



SOUTHAM

VISITOR SURVEY 2012

FINAL REPORT

**Produced by:
Stratford-on-Avon District Council
Consultation Unit**

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1.0 Introduction

1.1 Background

The survey took place during the peak visitor period from the middle of July 2012 until the end of September 2012. Comparisons with the previous survey in 2007 are included.

The survey took place in order to:-

- Provide basic data on the profile, origin, behaviour, use of facilities and opinions of visitors to Southam to help improve understanding of tourism within the town.
- Ensure that marketing campaigns are properly focused and allow their effectiveness to be monitored.
- Identify the main reasons why visitors come to Southam their particular likes and dislikes.

The findings of the visitor survey research which took place in Southam are detailed in this report.

1.2 Sample/Methodology

In order to meet the objectives, experienced market research professionals carried out a face to face questionnaire survey. 202 interviews with visitors to Southam were carried out during the survey period.

Interviews took place at the main visitor throughput areas in the town, namely the following locations:

- Wood Street Car Park
- Market Hill
- High Street – Park Lane/Holy Well Walk
- High Street – opposite Budgens

The breakdown by time of interview is shown in the table below.

Table 1: Sample by interview time

	Sample	%
11.00-13.00	68	34
13.01-15.00	88	44
15.01-17.00	46	23
Total	202	

The sites chosen for interview were based on the popular areas where visitors were likely to be. Residents who were stopped on the day of interview and who were on a visit to the town for normal regular household shopping would be thanked for their time but excluded from the sample.

In order to ensure this consistency with the definition of a "visitor", a filtering process in all surveys is used to exclude certain types of people from the survey, namely:

- Residents of Southam and the immediate surrounding area.
- Non-residents on day visits to Southam for non-leisure purposes – e.g. trips concerned with their normal work, study or household shopping.
- "Other" visitor types.

As satisfaction surveys rely on visitors having used or experienced a particular service or facility, interviewing was not conducted before 11 am, and only those who were at least half way through their visit were interviewed.

The survey was conducted on a simple random basis and interviewers asked "the next person to pass" if they would participate. If the interviewee was a resident of Southam, the interview was terminated after question one. Questions were designed to take into account the fact that visitors could be at the middle or end of their current trip and therefore respondents were asked questions which involved making predictions for future actions, i.e. spending later on the trip, using facilities or services later on, etc.

It is acknowledged that on-site visitor surveys are liable to under-count certain sections of the visitor market, for instance coach parties, business visitors and overseas visitors. In the case of overseas visitors, under counting may occur where a problem arises in translation, in the interpretation of questions and in some cases a reluctance to become involved with what appear to be officials/government.

The term "base" in the tables and charts refer to the number of responses to a particular question.

1.3 Statistical Reliability

All sample surveys are subject to statistical error that varies with the sample size and the order of magnitude of the research findings being considered. This survey obtained a sample of 208 and the margins within which one can be 95% certain that the true figures in this report will lie are presented below.

Table 2: Statistical Error

Findings from Survey	95% confidence interval
50%	+/- 6.9%
40/60%	+/- 6.8%
30/70%	+/- 6.4%
20/80%	+/- 5.5%
10/90%	+/- 4.2%

This means, for example, we can be 95% certain that if 20% of the sample is found to have a particular characteristic or view, there is an estimated 95% chance that the true population percentage lies in the range of +/- 5.5%, i.e. between 14.5% and 25.5%.

1.4 Definitions

For the purposes of this report, visitors to Southam are divided into three main types:

Day visitors from home – visitors who had travelled from, and were returning to, homes outside the Southam area on the day of their visit.

Day visitors on holiday – visitors travelling to Southam for the day while staying away from home or en route to other locations, and who were not staying overnight in Southam, sometimes referred to as touring visitors.

Staying visitors – visitors staying overnight for at least one night in accommodation within Southam. This includes those staying with friends or relatives, as well as those staying in commercial services or non-serviced accommodation.

2.0 Summary of Results

2.1 Characteristics of Visit

Main reason for visiting Southam

- Four out of ten visitors (37%) were on a leisure trip/holiday visit, which represented a decrease of 13 percentage points from the 50% recorded in 2007. Almost a third (31%) were on a special shopping trip. Three in ten (29%) were visiting friends and relations, down 5 percentage points from the 34% registered in 2007. 4% stated they worked or studied here.

Where respondents live

- More than half (56%) of visitors came from Warwickshire (over double that of 2007, when 25% came from Warwickshire), 8% from Northamptonshire (a single percentage point more than the 7% in 2007), 6% from the West Midlands (down a single percentage point since 7% in 2007) and 5% from Oxfordshire (up a single percentage point from the previous survey).

Employment status

- Four in ten (39%) of visitors stated they were retired; 37% stated they were employed full-time; 10% part-time; 4% were self-employed; 7% said they were unemployed; 1% said they were a full-time student living away, and 1% cited full-time student living at home.

Socio-economic groupings

- Almost half (48%) of respondents were in the socio-economic grouping of C2, 30% were in C1, 12% were in AB, and 10% in DE. In 2007, the percentage of those in C2 was 22% (26 percentage points less than now), 33% were in C1, 35% were in AB (23 percentage points more than in 2012), and 10% were in DE (exactly the same as it is now).

Type of visitor

- 78% were day visitors from home, 26 percentage points more than 2007. 15% were day visitors on holiday, a decrease of 11 points and staying visitors made up 7%, 15% less than 2007.

Group size and composition

- 23% were adult couples – a decrease of 21 points on 2007, 12% were adults in a group, 52% were adults on their own (29 points higher than 2007) and 13% were adults with children (2 points less than 2007).

Age and gender profile

- 10% were in the 0-15 age category with 31% aged 65 and over. There was a 51%/49% split male versus female.

Going home following visit or staying overnight

- Over three quarters of those interviewed (78%) confirmed they had come from home today, as opposed to 22% who had not.
- Over four fifths (82%) were returning to home today, compared to 18% who were not.

- Of those not returning home today, (23%) stated they were staying overnight in Southam, as opposed to 77% who were not. In 2007, 22% of visitors indicated that they were staying overnight in Southam: a single percentage point less than now.
- Most (93%) of those staying overnight were staying at the home of a friend / relative, which represented an increase of 8 percentage points from the 85% recorded in 2007. The remaining 7% stayed in rented self-catering accommodation (4% in 2007).

First or repeat visit

- For less than a fifth of visitors (18%) it was their first visit to Southam. In 2007, 30% were new visitors, 12 percentage points more than in 2012, and 70% were repeat visitors, 12 percentage points less than in 2012.
- Of those who had visited Southam before, seven in ten (71%) had visited more than five times in the last 12 months, and 21% had visited two to five times. 4% had visited once and 3% had not visited the town in the last 12 months (down 15 percentage points from the 18% who had not been in 2007).

Length of stay

- On average, day visitors spent 3 hours and 3 minutes in Southam, longer than 2007.

Travelling to Southam and parking

- Most visitors to Southam (83%) used a car, van, motorcycle or motorhome as their main form of transport, which was 6 percentage points less than the 89% who used such means in 2007. 9% stated they had come by bus or coach service (3% in 2007), and 5% by bicycle (2% in 2007).
- Nine in ten (92%) of those who travelled to Southam by car, van, motorcycle or motorhome, found it either very easy or easy to park in the town: up by 6 percentage points from the 86% who felt the same way in 2007. 5% found it either difficult or very difficult to park, which was 2 percentage points down from the previous survey.

Single main reason for visiting the town

- All respondents were asked to state one main reason for visiting the town: just less than a quarter (23%) cited shopping / looking around the shops and the same percentage stated visiting friends and relatives. 7% gave their main reason for visiting the town as the markets, the same percentage (7%) also said somewhere for lunch, and a further 7% were just passing through.

Other reasons for visiting the town

- Respondents were questioned as to what other reasons they were visiting: four in ten (37%) said shopping / looking around the shops. Over a quarter (26%) stated somewhere for coffee / tea and exactly one fifth mentioned somewhere for lunch.

Events / festivals

- Over four fifths (84%) of those surveyed had not visited an event / festival in Southam in the past 12 months, compared to 16% who confirmed they had.
- Of the 16% who confirmed they had attended an event / festival, 90% said it was during the day, and 10% cited overnight.

Spending

- On average, day visitors spent an average of £17.95 in Southam.

2.2 Attitudes towards Southam

The market

- Just over half (52%) expressed satisfaction with **the range of stalls** in the market, as opposed to just less than a fifth (18%) who were dissatisfied. Significantly, this represented an increase of 33 percentage points from the 19% satisfaction rating in 2007.
- Almost three quarters (72%) of those surveyed were satisfied with **the presentation of the stalls**, 13 percentage points more than the 59% satisfaction figure of 2007.
- 72% were satisfied with **the quality of the goods on sale**, compared to 4% who were dissatisfied. In 2007, 73% were satisfied.
- Nearly all visitors (96%) were either very satisfied or satisfied with **the quality of service** from stallholders: up 17 percentage points from the 79% satisfaction figure of 2007. There was zero dissatisfaction this year.

The shops

- Just less than half (48%) expressed satisfaction with **the range of shops**, versus 13% who were dissatisfied. This represents an increase of 6 percentage points from 42% satisfaction in 2007. Dissatisfaction fell by 10 percentage points from the earlier survey when it stood at 23%.
- Six in ten (63%) were satisfied with **the quality of goods on sale in the shops**: 5 percentage points more than the 58% satisfaction score in the previous survey. 11% of those surveyed were dissatisfied this year: 2 percentage points more than the 9% dissatisfaction expressed in 2007.
- Over four fifths (81%) were very satisfied or satisfied with **the quality of service in the shops**: up 11 percentage points from the 70% satisfaction score in 2007. Dissatisfaction fell a single percentage point from 5% in 2007 to 4% today.

Places to eat and drink

- Just over half (53%) were satisfied with **the range of places to eat and drink**: 2 percentage points higher than the 51% satisfaction figure recorded in 2007. Almost a fifth (18%) were dissatisfied, up 3 percentage points from 15% in the earlier survey.
- Six in ten (58%) expressed satisfaction with **the quality of food**: 15 percentage points less than in the previous survey (73%). 11% expressed dissatisfaction which was up by 7 percentage points compared with 2007.
- Almost three quarters (73%) were satisfied with **the quality of service** in places to eat and drink: 10 percentage points less than in 2007 (83%). 3% were dissatisfied.
- Seven in ten (71%) were very satisfied or satisfied with **the value for money** in places to eat and drink: 3 percentage points less than the 74% satisfaction rating in the earlier survey. 5% were dissatisfied.

Ease of finding way around

- Regarding ease of finding way around, 93% were satisfied with the **road signs**, as opposed to 2% who were dissatisfied. Current findings were 5 points up on satisfaction compared to the earlier survey when 88% were satisfied.
- Nine in ten (88%) expressed satisfaction with the **pedestrian signs** (up by 6 points from the 82% satisfaction in 2007), versus 4% dissatisfaction across both surveys.
- 85% were satisfied with the **display maps and information boards**, compared to 5% who were dissatisfied. Significantly this represents an increase in satisfaction of 29 percentage points from the 56% satisfaction in 2007 and a fall in dissatisfaction of 11 points from the 16% in 2007.

Cleanliness of the streets

- Satisfaction remained constant across both surveys: over four fifths (82%) were satisfied. Dissatisfaction rose however, by 5 percentage points from 4% in 2007 to 9% in 2012.

