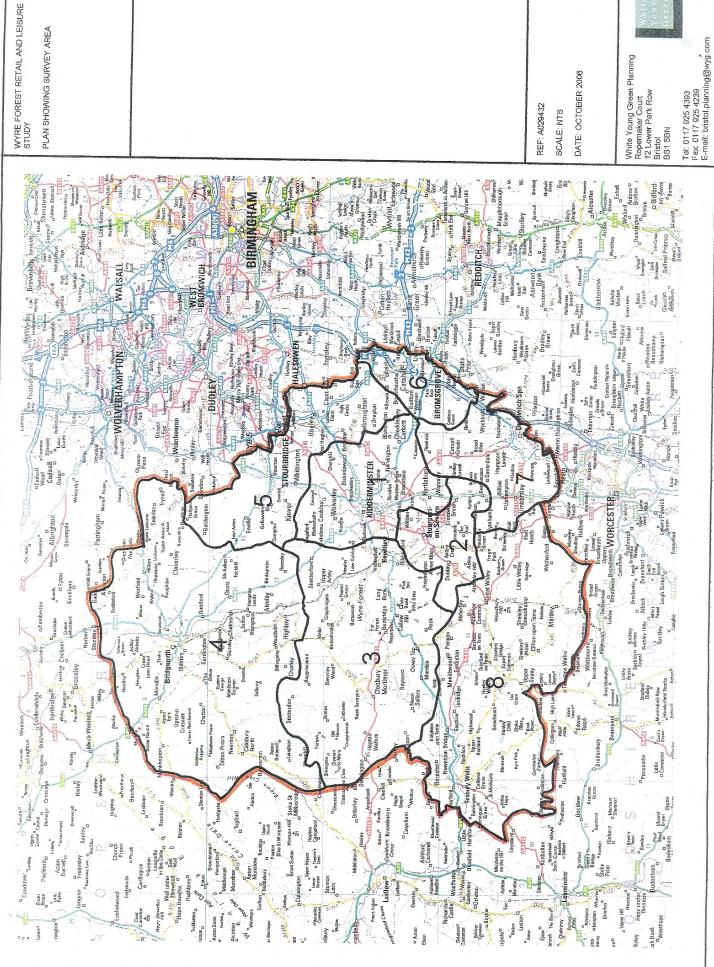


Appendix A — Household survey — Plan showing Survey Zones and Results





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Wyre Forest District Retail Study

For



April 2006

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Appendix

Sample Questionnaire

Introduction

INTRODUCTION

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.

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.

SA	MPLE COMPOSIT Base: 1076	TION
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 ±3.1%

Data Tabulations By Demographics

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	Tota	1	Mal	c	Fema	ale	18 to .	34	35 to :	54	55+		ABC	1	C2D	E	Carin	hhold
															Car	_	Car III	miloto
Q01 In which one store	or super	mark	et do yo	u no	rmally d	o you	ır main f	ood g	grocery s	hop	oing 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%	1
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%	6
Co-Op, Franche Road,	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%	2
Kidderminster Co-Op, Load Street,	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%	
Bewdley Co-Op, Lombard Street,	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%	1
Stourport Iceland, Market Street,	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%	
Kidderminster Lidl, Vale Road, Stourport	0.8%	9		3	0.000	6	0.0%	0	0.8%	3	0.9%	5	0.6%	4	0.9%	4	0.9%	
Marks & Spencer, Weavers Wharf	0.5%	5		2		3	0.9%	1	0.5%	2	0.4%	2	0.6%	4	0.2%	1	0.5%	
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%	2
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
Bowketts, 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 Asda, Brierley Hill	0.1%		0.0%	0	0.1%	.!	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Asda, Merry Hill	1.6%	16	1.5% 2.1%	5	1.4%	11	2.6% 3.4%	3	1.0%	5	1.6%	9	1.0%	6	2.3%	10	1.5%	15
Asda, Wolverhampton	0.1%	1	0.0%	ó	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	10	0.0%	6	0.1%	16
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
celand, Stourbridge	0.1%	i	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	o	0.2%	1	0.1%	i
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%	o	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%		0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.20/		0.19/	1
Morrisons, Barons Cross	1.1%	12	0.6%	2	1.4%	10	1.7%	2	2.0%	8	0.4%	2	1.6%	10	0.2% 0.5%	2	0.1% 1.2%	12
Road, Leominster	0.20/	2	0.207		0.104		0.007		0.504	~	0.000		0.007		0.001		0.007	-
Aorrisons, Bilston Aorrisons, Bristol Road,	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
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
Aorrisons, Kingswinford	0.20/	2	0.09/	Λ	0.49/	2	0.094	0	0.99/	2	0.094	0	0.59/	2	0.00/	0	0.20/	2
Aorrisons, Ringswintord Aorrisons, Redditch	0.3%	3	0.0%	0	0.4%	0	0.0%	0	0.8%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	3
Aorrisons, Solihull	0.1%	2	0.3%	1	0.0%		0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1 2
ainsburys, Amblecote	0.6%	6	0.3%	i	0.1%	5	0.0%	2	0.5%	2	0.0%	0	0.2%	5	0.2%	1	0.2%	6
ainsburys, Ambiecote ainsburys, Blackheath	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%		0.0%	1	0.8%	1	0.2%	0	0.6%	1
		5	0.6%	2	0.1%	3	0.0%	0	0.5%		0.5%	3	0.5%	3	0.0%	2	0.1%	5
ainsburys, Blacknole	U.3.76				2000													
ainsburys, Blackpole, Warndon	0.5%	1	0.070	_							010.10		0.070	-	0.570	_	0.070	

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	Tota	al	Mal	e	Fema	ale	18 to	34	35 to	54	554	+	ABC	21	C2D	E	Car in l	hholo
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%	
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%	
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%	
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%	
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%	
Somerfield, Birmingham Road, Bromsgrove	0.7%	7	1.2%	4	0.4%	3	0.0%	0	0.5%	2	0.9%	5		3	0.9%	4	0.7%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
l'esco, 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%	1
l'esco, 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%	
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%	2
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%	4
Base:		1076		341		735		116		394		555		619		436		97
Mean score [10.5%,	, 30.5%,	50.5%	, 70.5%,	90.5	%]													
•					-	roceri	es what	share	goes t	o you	r main f	ood s	hop (S1	TORE	MENTIC	NED	AT Q01)?
Mean score [10.5%, Q02 Of all the money yo					-	roceri 15	es what	share 2	goes t	o you	r main f	ood s	shop (ST	ORE	MENTIC 3.7%	NED	AT Q01	
Q02 Of all the money yo	ou spend	on fo	od and	house	ehold g													2
Q02 Of all the money yo -20% 1-40%	ou spend	on fo	od and	house	ehold gr	15	1.7%	2	2.5%	10	3.2%	18	2.3%	14	3.7%	16	2.6%	2 6 19
Q02 Of all the money yo 1-20% 21-40% 11-60%	2.8% 6.3%	on fo 30 68	od and 4.4% 9.4%	15 32	2.0% 4.9%	15 36	1.7% 6.0%	2 7	2.5% 3.8%	10 15	3.2% 8.3%	18 46	2.3% 6.0%	14 37	3.7% 6.4%	16 28	2.6% 6.5%	6
Q02 Of all the money yo	2.8% 6.3% 20.0%	on fo 30 68 215	od and 4.4% 9.4% 23.8%	15 32 81	2.0% 4.9% 18.2%	15 36 134	1.7% 6.0% 13.8%	2 7 16	2.5% 3.8% 18.0%	10 15 71	3.2% 8.3% 22.9%	18 46 127	2.3% 6.0% 20.7%	14 37 128	3.7% 6.4% 18.3%	16 28 80	2.6% 6.5% 19.7%	2
Q02 Of all the money yo 1-20% 21-40% 11-60% 51-80%	2.8% 6.3% 20.0% 30.1%	30 68 215 324	od and 4.4% 9.4% 23.8% 27.9%	15 32 81 95	2.0% 4.9% 18.2% 31.2%	15 36 134 229	1.7% 6.0% 13.8% 30.2%	2 7 16 35	2.5% 3.8% 18.0% 36.8%	10 15 71 145	3.2% 8.3% 22.9% 25.4%	18 46 127 141	2.3% 6.0% 20.7% 32.5%	14 37 128 201	3.7% 6.4% 18.3% 26.8%	16 28 80 117	2.6% 6.5% 19.7% 30.5%	2 6 19 29
Q02 Of all the money yo 1-20% 21-40% 11-60% 51-80% 81-100%	2.8% 6.3% 20.0% 30.1% 27.7%	30 68 215 324 298	4.4% 9.4% 23.8% 27.9% 18.5%	15 32 81 95 63	2.0% 4.9% 18.2% 31.2% 32.0%	15 36 134 229 235	1.7% 6.0% 13.8% 30.2% 32.8%	7 16 35 38	2.5% 3.8% 18.0% 36.8% 30.5%	10 15 71 145 120	3.2% 8.3% 22.9% 25.4% 24.5%	18 46 127 141 136	2.3% 6.0% 20.7% 32.5% 26.0%	14 37 128 201 161	3.7% 6.4% 18.3% 26.8% 31.4%	16 28 80 117 137	2.6% 6.5% 19.7% 30.5% 27.8%	29 29 27 12
Q02 Of all the money yo 1-20% 21-40% 11-60% 51-80% 81-100% Don't know / varies)	2.8% 6.3% 20.0% 30.1% 27.7%	30 68 215 324 298 141	4.4% 9.4% 23.8% 27.9% 18.5%	15 32 81 95 63 55	2.0% 4.9% 18.2% 31.2% 32.0%	15 36 134 229 235 86	1.7% 6.0% 13.8% 30.2% 32.8%	2 7 16 35 38 18	2.5% 3.8% 18.0% 36.8% 30.5%	10 15 71 145 120 33	3.2% 8.3% 22.9% 25.4% 24.5%	18 46 127 141 136 87	2.3% 6.0% 20.7% 32.5% 26.0%	14 37 128 201 161 78	3.7% 6.4% 18.3% 26.8% 31.4%	16 28 80 117 137 58	2.6% 6.5% 19.7% 30.5% 27.8%	29 29 27 12 67.
Q02 Of all the money yo 1-20% 21-40% 11-60% 11-80% 11-100% Don't know / varies) Mean:	2.8% 6.3% 20.0% 30.1% 27.7% 13.1%	30 68 215 324 298 141 67.4	4.4% 9.4% 23.8% 27.9% 18.5% 16.1%	15 32 81 95 63 55 61.6	2.0% 4.9% 18.2% 31.2% 32.0% 11.7%	15 36 134 229 235 86 70.0 735	1.7% 6.0% 13.8% 30.2% 32.8% 15.5%	2 7 16 35 38 18 70.9	2.5% 3.8% 18.0% 36.8% 30.5% 8.4%	10 15 71 145 120 33 69.9 394	3.2% 8.3% 22.9% 25.4% 24.5% 15.7%	18 46 127 141 136 87 64.7 555	2.3% 6.0% 20.7% 32.5% 26.0% 12.6%	14 37 128 201 161 78 67.4 619	3.7% 6.4% 18.3% 26.8% 31.4% 13.3%	16 28 80 117 137 58 68.0 436	2.6% 6.5% 19.7% 30.5% 27.8%	29 29 27 12 67.
Q02 Of all the money yo 1-20% 21-40% 11-60% 61-80% 81-100% Don't know / varies) Mean: Base:	2.8% 6.3% 20.0% 30.1% 27.7% 13.1%	30 68 215 324 298 141 67.4	4.4% 9.4% 23.8% 27.9% 18.5% 16.1%	15 32 81 95 63 55 61.6	2.0% 4.9% 18.2% 31.2% 32.0% 11.7%	15 36 134 229 235 86 70.0 735	1.7% 6.0% 13.8% 30.2% 32.8% 15.5%	2 7 16 35 38 18 70.9	2.5% 3.8% 18.0% 36.8% 30.5% 8.4%	10 15 71 145 120 33 69.9 394	3.2% 8.3% 22.9% 25.4% 24.5% 15.7%	18 46 127 141 136 87 64.7 555	2.3% 6.0% 20.7% 32.5% 26.0% 12.6%	14 37 128 201 161 78 67.4 619	3.7% 6.4% 18.3% 26.8% 31.4% 13.3%	16 28 80 117 137 58 68.0 436	2.6% 6.5% 19.7% 30.5% 27.8%	29 29 27
Q02 Of all the money your services of the control o	2.8% 6.3% 20.0% 30.1% 27.7% 13.1%	on fo 30 68 215 324 298 141 67.4 1076 sing tr	4.4% 9.4% 23.8% 27.9% 18.5% 16.1%	15 32 81 95 63 55 61.6 341	2.0% 4.9% 18.2% 31.2% 32.0% 11.7%	15 36 134 229 235 86 70.0 735 such	1.7% 6.0% 13.8% 30.2% 32.8% 15.5%	2 7 16 35 38 18 70.9 116	2.5% 3.8% 18.0% 36.8% 30.5% 8.4%	10 15 71 145 120 33 69.9 394	3.2% 8.3% 22.9% 25.4% 24.5% 15.7%	18 46 127 141 136 87 64.7 555	2.3% 6.0% 20.7% 32.5% 26.0% 12.6%	14 37 128 201 161 78 67.4 619 shopp	3.7% 6.4% 18.3% 26.8% 31.4% 13.3%	16 28 80 117 137 58 68.0 436	2.6% 6.5% 19.7% 30.5% 27.8% 12.9%	29 29 27 12 67.

	Total	1	Mal	le	Fema	ale	18 to	34	35 to	54	551	-	ABC	1	C2D	E '	Carinl	
Q04 Where do you do t Those who undertake					goods, sı	ıch as	bread and	d milk										
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%	
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%	2
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%	3
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%	1
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%	1
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%	
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%	
Lidl, Vale Road, Stourport Londis, Areley Common,	0.5%	4 2	0.8%	2	0.4%	2	0.0%	0		1	0.9%	3	0.4%	2 2		2	0.6%	
Stourport-on-Severn Marks & Spencer, Weavers	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%	
Wharf Morrisons, Buntsford	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
Industrial Estate Morrisons, Oxford Street,	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
Kidderminster Netto, New Road,	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
Kidderminster 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 Tesco Express, Spennells,	1.2% 2.2%	9 17	1.2% 2.0%	5	1.2% 2.3%	12	1.1% 4.3%	1	1.3% 2.2%	4 7	1.1% 1.7%	6	1.6% 1.8%	7	0.7% 3.0%	9	1.3% 2.4%	9 17
Kidderminster Tesco Express, Stourport	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
Road, Kidderminster Tesco, Castle Road,	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
Kidderminster Tesco, Lombard Street,	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
Stourport Waitrose, Saltway,	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
Droitwich Convenience Store, Broadwaters,	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
Kidderminster Convenience Store, Burlish,	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
Stourport-on-Severn D Banks Butchers,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett 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, Combereton Estate, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	Ô	0.3%	1	0.2%	1	0.0%	0	0.1%	i
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
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, Arcley Common, Stourport-on- Severn	0.0%	2	0.0%		0.0%		0.0%	0	0.0%	-	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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					ior v	nı	ie rou	ıng	Gree	11							April	2000
	Total		Male		Female	è	18 to 34		35 to 54		55+		ABC1		C2DE		Car in h	hold
Post Office, Chaddesley	0.1%	t.	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
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%	
Post Office, Cookley Riar News, The Lakes,	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%	
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%	
Rifle Range, Kidderminster 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%	
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%	
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%	
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%	
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%	
nternet / 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%	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	
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				
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%	
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%	1
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	0.3%	1
righton's Store, Droitwich	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.2%	1 2	0.3%	0	0.3%	
Broomfields, Holt Heath	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	3	0.3%	0	0.4%	1	0.0%	2	0.4%	
Catshill Bakers, Catshill Clows Top Stores, Clows	0.4%	3	0.8%	0	0.2% 0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Тор							0.007		0.20/		0.09/	0	0.0%	0	0.3%	1	0.1%	
o-Op, High Street, Highley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	1	0.3%	i	0.3%	
o-Op, Kinver	0.3%	2	0.0%	0	0.4%	2	1.1%	0	0.3%	0	0.3%	1	0.2%	i	0.0%	0	0.1%	
o-Op, Norton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	ó	0.0%	ô	0.3%	1	0.1%	
o-Op, Stourbridge	0.1%	1	0.0%	0	0.2%	3	2.2%	2	0.3%	i	0.3%	1	0.2%	1	1.0%	3	0.1%	
ostcutter, Droitwich ostcutter, Lister Road,	0.5%	1	0.4%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.0%	
Kidderminster 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%	
ostcutter, Stourbridge	0.1%	î	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
ostcutter, Walternash 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%	
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%	47
Oillens, 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%	
vertons, 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%	
ar 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%	
lagley	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%	
lartlebury Post Office,	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%	
Hartlebury odge Farm, Birmingham	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%	
Road, Kidderminster lodge 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%	
celand, High Street,	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%	
Bromsgrove			0.001		0.20/	,	0.00/	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
idderminster market	0.1%	1	0.0%	0	0.2%	2	0.0%	0	0.6%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	
inver ocal convenience store,	0.3%	1	0.0%	0	0.4% 0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	
Holt Fleet ocal farm shop, Halth	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%	
Heath ocal market stalls,	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%	
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%	
ocal shops, Belbroughton ocal shops, Broadwaters	0.1%	2	0.4%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.2%	1	0.3%	1	0.3%	
ocal 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%	
ocal 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%	
ocal 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%	
ocal 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%	
ocal 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%	
ocal 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%	
ocal 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%	

					101 11	111	ic roi	une	Gicc	**								
	Total		Male		Female		18 to 34	1	35 to 54		55+		ABC1		C2DE-		Car in hi	blor
Local shops, Norton	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
Local shops, Spennells	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, Stanford Bridge	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
	0.5%	4	0.4%	1	0.6%	3	1.1%	1	0.3%	1	0.6%	2	0.4%	2	0.7%	2	0.4%	3
Local shops, Stourport	1.0%	8	2.0%	5	0.6%	3	1.1%	1	1.0%	3	1.1%	4	1.1%	5	1.0%	3	1.1%	8
Local Shops, Stourbridge		3	0.0%	0	0.6%	3	0.0%	0	0.6%	2	0.3%	1	0.2%	1	0.7%	2	0.3%	2
Local shops, Tenbury Wells	0.4%			- 3	0.8%	4	3.3%	3	0.6%	2	0.6%	2	1.1%	5	0.7%	2	1.0%	
Local stores, Bewdley	0.9%	7	1.2%	1	0.2%	7	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.7%	2	0.3%	- 2
Local stores, Cookley	0.3%	2	0.4%	1		1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Local store, Abberley	0.1%	1	0.0%	0	0.2%	- 1			0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
Londis, Cleobury Mortimer	0.1%	1	0.0%	0	0.2%	1	1.1%	1		0	0.3%	1	0.2%	i	0.0%	0	0.1%	
Low Costs, Lister Road, Kidderminster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	9								
Marks & Spencer,	1.0%	8	1.2%	3	1.0%	5	2.2%	2	1.0%	3	0.9%	3	1.1%	5	1.0%	3	1.0%	
Kidderminster Morrisons, Victoria Square,	2.4%	18	1.2%	3	2.9%	15	0.0%	0	2.5%	8	2.8%	10	1.8%	8	3.3%	10	2.1%	1.
Droitwich			0.007	2	0.00/	0	0.0%	0	0.0%	0	0.6%	2	0.2%	1	0.3%	1	0.3%	
One Stop, Bromsgrove	0.3%	2	0.8%	2	0.0%			0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	
Richards Vegetable Shop, Market Street, Tenbury Wells	0.1%	1	0.0%	0	0.2%	1	0.0%									0		
Savers, Bromsgrove	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%	
Somerfield, Birmingham	0.9%	7	0.4%	1	1.2%	6	0.0%	0	1.3%	4	0.9%	3	0.9%	4	0.7%	2	1.0%	
Road, Bromsgrove	0.7%	5	1.2%	3	0.4%	2	0.0%	0	1.3%	4	0.3%	1	0.9%	4	0.3%	1	0.7%	-
Spar, Catshill		1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
Spar, Cleobury Mortimer	0.1%			3	1.0%	5	0.0%	0	1.9%	6	0.6%	2	1.3%	6	0.7%	2	1.1%	
Spar, Droitwich	1.0%	8	1.2%	1	0.8%	4	1.1%	1	1.0%	3	0.3%	1	1.1%	5	0.0%	0	0.7%	
Spar, High Street, Bewdley	0.7%	5	0.4%	-				i	0.0%	0	0.9%	3	0.7%	3	0.3%	1	0.6%	
Spar, High Street, Kinver Spar, High Street, Tenbury	0.5%	6	0.8% 1.6%	4	0.4%	2	0.0%	0	1.3%	4	0.6%	2	0.4%	2	1.3%	4	0.8%	
Wells									0.00/	0	0.09/	0	0.2%	1	0.0%	0	0.1%	
Spar, Holt Fleet	0.1%	1	0.0%	0	0.2%	1	1.1%	1	0.0%	0	0.0%	0		1	0.0%	0	0.1%	
Spar, Pedmore	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%			0	0.4%	
Spar, Teme Street, Tenbury	0.4%	3	0.8%	2	0.2%	1	0.0%	0	0.0%	0	0.6%	2	0.7%	3	0.0%	U	0.470	
Wells Spar, Worcester Road,	1.3%	10	2.0%	5	1.0%	5	0.0%	0	1.3%	4	1.7%	6	1.6%	7	1.0%	3	1.3%	
Hagley Stokes Fruit & Veg Shop,	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%	
Droitwich	0.201	-	0.00/	0	0.49/	2	1.1%	1	0.3%	1	0.0%	0	0.2%	1	0.3%	1	0.3%	- 2
Stourbridge	0.3%	2	0.0%	0	0.4%			o	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	
Stourport	0.1%	1	0.0%	0	0.2%	1	0.0%			0	0.3%	i	0.2%	1	0.0%	0	0.1%	
Swift Bakers, Tenbury Wells	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	-			0.4%	2	0.3%	1	0.4%	
Tesco, Bewdley Hill	0.4%	3	0.8%	2	0.2%	1	1.1%	1	0.3%	1	0.3%	1		4	0.0%	0	0.6%	
Tesco, Droitwich	0.5%	4	0.4%	1	0.6%	3	2.2%	2	0.6%	2	0.0%	0	0.9%		0.0%	0	0.1%	
Total Petrol Station, Worcester Road,	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1		V		
Droitwich Weavers Wharf,	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%	
Kidderminster	0.10/		0.49/	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
Aldi, Merry Hill	0.1%	1	0.4%			1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
Aldi, Redditch	0.1%	1	0.0%	0	0.2%	- 5		0	0.0%	0	0.3%	i	0.0%	ó	0.3%	1	0.1%	
Aldi, Stourbridge	0.1%	1	0.0%	0	0.2%	1	0.0%			0	0.3%	î	0.0%	0	0.3%	1	0.0%	
Asda, Merry Hill	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	1	0.5%	0	0.0%	1	0.0%	0	0.1%	
Asda, Oldbury	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%			-	0.2%	i	0.0%	0	0.1%	
Co-Op, Quinton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	i	0.0%	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	0.0%	0	0.7%	2	0.3%	
Iceland, Stourbridge	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%	
Iceland, Worcester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	
	0.1%	î	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
John Lewis, Solihull	0.1%	-	0.4%	i	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
Lidl, Amblecote		,	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	
Lidl, Worcester	0.1%			1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	
Local shops, Ludlow	0.1%	1	0.4%			2	0.0%	0	0.0%	0	0.6%	2	0.4%	2	0.0%	0	0.0%	
Local shops, Lye	0.3%	2	0.0%	0	0.4%			0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	
Local shops, Wolverhampton	0.1%	1	0.4%	1	0.0%	0	0.0%			5	0.0%	0	0.7%	3	0.7%	2	0.7%	
Local shops, Woolston	0.7%	5	0.8%	2	0.6%	3	0.0%	0	1.6%					2	0.3%	ī	0.4%	
Local shops, Worcester	0.4%	3	0.4%	1	0.4%	2	0.0%	0	1.0%	3	0.0%	0	0.4%			1	0.7%	
Marks & Spencer, Merry	0.7%	5	1.2%	3	0.4%	2	1.1%	1	0.6%	2	0.6%	2	0.9%	4	0.3%			
Hill Marks & Spencer, Merry Hill Shopping Centre,	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%	
Dudley Morrisons, Barons Cross	0.3%	2	0.0%	0	0.4%	2	1.1%	1	0.3%	1	0.0%	0	0.2%	1	0.3%	1	0.3%	
Road, Leominster																		

