



Appendix A – Household survey – Plan showing Survey Zones and Results



WYRE FOREST RETAIL AND LEISURE
STUDY
PLAN SHOWING SURVEY AREA

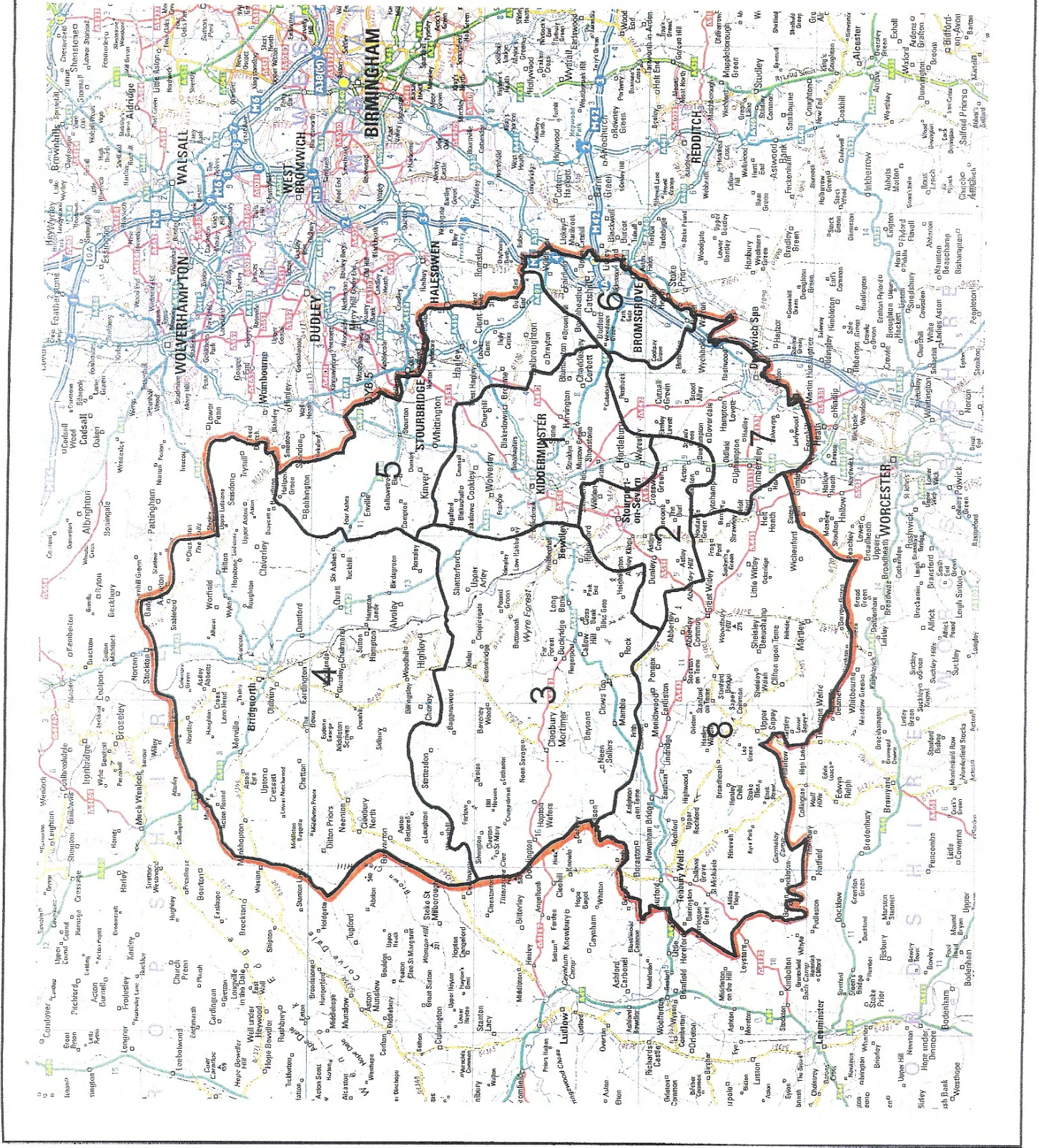
REF: A029432

SCALE: NTS

DATE: OCTOBER 2006

White Young Green Planning
Ropemaker Court
12 Lower Park Row
Bristol
BS1 5BN

Tel: 0117 925 4393
Fax: 0117 925 4239
E-mail: bristol.planning@wyg.com



NEMS market research

22-23 Manor Way, Belasis Hall Technology Park,
Billingham, TS23 4HN.

T: 01642 37 33 55. F: 01642 37 33 50

E: info@nemsmr.co.uk www.nemsmr.co.uk

Registered in England no. 393 8078

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Wyre Forest District Retail Study

For



White
Young
Green

April 2006

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Picking all the right boxes

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Introduction

INTRODUCTION

1. RESEARCH OBJECTIVES

To conduct a survey on behalf of Wyre Forest District Council amongst residents in the Wyre Forest area to assess habits for main grocery, top-up grocery, non-food shopping and leisure activities.

2. METHODOLOGY

A total of 1076 telephone interviews were conducted.

All respondents were responsible for the main shopping in their household.

The fieldwork was conducted by our highly experienced and professional market research interviewers working to the Code of Practice and quality assurance of The Market Research Society, to which we subscribe.

Fieldwork took place between Tuesday 18th April and Tuesday 2nd May 2006.

SAMPLE COMPOSITION

Base: 1076

Sex:	Male	32%
	Female	68%
Age:	18 – 34 years	11%
	35 – 54 years	37%
	55+ years	52%
Socio-economic:	ABC1	58%
	C2DE	41%

STATISTICAL CONFIDENCE

1076 interviews at 95% confidence level $\pm 3.1\%$

Data Tabulations By Demographics

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABCI	C2DE	Car in hhold									
Q01 In which one store or supermarket do you normally do your main food grocery shopping at ?																		
Aldi, Green Street, Kidderminster	1.1%	12	0.9%	3	1.2%	9	0.9%	1	1.8%	7	0.7%	4	0.8%	5	1.6%	7	1.1%	11
Asda, Market Street, Bromsgrove	6.9%	74	8.2%	28	6.3%	46	7.8%	9	8.1%	32	5.9%	33	5.8%	36	8.5%	37	6.9%	67
Co-Op, Franche Road, Kidderminster	2.2%	24	2.1%	7	2.3%	17	0.0%	0	1.0%	4	3.4%	19	2.4%	15	2.1%	9	2.0%	20
Co-Op, Load Street, Bewdley	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.5%	2	0.3%	3
Co-Op, Lombard Street, Stourport	2.5%	27	0.6%	2	3.4%	25	0.0%	0	1.8%	7	3.6%	20	2.1%	13	3.0%	13	1.9%	19
Iceland, Market Street, Kidderminster	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.3%	1	0.5%	3	0.2%	1	0.7%	3	0.1%	1
Lidl, Vale Road, Stourport	0.8%	9	0.9%	3	0.8%	6	0.0%	0	0.8%	3	0.9%	5	0.6%	4	0.9%	4	0.9%	9
Marks & Spencer, Weavers Wharf	0.5%	5	0.6%	2	0.4%	3	0.9%	1	0.5%	2	0.4%	2	0.6%	4	0.2%	1	0.5%	5
Morrisons, Buntsford Industrial Estate	2.5%	27	2.9%	10	2.3%	17	2.6%	3	2.0%	8	2.7%	15	2.7%	17	2.3%	10	2.8%	27
Morrisons, Oxford Street, Kidderminster	7.6%	82	5.3%	18	8.7%	64	6.0%	7	6.1%	24	9.0%	50	6.6%	41	8.0%	35	7.2%	70
Netto, New Road, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Sainsburys, Crossley Park, Kidderminster	19.3%	208	21.7%	74	18.2%	134	19.8%	23	18.8%	74	19.8%	110	22.5%	139	14.9%	65	20.6%	201
Somerfield, St Andrews Square, Droitwich	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	2	0.2%	2
Tesco, Castle Road, Kidderminster	17.2%	185	16.4%	56	17.6%	129	26.7%	31	22.1%	87	11.9%	66	15.5%	96	19.7%	86	17.3%	169
Tesco, Lombard Street, Stourport	3.1%	33	1.8%	6	3.7%	27	1.7%	2	2.3%	9	4.0%	22	2.1%	13	4.6%	20	3.0%	29
Waitrose, Saltway, Droitwich	4.4%	47	5.3%	18	3.9%	29	2.6%	3	2.5%	10	6.1%	34	5.7%	35	2.8%	12	4.3%	42
Internet / online	1.0%	11	1.2%	4	1.0%	7	2.6%	3	1.3%	5	0.5%	3	1.5%	9	0.5%	2	1.1%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bookers, Tenbury Wells	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Bowkett's, Tenbury Wells	2.1%	23	2.3%	8	2.0%	15	0.9%	1	1.5%	6	2.9%	16	1.8%	11	2.5%	11	1.9%	19
Farmfoods, Stourbridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Bromsgrove	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Londis, Far Forest	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Londis, Stourport	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Morrisons, Victoria Square, Droitwich	3.4%	37	1.8%	6	4.2%	31	3.4%	4	3.6%	14	3.4%	19	2.4%	15	5.0%	22	2.8%	27
Somerfield, Bridgnorth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Spar, Pedmore	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Spar, Tenbury Wells	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	2
Stourbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Spennells	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Aldi, Brierley Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Asda, Brierley Hill	1.5%	16	1.5%	5	1.5%	11	2.6%	3	1.0%	4	1.6%	9	1.0%	6	2.3%	10	1.5%	15
Asda, Merry Hill	1.6%	17	2.1%	7	1.4%	10	3.4%	4	1.3%	5	1.4%	8	1.6%	10	1.4%	6	1.6%	16
Asda, Wolverhampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Co-Op, Bromyard	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Iceland, Stourbridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Lidl, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Local shops, Chaddesley Corbett	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Marks & Spencer, Merry Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Merryhill Shopping Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Morrisons, Barons Cross Road, Leominster	1.1%	12	0.6%	2	1.4%	10	1.7%	2	2.0%	8	0.4%	2	1.6%	10	0.5%	2	1.2%	12
Morrisons, Bilston	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Morrisons, Bristol Road, Rubery	0.4%	4	0.6%	2	0.3%	2	0.0%	0	1.0%	4	0.0%	0	0.6%	4	0.0%	0	0.4%	4
Morrisons, Kingswinford	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.8%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	3
Morrisons, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Morrisons, Solihull	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Sainsburys, Amblecote	0.6%	6	0.3%	1	0.7%	5	1.7%	2	1.0%	4	0.0%	0	0.8%	5	0.2%	1	0.6%	6
Sainsburys, Blackheath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Sainsburys, Blackpole, Warndon	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.5%	2	0.5%	3	0.5%	3	0.5%	2	0.5%	5
Sainsburys, Brierley Hill	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2

Wyre Forest District Retail Study for White Young Green

April 2006

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Sainsburys, Hereford	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Sainsburys, Merry Hill	0.8%	9	0.6%	2	1.0%	7	0.0%	0	0.5%	2	1.3%	7	1.3%	8	0.2%	1	0.9%	9
Sainsburys, Northfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Sainsburys, Redditch	0.3%	3	0.6%	2	0.1%	1	0.9%	1	0.3%	1	0.2%	1	0.5%	3	0.0%	0	0.3%	3
Sainsburys, Stourbridge	0.8%	9	0.6%	2	1.0%	7	1.7%	2	1.0%	4	0.5%	3	1.0%	6	0.7%	3	0.9%	9
Somerfield, Birmingham Road, Bromsgrove	0.7%	7	1.2%	4	0.4%	3	0.0%	0	0.5%	2	0.9%	5	0.5%	3	0.9%	4	0.7%	7
Somerfield, Great Malvern	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Somerfield, Ludlow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Dudley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Evesham	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco, Hereford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tesco, Ludlow	0.7%	8	0.6%	2	0.8%	6	0.0%	0	1.0%	4	0.7%	4	0.8%	5	0.7%	3	0.7%	7
Tesco, Redditch	0.5%	5	0.6%	2	0.4%	3	1.7%	2	0.3%	1	0.4%	2	0.3%	2	0.7%	3	0.3%	3
Tesco, St Peters Drive, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tesco, Warndon	1.1%	12	0.9%	3	1.2%	9	0.0%	0	1.0%	4	1.4%	8	1.0%	6	1.4%	6	1.1%	11
Tesco, Worcester	1.5%	16	2.6%	9	1.0%	7	2.6%	3	1.8%	7	1.1%	6	1.6%	10	1.4%	6	1.6%	16
Waitrose, Stourbridge	2.8%	30	3.2%	11	2.6%	19	0.0%	0	3.0%	12	3.2%	18	3.2%	20	2.3%	10	3.0%	29
(Don't know / varies / no pattern)	5.9%	64	7.6%	26	5.2%	38	6.9%	8	4.8%	19	6.1%	34	6.3%	39	5.5%	24	5.9%	58
Base:	1076	341	735	116	394	555	619	436	978									

Mean score [10.5%, 30.5%, 50.5%, 70.5%, 90.5%]

Q02 Of all the money you spend on food and household groceries what share goes to your main food shop (STORE MENTIONED AT Q01) ?

1-20%	2.8%	30	4.4%	15	2.0%	15	1.7%	2	2.5%	10	3.2%	18	2.3%	14	3.7%	16	2.6%	25
21-40%	6.3%	68	9.4%	32	4.9%	36	6.0%	7	3.8%	15	8.3%	46	6.0%	37	6.4%	28	6.5%	64
41-60%	20.0%	215	23.8%	81	18.2%	134	13.8%	16	18.0%	71	22.9%	127	20.7%	128	18.3%	80	19.7%	193
61-80%	30.1%	324	27.9%	95	31.2%	229	30.2%	35	36.8%	145	25.4%	141	32.5%	201	26.8%	117	30.5%	298
81-100%	27.7%	298	18.5%	63	32.0%	235	32.8%	38	30.5%	120	24.5%	136	26.0%	161	31.4%	137	27.8%	272
(Don't know / varies)	13.1%	141	16.1%	55	11.7%	86	15.5%	18	8.4%	33	15.7%	87	12.6%	78	13.3%	58	12.9%	126
Mean:	67.4	61.6	70.0	70.9	69.9	64.7	67.4	68.0	67.6									
Base:	1076	341	735	116	394	555	619	436	978									

Q03 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip ?

Yes	71.0%	764	72.1%	246	70.5%	518	79.3%	92	79.7%	314	63.4%	352	72.7%	450	69.3%	302	72.3%	707
No	29.0%	312	27.9%	95	29.5%	217	20.7%	24	20.3%	80	36.6%	203	27.3%	169	30.7%	134	27.7%	271
Base:	1076	341	735	116	394	555	619	436	978									