Public toilets

- With reference to the public toilets, 11% were dissatisfied with **the availability**, as opposed to 75% who were satisfied (12 percentage points less than the 87% satisfaction rating in 2007).
- Almost four fifths (79%) were satisfied with **the cleanliness** of the public toilets, versus 8% who were dissatisfied. In the previous survey satisfaction was 10 percentage points greater, at 89%. Dissatisfaction rose by 5 percentage points from the 3% dissatisfaction recorded in 2007.

Visitor Information

- So far as the ease of finding visitor information, nine in ten (86%) were satisfied, compared to 7% dissatisfied. In 2007, 69% were satisfied with the ease of finding the TIC, compared to exactly a quarter (25%) who were dissatisfied.

Atmosphere in Southam town

- Significantly, 89% of those surveyed expressed satisfaction with the general atmosphere in Southam town, up by 12 percentage points since 2007 (77%). Dissatisfaction with the general atmosphere is 3% (1% in 2007).

Feeling of welcome

- 90% were satisfied with the feeling of welcome in the town with 2% dissatisfaction in 2012. Notably satisfaction grew by 12 percentage points across both surveys.

General appearance

- In 2012, 86% were very satisfied or satisfied with the general appearance of the town, up 6 percentage points from the 80% satisfaction in 2007. 2% were dissatisfied in 2012.

Feeling safe from crime

- Most visitors to Southam (96%) were in agreement with the statement that they felt quite safe from crime in Southam town, versus 1% disagreement. Agreement was 3 percentage points less than the 93% recorded in 2007, when disagreement was 2%.

Feeling safe from traffic

- 90% agreed or agreed strongly that as a pedestrian in Southam town they felt quite safe from traffic. 83% felt this way in 2007, representing an increase of 7 percentage points across the two surveys. In 2012, 5% disagreed versus 4% disagreement in 2007.

Getting around Southam by car

- 95% agreed that they found it easy to get around Southam town by car, as opposed to 1% who disagreed.

Overall enjoyment

- Over three quarters (78%) rated their overall enjoyment as either high or very high, 21% said average, and 3% stated low or very low. In 2007, 54% rated their overall enjoyment as either high or very high, representing a significant increase of 24 percentage points over the 5 years. 1% stated low in 2007.

Recommending Southam to someone else

- Exactly four fifths (80%) of those surveyed confirmed they were either very likely or likely to recommend Southam town to someone else, 13% said possibly, and 7% said either unlikely or very unlikely. Notably this represents an increase of 32 percentage points in those saying they are very likely or likely to recommend Southam from the 48% recorded in 2007.

3.0 Characteristics of Visit

3.1 Main reason for visiting Southam

Four out of ten visitors surveyed (37%) were on a leisure trip/holiday visit, which represented a decrease of 13 percentage points from the 50% recorded in 2007. Almost a third (31%) were on a special shopping trip. Three in ten (29%) were visiting friends and relations, down 5 percentage points from the 34% registered in 2007. 4% stated they worked or studied here.

Table 3

Main reason for visiting Southam town	2007 %	2012 %
Leisure trip / holiday	50	37
Shopping trip (special)	15	31
Visiting friends or relatives	34	29
Work / study here	0	4
<i>BASE</i>	<i>(123)</i>	<i>(199)</i>

35% of day visitors were seeing friends or relatives in the area.

Table 4

Main reason for visiting by type of visitor	Day Visitor on Holiday		
	Day Visitor %	Day Visitor on Holiday %	Staying Visitor %
Leisure trip / holiday	37	47	15
Shopping trip (special)	24	33	85
Visiting friends or relatives	35	20	-
Work / study here	4	-	-
<i>BASE</i>	<i>(156)</i>	<i>(30)</i>	<i>(13)</i>

3.2 Where respondents live

More than half (56%) of visitors came from Warwickshire (over double that of 2007, when 25% came from Warwickshire), 8% from Northamptonshire (a single percentage point more than the 7% in 2007), 6% from the West Midlands (down a single percentage point since 7% in 2007) and 5% from Oxfordshire (up a single percentage point from the previous survey).

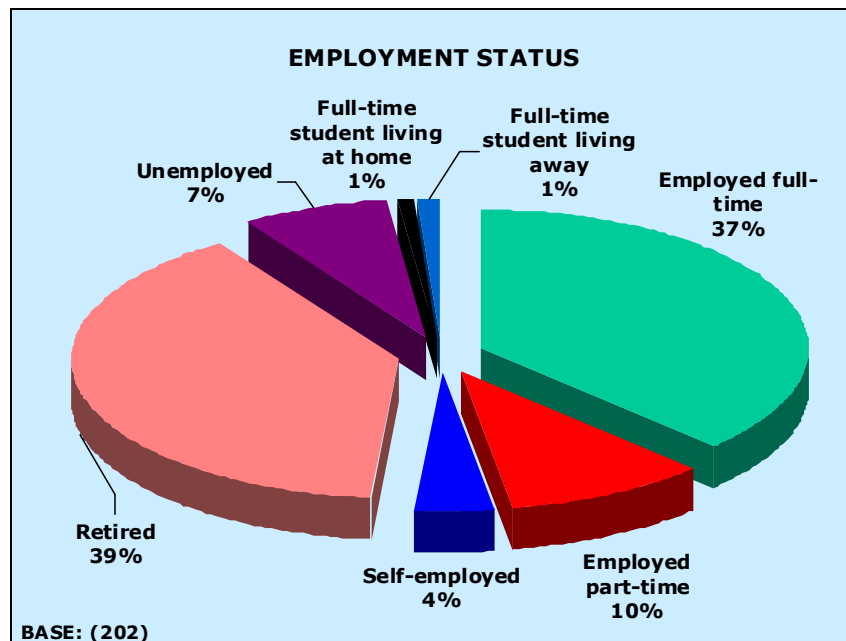
Table 5

Where respondents live (2% or more)	2012 %
Warwickshire	56
Northamptonshire	8
West Midlands	6
Oxfordshire	5
Worcestershire	3
Hertfordshire	2
Derbyshire	2
USA	2
West Yorkshire	2
Other Counties/Countries	14
<i>BASE</i>	<i>(144)</i>

3.3 Employment status

Four in ten (39%) of visitors stated they were retired; 37% stated they were employed full-time; 10% part-time; 4% were self-employed; 7% said they were unemployed; 1% said they were a full-time student living away, and 1% cited full-time student living at home.

Chart 1



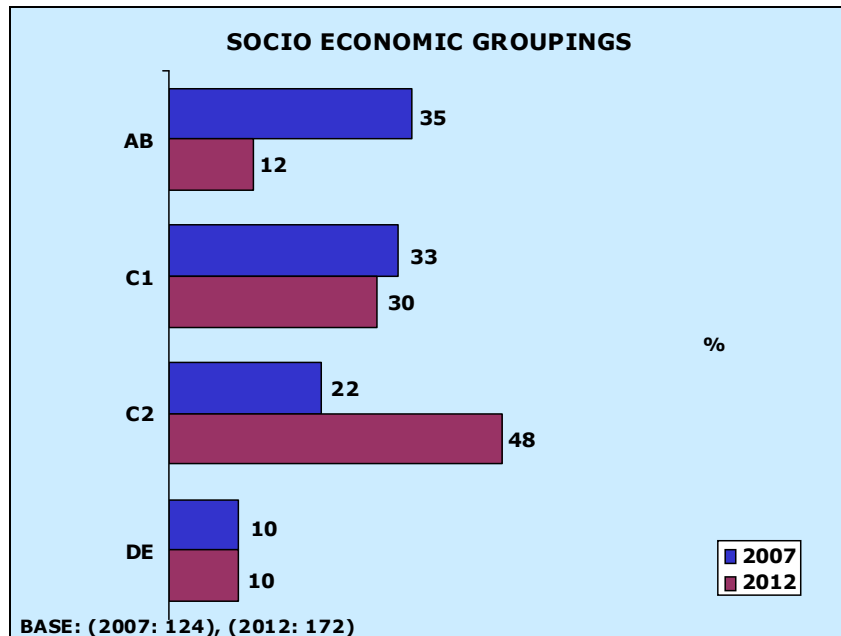
3.4 Socio-economic groupings

Based on the occupation of their household's highest income earner, visitors were categorised by socio-economic group, using the following Market Research Society standards:-

Socio-economic groupings	
AB	Managerial, administrative or professional at senior or intermediate level
C1	Supervisory, clerical (i.e. white collar), junior administrative or professional
C2	Skilled manual worker
DE	Semi-skilled and unskilled manual worker, retired state pensioner, casual earner, unemployed

Almost half (48%) of respondents were in the socio-economic grouping of C2, 30% were in C1, 12% were in AB, and 10% in DE. In 2007, the percentage of those in C2 was 22% (26 percentage points less than now), 33% were in C1, 35% were in AB (23 percentage points more than in 2012), and 10% were in DE (exactly the same as it is now).

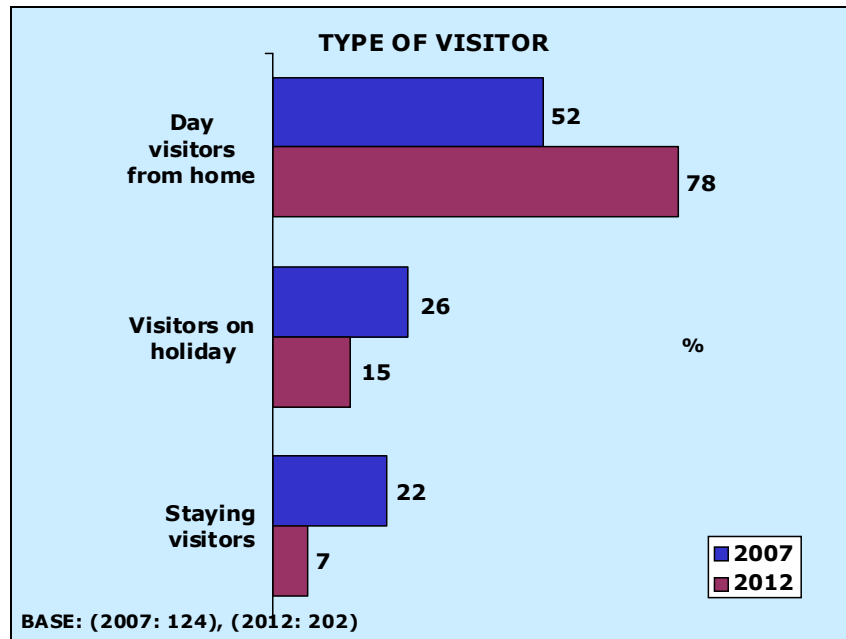
Chart 2



3.5 Type of visitor

78% of those surveyed were day visitors from home, 26 percentage points more than 2007. 15% were day visitors on holiday, a decrease of 11 points and staying visitors made up 7%, 15% less than 2007.

