

Data Tabulations By Zone

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q01 In which one store or supermarket do you normally do your main food grocery shopping at ?								
Aldi, Green Street, Kidderminster	1.1%	12 0.9%	3 3.6%	4 2.2%	2 0.4%	1 0.0%	0 0.0%	2 2.0%
Asda, Market Street, Bromsgrove	6.9%	74 0.3%	1 0.0%	0 0.0%	0 5.1%	12 51.8%	57 4.0%	4 0.0%
Co-Op, Franche Road, Kidderminster	2.2%	24 5.7%	19 0.0%	0 2.2%	2 1.3%	3 0.0%	0 0.0%	0 0.0%
Co-Op, Load Street, Bewdley	0.3%	3 0.0%	0 0.0%	0 2.2%	2 0.0%	0 0.0%	0 0.0%	1 1.0%
Co-Op, Lombard Street, Stourport	2.5%	27 0.3%	1 20.5%	23 1.1%	1 0.0%	0 0.0%	0 0.0%	2 2.0%
Iceland, Market Street, Kidderminster	0.4%	4 0.9%	3 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Lidl, Vale Road, Stourport	0.8%	9 0.3%	1 3.6%	4 1.1%	1 0.9%	2 0.0%	0 0.0%	1 1.0%
Marks & Spencer, Weavers Wharf	0.5%	5 0.3%	1 0.0%	0 1.1%	1 0.9%	2 0.9%	1 0.0%	0 0.0%
Morrisons, Buntsford Industrial Estate	2.5%	27 0.3%	1 0.0%	0 0.0%	0 0.9%	2 16.4%	18 4.0%	4 2.0%
Morrisons, Oxford Street, Kidderminster	7.6%	82 16.6%	55 7.1%	8 13.3%	12 2.1%	5 0.0%	0 0.0%	2 2.0%
Netto, New Road, Kidderminster	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sainsburys, Crossley Park, Kidderminster	19.3%	208 32.0%	106 11.6%	13 36.7%	33 20.9%	49 0.0%	0 0.0%	7 7.1%
Somerfield, St Andrews Square, Droitwich	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.9%	1 0.0%	0 0.0%
Tesco, Castle Road, Kidderminster	17.2%	185 31.1%	103 25.9%	29 16.7%	15 9.4%	22 0.0%	0 2.0%	14 14.1%
Tesco, Lombard Street, Stourport	3.1%	33 0.6%	2 23.2%	26 3.3%	3 0.4%	1 0.0%	0 0.0%	1 1.0%
Waitrose, Saltway, Droitwich	4.4%	47 1.5%	5 0.0%	0 3.3%	3 5.5%	13 2.7%	3 21.2%	21 2.0%
Internet / online	1.0%	11 0.3%	1 0.9%	1 1.1%	1 1.3%	3 1.8%	2 1.0%	1 2.0%
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bookers, Tenbury Wells	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.0%
Bowkett's, Tenbury Wells	2.1%	23 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	23 23.2%
Farmfoods, Stourbridge	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Iceland, High Street, Bromsgrove	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%	0 0.0%
Londis, Far Forest	0.1%	1 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Londis, Stourport	0.1%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Morrisons, Victoria Square, Droitwich	3.4%	37 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 36.4%	36 1.0%
Somerfield, Bridgnorth	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Spar, Pedmore	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Spar, Tenbury Wells	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.0%
Stourbridge	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Tesco, Spennells	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Aldi, Brierley Hill	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Asda, Brierley Hill	1.5%	16 0.6%	2 0.0%	0 1.1%	1 5.5%	13 0.0%	0 0.0%	0 0.0%
Asda, Merry Hill	1.6%	17 0.0%	0 0.0%	0 0.0%	0 6.8%	16 0.9%	1 0.0%	0 0.0%
Asda, Wolverhampton	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Co-Op, Bromyard	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	1 1.0%
Iceland, Stourbridge	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Lidl, Worcester	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%
Local shops, Chaddesley Corbett	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Marks & Spencer, Merry Hill	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Merryhill Shopping Centre	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Morrisons, Barons Cross Road, Leominster	1.1%	12 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	11 11.1%
Morrisons, Bilston	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.9%	1 0.0%	0 0.0%
Morrisons, Bristol Road, Rubery	0.4%	4 0.0%	0 0.0%	0 0.0%	0 0.4%	1 2.7%	3 0.0%	0 0.0%
Morrisons, Kingswinford	0.3%	3 0.0%	0 0.0%	0 0.0%	0 1.3%	3 0.0%	0 0.0%	0 0.0%
Morrisons, Redditch	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Morrisons, Solihull	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.9%	1 0.0%	0 0.0%
Sainsburys, Amblecote	0.6%	6 0.0%	0 0.0%	0 0.0%	0 2.6%	6 0.0%	0 0.0%	0 0.0%
Sainsburys, Blackheath	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Sainsburys, Blackpole, Warndon	0.5%	5 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	3 3.0%	3 1.0%
Sainsburys, Brierley Hill	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.9%	2 0.0%	0 0.0%	0 0.0%

