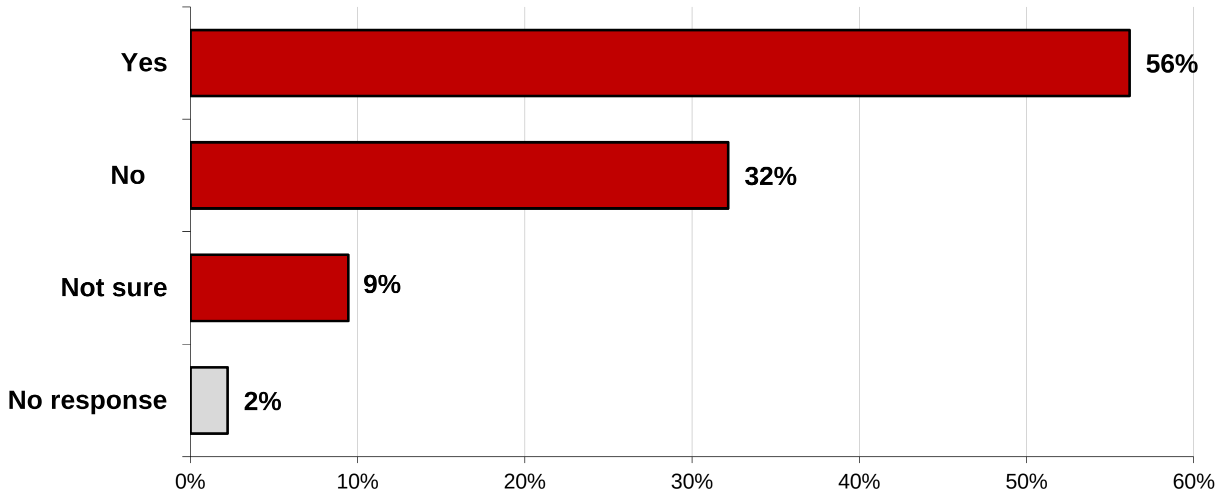
Source: Marketing Means 2025 Base: All who gave a valid response (632)

- All respondents were presented with the same five specific shopping items (plus 'Other items') and asked how often they shop in Chudleigh for each one. In the chart above, the dark and lighter blue sections show the proportions who shopped for each product type most frequently, i.e. more than once a month and once a week or more.
- By far the most likely items to be purchased frequently were **food and drink** (other than at a café/ takeaway/ pub). Two-thirds of residents (67%) purchased these goods once a week or more and a further 17% less often but more than once a month.
  - Frequency of shopping for food and drink was highest among residents with at least one child aged 0-17 in their household (74%, vs 64% of those with no children in that age group).

- **Pharmacy/toiletries** were purchased more occasionally, although more than a third (35%) purchased them in Chudleigh more than once a month. The most likely frequency of purchase for pharmacy/toiletries was about once a month (given by 40%).
  - Purchasing pharmacy/toiletries in Chudleigh more than once a month was most likely among residents aged 75+ (46% doing so), and significantly less likely among 18-34s (25%) and 45-54s (24%).
- Slightly fewer than one in 10 respondents (9%) shopped in Chudleigh for **DIY/building supplies** more often than once a month, while nearly half (48%) did so less than once a month. One in six respondents (17%) claimed never to shop in Chudleigh for these items.
- For both **presents/gifts** and **clothing/footwear**, less than 5% of residents shopped for these items in Chudleigh more than once a month. While only 24% of respondents never shopped in Chudleigh for presents/gifts, this rose to 69% for clothing/footwear, i.e. more than two-thirds of residents never shop locally for those items.
- Just over 14% of respondents claimed to shop for 'Other items' in Chudleigh more often than once a month, but 25% stated that they never do and a further 31% gave no answer, which may mean that they too would never purchase other items in Chudleigh.

4.4 Attraction of short-stay free parking in Chudleigh town centre

Chart Q6. Would you shop in Chudleigh town centre more often if short stay free parking was provided?



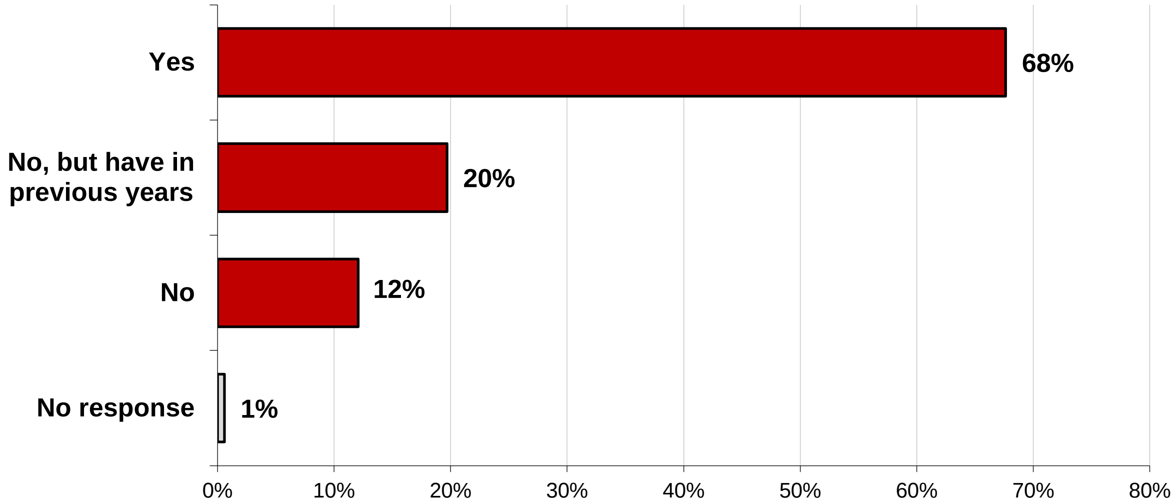
Source: Marketing Means 2025 Base: All respondents (632)

