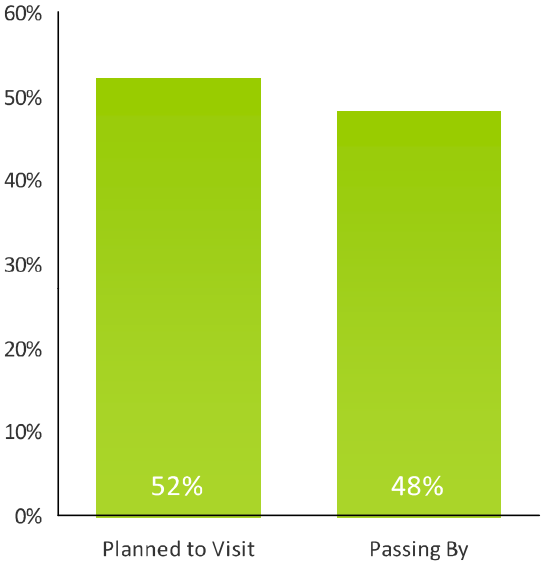
Coffee Shops as a High Street Destination

Visiting coffee shops is habitual for a vast array of consumers, with 52% planning their visits. For UK consumers, visiting a coffee shop is integral to their shopping trip, as part of their working day and their social life.

FIGURE 4.10 VISTING HABITS
Had you specifically planned to visit a coffee shop today or is this a spontaneous visit?
Percentage of Respondents





"Coffee shops are very important to my routine when I'm out shopping, especially on a cold, wet, winter's day."
[Male, 50-54, Professional, Manchester, St. Ann's Square]

"I realise that I use hot drinks to treat myself, as part of my weekly routine."
[Female, 30-34, Professional, London, Borough High Street]

"Coffee shops have a huge impact on my routine. I visit coffee shops almost every day for coffee or lunch."
[Female, 18-24, Student, London, Borough High Street]

"I have built my routine around my visit to the coffee shop. I can sit on a comfy chair and read the paper or scan my computer."
[Male, 35-39, Self Employed, Manchester, St. Ann's Square]

"Coffee shops have an impact on my regular routine because it's nice to give myself a treat and it's good to have somewhere to take the weight off my feet when I'm out shopping."
[Female, 25-29, Professional, Manchester, St. Ann's Square]

"A coffee shop helps make the shopping routine easier, it's something I look forward to when out shopping."
[Female, 55-59, Professional, Sheffield, Fargate]

