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Post code survey findings for 2004

The business group of Stamford Vision has just completed a survey of shoppers and where they live. A wide group of local businesses agreed to ask shoppers their postcode when they bought goods. The survey took place throughout the first part of November and the results from over 1000 shoppers have now been analysed. This is the second year running that the group has undertaken the survey and there are some interesting differences between this year's figures and last year's.

The main difference was that in 2003 nearly half of all shoppers hailed from the PE9 postcode – essentially Stamford itself. However, this year there has been a sharp drop with PE9 representing just over a third of those spending money in our shops.

At the same time there has been a fall in those coming from Peterborough and the rest of Lincolnshire (whether locally from Market Deeping and Bourne or further afield), and a rise from Northamptonshire shoppers and those from Rutland.

Perhaps the most intriguing statistic is that shoppers from 'the rest of the UK' rose dramatically from a mere 5% to 18% of the total this year. Bear in mind that the period that the survey was undertaken during November is not a time when there are many holidaymakers about and no special events in the calendar to draw crowds from any distance.

Gavin Hynes from the group said, 'It was very worthwhile doing the postcode survey last year and from feedback we received from retailers we know they found it useful in giving them an insight as to where their trade is coming from. This year has thrown up some interesting results and we are considering why these changes might have happened.'

John Plumb, Co-chairman of Stamford Vision said, 'The more of this type of information we collect the better picture we build up of how this town ticks.'

During the year the business group has also undertaken footfall counts in the spring and summer so that any trends in shoppers' habits can be picked up.

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