



CLA – Rural Products

METHODOLOGY NOTE

ComRes interviewed 2,020 British adults online between 20th and 21st August 2015. Data were weighted to be representative of British adults aged 18+.

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To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 1

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Summary Table

Base: All respondents

	Products					
	Food	Drink	Furniture	Gifts and crafts	Clothing	Average
Unweighted base	2020	2020	2020	2020	2020	2020
Weighted base	2020	2020	2020	2020	2020	2020
Rural areas in <region>	660 33%	313 15%	174 9%	368 18%	130 6%	329 16%
Urban areas in <region>	242 12%	232 11%	274 14%	245 12%	259 13%	250 12%
Elsewhere in the UK	351 17%	361 18%	449 22%	353 17%	454 22%	394 19%
Outside the UK	25 1%	42 2%	34 2%	19 1%	47 2%	33 2%
It makes no difference to me	668 33%	988 49%	1003 50%	952 47%	1047 52%	932 46%
Don't know	74 4%	85 4%	86 4%	84 4%	83 4%	82 4%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 2

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Summary: Average all products

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
Rural areas in <region>	329 16%	171 17%	158 15%	42 18%	47 13%	50 15%	59 17%	48 16%	83 18%	85 16%	91 17%	78 18%	75 15%	48 17%	132 15%
Urban areas in <region>	250 12%	135 14%	115 11%	23 10%	51 15%	38 11%	42 12%	34 12%	63 14%	89 16%	50 9%	55 12%	57 11%	42 14%	105 12%
Elsewhere in the UK	394 19%	182 18%	212 20%	46 20%	52 15%	42 13%	63 18%	74 26%	116 26%	112 21%	97 18%	94 21%	90 18%	49 17%	149 17%
Outside the UK	33 2%	14 1%	20 2%	11 5%	6 2%	7 2%	* *	1 *	8 2%	15 3%	6 1%	5 1%	8 2%	6 2%	15 2%
It makes no difference to me	932 46%	443 45%	489 47%	96 41%	175 50%	172 52%	187 52%	127 44%	174 39%	221 41%	278 51%	193 44%	241 49%	135 46%	421 49%
Don't know	82 4%	39 4%	43 4%	16 7%	19 5%	23 7%	8 2%	7 2%	9 2%	22 4%	22 4%	16 4%	22 4%	12 4%	30 4%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 3

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Summary: Average all products

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
Rural areas in <region>	329	27	15	288	22	41	31	35	22	33	23	39	40
	16%	15%	14%	17%	26%	18%	18%	19%	15%	17%	9%	14%	23%
Urban areas in <region>	250	35	16	199	11	21	28	24	19	19	44	21	13
	12%	20%	15%	11%	12%	9%	16%	13%	13%	10%	16%	8%	7%
Elsewhere in the UK	394	21	16	356	12	39	31	43	32	37	61	73	29
	19%	12%	16%	20%	14%	17%	18%	24%	21%	19%	23%	26%	16%
Outside the UK	33	2	2	30	1	4	2	2	2	6	7	4	2
	2%	1%	2%	2%	2%	2%	1%	1%	1%	3%	3%	1%	1%
It makes no difference to me	932	82	47	803	37	117	73	73	70	94	115	136	88
	46%	47%	45%	46%	44%	51%	42%	40%	47%	48%	43%	48%	50%
Don't know	82	8	8	66	1	10	6	5	5	7	17	9	6
	4%	5%	8%	4%	2%	4%	4%	2%	4%	3%	6%	3%	3%

Local Products Survey
ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 4

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Summary: Rural

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
Food	660 33%	327 33%	333 32%	62 26%	89 26%	90 27%	119 33%	104 36%	197 43%	184 34%	185 34%	148 34%	144 29%	89 31%	231 27%
Drink	313 15%	171 17%	141 14%	51 22%	50 14%	51 15%	57 16%	42 14%	62 14%	83 15%	96 18%	75 17%	59 12%	51 18%	139 16%
Furniture	174 9%	102 10%	72 7%	32 13%	25 7%	38 12%	31 9%	14 5%	33 7%	36 7%	46 8%	47 11%	45 9%	24 8%	88 10%
Gifts and crafts	368 18%	173 18%	195 19%	41 18%	39 11%	53 16%	70 19%	68 23%	98 22%	96 18%	100 18%	84 19%	88 18%	55 19%	136 16%
Clothing	130 6%	80 8%	50 5%	26 11%	29 8%	19 6%	20 6%	12 4%	24 5%	28 5%	28 5%	36 8%	38 8%	21 7%	64 8%
Average	329 16%	171 17%	158 15%	42 18%	47 13%	50 15%	59 17%	48 16%	83 18%	85 16%	91 17%	78 18%	75 15%	48 17%	132 15%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 4

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Summary: Rural

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
Food	660	59	22	579	34	81	51	66	54	84	48	88	73
	33%	33%	22%	33%	41%	35%	30%	36%	36%	43%	18%	31%	41%
Drink	313	25	15	273	23	39	24	32	20	37	19	36	44
	15%	14%	14%	16%	27%	17%	14%	18%	13%	19%	7%	13%	25%
Furniture	174	8	7	159	17	22	22	20	8	14	17	19	21
	9%	5%	6%	9%	20%	10%	13%	11%	6%	7%	6%	7%	12%
Gifts and crafts	368	31	24	314	21	45	45	39	20	25	24	43	51
	18%	18%	23%	18%	25%	19%	26%	22%	14%	13%	9%	15%	29%
Clothing	130	12	5	113	15	19	15	17	7	8	10	10	13
	6%	7%	5%	6%	17%	8%	9%	9%	5%	4%	4%	4%	7%
Average	329	27	15	288	22	41	31	35	22	33	23	39	40
	16%	15%	14%	17%	26%	18%	18%	19%	15%	17%	9%	14%	23%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 5

