

South Hams District Council



‘Sounding Board’ Survey 3: Farmers Markets Initial Report

MARKETING MEANS

THE RESEARCH PEOPLE



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Contents

| | |
|---|----|
| 1.0 Introduction / Background | 3 |
| 2.0 Method & analysis..... | 3 |
| 2.1 Analysis - a note about confidence intervals..... | 3 |
| 3.0 Response..... | 4 |
| 3.1 About respondents | 4 |
| 4.0 Farmers Markets | 6 |
| 4.1 Awareness of farmers' markets..... | 6 |
| 4.2 Usage of farmers' markets | 7 |
| 4.3 Main reasons for not shopping in farmers' markets | 8 |
| 4.3 Main reasons for not shopping in farmers' markets | 8 |
| 4.4 What would encourage non-users to use farmers' markets? | 9 |
| Appendix 1: Tables | 10 |
| Appendix 2: Copy of questionnaire | 18 |

1.0 Introduction / Background

- This survey was undertaken as part of the third using the permanent sample of the 'Sounding Board'.

2.0 Method & analysis

The survey was sent by post to the panel. It was expected that there would be a much higher response level than usually obtained from this method with no reminder (77% compared to 20 to 30%).

A freepost reply envelope was enclosed with the questionnaire together with a letter detailing how the panel would be informed of the results.

The responses were processed and analysed by Marketing Means.

2.1 Analysis - a note about confidence intervals

Where possible in the report, a 'confidence interval' has been given for the figures given. All confidence intervals in this report have been worked out on a 'confidence level' of 95%. This means that if we were to carry out the questionnaire 100 times, 95 of them would come back with the figures obtained within the bounds of the Confidence Interval given.

The confidence interval (CI) will be expressed as ' $\pm X\%$ '. This will mean that the percentage given would be X% either way 95 times out of 100 (in this case). For example:

Overall satisfaction may have come back as 75% in the survey with a confidence interval = $\pm 3\%$. This would mean that 95% of surveys would come up with an overall satisfaction level between 72% and 78%. (*See full report*)

3.0 Response

At the time of writing this report 635 responses had been received from 822 'Sounding Board' members. This equates to a 77% response rate, which is very good.

3.1 About respondents

The data collected from respondents is important in determining how representative the responses are of Sounding Board.

3.1.1 Economic activity

The response was broadly representative of the 'Sounding Board' panel, with the exception of:

- Full-time students responded less well (this is also reflected in the age groups) – 50% responded compared with the overall response rate of 74%
- The response rate for 'homemakers' was slightly higher than would be expected at 84%

3.1.2 Age (next birthday)

The table below shows that compared to the Sounding Board panel:

- Those under the age of 24, and over the age of 85, responded less well than other age groups (44% and 45% response rate respectively)
- Those belonging to the 55-64 and 65-74 year old age groups responded slightly better than other age groups at (78% and 73% response rate respectively)

| | Sample | | Sounding Board | | Variance |
|-------|--------|------|----------------|------|----------|
| | Number | % | Number | % | % |
| <24 | 26 | 4% | 59 | 7% | -3% |
| 25-34 | 42 | 7% | 58 | 7% | 0% |
| 35-44 | 138 | 21% | 174 | 21% | 0% |
| 45-54 | 150 | 23% | 191 | 23% | 0% |
| 55-64 | 125 | 19% | 152 | 18% | +2% |
| 65-74 | 94 | 15% | 116 | 14% | +1% |
| 75-84 | 64 | 10% | 88 | 10% | 0% |
| 85+ | 4 | 1% | 11 | 1% | -4% |
| | 643 | 100% | 1069 | 100% | 0% |

3.1.3 Gender

In terms of gender there was no significant difference in the percentage of males. There was, however, a difference in gender response rates between age groups. The majority of respondents under the age of 55 were female, whereas the majority of respondents aged 55 and above were male. This difference was most pronounced in the under 35 and 85 plus age groups. (72%) and females (74%) who responded.

3.1.4 Disability

Response rates were very similar for those who reported a disability (74%) and for those who did not report a disability (74%).

3.1.5 Ethnicity

There are nine people that reported that they had an ethnic origin other than 'White, British', of these 5 responded to this survey (56%).

