

PCSL Customer Survey Results

February 2026

About the Survey

The survey was distributed by email within Pitton, Firsdon and Farley. 92 responses were received within a 14-day period. Some questions have clear results, for others it is less clear cut.

Responses have been colour-coded for quick and easy analysis

- Green 20% or higher for frequent
- Yellow 10-19%
- Grey < 10%

Help us understand what you would like to see in the shop. Select an item and how often you would buy it.

Clear message: Milk/eggs/yogurt/cream/cheese/butter

Possible: non dairy milk - but noting smaller market.

Do-nots: Margarine/spreads

1. Dairy and eggs				
Answer Choices	Frequently (at least once a week)	Occasionally (once a month or less)	Rarely or never	Response Total
Milk	59.30% 51	38.37% 33	2.33% 2	86
Eggs	54.76% 46	33.33% 28	11.90% 10	84
Butter	29.27% 24	53.66% 44	17.07% 14	82
Margarine/spreads	3.03% 2	27.27% 18	69.70% 46	66
Cheese	29.11% 23	51.90% 41	18.99% 15	79
Yoghurt	32.91% 26	39.24% 31	27.85% 22	79
Oat milk	16.67% 11	13.64% 9	69.70% 46	66
			answered	86
			skipped	6
Comments				
1	I would also buy cream cheese and feta cheese			
2	Keffir			
3	Soya milk (sugar free) please.			
4	Greek or natural yoghurt.			
5	Cottage cheese Cream Sour cream/quark			
6	I don't believe that oat milk is the best nutritionally. I use coconut milk, lactose free milk and other lactose free items such as Flora plant based spread and Arla lactose free cheese.			

1. Dairy and eggs

- | | |
|----|--|
| 7 | Proper full fat Greek yoghurt please - not interested in the sugary flavoured stuff or "Greek style" yoghurt. Also Kefir would be great! |
| 8 | Can we get a Minton dairy dispenser? |
| 9 | Proper Greek yoghurt.

Nothing with low fat or flavoured |
| 10 | This is difficult to know as I do not use the village shop at present so I will need to develop new habits to support it once the new shop opens. These answers can only be guesses at the moment. |
| 11 | Cream |
| 12 | NB: I like to get Milk from the machine at Salt in Firsdow, accessible 24/7. Michelmarsh do smaller worksurface sized machines though and then I would get milk from the shop whenever possible.
I like the eggs that Rachel gets in the village shop. Please can we keep them? I always drop my empty egg boxes into her when I have some. Saves her pennies and also a good excuse to pop my head around the door and say Hellowee. |
| 13 | Alpro milk |
| 14 | cream |
| 15 | Keffir milk/ yoghurt on a regular basis |
| 16 | Lactose free milk |
| 17 | Arla lactose free whole milk and butter. Cheddar cheese. Yakult yoghurt drink and Activia rhubarb yoghurt, full fat version |

Clear message: White & brown/wholemeal, sourdough loaves
 Possible: sausage rolls/pasties/pies
 Do-nots: Cakes

2. Bakery				
Answer Choices	Frequently (at least once a week)	Occasionally (once a month or less)	Rarely or never	Response Total
Sliced bread	37.84% 28	32.43% 24	29.73% 22	74
Bread rolls	13.89% 10	51.39% 37	34.72% 25	72
Other breads (e.g. sourdough)	42.86% 33	40.26% 31	16.88% 13	77
Pastries	13.16% 10	57.89% 44	28.95% 22	76
Croissants	17.50% 14	50.00% 40	32.50% 26	80
Cookies	8.00% 6	41.33% 31	50.67% 38	75
Muffins	2.82% 2	19.72% 14	77.46% 55	71
Cakes (e.g. fruit, sponge)	4.11% 3	41.10% 30	54.79% 40	73
Pasties/pies/quiche/sausage rolls	14.29% 11	54.55% 42	31.17% 24	77
			answered	85
			skipped	7

Comments:

2	Homemade / local..good quality
3	Pork pies
4	I can handle the lactose in these products.
5	Would buy good quality "proper" bread Like sourdough, or seeded wholemeal - like the ones sold at Henderson's, Hoxton's etc
6	I would buy fresh sourdough regularly and other fresh breads such as baguettes
7	very good bread like that sold by SALT