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Food

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
Rural areas in <region>	660	327	333	62	89	90	119	104	197	184	185	148	144	89	231
	33%	33%	32%	26%	26%	27%	33%	36%	43%	34%	34%	34%	29%	31%	27%
Urban areas in <region>	242	134	108	19	56	35	47	20	65	81	40	60	61	37	108
	12%	14%	10%	8%	16%	10%	13%	7%	14%	15%	7%	14%	12%	13%	13%
Elsewhere in the UK	351	160	191	50	43	48	51	74	85	87	92	90	82	45	144
	17%	16%	18%	21%	12%	15%	14%	25%	19%	16%	17%	20%	17%	16%	17%
Outside the UK	25	6	18	14	4	5	-	-	1	11	5	5	5	6	16
	1%	1%	2%	6%	1%	2%	-	-	*	2%	1%	1%	1%	2%	2%
It makes no difference to me	668	318	350	73	140	131	136	89	99	163	200	123	183	103	324
	33%	32%	34%	31%	40%	39%	38%	30%	22%	30%	37%	28%	37%	35%	38%
Don't know	74	39	35	16	17	23	7	5	6	18	21	15	19	11	29
	4%	4%	3%	7%	5%	7%	2%	2%	1%	3%	4%	3%	4%	4%	3%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 5

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Food

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
Rural areas in <region>	660	59	22	579	34	81	51	66	54	84	48	88	73
	33%	33%	22%	33%	41%	35%	30%	36%	36%	43%	18%	31%	41%
Urban areas in <region>	242	33	18	191	12	26	34	19	15	14	40	18	12
	12%	19%	17%	11%	14%	11%	20%	10%	10%	7%	15%	7%	7%
Elsewhere in the UK	351	20	17	315	6	31	24	39	24	25	73	63	31
	17%	11%	16%	18%	7%	13%	14%	21%	16%	13%	27%	22%	18%
Outside the UK	25	1	5	19	1	4	3	3	1	3	2	1	1
	1%	1%	5%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%
It makes no difference to me	668	55	33	580	30	84	52	51	50	65	90	104	54
	33%	31%	32%	33%	36%	36%	30%	28%	33%	33%	34%	37%	30%
Don't know	74	9	8	57	1	7	8	4	5	5	14	7	6
	4%	5%	7%	3%	1%	3%	4%	2%	3%	3%	5%	3%	4%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 6

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Drink

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
Rural areas in <region>	313 15%	171 17%	141 14%	51 22%	50 14%	51 15%	57 16%	42 14%	62 14%	83 15%	96 18%	75 17%	59 12%	51 18%	139 16%
Urban areas in <region>	232 11%	132 13%	99 10%	15 7%	52 15%	38 11%	35 10%	35 12%	57 13%	86 16%	43 8%	53 12%	49 10%	49 17%	93 11%
Elsewhere in the UK	361 18%	167 17%	194 19%	51 22%	55 16%	36 11%	56 16%	69 24%	95 21%	94 17%	88 16%	92 21%	87 18%	41 14%	149 17%
Outside the UK	42 2%	18 2%	24 2%	8 3%	7 2%	6 2%	1 *	2 1%	17 4%	19 4%	9 2%	9 2%	5 1%	11 4%	13 2%
It makes no difference to me	988 49%	456 46%	531 51%	95 41%	166 48%	181 54%	204 57%	136 47%	206 45%	237 44%	287 53%	198 45%	266 54%	127 44%	432 51%
Don't know	85 4%	39 4%	46 4%	14 6%	19 5%	20 6%	8 2%	7 2%	16 4%	23 4%	21 4%	14 3%	27 6%	12 4%	27 3%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 6

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Drink

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
Rural areas in <region>	313 15%	25 14%	15 14%	273 16%	23 27%	39 17%	24 14%	32 18%	20 13%	37 19%	19 7%	36 13%	44 25%
Urban areas in <region>	232 11%	34 19%	14 13%	184 11%	10 12%	17 7%	28 16%	29 16%	17 11%	14 7%	48 18%	17 6%	4 2%
Elsewhere in the UK	361 18%	25 14%	21 21%	315 18%	8 9%	28 12%	32 19%	32 18%	29 19%	38 20%	56 21%	73 26%	18 10%
Outside the UK	42 2%	1 1%	1 1%	39 2%	1 2%	9 4%	3 1%	1 *	4 2%	2 1%	11 4%	8 3%	1 1%
It makes no difference to me	988 49%	82 47%	45 43%	861 49%	41 49%	128 55%	79 46%	83 46%	74 50%	95 48%	115 43%	139 49%	106 60%
Don't know	85 4%	9 5%	7 7%	69 4%	1 1%	11 5%	6 3%	4 2%	6 4%	9 5%	17 6%	10 4%	4 2%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 7