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					101	44 11	ite i	oun	gon	cen							Apri	200
	Tota	al	Ma	le	Fem	ale	18 to	34	35 to	54	554	-	ABO	C1	C2I	DÈ	Carin	hhol
Morrisons, Bristol Road, Rubery	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%	
Morrisons, Kingswinford	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%	
Morrisons, Malvern	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%	
Morrisons, Redditch	0.4%	3	0.4%	1	0.4%	2	0.0%	0	1.0%	3	0.0%	0	0.7%	3	0.0%	0	0.4%	
Sainsburys, Brierley Hill	0.3%	2	0.4%	. 1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.4%	2		0		
ainsburys, Redditch	0.1%	1		1		0		1		0	0.0%	0		1				
ainsburys, Wolverhampton	0.1%	1		0		1		0		1	0.0%	0		1		0	0.1%	
Sainsburys, Worcester	0.4%	3		1		2		1		2	0.0%	ő		3		0		
														0			0.4%	
omerfield, Ludlow	0.1%	1		0		1		0		0	0.3%	1		-		1	0.1%	
par, Dudley	0.1%	1		0		1	0.0%	0		0	0.3%	1	0.0%	0	0.00.0	1	0.1%	
par, Stourbridge	0.4%	3		1	0.4%	2		2		0	0.3%	1	0.2%	1		2	0.4%	
par, Wombourne	0.1%	1		0	01010	- 1	0.0%	0	0.3%	1	0.0%	0		1		0	0.1%	
par, Woolston	0.3%	2		1		1	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.7%	2	0.3%	
esco, Old Swinford	0.9%	7	0.8%	2	1.0%	5	1.1%	1	1.3%	4	0.6%	2	1.3%	6	0.3%	1	1.0%	
esco, Stourbridge	1.2%	9	0.8%	2	1.4%	7	1.1%	1	1.6%	5	0.9%	3	1.6%	7	0.7%	2	1.1%	
Vaitrose, Stourbridge	1.7%	13	0.8%	2	2.1%	11	0.0%	0	2.2%	7	1.7%	6	2.4%	11	0.7%	2	1.8%	
Oon't know / varies / no pattern)	16.2%	124		51		73	18.5%	17		47	16.5%	58	16.7%	75		45	16.7%	1
ase:		764		246		518		92		314		352		450		302		70
05 When you go main	food sho	ppin	g is you	r trip	part of	anoth	er journ	ey or	activity	?								
lo – do not combine trips	64.3%	692	67.2%	229	63.0%	463	69.0%	80	62.4%	246	64.9%	360	61.2%	379	68.1%	297	63.7%	62
es - non-food shopping	22.2%	239	20.5%	70		169	16.4%	19		91	22.9%	127	23.4%	145		93	22.8%	22
es – travelling to / from work	8.0%	86	8.5%	29	7.8%	57	8.6%	10		52	4.1%	23	9.5%	59	6.0%	26	8.6%	-
es - leisure activity	9.3%	100	9.1%	31	9.4%	69	4.3%	5	10.9%	43	8.8%	49	9.5%	59	8.9%	39	9.2%	
on't know / varies)	3.5%	38	2.9%	10	3.8%	28	4.3%	5	2.8%	11	4.0%	22	3.6%	22	3.4%	15	3.5%	
se:		1076		341		735		116		394		555		619		436		9
Clothes / Shoes ?	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%	
irmingham City Centre	4.4%	47	6.5%	22	3.4%	25	7.8%	9	5.1%	20	3.2%	18	6.1%	38	2.1%	9	4.5%	4
ridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
romsgrove	2.0%	22	2.6%	9	1.8%	13	4.3%	5	2.3%	9	1.4%	8	1.9%	12	2.3%	10	1.6%	1
oitwich	1.4%	15	1.2%	4	1.5%	11	1.7%	2	1.3%	5	1.4%	8	1.0%	6	2.1%	9	1.2%	
lesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
dderminster	37.0%	398	34.3%	117	38.2%	281	29.3%	34	37.8%	149	38.4%	213	30.5%	189	45.4%	198	36.7%	3.
cryhill Shopping Centre	21.5%	231	22.0%	75	21.2%	156	32.8%	38	25.4%	100	16.4%	91	23.9%	148	17.7%	77	22.5%	2
dditch	2.8%	30	1.8%	6	3.3%	24	3.4%	4	2.5%	10	2.9%	16	2.1%	13	3.9%	17	2.7%	-
ourbridge	2.0%	21	2.3%	8	1.8%	13	0.9%	1	1.3%	5	2.7%	15	2.3%	14	1.6%	7	1.9%	
ourport-on-Severn	0.9%	10	0.9%	3	1.0%	7	0.0%	ó	0.5%	2	1.4%	8	0.8%	5	1.1%	5	0.8%	
		10000																1
rcester	15.3%	165	13.8%	47	16.1%	118	7.8%	9	17.8%	70	15.1%	84	18.7%	116	11.0%	48	16.0%	1
ernet / online / mail order	3.7%	40	2.6%	9	4.2%	31	4.3%	5	2.0%	8	4.7%	26	3.6%	22	4.1%	18	3.3%	-
er	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
reford	0.7%	7	0.3%	1	0.8%	6	0.0%	0	0.5%	2	0.5%	3	0.8%	5	0.5%	2	0.7%	
ilow	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.2%	1	0.3%	
hull	0.5%	5	0.6%	2	0.4%	3	0.9%	1	0.5%	2	0.4%	2	0.5%	3	0.5%	2	0.5%	
bury Wells	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.3%	1	0.5%	3	0.5%	3	0.2%	1	0.4%	
dford	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%	
erley 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%	
stol	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%	
by	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	i	0.2%	1	0.0%	0	0.1%	
nche	0.1%	1		0			0.0%	0	0.0%	0	0.2%	1	0.2%		0.0%	0	0.1%	
		1	0.0%		0.1%	1								1				
	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%	
	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%	
gfishers Shopping Centre		1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	
gfishers Shopping Centre minster	0.1%			0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
gfishers Shopping Centre minster don	0.1%	1	0.0%	0						0	0.20/	1	0.30/		0.001	0	0.107	
gfishers Shopping Centre minster don		1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
gfishers Shopping Centre minster don vern	0.1%	5				0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
gfishers Shopping Centre minster don vern wsbury	0.1% 0.1%	1	0.3%	1	0.0%									7				
gfishers Shopping Centre minster don vern ewsbury ord	0.1% 0.1% 0.1% 0.1%	1	0.3% 0.0% 0.0%	1 0 0	0.0% 0.1% 0.1%	1	0.0%	0	0.0%	0	0.2% 0.2%	1	0.2%	1	0.0%	0	0.1%	
gfishers Shopping Centre minster don vern ewsbury ord chwood	0.1% 0.1% 0.1% 0.1% 0.1%	1 1 1 1	0.3% 0.0% 0.0% 0.3%	1 0 0 1	0.0% 0.1% 0.1% 0.0%	1 1 0	0.0% 0.0% 0.0%	0 0	0.0% 0.0% 0.3%	0 0 1	0.2% 0.2% 0.0%	1 1 0	0.2% 0.0% 0.2%	1 0 1	0.0% 0.2% 0.0%	0 1 0	0.1% 0.1% 0.1%	
gfishers Shopping Centre minster idon lvern ewsbury ford ichwood	0.1% 0.1% 0.1% 0.1% 0.1% 0.1%	1 1 1 1 1	0.3% 0.0% 0.0% 0.3% 0.0%	1 0 0 1 0	0.0% 0.1% 0.1% 0.0% 0.1%	1 1 0 1	0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.3% 0.0%	0 0 1 0	0.2% 0.2% 0.0% 0.2%	1 1 0 1	0.2% 0.0% 0.2% 0.2%	1 0 1 1	0.0% 0.2% 0.0% 0.0%	0 1 0 0	0.1% 0.1% 0.1% 0.1%	
ngfishers Shopping Centre ominster ndon lvern ewsbury ford nchwood les lverhampton	0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.2%	1 1 1 1 1 2	0.3% 0.0% 0.0% 0.3% 0.0% 0.3%	1 0 0 1 0	0.0% 0.1% 0.1% 0.0% 0.1% 0.1%	1 1 0 1 1	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.3% 0.0% 0.0%	0 0 1 0 0	0.2% 0.2% 0.0% 0.2% 0.4%	1 1 0 1 2	0.2% 0.0% 0.2% 0.2% 0.0%	1 0 1 1 0	0.0% 0.2% 0.0% 0.0% 0.5%	0 1 0 0 2	0.1% 0.1% 0.1% 0.1% 0.2%	
gfishers Shopping Centre ominster idon lvern ewsbury ford ichwood les lverhampton n't know / varies)	0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.2% 3.3%	1 1 1 1 2 35	0.3% 0.0% 0.0% 0.3% 0.0% 0.3% 5.6%	1 0 0 1 0 1 19	0.0% 0.1% 0.1% 0.0% 0.1% 0.1% 2.2%	1 0 1 1 16	0.0% 0.0% 0.0% 0.0% 0.0% 4.3%	0 0 0 0 0 5	0.0% 0.0% 0.3% 0.0% 0.0% 1.3%	0 0 1 0 0 5	0.2% 0.2% 0.0% 0.2% 0.4% 4.3%	1 0 1 2 24	0.2% 0.0% 0.2% 0.2% 0.0% 3.4%	1 0 1 1 0 21	0.0% 0.2% 0.0% 0.0% 0.5% 3.0%	0 1 0 0 2 13	0.1% 0.1% 0.1% 0.1% 0.2% 3.2%	3
in Lewis, Solihull agfishers Shopping Centre ominster adon livern ewsbury ford achwood les liverhampton on't know / varies) in't buy these items)	0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.2%	1 1 1 1 1 2	0.3% 0.0% 0.0% 0.3% 0.0% 0.3%	1 0 0 1 0	0.0% 0.1% 0.1% 0.0% 0.1% 0.1%	1 1 0 1 1	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.3% 0.0% 0.0%	0 0 1 0 0	0.2% 0.2% 0.0% 0.2% 0.4%	1 1 0 1 2	0.2% 0.0% 0.2% 0.2% 0.0%	1 0 1 1 0	0.0% 0.2% 0.0% 0.0% 0.5%	0 1 0 0 2	0.1% 0.1% 0.1% 0.1% 0.2%	

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		Tota	1	Male		Fema	le	18 to 3	34	35 to 5	54	55+		ABC	1	C2D1	E.	Car in h	hold
	Q07 Where, if anywhere Those who buy shoes a	else do ; and clothes	at Q0	o to buy	clot	hes / sh	oes ?												
	1st mention																		
	Bewdley	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
	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
2	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%	153
	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 97	16.0%	204
	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%		3.0%	29
	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	2.2%	21
	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	0.6%	6
	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%	50	13.1%	126
-	Worcester	12.8%	134	11.2%	37	13.5%	97	9.6%	11	12.7%	50	13.3%	71	13.2%	80	11.8%	5	2.3%	22
	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%	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%	3	0.4%	4
	Abroad	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.7%	1	0.6%	6
	Cheltenham	0.6%	6	0.6%	2	0.6%	4	0.0%	0	1.3%	5	0.2%	1	0.8%	5		2	0.3%	3
	Dudley	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.2%	1	0.5%	0	0.1%	1
	Bristol	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	5	1.0%	10
	Hereford	1.0%	11	0.6%	2	1.3%	9	2.6%	3	1.3%	5	0.6%	3	1.0%	6	1.2%	1	0.2%	2
	London	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%			4
	Ludlow	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.3%	1	0.6%	3	0.3%	2	0.5%	2	0.4%	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%	4
	Solihull	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.0%	0	0.6%	3	0.5%	3	0.2%		0.1%	1
	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		9
	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%	2
	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		5
	Wolverhampton	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.5%	2	0.6%	3	0.7%	4	0.2%	0	0.5%	1
	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%	1	0.1%	í
	Blackheath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	í	0.1%	i
-	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%	0	0.0%	o
	Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1
	Coleshill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	1	0.2%	0.	0.1%	i
	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%	0	0.0%	0	0.0%	o
	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	0.2%	i	0.1%	1
	Merry Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Pershore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.1%	1
	Preston	0.1%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	1	0.2%	i	0.0%	0	0.0%	0
	Reading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	7	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	0.0%	0	0.0%	0	0.2%	i	0.1%	i
	Swindon	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%			0	0.0%	0	0.0%	0	0.0%	0
	Taunton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.0%	0	0.1%	1
	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%	i
	Weavers Wharf	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0		-	0.0%	0	0.2%	1	0.1%	1
	West Bromwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.2%	1	0.1%	i
	Yorkshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%		3.8%	23	5.2%	22	4.5%	43
ĺ	(Don't know / varies)	4.5%	47	5.7%	19	3.9%	28	7.0%	8	3.6%	14	4.7%	25		117		100	18.8%	180
	(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%		23.076		10.070	
	Base:		1051		331		720		115		393		533		608		424		959

	То	tal	Ma	le	Fem	ale	18 to	34	35 to	54	55-	+	ABO	C1	C21	ΡĖ	Car in	hhold
2nd mention		2.																
Bewdley	0.2%	. 2	0.3%	1	0.1%		0.9%		0.0%		0.2%	1	0.3%	2	0.0%	0	0.2%	
Birmingham City Centre	4.6%	48	4.8%	16	4.4%	32	2 6.1%	7	4.1%	16	4.7%	25	5.6%	34	3.3%	14	4.8%	
Bridgnorth	0.3%	3	0.6%	2	0.1%		0.9%	1	0.0%	0	0.4%	2	0.0%	0	0.7%	3	0.3%	
Bromsgrove	0.4%	4	0.3%	1	0.4%	3	0.0%		0.8%	3	0.2%	1	0.5%	3	0.2%	1	0.4%	
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%	
Halesowen	0.1%	1	0.0%	C	0.1%	,	0.0%	((0.2%	1	0.0%	0	0.1%	
Kidderminster	3.4%	36		7		29		2				17		22		14		3
Merryhill Shopping Centre	5.8%	61		15	6.4%	46	8.7%	10				22		36		23		5
Redditch	0.9%			4		5		2		3		4		5		4		
Stourbridge	1.1%			3	1.3%	9	-1-1-	4				3		4		7		1
Stourport-on-Severn	0.7%	7		1	0.8%	6		. 0				6		3		4		
Worcester	6.1%			26		38		10				28		34		29		63
Internet / online / mail order	0.6%			0		6	0.0%	0		2		4		5		1		
Other	0.0%	. 0	0.0%	0	0.0%	. (0.0%	0		0		0		0		0		
Abroad	0.1%			0		1		0		0		1		1		0		
Cheltenham	0.2%			1		1		- 1		1		0		- 1	0.2%	- 1	0.2%	
Dudley	0.2%			1		- 1		0		- 1		1	0.2%	1	0.2%	- 1	0.2%	
Bristol	0.1%			1		0		1		0		0		1	0.0%	0		
Hereford	0.7%			3		4		0		4		3		4		3	0.7%	
London	0.3%			1		2		1	-1-1-	1		1		3	0.0%	0		
Ludlow	0.5%		7.77.7	2		3		0		2		3		5	0.0%	0	0.5%	
Malvern	0.2%			0		2		0		1		1	0.2%	1	0.2%	1	0.2%	- 2
Solihull	0.8%			5		3		1		6		1	1.0%	6	0.5%	2	0.8%	8
Stratford	0.3%			0		3		0		1	0.4%	2	0.5%	3	0.0%	0	0.3%	- 3
Telford	0.4%			1	0.4%	3		1	0.8%	3		0		3	0.2%	1	0.4%	4
Shrewsbury	0.1%		0.0%	0		1	0.0%	0		0		1	0.2%	1	0.0%	0	0.1%	
Wolverhampton	0.3%			2		1		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%	(
Blackheath	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%	(
Chester	0.1%		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
rowngate	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
vesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Ialesowen	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%	
.eominster	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
Aanchester 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
Aerry Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.2%	0	0.0%	0	0.1%	0
ershore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0
reston	0.0%	0	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
heffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
windon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	-	0.0%		0.0%	-	0.0%		0.0%	1
aunton	0.1%	1	0.0%	0	0.1%	1	0.9%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
enbury 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
Veavers 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
Vest 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		
orkshire	0.0%	0	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%	500	0.9%	1	0.5%	262	0.4%	200	0.5%	415	0.5%	200	0.4%	657
Oon'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

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	Total		Male		Femal	e	18 to 3	4	35 to 5	4	55+		ABC	1	C2DI	Š.	Car in h	hold
3rd mention																		
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bewdley Birmingham City Centre	0.9%	9	0.6%	2	1.0%	7	0.0%	0	0.5%	2	1.3%	7	1.2%	7	0.5%	2	0.9%	
	0.1%	í	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
Bridgnorth	0.1%	i	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
Bromsgrove	0.1%	i	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Droitwich	0.0%	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	1.0%	10	0.9%	3	1.0%	7	2.6%	3	1.5%	6	0.2%	1	1.5%	9	0.2%	1	0.9%	
Kidderminster	0.6%	6	1.2%	4	0.3%	2	0.9%	1	0.3%	1	0.8%	4	0.8%	5	0.2%	- 1	0.6%	
Merryhill Shopping Centre	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%	
Redditch	0.2%	2	0.3%	i	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	
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%	
Stourport-on-Severn	1.0%	11	0.6%	2	1.3%	9	0.0%	0	1.3%	5	1.1%	6	1.6%	10	0.2%	1	1.1%	1
Worcester	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%	
Internet / online / mail order	0.0%	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%	
Abroad	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%	
Cheltenham	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%	
Dudley		1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
Bristol	0.1%	1	0.0%	0	0.1%	i	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Hereford	0.1%	1	0.3%	1	0.0%	o	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
London	0.1%	0	0.0%	0	0.0%	0	0.0%	Ô	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Malvern	0.0%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Solihull	0.1%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Stratford	0.0%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	
Telford	0.2%	1	0.3%	i	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Shrewsbury	0.1%		0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.1%	
Wolverhampton	0.1%	1 0		0	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
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%	
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%	
Brierley Hill	0.0%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Chester	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Coleshill	0.0%	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%	
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%	
Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	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%	
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%	
Merry Hill	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Pershore	0.1%		0.0%	0	0.0%	o	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%	
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%	
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%	
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%	
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%	
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%	
Weavers Wharf	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%	
Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	1	0.4%	2	0.3%	2	0.2%	ĭ	0.2%	
(Don't know / varies)	0.3%	3	0.6%	200	0.1%	601	0.0%	100		370	94.0%	501	92.3%	561	96.9%	411	93.8%	90
(Don't buy / don't buy anywhere else)	94.2%	990	93.4%	309	94.6%	681	94.8%	109	94.1%		94.076		76.376		70.770		75.070	
		1051		331		720		115		393		533		608		424		95

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

Q08 Thinking about your clothes / shoes shopping, about what proportion of your household's total expenditure on clothes / shoes do you spend in.....(TOWN / CENTRE MENTIONED AT Q06) ?