3.1.6 Socio-economic grouping

The response rate was lowest in relation to the group coded as 'never worked / long-term unemployed'. This is mainly due to the poor response rate of many of our younger panel members who were also classed as students.

Across the board response rates varied between 71% and 87%, with the highest response being recorded from the 'routine occupations' group.

4.0 Farmers Markets

As part of the assessment of farmers markets, the Council asked Sounding Board members for their awareness and usage of the three markets in the district and why members did not use the markets.

4.1 Awareness of farmers' markets

Sounding Board members were asked to name any farmer's markets that they were aware of in the District, with 3 spaces for answers.

Of the 635 respondents, approximately three quarters (440) were able to name a farmers market in the District. The number able to name all three markets correctly was small (74).

The most widely known markets were Totnes and Kingsbridge (nearly one –third of respondents knew these markets) (*full figures in Appendix 1, Table 1*).

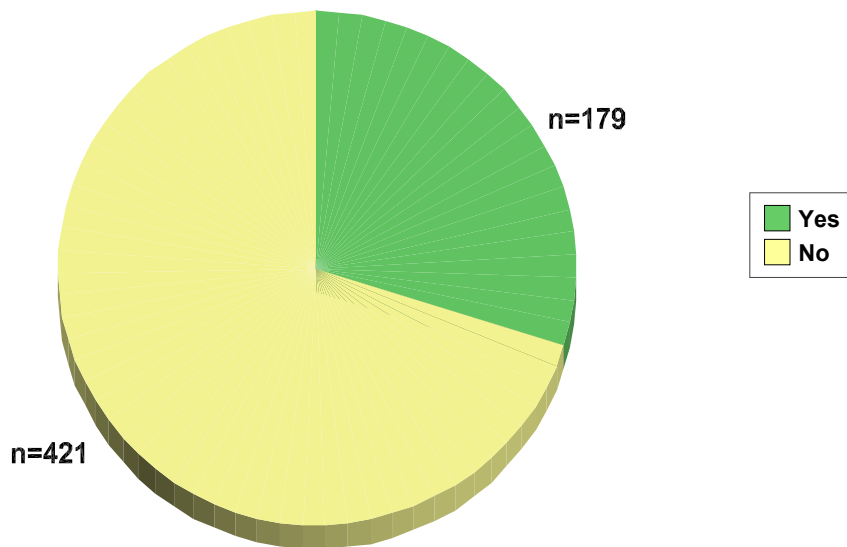
| Named Farmers Markets within the South Hams Distirct | | | | | |
|--|-----------|-----------|-----------|-------------|------|
| | 1st named | 2nd named | 3rd named | Total | % |
| Did not answer | 171 | 412 | 551 | 1134 | 60% |
| Kingsbridge | 153 | 65 | 25 | 243 | 13% |
| Ivybridge | 140 | 25 | 24 | 189 | 10% |
| Totnes | 136 | 92 | 14 | 242 | 13% |
| Outside district | 27 | 37 | 17 | 81 | 4% |
| Dartmouth | 8 | 4 | 4 | 16 | 1% |
| <i>Base number</i> | 635 | 635 | 635 | 1905 | 100% |

4.2 Usage of farmers' markets

Panel members were asked they (regularly) used farmers markets (at least once a month). *This question was intended to act as a filter question as the primary role of the next question was to ask about non-usage.*

Nearly a third of panel members used a farmers market at least once a month (*Appendix 1, Table 2*).

Respondent uses farmers' markets regularly?



All of the individual characteristics of the panel (age, gender, socio-economic grouping) were tested to for differences in the answer given to this question. There were no significant differences found.

4.3 Main reasons for not shopping in farmers' markets

Members that said that they did not shop in a farmers' market were asked why. This was in the format of a closed question. Two selections were allowed.

The top choices for not shopping in farmers' markets were: 'Not aware of days/times', 'Days/times are inconvenient', 'Do all shopping in supermarket', and 'Not aware of their existence'.

| | Count |
|----------------------------------|-------|
| Not aware of days / times | 137 |
| Days/ times are inconvenient | 92 |
| Do all shopping in a supermarket | 90 |
| Not aware of their existence | 81 |
| Too expensive | 48 |
| Too far away | 44 |
| Other | 25 |
| Not enough variety | 18 |
| Use other local shops | 14 |
| Poor access | 12 |
| Weather | 11 |
| Can not get transport to them | 8 |
| Quality | 8 |

There were a couple of differences in the answers given by the gender of the respondent:

- Males were less likely to be aware of the existence of the markets than females
- Men were more likely to say that they did all their shopping in a supermarket

There were also differences based on the age of the respondent:

- Those under the age of 44 were more likely than older people to say that they did not have knowledge about the markets (either existence, days / times of the markets). They were also more likely to say that the 'days/times are inconvenient and that they ' do all shopping in a supermarket.