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Sainsburys, Hereford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Sainsburys, Merry Hill	0.8%	9	0.0%	0	0.0%	0	0.0%	0	3.8%	9	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Northfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Sainsburys, Redditch	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Sainsburys, Stourbridge	0.8%	9	0.0%	0	0.0%	0	0.0%	0	3.8%	9	0.0%	0	0.0%	0	0.0%	0
Somerfield, Birmingham Road, Bromsgrove	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0
Somerfield, Great Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Somerfield, Ludlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Tesco, Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Ludlow	0.7%	8	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Tesco, Redditch	0.5%	5	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Tesco, St Peters Drive, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Tesco, Warndon	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9	3.0%	3
Tesco, Worcester	1.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	12	4.0%	4
Waitrose, Stourbridge	2.8%	30	0.9%	3	0.0%	0	0.0%	0	11.1%	26	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies / no pattern)	5.9%	64	5.7%	19	2.7%	3	3.3%	3	8.5%	20	6.4%	7	3.0%	3	9.1%	9
Base:		1076		331		112		90		235		110		99		99

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

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

1-20%	2.8%	30	1.2%	4	0.9%	1	4.4%	4	6.4%	15	4.5%	5	0.0%	0	1.0%	1
21-40%	6.3%	68	6.3%	21	5.4%	6	7.8%	7	4.3%	10	7.3%	8	4.0%	4	12.1%	12
41-60%	20.0%	215	17.2%	57	31.3%	35	16.7%	15	21.7%	51	12.7%	14	21.2%	21	22.2%	22
61-80%	30.1%	324	28.4%	94	32.1%	36	35.6%	32	28.9%	68	31.8%	35	35.4%	35	24.2%	24
81-100%	27.7%	298	32.6%	108	22.3%	25	21.1%	19	24.7%	58	31.8%	35	32.3%	32	21.2%	21
(Don't know / varies)	13.1%	141	14.2%	47	8.0%	9	14.4%	13	14.0%	33	11.8%	13	7.1%	7	19.2%	19
Mean:		67.4		70.3		65.7		64.8		64.8		68.4		71.2		63.5
Base:		1076		331		112		90		235		110		99		99

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

Yes	71.0%	764	69.5%	230	73.2%	82	73.3%	66	69.8%	164	80.0%	88	70.7%	70	64.6%	64
No	29.0%	312	30.5%	101	26.8%	30	26.7%	24	30.2%	71	20.0%	22	29.3%	29	35.4%	35
Base:		1076		331		112		90		235		110		99		99