- Just over half (56%) of the survey respondents claimed that they would shop in Chudleigh town centre more often if short stay free parking were available.
  - This was significantly more likely among those aged 35-44 (63%).

- Nearly one in three respondents (33%) claimed that they would not shop in Chudleigh town centre more often if a free short stay parking were available.
- Other respondents were simply not sure (8%) or gave no answer (2%).

4.5 Visiting Chudleigh town centre for late-opening Christmas shopping

Chart Q7. Will you be going to the town centre for Chudleigh's late-opening Christmas shopping evening on Thursday 5th December?

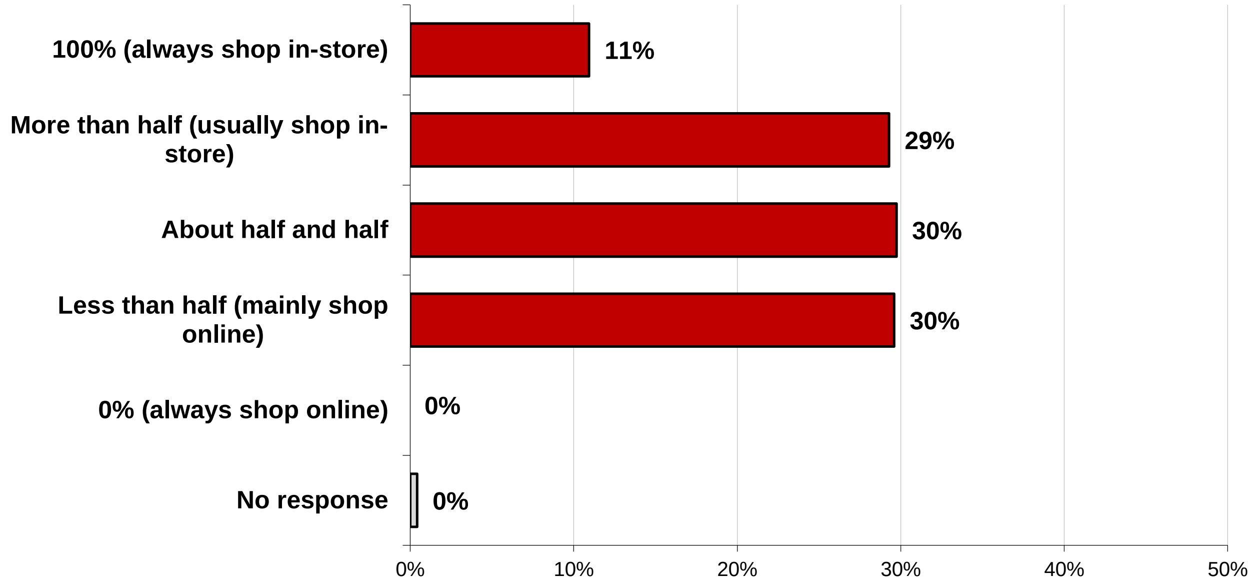


Source: Marketing Means 2025 Base: All respondents (632)

- Just over two-thirds of residents (68%) planned to visit the town centre for Chudleigh's late-opening Christmas shopping event on Thursday 5th December 2024. A further 20% did not expect to attend but had attended the event in previous years.
  - The proportion planning to attend the event was highest, at 90%, among the 35-44 age group, compared with 59% of 18-34s and 56% of those aged 75+.
  - Females were significantly more likely than males to plan to attend the event (72% vs 63%).
  - Residents with children aged 0-17 in their household were also significantly more likely to attend the event (79% vs 63% of those without children in that age group).
  - Those who receive and read the Chudleigh newsletters were also significantly more likely than others to attend the Christmas shopping event (74% vs 64% of those who don't receive the newsletters and 53% of those who don't read their newsletter).
  - Those who follow Chudleigh social media accounts were also significantly more likely than others to attend (73% among followers, vs 58% among those who do not follow any Chudleigh accounts).

4.6 Proportion of money spent at retail outlets in-store rather than online

Chart Q8. Of all the money you spend at retail outlets, what proportion of the purchases you make are in a shop or store rather than online?