4.4 What would encourage non-users to use farmers' markets?

Respondents then were given the opportunity to say what, if anything, would encourage them to visit the markets more frequently.

There were 246 comments and nearly half of them, by far the most frequent comment, related to better information and publicity. This corresponds with the amount of people who said that their main reason for not using a farmers' market regularly was 'not aware of times' and 'not aware of existence' (*full comments are in Appendix 1, Table 4*).

Several comments said that more regular times would encourage more regular visits and this would help with the publicity.

| Number | Category |
|--------|--|
| 113 | More information / publicity about times, locations, existence |
| 26 | Other times/ increased frequency |
| 22 | Improve access/transport/parking |
| 19 | More variety /quality |
| 19 | Cheaper |
| 19 | Nothing |
| 16 | A more local market |
| 12 | Unclassified |

Appendix1: Tables

Table 1

Named Farmers Markets within the South Hams District

| | | Count |
|---------------------|------------------|-------|
| First named market | Did not answer | 171 |
| | Kingsbridge | 153 |
| | Ivybridge | 140 |
| | Totnes | 136 |
| | Outside district | 27 |
| | Dartmouth | 8 |
| Second named market | Did not answer | 412 |
| | Totnes | 92 |
| | Kingsbridge | 65 |
| | Outside district | 37 |
| | Ivybridge | 25 |
| | Dartmouth | 4 |
| Third named market | Did not answer | 551 |
| | Kingsbridge | 25 |
| | Ivybridge | 24 |
| | Outside district | 17 |
| | Totnes | 14 |
| | Dartmouth | 4 |

Table 2

Do you shop in a Farmers' Market at least once a month?

| | | Frequency | Percent | Valid Percent |
|-------|----------------|-----------|---------|---------------|
| Valid | Yes | 179 | 28% | 30% |
| | No | 421 | 66% | 70% |
| | Total | 600 | 94% | 100% |
| | Did not answer | 35 | 6% | |
| Total | | 635 | 100% | |

Table 3

| | Count |
|----------------------------------|-------|
| Not aware of days / times | 137 |
| Days/ times are inconvenient | 92 |
| Do all shopping in a supermarket | 90 |
| Not aware of their existence | 81 |
| Too expensive | 48 |
| Too far away | 44 |
| Other | 25 |
| Not enough variety | 18 |
| Use other local shops | 14 |
| Poor access | 12 |
| Weather | 11 |
| Can not get transport to them | 8 |
| Quality | 8 |

South Hams District Council 'Sounding Board' Survey 1
Marketing Means, June 2002

Table 4

| | |
|---|---|
| 0 | buy direct from farmer |
| 0 | Council interference is the least desired action. Farmers need to make some effort help themselves |
| 0 | Farmers' markets should take a leaf out of their books of France, Spain and Italy where artisanal, quality products are sold rather than repack |
| 0 | Get rid of the junk sellers and shop stalls and have "real" farmers instead |
| 0 | held indoors |
| 0 | High quality local produce is available from established local businesses already |
| 0 | Home delivery |
| 0 | I find it hard to take two young children to the markets as they often WANT other things and I generally avoid shopping with them wherever possible |
| 0 | my own efficient use of times |
| 0 | need more spare time! |
| 0 | saturdays too busy |
| 0 | to be mainly local people with their local food etc. Not traders that sell off cheap goods everywhere in area. |
| 1 | advertise |
| 1 | Advertise dates and times |
| 1 | Advertise more, although we live in Brixham we are within South Hams. Unless we buy a Dartmouth Chronicle we never know what's going on anywhere in South Hams. |
| 1 | advertise their existence |
| 1 | advertisement |
| 1 | Advertising |
| 1 | Advertising of dates and times |
| 1 | Advertising/marketing of such events. |
| 1 | advertisement |
| 1 | Advice and Information where the Farmers Markets are. |
| 1 | awareness |
| 1 | Awareness of locations, days and times |
| 1 | being made aware by posters etc, where and when they take place |
| 1 | better advertised and perhaps more conveniently located |
| 1 | better advertising and presentation |
| 1 | Better advertising of markets in local area. Most convenient to myself is in Tavistock |
| 1 | better advertising, more opening dates |
| 1 | better information |
| 1 | Better information |
| 1 | better information, more house to house publicity |
| 1 | Better knowledge of where and when markets are on and easy access to park |
| 1 | better marketing - times etc. Increase locations and sellers. Look into cooperative for very small farming traders to increase variety of produce choice |
| 1 | Better marketing. Saturday operating from early morning. Located in supermarket car park with good parking. Location in a supermarket car park |
| 1 | better promotion |
| 1 | Better publicity |
| 1 | Better publicity about locations |
| 1 | Better publicity about when and where they are taking place. |
| 1 | brochure sent to households |
| 1 | clear signs to the venue, more info on dates and times |