2. Bakery

8	Wholemeal bread only
9	Real bread from local (ish) baker
10	Child friendly such as gingerbreads, pop cakes etc
11	Selection of good quality sandwiches/rolls
12	Depends on what they're like
13	I like to bake my own bread. I currently buy the Wessex bread flour in our village shop. Don't forget Yeast please.
14	Freshly baked bread from artisan bakery
15	I would buy bread more regularly if it was of good quality.
16	We tend to make our own
17	I try to be gluten free, so brown gluten free bread and Warbutons gluten free brioche rolls please. Pork pies, sausage rolls and quiche s would be good and don't need to be gluten free
18	I have to eat a Gluten Free diet and so most of the items listed are not available to me in the shop at the moment. I buy GF bread, muesli, and biscuits from M&S or Waitrose.
19	whole grain bread

Clear message: Apples, bananas, oranges, pears, other summer fruits when in season. Root veg and broccoli. Mushrooms. Consider organic and local.
 Possible: grapes – need to consider shelf life
 Do-nots: None!

3. Fresh produce				
Answer Choices	Frequently (at least once a week)	Occasionally (once a month or less)	Rarely or never	Response Total
Apples	33.33% 26	37.18% 29	29.49% 23	78
Bananas	48.78% 40	28.05% 23	23.17% 19	82
Pears	20.00% 15	34.67% 26	45.33% 34	75
Oranges	24.36% 19	38.46% 30	37.18% 29	78
Grapes	16.88% 13	44.16% 34	38.96% 30	77
Avocados	28.75% 23	33.75% 27	37.50% 30	80
Tomatoes	39.51% 32	39.51% 32	20.99% 17	81
Potatoes	31.25% 25	48.75% 39	20.00% 16	80
Broccoli	34.62% 27	46.15% 36	19.23% 15	78
Cauliflower	15.58% 12	50.65% 39	33.77% 26	77
Carrots	42.31% 33	41.03% 32	16.67% 13	78
Salad items	36.25% 29	42.50% 34	21.25% 17	80
Coleslaw	8.22% 6	43.84% 32	47.95% 35	73
Onions	26.25% 21	52.50% 42	21.25% 17	80
			answered	84
			skipped	8

3. Fresh produce

Comments:

2	Garlic
3	Cucumber Aubergines
4	Mushrooms please! And red peppers!
5	mushrooms, spring onions, fennel, celeriac, squash/pumpkins, kale - focus on local and seasonal fruit & veg. Eliminate/Reduce plastic packaging where possible.
6	Mushrooms- lots!
7	Potato salad
8	I would buy local produce
9	Would like to see strawberries, raspberries in season too.
10	Leeks
11	For the second frequency column we would mostly buy every two or three weeks.
12	I would probably buy more often than "occasionally " but not as often as once a week
13	More likely to purchase if organic or locally grown
14	Satsumas plus strawberries and raspberries when they're in season. Fine green beans, stringless beans, leeks, cucumber
15	beetroot, celery sweet potato

Clear message: Chicken, bacon sausages, sliced cold meats and good support for a meat to order service

Possible: Lamb/beef roasting joints, fish. Meat free/vegan scores low which suggest some items in this category ought to be stocked – but probably frozen.

Do-nots: Pate/venison. Surprising result for ready meals

4. Meat, fish & deli				
Answer Choices	Frequently (at least once a week)	Occasionally (once a month or less)	Rarely or never	Response Total
Chicken	37.50% 30	31.25% 25	31.25% 25	80
Bacon	23.17% 19	43.90% 36	32.93% 27	82
Sausages	21.25% 17	47.50% 38	31.25% 25	80
Lamb (joints, chops or minced)	11.54% 9	42.31% 33	46.15% 36	78
Beef (roasting, steaks or minced)	17.50% 14	46.25% 37	36.25% 29	80
Sliced ham or other prepared meats	28.75% 23	32.50% 26	38.75% 31	80
Venison	7.69% 6	35.90% 28	56.41% 44	78
Salmon	19.23% 15	43.59% 34	37.18% 29	78
Trout	16.22% 12	28.38% 21	55.41% 41	74
Pate	9.09% 7	37.66% 29	53.25% 41	77
Ready meals (chilled or frozen)	7.50% 6	40.00% 32	52.50% 42	80
Meat free/vegan products (e.g. veggie sausages)	8.06% 5	16.13% 10	75.81% 47	62
	10.53% 2	0.00% 0	89.47% 17	19
			answered	85
			skipped	7
Comments:				