Source: Marketing Means 2025 Base: All respondents (632)

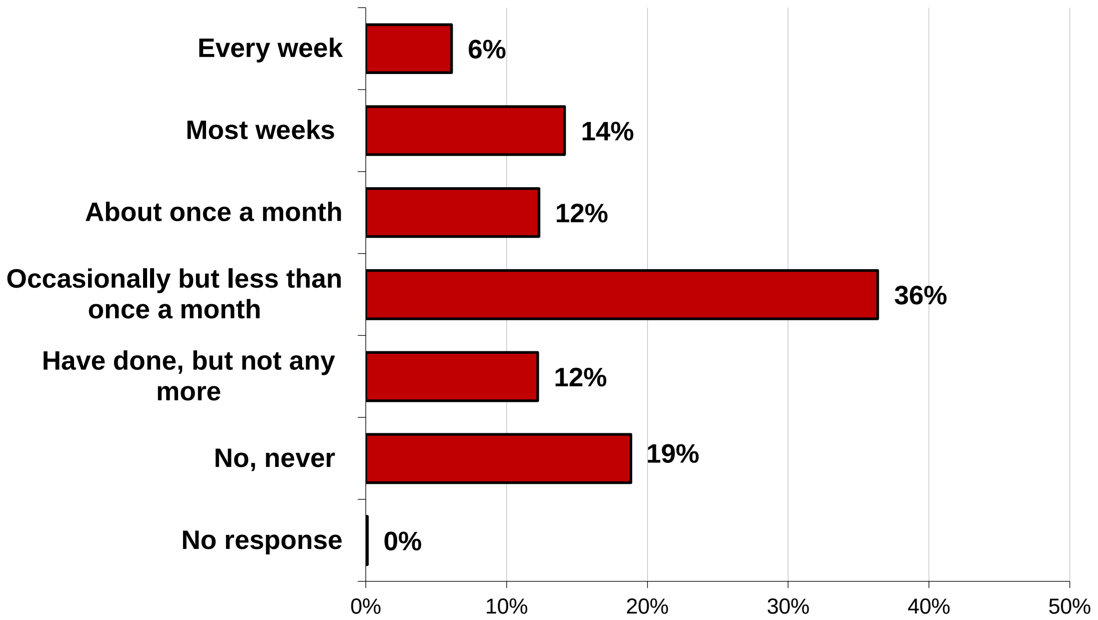
- To investigate the balance of shopping habits of Chudleigh residents between in-store 'physical' shopping and online shopping, we asked respondents to indicate the approximate proportion of their retail purchases that are made in-store rather than online.
- From the choices offered in the questionnaire, as shown in Chart Q8 above, just over one in 10 respondents (11%) claimed to always shop in-store.
  - Shopping **only in-store** was significantly more likely among those aged 75+ (35%) and 65-74 (15%). Only 2% of 18-34s always shop in-store, and only between 6% and 8% of those aged 35-44, 45-54 or 55-64.
  - Half of those with no motor vehicle at home always shop in-store (51%) compared with only 4% of those with two or more vehicles and 18% of those with one vehicle.
- No respondents at all claimed to only shop online, but among those who do shop online, very similar proportions, close to three in 10, do most of their shopping online (30%), do most but not all in-store (29%), or have an equal balance of in-store and online (30%).
  - Shopping **mainly in-store** was significantly more likely among 55-64s (42%), 65-74s (44%) and those aged 75+ (36%) but was as low as 14% among 35-44s and 15% among 18-34s. This older age profile was reflected in the findings that single-person households (38%), households with no children (36%) and retired people (41%) were also significantly more likely to shop mainly in-store.
  - A **fairly equal share of online and in-store shopping** was significantly more likely among the 18-34 age group (46%, compared with 22% of 65-74s and 14% of those aged 75+). This equal split was also significantly more likely among those with two

or more vehicles in the household (35% among that group), and in larger households (reaching 40% among households with 3+ adults).

- Shopping **mainly <u>online</u>** was significantly more likely among under 55s, especially those aged 35-44 (49%), 18-34 (38%) and 45-54 (37%) but was as low as 18% among 55-64s and 65-74s, and 15% among those aged 75+.
- This younger age profile was reflected in the fact that households with at least one child aged 0-17 were also significantly more likely to shop mainly online (44% doing so compared with 22% of households with no children), as were those in paid employment (36% of whom shop mainly online vs only 19% of retired people).

4.7 Use of the market in Chudleigh

Chart Q9. Do you ever buy from the market in Chudleigh (in town for 2 days each week selling items such as meat, bread, coffee, eco-cleaning, beauty products, and more)?



Source: Marketing Means 2025 Base: All respondents (632)

- More than two-thirds of respondents (69%) claimed to buy goods from the market in Chudleigh at least occasionally.
- Only 6% claimed to use the market **every week**.
    - Such frequent use was slightly but significantly more likely among those who receive and read the Chudleigh newsletters (9%, vs only 2% among those who do not receive them), and those who do at least half of their shopping in-store (8%, vs 1% among those who mainly shop online).
- Shopping at the market either **most weeks** or **about once a month** was the case for similar proportions of respondents (14% and 12% respectively).