South Hams District Council 'Sounding Board' Survey 1
Marketing Means, June 2002

| | |
|---|---|
| 1 | Dates, times, places |
| 1 | details advertised |
| 1 | didn't know they existed - more adverts |
| 1 | do not know about farmers markrt |
| 1 | Don't receive enough information of time or places. More adverts on radio or TV would help |
| 1 | feature in chronicle |
| 1 | Good quality public information |
| 1 | Greater awareness of locality |
| 1 | greater publicity re times and venues |
| 1 | Have only just heard about this, but am not sure where or when they are held, but would definitely pay one a visit, if not too far away |
| 1 | Have Totnes market on a week day, advertise better |
| 1 | higher profile |
| 1 | i never know when they are on as i am out at work, could be mentioned in local paper or leaflet |
| 1 | Improved Publicity |
| 1 | Info on what they are, where, and when. |
| 1 | info on when and where |
| 1 | information |
| 1 | information about venues,times,products and facilities |
| 1 | information in "S Hams Matters", delivery of SH Matters, Flyers in paper, post |
| 1 | information of dates, times and locations |
| 1 | information of where they are |
| 1 | Information on times & dates more widely available, reduction in prices - I found them very inhibitive. |
| 1 | Information on where and when held |
| 1 | information regarding days/times/items offered |
| 1 | Information/ better advertising |
| 1 | knowing more about them |
| 1 | Knowing when and where they take place in advance so that a visit could be planned. This area of the South Hams gets forgotten and it seems i |
| 1 | knowing where and when they take place |
| 1 | Knowing where they are, assurance of quality of goods sold, being able to afford parking to get anywhere near |
| 1 | knowledge of whereabouts |
| 1 | larger, better vistor parking - |
| 1 | Learning to spell existence ? Seriously, though, I was not aware of their existence but I guess they are held whilst I am at work anyway. |
| 1 | listing of above- will check |
| 1 | More advertising |
| 1 | More advertising of Markets and I would defintely use them if there was one in my area |
| 1 | more advertising of times etc and places |
| 1 | More advertising, including locations, best parking places, what will be on sale |
| 1 | more info |
| 1 | More info about what is sold there. I can guess what's available but perhaps it could be more widely advertised with info on stands etc. Yo |
| 1 | more info as to where and when they are held |
| 1 | more info on days, times,places. Special offers - prices high |
| 1 | more info on locations and dates |
| 1 | more info on times and location |