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q04 Where do you do this 'top-up' shopping ?								
<i>Those who undertake top-up shopping trips for staple goods, such as bread and milk</i>								
Aldi, Green Street, Kidderminster	0.5%	4 0.9%	2 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 1.6%
Asda, Market Street, Bromsgrove	3.7%	28 0.0%	0 0.0%	0 0.0%	0 3.0%	5 25.0%	22 0.0%	0 1.6%
Co-Op, Franche Road, Kidderminster	4.1%	31 12.6%	29 1.2%	1 1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-Op, Load Street, Bewdley	2.0%	15 0.0%	0 0.0%	0 22.7%	15 0.0%	0 0.0%	0 0.0%	0 0.0%
Co-Op, Lombard Street, Stourport	2.7%	21 0.0%	0 23.2%	19 0.0%	0 0.6%	1 0.0%	0 0.0%	0 1.6%
Costcutter, Sutton Farm, Kidderminster	0.1%	1 0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Iceland, Market Street, Kidderminster	0.4%	3 0.9%	2 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Lidl, Vale Road, Stourport	0.5%	4 1.3%	3 0.0%	0 1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Londis, Areley Common, Stourport-on-Severn	0.3%	2 0.4%	1 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Marks & Spencer, Weavers Wharf	0.8%	6 2.2%	5 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Morrisons, Buntsford Industrial Estate	1.3%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.4%	10 0.0%	0 0.0%
Morrisons, Oxford Street, Kidderminster	3.9%	30 11.7%	27 1.2%	1 1.5%	1 0.6%	1 0.0%	0 0.0%	0 0.0%
Netto, New Road, Kidderminster	0.3%	2 0.4%	1 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Nisa, Habberley, Kidderminster	0.3%	2 0.9%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
One Stop, Comberton Hill, Kidderminster	0.1%	1 0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sainsburys, Crossley Park, Kidderminster	3.8%	29 7.0%	16 2.4%	2 9.1%	6 1.2%	2 1.1%	1 0.0%	0 3.1%
Somerfield, St Andrews Square, Droitwich	0.3%	2 0.0%	0 0.0%	0 0.0%	0 0.6%	1 1.1%	1 0.0%	0 0.0%
Spar, Lickhill, Stourport-on-Severn	0.4%	3 0.0%	0 0.0%	0 0.0%	0 1.2%	2 0.0%	0 0.0%	0 1.6%
Spar, Marlpool, Kidderminster	0.4%	3 0.9%	2 0.0%	0 0.0%	0 0.6%	1 0.0%	0 0.0%	0 0.0%
Spar, Stouport Road, Kidderminster	0.3%	2 0.0%	0 0.0%	0 0.0%	0 1.2%	2 0.0%	0 0.0%	0 0.0%
Tesco Express, Cookley	1.2%	9 2.6%	6 0.0%	0 0.0%	0 1.8%	3 0.0%	0 0.0%	0 0.0%
Tesco Express, Spennells, Kidderminster	2.2%	17 6.1%	14 0.0%	0 0.0%	0 1.2%	2 1.1%	1 0.0%	0 0.0%
Tesco Express, Stourport Road, Kidderminster	3.0%	23 8.7%	20 1.2%	1 0.0%	0 0.6%	1 0.0%	0 0.0%	0 1.6%
Tesco, Castle Road, Kidderminster	3.1%	24 7.8%	18 2.4%	2 1.5%	1 1.2%	2 0.0%	0 0.0%	0 1.6%
Tesco, Lombard Street, Stourport	4.1%	31 0.9%	2 31.7%	26 0.0%	0 1.2%	2 0.0%	0 0.0%	0 1.6%
Waitrose, Saltway, Droitwich	2.1%	16 0.4%	1 0.0%	0 0.0%	0 1.8%	3 0.0%	0 17.1%	12 0.0%
Convenience Store, Broadwaters, Kidderminster	0.1%	1 0.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Convenience Store, Burlish, Stourport-on-Severn	0.3%	2 0.0%	0 2.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
D Banks Butchers, Chaddesley Corbett	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Ferndale, Kidderminster	0.3%	2 0.9%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Gora Supermarket, Comberton Estate, Kidderminster	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.6%	1 0.0%	0 0.0%	0 0.0%
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%
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%
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%
Offmore, Kidderminster	0.4%	3 1.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Post Office, Areley Common, Stourport-on-Severn	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%