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hold									
Q04 Where do you do this 'top-up' shopping ?																		
<i>Those who undertake top-up shopping trips for staple goods, such as bread and milk</i>																		
Aldi, Green Street, Kidderminster	0.5%	4	0.0%	0	0.8%	4	0.0%	0	0.3%	1	0.6%	2	0.2%	1	1.0%	3	0.6%	4
Asda, Market Street, Bromsgrove	3.7%	28	4.1%	10	3.5%	18	4.3%	4	2.2%	7	4.8%	17	2.4%	11	5.6%	17	3.5%	25
Co-Op, Franche Road, Kidderminster	4.1%	31	3.3%	8	4.4%	23	1.1%	1	2.9%	9	6.0%	21	3.1%	14	5.6%	17	4.4%	31
Co-Op, Load Street, Bewdley	2.0%	15	1.2%	3	2.3%	12	1.1%	1	2.2%	7	2.0%	7	2.7%	12	1.0%	3	2.1%	15
Co-Op, Lombard Street, Stourport	2.7%	21	2.8%	7	2.7%	14	0.0%	0	1.9%	6	4.3%	15	1.8%	8	4.3%	13	2.7%	19
Costcutter, Sutton Farm, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	1
Iceland, Market Street, Kidderminster	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.6%	2	0.3%	1	0.7%	3	0.0%	0	0.3%	2
Lidl, Vale Road, Stourport	0.5%	4	0.8%	2	0.4%	2	0.0%	0	0.3%	1	0.9%	3	0.4%	2	0.7%	2	0.6%	4
Londis, Areley Common, Stourport-on-Severn	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1	0.3%	1	0.4%	2	0.0%	0	0.3%	2
Marks & Spencer, Weavers Wharf	0.8%	6	0.8%	2	0.8%	4	1.1%	1	0.3%	1	1.1%	4	1.1%	5	0.3%	1	0.6%	4
Morrisons, Buntsford Industrial Estate	1.3%	10	1.2%	3	1.4%	7	2.2%	2	1.3%	4	1.1%	4	1.3%	6	1.3%	4	1.3%	9
Morrisons, Oxford Street, Kidderminster	3.9%	30	2.8%	7	4.4%	23	3.3%	3	1.6%	5	6.0%	21	3.6%	16	4.0%	12	3.4%	24
Netto, New Road, Kidderminster	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1	0.3%	1	0.2%	1	0.3%	1	0.3%	2
Nisa, Habberley, Kidderminster	0.3%	2	0.4%	1	0.2%	1	1.1%	1	0.0%	0	0.3%	1	0.4%	2	0.0%	0	0.3%	2
One Stop, Comberton Hill, Kidderminster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Sainsburys, Crossley Park, Kidderminster	3.8%	29	2.8%	7	4.2%	22	2.2%	2	5.4%	17	2.8%	10	4.2%	19	3.0%	9	4.1%	29
Somerfield, St Andrews Square, Droitwich	0.3%	2	0.0%	0	0.4%	2	1.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	1	0.1%	1
Spar, Lickhill, Stourport-on-Severn	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.0%	0	0.9%	3	0.2%	1	0.7%	2	0.4%	3
Spar, Marlpool, Kidderminster	0.4%	3	0.8%	2	0.2%	1	0.0%	0	0.6%	2	0.3%	1	0.4%	2	0.0%	0	0.3%	2
Spar, Stouport Road, Kidderminster	0.3%	2	0.8%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	2
Tesco Express, Cookley	1.2%	9	1.2%	3	1.2%	6	1.1%	1	1.3%	4	1.1%	4	1.6%	7	0.7%	2	1.3%	9
Tesco Express, Spennells, Kidderminster	2.2%	17	2.0%	5	2.3%	12	4.3%	4	2.2%	7	1.7%	6	1.8%	8	3.0%	9	2.4%	17
Tesco Express, Stourport Road, Kidderminster	3.0%	23	2.4%	6	3.3%	17	6.5%	6	3.2%	10	2.0%	7	2.0%	9	4.6%	14	2.7%	19
Tesco, Castle Road, Kidderminster	3.1%	24	2.0%	5	3.7%	19	4.3%	4	2.9%	9	3.1%	11	2.9%	13	3.3%	10	3.1%	22
Tesco, Lombard Street, Stourport	4.1%	31	2.4%	6	4.8%	25	5.4%	5	4.8%	15	3.1%	11	2.9%	13	6.0%	18	4.2%	30
Waitrose, Saltway, Droitwich	2.1%	16	2.8%	7	1.7%	9	2.2%	2	2.5%	8	1.7%	6	2.2%	10	2.0%	6	2.1%	15
Convenience Store, Broadwaters, Kidderminster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Convenience Store, Burlish, Stourport-on-Severn	0.3%	2	0.0%	0	0.4%	2	1.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	1	0.3%	2
D Banks Butchers, Chaddesley Corbett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ferndale, Kidderminster	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.3%	1	0.1%	1
Gora Supermarket, Comberon Estate, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	1
Horsefair, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lickhill News, Lickhill, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lister Road Post Office & Newsagents, Sutton Farm, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offmore, Kidderminster	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.3%	1	0.6%	2	0.4%	2	0.3%	1	0.4%	3
Post Office, Areley Common, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
Post Office, Chaddesley Corbett	0.1%	1 0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.3%	1 0.2%	1 0.0%	0 0.1%	1
Post Office, Cookley	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Riar News, The Lakes, Bewdley	0.4%	3 1.2%	3 0.0%	0 0.0%	0 0.6%	2 0.3%	1 0.2%	1 0.7%	2 0.4%	3
Rifle Range, Kidderminster	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Stars Newsagents, Comberton Estate, Kidderminster	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Stars Newsagents, Habberley, Kidderminster	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The Walshes, Stourport-on-Severn	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Upton Road, Kidderminster	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Wribbenhall, Bewdley	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Internet / online	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Abberley General Stores, Abberley	0.3%	2 0.0%	0 0.4%	2 0.0%	0 0.6%	2 0.0%	0 0.2%	1 0.3%	1 0.3%	2
Anna Bells, Albert Road, Kidderminster	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.1%	1
Bewdley	0.3%	2 0.4%	1 0.2%	1 0.0%	0 0.6%	2 0.0%	0 0.4%	2 0.0%	0 0.3%	2
Bowketts, Tenbury Wells	2.4%	18 0.8%	2 3.1%	16 3.3%	3 2.9%	9 1.7%	6 1.8%	8 3.3%	10 2.3%	16
Brighton's Store, Droitwich	0.3%	2 0.8%	2 0.0%	0 0.0%	0 0.0%	0 0.6%	2 0.2%	1 0.3%	1 0.3%	2
Broomfields, Holt Heath	0.3%	2 0.4%	1 0.2%	1 0.0%	0 0.3%	1 0.3%	1 0.4%	2 0.0%	0 0.3%	2
Catshill Bakers, Catshill	0.4%	3 0.8%	2 0.2%	1 0.0%	0 1.0%	3 0.0%	0 0.2%	1 0.7%	2 0.4%	3
Clows Top Stores, Clows Top	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.1%	1
Co-Op, High Street, Highley	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.3%	1 0.3%	2
Co-Op, Kinver	0.3%	2 0.0%	0 0.4%	2 1.1%	1 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Co-Op, Norton	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.3%	1 0.2%	1 0.0%	0 0.1%	1
Co-Op, Stourbridge	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.1%	1
Costcutter, Droitwich	0.5%	4 0.4%	1 0.6%	3 2.2%	2 0.3%	1 0.3%	1 0.2%	1 1.0%	3 0.1%	1
Costcutter, Lister Road, Kidderminster	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.3%	1 0.2%	1 0.0%	0 0.0%	0
Costcutter, Pedmore	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.3%	1 0.2%	1 0.0%	0 0.1%	1
Costcutter, Stourbridge	0.1%	1 0.4%	1 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Costcutter, Waternash Road, Kidderminster	0.1%	1 0.0%	0 0.2%	1 1.1%	1 0.0%	0 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Cutnall Green Post Office, School Lane, Cutnall Green	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Dillens, Belbroughton	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.1%	1
Evertons, Ombersley	0.3%	2 0.4%	1 0.2%	1 0.0%	0 0.0%	0 0.6%	2 0.4%	2 0.0%	0 0.3%	2
Far Forest Village Store, Far Forest	0.1%	1 0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.3%	1 0.2%	1 0.0%	0 0.1%	1
Hagley	0.5%	4 0.4%	1 0.6%	3 1.1%	1 0.6%	2 0.3%	1 0.7%	3 0.3%	1 0.6%	4
Hartlebury Post Office, Hartlebury	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Hodge Farm, Birmingham Road, Kidderminster	0.3%	2 0.0%	0 0.4%	2 0.0%	0 0.3%	1 0.3%	1 0.4%	2 0.0%	0 0.3%	2
Hodge Hill	0.3%	2 0.0%	0 0.4%	2 0.0%	0 0.0%	0 0.6%	2 0.0%	0 0.7%	2 0.3%	2
Iceland, High Street, Bromsgrove	0.5%	4 0.0%	0 0.8%	4 1.1%	1 0.3%	1 0.6%	2 0.7%	3 0.3%	1 0.4%	3
Kidderminster market	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.3%	1 0.2%	1 0.0%	0 0.1%	1
Kinver	0.3%	2 0.0%	0 0.4%	2 0.0%	0 0.6%	2 0.0%	0 0.4%	2 0.0%	0 0.3%	2
Local convenience store, Holt Fleet	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.1%	1
Local farm shop, Halth Heath	0.3%	2 0.0%	0 0.4%	2 0.0%	0 0.0%	0 0.6%	2 0.4%	2 0.0%	0 0.3%	2
Local market stalls, Stourbridge	0.1%	1 0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.3%	1 0.2%	1 0.0%	0 0.1%	1
Local shops, Belbroughton	0.1%	1 0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.3%	1 0.2%	1 0.0%	0 0.1%	1
Local shops, Broadwaters	0.3%	2 0.8%	2 0.0%	0 0.0%	0 0.6%	2 0.0%	0 0.2%	1 0.3%	1 0.3%	2
Local shops, Bromsgrove	0.5%	4 0.8%	2 0.4%	2 0.0%	0 0.6%	2 0.6%	2 0.4%	2 0.7%	2 0.4%	3
Local shops, Chaddesley Corbett	0.1%	1 0.4%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Local shops, Cleobury Mortimer	0.8%	6 0.8%	2 0.8%	4 1.1%	1 0.3%	1 1.1%	4 0.9%	4 0.7%	2 0.8%	6
Local shops, Clifton upon Teme	0.1%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Local shops, Droitwich	0.4%	3 0.4%	1 0.4%	2 0.0%	0 0.3%	1 0.6%	2 0.2%	1 0.7%	2 0.3%	2
Local shops, Kidderminster	1.0%	8 1.6%	4 0.8%	4 1.1%	1 0.6%	2 1.4%	5 0.7%	3 1.7%	5 0.8%	6
Local shops, Kinver	0.1%	1 0.4%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold			
Local shops, Norton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1
Local shops, Spennells	0.1%	1	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Local shops, Stanford Bridge	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1	0.4%	2
Local shops, Stourport	0.5%	4	0.4%	1	0.6%	3	1.1%	1	0.3%	1	0.6%	2
Local Shops, Stourbridge	1.0%	8	2.0%	5	0.6%	3	1.1%	1	1.0%	3	1.1%	8
Local shops, Tenbury Wells	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.6%	2	0.3%	2
Local stores, Bewdley	0.9%	7	1.2%	3	0.8%	4	3.3%	3	0.6%	2	1.1%	5
Local stores, Cookley	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	2
Local store, Abberley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Londis, Cleobury Mortimer	0.1%	1	0.0%	0	0.2%	1	1.1%	1	0.0%	0	0.0%	0
Low Costs, Lister Road, Kidderminster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Marks & Spencer, Kidderminster	1.0%	8	1.2%	3	1.0%	5	2.2%	2	1.0%	3	0.9%	3
Morrisons, Victoria Square, Droitwich	2.4%	18	1.2%	3	2.9%	15	0.0%	0	2.5%	8	2.8%	10
One Stop, Bromsgrove	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.6%	2	0.2%	1
Richards Vegetable Shop, Market Street, Tenbury Wells	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Savers, Bromsgrove	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.2%	1
Somerfield, Birmingham Road, Bromsgrove	0.9%	7	0.4%	1	1.2%	6	0.0%	0	1.3%	4	0.9%	3
Spar, Catshill	0.7%	5	1.2%	3	0.4%	2	0.0%	0	1.3%	4	0.3%	1
Spar, Cleobury Mortimer	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Spar, Droitwich	1.0%	8	1.2%	3	1.0%	5	0.0%	0	1.9%	6	0.6%	2
Spar, High Street, Bewdley	0.7%	5	0.4%	1	0.8%	4	1.1%	1	1.0%	3	0.3%	1
Spar, High Street, Kinver	0.5%	4	0.8%	2	0.4%	2	1.1%	1	0.0%	0	0.9%	3
Spar, High Street, Tenbury Wells	0.8%	6	1.6%	4	0.4%	2	0.0%	0	1.3%	4	0.6%	2
Spar, Holt Fleet	0.1%	1	0.0%	0	0.2%	1	1.1%	1	0.0%	0	0.0%	0
Spar, Pedmore	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Spar, Teme Street, Tenbury Wells	0.4%	3	0.8%	2	0.2%	1	0.0%	0	0.0%	0	0.6%	2
Spar, Worcester Road, Hagley	1.3%	10	2.0%	5	1.0%	5	0.0%	0	1.3%	4	1.7%	6
Stokes Fruit & Veg Shop, Droitwich	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Stourbridge	0.3%	2	0.0%	0	0.4%	2	1.1%	1	0.3%	1	0.0%	0
Stourport	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Swift Bakers, Tenbury Wells	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Tesco, Bewdley Hill	0.4%	3	0.8%	2	0.2%	1	1.1%	1	0.3%	1	0.3%	1
Tesco, Droitwich	0.5%	4	0.4%	1	0.6%	3	2.2%	2	0.6%	2	0.0%	0
Total Petrol Station, Worcester Road, Droitwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Weavers Wharf, Kidderminster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Aldi, Merry Hill	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Aldi, Redditch	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Aldi, Stourbridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Merry Hill	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Asda, Oldbury	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Co-Op, Quinton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Hopton Bank Garage, Ludlow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Iceland, Brierley Hill	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1
Iceland, Stourbridge	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
Iceland, Worcester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1
John Lewis, Solihull	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Lidl, Amblecote	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Lidl, Worcester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Local shops, Ludlow	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Local shops, Lye	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.6%	2
Local shops, Wolverhampton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Local shops, Woolston	0.7%	5	0.8%	2	0.6%	3	0.0%	0	1.6%	5	0.0%	0
Local shops, Worcester	0.4%	3	0.4%	1	0.4%	2	0.0%	0	1.0%	3	0.0%	0
Marks & Spencer, Merry Hill	0.7%	5	1.2%	3	0.4%	2	1.1%	1	0.6%	2	0.6%	2
Marks & Spencer, Merry Hill Shopping Centre, Dudley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Morrisons, Barons Cross Road, Leominster	0.3%	2	0.0%	0	0.4%	2	1.1%	1	0.3%	1	0.0%	0

Column %ges.

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hold									
Q07 Where, if anywhere else do you go to buy clothes / shoes ?																		
<i>Those who buy shoes and clothes at Q06</i>																		
1st mention																		
Bewdley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1						
Birmingham City Centre	8.2%	86	9.4%	31	7.6%	55	16.5%	19	6.6%	26	7.3%	39	8.7%	53	7.3%	31	8.4%	81
Bridgnorth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Bromsgrove	1.9%	20	1.8%	6	1.9%	14	3.5%	4	2.0%	8	1.5%	8	2.1%	13	1.7%	7	1.9%	18
Droitwich	0.9%	9	0.6%	2	1.0%	7	0.9%	1	0.3%	1	1.3%	7	0.3%	2	1.7%	7	0.5%	5
Halesowen	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Kidderminster	15.4%	162	15.4%	51	15.4%	111	13.9%	16	19.1%	75	12.9%	69	17.6%	107	12.7%	54	16.0%	153
Merryhill Shopping Centre	20.6%	216	20.8%	69	20.4%	147	28.7%	33	24.7%	97	16.1%	86	19.1%	116	22.9%	97	21.3%	204
Redditch	2.8%	29	3.3%	11	2.5%	18	0.0%	0	4.1%	16	2.4%	13	2.8%	17	2.6%	11	3.0%	29
Stourbridge	2.2%	23	2.4%	8	2.1%	15	1.7%	2	1.5%	6	2.6%	14	2.6%	16	1.4%	6	2.2%	21
Stourport-on-Severn	0.7%	7	0.9%	3	0.6%	4	0.0%	0	0.8%	3	0.8%	4	0.7%	4	0.7%	3	0.6%	6
Worcester	12.8%	134	11.2%	37	13.5%	97	9.6%	11	12.7%	50	13.3%	71	13.2%	80	11.8%	50	13.1%	126
Internet / online / mail order	2.2%	23	1.5%	5	2.5%	18	0.9%	1	2.8%	11	2.1%	11	3.0%	18	1.2%	5	2.3%	22
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.7%	3	0.4%	4
Cheltenham	0.6%	6	0.6%	2	0.6%	4	0.0%	0	1.3%	5	0.2%	1	0.8%	5	0.2%	1	0.6%	6
Dudley	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.2%	1	0.5%	2	0.3%	3
Bristol	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Hereford	1.0%	11	0.6%	2	1.3%	9	2.6%	3	1.3%	5	0.6%	3	1.0%	6	1.2%	5	1.0%	10
London	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.6%	3	0.3%	2	0.5%	2	0.4%	4
Ludlow	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.3%	1	0.6%	3	0.3%	2	0.2%	1	0.3%	3
Malvern	0.3%	3	0.0%	0	0.4%	3	0.9%	1	0.0%	0	0.4%	2	0.3%	2	0.2%	1	0.3%	3
Solihull	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.0%	0	0.6%	3	0.5%	3	0.2%	1	0.4%	4
Stratford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Telford	0.9%	9	0.3%	1	1.1%	8	0.0%	0	1.5%	6	0.6%	3	0.7%	4	1.2%	5	0.9%	9
Shrewsbury	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Wolverhampton	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.5%	2	0.6%	3	0.7%	4	0.2%	1	0.5%	5
Beatties, Wolverhampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Blackheath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Brierley Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coleshill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Crowngate	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Evesham	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leominster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Pershore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.1%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Reading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Sheffield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Swindon	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Taunton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Weavers Wharf	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
West Bromwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Yorkshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
(Don't know / varies)	4.5%	47	5.7%	19	3.9%	28	7.0%	8	3.6%	14	4.7%	25	3.8%	23	5.2%	22	4.5%	43
(Don't buy / don't buy anywhere else)	21.1%	222	19.9%	66	21.7%	156	10.4%	12	15.5%	61	27.6%	147	19.2%	117	23.6%	100	18.8%	180
Base:	1051	331	720	115	393	533	608	424	959									

