

Hailsham – ‘Your Town, Your Community’ Questionnaire (June 2009) - SURVEY RESULTS

Q. Where do you prefer to shop?

Hailsham: 72.01%
Eastbourne: 21.66%
Polegate: 0.14%
Tunbridge Wells: 2.25%
Uckfield: 0.28%
Other: 3.66%

Q. What Hailsham facilities and services do you use?

Shops: 88.16%
Pubs & Restaurants: 57.18%
Post Office: 88.30%
Schools: 17.32%
Library: 55.63%
Citizens' Advice Bureaux: 21.12%
Councils: 39.29%
Doctors: 89.43%
Dentists: 69.57%
Chemists: 49.29%
Opticians: 65.35%
Leisure Centre: 91.69%
Market: 42.81%
Cinema: 62.53%
Clubs (other than sports): 20.28%
Indoor Sports: 14.64%
Outdoor Sports: 7.88%
Banks & Building Societies: 87.74%
Solicitors: 32.11%
Accountants: 8.17%
Hairdressers: 55.77%
Beauticians: 9.43%
Cleaners: 34.64%
Cobblers: 42.67%
Tradesmen: 34.78%
Vets: 30.14%
Other: 15.49%

Q. What goods and services do you want in your local shopping centre?

Food: 89.15%
Clothing: 89.57%

Pharmacy: 86.76%
Furniture/Household Items: 72.25%
Books, Cards & Stationery: 84.23%
CDs and DVDs: 54.36%
Plants & Flowers: 74.22%
Hardware & Tools: 84.08%
Gifts & Luxury Goods: 59.43%
Pet Food/Vets: 40.70%
Hairdressers/Beauticians: 53.23%
Banks & Building Societies: 80.98%
Solicitors/Accountants: 37.88%
Others: 16.19%

Q. Do you know what retail shops and services are available in Hailsham?

Yes: 94.50%
No: 1.41%
Unanswered: 4.09%

Q. What shops/services do you think are needed to give Hailsham a balanced retail/service centre?

Larger Existing Supermarkets: 3.38%
New Major Supermarkets: 6.90%
Specialty Food Markets: 32.11%
National Clothes Chains: 77.61%
Independent Clothes Shops: 76.19%
Shoe Shops: 52.95%
Furniture: 42.25%
Carpets: 13.66%
Hardware/D.I.Y.: 73.80%
Electrical Goods: 29.43%
Gifts & Luxury Goods: 38.59%
Street Market: 33.94%
Other: 19.15%

Q. Do you think that the High Street needs to be a more shopping-friendly area?

Yes: 62.95%
No: 28.31%
Unanswered: 8.74%

Q. Have you visited any towns or shopping centres where promotional/reward schemes such as Loyalty or Discount Cards are offered to shoppers?

Yes: 21.40%
No: 66.33%
Unanswered: 12.27%

Q. Gender/Age

(includes survey respondents and those mentioned on individual surveys)

Male (0-4): 1.34%
Female (0-4): 1.11%
Male (5-16): 3.16%
Female (5-16): 4.35%
Male (17-24): 2.29%
Female (17-24): 1.89%
Male (25-45): 6.48%
Female (25-45): 8.38%
Male (45-65): 13.13%
Female (45-65): 18.11%
Male (65+): 17.40%
Female (65+): 22.36%

Q. Employment status

Employed: 37.16%
In Education: 8.96%
Retired: 48.65%
Unemployed: 3.09%
Incapacitated: 2.14%

Q. Which form of transport do you use most often?

Car: 57.07%
Bus: 16.78%
Taxi: 3.88%
Motorbike/Scooter: 0.79%
Bicycle: 2.51%
Foot: 17.58%
Motorised Buggy: 1.02%
Other: 0.37%

Q. How many cars are there in your household?

None: 15.00%
One: 56.42%
Two: 24.71%
Three: 2.85%
More Than Three: 1.02%

Q. How often does your family use a car in Hailsham?

Daily: 43.40%
Weekly: 27.86%
Occasionally: 17.89%
Never: 10.85%

Q. For what purpose do you use a car in Hailsham?

Work: 13.63%
Shopping: 45.64%
School Run: 4.45%
Local Services: 22.63%
Accessing Public Transport: 5.84%
Other: 7.81%

Q. How often does your family use the local bus services?

Daily: 8.70%
Weekly: 19.30%
Occasionally: 39.47%
Never: 32.53%

Q. If applicable, for what purpose does your family use the bus service in Hailsham?

Work: 4.73%
Shopping: 48.14%
School Run: 2.70%
Local Services: 19.25%
Accessing Public Transport: 25.18%

Q. Would you use a bus service if one were available?

Yes: 73.18%
No: 26.82%

Q. If so, for what purpose?

Work: 7.98%
Shopping: 39.78%
School Run: 1.89%
Local Services: 25.03%
Accessing Public Transport: 25.32%