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Furniture

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
Rural areas in <region>	174 9%	102 10%	72 7%	32 13%	25 7%	38 12%	31 9%	14 5%	33 7%	36 7%	46 8%	47 11%	45 9%	24 8%	88 10%
Urban areas in <region>	274 14%	148 15%	126 12%	25 11%	45 13%	40 12%	46 13%	47 16%	70 16%	99 18%	57 11%	55 13%	63 13%	40 14%	109 13%
Elsewhere in the UK	449 22%	210 21%	239 23%	42 18%	51 15%	44 13%	76 21%	86 29%	150 33%	133 24%	111 20%	101 23%	105 21%	55 19%	150 18%
Outside the UK	34 2%	13 1%	21 2%	14 6%	11 3%	4 1%	* *	* *	5 1%	15 3%	5 1%	2 1%	12 2%	6 2%	18 2%
It makes no difference to me	1003 50%	474 48%	529 51%	107 46%	197 56%	180 54%	199 55%	136 47%	185 41%	235 43%	303 56%	220 50%	246 50%	156 53%	452 53%
Don't know	86 4%	36 4%	50 5%	16 7%	21 6%	26 8%	8 2%	8 3%	8 2%	27 5%	21 4%	16 4%	22 4%	12 4%	34 4%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 7

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Furniture

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
Rural areas in <region>	174 9%	8 5%	7 6%	159 9%	17 20%	22 10%	22 13%	20 11%	8 6%	14 7%	17 6%	19 7%	21 12%
Urban areas in <region>	274 14%	41 24%	17 16%	216 12%	12 15%	24 10%	25 15%	27 15%	21 14%	22 11%	45 17%	24 8%	15 9%
Elsewhere in the UK	449 22%	27 16%	15 14%	407 23%	15 17%	39 17%	37 21%	55 30%	40 26%	46 24%	60 22%	82 29%	35 20%
Outside the UK	34 2%	3 2%	- -	31 2%	1 2%	3 1%	3 2%	1 *	2 1%	9 4%	10 4%	3 1%	- -
It makes no difference to me	1003 50%	87 50%	57 55%	859 49%	38 45%	132 57%	78 46%	75 42%	73 49%	99 50%	120 45%	145 51%	99 56%
Don't know	86 4%	8 5%	8 8%	69 4%	2 2%	11 5%	6 4%	4 2%	6 4%	7 3%	16 6%	11 4%	8 4%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 8

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Gifts and crafts

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
Rural areas in <region>	368 18%	173 18%	195 19%	41 18%	39 11%	53 16%	70 19%	68 23%	98 22%	96 18%	100 18%	84 19%	88 18%	55 19%	136 16%
Urban areas in <region>	245 12%	128 13%	117 11%	30 13%	48 14%	37 11%	38 11%	29 10%	62 14%	93 17%	53 10%	48 11%	50 10%	43 15%	108 13%
Elsewhere in the UK	353 17%	163 17%	189 18%	43 18%	54 15%	35 10%	60 17%	65 22%	97 21%	99 18%	83 15%	85 19%	86 18%	48 16%	138 16%
Outside the UK	19 1%	12 1%	7 1%	4 2%	3 1%	8 2%	- -	* *	4 1%	11 2%	4 1%	2 *	2 *	3 1%	8 1%
It makes no difference to me	952 47%	463 47%	488 47%	101 43%	187 53%	177 53%	183 51%	121 42%	183 40%	224 41%	281 52%	202 46%	244 50%	131 45%	431 51%
Don't know	84 4%	44 4%	40 4%	16 7%	19 6%	23 7%	9 3%	8 3%	9 2%	21 4%	22 4%	19 4%	21 4%	12 4%	31 4%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 8

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Gifts and crafts

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
Rural areas in <region>	368	31	24	314	21	45	45	39	20	25	24	43	51
	18%	18%	23%	18%	25%	19%	26%	22%	14%	13%	9%	15%	29%
Urban areas in <region>	245	35	11	199	11	16	23	21	23	26	43	21	15
	12%	20%	10%	11%	13%	7%	13%	12%	15%	13%	16%	7%	8%
Elsewhere in the UK	353	11	10	332	12	39	30	39	30	33	55	65	30
	17%	6%	10%	19%	14%	17%	17%	21%	20%	17%	21%	23%	17%
Outside the UK	19	2	1	16	1	1	*	1	1	2	6	-	3
	1%	1%	1%	1%	2%	1%	*	1%	*	1%	2%	-	2%
It makes no difference to me	952	89	47	815	38	122	67	76	71	105	119	144	72
	47%	51%	46%	47%	45%	53%	39%	42%	47%	54%	45%	51%	41%
Don't know	84	8	10	66	1	8	6	5	5	5	19	10	6
	4%	4%	10%	4%	2%	4%	4%	3%	3%	3%	7%	3%	3%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 9

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Clothing

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
Rural areas in <region>	130 6%	80 8%	50 5%	26 11%	29 8%	19 6%	20 6%	12 4%	24 5%	28 5%	28 5%	36 8%	38 8%	21 7%	64 8%
Urban areas in <region>	259 13%	135 14%	124 12%	24 10%	53 15%	40 12%	44 12%	36 12%	62 14%	85 16%	57 11%	57 13%	61 12%	40 14%	104 12%
Elsewhere in the UK	454 22%	208 21%	246 24%	45 19%	59 17%	46 14%	74 21%	79 27%	151 33%	149 27%	110 20%	103 23%	92 19%	55 19%	163 19%
Outside the UK	47 2%	18 2%	29 3%	17 7%	5 1%	10 3%	1 *	3 1%	12 3%	18 3%	6 1%	6 1%	18 4%	5 2%	23 3%
It makes no difference to me	1047 52%	503 51%	545 53%	106 45%	184 53%	193 58%	212 59%	154 53%	198 44%	244 45%	317 58%	221 50%	265 54%	160 55%	465 55%
Don't know	83 4%	39 4%	43 4%	17 7%	19 6%	24 7%	9 2%	8 3%	5 1%	20 4%	25 5%	18 4%	20 4%	12 4%	32 4%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 9

Q.1 When purchasing each of the following types of product, where, if anywhere, would you prefer them to be made?

