

RESEARCH INSIGHT: CHIEF EXECUTIVES SUNDAY TRADING SURVEY

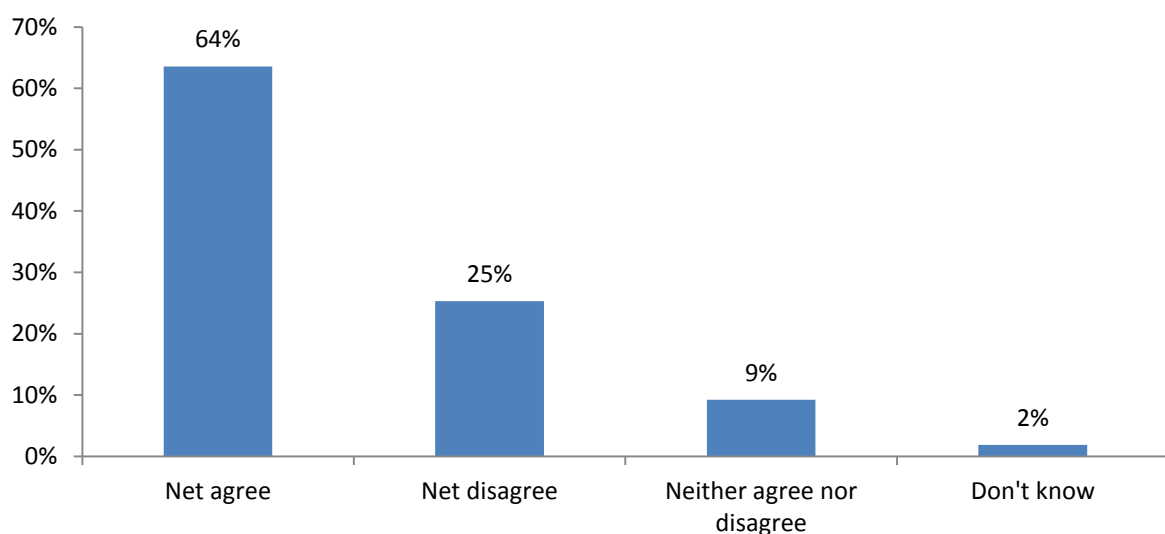
NOTES

- Results are from an online survey of 70 Local Authority Chief Executives in England and Wales between 6th August 2015 and 4th September 2015
 - Data are weighted to be nationally representative of UK regions by population

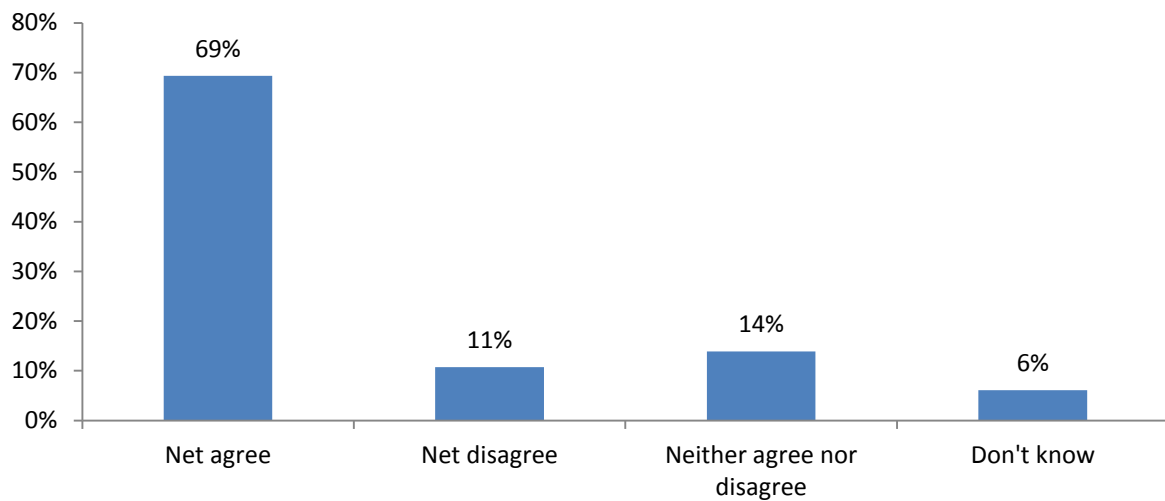
INTERPRETATION

- Local Authority Chief Executives understand the confusion that the proposed Sunday trading deregulation is likely to cause (64% say it would confuse consumers)
 - However, they are broadly likely to deregulate in their LA (64% say they are most likely to support deregulation in some form)
 - This is potentially because they feel that they would be pressured into deregulation due to a “domino effect” of neighbours deregulating (45% would be more likely to prefer deregulated Sunday trading hours if one or more neighbours deregulated)
- 52% of Chief Executives give at least one out of town location (Out Of Town Supermarkets, Out Of Town Retail Parks or Large Shopping Centres) as the areas they’re most likely to deregulate in (first or second preference)