South Hams District Council 'Sounding Board' Survey 1
Marketing Means, June 2002

| | |
|---|---|
| 1 | more info re days & times open |
| 1 | more info re sites, times,dates & accessibility |
| 1 | more information |
| 1 | More information as to times and locations |
| 1 | more information on a regular basis as to where & when they run |
| 1 | more information when they are on and more choice oflocal produce |
| 1 | More information, nearer home |
| 1 | More Local Publicity. |
| 1 | more notice |
| 1 | More notice/more information about produce |
| 1 | advertise |
| 1 | More promotion and support from the council and let the Saturday market ahve less junk and more good shopping and fod instead of stuufed in h |
| 1 | More publicity |
| 1 | More publicity in local paper to remind one, including times etc |
| 1 | More publicity to include locations and opening times |
| 1 | More publicity to let public know of days/times etc. More variety |
| 1 | more publicity to remind me |
| 1 | more publicity would help |
| 1 | more publicity,free parking |
| 1 | not aware of this market - advertise wider |
| 1 | Notification of days/times in advance |
| 1 | notification of location and times |
| 1 | Perhaps more notice would allow me to plan a visit. |
| 1 | provide info on locations and times |
| 1 | Provide more info re location, what's available |
| 1 | Publication of times and venues coupled with prices and choices of all products |
| 1 | publicise their whereabouts and timings more effectively |
| 1 | publicity - willing to pay more for quality products but not aware of any farmers' markets in the local area. Also, could only visit at weekends. |
| 1 | publicity to improve awareness |
| 1 | publicity, where and when |
| 1 | remind me more often of when they are |
| 1 | reminders-leaflets & adverts |
| 1 | Scheduled for weekends occasionally and advertise more, as awareness is poor. |
| 1 | Tell me where they are |
| 1 | Tell us about them |
| 1 | They should be better advertised |
| 1 | They would need to be well advertised and the produce easily accessible, good value and well presented. The produce would also need to be re |
| 1 | to have a list of dates and times |
| 1 | To know of their existence |
| 1 | Visit what? If you mean farmer's markets, then knowing about them would be a start! |
| 1 | Where and when |
| 2 | Alternate days of market - Fri/Sat, local flyers |
| 2 | Change day from Saturday to Thursday or Friday |
| 2 | do not usuasly shop on saturday |
| 2 | fortnightly markets |
| 2 | Greater flexibility in hours, but I appreciate this may not be possible, |

South Hams District Council 'Sounding Board' Survey 1
Marketing Means, June 2002

| | |
|---|--|
| 2 | having them on another day other than a Saturday |
| 2 | Held on Saturday mornings locally |
| 2 | hold during week and not on Saturday morning |
| 2 | hours dont suit |
| 2 | I work on a Saturday when the farmers market is happening, so nothing can be done. I have managed it sometimes and would like to use it more. |
| 2 | i work saturdays so another time would help me |
| 2 | I would support them if I didn't work full time in Totnes |
| 2 | If they ran later, especially in the summer months until 1900 then a lot more people would use them probably. |
| 2 | More convenient times |
| 2 | more frequent |
| 2 | more frequent markets and not just for one morning per month |
| 2 | More often markets |
| 2 | Need to be held more frequently - weekly, so they become a habit |
| 2 | Once a month for a farmers market in Ivybridge is not very often |
| 2 | Operate on other days besides Saturdays. |
| 2 | Provide them more frequently, like at least once per week. People shop from habit. Random timing does not work to grow regular customers. Peop |
| 2 | They are always on a Saturday, perhaps they could vary the day occasionally |
| 2 | to hold at weekend |
| 2 | Vary days and venues ie. could be held indoors at village hall on different days |
| 2 | weekend opening times |
| 2 | Weekends are not very convenient to anyone in the tourist trade - Saturday is generally 'changeover day' and all ones energies are devoted to |
| 3 | adequate parking areas essential-distance to be covered important too |
| 3 | availability - they are too far away |
| 3 | Better parking nearby |
| 3 | cheaper parking |
| 3 | easier & cheaper parking facilities for south hams residents |
| 3 | easier access |
| 3 | free parking |
| 3 | free parking & more info on dates. More stalls at Buckfastleigh. |
| 3 | Free parking |
| 3 | Good parking, feel we are going back to the Middle Ages if farmers have to rely on Farmers Markets |
| 3 | more competitive parking |
| 3 | more parking space with no fee on that day, |
| 3 | parking-can't get near enough to market |
| 3 | parking |
| 3 | Parking is main problem in Totnes. Have market on The Plains. |
| 3 | place the farmers' market in the town centre rather than in a car park away from the centre shops |
| 3 | Public transport to Ivybridge |
| 3 | retaining the quay car park at kingsbridge |
| 3 | rural public transport |
| 3 | shop in places open 6 days a week, markets not frequent enough |
| 3 | the market is excellent, but it is difficult to park. Perhaps park 'n' ride should operate on market days. |
| 3 | transport from Torcross |