Source: Allegra Strategies Research and Analysis, 2009/10

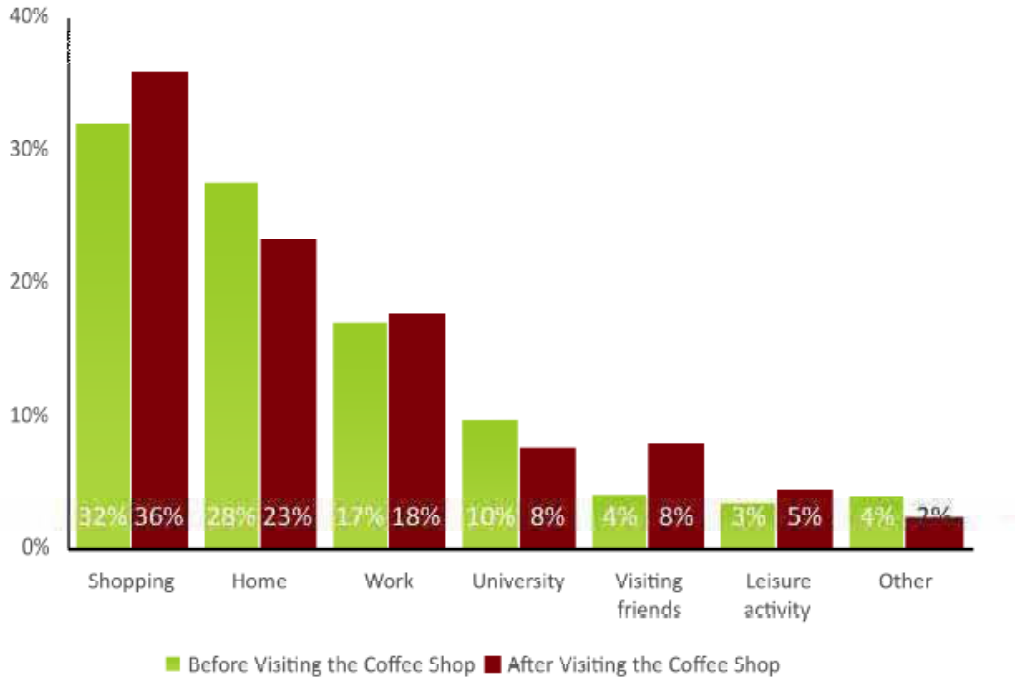


“I visit this area just for the coffee.”
[Female, 18-24, Student, Bath, Old Bond Street]

Consumer Journeys on the High Street

Coffee shops are a key component of the shopping experience for many UK consumers. Taking a break in between shopping trips to rest and relax encourages consumers to continue shopping for longer than they would otherwise.

FIGURE 4.11 CONSUMER JOURNEYS ON THE HIGH STREET
Where have you just come from/going to before/after visiting this coffee shop?
Percentage of Respondents

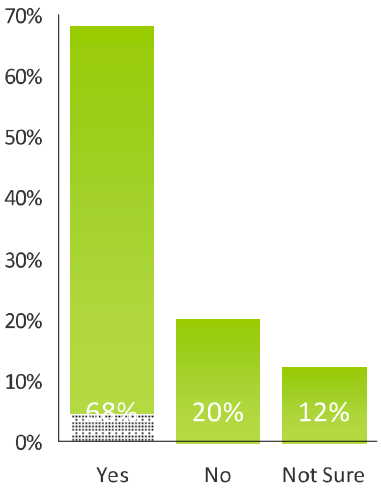


Source: Allegra Strategies Research and Analysis, 2009/10

Effect of Coffee Shops on High Street Economy

Coffee shops have a significant positive effect on local businesses and the economy of the High Street. 68% of the consumers interviewed would go elsewhere if the High Street they were on did not have a coffee shop.

FIGURE 4.12 IMPORTANCE OF COFFEE SHOPS TO THE ECONOMY OF THE LOCAL AREA
If you didn't have a coffee shop on this High Street, would you go elsewhere to visit one?
Percentage of Respondents





"I prefer to shop in an area where there are several coffee shops so that if one is busy I can go to another one."
[Female, 30-34, Office Professional, Manchester, St. Ann's Square]

"I don't really like shopping, and if there is a coffee shop in the area, I can sit and relax and have coffee while my partner does the shopping."
[Male, 40-44, Professional, London, Borough High Street]

"I would rather do my shopping in an area that has several coffee shops because it's always good to have a choice, especially if one or more of them are busy already."
[Female, 25-29, Office Professional, Manchester, St. Ann's Square]

Source: Allegra Strategies Research and Analysis, 2009/10

Effect of Coffee Shops on High Street Economy

Choice of coffee shops is very important to consumers, as is the diversity of the High Street on which they choose to shop. 74% of consumers interviewed in the case study areas prefer to shop in an area where there are several coffee shops. 75% indicate they would prefer to shop on a High Street with a coffee shop than one without, despite similarities in the High Street.

FIGURE 4.13 IMPORTANCE OF COFFEE SHOPS TO THE ECONOMY OF THE AREA
Agree/Disagree: I prefer to shop in an area where there are several coffee shops.
Percentage of Respondents

