

**YouGov / Post Office Survey Results**  
**Sample Size - 2141 GB Adults**

Fieldwork: 16th November - 17th November 2015

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

For the following questions, please think about when you buy items in-store (i.e. in person). By 'small businesses' we mean businesses that are local to you and do not have many employees or branches (e.g. a hairdressers, butchers etc).

How often, if at all, do you shop in-store with local small businesses?

	Unweighted base	2141	1019	1122	233	257	363	450	838
<b>Base: All UK adults</b>		2141	1030	1111	257	312	411	399	762
Every day	5%	5%	6%	4%	0%	4%	2%	5%	8%
4 to 6 days a week	4%	4%	5%	4%	3%	4%	4%	5%	5%
2 to 3 days a week	13%	13%	15%	11%	10%	7%	14%	15%	15%
Once a week	20%	20%	18%	21%	17%	14%	21%	18%	23%
Once every 2 to 3 weeks	17%	17%	16%	18%	15%	23%	16%	16%	16%
Once a month	11%	11%	10%	13%	8%	15%	13%	12%	10%
Once every 2 to 3 months	7%	7%	6%	9%	7%	9%	10%	9%	5%
Once every 4 to 5 months	2%	2%	2%	2%	2%	2%	1%	3%	2%
Once every 6 months	2%	2%	2%	2%	2%	3%	2%	2%	2%
Less often than once every 6 months	7%	7%	7%	6%	7%	5%	7%	8%	6%
Never	3%	3%	3%	3%	2%	3%	3%	2%	4%
Don't know/ can't recall	9%	9%	10%	8%	26%	11%	7%	6%	5%

Which, if any, of the following do you ever buy from local small businesses? (Please select all that apply)

	Unweighted base	2067	983	1084	225	248	353	438	803
<b>Base: All UK adults who shop with local small businesses</b>		2078	1000	1078	251	304	400	391	732
Food	56%	56%	53%	58%	48%	58%	57%	58%	55%
Non-alcoholic drinks (e.g. juice, milk)	28%	28%	27%	28%	23%	30%	31%	27%	26%
Alcoholic drinks (e.g. beer, wine)	21%	21%	25%	18%	28%	22%	23%	23%	17%
Clothes	12%	12%	9%	14%	17%	10%	11%	10%	12%
Gifts	28%	28%	19%	37%	25%	29%	36%	26%	26%
Household items (e.g. cleaning products)	22%	22%	21%	23%	16%	22%	21%	22%	24%
D.I.Y. products (e.g. paint, tools etc.)	20%	20%	22%	19%	8%	15%	18%	19%	29%
Other products/ services	28%	28%	28%	27%	19%	19%	22%	29%	37%
Don't know	9%	9%	12%	7%	23%	10%	8%	7%	6%

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As a reminder, by 'small businesses', we mean businesses that may be local to you and do not have many employees or branches (e.g. a hairdressers, butchers etc). By 'big businesses', we mean businesses that have a large number of employees and branches nationwide (e.g. supermarket chains, high street retail shops etc.)

Which, if any, of the following are reasons you ever prefer shopping in-store with local small businesses rather than big businesses? (Please select all that apply. If you would never prefer to shop with small businesses, please select the 'Not applicable' option)

	Unweighted base	2067	983	1084	225	248	353	438	803
<b>Base: All UK adults who shop with local small businesses</b>		2078	1000	1078	251	304	400	391	732
They offer unique products and services		32%	28%	36%	31%	36%	35%	36%	27%
I prefer products produced locally		24%	20%	27%	19%	17%	29%	25%	25%
I like to support local businesses and I feel I am putting something back into the community		48%	42%	52%	38%	40%	45%	49%	55%
They offer more personal service than big businesses		36%	34%	38%	30%	24%	35%	35%	45%
The people know me/ my name and I know them		20%	18%	22%	16%	7%	14%	25%	28%
I meet local people I know (i.e. community spirit)		19%	17%	22%	13%	10%	16%	25%	24%
I trust my local business owners/ employees to provide a good service		28%	26%	30%	20%	25%	23%	31%	33%
They are less stressful to visit than bigger stores		29%	27%	30%	22%	24%	24%	31%	35%
Other		6%	7%	5%	4%	6%	6%	7%	6%
Don't know		8%	10%	6%	12%	14%	9%	6%	4%
Not applicable – I never prefer to shop in-store with local small businesses over big businesses		9%	10%	8%	16%	8%	8%	7%	9%

For the following question, by online presence, we mean somewhere online (e.g. a website, Facebook etc.). How much more or less likely would you be to shop in-store at a small business with an online presence than one without?

	Unweighted base	2141	1019	1122	233	257	363	450	838
<b>Base: All UK adults online</b>		2141	1030	1111	257	312	411	399	762
Much more likely		7%	6%	7%	6%	16%	7%	3%	5%
A little more likely		17%	17%	17%	31%	23%	20%	15%	10%
No difference		72%	71%	72%	62%	59%	69%	80%	78%
A little less likely		2%	2%	1%	0%	0%	2%	1%	3%
Much less likely		3%	3%	2%	1%	2%	1%	1%	4%
<b>Net: More likely</b>		24%	24%	25%	37%	39%	28%	18%	15%
<b>Net: Less likely</b>		4%	5%	3%	2%	3%	3%	2%	7%

You said you were more likely to shop in-store at a small business if it had an online presence...