South Hams District Council 'Sounding Board' Survey 1
Marketing Means, June 2002

| | |
|---|---|
| 4 | better variety |
| 4 | better variety (mainly meat at present) better location in Ivybridge |
| 4 | more produce |
| 4 | Greater range of local foods - most of what is on offer I do not use (meat, alcohol, pickles) |
| 4 | hygiene and refrigeration |
| 4 | Improved access and variety |
| 4 | more variety |
| 4 | more vegetarian products in a seperate area |
| 4 | more choice |
| 4 | more choice |
| 4 | more traders with better produce in ivybridge |
| 4 | more variety |
| 4 | Need to be sure that meat etc is of the correct health standard. No indication that stalls are licenced |
| 4 | no animals - dead or otherwise! Maybe veg and animals could be held at different times |
| 4 | quality and prices should be better than supermarkets |
| 4 | the goods we bought were disappointing |
| 4 | I have been disappointed with the quality of some of the things |
| 4 | too small, not enough variety, would like to see meats not prepacked |
| 4 | Wider variety and prices that are less than the supermarkets with quality equally as good. The farmers complain that they the supermarkets ar |
| 5 | Alocation closer to Wembury. |
| 5 | Alternative markets nearer to Wembury, as a person in full time employment, visiting them is an infrequent occurance. |
| 5 | have one in d'mouth |
| 5 | Having one closer to home. |
| 5 | i live nearer tavistock market |
| 5 | If there was in Dartmouth on a weekend |
| 5 | local market in Dartmouth |
| 5 | markets are too far away - difficult for elderley to get there |
| 5 | more could be done to dartmouth market |
| 5 | More local ie in Modbury |
| 5 | More Market Sites. |
| 5 | nearer to E Prawle |
| 5 | One near Brixham |
| 5 | open more, have a shop |
| 5 | There is only one a month close to where I live. |
| 5 | Would go if market was local to Wembury area. |
| 6 | Bring down prices - much more expensive than local shops/supermarkets |
| 6 | bring prices down more in line with supermarkets |
| 6 | cheaper prices |
| 6 | fairer competitive prices |
| 6 | have more produce we can afford |
| 6 | lower prices |
| 6 | prices reduced |
| 6 | more competitive prices |
| 6 | more competitive pricing |
| 6 | more realistic pricing, friendlier atmosphere |
| 6 | More stalls, better prices |

South Hams District Council 'Sounding Board' Survey 1
Marketing Means, June 2002

| | |
|---|---|
| 6 | prices should be cheaper as there are no middlemen - they are not cheaper |
| 6 | Prices should be lower since farmers are selling direct |
| 6 | reduce costs & increase frequency |
| 6 | The prices of goods |
| 6 | It seems rather expensive an |
| 6 | to be more competitive |
| 6 | to have one locally and not as expensive |
| 6 | Undercut the local butcher |
| | Answer to Q36 - I am aware it is on and I know I should go there and buy produce as I like |
| 9 | supporting local farmers etc. But I always drive b |
| 9 | do not use |
| 9 | Have no interest to shop here. |
| 9 | if i had a bigger family, shopping for one is much easier from the corner Co-op |
| 9 | not a lot |
| 9 | nothing - purely a matter of choice |
| 9 | nothing - too elderley |
| 9 | Nothing - would be better if goods sold in local shops |
| 9 | nothing |
| 9 | Nothing |
| 9 | nothing about english markets in SW would induce me to use them |
| 9 | nothing for me |
| | Nothing wrong with markets - just don't specially need them - can easily obtain equivalent goods |
| 9 | in town or on farm at more convenient time |
| 9 | Nothing. Do not visit because of own work commitment. |
| 9 | prefer local village shops |
| 9 | probably nothing |
| 9 | retirment |
| 9 | very little |
| 9 | will probably visit when weather improves |
| | More space between stalls and displays to allow easier access |
| | On odd occasion I've visited, I've been very impressed by variety of products and general tidyness and fresh look of the stalls |
| | open earlier |
| | open markets in sports halls etc |
| | Produce available locally. |
| | Total |

Appendix 2: Copy of questionnaire

SOUNDING BOARD

South Hams Citizens' Panel



Survey 3 - January 2003

Welcome to the third Sounding Board survey. Please complete and return by the **28th February** in the Freepost envelope provided (Marketing Means, Freepost (SWB30924), Newton Abbot, TQ13 7ZZ).

have your say

About access to the Council

This section asks you about how you contact the Council at the moment and what you contact them about. It also asks you about how you would like contact with the Council to develop in the future.