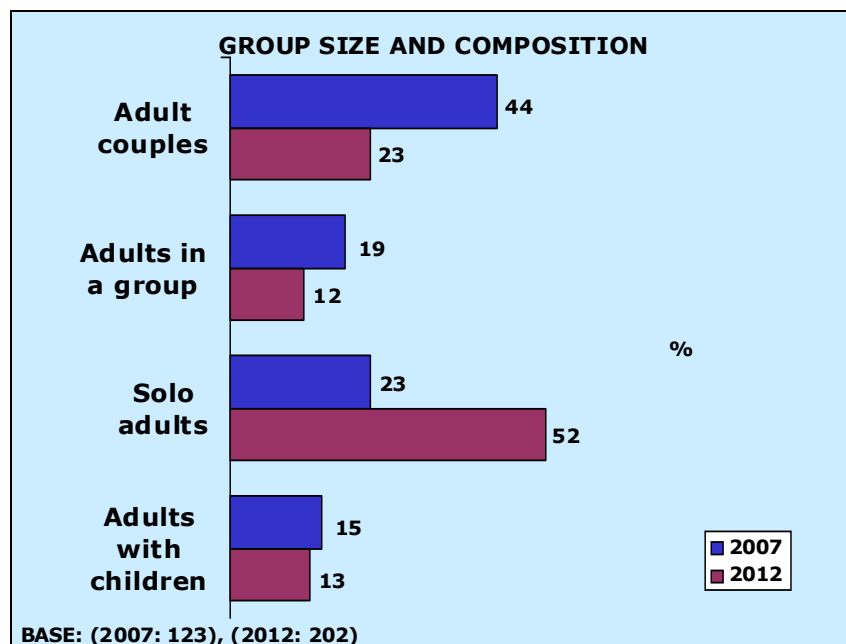
Chart 3



3.6 Group size and composition

Of those surveyed, 23% were adult couples – a decrease of 21 points on 2007, 12% were adults in a group, 52% were adults on their own (29 points higher than 2007) and 13% were adults with children (2 points less than 2007).

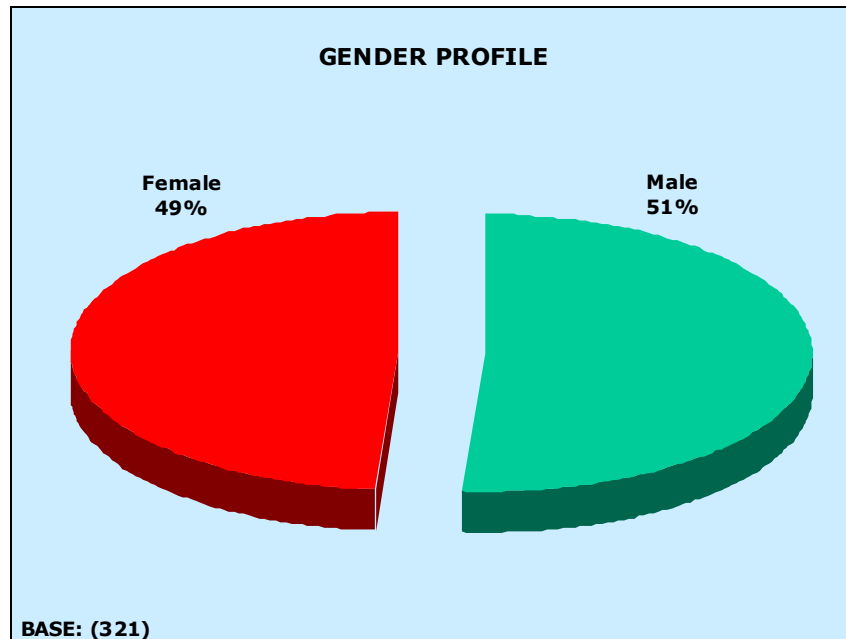
Chart 4



3.7 Gender

There was a 51%/49% split male versus female amongst the visitors to Southam.

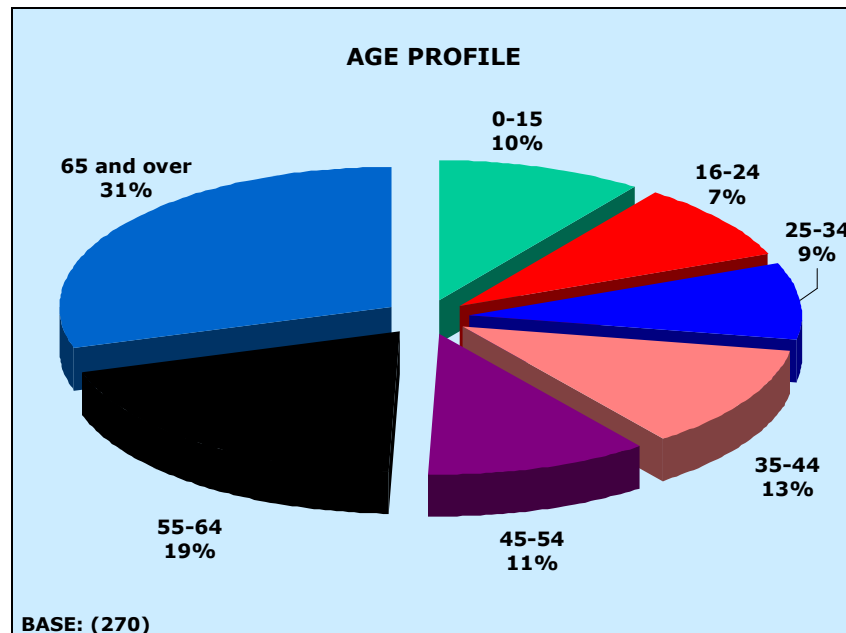
Chart 5



3.8 Age profile

17% of the visitors to Southam were in the under 25 age category, with 31% aged 65 and over.

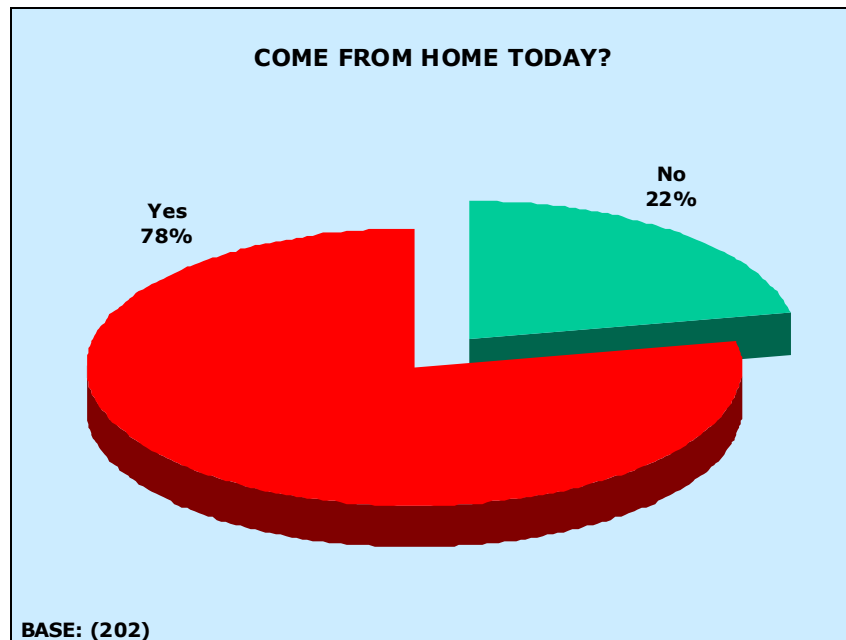
Chart 6



3.9 Come from home today

Over three quarters of those interviewed (78%) confirmed they had come from home today, as opposed to 22% who had not.

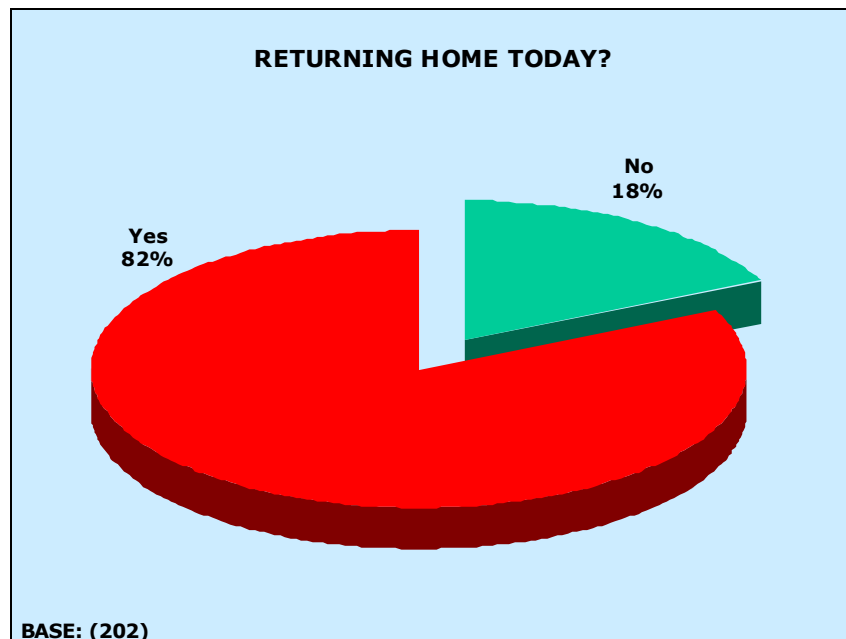
Chart 7



3.10 Going home following visit

Over four fifths of respondents (82%) were returning to home today, compared to 18% who were not.

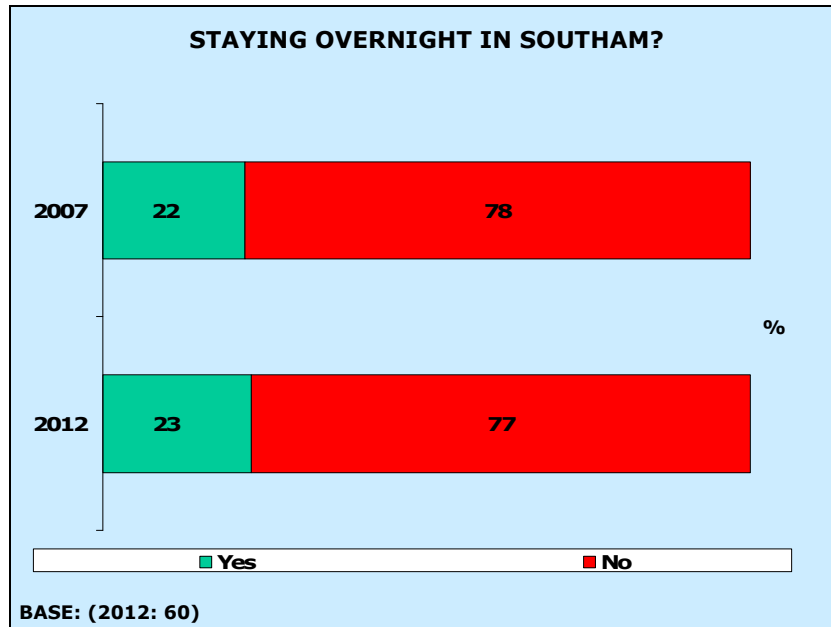
Chart 8



3.11 Staying overnight

Of those not returning home today, (23%) stated they were staying overnight in Southam, as opposed to 77% who were not. In 2007, 22% of visitors indicated that they were staying overnight in Southam: a single percentage point less than now.