Those who buy shoes and clothes at Q06

1-20%	20.6%	216	23.0%			140			16.8% 9.2%	66 36	24.2% 6.6%	129 35	21.1%	128 48	20.3%	86 32	20.4%	196 74
21-40% 41-60%	7.8% 17.2%	181	6.0%		8.6% 16.7%	120			20.4%	80	13.9%	74	17.1% 16.3%	104	17.2% 14.2%	73 60	17.8% 16.0%	
61-80% 81-100%	15.5%	196	14.8%	58	15.8% 19.2% 20.3%	138	13.0%	15	19.6% 13.5%	77	19.3%	103	17.9% 19.7%	109	19.8%	84 89	17.8% 20.2%	171 194
(Don't know / varies) Mean:	20.3%	51.5	20.2%	50.0		52.2	19.176	50.3	15.576	54.4	20.170	49.1		51.0		51.9		51.3
Base:		1051		331		720		115		393		533		608		424		959

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	Total		Male		Fema	le	18 to 3	4	35 to 5	4	55+		ABC	1	C2DE		Car in h	ho
Q09 Where did you last	go shopp	oing f	for large	dom	estic ap	pliane	ces such	n as a	fridge,	wash	ing mac	hine	or a com	pute	r?			
Comet, Blackpole Retail	1.5%	16	1.8%	6	1.4%	10	0.0%	0	2.0%	8	1.4%	8	1.5%	9	1.6%	7	1.4%	
Park, Worcester Comet, Crossley Park,	8.7%	94	9.4%	32	8.4%	62	10.3%	12	11.2%	44	6.7%	37	8.2%	51	9.9%	43	9.3%	
Kidderminster Comet, Merryhill Shopping	2.2%	24	2.9%	10	1.9%	14	3.4%	4	2.8%	11	1.4%	8	2.7%	17	1.1%	5	2.4%	
Centre omet, New Street, West	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bromwich urrys, Blackpole Retail	3.4%	37	4.7%	16	2.9%	21	5.2%	6	2.8%	11	3.2%	18	3.7%	23	3.0%	13	3.5%	
Park, Worcester urrys, Crossley Park,	14.2%	153	10.9%	37	15.8%	116	12.9%	15	14.0%	55	14.8%	82	13.4%	83	13.5%	59	13.8%	
Kidderminster arrys, Hagley Street,	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	2	0.2%	
Halesowen urrys, Merryhill Shopping Centre	2.4%	26	2.1%	7	2.6%	19	2.6%	3	1.8%	7	2.9%	16	2.7%	17	2.1%	9		
ixons, High Street, 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%	
ixons, Merryhill Shopping Centre	0.4%	4	0.6%	2	0.3%	2	1.7%	2	0.0%	0	0.4%	2	0.5%	3	0.2%	1		
Centre World, Crossley Park, Kidderminster	1.5%	16	1.8%	6	1.4%	10	0.9%	1	2.3%	9	1.1%	6	1.5%	9	1.6%	7	1.5%	
C World, Merryhill Shopping Centre	0.8%	9	1.2%	4	0.7%	5	1.7%	2	0.8%	3	0.7%	4	1.0%	6	0.7%	3	0.9%	
owerhouse, Elgar Retail Park, Worcester	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.0%	0	0.9%	5	0.3%	2	0.7%	3	0.5%	
ternet / online / mail order	8.5%	91	10.6%	36	7.5%	55	12.9%	15	13.2%	52	4.3%	24	10.0%	-62	6.7%	29	9.0%	
her	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
li, Green Street, Cidderminster	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%		0.0%		0.4%	
gos, Kidderminster	0.6%	6	0.9%	3	0.4%	3	1.7%	0	0.5%	0	0.4%	2	0.8%	5	0.2%	1	0.0%	
da, Market Street, Bromsgrove	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	I	0.5%	3	0.5%	3	0.2%	1	0.4%	
hlane Bathroom & Kitchens, Kidderminster	0.4%	4	0.3%	1	0.4%	3	0.0%	v										
lls Domestic Appliances, Kidderminster	3.3%	35	3.2%	11	3.3%	24	1.7%	2	2.3%	9	4.3%	24	2.1%	13	4.8%	21	3.1%	
ights, Tenbury Wells	1.8%	19	1.5%	5	1.9%	14	0.0%	0	1.3%	5	2.5%	14	1.9%	12	0.2%	7	0.3%	
omsgrove own & Finchers,	0.3%	10	0.6% 1.2%	4	0.1%	6	0.0%	0	0.8%	5	0.0%	5	0.3% 1.0%	6	0.9%	4	0.7%	
Droitwich	0.10/		0.00/		0.10/		0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
o-Op, Kidderminster	0.1%	1 2	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.2%	î	0.0%	0	0.5%	2	0.0%	
-Op, Stourport ossley Park,	0.4%	4	0.6%	2	0.3%	2	0.9%	1	0.3%	1	0.4%	2	0.0%	0	0.9%	4	0.3%	
Kidderminster rrys, Droitwich Retail	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%	
Park	0.170	î	0.070												0.001		0.10/	
xons, 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%	
oitwich	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	i	0.2%	
oitwich Retail Park J. Beard, Stourport	0.2%	2	0.3%	ò	0.5%	4	0.0%	0	0.3%	1	0.5%	3	0.2%	1	0.5%	2	0.2%	
usehold Appliances, 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%	
land, Bromsgrove	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%	
land, Kidderminster	1.0%	11	1.2%	4	1.0%	7	0.9%	1	0.3%	1	1.6%	9	0.8%	5	0.9%	6	0.8%	
dderminster tchen Appliances,	0.1%	11	0.0%	0	0.5% 0.1%	4	0.9%	0	0.8%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
Kidderminster	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.0%	0	0.5%	3	0.5%	3	0.0%	0	0.2%	
cal shops, Droitwich cal shops, Tenbury Wells	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	
I, Kidderminster	0.4%	4	0.3%	1	0.4%	3	1.7%	2	0.3%	1	0.2%	1	0.3%	2	0.5%	2	0.4%	
dland Electrics, Bromsgrove	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0	0.2%	
iller Brothers, Droitwich	3.6%	39	3.2%	11	3.8%	28	2.6%	3	3.0%	12	4.1%	23	3.2%	20	4.4% 0.0%	19	3.4%	
ills, Droitwich commended Kitchens,	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	0	0.2%	0	0.2%	1	0.1%	
Kidderminster			0.004		0.10/		0.00/	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
insburys, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.5%	0	0.0%	1	0.2%	0	0.2%	1	0.1%	
evern Electrics, Stourport aples, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	o	0.2%	1	0.0%	0	0.1%	
esco, Kidderminster	0.1%	3	0.3%	1	0.3%	2	0.9%	1	0.3%	1	0.2%	1	0.2%	1	0.5%	2	0.3%	
he Range, Kidderminster	0.1%	í	0.3%	1	0.0%	õ	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	

Column %ges.

					101 11	***			,									-
	Total		Male		Female	:	18 to 34	1	35 to 5	4	55+		ABC1		C2DE.		Car in h	hold
									0.70/		0.00/	0	0.09/	0	0.29/	1	0.1%	
Thompsons, Bromsgrove	0.1%	1	0.0%	0	0.1%	2	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.2%	2	0.1%	
TJ Hughes, Kidderminster	0.2%	2	0.0%	0	0.3%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	
Venture TV, Bromsgrove	0.1% 9.3%	100	0.0% 4.7%	16	11.4%	84	6.0%		10.4%	41	9.2%	51	8.9%	55	10.3%	45	9.8%	5
Wash House, Wilden Lane, Stourport	9.376	100	4.770	10			0.0.7											
Aldi, 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%	
Apollo 2000, Blackpole	1.1%	12	1.5%	5	1.0%	7	0.9%	1	1.3%	5	1.1%	6	1.0%	6	1.4%	6	1.2%	1
Retail Park, Worcester									0.20/		0.407	2	0.69/	2	0.5%	2	0.5%	
Apollo 2000, Redditch	0.5%	5	0.3%	1	0.5%	4	1.7%	2	0.3%	1	0.4%	0	0.5%	3	0.0%	0	0.1%	
Apollo 2000, West	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.076	v	0.276		0.070		0.170	
Bromwich	0.10/		0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Apple, Birmingham	0.1%	1 2	0.0%	1	0.1%	1	0.9%	1	0.3%	1	0.0%	0	0.3%	2	0.0%	0	0.2%	
Argos, Merry Hill Blackpole Retail Park,	0.2%	2	0.0%	ó	0.3%	2	0.9%	1	0.3%	1	0.0%	0	0.3%	2	0.0%	0	0.2%	
Worcester	0.270	-	0.070															
Bosch, 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%	
Bromsgrove Domestic	1.1%	12	0.9%	3	1.2%	9	0.9%	1	1.0%	4	1.3%	7	1.3%	8	0.9%	4	1.2%	1
Appliances, Bromsgrove									0.007		0.20/		0.29/	1	0.0%	0	0.1%	
Capital, Kingswinford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	0	0.2%	1	0.0%	
Chapmans, Cradley Heath	0.1%	1	0.0%	0	0.1%	0	0.0%	0	0.0%	1	0.2%	ó	0.2%	1	0.0%	0	0.0%	
Comet, Dagenham	0.1%	1	0.3%	1 2	0.0%	2	0.0%	1	0.5%	2	0.2%	1	0.5%	3	0.2%	1	0.4%	
Comet, Halesowen	0.4%	4 2	0.6%	0	0.3%	2	0.0%	o	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	
Comet, Salisbury Comet, Selly Oak,	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%	
Birmingham	0.270	-	0.570															
Currys, Hereford Retail Park,	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%	
Hereford											0.007		0.20/		0.29/		0.29/	
Currys, Solihull	0.2%	2	0.3%	1	0.1%	1	1.7%	2	0.0%	0	0.0%	0	0.2%	0	0.2%	2	0.2%	
Currys, Wednesbury	0.2%	2	0.6%	2	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.1%	
Debenhams, Birmingham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%		0.074	U	0.276	1	0.070		0.170	
City Centre	0.10/	١.	0.00/	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Dixons, North Wales	0.1%	1	0.0%	1	0.0%	o	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Dixons, Redditch	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%	
Evesham Computers, Worcester	0.170	1.	0.570		0.010													
Evesham Micros, Evesham	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%	-
Geoff Hill, Amblecote	3.3%	36	2.1%	7	3.9%	29	0.9%	1	3.6%	14	3.6%	20	3.9%	24	0.2%	12	3.5% 0.5%	3
Geoff Hill, Brierley Hill	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.3%	0	0.7%	4	0.6%	4	0.2%	0	0.1%	
Hatt Kitchens, 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%	
Hills Electrical, Merry Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
Homebase, Birmingham	0.1%	1	0.0%	0	0.1%	1	0.0%	o	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
Iceland, Merry Hill Iceland, Stourbridge	0.1%	1	0.0%	0	0.1%	i	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
Index, Telford	0.1%	î	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
James Beatties Ltd,	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%	
Wolverhampton													0.00/		0.00/	0	0.59/	
John Lewis, Solihull	0.5%	5	0.9%	3	0.3%	2	0.0%	0	0.3%	1	0.7%	4	0.8%	5	0.0%	0	0.5%	
Local shops, Brierley Hill	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.0%	0	0.5%	3	0.2%	2	0.0%	0	0.2%	
Local shops, Evesham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	1.4%	8	0.5%	3	1.1%	5	0.7%	
Local shops, Kidderminster	0.7%	8	2.1%	7	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	2	0.2%	
Local shops, Ludlow	0.2%	2	0.3%	1	0.1%	o	0.0%	0	0.0%	o	0.2%	i	0.2%	1	0.0%	0	0.1%	
Local shops, Redditch Local shops, 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%	
Local shops, Stourport	0.1%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	2	0.1%	
Makro, Halesowen	0.5%	5	0.9%	3	0.3%	2	0.0%	0	1.0%	4	0.2%	1	0.5%	3	0.5%	2	0.5%	
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%	
Merryhill Shopping Centre	0.5%	5	0.6%	2	0.4%	3	1.7%	2	0.5%	2	0.2%	1	0.6%	4	0.2%	1	0.5%	
MFI, Blackpole Retail Park, 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%	
MFI, Wolverhampton	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%	
Miller Brothers, Merry Hill	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.5%	2	0.4%	2	0.6%	4	0.0%	0	0.4%	
PC World, Hereford	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%	
PC World, Worcester	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.3%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	
Powerhouse, Merry Hill	0.3%	3	0.3%	1	0.3%	2	0.9%	1	0.0%	0	0.4%	2	0.3%	1	0.2%	0	0.1%	
Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.2%	i	0.0%	0	0.1%	
Sainsburys, Amblecote	0.1%	1	0.3%	0	0.0%	1	0.0%	0	0.3%	i	0.0%	0	0.0%	o	0.2%	1	0.1%	
Scottish Power, Merry Hill Shopping Centre	0.1%	1	0.0%											0	0.2%	1	0.1%	
Solihull	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	1	0.2%	1	0.1%	
Solihull Retail Park	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.2%	i	0.0%	0	0.1%	
Sony Centre, Hereford	0.1%	1	0.0%	0	0.1%	0	0.0%	1	0.0%	0	0.0%	0	0.2%	i	0.0%	0	0.1%	
Sony Centre, Merryhill Shopping Centre	0.1%	1	0.3%	1												0	0.1%	
The Bull Ring, Birmingham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.176	
The second secon																		

By Demographics

Wyre Forest District Retail Study for White Young Green

Page 12 April 2006

	Total	1	Male		Fema	le	18 to 3	34	35 to :	54	55+		ABC	1	C2D	Ε `	Car in h	hold
Thompsons, Worcester (Don't know / varies) (Don't buy these items)	0.2% 8.4% 5.2%	2 90 56	0.0% 7.6% 5.3%	0 26 18	0.3% 8.7% 5.2%	2 64 38	0.9% 6.9% 5.2%	1 8 6	0.0% 6.1% 2.5%	0 24 10	0.2% 9.9% 7.2%	1 55 40	0.2% 8.4% 4.8%	1 52 30	0.2% 8.5% 5.0%	1 37 22	0.1% 8.3% 4.3%	1 81 42
Base:		1076		341		735		116		394		555		619		436		978

									5 0								prii	200
	Total		Male	e	Fema	le	18 to 3	34	35 to :	54	55+		ABC	1	C2D	E.	Car in h	hold
Q10 Where did you last	go shopp	oing t	for furni	ture	or carpe	ts?												
Allied Carpets, Abbey Retail Park, Redditch	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%	
Allied Carpets, Elgar Retail Park, Worcester	0.3%	3	0.6%	2	0.1%	1	0.9%	1	0.3%	1	0.2%	1	0.3%	2	0.2%	1	0.3%	
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%	3	0.9%	
Bed City, Kidderminster	0.6%	6	0.6%	2		4	0.0%	0		2	0.7%	4	0.5%	3		3		
Carpetright, Crossley Park, Kidderminster	2.9%	31	3.2%	11		20	5.2%	6	4.6%	18	1.3%	7		19	2.8%	12	3.0%	2
Carpetright, Merryhill Shopping Centre	0.5%	5	0.0%	0		5	0.9%	1	0.5%	2	0.4%	2	0.5%	3	0.5%	2	0.5%	
Carters Furniture Superstore, New Road, Kidderminster	5.4%	58	4.7%	16		42	2.6%	3	3.3%	13	7.4%	41	5.0%	31	6.2%	27		5
DFS, Roman Way Retail Park, Droitwich	3.5%	38	4.4%	15		23	6.0%	7	5.8%	23	1.4%	8	3.1%	19	4.1%	18	3.7%	3
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%	3	0.2%	- 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%	3	1.2%	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	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%	4	0.8%	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	0.0%	0
lkea, Wednesbury	3.0%	32	1.2%	4	3.8%	28	10.3%	12	3.6%	14	1.1%	6	3.7%	23	2.1%	9	3.2%	31
Kidderminster Carpets, New Road, Kiidderminster	7.2%	77	6.7%	23	7.3%	54	9.5%	11	5.1%	20	8.1%	45	6.6%	41	7.6%	33	7.2%	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%	0	0.2%	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	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%	2	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%	2	0.3%	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%	2	0.3%	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%	2	1.3%	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%	8	1.4%	14
Stourport Bed Centre, Bewdley Road, Stourport- on-Severn	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
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%	2	0.8%	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%	4	1.0%	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%	13	1.4%	14
Other Adam Carpets,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.407		0.207		0.407		0.00/		0.00/	2	0.00/		0.20/		0.70/	2	0.78/	2
Argos, Bromsgrove Argos, Kidderminster	0.4%	5	0.3%	1	0.4%	3	0.9%	1	0.8%	3	0.0%	0	0.2%	4	0.7%	3	0.3%	3
B&Q, Kidderminster	0.4%	4	0.3%	i	0.4%	3	0.0%	0	0.8%	3	0.2%	1	0.0%	0	0.9%	4	0.4%	4
Beds R Us, Kidderminster	0.1%	i	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	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	0.1%	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%	2	0.4%	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%	3	0.6%	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%	0	0.2%	2
Cedar Mills Carpets, Kidderminster	0.1%	Ĩ	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	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%	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	0.1%	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%	1	0.2%	2

								_				-						-
	Total		Male		Female		18 to 34		35 to 54		55+		ABCI		C2DÉ		Car in h	ho
Retail Park, Droitwich	0.707	12	0.007	0	0.8%	6	0.0%	0	0.5%	2	0.5%	3	0.6%	4	0.5%	2	0.6%	
Household Stores, Tenbury Wells	0.6%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
ndex, High Street, Kidderminster	0.1%	1	0.0%											,		0		
& J Carpets, Kidderminster	0.1%	1	0.0%	0	0.1%	3	0.0%	0	0.3%	1 4	0.0%	0	0.2%	4	0.0%	0	0.1%	
Laussner Retail Ltd, Crossley Park, Kidderminster	0.5%	5	0.6%	2	0.4%	,		1	1,076	4								
awrences 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%	
ocal carpet shop,	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%	
Bromsgrove ocal carpet shops,	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%	
Kidderminster ocal carpet shop, Tenbury	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%	
Wells	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%	
ocal shop, Droitwich ocal store, Cleobury	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%	
Mortimer ush, Birmingham Road,	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%	
Bromsgrove leedham Enterprises,	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%	
Kidderminster	0.20/	-	0.00/	0	0.3%	2	0.9%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	2	0.2%	
ext, Kidderminster oman Carpets,	0.2%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
Kidderminster oa Carpets & Bed	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%	
Warehouse, Droitwich tephen Yardley Carpets,	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%	
Hartlebury Trading Estate, Kidderminster			0.00/		0.10/	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
tourbridge Suite Centre, Stourbridge	0.1%	1	0.0%	0	0.1%					0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Baylis & Co, Bromsgrove	0.1%	1	0.0%	0	0.1%	3	0.0%	0	0.0%	2	0.4%	2	0.2%	1	0.7%	3	0.4%	
ne Carpet Warehouse, Market Street,	0.4%	4	0.376	1	0.476	,	0.070	Ü	0.570	-								
Bromsgrove he Carpet Warehouse, New	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%	
Road, Kidderminster ne Carpet Warehouse,	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%	
Stourbridge he Weavers Shop,	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%	
Kidderminster			0.00/		0.10/	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
K Maxx, Kidderminster	0.1%	5	0.0%	0	0.1%	4	0.0%	0	0.3%	1	0.7%	4	0.5%	3	0.5%	2	0.5%	
omkinsons Carpets, Kidderminster		7	0.0%	0	1.0%	7	0.0%	0	0.3%	1	1.1%	6	0.5%	3	0.9%	4	0.4%	
pstairs Downstairs, Coventry Street,	0.7%	,	0.076	U	1.070	,	0.070		0.070									
Kidderminster ictoria Carpets,	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%	
Kidderminster roitwich	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%	
idderminster	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%	
ourbridge	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%	
ourport	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.7%	0	0.3%	
orcester	0.8%	9	1.5%	5	0.5%	4	0.9%	1	0.5%	2	1.1%	6	1.5%	9	0.0%	1	0.8%	
mbience Furniture, Dudley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	1	0.0%	0	0.1%	
nbience Furniture, Merry Hill	0.1%	1	0.0%	0	0.1%						0.2%	1	0.0%	0	0.2%	1		
nblecote Furnishings, Stourbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0						1	0.2%	
rgos, 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%			
&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%	
&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%	
eatties, 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%	
eaver & Tapley, Nottingham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1		0	0.1%	
ensons 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%		0.1%	
irmingham	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%	
rian James Furnishings,	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	U.170	

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	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE.		Car in hh	hold
	0.49/	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	0.4%	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
Brierley Hill Trading Estate	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
Brintons, Kidderminster	0.0%	1	0.0%	o	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Cannock	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
Carpetright, Blackpole Retail Park, Worcester		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, Bilston	0.4%								0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Cole's Home Furnishers, Brierley Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0							0.0%	0	0.2%	2
County Furnishings, Worcester	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	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%	5
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%	1	0.8%	8
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				1
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%	i
Crossley Park,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.170	1
Kidderminster							0.00/		0.30/		0.00/	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%	1	0.0%	0	0.1%	i
DFS, Newcastle	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	ó	0.0%	0	0.1%	1
Drayton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	i	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Dreams Bed Superstore, Merry Hill	0.1%	1	0.0%					0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Dreams Bed Superstore, Worcester	0.1%	1	0.0%	0	0.1%	1	0.0%					,	0.0%	0	0.2%	1	0.1%	1
Dudley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	1	0.0%	0	0.1%	i
Fine Pine Furniture, Worcester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%						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%	0	0.1%	1
Focus, Leominster	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	1	0.3%	2	0.0%	0	0.2%	2
Frances, Malvern	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.0%	1	0.0%	0	0.0%	0	0.2%	ĭ	0.1%	1
Furniture Warehouse, Dudley	0.1%	1	0.3%	1	0.0%	0	0.0%	0								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%			
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%	2
Habitat, New Street,	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	U	0.276	4
Birmingham	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
Hammond Hill, Stourbridge	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
Hartlebury Homebase, Bath Road,	0.1%	1	0.3%	ī	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Worcester Unween Ludlem	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
Homecare, Ludlow House of Fraser,	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
Birmingham				2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.6%	4	0.0%	0	0.4%	4
John Lewis, Solihull	0.4%	4 3	0.6%	3	0.0%	0	0.9%	1	0.3%	1	0.2%	1	0.3%	2	0.2%	1	0.3%	3
John Pargeter & Sons,	0.576	3	0.770	3	0.070		0.770	-	0.0.1									
Stourbridge 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,	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
Stourbridge 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	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
Retail Park, Worcester 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%	4
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%	0	0.4%	1
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%	i
Local shops, Leominster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	2	0.0%	1	0.1%	3
Local shops, Ludlow	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.5%	2	0.3%	2	0.2%	0	0.2%	2
Local shops, lye	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, Old Swinford	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	1	0.4%	1	0.3%	2	0.0%	0	0.1%	1
Local shops, Redditch	0.2%	2	0.3%	1	0.1%	0	0.0%	0	0.0%	ò	0.2%	i	0.2%	1	0.0%	0	0.1%	1
Local shops, Shrewsbury	0.1%	3	0.3%	1	0.0%	2	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.5%	2	0.2%	2
Local shops Worsester	11 4 %															-		
Local shops, Worcester Ludiow	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	0

Column %ges.