About your last contact with the Council

Q1 Over the last 12 months how often have you contacted South Hams District Council?

- | | | | |
|--------------------------|-------------------------|---------------------------|---|
| Once a week | <input type="radio"/> 1 | Every 4 to 6 months | <input type="radio"/> 4 |
| Once a month | <input type="radio"/> 2 | Once a year..... | <input type="radio"/> 5 |
| Every 2 to 3 months..... | <input type="radio"/> 3 | Never | <input type="radio"/> 6 <small>Go to Q6</small> |

Q2 What was your last contact with the Council about?

- | | | | |
|--|--------------------------|--|--------------------------|
| Making a payment | <input type="radio"/> 01 | Tourist information | <input type="radio"/> 09 |
| Enquiring about Housing Benefit / Council Tax Benefit | <input type="radio"/> 02 | Parking matter (buying a permit, paying a fine) | <input type="radio"/> 10 |
| Enquiring about Council Tax | <input type="radio"/> 03 | To contact your local Councillor | <input type="radio"/> 11 |
| A housing issue | <input type="radio"/> 04 | Register on the Electoral Register | <input type="radio"/> 12 |
| Street cleaning..... | <input type="radio"/> 05 | Make a complaint | <input type="radio"/> 13 |
| Planning (application, building control regulations) | <input type="radio"/> 06 | General information about the Council and its services | <input type="radio"/> 14 |
| Environmental health and protection (noise, pest control, licensing, etc.) | <input type="radio"/> 07 | Enquire about or apply for a job with the Council | <input type="radio"/> 15 |
| Enquiry about leisure or recreation | <input type="radio"/> 08 | Other (please state) | <input type="radio"/> 16 |

Q3 How did you contact the Council for this enquiry?

- | | | | | |
|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Telephone | In person | Letter | E-mail | Other |
| <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

Q4 When you made this contact, how satisfied overall were you with the way your enquiry was dealt with?

- | | | | | | |
|-------------------------|-------------------------|------------------------------------|-------------------------|-------------------------|-------------------------|
| Very satisfied | Satisfied | Neither satisfied nor dissatisfied | Dissatisfied | Very dissatisfied | No opinion / not used |
| <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 | <input type="radio"/> 6 |

Q31 cont...

| | Very well | Well | Not particularly well | Not at all well |
|------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Parks and ornamental gardens | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 |
| Informal open spaces | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 |

Q32 What do you think of the level of provision in the district of:

| | Very good | Good | Neither good nor poor | Poor | Very poor |
|---------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Parks and open spaces | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Sports pitches | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Children's playground equipment | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |
| Informal open space | <input type="radio"/> 1 | <input type="radio"/> 2 | <input type="radio"/> 3 | <input type="radio"/> 4 | <input type="radio"/> 5 |

Q33 If you rated the level of provision as 'poor' or 'very poor' what could we do better?

About Farmers' Markets

Q34 Can you name any of the Farmers' Markets that operate in the South Hams - please write in the ones that you are aware of?

1. _____ 2. _____ 3. _____

Q35 Do you shop in a Farmers' Market at least once a month?

Yes 1 Go to the end of survey No 2

Q36 If you do not shop in Farmers' Markets, could please indicate your TWO main reasons?

- | | | | |
|--|--------------------------|---------------------------------------|--------------------------|
| Not aware of their existence | <input type="radio"/> 01 | Too far away | <input type="radio"/> 07 |
| Not aware of days / times | <input type="radio"/> 02 | Quality | <input type="radio"/> 08 |
| Days/ times are inconvenient | <input type="radio"/> 03 | Poor access | <input type="radio"/> 09 |
| Can not get transport to them | <input type="radio"/> 04 | Weather | <input type="radio"/> 10 |
| Do all shopping in a supermarket | <input type="radio"/> 05 | Not enough variety | <input type="radio"/> 11 |
| Too expensive | <input type="radio"/> 06 | Not able to carry shopping bags | <input type="radio"/> 12 |
| Other reason (please state) _____ | | | 13 |

Q37 What, if anything, could be improved to encourage you to visit more frequently?

Thankyou for completing the third Sounding Board survey. Please return by using the freepost envelope provided.