4. Meat, fish & deli

1	All of these items would depend on supplier
2	we look premium ready meals like cook etc
3	Meats - depends on the quality
4	Black pudding please! Local only if possible please.
5	COOK style ready meals! amazing for convenience!
6	If the meat was locally sourced, I would occasionally buy it.
7	Deli meats, chorizo
8	Unlikely to buy fresh meat but again would hope to be persuaded especially if local supplier sourced.
9	Pork Look for locally sourced products Will you have a frozen selection of vegetables/ready meals etc
10	Mostly two to three weekly
11	Recommend Brazen Butchers near Romsey - Frankie Hale. (my relative) Also like Broughton Water Buffalo. Vegan - I can recommend 'Julia's Kitchen' she is in Winterslow. Maybe for "meat to order" option?
12	This is difficult to answer really. I buy most of these things regularly but as part of a bigger regular shop (or from good quality fishmongers and butchers). I tend to use the current village shop when I 'run out' of things unexpectedly. It's hard to imagine that would change dramatically with a new shop. Having said that, I would want to support the shop if I could.
13	I would love the shop to stock local produce as this will also differentiate it from the supermarket, ie beef from Stock bottom Farm, free range eggs from the chickens on London road, veg from the Veg Shed, East Tytherley or the organic producer from the Salisbury market etc etc.
14	I would love the shop to stock local produce as this will also differentiate it from the supermarket, ie beef from Stock bottom Farm, free range eggs from the chickens on London road, veg from the Veg Shed, East Tytherley or the organic producer from the Salisbury market etc etc.
15	Again, locally sourced preferred
16	Minced beef for cooking. Pork sausages. Cottage and fish pie for the freezer.

5. Would you be interested in a "meat to order" option?

Answer Choices		Response Percent	Response Total
1	Yes	70.24%	59
2	No	29.76%	25
		answered	84
		skipped	8

Very mixed results!

Clear message: Tea, coffee, pasta, rice – but more likely to be run out purchases.

Possible: soups/packet biscuits

Do-nots: Tinned products

6. Pantry staples				
Answer Choices	Frequently (at least once a week)	Occasionally (once a month or less)	Rarely or never	Response Total
Tea	17.07% 14	63.41% 52	19.51% 16	82
Coffee	17.28% 14	56.79% 46	25.93% 21	81
Flour, baking products	9.64% 8	73.49% 61	16.87% 14	83
Sugar	4.94% 4	69.14% 56	25.93% 21	81
Pasta	14.81% 12	54.32% 44	30.86% 25	81
Rice	13.58% 11	54.32% 44	32.10% 26	81
Noodles	6.67% 5	36.00% 27	57.33% 43	75
Breakfast cereals	8.75% 7	63.75% 51	27.50% 22	80
Jam, honey	9.88% 8	64.20% 52	25.93% 21	81
Chutney, pickles	3.75% 3	52.50% 42	43.75% 35	80
Stock cubes/gravy powder	5.00% 4	65.00% 52	30.00% 24	80
Tinned meats or fish	3.75% 3	50.00% 40	46.25% 37	80
Tinned fruit or vegetables	1.35% 1	31.08% 23	67.57% 50	74
Soup (fresh/tinned/packet)	14.29% 11	51.95% 40	33.77% 26	77
Tinned puddings (e.g. rice, custard)	0.00% 0	20.00% 15	80.00% 60	75

6. Pantry staples

Biscuits (packets)	18.07% 15	61.45% 51	20.48% 17	83
			answered	87
			skipped	5

Comments

- 1 Coleslaw
- 2 Recycle/ refill service of dried items like cereal/ nuts/ flour/sugar etc
- 3 Dark chocolate please
- 4 Oat cakes
- 5 nice fresh soups would be great
- 6 We would expect pasta or rice to be specialist farm shop types not mass produced low quality. Think Salt.
- 7 Tinned tuna - good quality ie Ortiz, also tinned mackerel
- 8 Yorkshire teabags
- 9 good quality organic or home made cereal bars please. NOT too much shelf space to the likes of cadbury, nestle, haribo, mars, kinder....
- 10 cocoa
- 11 I'm filling this whole form in on the basis that would still do a weekly shop in Salisbury but would use the Pitton shop as a top up or in emergencies. I wouldn't be relying on the Pitton shop.
- 12 Coffee beans, herbal teas and takeaway coffee
- 13 Cooking oil - e.g. Olive/rapeseed oil
Selection of dried herbs/spices - as well as salt/pepper
- 14 Mostly two to three weekly
- 15 My favourite Tea is from a company called JING. They used to have a shop off Bond Street in London, all online now. They have trade options. Would be very nice for the Tea/coffee shop. Jane Pettigrew's top recommendation to me. Jane is one of the worlds top tea experts.
I use UNION coffee, my clients adore the one I buy for them. Check out their website.
- 16 See previous comment.
- 17 Yorkshire tea (not tea bags)!
- 18 Gluten free Nairn biscuits but also GF Jaffa cakes and Hobnobs. Set honey. Crunchy nut cornflakes

6. Pantry staples

- | | |
|----|---|
| 19 | Because I eat GF it's difficult to buy these things in a "normal" shop. Obviously it maybe too costly to stock niche items such as these for a few customers. |
| 20 | pepper salt spices |

Yes to loo rolls and bin bags. Everything else seems to suggest that those items would wait and be part of weekly large shop.