Clothing

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
Rural areas in <region>	130 6%	12 7%	5 5%	113 6%	15 17%	19 8%	15 9%	17 9%	7 5%	8 4%	10 4%	10 4%	13 7%
Urban areas in <region>	259 13%	34 19%	20 20%	205 12%	7 8%	22 9%	29 17%	24 13%	18 12%	18 9%	42 16%	26 9%	18 10%
Elsewhere in the UK	454 22%	24 14%	18 17%	412 24%	21 25%	56 24%	32 19%	52 29%	36 24%	40 21%	60 23%	82 29%	31 17%
Outside the UK	47 2%	3 2%	* *	44 3%	1 2%	5 2%	1 1%	3 2%	3 2%	17 8%	6 2%	6 2%	2 1%
It makes no difference to me	1047 52%	95 54%	51 50%	901 52%	39 46%	119 51%	88 51%	81 44%	80 54%	107 54%	131 49%	149 53%	108 61%
Don't know	83 4%	7 4%	8 8%	67 4%	2 2%	11 5%	6 3%	6 3%	5 3%	6 3%	17 6%	9 3%	5 3%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 10

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Summary Table

Base: All respondents

	Services					Average
	Pubs in rural areas	Restaurants in rural areas	Cafés or farm shops in rural areas	Activities in rural areas (e.g. fishing, horse-riding, hiking)	Leisure in rural areas (e.g. visiting country houses or gardens)	
Unweighted base	2020	2020	2020	2020	2020	2020
Weighted base	2020	2020	2020	2020	2020	2020
At least once a week	165 8%	77 4%	110 5%	160 8%	70 3%	117 6%
Less than once a week but at least once a month	314 16%	321 16%	300 15%	206 10%	262 13%	280 14%
Less than once a month but at least once every two months	357 18%	414 20%	360 18%	225 11%	320 16%	335 17%
Less than once every two months but at least once every six months	288 14%	336 17%	339 17%	188 9%	328 16%	296 15%
Less than once every six months	755 37%	736 36%	773 38%	1002 50%	881 44%	829 41%
Don't know	141 7%	135 7%	138 7%	239 12%	159 8%	162 8%
NET: At least once a month	479 24%	399 20%	410 20%	366 18%	332 16%	397 20%
NET: Less than once a month	1400 69%	1486 74%	1472 73%	1415 70%	1529 76%	1461 72%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 11

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Summary: Average all services

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
At least once a week	117 6%	66 7%	51 5%	19 8%	30 8%	10 3%	18 5%	16 5%	24 5%	34 6%	26 5%	29 7%	27 5%	18 6%	56 7%
Less than once a week but at least once a month	280 14%	134 14%	147 14%	42 18%	65 19%	31 9%	47 13%	34 12%	62 14%	104 19%	59 11%	72 16%	47 9%	38 13%	138 16%
Less than once a month but at least once every two months	335 17%	158 16%	178 17%	54 23%	66 19%	57 17%	45 13%	45 15%	68 15%	110 20%	93 17%	75 17%	57 12%	51 18%	169 20%
Less than once every two months but at least once every six months	296 15%	143 15%	153 15%	28 12%	48 14%	54 16%	55 15%	45 15%	66 15%	92 17%	85 16%	58 13%	61 12%	45 15%	126 15%
Less than once every six months	829 41%	396 40%	433 42%	67 29%	94 27%	151 46%	169 47%	139 48%	209 46%	178 33%	232 43%	170 39%	249 50%	123 42%	287 34%
Don't know	162 8%	88 9%	75 7%	25 11%	47 13%	28 9%	26 7%	14 5%	23 5%	25 5%	48 9%	37 8%	53 11%	17 6%	75 9%
NET: At least once a month	397 20%	200 20%	197 19%	61 26%	95 27%	41 12%	65 18%	49 17%	86 19%	138 25%	85 16%	101 23%	73 15%	56 19%	194 23%
NET: Less than once a month	1461 72%	697 71%	764 74%	148 63%	209 60%	262 79%	269 75%	228 78%	344 76%	380 70%	411 76%	303 69%	366 74%	219 75%	582 68%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 12

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Summary: Average all services

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
At least once a week	117 6%	9 5%	8 8%	99 6%	11 14%	18 8%	5 3%	11 6%	12 8%	9 4%	11 4%	12 4%	9 5%
Less than once a week but at least once a month	280 14%	25 14%	11 10%	245 14%	10 11%	35 15%	28 16%	28 16%	24 16%	22 11%	31 12%	41 14%	26 14%
Less than once a month but at least once every two months	335 17%	20 11%	17 16%	299 17%	12 14%	36 16%	40 23%	30 16%	19 13%	37 19%	41 15%	52 18%	33 18%
Less than once every two months but at least once every six months	296 15%	25 14%	12 12%	259 15%	10 12%	32 14%	22 13%	37 21%	21 14%	31 16%	33 12%	42 15%	30 17%
Less than once every six months	829 41%	87 49%	44 43%	699 40%	33 39%	92 39%	59 34%	70 38%	60 40%	75 38%	121 45%	116 41%	73 41%
Don't know	162 8%	10 6%	11 11%	141 8%	8 10%	19 8%	17 10%	6 3%	13 9%	22 11%	29 11%	20 7%	7 4%
NET: At least once a month	397 20%	35 20%	19 18%	344 20%	21 25%	53 23%	33 19%	39 21%	36 24%	31 16%	43 16%	53 19%	34 19%
NET: Less than once a month	1461 72%	131 75%	73 71%	1256 72%	55 65%	160 69%	121 71%	137 75%	100 67%	142 73%	195 73%	209 74%	136 77%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 13

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Summary: At least once a week