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				_														
	Tota	ıl	Ma	le	Fem	ale	18 to	34	35 to	54	55-	+	ABC	1	C2D	E	Car in	hhold
Marks & Spencer, Merry	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%	
Hill	0.001								0.004		0.00/				0.501			
Merry Hill	0.2%	2		0		2		2		0	21010	.0		0		2		
Merryhill Shopping Centre	0.3%	3		3		0		0		1	0.4%	2		3		0	01070	
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%	
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%	
Multiyork 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		1		1	0.0%	0	0.0%	0		2		1	0.2%	1	0.2%	
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%	
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%	1
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
Funisia	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%	
Jpper 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%	
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
Villiam & 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

_			-							2000						con		C	
		Total	١.	Male		Fema	le	18 to 3	14	35 to 5	54	55+		ABC	1	C2D1	E .	Car in h	tho
(Q11 Where did you last g	go shopp	ing t	for DIY e	quip	ment or	prod	ucts?											
E	8&Q Supercentre, Merryhill	0.8%	9	0.9%	3	0.8%	6	2.6%	3	1.0%	4	0.4%	2	0.5%	.3	1.1%	5	0.9%	
E	Shopping Centre 8&Q Supercentre, New	6.3%	68	6.7%	23	6.1%	45	8.6%	10	5.3%	21	6.7%	37	7.8%	48	4.6%	20	6.2%	
E	Road, Stourbridge 8&Q Warehouse, Green	39.8%	428	39.0%	133	40.1%	295	44.0%	51	45.9%	181	34.8%	193	38.6%	239	42.4%	185	41.4%	4
E	Street, Kidderminster 8&Q Warehouse, Mucklow	2.5%	27	2.9%	10	2.3%	17	1.7%	2	4.6%	18	1.3%	7	3.2%	20	1.4%	6	2.7%	
E	Hill, Halesowen 3&Q, Warehouse, Jinnah	2.7%	29	2.6%	9	2.7%	20	5.2%	6	1.5%	6	3.1%	17	2.7%	17	2.8%	12	2.9%	
F	Road, Redditch focus / Do It All,	5.9%	63	7.6%	26	5.0%	37	6.9%	8	6.9%	27	5.0%	28	6.6%	41	4.8%	21	6.0%	
F	Focus / Do It All, Spennals Valley Road,	5.0%	54	4.1%	14	5.4%	40	0.0%	0	4.1%	16	6.8%	38	4.8%	30	5.0%	22	5.2%	
ŀ	Kidderminster Homebase, Abbey Retail	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0	0.2%	
ŀ	Park, Redditch Iomebase, Bath Road,	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%	
ŀ	Worcester Iomebase, Elgar Retail	0.9%	10	1.5%	5	0.7%	5	1.7%	2	1.0%	4	0.7%	4	0.8%	5	1.1%	5	0.9%	
ŀ	Park, Worcester Iomebase, Roman Way Retail Park, Droitwich	5.0%	54	5.6%	19	4.8%	35	5.2%	6	6.6%	26	3.8%	21	4.5%	28	6.0%	26	4.9%	
ŀ	Homesbase, Hylton Road, Worcester	1.2%	13	1.5%	5	1.1%	8	1.7%	2	1.0%	4	1.3%	7	1.9%	12	0.2%	1	1.3%	
7	The Range, Crossley Park, Kidderminster	0.6%	6	0.6%	2	0.5%	4	0.0%	0	0.5%	2	0.7%	4	0.3%	2	0.9%	4	0.5%	
١	Wickes, Redditch Ringway, Redditch	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.2%	
١	Vigleys DIY, Sandy Lane, Stourport-on-Severn	3.6%	39	2.9%	10	3.9%	29	0.0%	0	2.5%	10	5.2%	29	2.7%	17	5.0%	22	3.8%	
١	Vilkinsons, Market Street, Kidderminster	1.1%	12	0.6%	2	1.4%	10	0.9%	1	1.8%	7	0.5%	3	1.3%	8	0.9%	4	1.0%	
	nternet / online / mail order	0.7%	8	0.9%	3	0.7%	5	1.7%	0	0.8%	0	0.5%	0	0.6%	0	0.9%	4	0.6%	
	Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
	Beards DIY, Kidderminster Broad Street DIY, Worcester	0.1% 0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.8%	3	0.0%	0	0.2%	1	0.5%	2	0.3%	
r	Road, Bromsgrove Caldicott, Tenbury Wells	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%	
	Country Wide, Stourport	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%	
	Aorgans Timber,	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%	
•	Kidderminster	26230																0.20/	
į	Vilkinsons, Droitwich	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%	
	Woolworths, 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%	
	Cidderminster	0.7%	8	1.5%	5	0.4%	3	0.0%	0	0.8%	3	0.9%	5	0.8%	5	0.5%	2	0.6%	
	ocal stores, Bromsgrove	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%	
	ocal stores, Tenbury Wells	0.2%	2	0.3%	1	0.1%	1	0.9%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	0	0.2%	
	Vorcester	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%	
	8&Q, Bilston	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.4%	
	8&Q, Hereford	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.3%	1	0.5%	3	0.6%	4	0.0%	1	0.1%	
	8&Q, Stratford-Upon-Avon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	i	0.2%	
	3&Q, Worcester Blackpole Retail Park,	0.2% 0.1%	1	0.0%	0	0.3% 0.1%	1	0.0%	0	0.3%	0	0.2%	0	0.0% 0.2%	1	0.0%	0	0.1%	
	Worcester Carvers, 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%	
		0.1%	i	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
	ocus, Brierley Hill	0.1%	- 1	0.0%	0	0.1%	î	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
	ocus, Droitwich	0.7%	7	0.3%	1	0.8%	6	1.7%	2	1.0%	4	0.2%	1	0.8%	5	0.5%	2	0.7%	
	ocus, Kingswinford	0.7%	10	0.6%	2	1.1%	8	0.9%	1	0.8%	3	0.9%	5	1.0%	6	0.9%	4	1.0%	
	ocus, Leominster	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%	
	lalesowen		2	0.3%	i	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	
	lomebase, Leominster	0.2%			0	0.1%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	
	Iomebase, Ludlow	0.2%	2	0.0%	0	0.1%	1	0.0%	0	0.3%	ĭ	0.0%	0	0.2%	1	0.0%	0	0.1%	
	lomebase, Nottingham	0.1%	1	0.0%	-		0	0.0%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
	ohn Lewis, Cribbs	0.1% 0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	i	0.0%	0	0.1%	
	Causeway, Bristol	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%	
	ocal shops, Bewdley hropshire Building Supplies, Ludlow	0.1%	i	0.0%	0	0.1%	i	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
	tourbridge	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%	
ç	routoriuge.			0.0%			1	0.0%	0	0.0%	0	0.2%	- 1	0.0%	0	0.2%	- 1	0.0%	
	tourport	0.1%	- 1	U. U.Zo	0	0.1%		0.079	V	0.070		0.00.0		0.070	-	0.0.		0.1%	

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									0									
	Tota	ıl	Mal	le	Fem	ale	18 to	34	35 t	0 54	55-	+	ABO	C1	C21	DE.	Car in	hhol
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%	
Wickes, Dudley	0.1%	1		ī	2.22				0.0%		0.0%	0		0				
Wickes, Halesowen	0.1%	i		i					0.3%		3/1 /5 /5 / 3/1	0		ĭ				
Wickes, Hall Green,	0.1%	i		0					0.3%		0.0%	0	7.7	0				
Birmingham	0.170		0.070		0.170		0.076		0.57		0.070		0.079		0.270	,	0.170	
Wilkinsons, High Street, Stourbridge	0.4%	4	0.6%	- 2	0.3%	2	0.0%	. (0.0%	. (0.7%	4	0.2%	1	0.7%	3	0.3%	i .
(Don't know / varies)	4.2%	45	4.1%	14	4.2%	31	7.8%		2.5%	10	4.3%	24	4.4%	27	3.9%	17	4.2%	
(Don't buy these items)	11.7%	126		30		96			5.6%			98		64				
Base:		1076		341		735		116	5	394	1	555		619		436		9
Q12 Do you, or does a	ny membe	rofy	your hou	useho	old have	acce	ss to th	e inte	ernet ?									
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%	6
No	37.5%	404		124		280						315		180		210		
(Refused)	0.0%	0		0		0						0	0.0%	0		0		
		10	0.070		0.070								0.070		0.070			
Base:		1076		341		735		116	,	394		555		619		436		9
Q13 Do you or any men Those who have acce				d use	the inte	ernet	to purc	hase	any foo	d prod	ducts?							
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%	10
No	84.5%	568	82.9%	180		388		77		260		225	82.0%	360	88.9%	201		5
Don't know)	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0		
Base:	0.070	672	0.070	217	0.070	455		100		326		240	0.010	439	0,070	226	0,070	6
214 On average, appro Those who purchase)						our no	ousenoi	a spe	nas per	mon	in on toc	oa pro	aucts p	urcha	ised ov	er the	interne	11
E10 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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	1
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%	1
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%	
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%	1
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%	2
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%	
fean:		141		121		153		123		161		81		145		129		14
Base:		104		37		67		23		66		15		79		25		102
15 Do you or any men Those who have access				use	the inte	rnet t	o purch	ase a	ny non-	food	products	5						
es	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%	45
0			25.3%		33.2%		11.0%	11	25.2%		46.7%		24.8%		40.7%		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
ase:		672		217		455		100		326		240		439		226		6.

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		-			-		_		0									
	Tota	ł	Ma	ale	Fem	ale	18 to	34	35 to	54	55-	+	AB	C1	C2	DE	Car in	hhol
Q16 What type of non Those who purchase							ternet ?	?										
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%	. 13
Car parts	2.6%	12						2		7	2.4%	3	1.5%					
CD's, DVD's, videos	44.1%	205	42.6%	69				47		119		37						
Clothes	19.6%	91	15.4%	25	21.8%	66		26		46	14.2%	18						
DIY goods	2.8%	13	3.7%				1.1%	1	3.7%	9	2.4%	3	2.1%		4.5%			
Furniture / carpets	1.9%	9	1.9%	3	2.0%	6	3.4%	3	1.6%	4	1.6%	2	2.1%					
Garden items	3.2%	15	3.1%	5	3.3%	10	0.0%	0		8	5.5%	7	3.3%	11	3.0%			
Holiday and / or travel tickets	13.1%	61	16.0%	26	11.6%	35	7.9%	7		30	18.9%	24		52	6.7%			
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%	
Jewellery	1.9%	9	0.6%	1	2.6%	8	2.2%	2	2.0%	5	1.6%	2	2.7%	9	0.0%			
Major electrical items	16.6%	77	21.6%	35		42	7.9%	7	19.3%	47	17.3%	22	18.2%	60	11.9%			
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%			
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%		5.0%	
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%	
Toys	5.2%	24	4.9%	8	5.3%	16	7.9%	7	5.3%	13	3.2%	4	4.0%	13	8.2%		5.2%	
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%	
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%	
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%	
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%	
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%	
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%	
Gifts	1.1%	5	0.0%	0	1.7%	5	1.1%	1	1.6%	4	0.0%	0	1.5%	5	0.0%	o	1.1%	
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%	
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%	
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%	
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%	
Banking	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	i	0.0%	0	0.2%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
Citchen 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%	
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%	
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%	
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%	
osters	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%	
ushchair	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%	
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%	
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%	3
Base:	4	165		162		303		89		244		127		329		134		458
												-						

18 to 34

Female

35 to 54

55+

ABCI

C2DE

Male

Total

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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? Those who purchase non-food products over the internet at Q15 17.9% 16.0% 20.2% 18 14.8% 36 18 1% 23 16 4% 54 £10 or less 16.8% 78 26 17.2% 52 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 5.5% 7.5% 5.9% 27 £21 - £30 6.0% 28 5.6% 6.3% 19 7.9% 5.3% 13 6.3% 18 10 4.0% 3.0% 3.7% 17 4.5% 10 2.4% 3 13 4 £31 - £40 3 7% 17 2.5% 4 4 3% 13 4 4.1% 9.2% £41 - £50 9 2% 43 9 3% 15 9.2% 28 9.0% 8 11.1% 27 6.3% 8 2 2% 29 10 4% 14 42 1.2% 1.1% 1.2% 0.0% 0 0.0% 0 4 0.7% 1.1% 5 £51 - £60 1.0% 2.0% 5 £61 - £70 0.4% 2 0.6% 1 0.3% 1.1% 1 0.4% 1 0.0% 0 0.6% 2 0.0% 0 0.2% 1 1 0.7% 1.2% 0.4% 0.0% 0 0.0% 0 2.2% £71 - £80 0.6% 0.3% 3 2 1 2.2% 2 1 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% 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% 4.9% 12 2.4% 4.3% 14 3.0% 4 3.9% 18 0.9% 0.8% 0.6% 1.5% 2 0.9% 4 £201 - £300 4 1.2% 2 0.7% 2 1.1% 2 0.8% 1 2 £301 or more 0.6% 1.2% 0.3% 1.1% 0.4% 0.8% 0.9% 0.0% 0 0.7% 3 (Don't know / can't 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 remember) 1.5% 7 5 2 2 7 (Refused) 1 2% 2 1 7% 1.1% 1.6% 4 1 6% 1.5% 5 1 5% 1 5% 49.9 Mean: 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 Those who have access to the internet at O12 26.9% 109 35.0% 35 31.6% 103 17.5% 42 30.5% 134 20.8% 47 27.0% 178 Very likely 181 33.2% 72 24.0% 36.1% 35 5% 36.3% 45.0% 36.2% 118 32 1% 77 36 7% 161 35 0% 79 238 Fairly likely 36.0% 242 77 165 45 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 4.1% 5.3% 4.7% 31 (Don't know / not sure) 32 24 3.0% 3 4.3% 14 5.8% 14 18 12 4.8% 3.7% 8 5.3% Mean. 0.75 0.88 0.69 1.12 0.89 0.40 0.86 0.56 0.75240 659 672 217 100 326 439 226 Base: 455 Q19 How many times have you or a member of your household visited the cinema in the last twelve months? 9.6% 103 11.4% 30 8.7% 10.3% 12 9 6% 38 9.6% 60 9.6% 42 9.8% Once 64 101 70 9.9% 8.7% 9.4% 92 9.4% 8.6% 34 8.3% 46 61 38 Twice 9.1% 31 9.5% 18.1% 21 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% 6.1% 24 3.2% 4.4% 27 3.9% 17 4.5% 44 3.3% 36 2.3% 3.8% 28 3.4% 4 6.1% 24 1.4% 3.6% 22 3.2% 14 3.7% 36 5 times 8 5.2% 51 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 7 times 0.9% 10 1.2% 0.8% 6 1.7% 2 1.3% 5 0.5% 3 1.0% 6 0.9% 4 1.0% 10 4 1.5% 0.9% 3.0% 12 0.4% 1.4% 8 times 1.4% 15 5 1.4% 10 1.6% 10 1.1% 14 9 times 0.1% 0.3% 0.0% 0 0.0% 0 0.0% 0 0.2% 0.2% 0.0% 0.1% 30 20 4.1% 3.4% 21 2.9% 28 10 times 2 8% 2 9% 10 2 7% 6 9% 8 16 1.1% 6 2 1% 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 16.4% 42.2% 19 26.4% 62.9% 349 38.1% 52.3% 41.9% Never 44.4% 478 144 45.4% 334 104 236 228 410 0.9% 0.5% 0.7% 4 0.8% 0.2% 0.5% (Don't know / can't 0.7% 0.3% 0.8% 6 1 2 5 1 remember) 394 978 1076 341 735 116 555 619 436 Base:

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		_							9	10000		-			11-1			
	Tota	1	Ma	le	Fem	ale	18 to	34	35 to	54	554	+	ABC	1	C21	DE.	Carin	hhold
Q20 Where do you, or a	member	of w	our hou	eehol	d ueual	lu ao i	to the ci	noma	2									
Those who have visited								nema	r									
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%	
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%	
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%	
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%	
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%	
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%	
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%	1
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%	
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%	
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%	14
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%	11
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%	7
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%	13
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%	
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%	2
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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%	
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

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Wyre Forest District Retail Study for White Young Green

	Tota	1	Mal	e	Fem	ale	18 to	34	35 to	54	55+	-	ABC	21	C2D	E	Car in	hho
Q21 Which other cinema Those who have visited								sited	in the la	st two	elve mo	nths 7	?					
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%	
ABC, Redditch	0.0%	0		ō		0		0		0	0.0%	0		0		0		
Arts Cinema, Ludlow	0.7%	4	1.0%	. 2		2		0		1	1.5%	3	0.8%	3		1		
ineworld, Wolverhampton	0.7%	4	0.0%	0		4		1		2	0.5%	1	0.8%	3		1	0.7%	
ight House,	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wolverhampton																		
Aajestic, Bridgnorth	4.0%	24	3.0%	6		18		- 1		8	6.3%	13	3.7%	14	4.8%	10		
deon, Worcester	2.8%	17	2.0%	4		13		4		9	1.9%	4	2.9%	11	2.9%	6		
egal, Tenbury Wells	0.7%	4	0.5%	1		3		0		2	1.0%	2	0.8%	3		1	0.7%	
howcase, Walsall	0.2%	1	0.0%	0		- 1		0		1	0.0%	0	0.0%	0		1	0.2%	
CI, 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%	
GC, 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%	
ue, Worcester	7.2%	43	5.6%	11	8.0%	32		10		23	4.9%	10	7.3%	28	7.2%	15	6.9%	
arehouse Cinema, Green Street, Kidderminster	6.9%	41	5.1%	10		31		9		24	3.9%	8	7.3%	28	6.3%	13		
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
howcase, 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		
udley	0.8%	5	1.5%	3	0.5%	2		3	0.0%	0	1.0%	2	1.0%	4	0.5%	1		
rtix, Bromsgrove	0.5%	3	0.0%	0	0.7%	3	1.0%	í	0.3%	i	0.5%	1	0.8%	3	0.0%	0		
ouchwood, Solihull	0.7%	4	1.5%	3	0.2%	1	0.0%	o	1.0%	3	0.5%	î	0.8%	3	0.5%	1		
irmingham	0.7%	4	1.5%	3	0.2%	i	2.1%	2	0.7%	2	0.0%	ô	0.3%	1	1.4%	3		
racknell	0.2%	1	0.0%	0	0.2%	î	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0		
omsgrove	0.2%	1	0.0%	0	0.2%	î	0.0%	0	0.3%	1	0.0%	Ô	0.3%	i	0.0%	0		
neworld, Sunderland	0.2%	i	0.0%	0	0.2%	í	0.0%	0	0.3%	i	0.0%	0	0.3%	1	0.0%	0		
ricester	0.2%	i	0.5%	1	0.0%	ó	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0		
ondon	0.2%	i	0.5%	î	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0		
ongbridge	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%	
alvern	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%	
alvern 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%	
eadowhall, 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%	
orbury 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%	
orth 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%	
deon, 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%	
deon, Ouinton	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%	
cotland	0.2%	î	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	
ar 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%	
Cl, 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%	
CI, 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%	
GC, 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%	
ie, 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%	
ie, 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%	
ue, 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%	
on't know / varies)	50.3%	301	50.3%	99	50.4%	202	45.4%	44	45.9%	133		121	49.1%	188	52.4%	109	50.2%	2
ise:		598		197		401		97		290		206		383		208		5
22 If there was a new m	nulitplex	ciner	na in Ki	dderr	ninster,	woul	d you or	othe	r membe	ers of	your ho	ouseh	old be I	ikely	to use i	?		
es, always	18.8%	202	15.5%	53	20.3%	149	29.3%	34	27.4%		10.6%		20.8%		15.8%	69	19.8%	1
es, sometimes	34.6%		37.8%		33.1%		42.2%	49	42.1%	166	27.9%	155	32.8%		37.4%	163	36.0%	3
)	40.8%	439	41.9%		40.3%	296	27.6%	32	25.9%	102	53.5%	297	39.4%	244	43.1%	188	38.5%	3
	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%	
laybe / don't know)	3.770	00			01414		0.570	-										