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
2nd mention																		
Bewdley	0.2%	2	0.3%	1	0.1%	1	0.9%	1	0.0%	0	0.2%	2						
Birmingham City Centre	4.6%	48	4.8%	16	4.4%	32	6.1%	7	4.1%	16	4.7%	25	5.6%	34	3.3%	14	4.8%	46
Bridgnorth	0.3%	3	0.6%	2	0.1%	1	0.9%	1	0.0%	0	0.4%	2	0.0%	0	0.7%	3	0.3%	3
Bromsgrove	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.8%	3	0.2%	1	0.5%	3	0.2%	1	0.4%	4
Droitwich	0.6%	6	0.6%	2	0.6%	4	0.0%	0	1.0%	4	0.4%	2	0.7%	4	0.5%	2	0.6%	6
Halesowen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Kidderminster	3.4%	36	2.1%	7	4.0%	29	1.7%	2	4.3%	17	3.2%	17	3.6%	22	3.3%	14	3.7%	35
Merryhill Shopping Centre	5.8%	61	4.5%	15	6.4%	46	8.7%	10	7.1%	28	4.1%	22	5.9%	36	5.4%	23	6.2%	59
Redditch	0.9%	9	1.2%	4	0.7%	5	1.7%	2	0.8%	3	0.8%	4	0.8%	5	0.9%	4	0.9%	9
Stourbridge	1.1%	12	0.9%	3	1.3%	9	3.5%	4	1.3%	5	0.6%	3	0.7%	4	1.7%	7	1.1%	11
Stourport-on-Severn	0.7%	7	0.3%	1	0.8%	6	0.0%	0	0.3%	1	1.1%	6	0.5%	3	0.9%	4	0.7%	7
Worcester	6.1%	64	7.9%	26	5.3%	38	8.7%	10	6.4%	25	5.3%	28	5.6%	34	6.8%	29	6.5%	62
Internet / online / mail order	0.6%	6	0.0%	0	0.8%	6	0.0%	0	0.5%	2	0.8%	4	0.8%	5	0.2%	1	0.5%	5
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Cheltenham	0.2%	2	0.3%	1	0.1%	1	0.9%	1	0.3%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Dudley	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Bristol	0.1%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Hereford	0.7%	7	0.9%	3	0.6%	4	0.0%	0	1.0%	4	0.6%	3	0.7%	4	0.7%	3	0.7%	7
London	0.3%	3	0.3%	1	0.3%	2	0.9%	1	0.3%	1	0.2%	1	0.5%	3	0.0%	0	0.3%	3
Ludlow	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.5%	2	0.6%	3	0.8%	5	0.0%	0	0.5%	5
Malvern	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Solihull	0.8%	8	1.5%	5	0.4%	3	0.9%	1	1.5%	6	0.2%	1	1.0%	6	0.5%	2	0.8%	8
Stratford	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	1	0.4%	2	0.5%	3	0.0%	0	0.3%	3
Telford	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.8%	3	0.0%	0	0.5%	3	0.2%	1	0.4%	4
Shrewsbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Wolverhampton	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.3%	1	0.4%	2	0.3%	2	0.2%	1	0.3%	3
Beatties, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Coleshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crowngate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Leominster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Manchester City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Merry Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Pershore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sheffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taunton	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tenbury Wells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	5	0.9%	3	0.3%	2	0.9%	1	0.5%	2	0.4%	2	0.5%	3	0.5%	2	0.4%	4
(Don't buy / don't buy anywhere else)	70.3%	739	69.5%	230	70.7%	509	61.7%	71	66.7%	262	74.7%	398	68.3%	415	72.9%	309	68.5%	657
Base:	1051	331	720	115	393	533	608	424	959									

Wyre Forest District Retail Study for White Young Green

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1	C2DE	Car in hhold		
Thompsons, Worcester	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.0%	0	0.2%	1	0.2%	1	0.1%	1
(Don't know / varies)	8.4%	90	7.6%	26	8.7%	64	6.9%	8	6.1%	24	9.9%	55	8.4%	52	8.3%	81
(Don't buy these items)	5.2%	56	5.3%	18	5.2%	38	5.2%	6	2.5%	10	7.2%	40	4.8%	30	4.3%	42
Base:	1076		341		735		116		394		555		619		436	978

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold							
Q10 Where did you last go shopping for furniture or carpets ?																
Allied Carpets, Abbey Retail Park, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Allied Carpets, Elgar Retail Park, Worcester	0.3%	3	0.6%	2	0.1%	1	0.9%	1	0.3%	1	0.3%	2	0.2%	1	0.3%	3
Allied Carpets, Merryhill Shopping Centre	0.8%	9	0.9%	3	0.8%	6	0.9%	1	0.8%	3	0.9%	5	1.0%	6	0.7%	9
Bed City, Kidderminster	0.6%	6	0.6%	2	0.5%	4	0.0%	0	0.5%	2	0.7%	4	0.5%	3	0.7%	6
Carpetright, Crossley Park, Kidderminster	2.9%	31	3.2%	11	2.7%	20	5.2%	6	4.6%	18	1.3%	7	3.1%	19	2.8%	29
Carpetright, Merryhill Shopping Centre	0.5%	5	0.0%	0	0.7%	5	0.9%	1	0.5%	2	0.4%	2	0.5%	3	0.5%	5
Carters Furniture Superstore, New Road, Kidderminster	5.4%	58	4.7%	16	5.7%	42	2.6%	3	3.3%	13	7.4%	41	5.0%	31	6.2%	53
DFS, Roman Way Retail Park, Droitwich	3.5%	38	4.4%	15	3.1%	23	6.0%	7	5.8%	23	1.4%	8	3.1%	19	4.1%	36
Dreams, Crossley Park, Kidderminster	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.0%	0	0.7%	2
Foynes Carpets, New Road, Kidderminster	1.1%	12	1.5%	5	1.0%	7	1.7%	2	2.0%	8	0.4%	2	1.5%	9	0.7%	12
Furniture Direct, Mill Pool Farm Furniture Estate, Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Blackpole Retail Park, Worcester	0.7%	8	0.3%	1	1.0%	7	0.0%	0	0.8%	3	0.9%	5	0.5%	3	0.9%	8
Harveys, Kingfisher Shopping Centre, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ikea, Wednesbury	3.0%	32	1.2%	4	3.8%	28	10.3%	12	3.6%	14	1.1%	6	3.7%	23	2.1%	31
Kidderminster Carpets, New Road, Kidderminster	7.2%	77	6.7%	23	7.3%	54	9.5%	11	5.1%	20	8.1%	45	6.6%	41	7.6%	70
Magnet, High Street, Stourbridge	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	2
Magnet, Hoobrook Industrial Estate, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Crossley Park, Kidderminster	0.5%	5	0.3%	1	0.5%	4	2.6%	3	0.3%	1	0.2%	1	0.5%	3	0.5%	5
MFI, Elgar Retail Park, Worcester	0.3%	3	0.3%	1	0.3%	2	0.9%	1	0.0%	0	0.4%	2	0.2%	1	0.5%	3
MFI, Merryhill Shopping Centre	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.5%	2	0.2%	1	0.3%	2	0.5%	3
Rowe Carpets, New Road, Kidderminster	1.2%	13	1.2%	4	1.2%	9	0.0%	0	1.5%	6	1.3%	7	1.8%	11	0.5%	13
SCS, Crossley Park, Kidderminster	1.5%	16	1.5%	5	1.5%	11	2.6%	3	2.8%	11	0.4%	2	1.1%	7	1.8%	14
Stourport Bed Centre, Bewdley Road, Stourport-on-Severn	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	0	0.2%	1	0.0%	0	0.2%	1
The Range, Crossley Park, Kidderminster	0.8%	9	0.9%	3	0.8%	6	1.7%	2	1.0%	4	0.5%	3	1.1%	7	0.5%	8
Wyre Forest Pine & Carpet Centre, New Road, Kidderminster	0.9%	10	0.3%	1	1.2%	9	0.9%	1	1.8%	7	0.4%	2	1.0%	6	0.9%	10
Internet / online / mail order	2.0%	21	1.2%	4	2.3%	17	5.2%	6	2.5%	10	0.9%	5	1.3%	8	3.0%	14
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Adam Carpets, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Argos, Bromsgrove	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.8%	3	0.0%	0	0.2%	1	0.7%	3
Argos, Kidderminster	0.5%	5	0.3%	1	0.5%	4	0.9%	1	0.8%	3	0.2%	1	0.6%	4	0.2%	4
B&Q, Kidderminster	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.8%	3	0.2%	1	0.0%	0	0.9%	4
Beds R Us, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Bromsgrove Carpet & Bedding, Bromsgrove	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Bromsgrove Carpets, Bromsgrove	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.3%	1	0.4%	2	0.3%	2	0.5%	4
Carpet Factory, Kidderminster	0.6%	6	0.3%	1	0.7%	5	0.9%	1	0.8%	3	0.4%	2	0.5%	3	0.7%	6
Carpets & Worth, Stourport	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.0%	2
Cedar Mills Carpets, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	0
David Neville Ltd, Droitwich	0.2%	2	0.3%	1	0.1%	1	0.9%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Droitwich Carpet Centre, Droitwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1
Homebase, Roman Way	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	2

Column %ages.

Wyre Forest District Retail Study for White Young Green

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Retail Park, Droitwich																		
Household Stores, Tenbury Wells	0.6%	6	0.0%	0	0.8%	6	0.0%	0	0.5%	2	0.5%	3	0.6%	4	0.5%	2	0.6%	6
Index, High Street, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
J & J Carpets, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Klaussner Retail Ltd, Crossley Park, Kidderminster	0.5%	5	0.6%	2	0.4%	3	0.9%	1	1.0%	4	0.0%	0	0.6%	4	0.2%	1	0.5%	5
Lawrences Furniture Centre, Kidderminster	0.5%	5	0.3%	1	0.5%	4	1.7%	2	0.3%	1	0.4%	2	0.5%	3	0.5%	2	0.4%	4
Local carpet shop, Bromsgrove	0.5%	5	0.9%	3	0.3%	2	0.0%	0	0.5%	2	0.5%	3	0.6%	4	0.2%	1	0.5%	5
Local carpet shops, Kidderminster	2.0%	22	3.8%	13	1.2%	9	0.0%	0	1.8%	7	2.7%	15	2.3%	14	1.8%	8	1.9%	19
Local carpet shop, Tenbury Wells	0.6%	6	0.6%	2	0.5%	4	0.0%	0	1.3%	5	0.2%	1	0.5%	3	0.7%	3	0.6%	6
Local shop, Droitwich	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.2%	1	0.4%	4
Local store, Cleobury Mortimer	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Lush, Birmingham Road, Bromsgrove	0.7%	8	1.2%	4	0.5%	4	0.9%	1	0.3%	1	1.1%	6	0.8%	5	0.7%	3	0.8%	8
Needham Enterprises, Kidderminster	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Next, Kidderminster	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	2	0.2%	2
Roman Carpets, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Spa Carpets & Bed Warehouse, Droitwich	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.5%	2	0.2%	1	0.5%	3	0.2%	1	0.3%	3
Stephen Yardley Carpets, Hartlebury Trading Estate, Kidderminster	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Stourbridge Suite Centre, Stourbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
T Baylis & Co, Bromsgrove	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
The Carpet Warehouse, Market Street, Bromsgrove	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.5%	2	0.4%	2	0.2%	1	0.7%	3	0.4%	4
The Carpet Warehouse, New Road, Kidderminster	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.3%	1	0.7%	4	0.6%	4	0.2%	1	0.5%	5
The Carpet Warehouse, Stourbridge	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	2
The Weavers Shop, Kidderminster	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
TK Maxx, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tomkinsons Carpets, Kidderminster	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.3%	1	0.7%	4	0.5%	3	0.5%	2	0.5%	5
Upstairs Downstairs, Coventry Street, Kidderminster	0.7%	7	0.0%	0	1.0%	7	0.0%	0	0.3%	1	1.1%	6	0.5%	3	0.9%	4	0.4%	4
Victoria Carpets, Kidderminster	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.2%	2
Droitwich	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.2%	1	0.2%	2
Kidderminster	2.6%	28	2.9%	10	2.4%	18	0.0%	0	2.5%	10	3.2%	18	2.7%	17	2.5%	11	2.7%	26
Stourbridge	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Stourport	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.7%	3	0.3%	3
Worcester	0.8%	9	1.5%	5	0.5%	4	0.9%	1	0.5%	2	1.1%	6	1.5%	9	0.0%	0	0.8%	8
Ambience Furniture, Dudley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Ambience Furniture, Merry Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Amblecote Furnishings, Stourbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Argos, Merryhill Shopping Centre	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
B&Q, Jinnah Road, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
B&Q, Stourbridge	0.1%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Beatties, Wolverhampton	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0	0.2%	2
Beaver & Tapley, Nottingham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Bensons Bed Centres, Merry Hill	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	2
Birmingham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Brian James Furnishings, Cannock	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1

Column %ges.

Wyre Forest District Retail Study
for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
Brierley Hill	0.4%	4 1.2%	4 0.0%	0 0.0%	0 0.3%	1 0.5%	3 0.5%	3 0.2%	1 0.4%	4
Brierley Hill Trading Estate	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Brintons, Kidderminster	0.6%	6 0.3%	1 0.7%	5 0.0%	0 0.8%	3 0.5%	3 0.8%	5 0.2%	1 0.6%	6
Cannock	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.0%	0 0.2%	1 0.0%	0 0.2%	1 0.1%	1
Carpentry, Blackpole Retail Park, Worcester	0.7%	7 0.9%	3 0.5%	4 0.0%	0 0.8%	3 0.7%	4 0.6%	4 0.7%	3 0.6%	6
Cole's Home Furnishers, Bilston	0.4%	4 0.3%	1 0.4%	3 0.0%	0 0.3%	1 0.5%	3 0.5%	3 0.2%	1 0.4%	4
Cole's Home Furnishers, Brierley Hill	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.0%	0 0.2%	1 0.2%	1 0.0%	0 0.1%	1
County Furnishings, Worcester	0.2%	2 0.6%	2 0.0%	0 0.0%	0 0.5%	2 0.0%	0 0.3%	2 0.0%	0 0.2%	2
Courts, Dudley	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.2%	1 0.2%	1 0.0%	0 0.1%	1
Courts, Worcester	0.5%	5 0.3%	1 0.5%	4 0.0%	0 0.5%	2 0.5%	3 0.3%	2 0.7%	3 0.5%	5
Cousins Furniture Store, Dudley	0.7%	8 1.5%	5 0.4%	3 0.0%	0 2.0%	8 0.0%	0 1.1%	7 0.2%	1 0.8%	8
Cradley Heath	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.0%	0 0.2%	1 0.0%	0 0.2%	1 0.1%	1
Crossley Park, Kidderminster	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.2%	1 0.1%	1
DFS, Bromsgrove	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.2%	1 0.1%	1
DFS, Newcastle	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Drayton	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.1%	1
Dreams Bed Superstore, Merry Hill	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.2%	1 0.1%	1
Dreams Bed Superstore, Worcester	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.0%	0 0.2%	1 0.2%	1 0.0%	0 0.1%	1
Dudley	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.2%	1 0.0%	0 0.2%	1 0.1%	1
Fine Pine Furniture, Worcester	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.0%	0 0.2%	1 0.2%	1 0.0%	0 0.1%	1
Floors-2-Go, Worcester	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.2%	1 0.1%	1
Focus, Leominster	0.1%	1 0.0%	0 0.1%	1 0.9%	1 0.0%	0 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Frances, Malvern	0.2%	2 0.0%	0 0.3%	2 0.9%	1 0.0%	0 0.2%	1 0.3%	2 0.0%	0 0.2%	2
Furniture Warehouse, Dudley	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.2%	1 0.1%	1
Gallagher Retail Park, Solihull	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.2%	1 0.1%	1
Great Witley	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.0%	0 0.2%	1 0.2%	1 0.0%	0 0.1%	1
Habitat, New Street, Birmingham	0.2%	2 0.6%	2 0.0%	0 0.0%	0 0.5%	2 0.0%	0 0.3%	2 0.0%	0 0.2%	2
Hammond Hill, Stourbridge	0.2%	2 0.0%	0 0.3%	2 0.0%	0 0.5%	2 0.0%	0 0.3%	2 0.0%	0 0.2%	2
Hartlebury	0.2%	2 0.6%	2 0.0%	0 0.0%	0 0.3%	1 0.2%	1 0.3%	2 0.0%	0 0.2%	2
Homebase, Bath Road, Worcester	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.2%	1 0.2%	1 0.0%	0 0.1%	1
Homecare, Ludlow	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.0%	0 0.4%	2 0.2%	1 0.2%	1 0.2%	2
House of Fraser, Birmingham	0.2%	2 0.3%	1 0.1%	1 0.0%	0 0.0%	0 0.4%	2 0.2%	1 0.2%	1 0.2%	2
John Lewis, Solihull	0.4%	4 0.6%	2 0.3%	2 0.0%	0 0.5%	2 0.4%	2 0.6%	4 0.0%	0 0.4%	4
John Pargeter & Sons, Stourbridge	0.3%	3 0.9%	3 0.0%	0 0.9%	1 0.3%	1 0.2%	1 0.3%	2 0.2%	1 0.3%	3
Kashoff Beds, Stourbridge	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.0%	0 0.2%	1 0.0%	0 0.2%	1 0.1%	1
Kidderminster Carpets, Amblecote	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Kidderminster Carpets, Stourbridge	0.3%	3 0.0%	0 0.4%	3 0.0%	0 0.5%	2 0.2%	1 0.2%	1 0.5%	2 0.3%	3
King & Co, Hereford	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Land of Leather, Blackpole Retail Park, Worcester	0.3%	3 0.3%	1 0.3%	2 0.0%	0 0.5%	2 0.2%	1 0.3%	2 0.2%	1 0.3%	3
Laura Ashley, Birmingham	0.2%	2 0.3%	1 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.3%	2 0.0%	0 0.2%	2
Laura Ashley, Merry Hill	0.2%	2 0.0%	0 0.3%	2 0.0%	0 0.0%	0 0.4%	2 0.0%	0 0.5%	2 0.2%	2
Laura Ashley, Worcester	0.3%	3 0.3%	1 0.3%	2 1.7%	2 0.3%	1 0.0%	0 0.5%	3 0.0%	0 0.3%	3
Lee Longlands, Birmingham	0.5%	5 0.3%	1 0.5%	4 0.0%	0 0.5%	2 0.5%	3 0.6%	4 0.2%	1 0.5%	5
Local shops, Amblecote	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Local shops, Birmingham	0.2%	2 0.3%	1 0.1%	1 0.0%	0 0.3%	1 0.2%	1 0.2%	1 0.2%	1 0.2%	2
Local shops, Brierley Hill	0.4%	4 0.6%	2 0.3%	2 0.0%	0 0.5%	2 0.4%	2 0.3%	2 0.5%	2 0.4%	4
Local shops, Bromyard	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Local shops, Leominster	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Local shops, Ludlow	0.3%	3 0.0%	0 0.4%	3 0.0%	0 0.0%	0 0.5%	3 0.3%	2 0.2%	1 0.3%	3
Local shops, Iye	0.2%	2 0.0%	0 0.3%	2 0.0%	0 0.0%	0 0.4%	2 0.3%	2 0.0%	0 0.2%	2
Local shops, Old Swinford	0.2%	2 0.0%	0 0.3%	2 0.0%	0 0.0%	0 0.4%	2 0.2%	1 0.2%	1 0.2%	2
Local shops, Redditch	0.2%	2 0.3%	1 0.1%	1 0.0%	0 0.3%	1 0.2%	1 0.3%	2 0.0%	0 0.1%	2
Local shops, Shrewsbury	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.2%	1 0.2%	1 0.0%	0 0.1%	1
Local shops, Worcester	0.3%	3 0.3%	1 0.3%	2 0.0%	0 0.3%	1 0.4%	2 0.2%	1 0.5%	2 0.2%	3
Ludlow	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1 0.0%	0 0.1%	1
Manchester	0.1%	1 0.0%	0 0.1%	1 0.0%	0 0.0%	0 0.2%	1 0.2%	1 0.0%	0 0.0%	1

Column %ages.