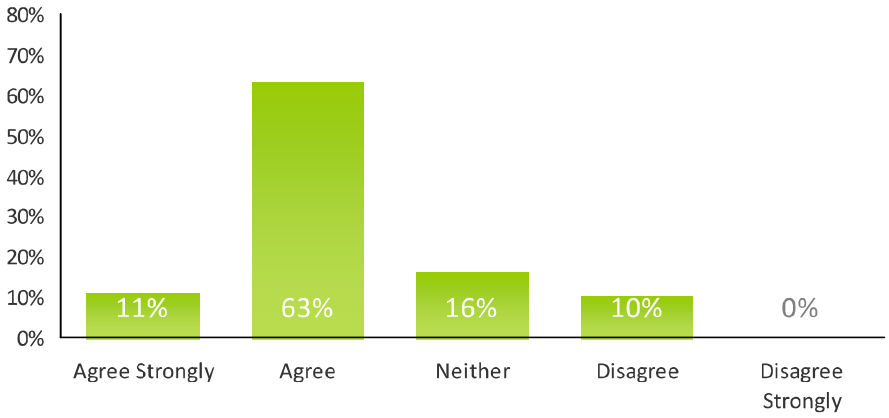
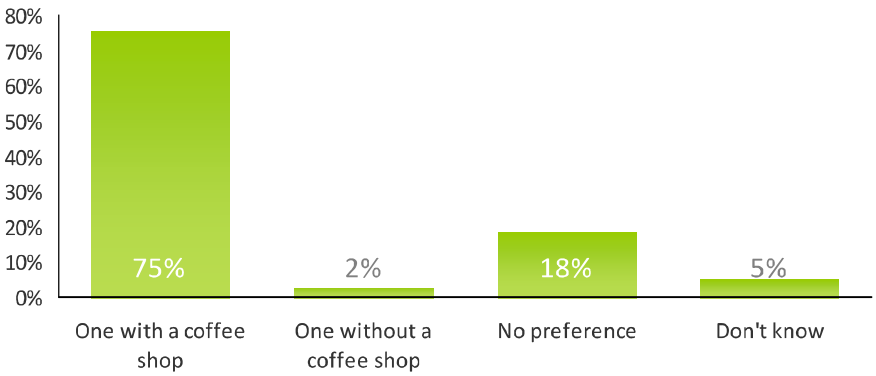


FIGURE 4.14 IMPORTANCE OF COFFEE SHOPS TO THE ECONOMY OF THE AREA
If you had two High Streets with the same shops, one with a coffee shop and one without, which High Street would you visit?
Percentage of Respondents



Source: Allegra Strategies Research and Analysis, 2009/10

Effect of Coffee Shops on High Street Economy

Customers' choice of High Street is now partly determined by the presence of coffee shops. Shopping and drinking coffee are connected in the minds of UK consumers. The absence of coffee shops on a High Street would make many customers reconsider their choice of shopping location.

Consumer Opinion

"A coffee shop is good for a break and makes shopping a nicer experience. I'm more likely to go shopping when I know there's a coffee shop nearby, it gives me something to look forward to."
[Male, 25-29, Office Professional, Bath, Old Bond Street]

"I'm a coffee drinker and I like branded chain shops. I would know I have the option to relax while shopping on a High Street with coffee shops."
[Female, 30-34, Middle Manager, London, Borough High Street]

"I would prefer to shop on a High Street with a coffee shop, because I can take a break and relax, and then shop again."
[Female, 25-29, Clerical/Secretarial, London, Borough High Street]

"I'm always out and about for work, so I combine work and shopping. I need coffee shops where I'm shopping so I can sit and relax and get something to eat."
[Female, 18-24, Media Runner, London, Borough High Street]

"I would rather shop on a High Street with coffee shops. That way I could take a break at the coffee shop and then shop some more."
[Female, 18-24, Student, London, Borough High Street]

"If I was choosing between visiting a High Street with coffee shops or visiting one without coffee shops I would always choose the one with coffee shops. The coffee shop is a great place to start the day no matter what else you're going to do that day."
[Female, 45-49, Senior Manager/Director, Cobham, High Street]

"With the kids we have to shop on a High Street with coffee shops. It's necessary."
[Male, 30-34, Public Sector, Cobham, High Street]

"Given a choice I would definitely shop on a High Street where there are coffee shops. I think that stopping at the coffee shop is part of going shopping, particularly if you live alone because you might meet people. It's really good because you can have a look around the shops and then go have a coffee and watch the world go by."
[Female, 55-59, Middle Manager, Cobham, High Street]

"I would prefer to shop on a High Street which has coffee shops so that I can take a break and sit and plan the rest of my shopping."
[Female, 18-24, Student, Glasgow, Byres Road]