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		-																
	Total	1	Male		Fema	le	18 to 3	34	35 to 5	54	55+		ABC	1	C2D	E	Car in h	holo
Q23 How many times have	ve you o	or a m	ember o	of you	ır house	hold	visited a	a ten-	pin bow	ling a	lley in t	he las	t twelve	e mon	ths?			
	11.2%	120	8.2%	28	12.5%	92	19.8%	23	14.7%	58	6.8%	38	10.7%	66	12.2%	53	12.2%	1
Once	7.6%	82	7.9%	27	7.5%	55	18.1%	21	12.7%	50	2.0%	11	7.4%	46	7.8%	34	7.9%	
	3.6%	39	3.5%	12	3.7%	27	8.6%	10	6.1%	24	0.9%	5	4.0%	25	3.0%	13	3.9%	
3 times		20		10	1.4%	10	3.4%	4	3.3%	13	0.5%	3	2.3%	14	1.4%	6	1.9%	
4 times	1.9%		2.9%		0.7%	5	0.9%	1	1.5%	6	0.0%	0	0.6%	4	0.7%	3	0.7%	
5 times	0.7%	7	0.6%	2						8	0.2%	1	0.8%	5	1.4%	6	1.1%	
6 times	1.0%	11	0.3%	1	1.4%	10	1.7%	2	2.0%			0	0.2%	1	0.0%	0	0.1%	
7 times	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	1.7				0	0.2%	
8 times	0.2%	2	0.0%	0	0.3%	2	1.7%	2	0.0%	0	0.0%	0	0.3%	2	0.0%			
9 times	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
10 times	0.7%	7	0.9%	3	0.5%	4	2.6%	3	0.8%	3	0.2%	1	0.8%	5	0.5%	2	0.7%	
Over 10 times	1.4%	15	1.5%	5	1.4%	10	0.9%	1	3.0%	12	0.4%	2	1.5%	9	1.4%	6	1.4%	
Never	71.7%	772	73.9%	252	70.7%	520	42.2%	49	55.6%	219	89.0%	494	71.4%	442	71.8%	313	69.8%	6
	0.0%	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)	0.076		0.076		0.070	735	0.070	116	0.070	394		555		619		436		9
Base:		1076		341					- 0	371		500						
Q24 Which bowling alley Those who have visited	do you a ten-pin	bowli	member ng alley d	of yo	our hous e last twe	lve mo	onths at Q	y go t 23	0 7									
				0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bowling Express,	0.0%	0	0.0%	U	0.076	U	0.076	U	0.070		0.070	-						
Wolverhampton	16.49/	50	16.9%	15	16.3%	35	14.9%	10	17.1%	30	16.4%	10	16.4%	29	16.3%	20	16.6%	
GX Superbowl, Brierley Hill	16.4%			0	1.9%	4	0.0%	0	2.3%	4	0.0%	0	1.1%	2	1.6%	2	1.4%	
Megabowl, Redditch	1.3%	4	0.0%				11.9%	8	4.6%	8	8.2%	5	7.3%	13	6.5%	8	7.1%	
Shipley's Amusements,	6.9%	21	11.2%	10	5.1%	11	11.9%	0	4.076	0	0.270	3	7.070		3.270	-		
Stourport-on-Severn						_			* 70/	2	1 (0)		1 70/	3	0.8%	1	1.4%	
Stirchley Superbowl, Stirchley	1.3%	4	1.1%	1	1.4%	3	0.0%	0	1.7%	3	1.6%	1	1.7%					
Strikers Pleasure Bowl,	1.0%	3	1.1%	1	0.9%	2	0.0%	0	1.1%	2	1.6%	1	0.6%	1	1.6%	2	1.0%	
Wolverhampton Worcester Ten-pin Bowling,	20.1%	61	19.1%	17	20.5%	44	13.4%	9	21.1%	37	24.6%	15	19.2%	34	22.0%	27	20.0%	
Worcester	0.08/	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%							21		37	14.8%	9	21.5%	38	22.8%	28	22.0%	
Hollywood Bowl, Great	22.0%	67	25.8%	23	20.5%	44	31.3%	21	21.170	31	14.070	,	21.070	50				
Park, Rubery							0.004		1.10/	2	2 20/	2	1.1%	2	1.6%	2	1.4%	
Birmingham	1.3%	4	2.2%	2	0.9%	2	0.0%	0	1.1%	2	3.3%			3	1.6%	2	1.4%	
Dudley	1.6%	5	0.0%	0	2.3%	5	1.5%	1	2.3%	4	0.0%	0	1.7%					
Bowl Extreme, Worcester	2.6%	8	2.2%	2	2.8%	6	1.5%	1	3.4%	6	1.6%	1	2.3%	4	3.3%	4	2.4%	
Hereford	2.3%	7	1.1%	1	2.8%	6	0.0%	0	3.4%	6	1.6%	1	2.3%	4	2.4%	3	2.4%	
Bowlplex, Castlegate,	2.0%	6	1.1%	1	2.3%	5	3.0%	2	2.3%	4	0.0%	0	2.3%	4	1.6%	2	2.0%	
Dudley	1.00/	2	1.10/	1	0.9%	2	0.0%	0	1.7%	3	0.0%	0	1.7%	3	0.0%	0	1.0%	
Megabowl, Brierley Hill	1.0%	3	1.1%	1		3	1.5%	1	1.1%	2	1.6%	1	1.7%	3	0.8%	1	1.0%	
Superbowl, Dudley	1.3%	4	1.1%	1	1.4%		4.5%	3	2.3%	4	3.3%	2	2.3%	4	4.1%	5	3.1%	
Rubery	3.0%	9	3.4%	3	2.8%	6			1.7%	3	0.0%	0	1.1%	2	0.8%	1	1.0%	
Telford	1.0%	3	0.0%	0	1.4%	3	0.0%	0				1	1.7%	3	2.4%	3	2.0%	
Perdiswell	2.0%	6	3.4%	3	1.4%	3	1.5%	I	1.7%	3	1.6%				0.0%	0	0.3%	
Bridge Hotel, Tenbury Wells	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.6%	1				
Bromsgrove	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	
Cardiff	0.3%	1	0.0%	0	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.3%	
Centre Parcs, Nottingham	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.3%	
Claines	0.3%	l î	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.8%	1	0.0%	
		i	1.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.3%	
Cotteridge	0.3%					1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	
Coventry	0.3%	1	0.0%	0	0.5%	-		0	0.0%	0	1.6%	1	0.6%	1	0.0%	0	0.3%	
Extreme, Dudley	0.3%	1	0.0%	0	0.5%	1	0.0%			0	1.6%	í	0.6%	i	0.0%	0	0.3%	
Halesowen	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%					0	0.0%	0	0.3%	
London	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%			1	0.3%	
Lye	0.3%	- 1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.8%			
Megabowl, Telford	1.0%	3	1.1%	1	0.9%	2	1.5%	1	1.1%	2	0.0%	0	1.1%	2	0.8%	1	1.0%	
Merry Hill	0.7%	2	0.0%	0	0.9%	2	1.5%	1	0.0%	0	1.6%	1	1.1%	2	0.0%	0	0.7%	
Northumberland	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.6%	1	0.6%	1	0.0%	0	0.3%	
	0.3%	i	1.1%	1	0.0%	o	0.0%	0	0.0%	0	1.6%	1	0.6%	1	0.0%	0	0.3%	
Norwich				0	0.9%	2	3.0%	2	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.7%	
St Johns, Worcester	0.7%	2	0.0%					0	0.6%	1	0.0%	0	0.0%	0	0.8%	1	0.3%	
Stourbridge	0.3%	1	0.0%	0	0.5%	1	0.0%			0	0.0%	0	0.0%	0	0.8%	1	0.3%	
Superbowl, Fareham	0.3%	1	1.1%	- 1	0.0%	0	1.5%	1	0.0%				0.0%	0	0.8%	i	0.3%	
Superbowl, Hereford	0.3%	1	0.0%	0	0.5%	1	1.5%	1	0.0%	0	0.0%	0				1	0.3%	
Superbowl, Stourbridge	0.3%	1	0.0%	0	0.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%		0.7%	
The Fountain, Kent	0.7%	2	1.1%	1	0.5%	1	0.0%	0	0.0%	0	3.3%	2	1.1%	2	0.0%	0		
Worcester	0.7%	2	1.1%	1	0.5%	1	1.5%	1	0.6%	1	0.0%	0	1.1%	2	0.0%	0	0.7%	
(Don't know / varies)	3.6%	11	0.0%	0	5.1%	11	0.0%	0	5.1%	9	3.3%	2	4.0%	7	3.3%	4	3.7%	
(Don't know / varies)	3.070	- 10	0.070							170		61		177		123		2
Base:		304		89		215		67		175		61		1//				

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-							-						-			cons			_
		Total		Male		Femal	le	18 to 3	14	35 to 5	54	55+		ABC	ı	C2DE		Car in h	iho
25	Thinking about ge entertainment, re-	eneral leisu	re ac	tivities,	which	h one of	the l	ocations	s I wil	l now re	ad ou	t do you	ı mos	t often	visit f	or pubs	and (clubs,	
	Pubs and clubs	staurants a	na st	ort and	nuie	55													
		5.004		7 (0)	2/	5 20/	20	6 00/	8	6.9%	27	5.2%	29	7.3%	45	4.1%	18	6.5%	
ewdl		5.9%	64 58	7.6%	26	5.2%	38	6.9%	21	6.1%	24	2.3%	13	5.8%	36	5.0%	22	5.6%	
	ngham	5.4% 1.2%	13	0.9%	3	1.4%	10	1.7%	2	0.8%	3	1.4%	8	1.5%	9	0.9%	4	1.3%	
udle	rminster	16.3%	175	19.1%	65	15.0%	110	19.0%	22	16.5%	65	15.9%	88	14.7%	91	18.1%	79	16.5%	
	oridge	6.7%	72	5.9%	20	7.1%	52	12.1%	14	8.9%	35	3.8%	21	6.6%	41	6.2%	27	6.7%	
	ort-on-Severn	3.4%	37	1.5%	5	4.4%	32	5.2%	6	3.6%	14	2.9%	16	3.2%	20	3.9%	17	3.3%	
	ster	5.9%	63	5.9%	20	5.9%	43	10.3%	12	7.4%	29	3.8%	21	6.3%	39	5.5%	24	5.8%	
her		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
oms	grove	3.8%	41	5.9%	20	2.9%	21	6.0%	7	5.1%	20	2.5%	14	4.5%	28 14	3.0%	13	2.7%	
	vich	2.7%	29	3.2%	11	2.4%	18	2.6%	3	3.6%	14	0.0%	12	0.6%	4	0.0%	0	0.5%	
ent		0.5%	5	0.0%	0	0.7%	5	0.9%	1	0.5%	2	0.5%	3	0.0%	1	0.0%	4	0.5%	
okk		0.5%	5	0.3%	1	0.5%	4	0.0%	0	1.0%	4	0.5%	3	1.0%	6	0.2%	1	0.7%	
nve		0.7%	7	0.9%	3	0.5%	4 2	0.9%	1	0.3%	1	0.5%	3	0.5%	3	0.5%	2	0.5%	
gley	y	0.5%	5	0.0%	0	0.0%	0	0.0%	o	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
e	en.	0.0%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	
alve	rn oughton	0.2%	10	0.3%	1	1.2%	9	0.0%	0	1.5%	6	0.7%	4	0.8%	5	1.1%	5	0.9%	
	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%	
-	ury Mortimer	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.8%	3	0.2%	1	0.2%	1	0.7%	3	0.4%	
	ey 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	0.0%	
	ry Wells	2.0%	22	1.8%	6	2.2%	16	0.0%	0	3.3%	13	1.3%	7	2.1%	13	2.1%	9	1.9%	
	rhampton	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%	
yre	Forest	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%	
ddit		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%	
ber	y	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
idgr	north	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1 2	0.0%	1	0.2%	
dlo	W	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.3%	0	0.2%	1 2	0.3%	1	0.2%	1	0.1%	
ndo		0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	4	0.5%	3	0.8%	5	0.5%	2	0.7%	
ools		0.7%	7	1.8%	6	0.1%	1 4	0.0%	0	0.5%	2	0.7%	4	0.5%	3	0.7%	3	0.6%	
	esley Corbett	0.6%	6	0.6%	0	0.5%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
r Fo		0.1%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	î	0.4%	2	0.5%	3	0.0%	0	0.3%	
ber		0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	
vele	gton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	brook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	down	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	heath	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%	
	y Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
omy		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
mh	am-on-Sea	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%	
tshi	11	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%	
urcl	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%	
iftor		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	n-upon-Teme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	Тор	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	
ven		0.1%	1	0.0%	0	0.1%	1	0.9%	0	0.3%	1	0.4%	2	0.3%	2	0.2%	1	0.3%	
	l Green	0.3%	0	0.6%	0	0.1%	0	0.0%	0	0.0%	ó	0.0%	ō	0.0%	0	0.0%	0	0.0%	
esha		0.0%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
	rley owen	0.1%	0	0.0%	ò	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	bury	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.3%	2	0.2%	1	0.2%	
	igton	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%	
refe	-	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
pto		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%	
	winford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
eds		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
tle '	Witley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	0	0.0%	0	0.1%	
mb	le	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	iester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.1%	
artle		0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	0	0.2%	0	0.0%	0	0.0%	
llbr		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.1%	
	lead, Lindridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	
orthf		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
	gham	0.1%	1	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.2%	i	0.0%	o	0.2%	1	0.1%	
	vinford	0.1%	0	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0.0%	0	0.0%	0	0.0%	
dmo		0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	o	0.2%	1	0.0%	0	0.1%	
nzar	Bank	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ò	0.0%	0	0.0%	0	0.0%	0	0.0%	
				11 17 70	1.7	0.070	U	4.470		2000		- 4 TO 1 TO	45	W - W					

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	Tota	ıl	Male		Fema	le	18 to	34	35 to	54	55+		ABC	1	C2D	E.	Car in l	hold
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
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

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		- 3				,			gGre			17211						2000
	Total	ı	Male		Fema	le	18 to 3	4	35 to :	54	55+		ABC	1	C2DE		Car in h	holo
Entertainment		4,																
Bewdley	2.0%	21	2.6%	9	1.6%	12	0.9%	1	2.8%	-11	1.6%	9	1.8%	11	2.3%	10	2.1%	2
Birmingham	23.0%	248	23.8%	81	22.7%	167	28.4%	33	27.9%	110	18.9%	105	27.1%	168	17.9% 0.7%	78	24.4%	23
Dudley	1.4%	15	1.5%	5	1.4%	10	4.3%	5 14	1.5%	57	0.7%	70	1.9%	66	17.0%	74	13.2%	12
Kidderminster	13.3% 3.1%	143	14.7%	50	12.7%	93 25	12.1% 5.2%	6	4.3%	17	1.6%	9	2.7%	17	3.4%	15	3.1%	3
Stourbridge Stourport-on-Severn	1.3%	14	0.3%	1	1.8%	13	0.9%	1	1.5%	6	1.3%	7	0.8%	5	2.1%	9	1.2%	1
Worcester	5.6%	60	6.5%	22	5.2%	38	10.3%	12	7.4%	29	3.1%	17	6.5%	40	4.4%	19	5.7%	
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%	
Bromsgrove	0.7%	7	0.6%	2	0.7%	5	0.0%	0	1.0%	4	0.5%	3	0.8%	5	0.5%	2	0.7%	
Droitwich	1.7%	18	1.8%	6	1.6%	12	0.9%	1	1.8%	7	1.8%	10	1.5%	9	2.1%	9	1.5%	
Clent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Cookley	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%	
Kinver	0.3%	0	0.3%	0	0.3%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Hagley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Lyc Malvern	1.3%	14	1.8%	6	1.1%	8	0.0%	0	1.0%	4	1.8%	10	1.6%	10	0.9%	4	1.4%	1
Belbroughton	0.0%	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	1.1%	12	0.6%	2	1.4%	10	6.0%	7	0.8%	3	0.4%	2	1.0%	6	1.4%	6	1.2%	
Cleobury Mortimer	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	2	0.2%	
Brierley Hill	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	
Tenbury Wells	0.8%	9	0.6%	2	1.0%	7	0.9%	1	1.0%	4	0.5%	3	0.8%	5	0.9%	4	0.7%	
Volverhampton	0.9%	10	0.6%	2	1.1%	8	0.9%	1	1.3%	5	0.7%	4	1.5%	9	0.2%	I	0.1%	- 1
Wyre Forest	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	2	0.0%	0	0.2%	0	0.1%	
Redditch	0.2%	2	0.0%	0	0.3%	5	0.0% 4.3%	5	0.8%	3	0.4%	1	0.5%	3	1.4%	6	0.9%	
Rubery	0.8%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	î	0.3%	2	0.0%	0	0.2%	
Bridgnorth Judlow	0.3%	3	0.6%	2	0.1%	î	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.2%	1	0.3%	
ondon	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.2%	1	0.3%	
Voolston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
haddesley Corbett	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%	
ar Forest	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%	
Abberley	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%	
Alveley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Bevington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Blakebrook Blakedown	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ournheath	0.0%	0	0.0%	o	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
radley Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
romyard	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%	
Burnham-on-Sea	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%	
atshill	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%	
Churchill	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%	
Clifton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
lifton-upon-Teme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Clows Top	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
oventry outnall Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
vesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
labberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
lalesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
lartlebury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
larvington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
lereford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	0	0.1%	
lopton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	
ingswinford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	ó	0.0%	1	0.0%	0	0.1%	
eeds	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	ó	0.2%	1	0.2%	1	0.0%	0	0.1%	
ittle Witley Iamble	0.1%	1	0.3%	1	0.0%	ó	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
fanchester	0.1%	1	0.3%	i	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
fartley	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%	
fillbrook	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%	
lags Head, Lindridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
orthfield	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%	
ottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ld Swinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
edmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
enzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
uarry Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	1	0.0%	
ileyhill	0.1%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	o	0.0%	
omsley hrewsbury	0.0%	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/-1/0	1	0.070	U	V. 1 / 0		0.010	0	0.070	0	0.2%	i	0.2%	1	0.0%	0	0.1%	

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	Tota		Male	:	Fema	le	18 to	34	35 to :	54	55+		ABC	1	C2D	E.	Car in l	hold
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	0.0%	0	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	0.2%	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
Sytchampton	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
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	0.1%	1	0.0%	. 0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	I
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%	0
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	0.0%	0	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%	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	0.0%	0	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%	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%	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%	1
(Don't know / varies)	5.7%	61	7.6%	26	4.8%	35	8.6%	10	6.6%	26	4.5%	25	6.6%	41	4.1%	18	6.0%	59
(Don't do this activity)	33.2%	357	30.2%	103	34.6%	254	16.4%	19	22.3%	88	44.3%	246	29.6%	183	37.2%	162	31.0%	303
Base:		1076		341		735		116		394		555		619		436		978

Page 28 April 2006

	Total		Male		Femal	e	18 to 3	4	35 to 5	4	55+		ABC1		C2DE		Car in h	iho
Restaurants																		
	7.7%	83	8.8%	30	7.2%	53	6.0%	7	7.1%	28	8.6%	48	8.6%	53	6.7%	29	8.2%	
ewdley	8.2%	88	9.7%	33	7.5%	55	16.4%	19	11.2%	44	4.5%	25	10.2%	63	5.7%	25	8.5%	
irmingham udley	1.1%	12	1.5%	5	1.0%	7	1.7%	2	2.0%	8	0.4%	2	1.1%	7	1.1%	5	1.2%	
idderminster	19.1%	206	20.2%	69	18.6%	137	19.0%	22	16.8%	66	20.9%	116	17.3%	107	21.3%	93	18.9%	1
tourbridge	4.2%	45	4.1%	14	4.2%	31	4.3%	5	5.1%	20	3.6%	20	4.7%	29	3.4%	15	4.0%	
tourport-on-Severn	3.4%	37	2.3%	8	3.9%	29	5.2%	6	3.3%	13	3.1%	17	3.2%	20	3.7%	16	3.5%	
/orcester	7.5%	81	5.3%	18	8.6%	63	14.7%	17	8.1%	32	5.6%	31	8.9%	55	6.0%	26	7.5%	
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
romsgrove	3.2%	34	3.8%	13	2.9%	21	1.7%	2	4.6%	18	2.5%	14	3.6%	22	2.8%	12	3.4%	
roitwich	2.0%	22	2.3%	8	1.9%	14	0.9%	1	2.8%	11	1.8%	10	1.8%	11	2.5%	11	1.9%	
lent	0.7%	8	0.3%	1	1.0%	7	0.9%	1	1.0%	4	0.5%	3	0.8%	5	0.5%	2	0.8%	
ookley	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%	
inver	0.7%	7	0.3%	1	0.8%	6	0.9%	1	1.3%	5	0.2%	1	0.5%	3	0.9%	4	0.7%	
agley	0.5%	5	0.0%	0	0.7%	5	0.0%	0	1.0%	4	0.2%	1	0.6%	4	0.2%	1	0.5%	
ve	0.6%	6	0.0%	0	0.8%	6	0.0%	0	1.3%	5	0.2%	1	0.8%	5	0.2%	1	0.6%	
lalvern	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%	
elbroughton	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%	
erry Hill	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.8%	3	0.0%	0	0.3%	2	0.2%	1	0.3%	
	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.5%	2	0.3%	
eobury Mortimer ierley Hill	0.1%	1	0.3%	i	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
nbury Wells	2.5%	27	1.2%	4	3.1%	23	0.9%	1	3.3%	13	2.2%	12	2.9%	18	2.1%	9	2.6%	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
olverhampton	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.3%	1	0.4%	2	0.5%	3	0.2%	1	0.4%	
yre Forest dditch	0.4%	5	0.6%	2	0.4%	3	0.9%	î	0.5%	2	0.4%	2	0.5%	3	0.5%	2	0.4%	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
bery	0.3%	3	0.3%	ĭ	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.2%	1	0.3%	
idgnorth	0.5%	7	1.5%	5	0.3%	2	0.9%	1	1.0%	4	0.2%	1	0.6%	4	0.7%	3	0.5%	
dlow	0.3%	3	0.0%	0	0.4%	3	0.9%	i	0.3%	1	0.2%	1	0.3%	2	0.2%	1	0.3%	
ndon		3	0.6%	2	0.1%	1	0.0%	0	0.3%	1	0.4%	2	0.3%	2	0.2%	1	0.3%	
oolston	0.3%	9	0.9%	3	0.8%	6	0.0%	0	0.3%	1	1.4%	8	1.0%	6	0.7%	3	0.9%	
addesley Corbett	0.8%	4		2	0.3%	2	0.0%	0	0.3%	1	0.5%	3	0.5%	3	0.2%	1	0.3%	
Forest	0.4%		0.6%	0	0.1%	1	0.0%	0	0.0%	Ô	0.2%	1	0.0%	0	0.2%	1	0.0%	
berley	0.1%	1 2	0.3%	1	0.1%	i	0.9%	1	0.3%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	
veley	0.2%		0.0%	ó	0.1%	î	0.0%	o	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
vington	0.1%	1		0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
akebrook	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
ikedown	0.1%	1 2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	
urnheath	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
idley Green	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
omyard	0.1%	0	0.0%	0	0.0%	ô	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
rnham-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
tshill		1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
urchill	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%	
fton	0.1%	1	0.0%	0	0.0%	i	0.0%	o	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
fton-upon-Teme	0.1%		0.0%	0	0.1%	i	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
ows Top	0.1%	1			0.0%	0	0.0%	0	0.0%	o	0.0%	0	0.0%	0	0.0%	0	0.0%	
ventry	0.0%	0	0.0%	0	0.0%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	
tnall Green	0.2%	2	0.0%	-		0	0.0%	0	0.0%	0	0.2%	1	0.0%	õ	0.2%	1	0.1%	
esham	0.1%	1	0.3%	1	0.0%		0.0%	0	0.0%	0	0.0%	o	0.0%	0	0.0%	o	0.0%	
bberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.2%	1	0.1%	
lesowen	0.1%	1	0.3%	1	0.0%	1		0	0.0%	0	0.2%	i	0.2%	1	0.0%	o	0.1%	
rtlebury	0.1%	1	0.0%	0	0.1%		0.0%	0	0.0%	0	0.2%	ó	0.0%	ó	0.0%	0	0.0%	
rvington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
reford	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
pton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ngswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
eds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
tle Witley	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	0	0.0%	0	0.0%	
mble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.2%	1	0.0%	
nchester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	i	0.2%	1	0.0%	ò	0.1%	
irtley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	0	0.0%	ó	0.0%	0	0.0%	
Ilbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	0	0.0%	
gs Head, Lindridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
rthfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	
ttingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	
1 Swinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	
imore	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%		0.1%	
nzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
arry Bank	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
cyhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
msley	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%	
rewsbury	0.0%	Ô	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
remaduly	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	

Column %ges.