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	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Post Office, Chaddesley Corbett	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Post Office, Cookley	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Riar News, The Lakes, Bewdley	0.4%	3	0.0%	0	0.0%	0	4.5%	3
Rifle Range, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stars Newsagents, Comberton Estate, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stars Newsagents, Habberley, Kidderminster	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
Upton Road, Kidderminster	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
Internet / online	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
Abberley General Stores, Abberley	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Anna Bells, Albert Road, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Bewdley	0.3%	2	0.4%	1	0.0%	0	1.5%	1
Bowketts, Tenbury Wells	2.4%	18	0.0%	0	0.0%	0	0.0%	0
Brighton's Store, Droitwich	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Broomfields, Holt Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Catshill Bakers, Catshill	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Clows Top Stores, Clows Top	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, High Street, Highley	0.1%	1	0.0%	0	0.0%	0	1.5%	1
Co-Op, Kinver	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Co-Op, Norton	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Co-Op, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Costcutter, Droitwich	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Costcutter, Lister Road, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Costcutter, Pedmore	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Costcutter, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Costcutter, Walternash Road, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Cutnall Green Post Office, School Lane, Cutnall Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dillens, Belbroughton	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Evertons, Ombersley	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Far Forest Village Store, Far Forest	0.1%	1	0.0%	0	0.0%	0	1.5%	1
Hagley	0.5%	4	0.4%	1	0.0%	0	0.0%	0
Hartlebury Post Office, Hartlebury	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Hodge Farm, Birmingham Road, Kidderminster	0.3%	2	0.9%	2	0.0%	0	0.0%	0
Hodge Hill	0.3%	2	0.9%	2	0.0%	0	0.0%	0
Iceland, High Street, Bromsgrove	0.5%	4	0.4%	1	0.0%	0	0.0%	0
Kidderminster market	0.1%	1	0.0%	0	0.0%	0	1.5%	1
Kinver	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Local convenience store, Holt Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local farm shop, Halth Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0
Local market stalls, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Local shops, Belbroughton	0.1%	1	0.0%	0	0.0%	0	0.6%	1
Local shops, Broadwaters	0.3%	2	0.4%	1	0.0%	0	0.0%	0
Local shops, Bromsgrove	0.5%	4	0.0%	0	0.0%	0	0.0%	0
Local shops, Chaddesley Corbett	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer	0.8%	6	0.0%	0	0.0%	0	9.1%	6
Local shops, Clifton upon Teme	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Droitwich	0.4%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidderminster	1.0%	8	3.0%	7	0.0%	0	0.0%	0
Local shops, Kinver	0.1%	1	0.0%	0	0.0%	0	0.6%	1

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8	
Local shops, Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Local shops, Spennells	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local shops, Stanford Bridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%
Local shops, Stourport	0.5%	4	0.0%	0	3.7%	3	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Local Shops, Stourbridge	1.0%	8	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0	0.0%	0	0.0%
Local shops, Tenbury Wells	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Local stores, Bewdley	0.9%	7	0.0%	0	0.0%	0	10.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Local stores, Cookley	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Local store, Abberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Londis, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Low Costs, Lister Road, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Kidderminster	1.0%	8	3.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Victoria Square, Droitwich	2.4%	18	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	24.3%	17	0.0%
One Stop, Bromsgrove	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%
Richards Vegetable Shop, Market Street, Tenbury Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Savers, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Somerfield, Birmingham Road, Bromsgrove	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	7	0.0%	0	0.0%
Spar, Catshill	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%
Spar, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Spar, Droitwich	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%
Spar, High Street, Bewdley	0.7%	5	0.0%	0	0.0%	0	4.5%	3	0.0%	0	2.3%	2	0.0%	0	0.0%
Spar, High Street, Kinver	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%
Spar, High Street, Tenbury Wells	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%
Spar, Holt Fleet	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Spar, Pedmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Spar, Teme Street, Tenbury Wells	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%
Spar, Worcester Road, Hagley	1.3%	10	0.4%	1	0.0%	0	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%
Stokes Fruit & Veg Shop, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Stourbridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%
Stourport	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swift Bakers, Tenbury Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Tesco, Bewdley Hill	0.4%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Droitwich	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%
Total Petrol Station, Worcester Road, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Weavers Wharf, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Aldi, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%
Aldi, Stourbridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Asda, Oldbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Co-Op, Quinton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Hopton Bank Garage, Ludlow	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Brierley Hill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%
Iceland, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Iceland, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
John Lewis, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Lidl, Amblecote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Lidl, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Local shops, Ludlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%
Local shops, Lye	0.3%	2	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Local shops, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Local shops, Woolston	0.7%	5	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%
Local shops, Worcester	0.4%	3	0.9%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Marks & Spencer, Merry Hill	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	4	1.1%	1	0.0%	0	0.0%
Marks & Spencer, Merry Hill Shopping Centre, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Barons Cross Road, Leominster	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Morrisons, Bristol Road, Rubery	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0
Morrisons, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Malvern	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	1
Morrisons, Redditch	0.4%	3	0.4%	1	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0
Sainsburys, Brierley Hill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Sainsburys, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Worcester	0.4%	3	0.4%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0
Somerfield, Ludlow	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Stourbridge	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0
Spar, Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Woolston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Old Swinford	0.9%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	5	1.1%	1	0.0%	0	1.6%	1
Tesco, Stourbridge	1.2%	9	0.0%	0	0.0%	0	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stourbridge	1.7%	13	0.0%	0	0.0%	0	0.0%	0	7.9%	13	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	16.2%	124	11.7%	27	22.0%	18	19.7%	13	20.1%	33	19.3%	17	11.4%	8	12.5%	8
Base:		764		230		82		66		164		88		70		64

Q05 When you go main food shopping is your trip part of another journey or activity ?