7. Toiletries/Household cleaning products				
Answer Choices	Frequently (at least once a week)	Occasionally (once a month or less)	Rarely or never	Response Total
Soap	5.19% 4	51.95% 40	42.86% 33	77
Shampoo	2.63% 2	35.53% 27	61.84% 47	76
Toothpaste	6.41% 5	57.69% 45	35.90% 28	78
Hygiene products (deodorant/razors/toothpaste/soap/sanitary products)	6.67% 5	52.00% 39	41.33% 31	75
Air freshener	0.00% 0	26.03% 19	73.97% 54	73
Washing powder/pods/liquid	7.41% 6	53.09% 43	39.51% 32	81
Dishwasher tabs	3.75% 3	57.50% 46	38.75% 31	80
Fabric softener	2.67% 2	34.67% 26	62.67% 47	75
Furniture polish	2.63% 2	28.95% 22	68.42% 52	76
Toilet/kitchen rolls	16.25% 13	60.00% 48	23.75% 19	80
Cling film/foil	6.33% 5	55.70% 44	37.97% 30	79
Bin bags	9.88% 8	56.79% 46	33.33% 27	81
Bleach	2.63% 2	47.37% 36	50.00% 38	76
Cleaning sprays	0.00% 0	41.10% 30	58.90% 43	73
Washing up liquid	6.17% 5	62.96% 51	30.86% 25	81
Toilet cleaner	0.00% 0	58.44% 45	41.56% 32	77

7. Toiletries/Household cleaning products

answered	83
skipped	9

Comments:

- | | |
|----|--|
| 2 | Great if you could stock environmentally friendly brand |
| 3 | Regina paper towels
Ecover washing liquid
We have a refillable subscription for all washing up products |
| 4 | I would only purchase these things in an emergency |
| 5 | Nappies
Water wet wipes
Sudo cream |
| 6 | Would prefer cleaning products that are good for the environment |
| 7 | Environmentally friendly products e.g. Ecover |
| 8 | I use alot of products that are kinder to the water and septic tanks.
I use products from a company called Muck Munchers. So personally we don't buy bleach and cleaning products from mainstream shops.
I get commercial sized laundry products due to my work. |
| 9 | Again, mostly things I buy regularly but as part of a 'main shop' at the supermarket. I'd probably buy these items from the village shop if I had run out and needed it urgently. |
| 10 | Very to buy environmentally kind items for cleaning/washing etc. I tend not to buy mainstream brands therefore. E.g I don't buy Finish dishwasher tabs, but the ones that are better for marine life. |

Colour coding doesn't quite work here, but trends are clear.
 Clear message: Beer, wine, alcohol free beer
 Possible: Fruit juice, soft drinks

Do-nots: smoking products, taking a healthy approach and not stocking would not be an issue.

Energy drinks fall into a similar category – sugar and caffeine.
 Probably don't need to stock bottled water either.

8. Alcohol, soft drinks and tobacco				
Answer Choices	Frequently (at least once a week)	Occasionally (once a month or less)	Rarely or never	Response Total
Beer	21.25% 17	40.00% 32	38.75% 31	80
Wines	15.85% 13	48.78% 40	35.37% 29	82
Spirits	1.30% 1	28.57% 22	70.13% 54	77
Pre-mixed alcoholic drinks	1.35% 1	10.81% 8	87.84% 65	74
Alcohol free beer	9.21% 7	40.79% 31	50.00% 38	76
Fizzy drinks (e.g. lemonade, tonic)	7.69% 6	47.44% 37	44.87% 35	78
Energy drinks	1.37% 1	9.59% 7	89.04% 65	73
Fruit juice	10.26% 8	44.87% 35	44.87% 35	78
Bottled water	3.80% 3	36.71% 29	59.49% 47	79
Vaping products	0.00% 0	1.39% 1	98.61% 71	72
Cigarettes	6.85% 5	2.74% 2	90.41% 66	73
Pouch tobacco	0.00% 0	1.41% 1	98.59% 70	71
			answered	85
			skipped	7
Comments:				