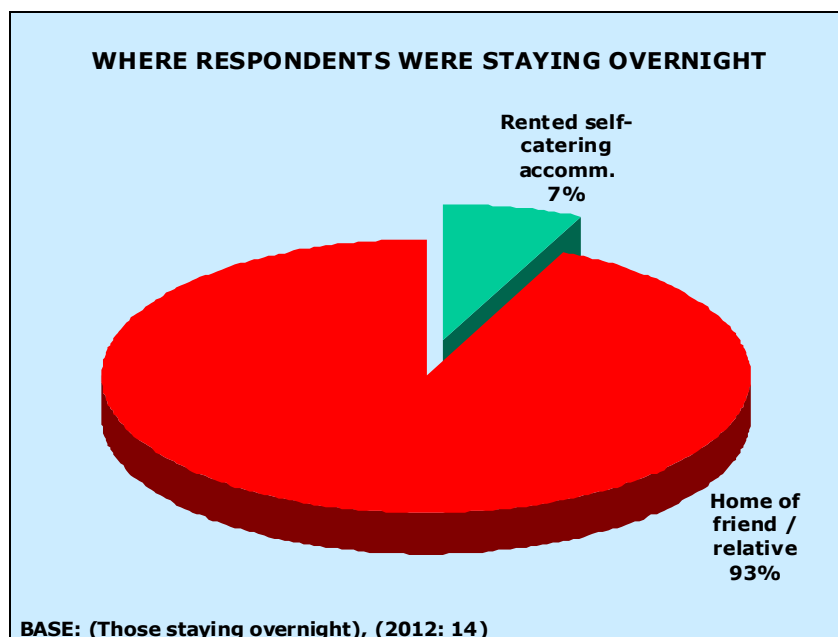
Chart 9



3.12 Where respondents were staying overnight

Most (93%) of those staying overnight were staying at the home of a friend / relative, which represented an increase of 8 percentage points from the 85% recorded in 2007. The remaining 7% stayed in rented self-catering accommodation (4% in 2007).

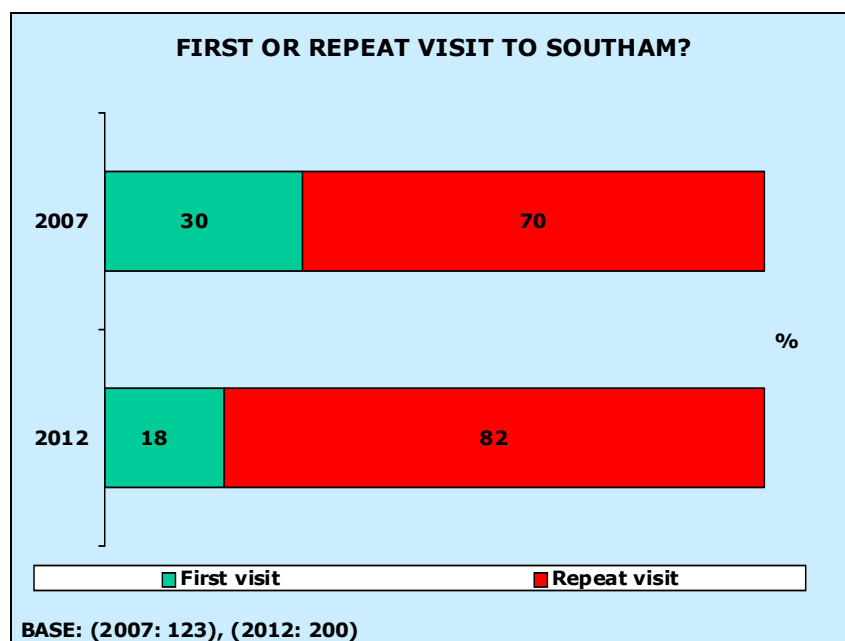
Chart 10



3.13 First or repeat visit

For less than a fifth of visitors (18%) it was their first visit to Southam. In 2007, 30% were new visitors, 12 percentage points more than in 2012, and 70% were repeat visitors, 12 percentage points less than in 2012.

Chart 11



Of those who had visited Southam before, seven in ten (71%) had visited more than five times in the last 12 months, and 21% had visited two to five times. 4% had visited once and 3% had not visited the town in the last 12 months (down 15 percentage points from the 18% who had not been in 2007).

Table 6

Number of times visited in the last 12 months	2007 %	2012 %
None	18	3
Once	2	4
Two to five times	27	21
More than five times	52	72
<i>BASE (Those who had visited Southam before)</i>	<i>(84)</i>	<i>(161)</i>

3.14 Length of stay

On average, day visitors spent 3 hours and 3 minutes in Southam, longer than 2007.

3.15 Travelling to Southam

Most visitors to Southam (83%) used a car, van, motorcycle or motorhome as their main form of transport, which was 6 percentage points less than the 89% who used such means in 2007. 9% stated they had come by bus or coach service (3% in 2007), and 5% by bicycle (2% in 2007).

Table 7

Main form of transport	2007 %	2012 %
Car / van / motorcycle / motorhome	89	83
Walked	4	2
Bus / coach service	3	9
Bicycle	2	5
Train	2	1
Coach tour	0	1
Other	1	1
<i>BASE</i>	<i>(123)</i>	<i>(200)</i>

3.16 Single main reason for visiting the town

All respondents were asked to state one main reason for visiting the town: just less than a quarter (23%) cited shopping / looking around the shops and the same percentage stated visiting friends and relatives. 7% gave their main reason for visiting the town as the markets, the same percentage (7%) also said somewhere for lunch, and a further 7% were just passing through.

32 comments were supplied for other main reasons for visiting and these are listed in Appendix 1.

Table 8

Main reason for visiting Southam	2012 %
Visiting friends or relatives	23
Shopping / looking around shops	23
Just passing through	7
The markets	7
Somewhere for lunch	7
Somewhere for tea / coffee	5
General sightseeing	4
For a specific service	4
To visit a specific attraction in the town	2
To visit a specific event in the town	2
Family history research	1
Cycling	1
Walking	1
Other	13
<i>BASE</i>	<i>(208)</i>

3.17 Other reasons for visiting Southam

Secondly, respondents were questioned as to what other reasons they were visiting: four in ten (37%) said shopping / looking around the shops. Over a quarter (26%) stated somewhere for coffee / tea and exactly one fifth mentioned somewhere for lunch.

8 comments were made regarding other reasons for visiting the town, as per Appendix 2.

Table 9

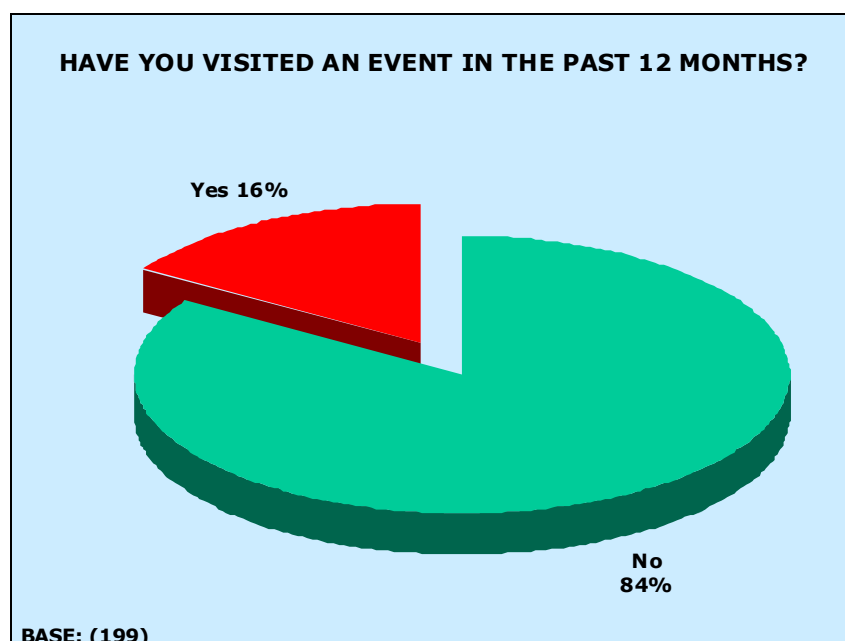
Other reasons for visiting Southam	2012 %
Shopping / looking around shops	37
Somewhere for tea / coffee	26
Somewhere for lunch	20
Visiting friends or relatives	11
General sightseeing / interest	9
Just passing through	8
The markets	5
To use the toilets	5
For a specific service	4
To visit a specific event in the town	3
Walking	3
To visit a specific attraction in the town	2
Cycling	1
Other	9
BASE	(256)

* can add up to more than 100% as a multiple response question

3.18 Events / festivals

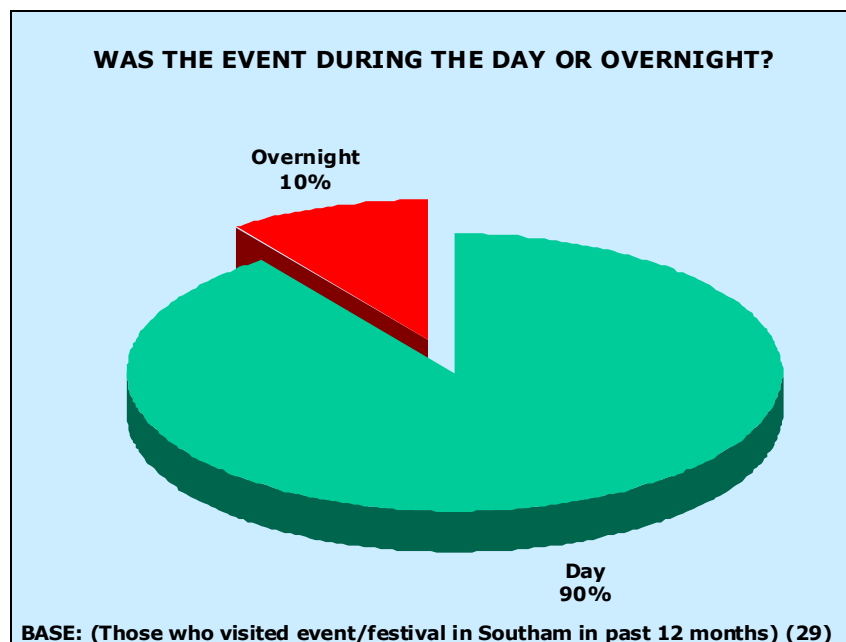
16% of those surveyed had visited an event / festival in Southam in the past 12 months. 31 comments were made as to the name of the event / festival visited, as per Appendix 3.

Chart 12



Of the 16% who confirmed they had attended an event / festival, 90% said it was during the day, and 10% cited overnight.

Chart 13



3.19 Spending

Visitors were asked to estimate how much they and their party were likely to spend during the whole period of their in Southam. Given that visitors were being asked to recollect their expenditure and to forecast future spending the figures should be treated as estimates.

Expenditure on accommodation, eating/drinking out, shopping, entertainment, transport/fuel spent in the area itself and other spending. The sample does include those who indicated that they had or did not intend to spend anything.

On average, day visitors spent an average of £17.95 in Southam.

Figures are broken down for day visitors and day visitors on holiday. The figure for staying visitors in commercial accommodation as there was not a large enough sample to be meaningful.

Table 10

Breakdown of spending	Average Spend £ Per Person
Day visitor	£17.95
Day visitor on holiday	£9.73

4.0 Attitudes towards Southam

4.1 The market

Just over half (52%) of visitors expressed satisfaction with **the range of stalls** in the market, as opposed to just less than a fifth (18%) who were dissatisfied. Significantly, this represented an increase of 33 percentage points from the 19% satisfaction rating in 2007.

Almost three quarters (72%) of those surveyed were satisfied with **the presentation of the stalls**, 13 percentage points more than the 59% satisfaction figure of 2007.

72% were satisfied with **the quality of the goods on sale**, compared to 4% who were dissatisfied. In 2007, 73% were satisfied, with 11% dissatisfied.

Nearly all visitors (96%) were either very satisfied or satisfied with **the quality of service** from stallholders: up 17 percentage points from the 79% satisfaction figure of 2007. There was zero dissatisfaction this year.