"I would definitely prefer to shop on a High Street that has coffee shops. I can have a break, recharge my batteries and then go spend more money!"
[Female, 30-34, Office Professional, Manchester, St. Ann's Square]

"I prefer to shop on a High Street where there are coffee shops. It's good for a break. I always combine shopping with visits to the coffee shop. It's something I look forward to!"
[Female, 18-24, Student, Manchester, St. Ann's Square]

"I have a strong preference for shopping in an area with coffee shops because I can sit and relax when the wife is out doing the shopping."
[Male, 60-64, Retired, Manchester, St. Ann's Square]

"I like to shop in an area with several coffee shops so I can have time out when I'm shopping. Having several coffee shops provides a choice which is especially important during busy periods or when I am pressed for time."
[Female, 30-34, Professional, Manchester, St. Ann's Square]

"The coffee shops help to create variation, so it's not all retail shops and I like the friendly, happy atmosphere."
[Female, 60-64, Office Professional, Sheffield, Fargate]

Source: Allegra Strategies Research and Analysis, 2009/10

Effect of Coffee Shops on High Street Economy

Coffee shops attract UK consumers and this increased footfall contributes to increased sales for surrounding businesses. Three-quarters of the consumers interviewed in the case study areas stated that they are more likely to shop for longer if coffee shops are present on the High Street. 41% of consumers stated they visited the area they were in more often due to the presence of coffee shops.

FIGURE 4.15 IMPORTANCE OF COFFEE SHOPS
When you are out shopping, are you more likely or less likely to shop for longer if you have a coffee shop nearby?
Percentage of Respondents

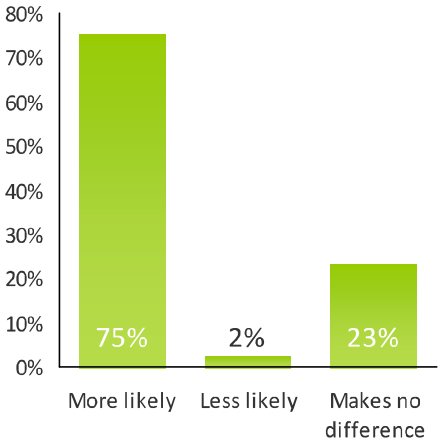
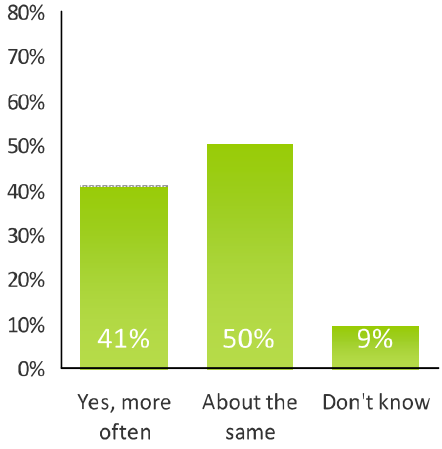


FIGURE 4.16 IMPORTANCE OF COFFEE SHOPS
Does the presence of THIS coffee shop make you want to visit this area more often?
Percentage of Respondents



"I do choose to come to this particular area because of the Starbucks. If there was no Starbucks here, I would go somewhere else where there was one."
[Male, 30-34, Middle Manager, Cobham, High Street]

"I come to this area more often because I prefer this coffee shop. It has a nicer atmosphere than other coffee shops and it's quieter."
[Female, 18-24, Student, Manchester, St. Ann's Square]

"The added convenience of a coffee shop means I visit the High Street more often than I would otherwise."
[Female, 60-64, Professional, Sheffield, Fargate]

"I love the quiet, relaxed atmosphere of coffee shops – especially this Costa Coffee. I come here more often because it's a great environment and I can read books too! This coffee shop is quieter than others because it's inside a bookstore."
[Female, 65-69, Retired, Manchester, St. Ann's Square]

Source: Allegra Strategies Research and Analysis, 2009/10



"Coffee shops help populate the UK High Street."
[Female, 30-34, Manager, Sports Clothes Shop, Sheffield, Fargate]