8. Alcohol, soft drinks and tobacco

- | | |
|---|--|
| 1 | Alcohol free cider
Alcohol free prosecco |
| 2 | Diet Coke
Brew dog non alcoholic beer |
| 3 | Local beers and ciders if we can |
| 4 | Proper Job |
| 5 | Tinned cocktails! |
| 6 | Would buy wine here if there was a good and frequently changing selection. Perhaps hood to have a 'wine of the week' on special offer or tasting events. |
| 7 | Fizzy water - Bicarbonated not carbon dioxide please.
Bicarbonates are better for your health. carbon dioxide just makes your teeth feel furry. |
| 8 | See previous comments. |
| 9 | Only because at present we order from Online companies. If the choice was good and price wise OK, then we could do. |

Clear message: Parcel drop off/collection, can we offer other suppliers as well as Royal Mail?

Newspapers/magazines – consider monthly magazines to order

Prescriptions

Possible: pet food, sweets, greeting cards, stamps, cold and flu, kindling

Do-nots: Ice cream, pizza. Interesting point here, ready meals also score low so probably don't need much freezer space – if at all.

9. Miscellaneous items/services				
Answer Choices	Frequently (at least once a week)	Occasionally (once a month or less)	Rarely or never	Response Total
Non-prescription medicines	10.84% 9	67.47% 56	21.69% 18	83
Pet food	10.81% 8	25.68% 19	63.51% 47	74
Sweets, chocolate, crisps	17.65% 15	61.18% 52	21.18% 18	85
Ice cream	6.17% 5	64.20% 52	29.63% 24	81
Pizza	6.25% 5	40.00% 32	53.75% 43	80
Kindling/logs	12.35% 10	37.04% 30	50.62% 41	81
Newspapers and magazines	36.36% 28	33.77% 26	29.87% 23	77
Greeting cards	15.85% 13	73.17% 60	10.98% 9	82
Stationery	10.67% 8	52.00% 39	37.33% 28	75
Postage stamps	17.44% 15	79.07% 68	3.49% 3	86
Parcel services (drop off/collection)	46.34% 38	47.56% 39	6.10% 5	82
Prescription collection service	20.73% 17	45.12% 37	34.15% 28	82
			answered	87
			skipped	5
Comments				
1	I think you've covered everything			

9. Miscellaneous items/services

- | | |
|----|--|
| 2 | Ice cubes - The Ice Co. Polar Cubes in pink bag. |
| 3 | Services will be important - shoe heeling, dry cleaning etc where items can be dropped off and then collected at a later date |
| 4 | Evri drop off point please! |
| 5 | <p>A pharmacy with prescription collection would be very handy, I would use this regularly for my prescriptions</p> <p>I'm happy to pay more for some items that I would be likely to run out of, as ticked above. I don't see myself stopping my main food shop for fruit, veg and meat, as price is important to me in this. I'm happy to pay more for nice treats such as deli type items like cakes etc and I would buy fresh bread and milk. I'm sure the kids will enjoy buying sweets etc. I would use the post office service a lot.</p> |
| 6 | Lots of logs! And fire lighters |
| 7 | Information or Tickets for local events. |
| 8 | Seasonal items - fresh locally grown strawberries |
| 9 | <p>We get specific pet food from a separate store.
Dog poo bags would be handy.
Dried herbs and nuts?
Hollychocs in Devises looks good. Haven't tasted her chocs though. Great for the coffee shop? Does Wholesale.</p> |
| 10 | <p>As stated, I use the current shop when I realise I need something that I wasn't expecting to need or when I've run out mid week. Having said that, I do occasionally go into the West Tytherley village community shop when I'm visiting family there. They stock all the basics plus some fresh bread and veg. However they also have some unexpected nicer, high quality items which I often find myself buying as a 'treat'.</p> |
| 11 | Swedish glacé dairy free icecream |
| 12 | IS DISABILITY BUGGY ACCESSIBILITY PLANED? |

10. I am happy to pay a little more for produce which is locally sourced, organic or high welfare

Answer Choices		Response Percent	Response Total
1	Yes		92.39% 85
2	No		7.61% 7
		answered	92
		skipped	0

11. Price is the most important thing for me

Answer Choices		Response Percent	Response Total
1	Yes		23.33% 21
2	No		76.67% 69
		answered	90
		skipped	2

10 and 11

Local/organic/welfare important, price secondary