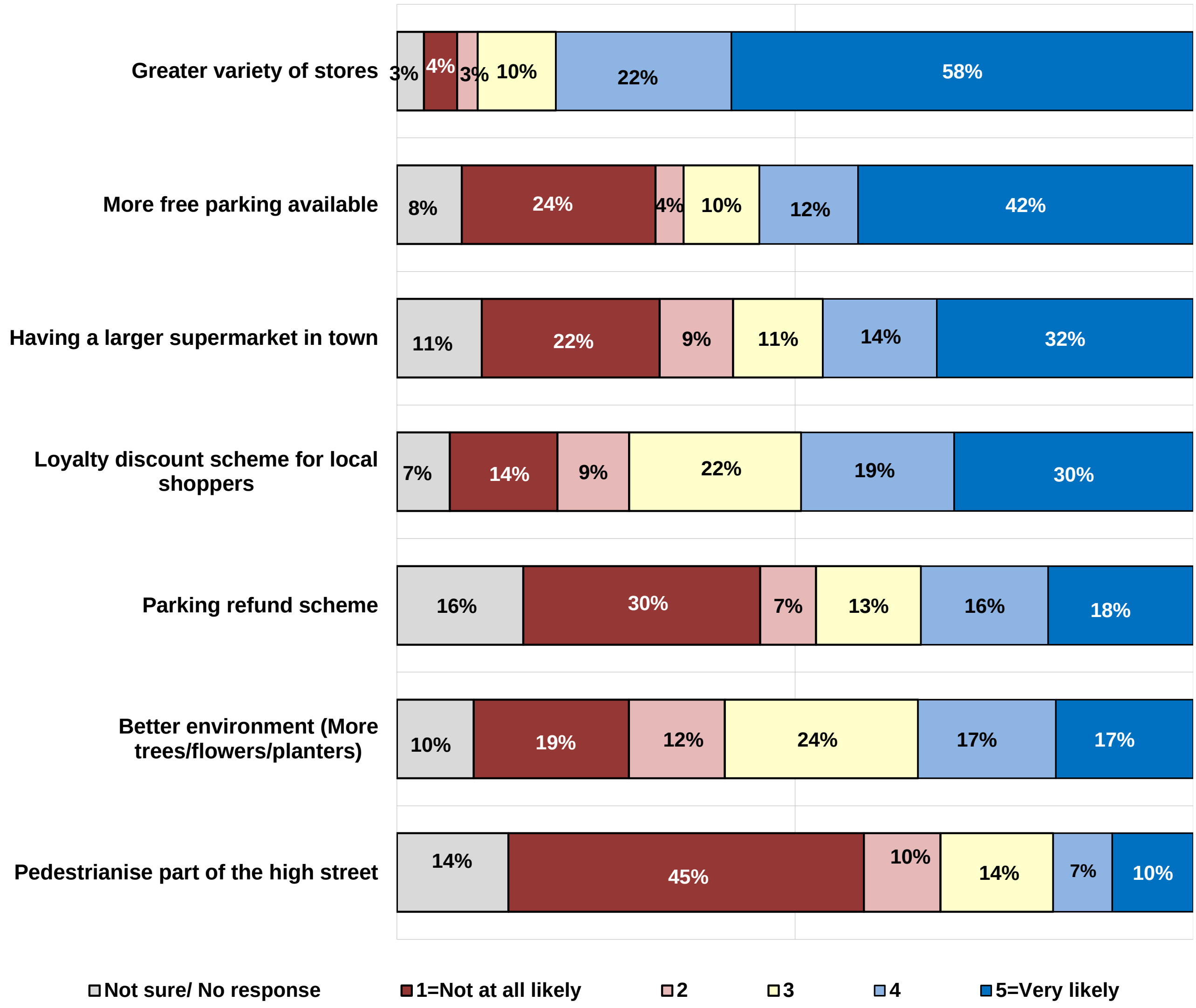
- The most likely frequency to be chosen was **occasionally** shopping at the market, by just over a third of respondents (36%).
  - This frequency was slightly but significantly more likely among younger age groups (43% of 18-34s and 44% of 35-44s) rather than most older age groups (e.g. 27% of 65-74s). This younger age profile was reflected in the fact that those who follow social media accounts generally and Chudleigh accounts in particular were significantly more likely than others to use the market occasionally (40% among those who follow Chudleigh accounts vs 30% of those who do not).
- Just over one in 10 respondents (12%) stated that they have used the market but **not anymore**, while rather more (19%) had **never** used the market.
  - The youngest age group, 18-34s, were significantly more likely than others to have used the market but not anymore (23%), while 45-54s were the least likely to give this answer (5%). Residents in households without children were also significantly more likely to have used the market but not anymore (15%, vs 7% among households with children).
  - The proportion who had never used the market was highest among those who do not receive the Chudleigh newsletters (22%) or do not read them (28%) vs only 14% among those who receive and read them. The proportion was also significantly higher among those who do not follow any Chudleigh social media accounts (26%, vs 15% among those who do).

5. Likelihood to shop in Chudleigh more often if specific improvements were made

All respondents were given a list of seven possible changes or improvements to Chudleigh town centre and its retail offering, and asked how likely each idea was to make them shop locally more often (using a scale from 5=Very likely to 1=Not at all likely).

In this section we set out residents' responses to those various ideas.

Chart Q10. If these improvements were made to shopping in Chudleigh, how likely would they be to make you shop locally more often…?



Source: Marketing Means 2025 Base: All who gave a valid response (632)

- Chart Q10 above summarises residents' responses across the range of ideas suggested, with dark and lighter blue used to show positive answers of either 4 or 5=Very likely on the five-point scale, and dark and lighter red showing negative answers of only 2 or 1=Not at all likely.