Wyre Forest District Retail Study for White Young Green

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Marks & Spencer, Merry Hill	0.5%	5	0.3%	1	0.5%	4	1.7%	2	0.5%	2	0.2%	1	0.6%	4	0.2%	1	0.5%	5
Merry Hill	0.2%	2	0.0%	0	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	2	0.2%	2
Merryhill Shopping Centre	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.3%	1	0.4%	2	0.5%	3	0.0%	0	0.3%	3
MFI, Blackpole Retail Park, Worcester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
MFI, Droitwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Midland Stock Disposals, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Multyork Furniture, Worcester	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Needham Enterprises, Droitwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Next, Merry Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Northfield Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Phoenix Carpets, Bromsgrove	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Room Upstairs, Old Swinford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Rubery	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Russell & Dorrell Furniture, Worcester	0.4%	4	0.9%	3	0.1%	1	0.0%	0	0.3%	1	0.5%	3	0.5%	3	0.2%	1	0.4%	4
Sofa Warehouse, Birmingham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
St Andrews Carpet Company, Droitwich Town Centre	0.7%	8	1.2%	4	0.5%	4	0.9%	1	0.5%	2	0.9%	5	0.8%	5	0.7%	3	0.7%	7
STD Carpets, Brierley Hill	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.8%	3	0.0%	0	0.2%	1	0.5%	2	0.3%	3
Trinity Carpets, Dudley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tunisia	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Upper Ludstone	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Wales	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.2%	2
Warwick	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
West Midland Carpets, Birmingham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
William & Sons, Merryhill Shopping Centre	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.8%	3	0.5%	3	0.5%	3	0.7%	3	0.5%	5
Windsor Carpets, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Wordsley Carpets, Wall Heath, Kingswinford	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.0%	0	0.9%	5	0.8%	5	0.0%	0	0.5%	5
(Don't know / varies)	16.5%	178	15.5%	53	17.0%	125	15.5%	18	13.7%	54	18.2%	101	15.3%	95	17.2%	75	16.1%	157
(Don't buy these items)	14.6%	157	14.1%	48	14.8%	109	11.2%	13	8.4%	33	19.8%	110	13.1%	81	16.3%	71	13.3%	130
Base:		1076		341		735		116		394		555		619		436		978

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE ⁺		Car in hhold		
Wickes, Brierley Hill	0.5%	5	0.9%	3	0.3%	2	0.9%	1	0.5%	2	0.4%	2	0.3%	2	0.7%	3	0.5%	5
Wickes, Dudley	0.1%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Wickes, Halesowen	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Wickes, Hall Green, Birmingham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Wilkinsons, High Street, Stourbridge	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.0%	0	0.7%	4	0.2%	1	0.7%	3	0.3%	3
(Don't know / varies)	4.2%	45	4.1%	14	4.2%	31	7.8%	9	2.5%	10	4.3%	24	4.4%	27	3.9%	17	4.2%	41
(Don't buy these items)	11.7%	126	8.8%	30	13.1%	96	3.4%	4	5.6%	22	17.7%	98	10.3%	64	12.4%	54	9.4%	92
Base:		1076		341		735		116		394		555		619		436		978
Q12 Do you, or does any member of your household have access to the internet ?																		
Yes	62.5%	672	63.6%	217	61.9%	455	86.2%	100	82.7%	326	43.2%	240	70.9%	439	51.8%	226	67.4%	659
No	37.5%	404	36.4%	124	38.1%	280	13.8%	16	17.3%	68	56.8%	315	29.1%	180	48.2%	210	32.6%	319
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1076		341		735		116		394		555		619		436		978
Q13 Do you or any member of your household use the internet to purchase any food products ? <i>Those who have access to the internet at Q12</i>																		
Yes	15.5%	104	17.1%	37	14.7%	67	23.0%	23	20.2%	66	6.3%	15	18.0%	79	11.1%	25	15.5%	102
No	84.5%	568	82.9%	180	85.3%	388	77.0%	77	79.8%	260	93.8%	225	82.0%	360	88.9%	201	84.5%	557
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		672		217		455		100		326		240		439		226		659
meanscore[£5,£15.5,£25.5,£35.5,£45.5,£55.5,£65.5,£75.5,£85.5,£95.5,£150.5,£250.5,£450]																		
Q14 On average, approximately how much do you think your household spends per month on food products purchased over the internet ? <i>Those who purchase food products over the internet at Q13</i>																		
£10 or less	3.8%	4	5.4%	2	3.0%	2	4.3%	1	3.0%	2	6.7%	1	5.1%	4	0.0%	0	3.9%	4
£11 - £20	7.7%	8	10.8%	4	6.0%	4	4.3%	1	9.1%	6	6.7%	1	8.9%	7	4.0%	1	7.8%	8
£21 - £30	5.8%	6	5.4%	2	6.0%	4	4.3%	1	4.5%	3	13.3%	2	5.1%	4	8.0%	2	4.9%	5
£31 - £40	1.0%	1	2.7%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.0%	1
£41 - £50	4.8%	5	8.1%	3	3.0%	2	0.0%	0	7.6%	5	0.0%	0	3.8%	3	8.0%	2	4.9%	5
£51 - £60	2.9%	3	5.4%	2	1.5%	1	8.7%	2	1.5%	1	0.0%	0	3.8%	3	0.0%	0	2.9%	3
£61 - £70	4.8%	5	0.0%	0	7.5%	5	0.0%	0	6.1%	4	6.7%	1	3.8%	3	8.0%	2	4.9%	5
£71 - £80	5.8%	6	2.7%	1	7.5%	5	4.3%	1	4.5%	3	13.3%	2	5.1%	4	8.0%	2	4.9%	5
£81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £100	9.6%	10	5.4%	2	11.9%	8	13.0%	3	9.1%	6	6.7%	1	11.4%	9	4.0%	1	9.8%	10
£101 - £200	11.5%	12	13.5%	5	10.4%	7	17.4%	4	9.1%	6	13.3%	2	10.1%	8	16.0%	4	11.8%	12
£201 - £300	7.7%	8	8.1%	3	7.5%	5	8.7%	2	7.6%	5	6.7%	1	8.9%	7	4.0%	1	7.8%	8
£301 or more	10.6%	11	8.1%	3	11.9%	8	4.3%	1	15.2%	10	0.0%	0	11.4%	9	8.0%	2	10.8%	11
(Don't know / can't remember)	22.1%	23	24.3%	9	20.9%	14	26.1%	6	21.2%	14	20.0%	3	19.0%	15	32.0%	8	22.5%	23
(Refused)	1.9%	2	0.0%	0	3.0%	2	0.0%	0	1.5%	1	6.7%	1	2.5%	2	0.0%	0	2.0%	2
Mean:		141		121		153		123		161		81		145		129		144
Base:		104		37		67		23		66		15		79		25		102
Q15 Do you or any member of your household use the internet to purchase any non-food products <i>Those who have access to the internet at Q12</i>																		
Yes	69.2%	465	74.7%	162	66.6%	303	89.0%	89	74.8%	244	52.9%	127	74.9%	329	59.3%	134	69.5%	458
No	30.7%	206	25.3%	55	33.2%	151	11.0%	11	25.2%	82	46.7%	112	24.8%	109	40.7%	92	30.3%	200
(Don't know)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.2%	1
Base:		672		217		455		100		326		240		439		226		659

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
Q16 What type of non food products do you purchase via the internet ?										
<i>Those who purchase non-food products over the internet at Q15</i>										
Books	37.2%	173 27.8%	45 42.2%	128 29.2%	26 39.3%	96 37.8%	48 41.3%	136 27.6%	37 37.3%	171
Car parts	2.6%	12 1.9%	3 3.0%	9 2.2%	2 2.9%	7 2.4%	3 1.5%	5 5.2%	7 2.6%	12
CD's, DVD's, videos	44.1%	205 42.6%	69 44.9%	136 52.8%	47 48.8%	119 29.1%	37 45.3%	149 41.0%	55 43.9%	201
Clothes	19.6%	91 15.4%	25 21.8%	66 29.2%	26 18.9%	46 14.2%	18 21.9%	72 14.2%	19 19.0%	87
DIY goods	2.8%	13 3.7%	6 2.3%	7 1.1%	1 3.7%	9 2.4%	3 2.1%	7 4.5%	6 2.8%	13
Furniture / carpets	1.9%	9 1.9%	3 2.0%	6 3.4%	3 1.6%	4 1.6%	2 2.1%	7 1.5%	2 2.0%	9
Garden items	3.2%	15 3.1%	5 3.3%	10 0.0%	0 3.3%	8 5.5%	7 3.3%	11 3.0%	4 3.1%	14
Holiday and / or travel tickets	13.1%	61 16.0%	26 11.6%	35 7.9%	7 12.3%	30 18.9%	24 15.8%	52 6.7%	9 13.3%	61
Insurance	2.8%	13 4.3%	7 2.0%	6 1.1%	1 3.7%	9 2.4%	3 2.7%	9 3.0%	4 2.8%	13
Jewellery	1.9%	9 0.6%	1 2.6%	8 2.2%	2 2.0%	5 1.6%	2 2.7%	9 0.0%	0 2.0%	9
Major electrical items	16.6%	77 21.6%	35 13.9%	42 7.9%	7 19.3%	47 17.3%	22 18.2%	60 11.9%	16 16.8%	77
Small electrical items	24.5%	114 34.0%	55 19.5%	59 13.5%	12 27.0%	66 28.3%	36 26.1%	86 20.9%	28 24.9%	114
Small household goods	4.9%	23 6.2%	10 4.3%	13 1.1%	1 5.7%	14 6.3%	8 5.5%	18 3.7%	5 5.0%	23
Sports goods	4.3%	20 5.6%	9 3.6%	11 3.4%	3 5.3%	13 3.2%	4 4.9%	16 3.0%	4 4.4%	20
Toys	5.2%	24 4.9%	8 5.3%	16 7.9%	7 5.3%	13 3.2%	4 4.0%	13 8.2%	11 5.2%	24
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Computer equipment / computer games / ink cartridges	5.2%	24 3.7%	6 5.9%	18 6.7%	6 4.1%	10 6.3%	8 5.8%	19 3.7%	5 5.2%	24
Concert / theatre tickets	1.5%	7 2.5%	4 1.0%	3 2.2%	2 1.6%	4 0.8%	1 1.8%	6 0.7%	1 1.5%	7
Cosmetic items / health products	2.2%	10 2.5%	4 2.0%	6 1.1%	1 2.9%	7 1.6%	2 2.7%	9 0.7%	1 2.2%	10
Collectables	1.3%	6 1.2%	2 1.3%	4 2.2%	2 0.8%	2 1.6%	2 1.2%	4 1.5%	2 0.9%	4
Flowers	0.9%	4 0.0%	0 1.3%	4 3.4%	3 0.4%	1 0.0%	0 0.9%	3 0.7%	1 0.9%	4
Gifts	1.1%	5 0.0%	0 1.7%	5 1.1%	1 1.6%	4 0.0%	0 1.5%	5 0.0%	0 1.1%	5
Pet food / products	0.6%	3 0.0%	0 1.0%	3 2.2%	2 0.4%	1 0.0%	0 0.9%	3 0.0%	0 0.7%	3
Traffic vehicle goods	0.6%	3 0.0%	0 1.0%	3 0.0%	0 1.2%	3 0.0%	0 0.3%	1 1.5%	2 0.7%	3
Camping equipment	0.6%	3 1.2%	2 0.3%	1 1.1%	1 0.8%	2 0.0%	0 0.9%	3 0.0%	0 0.7%	3
Antiques	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.4%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Banking	0.2%	1 0.6%	1 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Car rental and car parking	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.4%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Christmas presents	0.4%	2 0.6%	1 0.3%	1 0.0%	0 0.8%	2 0.0%	0 0.3%	1 0.7%	1 0.4%	2
Contact lenses	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.4%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Cookware	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.8%	1 0.3%	1 0.0%	0 0.2%	1
Fishing equipment	0.2%	1 0.0%	0 0.3%	1 1.1%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Flags	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.7%	1 0.2%	1
Get photos developed	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.4%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Kitchen tap	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.8%	1 0.3%	1 0.0%	0 0.2%	1
Luggage	0.2%	1 0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.8%	1 0.3%	1 0.0%	0 0.2%	1
Material	0.2%	1 0.6%	1 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Musical instruments	0.4%	2 0.6%	1 0.3%	1 1.1%	1 0.4%	1 0.0%	0 0.0%	0 1.5%	2 0.4%	2
Posters	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.4%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Pushchair	0.4%	2 0.0%	0 0.7%	2 0.0%	0 0.8%	2 0.0%	0 0.6%	2 0.0%	0 0.4%	2
Shares	0.2%	1 0.6%	1 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.7%	1 0.2%	1
(Don't know / can't remember / varies)	6.9%	32 10.5%	17 5.0%	15 9.0%	8 7.4%	18 4.7%	6 5.2%	17 11.2%	15 7.0%	32
Base:	465	162	303	89	244	127	329	134	458	