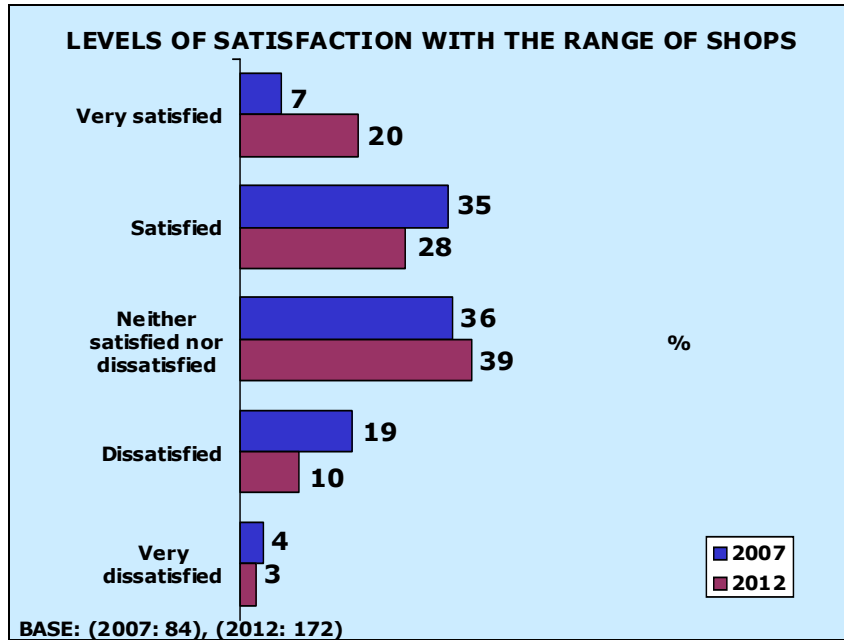
Table 11

Levels of satisfaction with the market	Very dissatisfied %	Dissatisfied %	Neither %	Satisfied %	Very satisfied %
The range of market stalls (2007)	11	32	38	11	8
The range of market stalls (2012)	6	12	29	27	25
The presentation of market stalls (2007)	0	8	33	42	17
The presentation of market stalls (2012)	2	6	20	41	31
The quality of the market goods (2007)	0	11	16	43	30
The quality of the market goods (2012)	0	4	24	36	36
The quality of service at the market (2007)	0	7	14	17	62
The quality of service at the market (2012)	0	0	4	31	65
<i>BASE: (Those who went to the market) (2007:37), (2012:51)</i>					

4.2 The shops

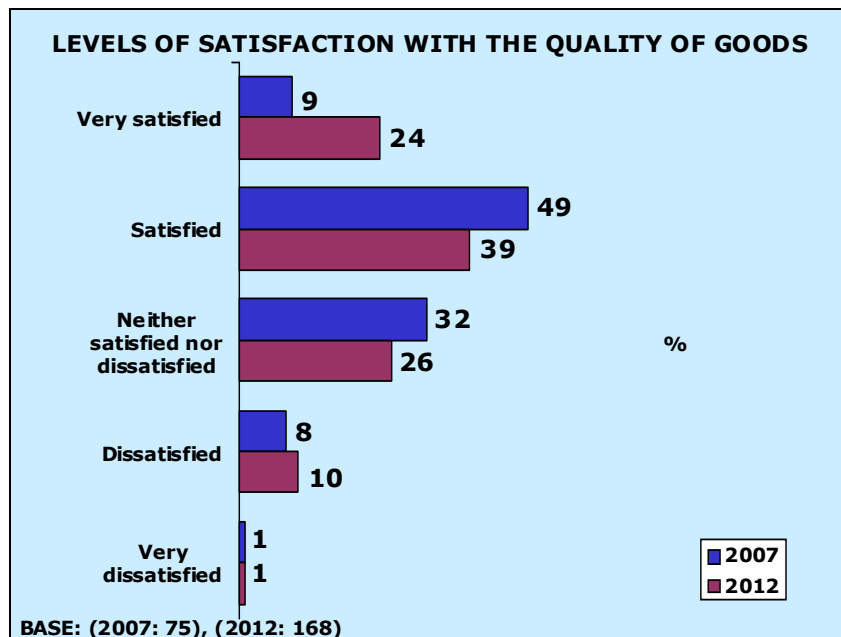
Just less than half (48%) expressed satisfaction with **the range of shops**, versus 13% who were dissatisfied. This represents an increase of 6 percentage points from 42% satisfaction in 2007. Dissatisfaction fell by 10 percentage points from the earlier survey when it stood at 23%.

Chart 14



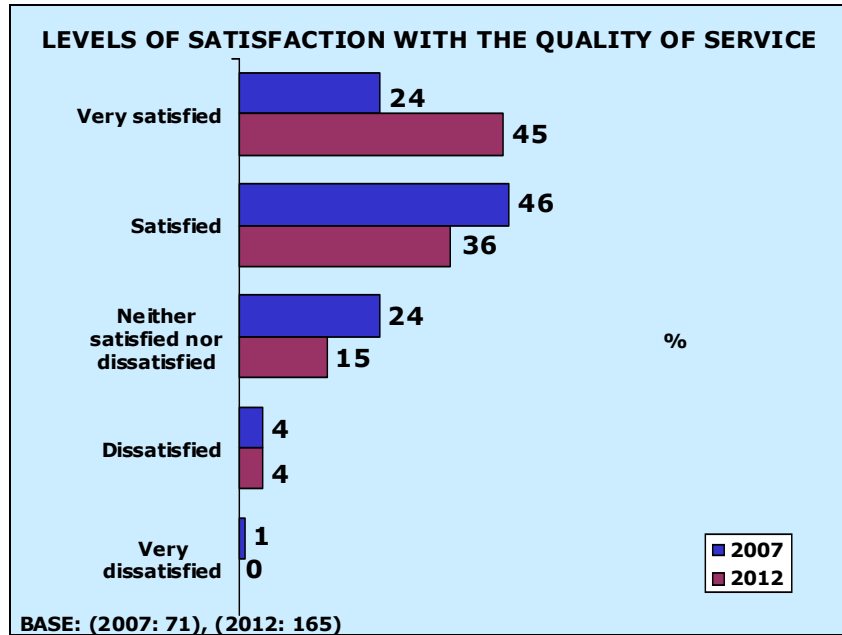
Six in ten (63%) were satisfied with **the quality of goods on sale in the shops**: 5 percentage points more than the 58% satisfaction score in the previous survey. 11% of those surveyed were dissatisfied this year: 2 percentage points more than the 9% dissatisfaction expressed in 2007.

Chart 15



Over four fifths (81%) were very satisfied or satisfied with **the quality of service in the shops**: up 11 percentage points from the 70% satisfaction score in 2007. Dissatisfaction fell a single percentage point from 5% in 2007 to 4% today.

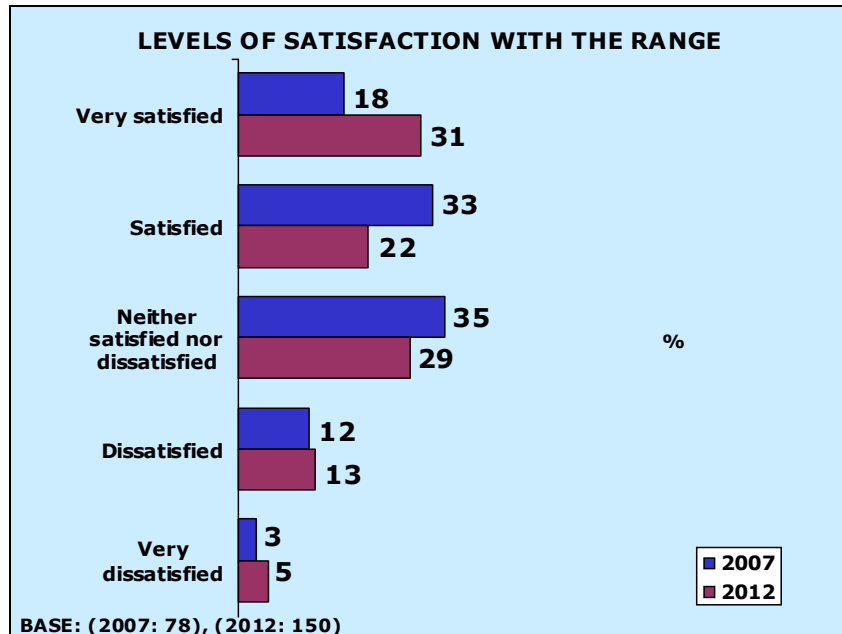
Chart 16



4.3 Places to eat and drink

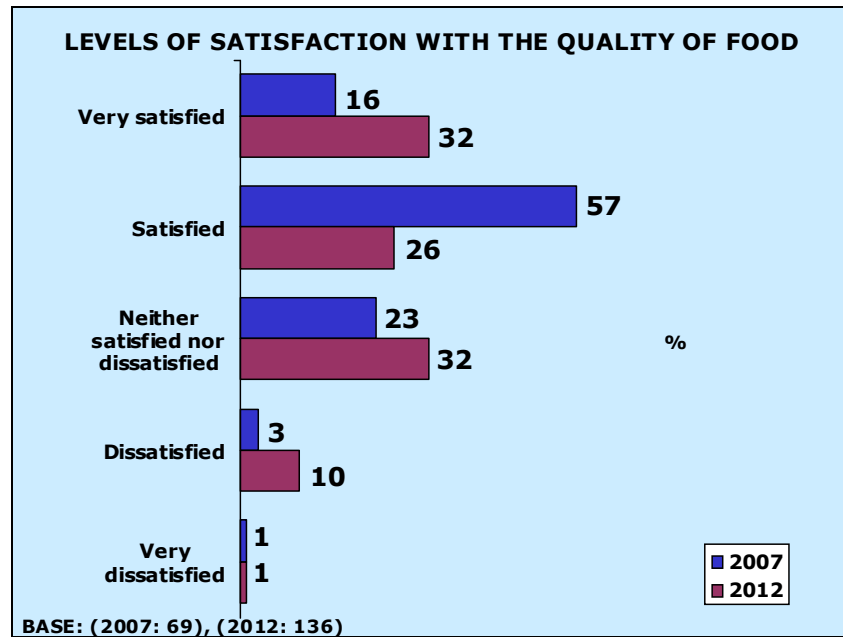
Just over half of visitors to Southam (53%) were satisfied with **the range of places to eat and drink**: 2 percentage points higher than the 51% satisfaction figure recorded in 2007. Almost a fifth (18%) were dissatisfied, up 3 percentage points from 15% in the earlier survey.

Chart 17



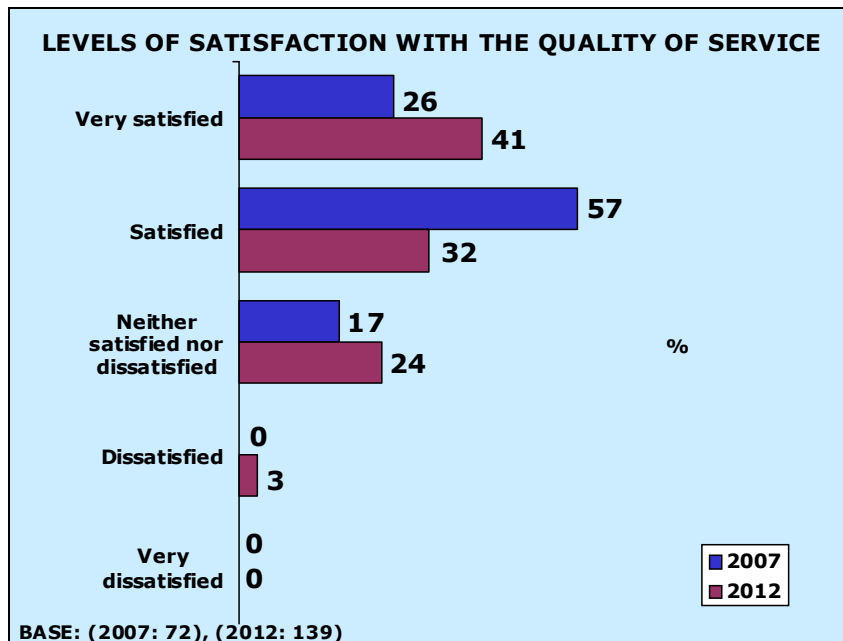
Six in ten (58%) expressed satisfaction with **the quality of food**: 15 percentage points less than in the previous survey (73%). 11% expressed dissatisfaction which was up by 7 percentage points compared with 2007.