- The suggestion that drew most positive response was **greater variety of stores**. Well over half (58%) gave a score of 5, i.e. that this would be very likely to make them shop locally more often, while a further 22% gave a score of 4. Only 7% gave a negative score of only 1 or 2.
  - Younger age groups were significantly more likely to give the top score of 5 for this idea, with 70% of 35-44s, 67% of 45-54s and 62% of 18-34s doing so. This compares with only 44% of both 65-74s and those aged 75+.
  - Among 35-44s, 96% gave a score of either 4 or 5 compared with only 55% of those aged 75+.
  - The greater appeal of this idea to younger age groups was reflected in the finding that 63% of those in employment responded with 5=Very likely, compared with only 45% of retired people.
  - The proportion giving the top score of 5 was also significantly higher among those who do follow any Chudleigh social media accounts (62%, vs 51% among those who do not).
- Next most popular was the suggestion to **make more free parking available**. Well over half of all respondents (54%) gave a rating of 4 or 5 out of 5 for the likelihood of this making them shop locally more often. Nevertheless, nearly a quarter (24%) gave a score of 1=Not at all likely.
  - The youngest age group (18-34s) were significantly more likely than others to give a rating of 4 (25% doing so vs no more than 13% within any other age group).
  - The proportions giving the lowest score of 1=Not at all likely did not vary significantly across different age groups.
- Nearly a third of respondents (32%) stated that **having a larger supermarket in town** would be Very likely (a rating of 5) to make them shop more locally. A further 14% gave a rating of 4 out of 5, but almost a quarter (22%) gave the lowest rating of 1=Not at all likely.
  - This suggestion had greatest appeal among those aged 35-44 and 45-54 (39% and 41% respectively giving a rating of 5, compared with only 26% among those aged 65-74 and 75+, and 25% of those aged 18-34).
  - The response of 1=Not at all likely was significantly more likely to come from the 65-74 age group (32% giving that response) and least likely among those aged 35-44 (15%).
  - The attraction of a larger supermarket was slightly greater among those who currently do most of their shopping online. Most of that group (53%) gave a rating of 4 or 5 out of 5 for the likelihood of this making them shop more locally, compared with 40% of those who mainly shop in-store.
  - Those who mainly shop in-store were significantly more likely than those who mainly shop online to say that a new supermarket would be not at all likely to make them shop more locally (27% vs 18% respectively).
- Nearly half (49%) of residents stated that a **loyalty discount scheme for local shoppers** would be likely to make them shop more locally. Only 14% felt that this idea was not at all likely to achieve that result.

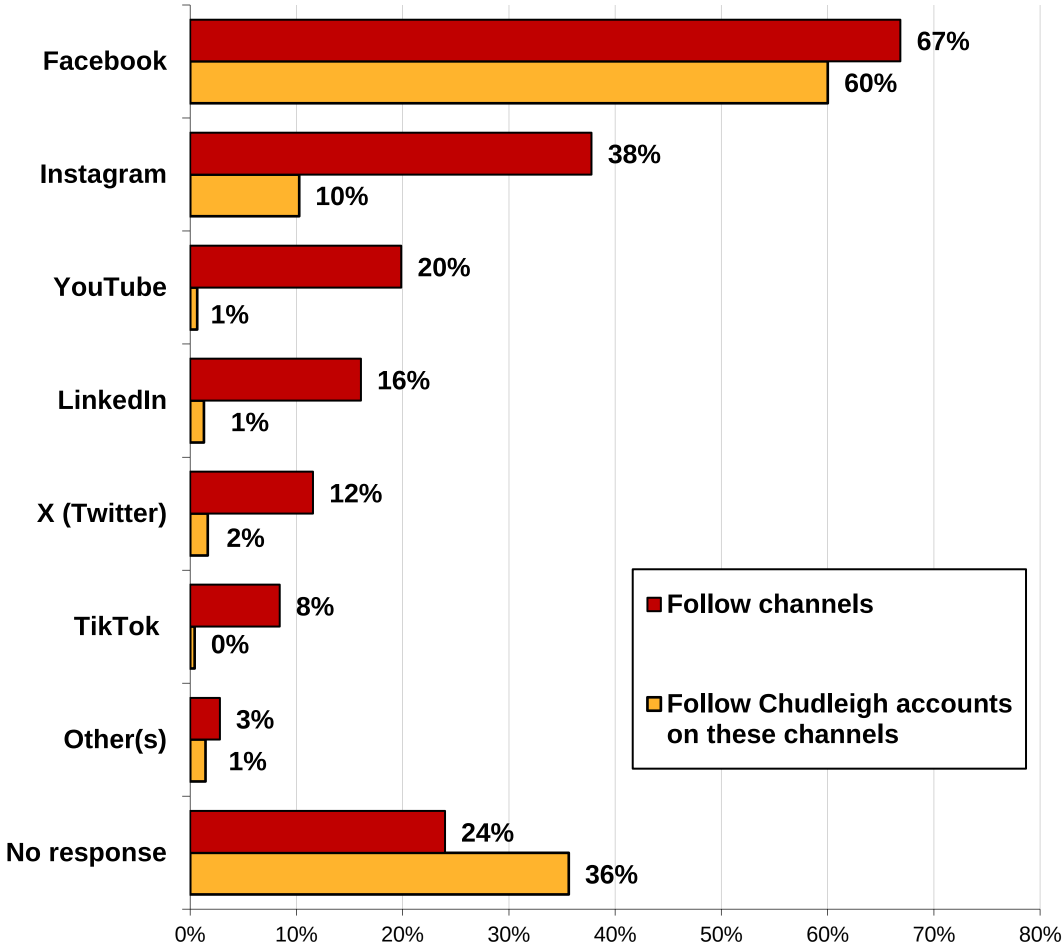
- This idea was significantly more popular with 35-44s than with any other age group. More than two-thirds (69%) of those aged 35-44 gave a rating of 4 or 5 out of 5, compared with less than half of any other age group, lowest at 37% among 65-74s.
- At the other end of the scale, while 22% of those aged 75+ and 18% of 65-75s felt that a loyalty discount scheme would be not at all likely to make them shop more locally, this view was less likely to be shared by younger age groups, dropping to only 8% among 18-34s and 7% among 35-44s.
- The proportion giving the top score of 5 was also significantly higher among those who follow any Chudleigh social media accounts (34%, vs 23% among those who do not).