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
Pubs in rural areas	165 8%	99 10%	66 6%	24 10%	48 14%	8 3%	33 9%	21 7%	30 7%	52 10%	27 5%	44 10%	43 9%	25 9%	91 11%
Restaurants in rural areas	77 4%	49 5%	28 3%	16 7%	15 4%	11 3%	9 2%	4 1%	22 5%	24 4%	18 3%	15 3%	20 4%	14 5%	34 4%
Cafés or farm shops in rural areas	110 5%	57 6%	54 5%	15 7%	35 10%	6 2%	10 3%	17 6%	28 6%	35 7%	19 4%	27 6%	29 6%	18 6%	45 5%
Activities in rural areas (e.g. fishing, horse-riding, hiking)	160 8%	85 9%	75 7%	19 8%	33 9%	15 5%	27 8%	28 9%	38 8%	43 8%	40 7%	49 11%	27 6%	18 6%	74 9%
Leisure in rural areas (e.g. visiting country houses or gardens)	70 3%	40 4%	30 3%	19 8%	17 5%	11 3%	10 3%	8 3%	5 1%	17 3%	27 5%	11 2%	15 3%	17 6%	36 4%
Average	117 6%	66 7%	51 5%	19 8%	30 8%	10 3%	18 5%	16 5%	24 5%	34 6%	26 5%	29 7%	27 5%	18 6%	56 7%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 13

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Summary: At least once a week

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
Pubs in rural areas	165 8%	10 6%	12 12%	143 8%	12 14%	24 10%	6 4%	15 8%	26 17%	12 6%	22 8%	12 4%	15 8%
Restaurants in rural areas	77 4%	7 4%	3 3%	67 4%	10 12%	13 5%	5 3%	9 5%	4 3%	5 2%	12 4%	6 2%	5 3%
Cafés or farm shops in rural areas	110 5%	6 3%	5 5%	100 6%	12 15%	22 10%	4 3%	12 7%	6 4%	13 7%	7 3%	18 6%	3 2%
Activities in rural areas (e.g. fishing, horse-riding, hiking)	160 8%	14 8%	11 11%	135 8%	11 13%	24 10%	10 6%	11 6%	21 14%	10 5%	8 3%	21 7%	19 11%
Leisure in rural areas (e.g. visiting country houses or gardens)	70 3%	10 6%	8 8%	52 3%	12 14%	9 4%	2 1%	7 4%	4 3%	3 1%	8 3%	5 2%	2 1%
Average	117 6%	9 5%	8 8%	99 6%	11 14%	18 8%	5 3%	11 6%	12 8%	9 4%	11 4%	12 4%	9 5%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 14

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Summary: At least once a month

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
Pubs in rural areas	479 24%	263 27%	216 21%	73 31%	114 33%	45 14%	90 25%	49 17%	108 24%	168 31%	100 18%	115 26%	96 19%	74 25%	246 29%
Restaurants in rural areas	399 20%	197 20%	202 19%	53 22%	99 28%	38 11%	65 18%	42 15%	102 22%	137 25%	86 16%	104 24%	72 15%	55 19%	182 21%
Cafés or farm shops in rural areas	410 20%	181 18%	229 22%	57 25%	97 28%	39 12%	57 16%	65 22%	94 21%	148 27%	78 14%	104 24%	80 16%	53 18%	187 22%
Activities in rural areas (e.g. fishing, horse-riding, hiking)	366 18%	190 19%	176 17%	60 26%	73 21%	49 15%	60 17%	54 19%	69 15%	121 22%	84 15%	99 22%	62 13%	47 16%	183 21%
Leisure in rural areas (e.g. visiting country houses or gardens)	332 16%	166 17%	166 16%	61 26%	90 26%	34 10%	52 14%	36 12%	58 13%	117 22%	76 14%	81 18%	58 12%	51 18%	175 21%
Average	397 20%	200 20%	197 19%	61 26%	95 27%	41 12%	65 18%	49 17%	86 19%	138 25%	85 16%	101 23%	73 15%	56 19%	194 23%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 14

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Summary: At least once a month

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
Pubs in rural areas	479 24%	32 18%	22 21%	426 24%	22 26%	66 29%	35 20%	47 26%	53 36%	37 19%	55 21%	65 23%	45 25%
Restaurants in rural areas	399 20%	35 20%	14 14%	349 20%	22 25%	56 24%	26 15%	42 23%	33 22%	34 17%	48 18%	57 20%	32 18%
Cafés or farm shops in rural areas	410 20%	37 21%	13 12%	360 21%	23 27%	68 29%	32 19%	40 22%	39 26%	31 16%	43 16%	55 19%	29 16%
Activities in rural areas (e.g. fishing, horse-riding, hiking)	366 18%	35 20%	20 20%	310 18%	18 21%	41 18%	35 21%	33 18%	32 22%	32 16%	29 11%	45 16%	45 25%
Leisure in rural areas (e.g. visiting country houses or gardens)	332 16%	33 19%	24 23%	275 16%	21 25%	33 14%	38 22%	33 18%	24 16%	22 11%	38 14%	44 16%	21 12%
Average	397 20%	35 20%	19 18%	344 20%	21 25%	53 23%	33 19%	39 21%	36 24%	31 16%	43 16%	53 19%	34 19%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 15