Chart 18



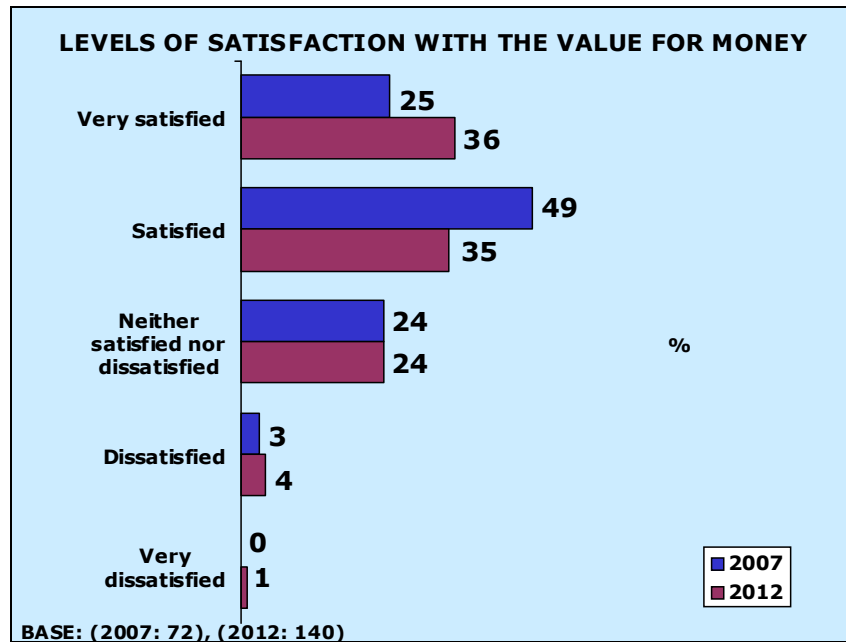
Almost three quarters (73%) were satisfied with **the quality of service** in places to eat and drink: 10 percentage points less than in 2007 (83%). 3% were dissatisfied.

Chart 19



Seven in ten (71%) were very satisfied or satisfied with **the value for money** in places to eat and drink: 3 percentage points less than the 74% satisfaction rating in the earlier survey. 5% were dissatisfied.

Chart 20



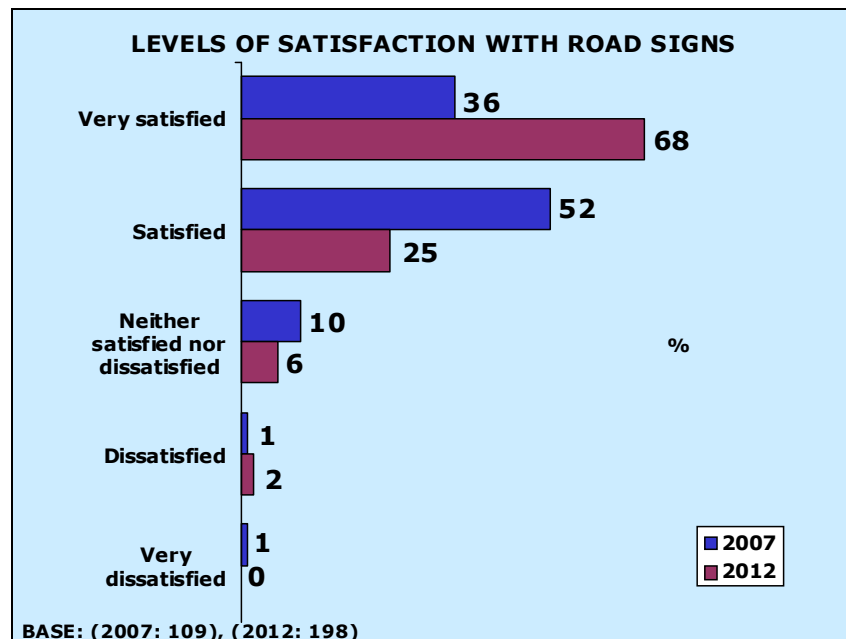
4.4 Museums and other places to visit in town

Visitors were asked four questions on museums and other places to visit in the town. As only eight respondents had visited a museum, these results are not included in this report.

4.5 Ease of finding way around

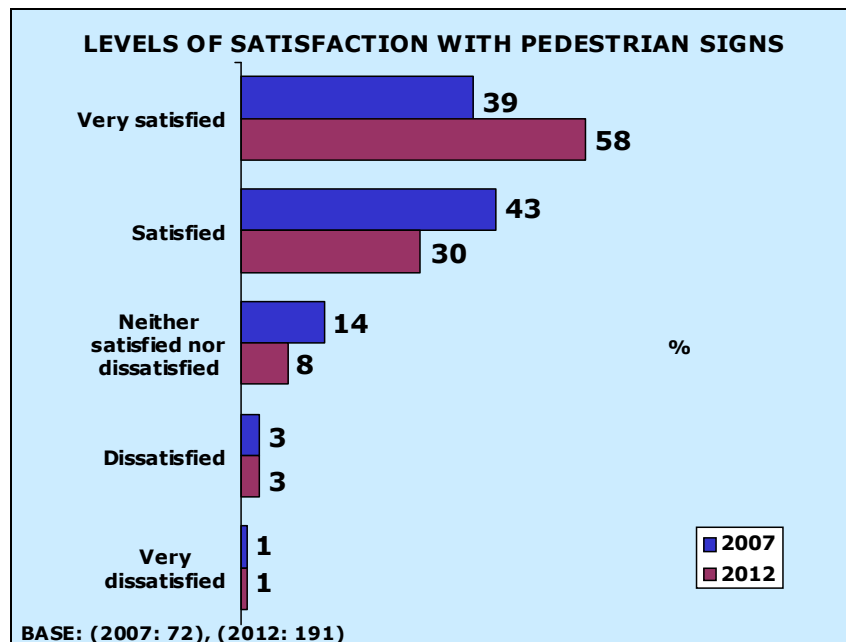
Regarding ease of finding way around, 93% of those surveyed were satisfied with the **road signs**, as opposed to 2% who were dissatisfied. Current findings were 5 points up on satisfaction compared to the earlier survey when 88% were satisfied.

Chart 21



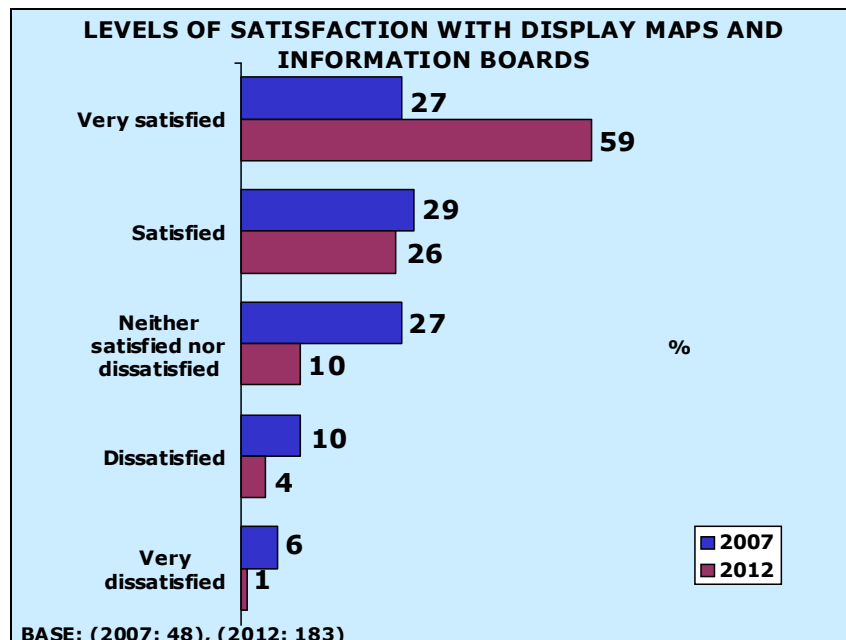
Nine in ten visitors (88%) expressed satisfaction with the **pedestrian signs** (up by 6 points from the 82% satisfaction in 2007), versus 4% dissatisfaction across both surveys.

Chart 22



85% of visitors were satisfied with the **display maps and information boards**, compared to 5% who were dissatisfied. Significantly this represents an increase in satisfaction of 29 percentage points from the 56% satisfaction in 2007 and a fall in dissatisfaction of 11 points from the 16% in 2007.

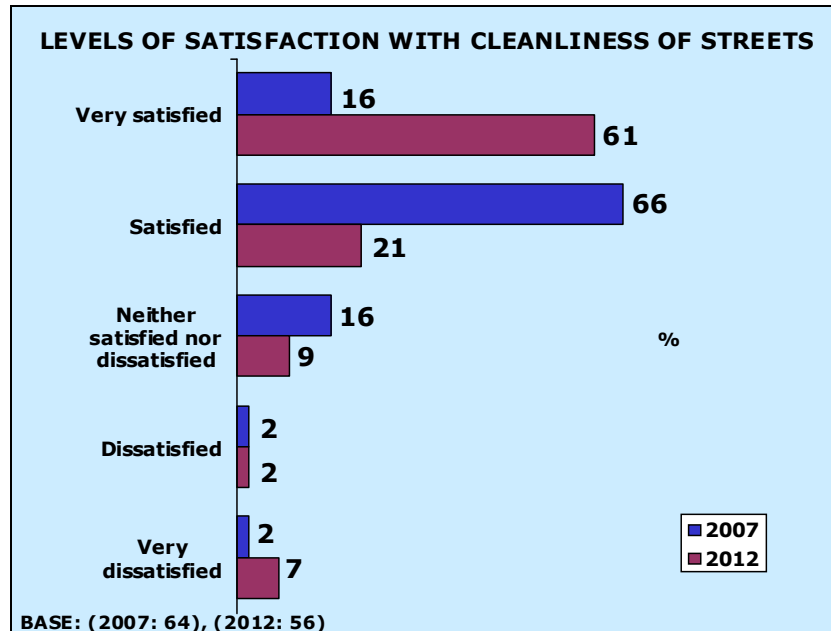
Chart 23



4.6 Cleanliness of the streets

Satisfaction remained constant across both surveys: over four fifths of visitors to Southam (82%) were satisfied. Dissatisfaction rose however, by 5 percentage points from 4% in 2007 to 9% in 2012.