- The idea of a **parking refund scheme** drew mixed opinions, with just over a third of respondents (34%) giving a rating of 4 or 5 for the likelihood of this making them shop more locally, while slightly more (37%) gave ratings of only 1 or 2.
    - The idea of a parking refund scheme was significantly more appealing to 18-34s than to any other age group (32% gave a rating of 5= very likely compared with no more than 17% of any other age group). Just under half (49%) of 18-34s and 40% of 35-44s gave a rating of 4 or 5 for this idea, compared with 28% of 65-74s and 22% of those aged 75+.
    - Females were significantly more likely than males to give the top rating of 5=Very likely that parking refund scheme would make them shop more locally (22% vs 15% respectively).
- The suggestion of a **better environment** also drew mixed opinions, with just over a third of respondents (35%) giving a rating of 4 or 5 for the likelihood of this making them shop more locally, while only slightly fewer (32%) gave ratings of only 1 or 2.
    - This idea was more appealing to younger residents than to older residents. While 46% of 18-34s and 49% of 35-44s gave the top ratings of 4 or 5 for the likelihood of this making them shop more locally, these proportions dropped to only 26% among 65-74s and 20% among those aged 75+.
    - Conversely it was older residents that were most likely to give lower ratings of only 1 or 2 (given by 41% of those aged 75+, 35% of 65-74s as well as 42% of those aged 45-54, but by only 19% of those aged 18-34 and 25% aged 35-44).
    - Females were significantly more likely than males to give the top rating of 5=Very likely that a parking refund scheme would make them shop more locally (22% vs 15% respectively).
- The idea of **pedestrianising part of the high street** was the least appealing of all, with just 18% of respondents giving a rating of 4 or 5 for the likelihood that this would make them shop more locally, but well over half (54%) giving a low rating of either 1 or 2.
    - There were few variations across age groups in these findings, but those aged 35-44 were significantly less likely to give the lowest rating of 1=Not at all likely (31% doing so, vs 45% to 51% in each other age group).
    - Pedestrianisation held slightly more appeal for households with children aged 0-17, where 15% gave the top rating of 5=Very likely to make them shop more locally vs only 7% of residents in households with no children.

6. Use of social media accounts

In this section, we review respondents' following of different types of social media accounts, both generally and specifically Chudleigh's own.

Chart Q11/Q12. Do you follow accounts on any of these social media channels? / Do you follow any Chudleigh accounts on any of these social media channels?



Source: Marketing Means 2025 Base: All who gave an answer (632)

- Chart Q11/Q12 above shows the proportion of respondents who followed social media accounts on different channels. The proportions who followed accounts generally are shown in red while the proportion who followed Chudleigh in particular are shown in orange.
- Overall, just under a quarter (24%) did not follow accounts on any of the social media platforms listed, while just over a third (36%) did not follow Chudleigh accounts on any of those channels.
- By far the most likely social media platform to be used was **Facebook**, with just over two-thirds (67%) following any channels there, and only slightly fewer (60%) following Chudleigh accounts on Facebook.

- The proportion of each age group who followed accounts on Facebook declined with age, from 83% of 18-34s and 80% of 35-44s to 53% of 65-74s and only 33% of those aged 75+.
- Those with children aged 0-17 in their household were significantly more likely to use Facebook than were those without children (78% vs 62% respectively).
- People who make most of their purchases online were significantly more likely to follow accounts on Facebook than were those who mainly purchase in-store (73% vs 57% respectively).
- The same patterns were evident across different sub-groups for those following Chudleigh accounts on Facebook:
  - The proportion of each age group who followed Chudleigh accounts on Facebook declined with age, from 70% of 18-34s and 76% of 35-44s to 48% of 65-74s and only 26% of those aged 75+.
  - Those with children aged 0-17 in their household were significantly more likely to follow Chudleigh Facebook accounts than were those without children (70% vs 56% respectively).
  - People who make most of their purchases online were significantly more likely to follow Chudleigh accounts on Facebook than were those who mainly purchase in-store (68% vs 52% respectively).