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	Tota	al	Mal	e	Fema	ıle	18 to	34	35 to	54	55+		ABC	C1	C2D	E.	Car in l	hold
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	0.00/	
Solihull	0.1%	1	0.3%	1	0.0%	0	0.9%	1	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%	ò		0		0	0.0%	0		0	01110	1
Stratford-upon-Avon	0.0%	0		0	0.0.0	0	0.0%	0		0		0	0.0%	0		0	01010	0
Sytchampton	0.0%	0		0	01010	0	0.0%	0		0	0.0.0	0	0.0%	0	01010	0		0
Tamworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0		1	0.0%	ő	0.0%	0	21212	1	0.0%	0
Telford	0.0%	0	0.0%	- 0	0.0%	Ô	0.0%	0		0		0	0.0%	0		ó	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	91979	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%	ī	0.0%	0	0.1%	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
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	0.1%	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
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%	o
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%	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%	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%	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%	134
(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%	162
Base:		1076		341		735		116		394		555		619		436		978

	Total		Male		Femal	le	18 to 3	4	35 to 5	14	55+		ABC	l	C2DE		Car in h	ho
Sport and fitness																		
sewdley	3.4%	37	3.2%	11	3.5%	26	1.7%	2	4.6%	18	3.1%	17	4.2%	26	2.5%	11	3.8%	
Birmingham	1.9%	20	2.3%	8	1.6%	12	6.0%	7	2.3%	9	0.7%	4	2.4%	15	1.1%	5	2.0%	
Oudley	0.4%	4	0.6%	2	0.3%	2	0.9%	1	0.3%	1	0.2%	1	0.3%	2	0.2%	1	0.4%	
idderminster	14.9%	160	14.4%	. 49	15.1%	111	26.7%	31	18.8%	74	9.6%	53	16.2%	100	13.3%	58	15.4%	
tourbridge	4.2%	45	3.2%	11	4.6%	34	5.2%	6	5.6%	22	2.9%	16	4.7%	29	3.7%	16	4.4%	
tourport-on-Severn	3.3%	35	2.9%	10	3.4%	25	4.3%	5	4.1%	16	2.3%	13	2.4%	15	4.6%	20	3.5%	
Vorcester	1.7%	18	1.5%	5	1.8%	13	3.4%	4	1.8%	7	1.3%	7	2.6%	16	0.5%	2	1.7%	
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%	
Fromsgrove	3.8%	41	5.0%	17	3.3%	24	5.2%	6	5.8%	23	2.2%	12	3.7%	23	3.9%	17	3.9%	
Proitwich	2.7%	29	2.9%	10	2.6%	19	3.4%	4	4.6%	18	1.1%	6	3.4%	21	1.8%	8	2.9%	
lent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Cookley	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%	
inver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
lagley	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.8%	3	0.0%	0	0.3%	2	0.2%	1	0.2%	
ye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
falvern	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	
elbroughton	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%	
ferry Hill	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%	
leobury Mortimer	0.4%	4	0.3%	1	0.4%	3	0.0%	0	1.0%	4	0.0%	0	0.3%	2	0.5%	2	0.4%	
rierley Hill	0.6%	6	0.9%	3	0.4%	3	0.0%	0	1.3%	5	0.2%	1	0.8%	.5	0.2%	1	0.6%	
enbury Wells	1.6%	17	1.2%	4	1.8%	13	0.0%	0	2.8%	11	1.1%	6	1.8%	11	1.4%	6	1.6%	
olverhampton	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%	
yre Forest	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%	
edditch	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%	
ibery	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%	
ridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
idlow	0.4%	4	0.9%	3	0.1%	1	0.9%	1	0.8%	3	0.0%	0	0.5%	3	0.2%	1	0.3%	
ondon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
oolston	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%	
naddesley Corbett	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	
r Forest	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
bberley	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%	
lveley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
evington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
akebrook	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%	
akedown	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	0	0.2%	0	0.0%	0	0.0%	
ournheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.1%	
radley Green	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	0	0.0%	0	0.0%	ó	0.0%	0	0.0%	
omyard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ırnham-on-Sea	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
itshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	0.2%	1	0.1%	
nurchill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	ó	0.0%	0	0.0%	ó	0.0%	
ifton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	
ifton-upon-Teme	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ows Top	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	0	0.0%	
ventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
itnall Green	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
esham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	o	0.0%	0	0.0%	
bberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.0%	1	0.2%	1	0.2%	
desowen	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	0	0.2%	i	0.2%	o	0.2%	í	0.1%	
rtlebury	0.1%	1	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	o	0.0%	0	0.0%	
rvington	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
reford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
pton	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0.0%	0	0.0%	
ngswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
eds	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
tle Witley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
amble	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
inchester	0.0%	0	0.0%	0	0.0%		0.0%	0	0.5%	2	0.0%	1	0.5%	3	0.0%	0	0.3%	
artley	0.3%	3	0.3%	1	0.3%	2		0	0.5%	0	0.2%	ó	0.0%	0	0.0%	0	0.0%	
llbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	
gs Head, Lindridge	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0.	0.0%	0	0.0%	0	0.0%	
rthfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	0	0.0%	
ttingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	
d Swinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
dmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0	0.0%	
nzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.1%	
arry Bank	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	
leyhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	
omsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			
rewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ropshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	

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		To	otal	M	ale	Fer	nale	18	to 34	3	5 to 5	54	55	+	AB	C1	C2	DE.	Carin	hhold
: 1																				
	Small Heath	0.19	6	1 0.09	4	0 0.19	V.	1 0.99	6	1 0.	0%	(0.0%		0 0.2%	,	1 0.09	,	0.10	, ,
	Solihull	0.09		0 0.09		0 0.09		0 0.09			0%	(0.0%				0 0.19	-
	Stanford Bridge	0.09		0 0.0%		0 0.09		0 0.09			0%	(0.09	
	Stratford-upon-Avon	0.09		0 0.0%				-							0.0%		0 0.09		0.0%	
								0 0.09			0%	0			0.0%		0 0.09		0.0%	
	Sytchampton	0.09				0 0.09		0 0.09			0%	0			0.0%		0 0.09		0.0%	-
	Tamworth	0.09		0 0.0%		0 0.09		0.09			0%	0	2321		0.0%		0.09		0.0%	
	Telford	0.09		0 0.0%		0.09		0.09			0%	0			0.0%		0.0%	6	0.0%	6 0
91	Tipton	0.09		0.0%		0.09		0.09	6	0 0.0	0%	0	0.0%	(0.0%		0.0%	6 (0.0%	0 0
	Upton Upon Severn	0.0%		0.0%		0.09	6	0.0%	ó	0.0	0%	0	0.0%	. (0.0%		0.0%	6 (0.0%	0
	Waldon	0.0%		0.0%		0.09	6	0.0%	ó	0.0	0%	- 0	0.0%	(0.0%	. 1	0.0%	6 (0.0%	0
	Wales	0.1%	6	1 0.0%	. (0.19	6	1 0.0%	6	0.0)%	0	0.2%	1	0.2%		1 0.0%	6 (0.1%	
25	Warfield	0.1%	ó	1 0.3%	,	1 0.0%	6 (0.0%		0.0)%	0	0.2%	1	0.0%		0.2%			
	Wheathill	0.0%	ó	0.0%	. (0.0%	6 (0.0%	0	0.0)%	0			0.0%		0.0%			
	Wolverley	0.0%	6	0.0%	. (0.0%	6 (0.0%		0.0	1%	0					0.0%		0 0777	
	Wombourne	0.0%	6	0.0%	. ()%	0					0.0%			
	Worcestershire	0.0%		0.0%						0.0		0		0						
13	(Don't know / varies)	4.2%										14	3.6%	20					0.0.0	
	(Don't do this activity)	53.6%										155								
1	(Don't do una activity)	33.07	37	7 31.070	170	34.07	401	29.37	, 3.	4 39.3	70	133	69.0%	383	49.6%	307	58.3%	254	51.3%	502
	Base:		107	6	341		735	5	116	6		394		555		619)	436		978
-	Q26 How often do you	visit Kid	derm	inster To	own C	entre in	the e	evening	s for	the lei	sure	act	ivities I	will re	ead out	?				
	Pubs and clubs																			
	More than 3 times a week	0.207		0.000		0.000					0.7	-	0.000				12000		100	
		0.3%	0.00	0.9%	3							2	0.2%	1	0.3%	2			0.3%	
	2-3 times a week	1.4%			7	7777						6	0.5%	3		9	0.9%	4	1.5%	15
	Once a week	3.0%			17							10	2.9%	16	3.7%	23	2.1%	9	3.1%	30
	2-3 times a month	2.2%	24	2.3%	8	2.2%	16	6.0%	7	2.5	%	10	1.3%	7	1.9%	12	2.8%	12	2.2%	22
	Once a month	3.6%	39	4.4%	1.5	3.3%	24	6.9%		6.3	%	25	1.1%	6	2.9%	18	4.6%	20	3.7%	36
	Less often	7.3%	75	7.3%	25	7.3%	54	11.2%	13	11.2	%	44	3.8%	21	6.8%	42	7.6%	33	7.7%	75
	Never visit for this leisure activity	82.2%	884	78.0%	266	84.1%	618	65.5%	76	75.4	%	297	90.3%	501	82.9%	513	81.9%	357	81.5%	797
	Base:		1076	j	341		735		116			394		555		619		436		978
	Entertainment																			
	More than 3 times a week	0.4%	4	0.697	2	0.20/	2	0.00/		0.20	v		0.50/		0.50/					
					2		2	0.0%	0			1	0.5%	3	0.5%	3	0.2%	1	0.4%	4
	2-3 times a week	1.1%	12		5	1.0%	7	3.4%	4			. 2	1.1%	6	1.1%	7	0.9%	4	1.2%	12
	Once a week	1.4%	15		7	1.1%	8	2.6%	3			6	1.1%	6	1.9%	12	0.7%	3	1.2%	12
	2-3 times a month	1.9%	20		5	2.0%	15	5.2%	6			13	0.2%	1	2.1%	13	1.4%	6	1.7%	17
	Once a month	3.3%	35		12	3.1%	23	7.8%	9			20	1.1%	6	2.4%	15	4.6%	20	3.3%	32
	Less often	10.1%	109		42	9.1%	67	12.9%	15		6	47	8.3%	46	9.9%	61	11.0%	48	10.6%	104
	Never visit for this leisure	81.9%	881	78.6%	268	83.4%	613	68.1%	79	77.49	6 3	305	87.7%	487	82.1%	508	81.2%	354	81.5%	797
	activity																			
	Base:		1076		341		735		116		3	394		555		619		436		978
	Restaurants																			
	More than 3 times a week	0.40/	١.	0.604		0.70/		0.004			,									
		0.4%	4	0.6%	2	0.3%	2	0.9%	1	0.39		1	0.4%	2	0.3%	2	0.5%	2	0.4%	4
	2-3 times a week	0.3%	3	0.6%	2	0.1%	1	0.9%	1	0.59		2	0.0%	0	0.5%	3	0.0%	0	0.3%	3
	Once a week	2.0%	22	2.9%	10	1.6%	12	4.3%	5	1.89		7	1.8%	10	2.7%	17	0.9%	4	2.1%	21
	2-3 times a month	3.5%	38	3.8%	13	3.4%	25	6.9%	8	4.89		19	1.8%	10	3.4%	21	3.4%	15	3.6%	35
	Once a month	5.4%	58	5.6%	19	5.3%	39	12.9%	15	6.99	6	27	2.7%	15	5.7%	35	5.3%	23	5.6%	55
	Less often	10.6%	114	12.9%	44	9.5%	70	8.6%	10	13.79	6	54	9.0%	50	11.5%	71	9.2%	40	11.2%	110
	Never visit for this leisure activity	77.8%	837	73.6%	251	79.7%	586	65.5%	76	72.19	6 2	84	84.3%	468	75.9%	470	80.7%	352	76.7%	750
	Base:		1076		341		735		116		3	94		555		619		436		978
	Sport and fitness																			
	More than 3 times a week	0.9%	10	1.8%	6	0.5%	4	1.7%	2	1.5%		6	0.4%	2	1.3%	8	0.5%	2	0.9%	9
	2-3 times a week	3.5%	38	3.2%	11	3.7%	27	6.9%	8	5.1%		20	1.8%	10	3.4%	21	3.9%	17	3.8%	37
	Once a week	2.4%	26	2.6%	9	2.3%	17	6.0%	7	2.8%		11	1.4%	8	3.1%	19		7	2.7%	26
	2-3 times a month	0.8%	9	1.2%	4	0.7%	5	1.7%	2	1.8%		7		0			1.6%			7
	Once a month	0.7%	8	0.9%									0.0%		1.1%	7	0.2%	1	0.7%	7
	Less often		100		3	0.7%	5	1.7%	2	1.0%		4	0.4%	2	0.8%	5	0.7%	3	0.7%	
	Never visit for this leisure	3.3% 88.2%	36 949	3.5% 86.8%	12 296	3.3% 88.8%	653	9.5%	11 84	4.8%		19 27	1.1% 95.0%	527	2.7% 87.6%	17 542	4.1% 89.0%	18 388	3.7% 87.5%	36 856
	activity	UU.L/U		30.070	270	50.070	033	12.470	4	33.070	3.	~ /	73.070	321	07.070	542	07.070	,,00	G7.370	330
	Base:		1076		341		735		116		39	94		555		619		436		978

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Wyre Forest District Retail Study for White Young Green

									0									2000
	Tota	al	Ma	le	Fen	iale	18 to	34	35 t	0 54	55	i+	AB	C1	C2	DE.	Carin	hhold
Q27 How often do yo Those interviewed					Centre f	or ead	ch of the	follo	wing ac	tivitie	es ?							
Food shopping																		
Every day	1.4%	8	1.1%		2 1.6%		. 190/		1 1.00/		1 (0)		5 0.00/		2 1 70			
More than once a week	18.4%	104		40			5 1.8% 4 8.9%		1 1.0% 5 18.6%		2 1.6% 6 19.9%		5 0.9% 2 18.7%		3 1.7% 9 17.9%			
Once a week	38.9%	220		72				2										
Once every two weeks	7.8%	44		13			8.9%		5 7.7%									
Once a month or less	13.8%	78		18				1									2 14.3%	73
Never	19.8%	112	22.9%	43	3 18.3%	69	21.4%	12	2 18.0%	3:	5 20.6%	64	19.3%	6	1 20.5%	48	3 19.4%	99
Base:		566		188	3	378	3	56	5	194	1	311	Ľ.	316	5	234	1	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%		1.7%	4	1.6%	8
More than once a week	12.9%	73		32				4				43		33				
Once a week	25.4%	144		43		101	21.4%	12	27.8%	54	24.8%	77	25.3%	80				
Once every two weeks	10.6%	60		19		41		9				27		39		20	10.8%	55
Once a month or less Never	28.4% 21.0%	161	25.0%	47		114		15				82		98		62		
Base:	21.070	566	23.476	188	101500	75 378		56		194		311		316		234		103 510
Leisure activities						270				174		311		310		234		310
Every day More than once a week	, 0.5%	3	0.5%	1		2		0		2		1	0.6%	2		1	0.6%	3
Once a week	7.8% 7.4%	44	6.4%	12		32 21	14.3% 12.5%	7		18		17		26		16		40
Once every two weeks	2.1%	12	1.1%	2		10		4		7		1/	9.5%	30		11		39 12
Once a month or less	11.8%	67	13.3%	25		42	17.9%	10		29		28		36		31		64
Never	70.3%	398	67.6%	127	71.7%	271	48.2%	27	61.9%	120	79.4%	247	67.7%	214		171		352
Base:		566		188		378		56		194		311		316		234		510
Q28 Overall, comparing Those interviewed we Choice and quality	ho are in zon	e sam	ple 1, 4 o	res yo	ou may v	risit, I	how wou	ıld yo	ou rate k	(idde	rminster	Tow	n Centre	?				
Good	65.0%	368	62.2%	117	66 10/	251	67.00/	20	72.20/	140	50.00/	10/	64.204	202	CT 10/			
Average	16.4%	93	16.5%	117	66.4%	62	67.9% 8.9%	38	72.2% 14.9%	140 29	59.8% 19.0%	186	64.2%	203	67.1% 15.4%	157 36	65.5%	334
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	16.7%	85 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-foo	d sh	ops															
Good	33.4%	189	30.3%	57	34.9%	132	32.1%	18	37.6%	73	31.2%	07	31.3%	00	35.9%	84	33.1%	160
Average	33.9%		35.1%		33.3%	126	41.1%	23	34.0%	66	32.8%	102	36.7%		31.6%	74	34.5%	169 176
Poor	17.3%		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	y of service	facil	lities															
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			26.1%		25.7%		30.4%		27.3%	53	24.4%		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:	- 1	566		188		378		56		194		311		316		234		510
Accessibility by p	ublic transp	ort																
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%		11.9%		11.7%	37	13.2%		12.2%	62
Poor			12.8%		20.1%	76	7.1%		21.1%		17.4%		16.5%	52	20.1%	47	17.5%	89
(Don't know)	200000000000000000000000000000000000000		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

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	Tota	1	Ma	le	Fem	ale	18 to	34	35 to	54	55-	+	ABO	C1	C2I	Œ	Car in	hhole
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%	29
Average	19.4%	110		41	18.3%	69	26.8%	15		38		57	19.3%	61		48		
Poor	8.0%	45		24	5.6%	21	7.1%	4	8.8%	17	7.7%	24	8.2%	26		19		4
(Don't know)	16.8%	95		31		64	12.5%	7		22		65	15.5%	49		40		6
Base:		566		188		378		56		194		311		316		234		51
Accessibility by t	foot																	
				- 2.	120.0	5.50		- 22	27227									
Good	37.6%	213	37.8%	71	37.6%	142	51.8%	29	39.7%	77	33.8%	105	32.9%	104		100		19
Average	14.8%	84	14.9%	28	14.8%	56	10.7%	6	16.5%	32	14.8%	46	14.2%	45		39	15.5%	7
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%	4
(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%	18
Base;		566		188		378		56		194		311		316		234		510
Adequacy of park	ding arrang	emer	its															
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%	14
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 environ	ment																	
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	n movemen	ts w	ithin 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%		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 / presona	l 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			29.3%		29.1%		28.6%		31.4%		28.0%		30.4%		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
		4 2 10	F - F / W	* 1	20.16.10	4-15	1 - 2 / 0	-	41170	8.0	114.00	Mr w	0.070	1.7	0.070	40	1.2/0	21
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

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Total Male Female 18 to 34 35 to 54 55+ ABCI C2DE Car in hhold Q29 What would encourage you to visit Kidderminster Town Centre more often ? Those interviewed who are in zone sample 1, 4 or 5 1st mention Increased choice and range 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 of shops Large food stores within 1.1% 6 0.5% 1 1.3% 5 0.0% 0 2.1% 4 0.6% 2 1.6% 5 0.4% 1.2% 6 town centre 2.3% 13 1.1% 2 2.9% 2 1.0% 2.9% 9 1.9% Improved quality of shops 11 3.6% 2 6 3.0% 7 2.5% 13 5.5% 15 More parking 31 7.4% 14 4 5% 17 7.1% 4 7.7% 3 9% 12 6.0% 19 5 1% 12 6.1% 31 Less expensive parking 5.7% 32 5 9% 5.6% 21 0.0% 0 10.3% 20 3.9% 12 7.3% 23 3.8% 6.3% 11 32 More pedestrianisation 0.4% 2 0.0% 0.5% 0.0% 0.0% 0 0.6% 0.3% 0.4% 0.4% Improved street cleaning 0.7% 0.5% 0.0% 0.0% 1.3% 0.9% 0.8% 0 0 0.4% 0.6% Increased public transport 3 2% 18 1.1% 4 2% 16 0.0% 0 3 6% 3 5% 11 4 1% 13 2.1% 1.8% Q Cheaper public transport 0.2% 0.5% 0.0% 0 0.0% 0 0.0% 0 0.3% 0.0% 0 0.4% 0.2% More entertainment facilities 2.7% 2.1% 1.9% 0.0% 2.1% 2.6% 2.5% 1.3% 2.2% 11 More leisure facilities 0.5% 0.0% 0 0.8% 1.8% 0.5% 0.3% 0.6% 2 0.4% 0.6% 3 1 3 0.5% 0.5% 0.0% Outdoor market 0.5% 0 0.0% 0 1.0% 0.6% 2 0.4% 0.6% 3 Cafes / restaurants 0.5% 3 0.5% 0.5% 2 1.8% 1.0% 2 0.0% 0 0.6% 2 0.4% 0.6% 3 Cinema 2.1% 12 1.1% 2.6% 10 5.4% 2.1% 1.6% 1.9% 6 2.1% 1.8% 5 1.8% 2.7% 0.0% 1.0% Better security 10 5 1.3% 0 2 2.6% 8 1.6% 2.1% 1.8% -5 5 5 Better environment 1.2% 7 1.6% 1.1% 4 0.0% 0 2.1% 1.0% 3 0.9% 3 1.7% 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 1.8% 10 2.1% 4 1.6% 3.6% 2 2.1% 1.3% 4 2.8% 9 0.4% 1.8% 9 6 4 1 of town / buildings More specialist / independent 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 shops 0.0% 0.9% 0.9% Free parking in the centre of 0.9% 5 0.5% 1.1% 0 1.5% 3 0.6% 2 3 2 1.0% 5 town 0.4% 0.5% 0 3% 1 8% 0.0% 0.3% Better department stores 2 0 0.6% 2 0.0% 0 0.4% 2 Better road / cycle systems / 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 improved access 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 An indoor market 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 If all the empty shops were 0.0% 0 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% 0.5% 0.0% 0.0% 0.5% 0.0% 0.3% 0.0% 0.2% If there was less charity 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 shops If there was more 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 available in the town 0.0% 0.0% 0.0% 0.0% 0.0% If they make sure the 0 0.0% 0 0.0% 0 0.0% 0 0 0 0 0 0.0% 0 subways are not flooded Less pedestrianisation 0.2% 0.5% 0.0% 0 0.0% 0 0.5% 0.0% 0 0.3% 0.0% 0 0.2% More / improved disabled 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 parking 0.4% 2 0 0.0% 0 1.0% 2 0.0% 0 0.6% 2 0.0% 0 0.4% 2 More advertising / 1.1% 2 0.0% communication about the facilities More pubs and clubs 0.4% 2 1.1% 2 0.0% 0 1.8% 0.5% 1 0.0% 0 0.6% 2 0.0% 0 0.4% 2 1 More seating areas 0.2% 1 0.5% 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% 0.0% 0 0.4% 0.2% 1 Need to improve the 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 Christmas lights 0 0.0% 0 0.5% 1 0.0% 0 0.3% 0.0% 0 Improve the seating by the 0.2% 0.0% 0.3% 0.2% 1 canal They need to open a market 0.2% 0.5% 0.0% 0 0.0% 0 0.0% 0 0.3% 1 0.0% 0 0.4% 1 0.2% 2.9% 8.9% 2.6% 1.9% 2.5% 3.4% 2.7% (Don't know / varies) 2.8% 2.7% 11 5 6 16 5 8 8 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