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
meanscore[£5,£15.5,£25.5,£35.5,£45.5,£55.5,£65.5,£75.5,£85.5,£95.5,£150.5,£250.5,£450]										
Q17 On average, approximately how much do you think your household spends per month on non-food products purchased over the internet ?										
<i>Those who purchase non-food products over the internet at Q15</i>										
£10 or less	16.8%	78 16.0%	26 17.2%	52 20.2%	18 14.8%	36 18.1%	23 16.4%	54 17.9%	24 16.6%	76
£11 - £20	16.6%	77 15.4%	25 17.2%	52 14.6%	13 18.4%	45 15.0%	19 16.7%	55 16.4%	22 16.6%	76
£21 - £30	6.0%	28 5.6%	9 6.3%	19 7.9%	7 5.3%	13 6.3%	8 5.5%	18 7.5%	10 5.9%	27
£31 - £40	3.7%	17 2.5%	4 4.3%	13 4.5%	4 4.1%	10 2.4%	3 4.0%	13 3.0%	4 3.7%	17
£41 - £50	9.2%	43 9.3%	15 9.2%	28 9.0%	8 11.1%	27 6.3%	8 8.8%	29 10.4%	14 9.2%	42
£51 - £60	1.1%	5 1.2%	2 1.0%	3 0.0%	0 2.0%	5 0.0%	0 1.2%	4 0.7%	1 1.1%	5
£61 - £70	0.4%	2 0.6%	1 0.3%	1 1.1%	1 0.4%	1 0.0%	0 0.6%	2 0.0%	0 0.2%	1
£71 - £80	0.6%	3 1.2%	2 0.3%	1 2.2%	2 0.4%	1 0.0%	0 0.0%	0 2.2%	3 0.7%	3
£81 - £90	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£91 - £100	8.0%	37 10.5%	17 6.6%	20 6.7%	6 9.0%	22 7.1%	9 8.2%	27 7.5%	10 8.1%	37
£101 - £200	3.9%	18 7.4%	12 2.0%	6 3.4%	3 4.9%	12 2.4%	3 4.3%	14 3.0%	4 3.9%	18
£201 - £300	0.9%	4 1.2%	2 0.7%	2 1.1%	1 0.8%	2 0.8%	1 0.6%	2 1.5%	2 0.9%	4
£301 or more	0.6%	3 1.2%	2 0.3%	1 1.1%	1 0.4%	1 0.8%	1 0.9%	3 0.0%	0 0.7%	3
(Don't know / can't remember)	30.8%	143 26.5%	43 33.0%	100 27.0%	24 26.6%	65 39.4%	50 31.3%	103 28.4%	38 31.0%	142
(Refused)	1.5%	7 1.2%	2 1.7%	5 1.1%	1 1.6%	4 1.6%	2 1.5%	5 1.5%	2 1.5%	7
Mean:	49.9	62.5	42.4	52.2	51.7	44.1	51.8	45.4	50.2	
Base:	465	162	303	89	244	127	329	134	458	
Mean score [Very likely = 2, Fairly likely = 1, Fairly unlikely = 0, Very unlikely = -1]										
Q18 Do you think it is likely or unlikely that you or a member of your household will increasingly shop via the internet in the next five years ?										
<i>Those who have access to the internet at Q12</i>										
Very likely	26.9%	181 33.2%	72 24.0%	109 35.0%	35 31.6%	103 17.5%	42 30.5%	134 20.8%	47 27.0%	178
Fairly likely	36.0%	242 35.5%	77 36.3%	165 45.0%	45 36.2%	118 32.1%	77 36.7%	161 35.0%	79 36.1%	238
Fairly unlikely	14.0%	94 10.1%	22 15.8%	72 11.0%	11 13.8%	45 15.4%	37 13.4%	59 15.5%	35 14.0%	92
Very unlikely	18.3%	123 17.5%	38 18.7%	85 6.0%	6 14.1%	46 29.2%	70 15.3%	67 23.5%	53 18.2%	120
(Don't know / not sure)	4.8%	32 3.7%	8 5.3%	24 3.0%	3 4.3%	14 5.8%	14 4.1%	18 5.3%	12 4.7%	31
Mean:	0.75	0.88	0.69	1.12	0.89	0.40	0.86	0.56	0.75	
Base:	672	217	455	100	326	240	439	226	659	
Q19 How many times have you or a member of your household visited the cinema in the last twelve months ?										
Once	9.6%	103 11.4%	39 8.7%	64 10.3%	12 9.6%	38 9.6%	53 9.7%	60 9.6%	42 9.8%	96
Twice	9.4%	101 9.1%	31 9.5%	70 18.1%	21 8.6%	34 8.3%	46 9.9%	61 8.7%	38 9.4%	92
3 times	7.7%	83 9.1%	31 7.1%	52 13.8%	16 9.6%	38 5.0%	28 9.5%	59 5.5%	24 8.4%	82
4 times	4.2%	45 3.2%	11 4.6%	34 1.7%	2 6.1%	24 3.2%	18 4.4%	27 3.9%	17 4.5%	44
5 times	3.3%	36 2.3%	8 3.8%	28 3.4%	4 6.1%	24 1.4%	8 3.6%	22 3.2%	14 3.7%	36
6 times	5.0%	54 5.0%	17 5.0%	37 6.9%	8 7.6%	30 2.5%	14 5.3%	33 4.4%	19 5.2%	51
7 times	0.9%	10 1.2%	4 0.8%	6 1.7%	2 1.3%	5 0.5%	3 1.0%	6 0.9%	4 1.0%	10
8 times	1.4%	15 1.5%	5 1.4%	10 0.9%	1 3.0%	12 0.4%	2 1.6%	10 1.1%	5 1.4%	14
9 times	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.2%	1 0.2%	1 0.0%	0 0.1%	1
10 times	2.8%	30 2.9%	10 2.7%	20 6.9%	8 4.1%	16 1.1%	6 3.4%	21 2.1%	9 2.9%	28
Over 10 times	10.5%	113 11.4%	39 10.1%	74 19.0%	22 17.0%	67 4.1%	23 12.6%	78 8.0%	35 11.1%	109
Never	44.4%	478 42.2%	144 45.4%	334 16.4%	19 26.4%	104 62.9%	349 38.1%	236 52.3%	228 41.9%	410
(Don't know / can't remember)	0.7%	7 0.3%	1 0.8%	6 0.9%	1 0.5%	2 0.7%	4 0.8%	5 0.2%	1 0.5%	5
Base:	1076	341	735	116	394	555	619	436	978	

Wyre Forest District Retail Study for White Young Green

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Q20 Where do you, or a member of your household usually go to the cinema ?																		
<i>Those who have visited the cinema over the last twelve months at Q19</i>																		
ABC, Quinton	0.3%	2	0.5%	1	0.2%	1	1.0%	1	0.0%	0	0.5%	1	0.5%	2	0.0%	0	0.4%	2
ABC, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arts Cinema, Ludlow	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	1
Cineworld, Wolverhampton	0.2%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Light House, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Majestic, Bridgnorth	1.3%	8	1.0%	2	1.5%	6	4.1%	4	1.0%	3	0.5%	1	1.6%	6	1.0%	2	1.4%	8
Odeon, Worcester	3.3%	20	2.5%	5	3.7%	15	3.1%	3	3.8%	11	2.9%	6	2.6%	10	4.8%	10	3.2%	18
Regal, Tenbury Wells	0.8%	5	0.5%	1	1.0%	4	0.0%	0	0.7%	2	1.5%	3	1.0%	4	0.5%	1	0.9%	5
Showcase, Walsall	0.5%	3	1.0%	2	0.2%	1	1.0%	1	0.0%	0	1.0%	2	0.8%	3	0.0%	0	0.4%	2
UCI, Merryhill Shopping Centre	25.6%	153	32.5%	64	22.2%	89	23.7%	23	22.8%	66	30.6%	63	26.9%	103	23.1%	48	25.7%	146
UGC, Rubery	19.9%	119	22.3%	44	18.7%	75	28.9%	28	21.0%	61	14.6%	30	19.1%	73	21.6%	45	20.1%	114
Vue, Worcester	13.0%	78	10.2%	20	14.5%	58	15.5%	15	15.5%	45	7.8%	16	14.4%	55	11.1%	23	13.2%	75
Warehouse Cinema, Green Street, Kidderminster	24.6%	147	18.8%	37	27.4%	110	14.4%	14	25.9%	75	27.2%	56	21.9%	84	29.3%	61	24.1%	137
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Dudley	4.3%	26	4.1%	8	4.5%	18	3.1%	3	6.6%	19	1.9%	4	5.2%	20	2.9%	6	4.4%	25
Artrix, Bromsgrove	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.5%	1	0.5%	2	0.0%	0	0.4%	2
Bromsgrove	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Cineworld, Dudley	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	1
Dudley	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.5%	1	0.4%	2
Five Ways, Birmingham	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	1
Kinver Cinema Club	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	1
New Zealand	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	1
Odeon, Chester Road, Birmingham	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.5%	1	0.4%	2
Odeon, Dudley	0.2%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.2%	1
Odeon, Taunton	0.2%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Odeon, Telford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	1
Shrewsbury	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	1
Sidmouth, Devon	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	1
Telford	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	1
The Mac, Birmingham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	1
UCI, Birmingham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
UCI, Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	1
UCI, Telford	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Worcester	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	1
(Don't know / varies)	2.2%	13	1.5%	3	2.5%	10	2.1%	2	0.7%	2	4.4%	9	2.4%	9	1.4%	3	2.1%	12
Base:	598	197		401		97		290		206		383		208		568		

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hold	
Q21 Which other cinemas have you, or a member of your household visited in the last twelve months ?										
<i>Those who have visited the cinema over the last twelve months at Q19</i>										
ABC, Quinton	0.7%	4 0.5%	1 0.7%	3 1.0%	1 0.7%	2 0.5%	1 1.0%	4 0.0%	0 0.7%	4
ABC, Redditch	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Arts Cinema, Ludlow	0.7%	4 1.0%	2 0.5%	2 0.0%	0 0.3%	1 1.5%	3 0.8%	3 0.5%	1 0.7%	4
Cineworld, Wolverhampton	0.7%	4 0.0%	0 1.0%	4 1.0%	1 0.7%	2 0.5%	1 0.8%	3 0.5%	1 0.7%	4
Light House, Wolverhampton	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Majestic, Bridgnorth	4.0%	24 3.0%	6 4.5%	18 1.0%	1 2.8%	8 6.3%	13 3.7%	14 4.8%	10 4.2%	24
Odeon, Worcester	2.8%	17 2.0%	4 3.2%	13 4.1%	4 3.1%	9 1.9%	4 2.9%	11 2.9%	6 2.6%	15
Regal, Tenbury Wells	0.7%	4 0.5%	1 0.7%	3 0.0%	0 0.7%	2 1.0%	2 0.8%	3 0.5%	1 0.7%	4
Showcase, Walsall	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.5%	1 0.2%	1
UCI, Merryhill Shopping Centre	16.4%	98 16.8%	33 16.2%	65 18.6%	18 18.6%	54 12.6%	26 15.9%	61 17.3%	36 16.7%	95
UGC, Rubery	5.5%	33 6.6%	13 5.0%	20 6.2%	6 5.9%	17 4.9%	10 5.7%	22 4.8%	10 5.5%	31
Vue, Worcester	7.2%	43 5.6%	11 8.0%	32 10.3%	10 7.9%	23 4.9%	10 7.3%	28 7.2%	15 6.9%	39
Warehouse Cinema, Green Street, Kidderminster	6.9%	41 5.1%	10 7.7%	31 9.3%	9 8.3%	24 3.9%	8 7.3%	28 6.3%	13 6.9%	39
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Showcase, Dudley	5.0%	30 4.1%	8 5.5%	22 4.1%	4 5.9%	17 4.4%	9 6.3%	24 2.4%	5 5.1%	29
Dudley	0.8%	5 1.5%	3 0.5%	2 3.1%	3 0.0%	0 1.0%	2 1.0%	4 0.5%	1 0.9%	5
Artix, Bromsgrove	0.5%	3 0.0%	0 0.7%	3 1.0%	1 0.3%	1 0.5%	1 0.8%	3 0.0%	0 0.5%	3
Touchwood, Solihull	0.7%	4 1.5%	3 0.2%	1 0.0%	0 1.0%	3 0.5%	1 0.8%	3 0.5%	1 0.7%	4
Birmingham	0.7%	4 1.5%	3 0.2%	1 2.1%	2 0.7%	2 0.0%	0 0.3%	1 1.4%	3 0.5%	3
Bracknell	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.5%	1 0.3%	1 0.0%	0 0.0%	0
Bromsgrove	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Cineworld, Sunderland	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Leicester	0.2%	1 0.5%	1 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.2%	1
London	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Longbridge	0.3%	2 1.0%	2 0.0%	0 0.0%	0 0.7%	2 0.0%	0 0.5%	2 0.0%	0 0.4%	2
Malvern	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.5%	1 0.3%	1 0.0%	0 0.2%	1
Malvern Theatre	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.5%	1 0.3%	1 0.0%	0 0.2%	1
Meadowhall, Sheffield	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Norbury Theatre, Droitwich	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
North Wales	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Odeon, Birmingham City Centre	0.3%	2 0.5%	1 0.2%	1 0.0%	0 0.3%	1 0.5%	1 0.5%	2 0.0%	0 0.2%	1
Odeon, Quinton	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.5%	1 0.2%	1
Scotland	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.5%	1 0.0%	0 0.5%	1 0.2%	1
Star City, Birmingham	0.3%	2 1.0%	2 0.0%	0 1.0%	1 0.3%	1 0.0%	0 0.3%	1 0.5%	1 0.4%	2
UCI, Birmingham	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.5%	1 0.2%	1
UCI, Telford	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
UGC, Telford	0.3%	2 0.0%	0 0.5%	2 1.0%	1 0.3%	1 0.0%	0 0.3%	1 0.5%	1 0.4%	2
Vue, Birmingham	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.5%	1 0.3%	1 0.0%	0 0.2%	1
Vue, Devon	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
Vue, Merry Hill	0.2%	1 0.0%	0 0.2%	1 0.0%	0 0.0%	0 0.5%	1 0.0%	0 0.5%	1 0.2%	1
(Don't know / varies)	50.3%	301 50.3%	99 50.4%	202 45.4%	44 45.9%	133 58.7%	121 49.1%	188 52.4%	109 50.2%	285
Base:	598	197	401	97	290	206	383	208	568	
Q22 If there was a new multiplex cinema in Kidderminster, would you or other members of your household be likely to use it ?										
Yes, always	18.8%	202 15.5%	53 20.3%	149 29.3%	34 27.4%	108 10.6%	59 20.8%	129 15.8%	69 19.8%	194
Yes, sometimes	34.6%	372 37.8%	129 33.1%	243 42.2%	49 42.1%	166 27.9%	155 32.8%	203 37.4%	163 36.0%	352
No	40.8%	439 41.9%	143 40.3%	296 27.6%	32 25.9%	102 53.5%	297 39.4%	244 43.1%	188 38.5%	377
(Maybe / don't know)	5.9%	63 4.7%	16 6.4%	47 0.9%	1 4.6%	18 7.9%	44 6.9%	43 3.7%	16 5.6%	55
Base:	1076	341	735	116	394	555	619	436	978	

Wyre Forest District Retail Study for White Young Green

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE _s		Car in hhold		
Romsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shropshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Small Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford Bridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Stratford-upon-Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sytchampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.2%	2	0.3%	1	0.1%	1	0.9%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Upton Upon Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waldon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheathill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Wolverley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Wombourne	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Worcestershire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't know / varies)	5.8%	62	6.5%	22	5.4%	40	4.3%	5	4.8%	19	6.8%	38	5.3%	33	6.4%	28	5.8%	57
(Don't do this activity)	31.9%	343	25.2%	86	35.0%	257	10.3%	12	21.8%	86	43.4%	241	29.7%	184	34.6%	151	30.3%	296
Base:		1076		341		735		116		394		555		619		436		978

Wyre Forest District Retail Study for White Young Green

	Total	Male		Female		18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
Small Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.3%	2
Sytchampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	1
Tipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Upon Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheathill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcestershire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0
(Don't know / varies)	5.7%	61	7.6%	26	4.8%	35	8.6%	10	6.6%	26	4.5%	25
(Don't do this activity)	33.2%	357	30.2%	103	34.6%	254	16.4%	19	22.3%	88	44.3%	246
Base:	1076	341		735		116		394		555		619
												436
												978

Wyre Forest District Retail Study for White Young Green

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Small Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Solihull	0.1%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
Stanford Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Stratford-upon-Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Sytchampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tamworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Tipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Upton Upon Severn	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Waldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Warfield	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
Wheathill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wolverley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Worcestershire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
(Don't know / varies)	13.0%	140	16.1%	55	11.6%	85	14.7%	17	10.7%	42	14.1%	78	13.1%	81	12.8%	56	13.7%	
(Don't do this activity)	18.1%	195	15.5%	53	19.3%	142	6.9%	8	12.9%	51	24.3%	135	13.6%	84	23.6%	103	16.6%	
Base:		1076		341		735		116		394		555		619		436		978