- The next most popular platform was **Instagram**, used by 38% of respondents, though only 10% of respondents claimed to follow Chudleigh's Instagram account.
  - The proportion of each age group who followed accounts on Instagram declined with age, from 70% of 18-34s and 51% of 35-44s to 20% of 65-74s and only 3% of those aged 75+.
  - Females were significantly more likely than males to follow accounts on Instagram (43% vs 33% respectively).
  - Residents living in households with children aged 0-17 were also significantly more likely than others without children to follow accounts on Instagram (50% vs 31% respectively).
  - Similar patterns were evident across different sub-groups for those following Chudleigh accounts on Instagram:
    - The proportion who followed Chudleigh accounts on Instagram declined with age, from 20% of 18-34s and 15% of 35-44s to 4% of 65-74s and only 1% of those aged 75+.
    - Females were significantly more likely than males to follow Chudleigh accounts on Instagram (16% vs 4% respectively).
    - Those with children aged 0-17 in their household were significantly more likely to follow Chudleigh Instagram accounts than were those without children (16% vs 8% respectively).

- One in five respondents (20%) followed accounts on **YouTube**, though only 1% claimed to follow a Chudleigh account on YouTube.

  - Residents aged 75+ were significantly less likely than any other age group to follow accounts on YouTube (8% of those aged 75+ vs 18% to 24% in each other age group).
  - Males were significantly more likely than females to follow YouTube accounts (26% vs 15%).

- One in six respondents (16%) followed accounts on **LinkedIn**, though only 1% claimed to follow a Chudleigh account on LinkedIn.
  - Residents aged 65-74 and 75+ were significantly less likely than any other age group to follow accounts on LinkedIn (7% and 2% in those respective age groups vs 20% to 24% in each other age group). Similarly, those in employment were much more likely than those retired to follow accounts on LinkedIn (23% vs 3%).
  - Chudleigh accounts on LinkedIn were followed by 4% of 18-34s but by no more than 1% in any other age group.
- Just over one in 10 respondents (12%) followed accounts on **X/Twitter**, though only 2% claimed to follow a Chudleigh X/Twitter account.
  - Residents aged 65-74 and 75+ were significantly less likely than any other age group to follow accounts on X/Twitter (4% and 2% in those respective age groups vs 13% to 18% in each other age group). Once again, those in employment were significantly more likely than those retired to follow accounts on X/Twitter (15% vs 6%).
  - Males were significantly more likely than females to follow accounts on X/Twitter (18% vs 6% respectively).
  - Chudleigh accounts on X/Twitter were followed by 7% of 35-44s and 1% of 45-54s, 55-64s and those aged 75+, but by none in other age groups.
- **TikTok** was the least likely social media platform on which respondents followed any accounts. Less than one in 10 respondents (8%) followed accounts on TikTok, and less than 1% claimed to follow a Chudleigh TikTok account.
  - Residents aged 18-34 and 45-54 were significantly more likely than any other age group to follow accounts on TikTok (19% and 17% in those respective age groups vs 0% to 5% in each other age group).
  - TikTok accounts were significantly more likely to be followed in households with two or more vehicles (11% vs 4% in households with only one vehicle and 0% in those with no vehicle), in households with 3+ adults (14% vs only 4% in single-adult households), and in households with at least one child aged 0-17 (12% vs 7% in households with no children).
  - Respondents in employment were significantly more likely than those retired to follow accounts on TikTok (12% vs 2%).
  - Chudleigh accounts on TikTok were followed by 2% of 18-34s but by no one in most other age groups.

Appendix 1: Invitation Letter & Survey Questionnaire

CHUDLEIGH
TOWN COUNCIL

The Resident(s)
XXX
Chudleigh
Newton Abbot
TQ13 XXX

Ref: 3786 / 53
11th November 2024

Dear Resident(s)

Chudleigh Shopping Consultation - Residents' survey

Chudleigh Town Council is considering options to develop the shopping facilities in the centre of Chudleigh. We are writing now to invite you to take part in a consultation so that we can understand residents' views and wishes. We hope that you can spare the time to take part and provide your opinions.

Completing the questionnaire should only take about 5 minutes.

Please return the questionnaire in the reply paid envelope which is enclosed. You do not need to put a stamp on the envelope. **We would be very grateful if you could post your reply by 5th December 2024.**

ONLINE OPTION: If you prefer, or if someone else in your household also wants to take part, the questionnaire can be completed online at www.chudleigh-tc.gov.uk and when prompted, please enter this unique access code: **AXXXXXXX**

All questionnaires will be received and processed by the independent research agency Marketing Means. Your individual views will remain anonymous and will not be identified in any information provided to Chudleigh Town Council.

Thank you in advance if you can spare the time to participate in this consultation.

Yours sincerely,

Councillor Michael L McCormick
Chudleigh Town Council
Market Square
Chudleigh
TQ13 0HL

CHUDLEIGH TOWN COUNCIL   Teignbridge .gov.uk   Funded by UK Government

Chudleigh Town Centre Retail Consultation : Residents' survey - Autumn 2024

1. Do you receive the Chudleigh Companion and/or Chudleigh News newsletters?

☐ No – don't receive ☐ Yes, receive but don't read ☐ Yes, receive and read

2. If Chudleigh were to produce a free directory of businesses and retailers in the town, available on paper and online, how likely would you be to make use of it?