OPINIONS ON STATEMENT: “HAVING DIFFERENT REGULATIONS WITHIN MY LOCAL AUTHORITY WOULD CAUSE CONFUSION FOR CONSUMERS”

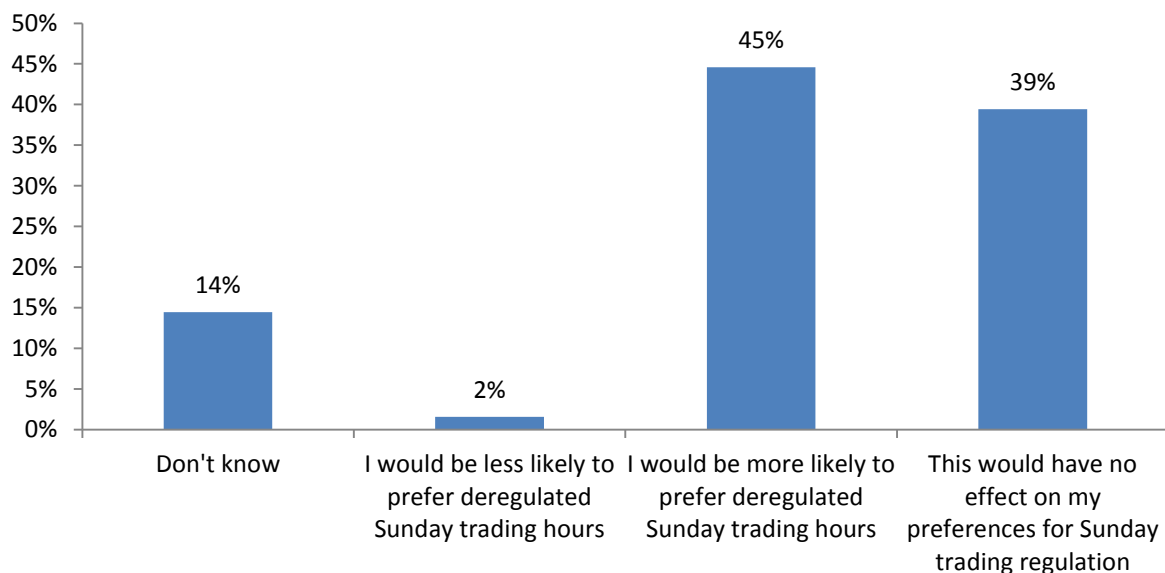


OPINIONS ON STATEMENT: "HAVING DIFFERENT REGULATIONS WITHIN MY LOCAL AUTHORITY WOULD DISPLACE TRADE FROM SOME ZONES TO OTHERS"



EFFECT OF NEIGHBOURING AUTHORITIES DEREGULATING

QUESTION: IF ONE OR MORE NEIGHBOURING LOCAL AUTHORITIES ALLOWED LARGE SHOPS TO OPEN LONGER THAN THE LARGE SHOPS IN YOUR LOCAL AUTHORITY, WHAT EFFECT WOULD THIS HAVE?



- Among those who said that they would prefer no change in Sunday trading regulations, over one third (36%) said that they would be more likely to prefer deregulated Sunday trading hours if one or more neighbours deregulated
 - This can be seen of evidence of LAs who would not ordinarily support deregulation being pressured into it by circumstance

WHERE CHIEF EXECUTIVES WOULD DEREGULATE

QUESTION: WHICH OF THE FOLLOWING AREAS ARE YOU MOST LIKELY TO ALLOW TO TRADE ALL HOURS ON A SUNDAY? (PLEASE RANK) [TOWN CENTRE SHOPS, HIGH STREET SHOPS, LOCAL PARADES, LARGE SHOPPING CENTRES, OUT OF TOWN RETAIL PARKS, OUT OF TOWN SUPERMARKETS]

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