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Q27 How often do you visit Kidderminster Town Centre for each of the following activities ?																		
<i>Those interviewed who are in zone sample 1, 4 or 5</i>																		
Food shopping																		
Every day	1.4%	8	1.1%	2	1.6%	6	1.8%	1	1.0%	2	1.6%	5	0.9%	3	1.7%	4	1.2%	6
More than once a week	18.4%	104	21.3%	40	16.9%	64	8.9%	5	18.6%	36	19.9%	62	18.7%	59	17.9%	42	18.6%	95
Once a week	38.9%	220	38.3%	72	39.2%	148	39.3%	22	40.7%	79	37.6%	117	34.5%	109	44.0%	103	38.8%	198
Once every two weeks	7.8%	44	6.9%	13	8.2%	31	8.9%	5	7.7%	15	7.7%	24	9.2%	29	6.4%	15	7.6%	39
Once a month or less	13.8%	78	9.6%	18	15.9%	60	19.6%	11	13.9%	27	12.5%	39	17.4%	55	9.4%	22	14.3%	73
Never	19.8%	112	22.9%	43	18.3%	69	21.4%	12	18.0%	35	20.6%	64	19.3%	61	20.5%	48	19.4%	99
Base:		566		188		378		56		194		311		316		234		510
Other shopping																		
Every day	1.6%	9	1.6%	3	1.6%	6	3.6%	2	0.5%	1	1.9%	6	1.6%	5	1.7%	4	1.6%	8
More than once a week	12.9%	73	17.0%	32	10.8%	41	7.1%	4	12.4%	24	13.8%	43	10.4%	33	15.0%	35	12.9%	66
Once a week	25.4%	144	22.9%	43	26.7%	101	21.4%	12	27.8%	54	24.8%	77	25.3%	80	26.5%	62	25.3%	129
Once every two weeks	10.6%	60	10.1%	19	10.8%	41	16.1%	9	12.4%	24	8.7%	27	12.3%	39	8.5%	20	10.8%	55
Once a month or less	28.4%	161	25.0%	47	30.2%	114	26.8%	15	32.5%	63	26.4%	82	31.0%	98	26.5%	62	29.2%	149
Never	21.0%	119	23.4%	44	19.8%	75	25.0%	14	14.4%	28	24.4%	76	19.3%	61	21.8%	51	20.2%	103
Base:		566		188		378		56		194		311		316		234		510
Leisure activities																		
Every day	0.5%	3	0.5%	1	0.5%	2	0.0%	0	1.0%	2	0.3%	1	0.6%	2	0.4%	1	0.6%	3
More than once a week	7.8%	44	6.4%	12	8.5%	32	14.3%	8	9.3%	18	5.5%	17	8.2%	26	6.8%	16	7.8%	40
Once a week	7.4%	42	11.2%	21	5.6%	21	12.5%	7	9.3%	18	5.5%	17	9.5%	30	4.7%	11	7.6%	39
Once every two weeks	2.1%	12	1.1%	2	2.6%	10	7.1%	4	3.6%	7	0.3%	1	2.5%	8	1.7%	4	2.4%	12
Once a month or less	11.8%	67	13.3%	25	11.1%	42	17.9%	10	14.9%	29	9.0%	28	11.4%	36	13.2%	31	12.5%	64
Never	70.3%	398	67.6%	127	71.7%	271	48.2%	27	61.9%	120	79.4%	247	67.7%	214	73.1%	171	69.0%	352
Base:		566		188		378		56		194		311		316		234		510
Q28 Overall, comparing with other town centres you may visit, how would you rate Kidderminster Town Centre ?																		
<i>Those interviewed who are in zone sample 1, 4 or 5</i>																		
Choice and quality of supermarkets																		
Good	65.0%	368	62.2%	117	66.4%	251	67.9%	38	72.2%	140	59.8%	186	64.2%	203	67.1%	157	65.5%	334
Average	16.4%	93	16.5%	31	16.4%	62	8.9%	5	14.9%	29	19.0%	59	17.7%	56	15.4%	36	16.7%	85
Poor	3.7%	21	4.3%	8	3.4%	13	5.4%	3	1.0%	2	5.1%	16	2.5%	8	4.3%	10	3.5%	18
(Don't know)	14.8%	84	17.0%	32	13.8%	52	17.9%	10	11.9%	23	16.1%	50	15.5%	49	13.2%	31	14.3%	73
Base:		566		188		378		56		194		311		316		234		510
Range and choice of non-food shops																		
Good	33.4%	189	30.3%	57	34.9%	132	32.1%	18	37.6%	73	31.2%	97	31.3%	99	35.9%	84	33.1%	169
Average	33.9%	192	35.1%	66	33.3%	126	41.1%	23	34.0%	66	32.8%	102	36.7%	116	31.6%	74	34.5%	176
Poor	17.3%	98	15.4%	29	18.3%	69	8.9%	5	18.6%	36	17.7%	55	15.8%	50	18.8%	44	17.6%	90
(Don't know)	15.4%	87	19.1%	36	13.5%	51	17.9%	10	9.8%	19	18.3%	57	16.1%	51	13.7%	32	14.7%	75
Base:		566		188		378		56		194		311		316		234		510
Choice and quality of service facilities																		
Good	44.7%	253	39.9%	75	47.1%	178	46.4%	26	47.4%	92	42.1%	131	41.1%	130	48.7%	114	43.9%	224
Average	25.8%	146	26.1%	49	25.7%	97	30.4%	17	27.3%	53	24.4%	76	26.6%	84	26.1%	61	26.1%	133
Poor	6.4%	36	8.5%	16	5.3%	20	3.6%	2	5.2%	10	7.7%	24	7.0%	22	5.6%	13	6.9%	35
(Don't know)	23.1%	131	25.5%	48	22.0%	83	19.6%	11	20.1%	39	25.7%	80	25.3%	80	19.7%	46	23.1%	118
Base:		566		188		378		56		194		311		316		234		510
Accessibility by public transport																		
Good	17.5%	99	18.1%	34	17.2%	65	28.6%	16	15.5%	30	16.7%	52	17.1%	54	17.1%	40	16.1%	82
Average	12.2%	69	12.8%	24	11.9%	45	17.9%	10	10.8%	21	11.9%	37	11.7%	37	13.2%	31	12.2%	62
Poor	17.7%	100	12.8%	24	20.1%	76	7.1%	4	21.1%	41	17.4%	54	16.5%	52	20.1%	47	17.5%	89
(Don't know)	52.7%	298	56.4%	106	50.8%	192	46.4%	26	52.6%	102	54.0%	168	54.7%	173	49.6%	116	54.3%	277
Base:		566		188		378		56		194		311		316		234		510

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Accessibility by car																		
Good	55.8%	316	48.9%	92	59.3%	224	53.6%	30	60.3%	117	53.1%	165	57.0%	180	54.3%	127	58.0%	296
Average	19.4%	110	21.8%	41	18.3%	69	26.8%	15	19.6%	38	18.3%	57	19.3%	61	20.5%	48	20.2%	103
Poor	8.0%	45	12.8%	24	5.6%	21	7.1%	4	8.8%	17	7.7%	24	8.2%	26	8.1%	19	8.6%	44
(Don't know)	16.8%	95	16.5%	31	16.9%	64	12.5%	7	11.3%	22	20.9%	65	15.5%	49	17.1%	40	13.1%	67
Base:		566		188		378		56		194		311		316		234		510
Accessibility by foot																		
Good	37.6%	213	37.8%	71	37.6%	142	51.8%	29	39.7%	77	33.8%	105	32.9%	104	42.7%	100	38.2%	195
Average	14.8%	84	14.9%	28	14.8%	56	10.7%	6	16.5%	32	14.8%	46	14.2%	45	16.7%	39	15.5%	79
Poor	9.9%	56	6.9%	13	11.4%	43	3.6%	2	13.4%	26	8.7%	27	10.8%	34	9.4%	22	9.4%	48
(Don't know)	37.6%	213	40.4%	76	36.2%	137	33.9%	19	30.4%	59	42.8%	133	42.1%	133	31.2%	73	36.9%	188
Base:		566		188		378		56		194		311		316		234		510
Adequacy of parking arrangements																		
Good	29.3%	166	28.2%	53	29.9%	113	26.8%	15	26.3%	51	31.2%	97	30.1%	95	29.1%	68	30.4%	155
Average	26.5%	150	28.2%	53	25.7%	97	35.7%	20	29.9%	58	23.2%	72	28.2%	89	24.8%	58	28.4%	145
Poor	26.0%	147	25.5%	48	26.2%	99	23.2%	13	30.4%	59	23.8%	74	24.7%	78	27.8%	65	27.3%	139
(Don't know)	18.2%	103	18.1%	34	18.3%	69	14.3%	8	13.4%	26	21.9%	68	17.1%	54	18.4%	43	13.9%	71
Base:		566		188		378		56		194		311		316		234		510
Quality of environment																		
Good	34.5%	195	30.3%	57	36.5%	138	30.4%	17	34.0%	66	35.4%	110	35.1%	111	32.5%	76	33.3%	170
Average	39.8%	225	41.5%	78	38.9%	147	51.8%	29	42.3%	82	36.0%	112	38.9%	123	43.6%	102	41.6%	212
Poor	12.2%	69	11.2%	21	12.7%	48	3.6%	2	16.5%	32	11.3%	35	13.0%	41	11.1%	26	12.0%	61
(Don't know)	13.6%	77	17.0%	32	11.9%	45	14.3%	8	7.2%	14	17.4%	54	13.0%	41	12.8%	30	13.1%	67
Base:		566		188		378		56		194		311		316		234		510
Ease of pedestrian movements within the area																		
Good	61.8%	350	58.5%	110	63.5%	240	62.5%	35	64.4%	125	60.1%	187	60.8%	192	63.2%	148	62.2%	317
Average	20.8%	118	22.9%	43	19.8%	75	16.1%	9	23.7%	46	20.3%	63	20.9%	66	21.4%	50	21.4%	109
Poor	3.9%	22	2.7%	5	4.5%	17	3.6%	2	4.1%	8	3.9%	12	4.1%	13	3.8%	9	3.7%	19
(Don't know)	13.4%	76	16.0%	30	12.2%	46	17.9%	10	7.7%	15	15.8%	49	14.2%	45	11.5%	27	12.7%	65
Base:		566		188		378		56		194		311		316		234		510
Security / personal safety																		
Good	45.6%	258	43.6%	82	46.6%	176	41.1%	23	51.0%	99	42.8%	133	45.6%	144	44.9%	105	45.3%	231
Average	29.2%	165	29.3%	55	29.1%	110	28.6%	16	31.4%	61	28.0%	87	30.4%	96	28.6%	67	30.0%	153
Poor	7.1%	40	7.4%	14	6.9%	26	7.1%	4	6.7%	13	7.4%	23	6.0%	19	8.5%	20	7.3%	37
(Don't know)	18.2%	103	19.7%	37	17.5%	66	23.2%	13	10.8%	21	21.9%	68	18.0%	57	17.9%	42	17.5%	89
Base:		566		188		378		56		194		311		316		234		510

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
Q29 What would encourage you to visit Kidderminster Town Centre more often ?										
<i>Those interviewed who are in zone sample 1, 4 or 5</i>										
1st mention										
Increased choice and range of shops	15.9%	90 10.1%	19 18.8%	71 26.8%	15 18.6%	36 11.9%	37 16.1%	51 15.4%	36 16.3%	83
Large food stores within town centre	1.1%	6 0.5%	1 1.3%	5 0.0%	0 2.1%	4 0.6%	2 1.6%	5 0.4%	1 1.2%	6
Improved quality of shops	2.3%	13 1.1%	2 2.9%	11 3.6%	2 1.0%	2 2.9%	9 1.9%	6 3.0%	7 2.5%	13
More parking	5.5%	31 7.4%	14 4.5%	17 7.1%	4 7.7%	15 3.9%	12 6.0%	19 5.1%	12 6.1%	31
Less expensive parking	5.7%	32 5.9%	11 5.6%	21 0.0%	0 10.3%	20 3.9%	12 7.3%	23 3.8%	9 6.3%	32
More pedestrianisation	0.4%	2 0.0%	0 0.5%	2 0.0%	0 0.0%	0 0.6%	2 0.3%	1 0.4%	1 0.4%	2
Improved street cleaning	0.7%	4 0.5%	1 0.8%	3 0.0%	0 0.0%	0 1.3%	4 0.9%	3 0.4%	1 0.6%	3
Increased public transport	3.2%	18 1.1%	2 4.2%	16 0.0%	0 3.6%	7 3.5%	11 4.1%	13 2.1%	5 1.8%	9
Cheaper public transport	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.4%	1 0.2%	1
More entertainment facilities	2.1%	12 2.7%	5 1.9%	7 0.0%	0 2.1%	4 2.6%	8 2.5%	8 1.3%	3 2.2%	11
More leisure facilities	0.5%	3 0.0%	0 0.8%	3 1.8%	1 0.5%	1 0.3%	1 0.6%	2 0.4%	1 0.6%	3
Outdoor market	0.5%	3 0.5%	1 0.5%	2 0.0%	0 0.0%	0 1.0%	3 0.6%	2 0.4%	1 0.6%	3
Cafes / restaurants	0.5%	3 0.5%	1 0.5%	2 1.8%	1 1.0%	2 0.0%	0 0.6%	2 0.4%	1 0.6%	3
Cinema	2.1%	12 1.1%	2 2.6%	10 5.4%	3 2.1%	4 1.6%	5 1.9%	6 2.1%	5 1.8%	9
Better security	1.8%	10 2.7%	5 1.3%	5 0.0%	0 1.0%	2 2.6%	8 1.6%	5 2.1%	5 1.8%	9
Better environment	1.2%	7 1.6%	3 1.1%	4 0.0%	0 2.1%	4 1.0%	3 0.9%	3 1.7%	4 1.4%	7
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Regeneration / modernisation of town / buildings	1.8%	10 2.1%	4 1.6%	6 3.6%	2 2.1%	4 1.3%	4 2.8%	9 0.4%	1 1.8%	9
More specialist / independent shops	1.1%	6 1.6%	3 0.8%	3 3.6%	2 1.0%	2 0.6%	2 0.9%	3 0.9%	2 1.0%	5
Free parking in the centre of town	0.9%	5 0.5%	1 1.1%	4 0.0%	0 1.5%	3 0.6%	2 0.9%	3 0.9%	2 1.0%	5
Better department stores	0.4%	2 0.5%	1 0.3%	1 1.8%	1 0.0%	0 0.3%	1 0.6%	2 0.0%	0 0.4%	2
Better road / cycle systems / improved access	0.4%	2 0.0%	0 0.5%	2 0.0%	0 1.0%	2 0.0%	0 0.6%	2 0.0%	0 0.4%	2
An indoor market	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better lighting	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
If all the empty shops were filled up	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
If the pubs were run properly	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.5%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
If there was less charity shops	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
If there was more police available in the town	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
If they make sure the subways are not flooded	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Less pedestrianisation	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.5%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
More / improved disabled parking	0.4%	2 0.0%	0 0.5%	2 0.0%	0 0.0%	0 0.6%	2 0.3%	1 0.4%	1 0.4%	2
More advertising / communication about the facilities	0.4%	2 1.1%	2 0.0%	0 0.0%	0 1.0%	2 0.0%	0 0.6%	2 0.0%	0 0.4%	2
More pubs and clubs	0.4%	2 1.1%	2 0.0%	0 1.8%	1 0.5%	1 0.0%	0 0.6%	2 0.0%	0 0.4%	2
More seating areas	0.2%	1 0.5%	1 0.0%	0 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.4%	1 0.0%	0
More toilet facilities	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.0%	0 0.3%	1 0.0%	0 0.4%	1 0.2%	1
Need to improve the Christmas lights	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Improve the seating by the canal	0.2%	1 0.0%	0 0.3%	1 0.0%	0 0.5%	1 0.0%	0 0.3%	1 0.0%	0 0.2%	1
They need to open a market (Don't know / varies)	2.8%	16 2.7%	5 2.9%	11 8.9%	5 2.6%	5 1.9%	6 2.5%	8 3.4%	8 2.7%	14
(Nothing)	47.0%	266 52.1%	98 44.4%	168 33.9%	19 36.6%	71 55.6%	173 41.8%	132 53.0%	124 46.5%	237
Base:	566	188	378	56	194	311	316	234	510	

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
2nd mention																		
Increased choice and range of shops	4.1%	23	2.7%	5	4.8%	18	7.1%	4	4.6%	9	3.2%	10	4.1%	13	3.8%	9	4.1%	21
Large food stores within town centre	1.1%	6	0.0%	0	1.6%	6	3.6%	2	0.0%	0	1.3%	4	0.9%	3	1.3%	3	1.2%	6
Improved quality of shops	4.4%	25	1.6%	3	5.8%	22	3.6%	2	5.7%	11	3.5%	11	4.4%	14	4.3%	10	4.5%	23
More parking	1.9%	11	1.1%	2	2.4%	9	0.0%	0	4.1%	8	1.0%	3	2.8%	9	0.9%	2	2.2%	11
Less expensive parking	1.9%	11	1.6%	3	2.1%	8	0.0%	0	2.6%	5	1.9%	6	1.9%	6	2.1%	5	2.2%	11
More pedestrianisation	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Improved street cleaning	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.2%	1
Increased public transport	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.2%	1
Cheaper public transport	1.1%	6	0.5%	1	1.3%	5	0.0%	0	0.5%	1	1.6%	5	1.6%	5	0.4%	1	0.4%	2
More entertainment facilities	1.6%	9	2.1%	4	1.3%	5	5.4%	3	2.1%	4	0.6%	2	1.6%	5	1.7%	4	1.8%	9
More leisure facilities	0.4%	2	1.1%	2	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.6%	2	0.0%	0	0.4%	2
Outdoor market	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.2%	1
Cafes / restaurants	0.7%	4	0.5%	1	0.8%	3	0.0%	0	0.0%	0	1.3%	4	0.6%	2	0.9%	2	0.8%	4
Cinema	0.5%	3	0.5%	1	0.5%	2	1.8%	1	0.5%	1	0.3%	1	0.9%	3	0.0%	0	0.6%	3
Better security	1.1%	6	0.0%	0	1.6%	6	0.0%	0	1.5%	3	1.0%	3	0.9%	3	0.9%	2	1.0%	5
Better environment	0.7%	4	0.5%	1	0.8%	3	0.0%	0	1.0%	2	0.6%	2	0.9%	3	0.4%	1	0.6%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regeneration / modernisation of town / buildings	0.5%	3	0.5%	1	0.5%	2	0.0%	0	1.0%	2	0.3%	1	0.6%	2	0.4%	1	0.6%	3
More specialist / independent shops	0.5%	3	1.1%	2	0.3%	1	0.0%	0	1.5%	3	0.0%	0	0.6%	2	0.4%	1	0.6%	3
Free parking in the centre of town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better department stores	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Better road / cycle systems / improved access	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1
An indoor market	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.2%	1
Better lighting	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1
If all the empty shops were filled up	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1
If the pubs were run properly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If there was less charity shops	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1
If there was more police available in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If they make sure the subways are not flooded	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.2%	1
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved disabled parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising / communication about the facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilet facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need to improve the Christmas lights	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the seating by the canal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They need to open a market (Don't know / varies)	0.4%	2	0.0%	0	0.5%	2	0.0%	0	1.0%	2	0.0%	0	0.3%	1	0.4%	1	0.4%	2
(Nothing)	77.2%	437	83.0%	156	74.3%	281	78.6%	44	71.6%	139	80.4%	250	75.3%	238	79.5%	186	76.7%	391
Base:	566	188	378	56	194	311	316	234	510									