☐ 5= Very likely ☐ 4 ☐ 3 ☐ 2 ☐ 1=Not at all likely ☐ Don't know

3. Did you know that Chudleigh town centre has shops that sell ... ? *[please tick all that apply]*

☐ Food & drink (other than cafés/takeaways/pubs) ☐ Pharmacy/ Toiletries ☐ Clothing/Footwear
☐ DIY or Building supplies ☐ Presents/ Gifts

4. Which of these types of shops do you think Chudleigh most needs more of? *[Please tick one only]*

☐ Food & drink (other than cafés/takeaways/pubs) ☐ Pharmacy/ Toiletries ☐ Clothing/Footwear
☐ DIY or Building supplies ☐ Presents/ Gifts ☐ Other items

5. How often do you shop in Chudleigh for ...? *[Please tick one box on each line]*

	Never	Less than once a month	About once a month	More often but less than once a week	About once a week or more
Food & drink (not café/takeaway/pub)	☐	☐	☐	☐	☐
Pharmacy/ Toiletries	☐	☐	☐	☐	☐
Clothing/Footwear	☐	☐	☐	☐	☐
DIY or Building supplies	☐	☐	☐	☐	☐
Presents/ Gifts	☐	☐	☐	☐	☐
Other items	☐	☐	☐	☐	☐

6. Would you shop in Chudleigh town centre more often if short stay free parking was provided?

☐ Yes ☐ No ☐ Not sure

7. Will you be going to the town centre for Chudleigh's late-opening Christmas shopping evening on Thursday 5th December?

☐ Yes ☐ No, but have in previous years ☐ No

8. Of all the money you spend at retail outlets, what proportion of the purchases you make are in a shop or store rather than online? *[Please tick one box only]*

☐ 100% (always shop in-store) ☐ More than half (usually shop in-store) ☐ About half and half ☐ Less than half (mainly shop online) ☐ 0% (always shop online)

9. Do you ever buy from the market in Chudleigh (in town for 2 days each week selling items such as meat, bread, coffee, eco-cleaning, beauty products, and more)? *[Please tick one box only]*

No, never	Have done, but not any more	Occasionally but less than once a month	About once a month	Most weeks	Every week
☐	☐	☐	☐	☐	☐

10. **If these improvements were made to shopping in Chudleigh, how likely would they be to make you shop locally more often...?** *[Please tick one box on each line]*

	5=Very likely	4	3	2	1=Not at all likely	Don't know/ Not sure
More free parking available	☐	☐	☐	☐	☐	☐
Having a larger supermarket in town	☐	☐	☐	☐	☐	☐
Better environment (More trees/flowers/planters)	☐	☐	☐	☐	☐	☐
Pedestrianise part of the high street	☐	☐	☐	☐	☐	☐
Loyalty discount scheme for local shoppers	☐	☐	☐	☐	☐	☐
Parking refund scheme	☐	☐	☐	☐	☐	☐
Greater variety of stores	☐	☐	☐	☐	☐	☐

11. **Do you follow accounts on any of these social media channels?** *[Please tick all that apply]*

☐ X (Twitter) ☐ Instagram ☐ Facebook ☐ LinkedIn ☐ TikTok ☐ YouTube ☐ Other(s)

12. **Do you follow any Chudleigh accounts on any of these social media channels?** *[Tick all that apply]*

☐ X (Twitter) ☐ Instagram ☐ Facebook ☐ LinkedIn ☐ TikTok ☐ YouTube ☐ Other(s)

13. **How long have you lived in Chudleigh?**

☐ Less than a year ☐ 1 to 5 years ☐ 6 to 10 years ☐ 11 to 20 years ☐ More than 20 years

14. **How many motor vehicles (cars/ vans/ motorcycles) does your household have?**

☐ None ☐ One ☐ Two ☐ Three or more

15. **What is your gender?**

☐ Male ☐ Female ☐ Other ☐ Prefer not to say

16. **Which age group are you in?**

☐ 16-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65-74 ☐ 75-84 ☐ 85+

17. **Apart from yourself, how many other adults aged 18+ live in your household?**

☐ None ☐ 1 ☐ 2 ☐ 3 ☐ 4 or more

18. **How many children (aged 0-17) live in your household?**

☐ None ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 or more

19. **What is your working status at the moment?** *[Please tick one box only]*

☐ Paid employment (full- or part-time, including self-employed)
☐ Unemployed – long-term sick/ unable to work
☐ Not in paid work, but looking after the home/ looking after family
☐ Student/ in full-time education or training
☐ Unemployed – looking for work
☐ Retired

20. **Is the address at which you received this questionnaire ... ?**

☐ Your main residence ☐ Not your main residence

Appendix 2: Weighting of the survey responses

The profile of the survey responses by age and gender has been weighted to reflect the profile by age and gender of Chudleigh ward from the 2021 Census.

The impact of weighting on the original profiles can be seen in the tables below.

Age group (Q16) Base: 632

	Weighted	Unweighted
18 to 34	**16.5%**	7.1%
35 to 44	**18.4%**	11.4%
45 to 54	**16.9%**	15.0%
55 to 64	**18.4%**	21.2%
65 to 74	**16.3%**	23.4%
75+	**12.3%**	20.6%
Not stated	**1.3%**	1.3%

Gender (Q15) Base: 632

	Weighted	Unweighted
Male	**45.8%**	30.3%
Female	**50.1%**	67.9%
Other	**0.3%**	0.3%
Prefer not to say	**3.8%**	3.8%