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Pubs in rural areas

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
At least once a week	165 8%	99 10%	66 6%	24 10%	48 14%	8 3%	33 9%	21 7%	30 7%	52 10%	27 5%	44 10%	43 9%	25 9%	91 11%
Less than once a week but at least once a month	314 16%	164 17%	149 14%	49 21%	66 19%	37 11%	57 16%	27 9%	78 17%	116 21%	73 14%	72 16%	53 11%	49 17%	155 18%
Less than once a month but at least once every two months	357 18%	174 18%	183 18%	51 22%	67 19%	59 18%	50 14%	49 17%	80 18%	106 20%	101 19%	81 18%	69 14%	45 15%	179 21%
Less than once every two months but at least once every six months	288 14%	127 13%	162 16%	24 10%	45 13%	64 19%	59 16%	35 12%	61 14%	93 17%	84 15%	59 13%	52 11%	49 17%	112 13%
Less than once every six months	755 37%	337 34%	418 40%	64 27%	83 24%	141 43%	136 38%	143 49%	187 41%	155 29%	220 41%	153 35%	226 46%	111 38%	247 29%
Don't know	141 7%	83 8%	58 6%	22 9%	41 12%	22 7%	24 7%	14 5%	17 4%	22 4%	38 7%	31 7%	50 10%	13 5%	68 8%
NET: At least once a month	479 24%	263 27%	216 21%	73 31%	114 33%	45 14%	90 25%	49 17%	108 24%	168 31%	100 18%	115 26%	96 19%	74 25%	246 29%
NET: Less than once a month	1400 69%	637 65%	762 74%	139 59%	195 56%	264 80%	246 68%	228 78%	328 72%	354 65%	405 75%	294 67%	347 70%	205 70%	538 63%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 15

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Pubs in rural areas

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
At least once a week	165 8%	10 6%	12 12%	143 8%	12 14%	24 10%	6 4%	15 8%	26 17%	12 6%	22 8%	12 4%	15 8%
Less than once a week but at least once a month	314 16%	22 12%	10 9%	282 16%	10 12%	43 18%	29 17%	32 18%	27 18%	25 13%	33 13%	54 19%	30 17%
Less than once a month but at least once every two months	357 18%	19 11%	8 8%	330 19%	12 14%	40 17%	45 26%	30 16%	26 17%	40 21%	48 18%	58 21%	31 17%
Less than once every two months but at least once every six months	288 14%	23 13%	15 15%	250 14%	7 8%	30 13%	20 12%	43 24%	17 11%	27 14%	35 13%	43 15%	28 16%
Less than once every six months	755 37%	92 53%	48 47%	614 35%	35 42%	81 35%	56 33%	59 32%	43 29%	71 36%	102 38%	98 35%	68 38%
Don't know	141 7%	10 5%	10 10%	121 7%	8 9%	14 6%	15 9%	3 2%	11 7%	20 10%	27 10%	18 6%	6 3%
NET: At least once a month	479 24%	32 18%	22 21%	426 24%	22 26%	66 29%	35 20%	47 26%	53 36%	37 19%	55 21%	65 23%	45 25%
NET: Less than once a month	1400 69%	134 76%	71 69%	1195 69%	55 65%	152 65%	122 71%	132 72%	86 57%	138 71%	185 69%	199 71%	127 72%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 16

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Restaurants in rural areas

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
At least once a week	77 4%	49 5%	28 3%	16 7%	15 4%	11 3%	9 2%	4 1%	22 5%	24 4%	18 3%	15 3%	20 4%	14 5%	34 4%
Less than once a week but at least once a month	321 16%	148 15%	174 17%	36 15%	83 24%	27 8%	57 16%	38 13%	80 18%	113 21%	67 12%	89 20%	52 11%	40 14%	148 17%
Less than once a month but at least once every two months	414 20%	192 19%	222 21%	73 31%	73 21%	59 18%	48 13%	59 20%	102 23%	134 25%	117 21%	94 21%	68 14%	64 22%	204 24%
Less than once every two months but at least once every six months	336 17%	166 17%	170 16%	34 14%	52 15%	59 18%	58 16%	56 19%	78 17%	97 18%	99 18%	65 15%	75 15%	50 17%	136 16%
Less than once every six months	736 36%	351 36%	385 37%	53 23%	82 23%	150 45%	165 46%	126 43%	161 35%	154 28%	204 38%	145 33%	233 47%	111 38%	260 31%
Don't know	135 7%	77 8%	58 6%	22 9%	44 13%	26 8%	24 7%	8 3%	11 2%	21 4%	38 7%	32 7%	45 9%	12 4%	69 8%
NET: At least once a month	399 20%	197 20%	202 19%	53 22%	99 28%	38 11%	65 18%	42 15%	102 22%	137 25%	86 16%	104 24%	72 15%	55 19%	182 21%
NET: Less than once a month	1486 74%	710 72%	777 75%	160 68%	207 59%	268 81%	271 75%	240 83%	340 75%	386 71%	420 77%	304 69%	376 76%	225 77%	601 71%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 16

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Restaurants in rural areas

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
At least once a week	77 4%	7 4%	3 3%	67 4%	10 12%	13 5%	5 3%	9 5%	4 3%	5 2%	12 4%	6 2%	5 3%
Less than once a week but at least once a month	321 16%	28 16%	11 11%	282 16%	12 14%	43 18%	21 12%	33 18%	29 19%	29 15%	37 14%	51 18%	27 15%
Less than once a month but at least once every two months	414 20%	22 13%	24 23%	367 21%	13 15%	45 19%	54 32%	31 17%	31 21%	43 22%	44 16%	59 21%	47 26%
Less than once every two months but at least once every six months	336 17%	25 14%	14 14%	297 17%	13 15%	33 14%	25 15%	40 22%	29 20%	40 20%	38 14%	52 18%	27 15%
Less than once every six months	736 36%	85 49%	40 39%	611 35%	31 37%	79 34%	51 30%	66 37%	47 32%	61 31%	113 42%	97 34%	65 37%
Don't know	135 7%	8 5%	10 10%	117 7%	7 8%	19 8%	15 9%	2 1%	9 6%	18 9%	24 9%	17 6%	6 4%
NET: At least once a month	399 20%	35 20%	14 14%	349 20%	22 25%	56 24%	26 15%	42 23%	33 22%	34 17%	48 18%	57 20%	32 18%
NET: Less than once a month	1486 74%	132 75%	79 76%	1275 73%	57 67%	157 68%	131 76%	137 76%	108 72%	144 74%	194 73%	208 74%	139 78%