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									0									2000
3	Tota	al	M	ale	Fer	nale	18 t	o 34	35	to 54	5	5+	AI	BC1	C2	DE.	Cari	hhold
2nd mention																		
Increased choice and range of shops	4.1%	2	2.7%		5 4.89	6 1	8 7.1%	,	4 4.65	Y ₀	9 3.29	% 1	0 4.19	6 1	3 3.89	6	9 4.19	6 21
Large food stores within town centre	1.1%		6 0.0%	,	0 1.69	6	6 3.6%	,	2 0.09	%	0 1.39	6	4 0.9%	6	3 1.3%	6	3 1.29	6 6
Improved quality of shops	4.4%	2	5 1.6%		3 5.89	6 2	2 3.6%		2 5.79	v. 1	1 3.59		1 4 40		4 4 20		0 450	
More parking	1.9%		1 1.1%		2 2.49		9 0.0%		0 4.19		8 1.09		1 4.49 3 2.89				0 4.59	
Less expensive parking	1.9%	- 10.5	1 1.6%		3 2.19		8 0.0%		0 2.69		5 1.99		6 1.99				2 2.29	
More pedestrianisation	0.2%	100	1 0.0%		0 0.3%		1 0.0%		0 0.59		1 0.09		0 0.3%		6 2.1% 1 0.0%		5 2.29 0 0.29	
Improved street cleaning	0.2%		1 0.0%		0 0.3%		1 0.0%		0 0.09		0 0.39		1 0.0%		0.0% 0 0.4%		0 0.29	
. Increased public transport	0.2%		1 0.0%		0 0.3%		1 0.0%		0 0.09		0 0.39		1 0.0%		0 0.4%		1 0.29	
Cheaper public transport	1.1%		6 0.5%		1 1.3%		5 0.0%		0 0.59		1 1.69		5 1.6%		5 0.4%		1 0.49	
More entertainment facilities	1.6%		9 2.1%		4 1.3%		5 5.4%		3 2.19		4 0.69		2 1.6%		5 1.7%		4 1.8%	7.
More leisure facilities	0.4%		2 1.1%		2 0.0%		0.0%		0 0.59		1 0.39		1 0.6%		2 0.0%		0 0.4%	
Outdoor market	0.2%	100	1 0.5%		1 0.0%		0.0%		0 0.09		0 0.39		1 0.0%		0.0%		0.2%	
Cafes / restaurants	0.7%		4 0.5%		0.8%		3 0.0%		0.09		0 1.39		1 0.6%		2 0.9%		2 0.8%	
Cinema	0.5%		3 0.5%		0.5%		2 1.8%		1 0.5%		1 0.3%		0.9%		3 0.0%		0.6%	
Better security	1.1%	- 1	6 0.0%	. (1.6%		0.0%		0 1.5%		3 1.0%		0.9%		3 0.9%			
Better environment	0.7%		4 0.5%		0.8%		0.0%		0 1.0%		2 0.6%		0.9%					
Other	0.0%	- (0.0%	(0.0%	. (0.0%		0.0%		0.0%					
Regeneration / modernisation of town / buildings	0.5%	1	3 0.5%	1	0.5%	2	0.0%	(1.0%		2 0.3%		0.6%					
More specialist / independent shops	0.5%	3	3 1.1%	2	0.3%	1	0.0%	(1.5%		3 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
Better department stores	0.2%	1	0.5%	1	0.0%	0	0.0%	(0.5%	,	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%	(0.3%	1	0.3%	1		0		
An indoor market	0.2%	1	0.5%	1	0.0%	0	0.0%	(0.0%	(0.3%	1	0.0%	0	0.4%	1	0.2%	1
Better lighting	0.2%	1		1			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%	(0.3%	1	0.3%	1	0.0%	0	0.2%	1
If the pubs were run properly	0.0%	0	1000000	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		1		0		0			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
If they make sure the subways are not flooded	0.2%	1		1		0	0.0%	0				1	0.0%	0		1	0.2%	1
Less pedestrianisation	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
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	0.0%	0	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)	0.4%	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

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Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment Other Regeneration / modernisation of town / buildings More specialist / independent shops Free parking in the centre of town Better department stores Better road / cycle systems / improved access An indoor market Better lighting If all the empty shops were filled up If there was less charity shops If there was more police	1.4% 0.2% 1.2% 0.4% 0.7% 0.0% 0.0% 0.2% 0.4% 0.0% 0.5% 0.0% 0.2% 0.0% 0.5% 0.0% 0.2%	8 I 7 2 4 4 0 0 2 2 0 0 0 1 2 2 0 0 0 3 3 0 1 1	2.7% 0.0% 1.1% 1.1% 0.0% 0.0% 0.0% 0.0% 0.1% 0.0% 0.0	5 0 2 2 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.8% 0.3% 1.3% 0.0% 1.1% 0.0% 0.5% 0.0% 0.5% 0.0% 0.5%	3 1 5 0 4 0 2 0 0 0 0 0	1.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0	1.5% 0.5% 2.1% 0.5% 1.0% 0.0% 0.5% 0.0%	3 1 4 1 2 0	1.3% 0.0% 1.0% 0.3% 0.6% 0.0%	4 0 3 1 2 0	1.6% 0.0% 1.3% 0.6% 0.6% 0.0%	5 0 4 2 2 0	1.3% 0.0% 1.3% 0.0% 0.9% 0.0%	3 0 3 0 2 2	1.6% 0.2% 1.4% 0.4% 0.8%
Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment Other Regeneration / modernisation of town / buildings More specialist / independent shops Free parking in the centre of town Better department stores Better road / cycle systems / improved access An indoor market Better lighting If all the empty shops were filled up If the pubs were run properly If there was less charity shops	0.2% 1.2% 0.4% 0.7% 0.0% 0.4% 0.0% 0.2% 0.4% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	1 7 2 4 0 0 0 0 1 1 2 0 0 4 0 0 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1	0.0% 1.1% 1.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0 2 2 0 0 0 0 0 0 1 0 0 0 2 0 0	0.3% 1.3% 0.0% 1.1% 0.0% 0.5% 0.0% 0.0% 0.5% 0.0%	1 5 0 4 0 2 0 0 0 0 2	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.5% 2.1% 0.5% 1.0% 0.0% 0.5%	1 4 1 2 0	0.0% 1.0% 0.3% 0.6%	0 3 1 2	0.0% 1.3% 0.6% 0.6%	0 4 2 2	0.0% 1.3% 0.0% 0.9%	0 3 0 2	0.2% 1.4% 0.4% 0.8%
of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment Other Regeneration / modernisation of town / buildings More specialist / independent shops Free parking in the centre of town Better department stores Better road / cycle systems / improved access An indoor market Better lighting If all the empty shops were filled up If the pubs were run properly If there was less charity shops	0.2% 1.2% 0.4% 0.7% 0.0% 0.4% 0.0% 0.2% 0.4% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	1 7 2 4 0 0 0 0 1 1 2 0 0 4 0 0 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1	0.0% 1.1% 1.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0 2 2 0 0 0 0 0 0 1 0 0 0 2 0 0	0.3% 1.3% 0.0% 1.1% 0.0% 0.5% 0.0% 0.0% 0.5% 0.0%	1 5 0 4 0 2 0 0 0 0 2	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.5% 2.1% 0.5% 1.0% 0.0% 0.5%	4 1 2 0	1.0% 0.3% 0.6%	3 1 2	1.3% 0.6% 0.6%	4 2 2	1.3% 0.0% 0.9%	3 0 2	1.4% 0.4% 0.8%
town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment Other Regeneration / modernisation of town / buildings More specialist / independent shops Free parking in the centre of town Better department stores Better road / cycle systems / improved access An indoor market Better lighting fall the empty shops were filled up f the pubs were run properly f there was less charity shops	1.2% 0.4% 0.7% 0.0% 0.4% 0.0% 0.2% 0.4% 0.0% 0.7% 0.0% 0.5% 0.0% 0.2% 0.0%	7 2 4 0 2 0 0 1 1 2 0 4 0 0 3 0 0 1 1	1.1% 1.1% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 1.1% 0.0% 0.0%	2 2 0 0 0 0 0 0 1 0 0 2 0	1.3% 0.0% 1.1% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0%	0 4 0 2 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.5% 1.0% 0.0% 0.5%	1 2 0	0.3% 0.6%	1 2	0.6%	2 2	0.0%	0	0.4% 0.8%
More parking Less expensive parking More pedestrianisation mproved street cleaning ncreased public transport Cheaper public transport More entertainment facilities More leisure facilities Dutdoor market Cafes / restaurants Cinema Better security Better environment Other Regeneration / modernisation of town / buildings More specialist / independent shops Free parking in the centre of town Better department stores Better road / cycle systems / improved access An indoor market Better lighting f all the empty shops were filled up f the pubs were run properly f there was less charity shops	0.4% 0.7% 0.0% 0.4% 0.0% 0.2% 0.4% 0.0% 0.7% 0.0% 0.0% 0.5% 0.0% 0.2% 0.0%	2 4 0 2 0 0 1 2 0 4 0 0 3 0 1	1.1% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 1.1% 0.0% 0.0%	2 0 0 0 0 0 1 0 0 2 0	0.0% 1.1% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0%	0 4 0 2 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.5% 1.0% 0.0% 0.5%	1 2 0	0.3% 0.6%	1 2	0.6%	2 2	0.0%	0	0.4% 0.8%
fore parking ess expensive parking fore pedestrianisation improved street cleaning hereased public transport fore entertainment facilities fore leisure facilities hutdoor market fales / restaurants finema fetter security fetter environment her flegeneration / modernisation of town / buildings fore specialist / independent shops ree parking in the centre of town fetter department stores fetter road / cycle systems / improved access for indoor market fetter lighting all the empty shops were filled up file pubs were run properly filere was less charity shops	0.7% 0.0% 0.4% 0.0% 0.2% 0.4% 0.0% 0.7% 0.0% 0.0% 0.5% 0.0% 0.2% 0.0%	4 0 2 0 0 1 2 0 4 0 0 3 0 1	0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 1.1% 0.0% 0.0%	0 0 0 0 0 1 0 0 2	1.1% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0%	4 0 2 0 0 0 0 2	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	1.0% 0.0% 0.5%	0	0.6%	2	0.6%	2	0.9%	2	0.8%
ess expensive parking fore pedestrianisation inproved street cleaning icreased public transport heaper public transport fore entertainment facilities fore leisure facilities intdoor market afes / restaurants inema etter security etter environment ther egeneration / modernisation of town / buildings fore specialist / independent shops ree parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.0% 0.4% 0.0% 0.0% 0.2% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 2 0 0 1 2 0 4 0 0 3 0	0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 1.1% 0.0% 0.0%	0 0 0 0 1 0 0 2	0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0%	0 2 0 0 0 2	0.0% 0.0% 0.0% 0.0%	0 0	0.0%	0							
fore pedestrianisation in proved street cleaning creased public transport heaper public transport fore entertainment facilities fore leisure facilities utdoor market afes / restaurants inema etter security etter environment ther egeneration / modernisation of town / buildings fore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.4% 0.0% 0.0% 0.2% 0.4% 0.0% 0.0% 0.0% 0.5% 0.0% 0.2% 0.0%	2 0 0 1 2 0 4 0 0 3 0	0.0% 0.0% 0.0% 0.5% 0.0% 1.1% 0.0% 0.0% 0.5%	0 0 0 1 0 0 2 0	0.5% 0.0% 0.0% 0.0% 0.5% 0.0%	2 0 0 0 2	0.0% 0.0% 0.0%	0	0.5%		0.0%	0	0.0%	0	0.0%		
proved street cleaning creased public transport heaper public transport ore entertainment facilities ore leisure facilities utdoor market afes / restaurants mema etter security etter environment ther egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.0% 0.0% 0.2% 0.4% 0.0% 0.7% 0.0% 0.5% 0.0% 0.2% 0.0%	0 0 1 2 0 4 0 0 3 0	0.0% 0.0% 0.5% 0.0% 0.0% 1.1% 0.0% 0.0%	0 0 1 0 0 2 0	0.0% 0.0% 0.0% 0.5% 0.0%	0 0 0 2	0.0%	0				-				0	0.0%
creased public transport heaper public transport ore entertainment facilities ore leisure facilities utdoor market afes / restaurants inema etter security etter environment ther egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.0% 0.2% 0.4% 0.0% 0.7% 0.0% 0.5% 0.0% 0.2% 0.0%	0 1 2 0 4 0 0 3 0	0.0% 0.5% 0.0% 0.0% 1.1% 0.0% 0.0%	0 1 0 0 2 0	0.0% 0.0% 0.5% 0.0%	0 0 2	0.0%		0.0%	1	0.3%	1	0.6%	2	0.0%	0	0.4%
heaper public transport ore entertainment facilities ore leisure facilities utdoor market afes / restaurants inema etter security etter environment ther egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.0% 0.2% 0.4% 0.0% 0.7% 0.0% 0.5% 0.0% 0.2% 0.0%	1 2 0 4 0 0 3 0	0.0% 0.5% 0.0% 0.0% 1.1% 0.0% 0.0%	1 0 0 2 0	0.0% 0.5% 0.0%	0 2		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%
tore entertainment facilities tore leisure facilities utdoor market afes / restaurants inema etter security etter environment ther egeneration / modernisation of town / buildings ore specialist / independent shops eee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.4% 0.0% 0.7% 0.0% 0.0% 0.5% 0.0% 0.2% 0.0%	2 0 4 0 0 3 0 1	0.0% 0.0% 1.1% 0.0% 0.0% 0.5%	0 0 2 0	0.5%	2	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
ore leisure facilities atdoor market afes / restaurants mema etter security etter environment ther of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.4% 0.0% 0.7% 0.0% 0.0% 0.5% 0.0% 0.2% 0.0%	0 4 0 0 3 0 1	0.0% 1.1% 0.0% 0.0% 0.5%	0 2 0	0.0%			0	0.5%	1	0.0%	0	0.0%	0	0.4%	- 1	0.2%
atdoor market afes / restaurants inema etter security etter environment ther egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.0% 0.7% 0.0% 0.0% 0.5% 0.0% 0.2% 0.0%	0 4 0 0 3 0 1	0.0% 1.1% 0.0% 0.0% 0.5%	0			0.0%	0	0.5%	1	0.3%	1	0.6%	2	0.0%	0	0.4%
afes / restaurants mema etter security etter environment ther egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.7% 0.0% 0.0% 0.5% 0.0% 0.2% 0.0%	4 0 0 3 0 1	1.1% 0.0% 0.0% 0.5%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
nema etter security etter environment ther egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access n indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.0% 0.0% 0.5% 0.0% 0.2% 0.0%	0 0 3 0 1	0.0% 0.0% 0.5%	0		2	0.0%	0	0.5%	1	1.0%	3	0.9%	3	0.4%	1	0.8%
etter security etter environment ther egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.0% 0.5% 0.0% 0.2% 0.0%	0 3 0 1	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
etter environment ther egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.5% 0.0% 0.2% 0.0%	3 0 1	0.5%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
ther egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.0% 0.2% 0.0% 0.0%	0		1	0.5%	2	0.0%	0	1.0%	2	0.3%	1	0.6%	2	0.4%	1	0.6%
egeneration / modernisation of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.2% 0.0% 0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
of town / buildings ore specialist / independent shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	0.0%		0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.2%
shops ee parking in the centre of town etter department stores etter road / cycle systems / improved access in indoor market etter lighting all the empty shops were filled up the pubs were run properly 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%
town etter department stores etter road / cycle systems / improved access i indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops		0	0.0%	0	0.0%									0	0.0%	0	0.0%
etter road / cycle systems / improved access n indoor market etter lighting all the empty shops were filled up the pubs were run properly 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%				
improved access n indoor market etter lighting all the empty shops were filled up the pubs were run properly 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%
n indoor market etter lighting all the empty shops were filled up the pubs were run properly there was less charity shops	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%
etter lighting all the empty shops were filled up the pubs were run properly 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%
all the empty shops were filled up the pubs were run properly 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%
the pubs were run properly 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%
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%
The state of the s	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
available in the town	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%
they make sure the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
ess pedestrianisation ore / improved disabled	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
parking ore advertising / communication about the	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
facilities				-	0.007		0.00/	0	0.09/	0	0.0%	0	0.0%	0	0.0%	0	0.0%
ore 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%
ore 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%
ore toilet facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.4%	1	0.2%
eed to improve the Christmas lights	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%					0	0.0%
prove 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%		
ney need to open a 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%
on't know / varies) lothing)	0.0% 93.3%	528	0.0% 92.6%	174	0.0% 93.7%	0 354	0.0% 98.2%	0 55	0.0% 90.7%	0 176	0.0% 93.9%	292	0.0% 92.7%	293	94.0%	220	92.7%
ise:		566		188		378		56		194		311		316		234	
30 How often do you vis	sit Stou	rport-	on-Seve	ern To	own Cen	tre fo	r each o	f the	followin	ig act	ivities ?						
Those interviewed who as	are in zon	ie sam	pie z														
	10.7%	12	17.4%	4	9.0%	8	10.0%	1	16.2%	6	7.7%	5	3.6%	2	17.9%	10	11.2%
		36	39.1%	9	30.3%	27	20.0%	2	37.8%	14	30.8%	20	30.9%	17	33.9%	19	32.7%
	32.1%		21.7%	5	36.0%	32	10.0%	ī	32.4%	12	36.9%	24	38.2%	21	26.8%	15	31.6%
	33.0%		4.3%	1	12.4%	11	10.0%	i	8.1%	3	12.3%	8	10.9%	6	10.7%	6	11.2%
	10.7%	12		3	10.1%	9	40.0%	4	5.4%	2	9.2%	6	12.7%	7	8.9%	5	10.2%
	10.7%	12	13.0%	1	2.2%	2	10.0%	1	0.0%	0	3.1%	2	3.6%	2	1.8%	1	3.1%
ever	2.7%	3	4.3%		2.270		10,070		0.070					55		56	
ase:		112		23		89		10		37		65				20	

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									-6		_						white	1 2000
,	To	tal	Mal	e	Fem	ale	18 to	34	35 to	54	55	+	ABC	21	C2I	DE,	Carin	hhold
Other shopping																		
Every day	4.5%		5 13.0%		3 2.2%		2 0.0%		0 0.0%		0 7.7%		5 1.8%		1 7 10			_
More than once a week	14.3%		6 8.7%		2 15.7%	1			1 16.2%		6 13.8%		9 10.9%		7.1% 5 17.9%			
Once a week	25.9%		9 13.0%		3 29.2%	2			2 32.4%		2 23.1%	1:		12		17		13 27
Once every two weeks	12.5%		4 8.7%		2 13.5%	13			0 18.9%		7 10.8%		7 12.7%		7 12.5%		7 14.3%	14
Once a month or less	21.4%	2	4 30.4%		7 19.1%	1			5 18.9%		7 18.5%	12		14		10		22
Never	21.4%	2	4 26.1%		20.2%	13	3 20.0%		2 13.5%		5 26.2%	11	7 27.3%		14.3%	8		17
Base:		11	2	23	t	89		1	0	3	7	65	5	55		56		98
		- 1								_			,	0.0	,	-	,	70
Leisure activities																		
Every day	1.8%		2 8.7%	2	0.007	,	0.00		0.007		0 2 10/				1.004		2.004	
More than once a week	12.5%		4 8.7%	2		12			0.0%		0 3.1% 6 12.3%	8			1.8%	11	2.0%	2
Once a week	16.1%	i		2		16			4 24.3%		9 7.7%	5			19.6%	11		13 17
Once every two weeks	6.3%		7 4.3%	1		(5.4%		2 1.5%	1		5		2		7
Once a month or less	11.6%	1	3 21.7%	5	9.0%	8		- 1	13.5%		5 9.2%	6		8		5		13
Never	51.8%	5	8 47.8%	11	52.8%	47	0.0%	(40.5%	1:	5 66.2%	43	56.4%	31	46.4%	26		46
Base:		11	2	23		89		10)	31	7	65		55		56		98
Q31 Overall, comparing Those interviewed who				es y	ou may v	risit,	how wo	uld y	ou rate S	Stour	port-on-	Sever	n Town	Cent	re ?			
Choice and quality																		
Good	24 10/	21	7 21 79/		24 70/	22	10.00		21 (2)		27.70/		02 (0)					
Average	24.1% 44.6%	50	7 21.7%	12		22 38		7	21.6% 48.6%	18	27.7%	18		13		14		23
Poor	29.5%	3		6		27		2		11		25		23 18		26 15		47
(Don't know)	1.8%		2 0.0%	0		2		0				2	1.8%	1		1	2.0%	26
Base:		112		23	2.2.74	89	0.070	10		37		65	1.070	55		56	2.070	98
												-		00		50		70
Range and choice of	or non-ro	oa s	nops															
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	7.50	9		25		5		13		16	30.9%	17	30.4%	17		30
Poor	56.3%	63		11	58.4%	52	40.0%	4		21		38	60.0%	33	51.8%	29	56.1%	55
(Don't know)	1.8%	2		0	2.2%	2	0.0%	0	0.0%	0	0.000	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	e fac	cilities															
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		9	34.8%	31			35.1%	13		24			33.9%		38.8%	38
Poor	19.6%		34.8%	8	15.7%		20.0%	2			20.0%		21.8%		17.9%		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 and														-				,,,
Accessibility by pul	one trans	sport																
Good	20.5%	23		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			13.5%	12	10.0%		21.6%	8	16.9%	11	18.2%	10	17.9%	10	18.4%	18
Poor	20.5%	23		8	16.9%	15	30.0%	3	18.9%	. 7		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%		27.0%	24	30.0%	3	18.9%		30.8%		32.7%	18	21.4%		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	t																	
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%		22.5%	20	0.0%	0	21.6%	8	33.8%		36.4%	20	17.9%		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

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									0									2000
	Tota	1	Mak	e	Fema	le	18 to 3	34	35 to 5	54	55+		ABCI		C2DE		Car in h	hold
Adequacy of pa	arking arrang	jemei	nts															
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 envir	onment																	
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 pedestr	rian moveme	nts w	rithin 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 / preso	nal 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