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABCI	C2DE	Car in hhold				
Other shopping													
Every day	4.5%	5 13.0%	3 2.2%	2 0.0%	0 0.0%	0 0.0%	5 1.8%	1 7.1%	4 5.1%	5			
More than once a week	14.3%	16 8.7%	2 15.7%	14 10.0%	1 16.2%	6 13.8%	9 10.9%	6 17.9%	10 13.3%	13			
Once a week	25.9%	29 13.0%	3 29.2%	26 20.0%	2 32.4%	12 23.1%	15 21.8%	12 30.4%	17 27.6%	27			
Once every two weeks	12.5%	14 8.7%	2 13.5%	12 0.0%	0 18.9%	7 10.8%	7 12.7%	7 12.5%	7 14.3%	14			
Once a month or less	21.4%	24 30.4%	7 19.1%	17 50.0%	5 18.9%	7 18.5%	12 25.5%	14 17.9%	10 22.4%	22			
Never	21.4%	24 26.1%	6 20.2%	18 20.0%	2 13.5%	5 26.2%	17 27.3%	15 14.3%	8 17.3%	17			
Base:		112	23	89	10	37	65	55	56	98			
Leisure activities													
Every day	1.8%	2 8.7%	2 0.0%	0 0.0%	0 0.0%	0 3.1%	2 1.8%	1 1.8%	1 2.0%	2			
More than once a week	12.5%	14 8.7%	2 13.5%	12 0.0%	0 16.2%	6 12.3%	8 5.5%	3 19.6%	11 13.3%	13			
Once a week	16.1%	18 8.7%	2 18.0%	16 40.0%	4 24.3%	9 7.7%	5 12.7%	7 19.6%	11 17.3%	17			
Once every two weeks	6.3%	7 4.3%	1 6.7%	6 40.0%	4 5.4%	2 1.5%	1 9.1%	5 3.6%	2 7.1%	7			
Once a month or less	11.6%	13 21.7%	5 9.0%	8 20.0%	2 13.5%	5 9.2%	6 14.5%	8 8.9%	5 13.3%	13			
Never	51.8%	58 47.8%	11 52.8%	47 0.0%	0 40.5%	15 66.2%	43 56.4%	31 46.4%	26 46.9%	46			
Base:		112	23	89	10	37	65	55	56	98			
Q31 Overall, comparing with other town centres you may visit, how would you rate Stourport-on-Severn Town Centre ?													
<i>Those interviewed who are in zone sample 2</i>													
Choice and quality of supermarkets													
Good	24.1%	27 21.7%	5 24.7%	22 10.0%	1 21.6%	8 27.7%	18 23.6%	13 25.0%	14 23.5%	23			
Average	44.6%	50 52.2%	12 42.7%	38 70.0%	7 48.6%	18 38.5%	25 41.8%	23 46.4%	26 48.0%	47			
Poor	29.5%	33 26.1%	6 30.3%	27 20.0%	2 29.7%	11 30.8%	20 32.7%	18 26.8%	15 26.5%	26			
(Don't know)	1.8%	2 0.0%	0 2.2%	2 0.0%	0 0.0%	0 3.1%	2 1.8%	1 1.8%	1 2.0%	2			
Base:		112	23	89	10	37	65	55	56	98			
Range and choice of non-food shops													
Good	11.6%	13 13.0%	3 11.2%	10 10.0%	1 8.1%	3 13.8%	9 9.1%	5 14.3%	8 12.2%	12			
Average	30.4%	34 39.1%	9 28.1%	25 50.0%	5 35.1%	13 24.6%	16 30.9%	17 30.4%	17 30.6%	30			
Poor	56.3%	63 47.8%	11 58.4%	52 40.0%	4 56.8%	21 58.5%	38 60.0%	33 51.8%	29 56.1%	55			
(Don't know)	1.8%	2 0.0%	0 2.2%	2 0.0%	0 0.0%	0 3.1%	2 0.0%	0 3.6%	2 1.0%	1			
Base:		112	23	89	10	37	65	55	56	98			
Choice and quality of service facilities													
Good	40.2%	45 21.7%	5 44.9%	40 50.0%	5 45.9%	17 35.4%	23 32.7%	18 46.4%	26 36.7%	36			
Average	35.7%	40 39.1%	9 34.8%	31 30.0%	3 35.1%	13 36.9%	24 38.2%	21 33.9%	19 38.8%	38			
Poor	19.6%	22 34.8%	8 15.7%	14 20.0%	2 18.9%	7 20.0%	13 21.8%	12 17.9%	10 19.4%	19			
(Don't know)	4.5%	5 4.3%	1 4.5%	4 0.0%	0 0.0%	0 7.7%	5 7.3%	4 1.8%	1 5.1%	5			
Base:		112	23	89	10	37	65	55	56	98			
Accessibility by public transport													
Good	20.5%	23 17.4%	4 21.3%	19 20.0%	2 16.2%	6 23.1%	15 14.5%	8 25.0%	14 17.3%	17			
Average	17.9%	20 34.8%	8 13.5%	12 10.0%	1 21.6%	8 16.9%	11 18.2%	10 17.9%	10 18.4%	18			
Poor	20.5%	23 34.8%	8 16.9%	15 30.0%	3 18.9%	7 20.0%	13 25.5%	14 16.1%	9 23.5%	23			
(Don't know)	41.1%	46 13.0%	3 48.3%	43 40.0%	4 43.2%	16 40.0%	26 41.8%	23 41.1%	23 40.8%	40			
Base:		112	23	89	10	37	65	55	56	98			
Accessibility by car													
Good	37.5%	42 43.5%	10 36.0%	32 50.0%	5 40.5%	15 33.8%	22 32.7%	18 42.9%	24 38.8%	38			
Average	26.8%	30 26.1%	6 27.0%	24 30.0%	3 18.9%	7 30.8%	20 32.7%	18 21.4%	12 28.6%	28			
Poor	26.8%	30 26.1%	6 27.0%	24 20.0%	2 37.8%	14 21.5%	14 27.3%	15 26.8%	15 28.6%	28			
(Don't know)	8.9%	10 4.3%	1 10.1%	9 0.0%	0 2.7%	1 13.8%	9 7.3%	4 8.9%	5 4.1%	4			
Base:		112	23	89	10	37	65	55	56	98			
Accessibility by foot													
Good	54.5%	61 47.8%	11 56.2%	50 80.0%	8 75.7%	28 38.5%	25 47.3%	26 62.5%	35 55.1%	54			
Average	26.8%	30 43.5%	10 22.5%	20 0.0%	0 21.6%	8 33.8%	22 36.4%	20 17.9%	10 29.6%	29			
Poor	7.1%	8 0.0%	0 9.0%	8 20.0%	2 0.0%	0 9.2%	6 7.3%	4 7.1%	4 7.1%	7			
(Don't know)	11.6%	13 8.7%	2 12.4%	11 0.0%	0 2.7%	1 18.5%	12 9.1%	5 12.5%	7 8.2%	8			
Base:		112	23	89	10	37	65	55	56	98			

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
Adequacy of parking arrangements										
Good	29.5%	33 30.4%	7 29.2%	26 40.0%	4 32.4%	12 26.2%	17 23.6%	13 35.7%	20 31.6%	31
Average	24.1%	27 39.1%	9 20.2%	18 10.0%	1 27.0%	10 24.6%	16 25.5%	14 23.2%	13 26.5%	26
Poor	39.3%	44 30.4%	7 41.6%	37 50.0%	5 40.5%	15 36.9%	24 43.6%	24 33.9%	19 38.8%	38
(Don't know)	7.1%	8 0.0%	0 9.0%	8 0.0%	0 0.0%	0 12.3%	8 7.3%	4 7.1%	4 3.1%	3
Base:		112	23	89	10	37	65	55	56	98
Quality of environment										
Good	47.3%	53 60.9%	14 43.8%	39 70.0%	7 40.5%	15 47.7%	31 50.9%	28 44.6%	25 48.0%	47
Average	42.0%	47 30.4%	7 44.9%	40 30.0%	3 45.9%	17 41.5%	27 40.0%	22 42.9%	24 44.9%	44
Poor	8.0%	9 8.7%	2 7.9%	7 0.0%	0 10.8%	4 7.7%	5 9.1%	5 7.1%	4 5.1%	5
(Don't know)	2.7%	3 0.0%	0 3.4%	3 0.0%	0 2.7%	1 3.1%	2 0.0%	0 5.4%	3 2.0%	2
Base:		112	23	89	10	37	65	55	56	98
Ease of pedestrian movements within the area										
Good	36.6%	41 52.2%	12 32.6%	29 30.0%	3 37.8%	14 36.9%	24 34.5%	19 37.5%	21 34.7%	34
Average	44.6%	50 34.8%	8 47.2%	42 70.0%	7 37.8%	14 44.6%	29 49.1%	27 41.1%	23 46.9%	46
Poor	16.1%	18 13.0%	3 16.9%	15 0.0%	0 21.6%	8 15.4%	10 16.4%	9 16.1%	9 15.3%	15
(Don't know)	2.7%	3 0.0%	0 3.4%	3 0.0%	0 2.7%	1 3.1%	2 0.0%	0 5.4%	3 3.1%	3
Base:		112	23	89	10	37	65	55	56	98
Security / personal safety										
Good	43.8%	49 39.1%	9 44.9%	40 40.0%	4 40.5%	15 46.2%	30 40.0%	22 46.4%	26 40.8%	40
Average	39.3%	44 39.1%	9 39.3%	35 40.0%	4 48.6%	18 33.8%	22 41.8%	23 37.5%	21 41.8%	41
Poor	16.1%	18 21.7%	5 14.6%	13 20.0%	2 10.8%	4 18.5%	12 18.2%	10 14.3%	8 16.3%	16
(Don't know)	0.9%	1 0.0%	0 1.1%	1 0.0%	0 0.0%	0 1.5%	1 0.0%	0 1.8%	1 1.0%	1
Base:		112	23	89	10	37	65	55	56	98

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
Q32 What would encourage you to visit Stourport-on-Severn Town Centre more often ?										
<i>Those interviewed who are in zone sample 2</i>										
1st mention										
Increased choice and range of shops	22.3%	25 8.7%	2 25.8%	23 10.0%	1 29.7%	11 20.0%	13 20.0%	11 25.0%	14 20.4%	20
Large food stores within town centre	1.8%	2 0.0%	0 2.2%	2 10.0%	1 0.0%	0 1.5%	1 1.8%	1 1.8%	1 2.0%	2
Improved quality of shops	4.5%	5 8.7%	2 3.4%	3 0.0%	0 5.4%	2 4.6%	3 3.6%	2 5.4%	3 5.1%	5
More parking	8.9%	10 4.3%	1 10.1%	9 20.0%	2 5.4%	2 9.2%	6 14.5%	8 3.6%	2 9.2%	9
Less expensive parking	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More pedestrianisation	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Improved street cleaning	0.9%	1 4.3%	1 0.0%	0 0.0%	0 2.7%	1 0.0%	0 1.8%	1 0.0%	0 1.0%	1
Increased public transport	1.8%	2 4.3%	1 1.1%	1 0.0%	0 0.0%	0 3.1%	2 1.8%	1 1.8%	1 2.0%	2
Cheaper public transport	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More entertainment facilities	1.8%	2 8.7%	2 0.0%	0 0.0%	0 2.7%	1 1.5%	1 1.8%	1 1.8%	1 2.0%	2
More leisure facilities	3.6%	4 0.0%	0 4.5%	4 10.0%	1 5.4%	2 1.5%	1 3.6%	2 3.6%	2 4.1%	4
Outdoor market	1.8%	2 8.7%	2 0.0%	0 0.0%	0 0.0%	0 3.1%	2 1.8%	1 1.8%	1 1.0%	1
Cafes / restaurants	0.9%	1 4.3%	1 0.0%	0 10.0%	1 0.0%	0 0.0%	0 0.0%	0 1.8%	1 1.0%	1
Cinema	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better security	5.4%	6 8.7%	2 4.5%	4 20.0%	2 5.4%	2 3.1%	2 9.1%	5 1.8%	1 6.1%	6
Better environment	3.6%	4 0.0%	0 4.5%	4 0.0%	0 2.7%	1 4.6%	3 3.6%	2 3.6%	2 3.1%	3
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better access by car / improve roads / new bypass	2.7%	3 4.3%	1 2.2%	2 0.0%	0 5.4%	2 1.5%	1 1.8%	1 3.6%	2 3.1%	3
Extra police	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More facilities for children	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Improve the general look of it	0.9%	1 0.0%	0 1.1%	1 0.0%	0 0.0%	0 1.5%	1 0.0%	0 1.8%	1 1.0%	1
Improve the canal basin	0.9%	1 0.0%	0 1.1%	1 0.0%	0 2.7%	1 0.0%	0 1.8%	1 0.0%	0 1.0%	1
Less parking in the high street	0.9%	1 0.0%	0 1.1%	1 0.0%	0 2.7%	1 0.0%	0 0.0%	0 1.8%	1 1.0%	1
More toilet facilities	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Need to widen the pavements near the Co-Op	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More wine bars	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Reopen the shopping mall	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know / varies)	3.6%	4 4.3%	1 3.4%	3 10.0%	1 0.0%	0 4.6%	3 3.6%	2 3.6%	2 3.1%	3
(Nothing)	33.9%	38 30.4%	7 34.8%	31 10.0%	1 29.7%	11 40.0%	26 29.1%	16 37.5%	21 33.7%	33
Base:		112	23	89	10	37	65	55	56	98

Wyre Forest District Retail Study for White Young Green

	Total	Male		Female		18 to 34	35 to 54	55+	ABCI	C2DE	Car in hhold							
<i>2nd mention</i>																		
Increased choice and range of shops	5.4%	6	8.7%	2	4.5%	4	30.0%	3	2.7%	1	3.1%	2	5.5%	3	5.4%	3	6.1%	6
Large food stores within town centre	8.9%	10	0.0%	0	11.2%	10	0.0%	0	8.1%	3	10.8%	7	10.9%	6	7.1%	4	7.1%	7
Improved quality of shops	6.3%	7	4.3%	1	6.7%	6	0.0%	0	5.4%	2	7.7%	5	9.1%	5	3.6%	2	6.1%	6
More parking	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	1.0%	1
Less expensive parking	1.8%	2	0.0%	0	2.2%	2	0.0%	0	2.7%	1	1.5%	1	3.6%	2	0.0%	0	2.0%	2
More pedestrianisation	1.8%	2	0.0%	0	2.2%	2	0.0%	0	5.4%	2	0.0%	0	1.8%	1	1.8%	1	2.0%	2
Improved street cleaning	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	1.0%	1
Increased public transport	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0	1.0%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More entertainment facilities	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	1.0%	1
More leisure facilities	2.7%	3	4.3%	1	2.2%	2	10.0%	1	5.4%	2	0.0%	0	1.8%	1	3.6%	2	3.1%	3
Outdoor market	0.9%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	1.0%	1
Cafes / restaurants	1.8%	2	0.0%	0	2.2%	2	0.0%	0	2.7%	1	1.5%	1	1.8%	1	1.8%	1	2.0%	2
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.8%	2	4.3%	1	1.1%	1	10.0%	1	0.0%	0	1.5%	1	1.8%	1	1.8%	1	2.0%	2
Better environment	1.8%	2	4.3%	1	1.1%	1	0.0%	0	5.4%	2	0.0%	0	1.8%	1	1.8%	1	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car / improve roads / new bypass	1.8%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	3.1%	2	3.6%	2	0.0%	0	2.0%	2
Extra police	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0	1.0%	1
More facilities for children	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.8%	1	1.0%	1
Improve the general look of it	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the canal basin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less parking in the high street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilet facilities	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	1.0%	1
Need to widen the pavements near the Co-Op	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0	1.0%	1
More wine bars	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.8%	1	1.0%	1
Reopen the shopping mall	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	1.0%	1
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	56.3%	63	69.6%	16	52.8%	47	50.0%	5	48.6%	18	61.5%	40	49.1%	27	62.5%	35	55.1%	54
Base:		112		23		89		10		37		65		55		56		98