Local Products Survey

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Absolutes/col percents

Table 17

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Cafés or farm shops in rural areas

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
At least once a week	110 5%	57 6%	54 5%	15 7%	35 10%	6 2%	10 3%	17 6%	28 6%	35 7%	19 4%	27 6%	29 6%	18 6%	45 5%
Less than once a week but at least once a month	300 15%	125 13%	175 17%	42 18%	62 18%	34 10%	47 13%	49 17%	66 15%	112 21%	59 11%	77 18%	51 10%	35 12%	141 17%
Less than once a month but at least once every two months	360 18%	162 17%	198 19%	64 27%	69 20%	57 17%	53 15%	40 14%	77 17%	104 19%	110 20%	86 20%	59 12%	52 18%	178 21%
Less than once every two months but at least once every six months	339 17%	181 18%	158 15%	22 9%	50 14%	56 17%	68 19%	50 17%	92 20%	100 18%	97 18%	69 16%	74 15%	47 16%	138 16%
Less than once every six months	773 38%	385 39%	389 38%	66 28%	92 26%	153 46%	158 44%	125 43%	179 40%	170 31%	218 40%	151 34%	235 48%	124 43%	283 33%
Don't know	138 7%	75 8%	63 6%	25 10%	43 12%	26 8%	23 6%	10 4%	11 2%	22 4%	40 7%	30 7%	46 9%	16 5%	66 8%
NET: At least once a month	410 20%	181 18%	229 22%	57 25%	97 28%	39 12%	57 16%	65 22%	94 21%	148 27%	78 14%	104 24%	80 16%	53 18%	187 22%
NET: Less than once a month	1472 73%	728 74%	744 72%	153 65%	211 60%	266 80%	280 78%	215 74%	348 77%	373 69%	425 78%	306 70%	367 75%	223 76%	599 70%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 17

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Cafés or farm shops in rural areas

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
At least once a week	110 5%	6 3%	5 5%	100 6%	12 15%	22 10%	4 3%	12 7%	6 4%	13 7%	7 3%	18 6%	3 2%
Less than once a week but at least once a month	300 15%	31 18%	8 8%	261 15%	10 12%	45 20%	28 16%	28 15%	33 22%	18 9%	36 13%	37 13%	26 15%
Less than once a month but at least once every two months	360 18%	27 15%	23 22%	310 18%	11 13%	33 14%	41 24%	32 18%	12 8%	48 25%	38 14%	55 19%	40 22%
Less than once every two months but at least once every six months	339 17%	34 19%	14 13%	292 17%	16 19%	24 10%	30 18%	37 20%	24 16%	36 18%	34 13%	46 16%	43 24%
Less than once every six months	773 38%	70 40%	43 42%	660 38%	26 31%	90 39%	53 31%	69 38%	63 42%	63 32%	125 47%	111 39%	60 34%
Don't know	138 7%	8 4%	11 10%	119 7%	9 10%	17 7%	16 9%	4 2%	11 7%	17 9%	26 10%	15 5%	5 3%
NET: At least once a month	410 20%	37 21%	13 12%	360 21%	23 27%	68 29%	32 19%	40 22%	39 26%	31 16%	43 16%	55 19%	29 16%
NET: Less than once a month	1472 73%	131 74%	80 78%	1262 72%	54 63%	148 64%	124 72%	138 76%	99 67%	147 75%	197 74%	212 75%	144 81%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 18

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Activities in rural areas (e.g. fishing, horse-riding, hiking)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
At least once a week	160 8%	85 9%	75 7%	19 8%	33 9%	15 5%	27 8%	28 9%	38 8%	43 8%	40 7%	49 11%	27 6%	18 6%	74 9%
Less than once a week but at least once a month	206 10%	106 11%	100 10%	41 18%	40 12%	34 10%	33 9%	26 9%	31 7%	78 14%	44 8%	50 11%	35 7%	29 10%	109 13%
Less than once a month but at least once every two months	225 11%	102 10%	123 12%	43 18%	59 17%	52 16%	27 8%	23 8%	22 5%	87 16%	56 10%	45 10%	37 8%	37 13%	134 16%
Less than once every two months but at least once every six months	188 9%	95 10%	93 9%	24 10%	37 11%	38 11%	33 9%	34 12%	23 5%	61 11%	57 10%	40 9%	30 6%	34 12%	95 11%
Less than once every six months	1002 50%	476 48%	526 51%	77 33%	129 37%	154 46%	206 57%	156 54%	280 62%	231 42%	275 51%	207 47%	289 59%	148 51%	347 41%
Don't know	239 12%	120 12%	119 11%	31 13%	52 15%	39 12%	34 9%	24 8%	59 13%	43 8%	72 13%	49 11%	75 15%	26 9%	93 11%
NET: At least once a month	366 18%	190 19%	176 17%	60 26%	73 21%	49 15%	60 17%	54 19%	69 15%	121 22%	84 15%	99 22%	62 13%	47 16%	183 21%
NET: Less than once a month	1415 70%	673 68%	742 72%	143 61%	225 64%	243 73%	266 74%	213 73%	324 72%	379 70%	387 71%	292 66%	356 72%	219 75%	576 68%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 18