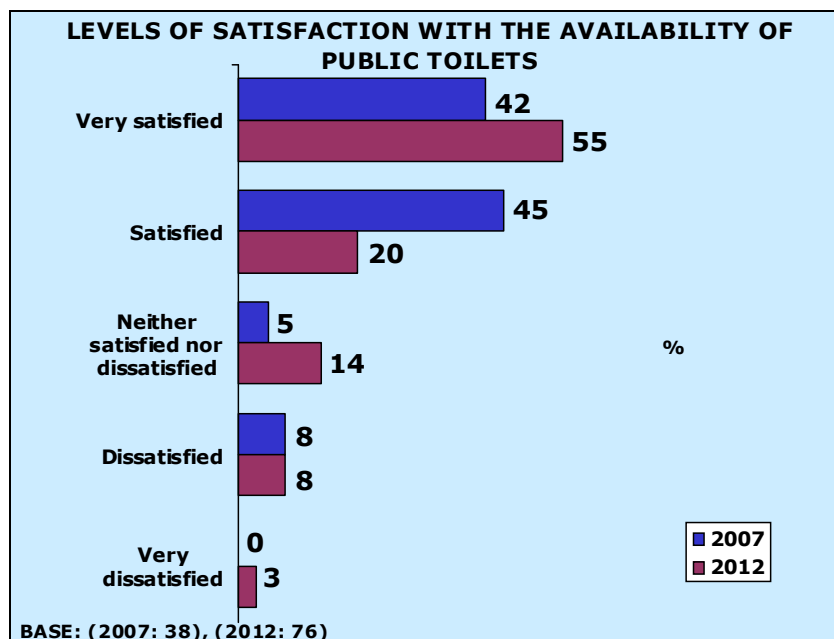
Chart 24



4.7 Public toilets

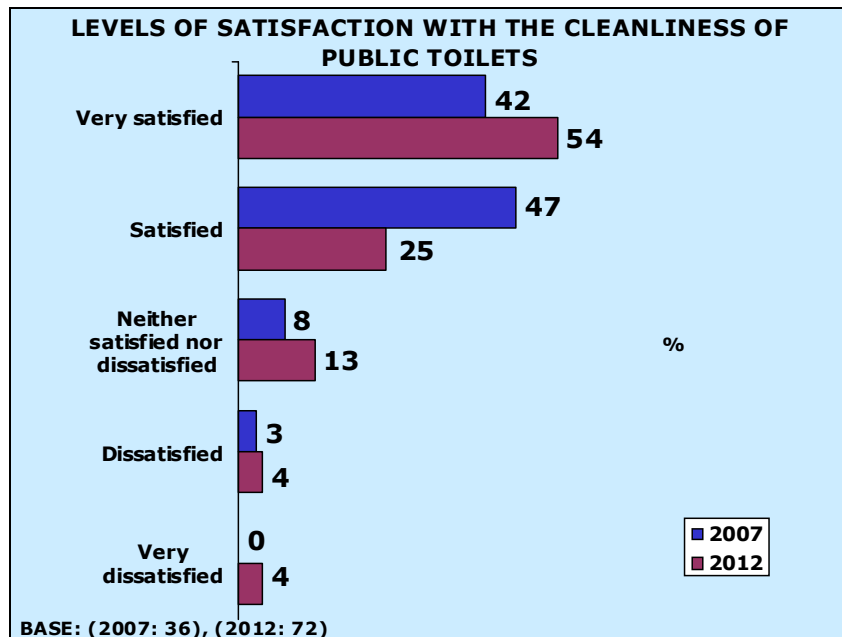
With reference to the public toilets, 11% of those surveyed were dissatisfied with **the availability**, as opposed to 75% who were satisfied (12 percentage points less than the 87% satisfaction rating in 2007).

Chart 25



Almost four fifths (79%) of visitors to Southam were satisfied with **the cleanliness** of the public toilets, versus 8% who were dissatisfied. In the previous survey satisfaction was 10 percentage points greater, at 89%. Dissatisfaction rose by 5 percentage points from the 3% dissatisfaction recorded in 2007.

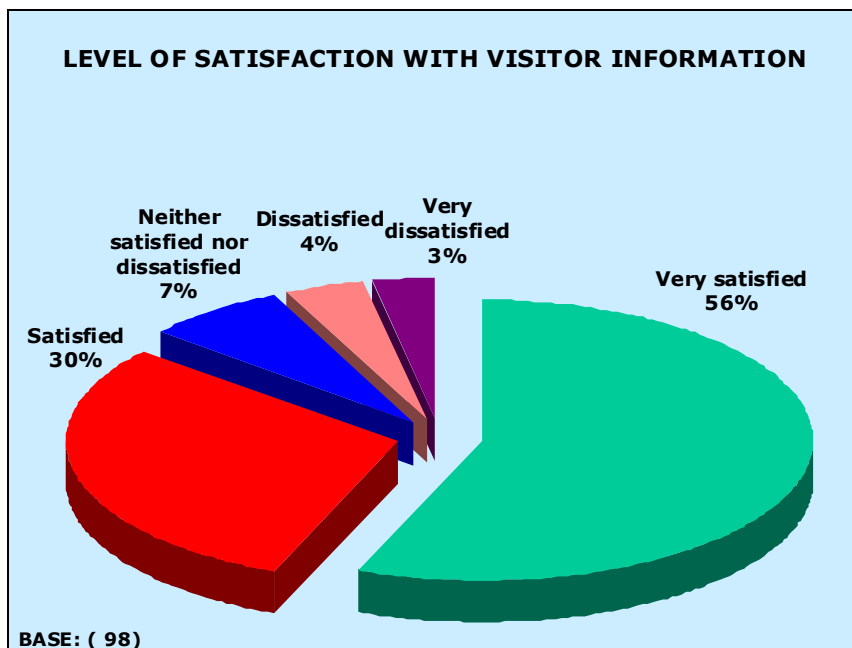
Chart 26



4.8 Visitor Information

So far as the ease of finding visitor information, nine in ten of those surveyed (86%) were satisfied, compared to 7% dissatisfied. In 2007, 69% were satisfied with the ease of finding the TIC, compared to exactly a quarter (25%) who were dissatisfied.

Chart 27



4.9 Parking

Nine in ten (92%) of those who travelled to Southam by car, van, motorcycle or motor home, found it either very easy or easy to park in the town: up by 6 percentage points from the 86% who felt the same way in 2007. 5% found it either difficult or very difficult to park, which was 2 percentage points down from the previous survey.

Table 12

Ease of parking	2007 %	2012 %
Very difficult	4	1
Difficult	3	4
Neither difficult nor easy	7	2
Easy	11	20
Very easy	75	72
<i>BASE (Those who travelled by car/van/motor home)</i>	<i>(109)</i>	<i>(163)</i>

4.10 Atmosphere in Southam town

Significantly, 89% of those surveyed expressed satisfaction with the general atmosphere in Southam town, up by 12 percentage points since 2007 (77%). Dissatisfaction with the general atmosphere is 3% (1% in 2007).

90% were satisfied with the feeling of welcome in the town with 2% dissatisfaction in 2012. Notably satisfaction grew by 12 percentage points across both surveys.

In 2012, 86% were very satisfied or satisfied with the general appearance of the town, up 6 percentage points from the 80% satisfaction in 2007. 2% were dissatisfied in 2012.

Table 13

Levels of satisfaction with...	Very dissatisfied %	Dissatisfied %	Neither %	Satisfied %	Very satisfied %
The general atmosphere (2007)	0	1	21	50	27
The general atmosphere (2012)	0	3	8	38	51
The feeling of welcome (2007)	0	4	18	45	33
The feeling of welcome (2012)	0	2	8	35	55
The general appearance (2007)	0	4	16	50	30
The general appearance (2012)	1	1	12	40	46
<i>BASE: (2007: 121), (2012:202)</i>					

4.11 Feeling safe and getting around

Most visitors to Southam (96%) were in agreement with the statement that they felt quite safe from crime in Southam town, versus 1% disagreement. Agreement was 3 percentage points less than the 93% recorded in 2007, when disagreement was 2%.

90% agreed or agreed strongly that as a pedestrian in Southam town they felt quite safe from traffic. 83% felt this way in 2007, representing an increase of 7 percentage points across the two surveys. In 2012, 5% disagreed versus 4% disagreement in 2007.

95% agreed that they found it easy to get around Southam town by car, as opposed to 1% who disagreed.

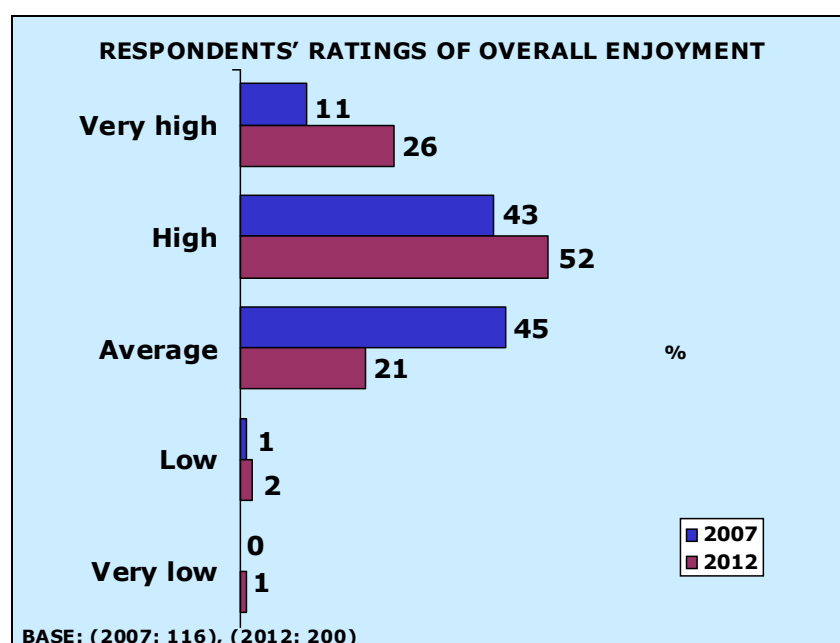
Table 14

Levels of agreement with...	Disagree strongly %	Disagree %	Neither %	Agree %	Agree strongly %
I felt quite safe from crime (2007)	0	2	6	57	36
I felt quite safe from crime (2012)	0	1	3	34	62
As a pedestrian, I felt quite safe from traffic (2007)	0	4	12	61	22
As a pedestrian, I felt quite safe from traffic (2012)	0	5	4	36	54
I found it easy to get around by car (2012)	0	1	3	40	55
BASE: (2007: 122), (2012:201)					

4.12 Overall enjoyment

Over three quarters (78%) of those surveyed rated their overall enjoyment as either high or very high, 21% said average, and 3% stated low or very low. In 2007, 54% rated their overall enjoyment as either high or very high, representing a significant increase of 24 percentage points over the 5 years. 1% stated low in 2007.