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
Q34 Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Centre ?										
<i>Those interviewed who are in zone sample 3</i>										
Choice and quality of supermarkets										
Good	10.0%	9 7.4%	2 11.1%	7 8.3%	1 10.3%	4 10.3%	4 10.0%	6 10.0%	3 10.5%	9
Average	33.3%	30 33.3%	9 33.3%	21 33.3%	4 33.3%	13 33.3%	13 36.7%	22 26.7%	8 33.7%	29
Poor	48.9%	44 55.6%	15 46.0%	29 50.0%	6 48.7%	19 48.7%	19 48.3%	29 50.0%	15 47.7%	41
(Don't know)	7.8%	7 3.7%	1 9.5%	6 8.3%	1 7.7%	3 7.7%	3 5.0%	3 13.3%	4 8.1%	7
Base:		90	27	63	12	39	39	60	30	86
Range and choice of non-food shops										
Good	12.2%	11 11.1%	3 12.7%	8 25.0%	3 12.8%	5 7.7%	3 13.3%	8 10.0%	3 12.8%	11
Average	30.0%	27 22.2%	6 33.3%	21 25.0%	3 38.5%	15 23.1%	9 35.0%	21 20.0%	6 30.2%	26
Poor	46.7%	42 55.6%	15 42.9%	27 41.7%	5 38.5%	15 56.4%	22 43.3%	26 53.3%	16 46.5%	40
(Don't know)	11.1%	10 11.1%	3 11.1%	7 8.3%	1 10.3%	4 12.8%	5 8.3%	5 16.7%	5 10.5%	9
Base:		90	27	63	12	39	39	60	30	86
Choice and quality of service facilities										
Good	28.9%	26 29.6%	8 28.6%	18 16.7%	2 28.2%	11 33.3%	13 30.0%	18 26.7%	8 29.1%	25
Average	34.4%	31 40.7%	11 31.7%	20 50.0%	6 30.8%	12 33.3%	13 35.0%	21 33.3%	10 34.9%	30
Poor	20.0%	18 14.8%	4 22.2%	14 16.7%	2 23.1%	9 17.9%	7 20.0%	12 20.0%	6 20.9%	18
(Don't know)	16.7%	15 14.8%	4 17.5%	11 16.7%	2 17.9%	7 15.4%	6 15.0%	9 20.0%	6 15.1%	13
Base:		90	27	63	12	39	39	60	30	86
Accessibility by public transport										
Good	25.6%	23 25.9%	7 25.4%	16 16.7%	2 20.5%	8 33.3%	13 25.0%	15 26.7%	8 25.6%	22
Average	15.6%	14 11.1%	3 17.5%	11 33.3%	4 15.4%	6 10.3%	4 11.7%	7 23.3%	7 16.3%	14
Poor	17.8%	16 25.9%	7 14.3%	9 25.0%	3 10.3%	4 23.1%	9 20.0%	12 13.3%	4 16.3%	14
(Don't know)	41.1%	37 37.0%	10 42.9%	27 25.0%	3 53.8%	21 33.3%	13 43.3%	26 36.7%	11 41.9%	36
Base:		90	27	63	12	39	39	60	30	86
Accessibility by car										
Good	54.4%	49 44.4%	12 58.7%	37 66.7%	8 53.8%	21 51.3%	20 55.0%	33 53.3%	16 57.0%	49
Average	25.6%	23 33.3%	9 22.2%	14 16.7%	2 33.3%	13 20.5%	8 28.3%	17 20.0%	6 26.7%	23
Poor	11.1%	10 18.5%	5 7.9%	5 16.7%	2 5.1%	2 15.4%	6 11.7%	7 10.0%	3 10.5%	9
(Don't know)	8.9%	8 3.7%	1 11.1%	7 0.0%	0 7.7%	3 12.8%	5 5.0%	3 16.7%	5 5.8%	5
Base:		90	27	63	12	39	39	60	30	86
Accessibility by foot										
Good	54.4%	49 59.3%	16 52.4%	33 83.3%	10 46.2%	18 53.8%	21 56.7%	34 50.0%	15 57.0%	49
Average	14.4%	13 11.1%	3 15.9%	10 8.3%	1 20.5%	8 10.3%	4 15.0%	9 13.3%	4 12.8%	11
Poor	10.0%	9 14.8%	4 7.9%	5 8.3%	1 7.7%	3 12.8%	5 8.3%	5 13.3%	4 10.5%	9
(Don't know)	21.1%	19 14.8%	4 23.8%	15 0.0%	0 25.6%	10 23.1%	9 20.0%	12 23.3%	7 19.8%	17
Base:		90	27	63	12	39	39	60	30	86
Adequacy of parking arrangements										
Good	20.0%	18 14.8%	4 22.2%	14 33.3%	4 15.4%	6 20.5%	8 21.7%	13 16.7%	5 20.9%	18
Average	23.3%	21 14.8%	4 27.0%	17 8.3%	1 35.9%	14 15.4%	6 25.0%	15 20.0%	6 24.4%	21
Poor	42.2%	38 55.6%	15 36.5%	23 41.7%	5 38.5%	15 46.2%	18 40.0%	24 46.7%	14 44.2%	38
(Don't know)	14.4%	13 14.8%	4 14.3%	9 16.7%	2 10.3%	4 17.9%	7 13.3%	8 16.7%	5 10.5%	9
Base:		90	27	63	12	39	39	60	30	86
Quality of environment										
Good	70.0%	63 77.8%	21 66.7%	42 91.7%	11 79.5%	31 53.8%	21 76.7%	46 56.7%	17 72.1%	62
Average	18.9%	17 14.8%	4 20.6%	13 8.3%	1 12.8%	5 28.2%	11 18.3%	11 20.0%	6 16.3%	14
Poor	5.6%	5 7.4%	2 4.8%	3 0.0%	0 2.6%	1 10.3%	4 3.3%	2 10.0%	3 5.8%	5
(Don't know)	5.6%	5 0.0%	0 7.9%	5 0.0%	0 5.1%	2 7.7%	3 1.7%	1 13.3%	4 5.8%	5
Base:		90	27	63	12	39	39	60	30	86

Wyre Forest District Retail Study for White Young Green

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Ease of pedestrian movements within the area																		
Good	61.1%	55	59.3%	16	61.9%	39	75.0%	9	59.0%	23	59.0%	23	65.0%	39	53.3%	16	61.6%	53
Average	25.6%	23	25.9%	7	25.4%	16	25.0%	3	33.3%	13	17.9%	7	28.3%	17	20.0%	6	24.4%	21
Poor	6.7%	6	14.8%	4	3.2%	2	0.0%	0	0.0%	0	15.4%	6	5.0%	3	10.0%	3	7.0%	6
(Don't know)	6.7%	6	0.0%	0	9.5%	6	0.0%	0	7.7%	3	7.7%	3	1.7%	1	16.7%	5	7.0%	6
Base:		90		27		63		12		39		39		60		30		86
Security / personal safety																		
Good	64.4%	58	59.3%	16	66.7%	42	75.0%	9	74.4%	29	51.3%	20	73.3%	44	46.7%	14	65.1%	56
Average	22.2%	20	29.6%	8	19.0%	12	25.0%	3	17.9%	7	25.6%	10	21.7%	13	23.3%	7	20.9%	18
Poor	4.4%	4	7.4%	2	3.2%	2	0.0%	0	0.0%	0	10.3%	4	1.7%	1	10.0%	3	4.7%	4
(Don't know)	8.9%	8	3.7%	1	11.1%	7	0.0%	0	7.7%	3	12.8%	5	3.3%	2	20.0%	6	9.3%	8
Base:		90		27		63		12		39		39		60		30		86
Q35 What would encourage you to visit Bewdley Town Centre more often ?																		
<i>Those interviewed who are in zone sample 3</i>																		
1st mention																		
Increased choice and range of shops	18.9%	17	14.8%	4	20.6%	13	8.3%	1	23.1%	9	17.9%	7	16.7%	10	23.3%	7	19.8%	17
Large food stores within town centre	5.6%	5	7.4%	2	4.8%	3	8.3%	1	5.1%	2	5.1%	2	6.7%	4	3.3%	1	5.8%	5
Improved quality of shops	3.3%	3	7.4%	2	1.6%	1	0.0%	0	5.1%	2	2.6%	1	5.0%	3	0.0%	0	3.5%	3
More parking	7.8%	7	14.8%	4	4.8%	3	33.3%	4	5.1%	2	2.6%	1	6.7%	4	10.0%	3	8.1%	7
Less expensive parking	1.1%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	1
More pedestrianisation	1.1%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	1
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	2.2%	2	3.7%	1	1.6%	1	0.0%	0	2.6%	1	2.6%	1	3.3%	2	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More entertainment facilities	1.1%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	1
More leisure facilities	2.2%	2	0.0%	0	3.2%	2	8.3%	1	0.0%	0	2.6%	1	3.3%	2	0.0%	0	1.2%	1
Outdoor market	2.2%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	5.1%	2	1.7%	1	3.3%	1	2.3%	2
Cafes / restaurants	2.2%	2	0.0%	0	3.2%	2	0.0%	0	5.1%	2	0.0%	0	3.3%	2	0.0%	0	2.3%	2
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.3%	1	1.2%	1
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Get rid of all the Indian and Chinese restaurants	1.1%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	1
Need more disabled parking in more accessible places	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	1
Need the shops to be undercover	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	1
Stop children causing problems	1.1%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.3%	1	1.2%	1
(Don't know / varies)	4.4%	4	0.0%	0	6.3%	4	0.0%	0	0.0%	0	10.3%	4	1.7%	1	10.0%	3	4.7%	4
(Nothing)	42.2%	38	40.7%	11	42.9%	27	41.7%	5	48.7%	19	35.9%	14	41.7%	25	43.3%	13	43.0%	37
Base:		90		27		63		12		39		39		60		30		86

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	
2nd mention										
Increased choice and range of shops	8.9%	8 7.4%	2 9.5%	6 8.3%	1 10.3%	4 7.7%	3 10.0%	6 6.7%	2 8.1%	7
Large food stores within town centre	1.1%	1 0.0%	0 1.6%	1 0.0%	0 0.0%	0 2.6%	1 0.0%	0 3.3%	1 1.2%	1
Improved quality of shops	5.6%	5 3.7%	1 6.3%	4 0.0%	0 10.3%	4 2.6%	1 6.7%	4 3.3%	1 5.8%	5
More parking	3.3%	3 0.0%	0 4.8%	3 0.0%	0 5.1%	2 2.6%	1 3.3%	2 3.3%	1 3.5%	3
Less expensive parking	1.1%	1 0.0%	0 1.6%	1 0.0%	0 0.0%	0 2.6%	1 0.0%	0 3.3%	1 1.2%	1
More pedestrianisation	1.1%	1 3.7%	1 0.0%	0 0.0%	0 2.6%	1 0.0%	0 1.7%	1 0.0%	0 1.2%	1
Improved street cleaning	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Increased public transport	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Cheaper public transport	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More entertainment facilities	2.2%	2 3.7%	1 1.6%	1 8.3%	1 0.0%	0 2.6%	1 3.3%	2 0.0%	0 1.2%	1
More leisure facilities	1.1%	1 0.0%	0 1.6%	1 0.0%	0 2.6%	1 0.0%	0 0.0%	0 3.3%	1 1.2%	1
Outdoor market	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Cafes / restaurants	1.1%	1 3.7%	1 0.0%	0 0.0%	0 0.0%	0 2.6%	1 1.7%	1 0.0%	0 1.2%	1
Cinema	1.1%	1 0.0%	0 1.6%	1 0.0%	0 2.6%	1 0.0%	0 1.7%	1 0.0%	0 1.2%	1
Better security	1.1%	1 0.0%	0 1.6%	1 0.0%	0 0.0%	0 2.6%	1 0.0%	0 3.3%	1 1.2%	1
Better environment	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better access for cars	1.1%	1 3.7%	1 0.0%	0 8.3%	1 0.0%	0 0.0%	0 1.7%	1 0.0%	0 1.2%	1
Get rid of all the Indian and Chinese restaurants	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Need more disabled parking in more accessible places	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Need the shops to be undercover	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Stop children causing problems	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know / varies)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Nothing)	71.1%	64 74.1%	20 69.8%	44 75.0%	9 66.7%	26 74.4%	29 70.0%	42 73.3%	22 72.1%	62
Base:		90	27	63	12	39	39	60	30	86
3rd mention										
Increased choice and range of shops	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Large food stores within town centre	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Improved quality of shops	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More parking	1.1%	1 3.7%	1 0.0%	0 0.0%	0 0.0%	0 2.6%	1 1.7%	1 0.0%	0 1.2%	1
Less expensive parking	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More pedestrianisation	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Improved street cleaning	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Increased public transport	1.1%	1 0.0%	0 1.6%	1 0.0%	0 2.6%	1 0.0%	0 1.7%	1 0.0%	0 1.2%	1
Cheaper public transport	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More entertainment facilities	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
More leisure facilities	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Outdoor market	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Cafes / restaurants	1.1%	1 0.0%	0 1.6%	1 0.0%	0 0.0%	0 2.6%	1 0.0%	0 3.3%	1 1.2%	1
Cinema	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better security	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better environment	1.1%	1 0.0%	0 1.6%	1 0.0%	0 2.6%	1 0.0%	0 1.7%	1 0.0%	0 1.2%	1
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Better access for cars	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Get rid of all the Indian and Chinese restaurants	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Need more disabled parking in more accessible places	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Need the shops to be undercover	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Stop children causing problems	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know / varies)	1.1%	1 0.0%	0 1.6%	1 0.0%	0 2.6%	1 0.0%	0 1.7%	1 0.0%	0 1.2%	1
(Nothing)	94.4%	85 96.3%	26 93.7%	59 100.0%	12 92.3%	36 94.9%	37 93.3%	56 96.7%	29 94.2%	81
Base:		90	27	63	12	39	39	60	30	86

Wyre Forest District Retail Study for White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABCI	C2DE	Car in hhold									
SEX Sex of respondent																		
Male	31.7%	341	100.0%	341	0.0%	0	34.5%	40	28.4%	112	33.7%	187	33.8%	209	29.1%	127	33.2%	325
Female	68.3%	735	0.0%	0	100.0%	735	65.5%	76	71.6%	282	66.3%	368	66.2%	410	70.9%	309	66.8%	653
Base:		1076		341		735		116		394		555		619		436		978
AGE Could I ask, how old are you ?																		
18-24 years	2.8%	30	3.8%	13	2.3%	17	25.9%	30	0.0%	0	0.0%	0	3.1%	19	2.1%	9	3.1%	30
25-34 years	8.0%	86	7.9%	27	8.0%	59	74.1%	86	0.0%	0	0.0%	0	8.2%	51	8.0%	35	8.2%	80
35-44 years	17.3%	186	12.9%	44	19.3%	142	0.0%	0	47.2%	186	0.0%	0	17.1%	106	17.2%	75	18.3%	179
45-54 years	19.3%	208	19.9%	68	19.0%	140	0.0%	0	52.8%	208	0.0%	0	21.3%	132	17.0%	74	20.6%	201
55-64 years	24.3%	261	24.9%	85	23.9%	176	0.0%	0	0.0%	0	47.0%	261	22.8%	141	26.6%	116	25.2%	246
65+ years	27.3%	294	29.9%	102	26.1%	192	0.0%	0	0.0%	0	53.0%	294	26.0%	161	28.9%	126	23.6%	231
(Refused)	1.0%	11	0.6%	2	1.2%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	9	0.2%	1	1.1%	11
Base:		1076		341		735		116		394		555		619		436		978
PEO Including yourself, how many people live in your household ?																		
One	16.8%	181	16.1%	55	17.1%	126	6.9%	8	7.4%	29	25.8%	143	17.8%	110	14.7%	64	12.0%	117
Two	44.1%	475	47.8%	163	42.4%	312	25.9%	30	24.9%	98	61.8%	343	43.8%	271	44.7%	195	46.0%	450
Three	17.0%	183	15.8%	54	17.6%	129	31.0%	36	24.4%	96	8.6%	48	16.3%	101	17.7%	77	18.2%	178
Four	15.5%	167	15.2%	52	15.6%	115	24.1%	28	31.0%	122	2.5%	14	16.2%	100	15.4%	67	16.9%	165
Five	4.9%	53	4.4%	15	5.2%	38	8.6%	10	9.6%	38	0.9%	5	4.7%	29	5.5%	24	5.2%	51
Six or more	1.4%	15	0.6%	2	1.8%	13	3.4%	4	2.8%	11	0.0%	0	1.0%	6	2.1%	9	1.5%	15
(Refused)	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0	0.2%	2
Base:		1076		341		735		116		394		555		619		436		978
CAR How many cars does your household own or have the use of ?																		
None	9.1%	98	4.7%	16	11.2%	82	5.2%	6	3.6%	14	14.1%	78	6.0%	37	12.8%	56	0.0%	0
One	37.1%	399	38.7%	132	36.3%	267	29.3%	34	25.9%	102	46.8%	260	32.6%	202	42.7%	186	40.8%	399
Two	41.5%	447	43.1%	147	40.8%	300	48.3%	56	51.0%	201	33.2%	184	49.1%	304	31.9%	139	45.7%	447
Three or more	12.3%	132	13.5%	46	11.7%	86	17.2%	20	19.5%	77	5.9%	33	12.3%	76	12.6%	55	13.5%	132
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1076		341		735		116		394		555		619		436		978
SEG Socio-economic Group																		
A	7.8%	84	10.0%	34	6.8%	50	3.4%	4	8.1%	32	8.5%	47	13.6%	84	0.0%	0	8.5%	83
B	20.4%	219	23.5%	80	18.9%	139	28.4%	33	25.9%	102	14.4%	80	35.4%	219	0.0%	0	21.1%	206
C1	29.4%	316	27.9%	95	30.1%	221	28.4%	33	26.4%	104	31.5%	175	51.1%	316	0.0%	0	30.0%	293
C2	29.5%	317	29.3%	100	29.5%	217	27.6%	32	28.4%	112	31.0%	172	0.0%	0	72.7%	317	30.1%	294
D	10.3%	111	7.0%	24	11.8%	87	9.5%	11	8.9%	35	11.7%	65	0.0%	0	25.5%	111	8.5%	83
E	0.7%	8	0.9%	3	0.7%	5	0.9%	1	0.5%	2	0.9%	5	0.0%	0	1.8%	8	0.3%	3
(Refused)	2.0%	21	1.5%	5	2.2%	16	1.7%	2	1.8%	7	2.0%	11	0.0%	0	0.0%	0	1.6%	16
Base:		1076		341		735		116		394		555		619		436		978
ZON Zone																		
Zone 1	30.8%	331	32.3%	110	30.1%	221	27.6%	32	27.9%	110	33.5%	186	26.3%	163	36.0%	157	30.1%	294
Zone 2	10.4%	112	6.7%	23	12.1%	89	8.6%	10	9.4%	37	11.7%	65	8.9%	55	12.8%	56	10.0%	98
Zone 3	8.4%	90	7.9%	27	8.6%	63	10.3%	12	9.9%	39	7.0%	39	9.7%	60	6.9%	30	8.8%	86
Zone 5	21.8%	235	22.9%	78	21.4%	157	20.7%	24	21.3%	84	22.5%	125	24.7%	153	17.7%	77	22.1%	216
Zone 6	10.2%	110	13.2%	45	8.8%	65	17.2%	20	10.9%	43	8.5%	47	10.8%	67	9.6%	42	10.6%	104
Zone 7	9.2%	99	9.4%	32	9.1%	67	7.8%	9	10.2%	40	8.8%	49	8.6%	53	10.6%	46	8.8%	86
Zone 8	9.2%	99	7.6%	26	9.9%	73	7.8%	9	10.4%	41	7.9%	44	11.0%	68	6.4%	28	9.6%	94
Base:		1076		341		735		116		394		555		619		436		978