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Activities in rural areas (e.g. fishing, horse-riding, hiking)

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
At least once a week	160 8%	14 8%	11 11%	135 8%	11 13%	24 10%	10 6%	11 6%	21 14%	10 5%	8 3%	21 7%	19 11%
Less than once a week but at least once a month	206 10%	22 12%	9 9%	175 10%	7 8%	18 8%	26 15%	22 12%	11 8%	21 11%	21 8%	23 8%	26 15%
Less than once a month but at least once every two months	225 11%	14 8%	19 19%	192 11%	11 12%	24 10%	25 14%	24 13%	13 9%	18 9%	33 12%	32 11%	13 7%
Less than once every two months but at least once every six months	188 9%	16 9%	9 9%	163 9%	7 9%	27 12%	15 9%	23 13%	12 8%	15 8%	17 6%	28 10%	18 10%
Less than once every six months	1002 50%	94 54%	40 39%	868 50%	38 44%	114 49%	75 44%	87 48%	75 50%	96 49%	148 55%	144 51%	91 51%
Don't know	239 12%	16 9%	15 14%	208 12%	11 13%	26 11%	21 12%	14 8%	17 12%	35 18%	39 15%	34 12%	10 6%
NET: At least once a month	366 18%	35 20%	20 20%	310 18%	18 21%	41 18%	35 21%	33 18%	32 22%	32 16%	29 11%	45 16%	45 25%
NET: Less than once a month	1415 70%	124 71%	68 66%	1223 70%	55 65%	165 71%	115 67%	134 74%	100 67%	129 66%	198 74%	204 72%	122 69%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 19

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Leisure in rural areas (e.g. visiting country houses or gardens)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2020	1055	965	225	257	322	393	319	504	611	570	304	535	203	611
Weighted base	2020	984	1036	235	350	332	360	291	453	543	543	440	493	292	852
At least once a week	70 3%	40 4%	30 3%	19 8%	17 5%	11 3%	10 3%	8 3%	5 1%	17 3%	27 5%	11 2%	15 3%	17 6%	36 4%
Less than once a week but at least once a month	262 13%	126 13%	136 13%	42 18%	73 21%	23 7%	42 12%	28 10%	54 12%	100 18%	49 9%	70 16%	43 9%	35 12%	139 16%
Less than once a month but at least once every two months	320 16%	158 16%	162 16%	37 16%	63 18%	58 17%	47 13%	53 18%	62 14%	119 22%	83 15%	68 15%	50 10%	60 21%	149 18%
Less than once every two months but at least once every six months	328 16%	146 15%	182 18%	34 15%	57 16%	53 16%	58 16%	49 17%	77 17%	109 20%	90 16%	55 13%	74 15%	43 15%	147 17%
Less than once every six months	881 44%	431 44%	450 43%	76 32%	86 24%	157 47%	180 50%	143 49%	240 53%	181 33%	243 45%	196 44%	261 53%	120 41%	299 35%
Don't know	159 8%	83 8%	77 7%	26 11%	54 16%	29 9%	23 7%	11 4%	16 3%	16 3%	52 10%	41 9%	50 10%	17 6%	81 10%
NET: At least once a month	332 16%	166 17%	166 16%	61 26%	90 26%	34 10%	52 14%	36 12%	58 13%	117 22%	76 14%	81 18%	58 12%	51 18%	175 21%
NET: Less than once a month	1529 76%	735 75%	794 77%	147 63%	205 59%	268 81%	284 79%	245 84%	379 84%	410 75%	415 76%	319 72%	385 78%	223 77%	595 70%

Local Products Survey

ONLINE Fieldwork: 20th - 21st August 2015

Absolutes/col percents

Table 19

Q.2 How often, if at all, do you make use of each of the following services in rural areas in <region>?

Leisure in rural areas (e.g. visiting country houses or gardens)

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2020	196	101	1723	77	249	149	193	149	189	216	319	182
Weighted base	2020	176	103	1742	85	232	172	182	149	196	266	283	178
At least once a week	70 3%	10 6%	8 8%	52 3%	12 14%	9 4%	2 1%	7 4%	4 3%	3 1%	8 3%	5 2%	2 1%
Less than once a week but at least once a month	262 13%	23 13%	16 15%	223 13%	9 11%	24 10%	36 21%	26 14%	20 13%	20 10%	29 11%	40 14%	19 11%
Less than once a month but at least once every two months	320 16%	18 10%	9 9%	293 17%	14 16%	39 17%	36 21%	33 18%	13 8%	33 17%	40 15%	53 19%	33 19%
Less than once every two months but at least once every six months	328 16%	25 14%	10 10%	293 17%	7 8%	46 20%	21 12%	44 24%	25 16%	35 18%	41 16%	39 14%	36 20%
Less than once every six months	881 44%	92 52%	48 47%	741 43%	36 43%	94 40%	58 34%	67 37%	71 48%	86 44%	118 44%	131 46%	80 45%
Don't know	159 8%	8 5%	11 11%	140 8%	8 9%	20 9%	18 11%	5 3%	17 11%	19 10%	29 11%	15 5%	8 4%
NET: At least once a month	332 16%	33 19%	24 23%	275 16%	21 25%	33 14%	38 22%	33 18%	24 16%	22 11%	38 14%	44 16%	21 12%
NET: Less than once a month	1529 76%	134 76%	68 66%	1327 76%	56 66%	179 77%	115 67%	144 79%	108 72%	154 79%	200 75%	223 79%	149 84%