Which, if any, of the following are reasons for this? (Please select all that apply)

	Unweighted base	467	214	253	91	88	94	79	115
<b>Base: All UK adults who are more likely to shop in-store at a small business</b>		516	244	273	94	121	114	72	115
To read reviews of the service before purchasing in-store		32%	30%	34%	38%	27%	34%	31%	31%
To see if they offer the service/ product I am looking for		58%	52%	63%	66%	51%	51%	54%	68%
To check opening hours before going to make sure they are open		52%	47%	56%	68%	43%	53%	52%	48%
To browse products before purchasing in-store		60%	52%	67%	64%	46%	59%	66%	69%
To check if they have the product in stock before purchasing in-store		45%	41%	47%	35%	33%	49%	39%	63%
To compare prices online before purchasing in-store		51%	46%	56%	49%	49%	46%	54%	59%
Other		3%	5%	2%	4%	6%	2%	0%	1%
Don't know		3%	4%	1%	1%	5%	4%	4%	-

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Approximately how much, if at all, of your Christmas shopping (e.g. food, gifts, clothes etc.) do you think you will buy from local small businesses this year? (Please select the option that best applies. If you don't intend to do any Christmas shopping this year, please select the 'Not applicable' option)

	2141	1019	1122	233	257	363	450	838
<b>Unweighted base</b>	2141	1030	1111	257	312	411	399	762
<b>Base: All UK adults</b>	2141	1030	1111	257	312	411	399	762
All my shopping (100%)	1%	0%	1%	1%	2%	1%	0%	1%
Almost all (90%)	1%	2%	1%	2%	4%	1%	0%	1%
Three quarters (75%)	2%	2%	2%	2%	3%	3%	2%	2%
Half (50%)	8%	7%	9%	4%	7%	12%	7%	8%
A quarter (25%)	17%	15%	19%	11%	11%	21%	20%	17%
Not very much (10%)	39%	40%	37%	39%	38%	37%	43%	38%
None (0%)	9%	10%	7%	9%	11%	7%	7%	9%
Don't know	18%	18%	18%	24%	21%	15%	15%	18%
Not applicable – I don't intend to do any Christmas shopping this year	5%	5%	5%	8%	2%	4%	5%	6%

Are you more or less likely to shop at small businesses now than...? - A year ago (i.e. mid-November 2014)

	2141	1019	1122	233	257	363	450	838
<b>Unweighted base</b>	2141	1030	1111	257	312	411	399	762
<b>Base: All UK adults</b>	2141	1030	1111	257	312	411	399	762
Much more likely	4%	3%	4%	2%	8%	5%	3%	2%
A little more likely	16%	16%	16%	17%	14%	17%	19%	14%
Neither more or less likely	66%	67%	65%	59%	58%	63%	68%	73%
A little less likely	6%	5%	6%	5%	5%	8%	5%	6%
Much less likely	3%	3%	3%	5%	2%	2%	3%	3%
Don't know/ can't recall	6%	7%	5%	12%	14%	5%	3%	2%
<b>Net: More likely</b>	20%	19%	20%	19%	22%	22%	22%	17%
<b>Net: Less likely</b>	8%	8%	9%	10%	7%	10%	7%	9%

qps\_q7\_2. Are you more or less likely to shop at small businesses now than...? - Two years ago (i.e. mid-November 2013)

	2141	1019	1122	233	257	363	450	838
<b>Unweighted base</b>	2141	1030	1111	257	312	411	399	762
<b>Base: All UK adults</b>	2141	1030	1111	257	312	411	399	762
Much more likely	5%	5%	5%	4%	7%	7%	4%	4%
A little more likely	18%	17%	18%	21%	18%	16%	20%	16%
Neither more or less likely	61%	62%	60%	48%	51%	62%	62%	67%
A little less likely	7%	7%	8%	10%	7%	8%	8%	7%
Much less likely	3%	3%	3%	2%	2%	4%	4%	4%
Don't know/ can't recall	6%	7%	5%	14%	15%	5%	3%	2%
<b>Net: More likely</b>	23%	22%	23%	25%	25%	22%	24%	20%
<b>Net: Less likely</b>	11%	10%	12%	12%	9%	11%	11%	11%

Are you more or less likely to shop at small businesses now than...? - Five years ago (i.e. mid-November 2010)

	2141	1019	1122	233	257	363	450	838
<b>Unweighted base</b>	2141	1030	1111	257	312	411	399	762
<b>Base: All UK adults</b>	2141	1030	1111	257	312	411	399	762
Much more likely	8%	8%	8%	8%	14%	10%	7%	6%
A little more likely	18%	17%	18%	20%	17%	17%	19%	17%
Neither more or less likely	54%	54%	54%	44%	47%	54%	55%	59%
A little less likely	9%	9%	9%	10%	6%	9%	10%	10%
Much less likely	4%	5%	4%	3%	3%	5%	5%	5%
Don't know/ can't recall	7%	7%	6%	16%	13%	6%	4%	3%
<b>Net: More likely</b>	26%	25%	27%	28%	30%	27%	27%	23%
<b>Net: Less likely</b>	13%	13%	13%	13%	9%	13%	15%	15%