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of shops		Tota	ıl	Mal	e	Fema	le	18 to :	34	35 to :	54	55+		ABC	1	C2D	E,	Car in h	iholo
Increased choice and range 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% of shops 14 25.0% 14 20.4% of shops 14 25.0% 14 20.4% of shops 15 25.4% 25 25.8% 23 10.0% 1 29.7% 11 20.0% 13 20.0% 11 25.0% 14 20.4% of shops 25.4% 25.																			
Increased choice and range of shops Large food stores within 1.8% 2 0.0% 0 2.2% 2 10.0% 1 20.0% 1 1.8% 1 1.8% 1 2.0% 1 2.0% 1 2.0% 1 1.8% 1 1.8% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 2 2.0% 2 2.0% 2 2.0% 2 2.0% 3 3.6% 2 5.4% 3 3.6% 2 2.4% 3 3.6% 2		~ .			port	on-Seve	rn To	own Cent	tre m	ore ofter	?								
of shops Large food stores within town centre 1.8% town centre 2 0.0% b 0 2.2% b 2 10.0% b 1 0.0% b 0 1.5% b 1 1.8% b 1 1.8% b 1 2.0% b Improved quality of shops town centre 4.5% b 5 8.7% b 2 3.4% b 3 0.0% b 0 5.4% b 2 4.6% b 3 3.6% b 2 5.4% b 3 5.1% b More parking b 8.9% b 1 0 4.3% b 1 10.1% b 9 20.0% b 0 0.0% b	1st mention																		
Improved quality 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%	2
More parking	0	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%	
More parking	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%	
More pedestrianisation 0.0% 0 0.0%		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%	
Improved street cleaning	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%	
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%	
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%		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%	
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 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% More centertainment facilities 1.8% 2 8.7% 2 0.0% 0 0.0% 0 0.0% 0 2.7% 1 1.5% 1 1.8% 1 1.8% 1 2.0% 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% Outdoor market 1.8% 2 8.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.1% 2 1.8% 1 1.8% 1 1.0% Carles / restaurants 0.9% 1 4.3% 1 0.0% 0 10.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 1.0% Carles / restaurants 0.9% 6 8.7% 2 4.5% 4 20.0% 1 0.0% 0 0.0%	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%	
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% 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% Cafes / restaurants 0.9% 1 4.3% 1 0.0% 0 10.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 1.0% 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	0.0%	0	0.0%	
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% Cafes / restaurants 0.9% 1 4.3% 1 0.0% 0 10.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 1.0% Cinema 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%	
Cafes / restaurants	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%	
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 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% Better environment 3.6% 4 0.0% 0 4.5% 4 0.0% 0 0.2% 1 4.6% 3 3.6% 2 3.6% 2 3.1% 0ther 0.0% 0 0	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%	
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% 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% Other 0.0% 0	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%	
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% Other 0.0% 0	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%	
Other 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%	
Better access by car / improve roads / new bypass Extra police 0.0% 0 0	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%	
improve roads / new bypass Extra police	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%	
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 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 1 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 1.8% 1 1.0% it 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% Less parking in the high 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% street More toilet facilities 0.0% 0 0	improve roads / new																		
Improve the general look of 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% 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1.0% 1 1.0% 1 1.0% 1.0% 1 1.0% 1.0% 1.0% 1.0%			-		-				-						-		-		
it 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% Less parking in the high 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% street 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% Need to widen the pavements 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% near the Co-Op 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% Reopen the shopping mall 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% (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%									-				-				-		
Less parking in the high street More toilet facilities 0.0% 0 0	it																		
street More toilet facilities 0.0% 0 0.0%					-		_												
Need to widen the pavements 0.0% 0 0.	street																		
near the Co-Op More wine bars 0.0% 0 0.0%					-		-		_		-		_				-		
Reopen the shopping mall 0.0% 0 0.0% <	near the Co-Op								-										
(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% (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%				4.4.4.4			-								-				
(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%					0		-	01010	-		-		-		-		-		
			4		1				1				-		_		-		
Base: 112 23 89 10 37 65 55 56	(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%	3
	Base:		112		23		89		10		37		65		55		56		98

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									8									2000
	Tota	ıl	Mal	e	Fema	le	18 to	34	35 to	54	55+		ABC	1	C2D	E-	Car in h	hold
2nd mention																		
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
mprove 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
mprove 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
ess 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
Aore 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
Leopen 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

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3rd mention Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning	Total 0.0% 0.9%	0	Male 0.0%		Female		18 to 3	4	35 to 54	1	55+		ABC1		C2DE		Car in h
Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation		0	0.00/														
Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation		0	0.00/														
of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation		U		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
arge food stores within town centre mproved quality of shops More parking less expensive parking More pedestrianisation	0.9%		0.076	U	0.070		0.074		0.074								
nproved quality of shops fore parking ess expensive parking fore pedestrianisation	210.00	1	0.0%	0	1.1%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%
fore parking ess expensive parking fore pedestrianisation					2 407	2	0.00/	0	5.4%	2	3.1%	2	5.5%	3	1.8%	1	4.1%
ess expensive parking fore pedestrianisation	3.6%	4	4.3%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
fore 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%	0	0.0%	0	0.0%	0	0.0%	0			1.5%	1	1.8%	1	0.0%	0	1.0%
nproved street cleaning	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
creased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	1.0%
heaper public transport	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.8%	i	1.8%	1	1.0%
fore entertainment facilities		2	0.0%	0	2.2%	2	0.0%	0	2.7%	1	1.5%	1	1.8%	i	0.0%	o	1.0%
fore leisure facilities	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0			0.0%	0	1.8%	1	1.0%
outdoor market	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	5.5%	3	0.0%	0	3.1%
afes / restaurants	2.7%	3	4.3%	1	2.2%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	1.8%	1	1.0%
inema	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
etter security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	1.8%	1	1.0%
etter environment	0.9%	1	4.3%	1	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	1.8%	1	0.0%	0	1.0%
etter access by car /	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.076	U	1.070		0.076	0	1.076
improve roads / new																	
bypass	10000	100			0.007		0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
xtra police	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0	1.0%
fore facilities for children	0.9%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
nprove the general look of	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.070	U	0.070		0.070		0.0.0	-	
it	0.007		0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
nprove 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%
ess parking in the high	0.0%	0	0.076	U	0.070	v	0.070		0.070	-	0.0.0						
street	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
fore 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%
leed to widen the pavement	s 0.0%	0	0.076	U	0.070		0.070		0,075	-	0.0.0						
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%
Aore 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%
teopen the shopping mall	0.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	1.0%
Don't know / varies)	83.0%	93	87.0%	20	82.0%	73	90.0%	9	78.4%	29	84.6%	55	76.4%	42	89.3%	50	81.6%
Nothing)	83.076	93	07.070		02.070		70.070		70.77			65		55		56	
Base:		112		23		89		10		37		65		33		30	
233 How often do you v Those interviewed who	risit Bewd o are in zon	ley T	own Cer	ntre f	or each o	of the	e followi	ng ad	tivities ?								
Food shopping																	
	0.004	-	2 70/		1.6%	1	8.3%	1	0.0%	0	2.6%	1	1.7%	1	3.3%	1	2.3%
every day	2.2%	21	3.7% 18.5%	5	25.4%	16	16.7%		23.1%	9	25.6%	10	25.0%	15	20.0%	6	24.4%
More than once a week	23.3%		22.2%		17.5%	11	8.3%	1	25.6%	10	15.4%	6	20.0%	12	16.7%	5	18.6%
Once a week	18.9%	1000	3.7%	1	4.8%	3	0.0%	0	2.6%	1	7.7%	3	5.0%	3	3.3%	1	3.5%
nce every two weeks	4.4%	15				10	25.0%	_	15.4%	6	15.4%	6	18.3%	11	13.3%	4	17.4%
once a month or less	16.7% 34.4%		33.3%	9	34.9%	22	41.7%		33.3%	13	33.3%	13	30.0%	18	43.3%	13	33.7%
lever	34.470		33.376		34.770		11.770			20		39		60		30	
Base:		90		27		63		12		39		39		00		30	
Other shopping																	
	14.7.00						0.20/		0.0%	0	2.6%	1	1.7%	1	3.3%	1	2.3%
every day	2.2%	2	3.7%	1	1.6%	1	8.3%	1		4	12.8%	5	11.7%	7	10.0%	3	11.6%
Aore than once a week	11.1%	10	3.7%	1	14.3%	9	8.3%		10.3%	11	10.3%	4	21.7%	13			17.4%
Ince a week	17.8%	16		5	17.5%	11	8.3%	0	28.2%	1	7.7%	3	5.0%	3	3.3%	1	4.7%
Ince every two weeks	4.4%	4	3.7%	1	4.8%	3	0.0%		20.5%	8	17.9%	7	25.0%	15	20.0%	6	23.3%
Ince a month or less	23.3%		37.0%	10	17.5%	11	50.0%	6	38.5%	15	48.7%	19	35.0%	21		16	40.7%
lever	41.1%	37	33.3%	9	44.4%	28	25.0%		30.376		40.776		35.070				1000
Base:		90		27		63		12		39		39		60		30	
Leisure activities																	
Lordare delivines									0.001		2 /0/		1 70/		0.0%	0	1.2%
every day	1.1%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.7%	10	3.3%	1	12.8%
2 2	12.2%	11		4	11.1%	7	16.7%	2	20.5%	8	2.6%	1	16.7%	8	6.7%	2	11.6%
Aore than once a week	11.1%	10	18.5%	5	7.9%	5	16.7%	2	10.3%	4	10.3%	2	13.3%	2	0.0%	0	1.2%
	2.2%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0						-	12.8%
Once a week Once every two weeks												4	10 0%	f's	10 /20	5	14.070
Once a week Once every two weeks Once a month or less	12.2%	11		3	12.7%	41	8.3%		17.9%	7 20	7.7%	28	10.0%	33	16.7% 73.3%	22	
Once a week Once every two weeks Once a month or less			11.1% 51.9%	14	65.1%	41	58.3%	7	51.3%	20	71.8%	28	55.0%	33	73.3%	22	
More than once a week Once a week Once every two weeks Once a month or less Never Base:	12.2%																

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Choice and quality of supermarkets Q34 Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Centre?	6 229 6 29 6 3 60 8 8 6 21 6 26 5 60	2 26.7% 9 50.0% 3 13.3% 0 10.0% 20.0% 5 53.3% 16.7%	30	4 8.1% 0 3 12.8% 5 30.2% 6 46.5%	9 29 41
Those interviewed who are in zone sample 3 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% Average 33.3% 30 33.3% 9 33.3% 21 33.3% 4 33.3% 13 33.3% 13 36.7% Poor 48.9% 44 55.6% 15 46.0% 29 50.0% 6 48.7% 19 48.7% 19 48.3% (Don't know) 7.8% 7 3.7% 1 9.5% 6 8.3% 1 7.7% 3 7.7% 3 5.0% Base: 90 27 63 12 39 39 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% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 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%	6 229 6 29 6 3 60 8 8 6 21 6 26 5 60	2 26.7% 9 50.0% 3 13.3% 0 10.0% 20.0% 5 53.3% 16.7%	30	8 33.7% 5 47.7% 4 8.1% 0 3 12.8% 6 30.2% 6 46.5%	29 41 7 86
Good 10.0% 9 7.4% 2 11.1% 7 8.3% 1 10.3% 4 10.3% 4 10.0% Average 33.3% 30 33.3% 9 33.3% 21 33.3% 4 33.3% 13 33.3% 13 36.7% Poor 48.9% 44 55.6% 15 46.0% 29 50.0% 6 48.7% 19 48.7% 19 48.3% (Don't know) 7.8% 7 3.7% 1 9.5% 6 8.3% 1 7.7% 3 7.7% 3 5.0% Base: 90 27 63 12 39 39 39 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% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 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%	6 229 6 29 6 3 60 8 8 6 21 6 26 5 60	2 26.7% 9 50.0% 3 13.3% 0 10.0% 20.0% 5 53.3% 16.7%	30	8 33.7% 5 47.7% 4 8.1% 0 3 12.8% 6 30.2% 6 46.5%	29 41 7 86
Average 33.3% 30 33.3% 9 33.3% 21 33.3% 4 33.3% 13 33.3% 13 36.7% Poor 48.9% 44 55.6% 15 46.0% 29 50.0% 6 48.7% 19 48.7% 19 48.3% (Don't know) 7.8% 7 3.7% 1 9.5% 6 8.3% 1 7.7% 3 7.7% 3 5.0% Base: 90 27 63 12 39 39 **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% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 **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%	6 229 6 29 6 3 60 8 8 6 21 6 26 5 60	2 26.7% 9 50.0% 3 13.3% 0 10.0% 20.0% 5 53.3% 16.7%	30	8 33.7% 5 47.7% 4 8.1% 0 3 12.8% 6 30.2% 6 46.5%	29 41 7 86
Poor (Don't know) 48.9% 7 3.7% 44 55.6% 15 46.0% 29 50.0% 6 48.7% 19 48.7% 19 48.3% 7 3.7% 3 5.0% Base: 90 27 63 12 39 39 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% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39	6 29 6 3 60 8 21 6 26 6 5	9 50.0% 3 13.3% 0 3 10.0% 20.0% 5 53.3% 16.7%	30 30 6 16	5 47.7% 4 8.1% 0 3 12.8% 5 30.2% 6 46.5%	41 7 86
Don't know 7.8% 7 3.7% 1 9.5% 6 8.3% 1 7.7% 3 7.7% 3 5.0%	6 3 60 60 8 21 26 5 60 60 18	3 13.3% 3 10.0% 3 10.0% 5 20.0% 5 53.3% 6 16.7%	30	4 8.1% 0 3 12.8% 5 30.2% 6 46.5%	7 86 11 26
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% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 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%	8 8 21 6 26 6 5 60	3 10.0% 20.0% 5 53.3% 6 16.7%	36	3 12.8% 5 30.2% 5 46.5%	11 26
Good 12.2% 11 11.1% 3 12.7% 8 25.0% 3 12.8% 5 7.7% 3 13.3% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 **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%	5 21 6 26 5 60	20.0% 53.3% 16.7%	16	30.2% 46.5%	26
Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 **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%	5 21 6 26 5 60	20.0% 53.3% 16.7%	16	30.2% 46.5%	26
Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 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%	5 21 6 26 5 60	20.0% 53.3% 16.7%	16	30.2% 46.5%	26
(Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 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%	60	16.7%			40
Base: 90 27 63 12 39 39 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%	60			10 60/	
Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	18		30		9 86
Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%					00
20.070		24.204			
21.170 21 10.170 20 30.070 0 30.070 12 33,370 13 33,070	21		10		25 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% Base: 90 27 63 12 39 39			6		13
	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% Average 15.6% 14 11.1% 3 17.5% 11 33.3% 4 15.4% 6 10.3% 4 11.7%	15	26.7%		25.6%	22
Poor 17.8% 16 25.9% 7 14.3% 9 25.0% 3 10.3% 4 23.1% 9 20.0%	12		7		14 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		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% Poor 11.1% 10 18.5% 5 7.9% 5 16.7% 2 5.1% 2 15.4% 6 11.7%	17	20.0%	6		23
(Don't know) 8.9% 8 3.7% 1 11.1% 7 0.0% 0 7.7% 3 12.8% 5 5.0%	3	10.0% 16.7%	5	10.5% 5.8%	9
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% (Don't know) 21.1% 19 14.8% 4 23.8% 15 0.0% 0 25.6% 10 23.1% 9 20.0%		13.3%	7	10.5% 19.8%	9 17
Base: 90 27 63 12 39 39	60	80.070	30	17.070	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%		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% (Don't know) 14.4% 13 14.8% 4 14.3% 9 16.7% 2 10.3% 4 17.9% 7 13.3%		46.7%		44.2%	38
Base: 90 27 63 12 39 39	60	16.7%	5	10.5%	9 86
Quality of environment					
		56 701	1.7	70.104	
Good 70.0% 63 77.8% 21 66.7% 42 91.7% 11 79.5% 31 53.8% 21 76.7% Average 18.9% 17 14.8% 4 20.6% 13 8.3% 1 12.8% 5 28.2% 11 18.3%		56.7% 20.0%	17	72.1% 16.3%	62
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%		13.3%	4	5.8%	5
Base: 90 27 63 12 39 39	60		30		86

		Total	1	Male	e	Fema	ale	18 to	34	35 to	54	55+		ABC	21	C2D	E.	Car in l	hhold
	For of and advisor																		
	Ease of pedestrian	i moveme	nts	within the	e are	а													
	Good	61.1%	55		16		39		9		23		23		39	53.3%	16	61.6%	53
2	Average	25.6%	23		7		16		3		13		7		17		6		21
	Poor	6.7%	6	14.8%	4		2		0		0		6		3	10.0%	3	7.0%	6
7	(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
4	Base:		90		27		63		12		39		39		60		30	,	86
	Security / presonal	l 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
		22.2%	20		8	19.0%	12		3		7		10		13		7		18
7	Average Poor	4.4%	4		2	3.2%	2		0		ó	10.3%	4	1.7%	13	10.0%	3		4
7	(Don't know)	8.9%	8		1	11.1%	7		0		3		5	3.3%	2		6		8
		0.270		3.774		11.170		0.076		7.770		12.070		5.576		20.070			
	Base:		90		27		63		12		39		39		60		30		86
	Q35 What would encou Those interviewed who				ley T	own Cer	ntre n	nore ofte	en ?										
	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

					101 ,	-			5						-			
	Total		Male		Female	e	18 to 3	4	35 to 5	4	55+		ABC	1	C2DI	5	Car in h	hh
2nd mention																		
ncreased 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%	
arge food stores within	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%	
proved 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%	
ore 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%	
ess 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%	
ore 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%	
proved 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%	
creased 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%	
heaper 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%	
ore 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%	
ore 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%	
utdoor 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%	
afes / 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%	
inema	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%	
etter 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%	
etter 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%	
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
etter 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%	
et 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%	
ed 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%	
eed 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%	
op 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%	
on't know / varies) lothing)	0.0% 71.1%	0 64	0.0% 74.1%	0 20	0.0%	0 44	0.0% 75.0%	9	0.0% 66.7%	0 26	0.0% 74.4%	0 29	0.0% 70.0%	42	0.0% 73.3%	0 22	0.0% 72.1%	
ise:	32.50	90		27		63		12		39		39		60		30		
3rd mention																		
creased choice and range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
of shops rge food stores within	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.	0.0%	0	0.0%	
town centre	0.00/	0	0.09/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
proved quality of shops	0.0%	0	0.0% 3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	
ore parking	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ss 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%	
ore 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%	
proved street cleaning creased public transport	1.1%	i	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	
eaper public transport	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ore 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%	
ore 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%	
itdoor 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%	
	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%	
ifes / restaurants nema	0.0%	ó	0.0%	0	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
tter security tter 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%	
her	0.0%	ó	0.0%	0	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
tter 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%	
t rid of all the Indian and	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
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%	
ed more disabled parking n 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%	
ed the shops to be			1000711000						0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
undercover op children causing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.070			-				
undercover op children causing problems on'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%	
top children causing						1				137		0 37 39				0 29 30	1.2% 94.2%	

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					101	* * * * *			8								April 2000		
	Total		Ma	le	Fem	ale	18 to	34	35 to	54	55-	+	ABO	CI	C21)E	Car in	hhol	
SEX Sex of respondent																			
Male Female	31.7% 68.3%	2.0	100.0%		0.0%		34.5% 65.5%			112 282		187 368		209 410					
Base:	00.370	1076		341		735		116		394	00.576	555	00.270	619		436		97	
Dase.		.070		541		,,,,		110		374		000	1	017		430		,	
AGE Could I ask, how of	d are yo	u ?																	
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%	3	
25-34 years	8.0%	86		27		59		86		0		0	8.2%	51		35			
35-44 years	17.3%	186		44		142		0		186		0		106		75			
45–54 years	19.3%	208		68		140		0		208		0	21.3%	132		74			
55–64 years	24.3%	261		85		176	0.0%	0		0		261	22.8%	141		116			
65+ years	27.3%	294		102		192	0.0%	0		0		294	26.0%	161		126			
(Refused)	1.0%	11		2		9	0.0%	0	0.0%	0	0.0%	0	1.5%	9		120	1.1%		
Base:	1.076	1076		341	1.279	735	0.070	116	0.070	394	0.076	555	1.576	619	0.270	436	1.170	9	
Dase.		1076		341		133		110		394		333		019		430		,	
PEO Including yourself, I	how ma	ny pe	ople live	e in y	our hou	sehol	d?												
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%	1	
Гwо	44.1%	475		163		312	25.9%	30	24.9%	98	61.8%	343	43.8%	271	44.7%	195	46.0%	4	
Three	17.0%	183			17.6%	129	31.0%	36	24.4%	96	8.6%	48	16.3%	101	17.7%	77		1	
Four	15.5%	167		52		115	24.1%	28	31.0%	122	2.5%	14	16.2%	100	15.4%	67	16.9%	i	
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%		
		1.0		2	-							0				9			
Six or more	1.4%	15	0.6%		1.8%	13	3.4%	4	2.8%	11	0.0%		1.0%	6	2.1%		1.5%		
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%		
Base:		1076		341		735		116		394		555		619		436		9	
CAR How many cars does	s your l	nouse	hold ow	n or l	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%		
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%	39	
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%	44	
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%	13	
(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%		
Base:	0.070	1076	0.070	341	0.070	735	0.070	116	0.070	394	0.070	555	0.070	619	0.070	436	0.070	97	
oase.		1070		341		133		110		3,74		333		015		450		,	
SEG Socio-economic Gro	oup																		
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%	8	
1	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%	20	
1	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%	29	
2	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%	29	
)	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%	1	
	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%		
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%		
ase:		1076		341		735		116		394		555		619		436		97	
ON Zone																			
one 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%	29	
one 2	10.4%	112	6.7%		12.1%	89	8.6%	10	9.4%		11.7%	65	8.9%		12.8%		10.0%	-	
one 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%		
	21.8%	-/-	22.9%		21.4%		20.7%		21.3%		22.5%		24.7%		17.7%		22.1%	2	
	10.2%	235		100	8.8%		17.2%		10.9%	43	8.5%	47	10.8%	67	9.6%	42		10	
one 6		110	13.2%	45															
one 7	9.2%	99	9.4%	32	9.1%	67	7.8%		10.2%	40	8.8%	49	8.6%	53	10.6%	46	8.8%	1	
one 8	9.2%	99	7.6%	26	9.9%	73	7.8%	9	10.4%	41	7.9%		11.0%	68	6.4%	28	9.6%	9	
ase:		1076		341		735		116		394		555		619		436		97	