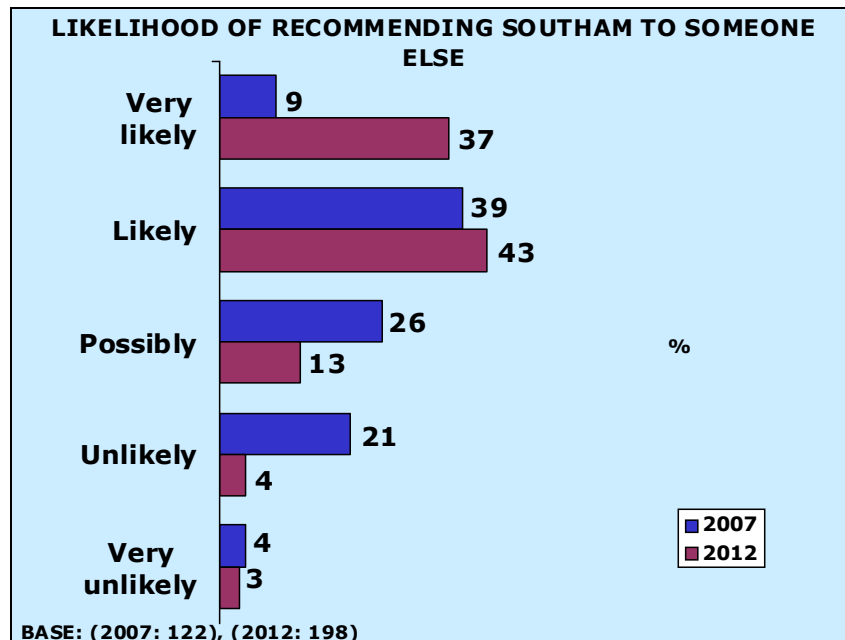
Chart 28



4.13 *Recommending Southam to someone else*

Exactly four fifths (80%) of visitors confirmed they were either very likely or likely to recommend Southam town to someone else, 13% said possibly, and 7% said either unlikely or very unlikely. Notably this represents an increase of 32 percentage points in those saying they are very likely or likely to recommend Southam from the 48% recorded in 2007. Those saying unlikely were asked why and these answers appear in Appendix 4.

Chart 29



4.14 *What visitors like about Southam*

Just over one fifth of the visitors to Southam (21%) liked the nice, friendly people there. 16% of those surveyed said that it had everything they needed and the location was good / convenient, 14% stated that it was a nice country / market town, and 12% enjoyed the atmosphere / ambience.

Other comments included "easy buses", "the dental practice", "the pharmacy" and "the schooling".

Table 15

What visitors liked about Southam	2012 Number	2012 %
Nice / friendly people	42	21
Everything I need here / convenient / location	31	16
Nice country / market town	27	14
Atmosphere / ambience	23	12
Good places to eat and drink	15	8
Not too busy / small	15	8
Variety / choice of shops / local / individual	15	8
Free parking / easily accessible parking	10	5
Relatives live here / born here / visiting friends	9	5
Architecture / buildings	8	4
Flower displays	8	4
Good access / pedestrianised	8	4
Nice park / trees	8	4
Picturesque / pretty	8	4
Character / olde worlde / traditional / old fashioned	7	4
Leisure centre / sports facilities	7	4
History / heritage	6	3
Clean / tidy	4	2
Charity shops	3	2
Feel safe	2	1
Library	2	1
Nice walks	2	1
Churches / Abbey	1	1
Other	9	5
BASE	(198)	

*will add up to more than 100% as more than one answer possible

4.15 What spoilt the visit?

Six in ten visitors to Southam (61%) confirmed that there was nothing they did not like about Southam. 6% felt there were not enough shops and 5% were not happy with the weather and the same percentage of those surveyed (5%) did not like Tesco's.

Other comments included "poor signposting to get here", "too many flowers"; "dog excrement", "closed police station", "parking" and "narrow / lack of pavements - difficult with a pram".

Table 16

What visitors DID NOT LIKE about Southam	2012 Number	2012 %
Not enough shops / lack of services / bad service	7	6
The weather / the rain	6	5
Tesco's	6	5
No food availability in pubs / cafes on Sat. afternoon / lack of places to eat proper food / lack of convenience food	4	3
Expensive buses / not reliable	3	2
Traffic / speed / busy road	3	2
Scruffy / could be smartened up	3	2
Young people hanging about / noisy	3	2
Market closed / market back on the hill	2	2
Shops closed / close at 4.15pm on Sat	2	2
No, none, nothing	75	61
Other	10	8
BASE	(123)	

*will add up to more than 100% as more than one answer possible

4.16 Additional facilities required in Southam

The comments made for this question are included in Appendix 5.

5.0 Attitudes - Importance versus Satisfaction

5.1 Importance versus Satisfaction

The survey also requested visitors to indicate the importance of each factor to their visit, alongside their satisfaction with facilities in Southam. By indentifying those factors considered to be of greatest importance, the impact on future development can be maximised. For instance, where both satisfaction and importance are low, these factors should be lower on a priority list of action. However where satisfaction is low but importance is high, these factors should be of higher priority.

Furthermore, issues rated as important can be most effectively used in marketing and PR activity to the town.

The following table details the average scores for all factors addressed in the survey, in terms of both importance and satisfaction. These results indicate the factors visitors feel are the most 'important' to their visit and those factors were most 'satisfied' with.

The cleanliness of streets in Southam was of greatest importance to visitors with a rating of 4.93. The availability of public toilets (4.91) and the cleanliness of them (4.90) followed this. The ease of finding your way around (road signs) was also deemed important (4.82). The lowest importance rating was for the range of markets at (3.55).

Of particular concern are the issues of high importance but relatively lower satisfaction. These include the range of shops (-1.07), the range of places to eat and drink (-0.97), and the quality of the food (-0.94).

Most elements surrounding museums and other places to visit received satisfaction scores higher than their importance score, indicating that although visitors were satisfied it was not as important to their visit. It is worth mentioning that these satisfaction scores are still above average.

Table 17

Average Scores for Southam (on a scale of 1 to 5)	Importance Average	Satisfaction Average	Difference
Markets - range	3.55	3.55	0.00
Markets - presentation	3.94	3.94	0.00
Markets – quality of goods on sale	4.04	4.04	0.00
Markets – quality of service	4.61	4.61	0.00
Shops – range	4.60	3.53	-1.07
Shops – quality of goods on sale	4.69	3.77	-0.92
Shops – quality of service	4.77	4.21	-0.56
Places to eat & drink – range	4.59	3.62	-0.97
Places to eat & drink – quality of food	4.72	3.78	-0.94
Places to eat & drink – quality of service	4.72	4.12	-0.60
Places to eat & drink – value for money	4.74	4.02	-0.72
Museums and other places to visit in the town – range	3.86	3.63	-0.23
Museums & other places to visit in town: level of interest	3.88	4.00	+0.12
Museums & other places to visit in town: quality of service	4.21	4.25	+0.04
Museums & other places to visit in town: value for money	4.21	4.25	+0.04
Ease of finding way around – road signs	4.82	4.59	-0.23
Ease of finding way around – pedestrian signs	4.71	4.42	-0.29
Ease of finding way around – display maps & boards	4.65	4.39	-0.26
Cleanliness of streets	4.93	4.27	-0.66
Public toilets – availability	4.91	4.17	-0.74
Public toilets – cleanliness	4.90	4.21	-0.69
Visitor information – ease of finding	4.75	4.32	-0.43
Overall impression - General atmosphere	4.72	4.36	-0.36
Overall impression - Feeling of welcome	4.73	4.43	-0.30
Overall impression – General appearance	4.68	4.28	-0.40

APPENDICES

Appendix 1: Other main reason for visiting Southam 32 comments

- Library
- Job interview
- Library
- Visit vets
- Moving home
- Hairdresser
- Swimming
- Picnic
- Special cake shopping
- Clay pigeon shooting
- local services
- Dentist
- Bank
- Dentist
- House hunting
- Post office
- Visit doctor
- Personal
- Visiting family grave
- Church admin
- Working
- Bank
- Work
- House hunting
- Dentist
- Wedding
- Wedding
- Home visit
- Hairdresser
- Bank visit
- Visit grave/bank
- Beauty salon

Appendix 2: Other reasons for visiting Southam 8 comments

- Leisure
- Dentist
- Post office
- Looking to re-locate here
- Away from the city
- Library
- To catch a bus
- Moving to Southam

Appendix 3: Name of the event / festival visited in Southam 31 comments

- The Jubilee pageant
- Pageant
- Farmers market, music festivals, car boot sales, school events
- Street party
- Music and beer festivals

- Golfing
- Jubilee weekend
- Retro revival
- Christmas fair, sports fair
- Jubilee event
- Recreational show
- JJ's memorial fund
- Southern First, Jubilee etc
- Library - childrens event
- Fete and carnival
- Farmers market, national market day
- Jubilee street party
- Street fair
- Street fair
- Bank holiday carnival
- Carnival
- Carnival
- The may day event
- Southam Fair
- The Saturday market
- Cinema at community cafe
- Beer festival
- Summer fayre / Jubilee
- Carnival
- Retro day
- Xmas fair

Appendix 4: Why would not recommend Southam to someone else
14 comments

- Because not enough to offer
- Not enough to offer
- Not enough on offer
- Too shabby on market hill
- It is not somewhere I would like to live
- No amenities
- Lack of good places to eat
- Doesn't come up to my standards
- Not enough on offer
- Family/friends would have no cause to come here
- Nothing really to attract people
- My family live here
- Not enough to offer
- Don't like it

Appendix 5: What, if any, additional facilities or services would have added to the enjoyment of your visit to Southam Town?
150 comments

- A coffee shop
- A good dress shop / tea shop
- A good restaurant and bakery
- A nice looking cafe
- A nice restaurant / teashop
- A pedestrian crossing further down towards Budgens
- A tea-shop
- A toilet in the park is needed
- A water fountain
- An extra Zebra crossing

- An indoor play area for children with reasonable rent
- Another eating place
- Antique/book shops
- Better maps. Cafes
- Better shop - clothes
- Better shops and a restaurant
- Better shops and eating facilities
- Boots the chemist
- Bring back the baker
- Buses from Leamington
- Butchers and fishmongers
- Cafes/shops being open later on a Saturday
- Central supermarkets
- Changes in appearance. More seats and rubbish bins
- Cinema/Bowling
- Coffee/tea shop restaurant
- Curry restaurant, pedestrian crossing near Budgens
- Decent clothes shops
- Don't know
- Don't know
- Events at the library for older children
- Extra police supervision
- Good coffee shop and restaurant
- Good coffee shop and somewhere better for lunch
- good notice board
- Good restaurant
- Good restaurant
- Good restaurant and tea shops
- Good restaurant facility
- Good restaurant, more shops, clothes shops
- Greater range of shops
- Greengrocer please! Bakery and cake shop
- Health food store, coffee shop
- If HS2 comes
- Indoor childrens play area
- Lacking sports facilities
- Ladies clothes shop
- Less pubs more cafes
- Looking for a nice ice cream van
- M&S
- Manned police station
- Market hill tidier
- McDonalds
- More advertising
- More bookshops
- More car parking spaces
- More clothes shops
- More clothes shops
- More clothes shops. Bigger market with more range
- More coffee shops
- More for the younger people to do
- More frequent buses
- More girls clothes shops
- More good cafes
- More independent shops
- More parking
- More places to eat e.g Subway
- More public toilets
- More regular buses, cheaper fares from Leamington

- More shops
- More shops
- More shops
- More shops
- More shops / good restaurant / more parking
- More shops and a good restaurant
- More shops e.g gents outfitters
- More shops, sports facilities, cinema
- More sports facilities
- More stalls
- More stalls in market
- More stalls in the markets
- More support for High street from the council
- More things for younger people
- More toilets, more coffee shops
- Nice park for children
- Nice restaurant
- No but good restaurant
- None **x 19 comments**
- Not really
- Nothing **x 30 comments**
- Pedestrian crossing in Oxford street please. More police presence at night
- Re-open police station
- Shoe shop
- Small hotel, good restaurant
- Something for young people - community centre
- Specialist shops
- Sports facilities
- Stratford DC made a hash of Henley in Arden, don't do the same here
- Tea shop
- Tea shop and restaurant
- The above shops
- Things for teenagers especially at night
- Youth club - get teenagers off the street