No – do not combine trips	64.3%	692	70.7%	234	66.1%	74	51.1%	46	66.4%	156	59.1%	65	61.6%	61	56.6%	56
Yes – non-food shopping	22.2%	239	19.3%	64	17.9%	20	31.1%	28	20.4%	48	30.9%	34	20.2%	20	25.3%	25
Yes – travelling to / from work	8.0%	86	5.4%	18	8.0%	9	13.3%	12	7.7%	18	10.0%	11	8.1%	8	10.1%	10
Yes – leisure activity	9.3%	100	11.2%	37	6.3%	7	15.6%	14	7.7%	18	5.5%	6	10.1%	10	8.1%	8
(Don't know / varies)	3.5%	38	2.1%	7	5.4%	6	3.3%	3	3.4%	8	0.9%	1	8.1%	8	5.1%	5
Base:		1076		331		112		90		235		110		99		99

Q06 Now thinking about non-food shopping, can you please tell me which shopping centre or other location you usually use to buy... Clothes / Shoes ?

Bewdley	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	4.4%	47	3.0%	10	1.8%	2	2.2%	2	6.4%	15	11.8%	13	3.0%	3	2.0%	2
Bridgnorth	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	2.0%	22	0.3%	1	0.0%	0	0.0%	0	0.4%	1	15.5%	17	3.0%	3	0.0%	0
Droitwich	1.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.2%	15	0.0%	0
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
Kidderminster	37.0%	398	65.3%	216	54.5%	61	53.3%	48	12.8%	30	5.5%	6	7.1%	7	30.3%	30
Merryhill Shopping Centre	21.5%	231	13.9%	46	9.8%	11	13.3%	12	58.3%	137	19.1%	21	3.0%	3	1.0%	1
Redditch	2.8%	30	0.9%	3	0.0%	0	0.0%	0	0.4%	1	20.9%	23	3.0%	3	0.0%	0
Stourbridge	2.0%	21	0.6%	2	0.0%	0	0.0%	0	7.7%	18	0.9%	1	0.0%	0	0.0%	0
Stourport-on-Severn	0.9%	10	0.3%	1	6.3%	7	1.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Worcester	15.3%	165	7.6%	25	17.9%	20	14.4%	13	1.7%	4	11.8%	13	53.5%	53	37.4%	37
Internet / online / mail order	3.7%	40	1.2%	4	6.3%	7	2.2%	2	4.3%	10	2.7%	3	6.1%	6	8.1%	8
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
Hereford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	7
Ludlow	0.4%	4	0.6%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.5%	5	0.0%	0	0.0%	0	1.1%	1	0.9%	2	1.8%	2	0.0%	0	0.0%	0
Tenbury Wells	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
Bradford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Derby	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Franche	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
John Lewis, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Kingfishers Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Leominster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Shrewsbury	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wales	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wolverhampton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1
(Don't know / varies)	3.3%	35	3.3%	11	2.7%	3	3.3%	3	2.6%	6	6.4%	7	2.0%	2	3.0%	3
(Don't buy these items)	2.3%	25	2.1%	7	0.9%	1	4.4%	4	2.1%	5	1.8%	2	3.0%	3	3.0%	3
Base:		1076		331		112		90		235		110		99		99

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q07 Where, if anywhere else do you go to buy clothes / shoes ?								
<i>Those who buy shoes and clothes at Q06</i>								
1st mention								
Bewdley	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Birmingham City Centre	8.2%	86 5.2%	17 6.3%	7 7.0%	6 12.6%	29 13.0%	14 7.3%	7 6.3%
Bridgnorth	0.1%	1 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Bromsgrove	1.9%	20 0.3%	1 0.0%	0 0.0%	0 0.9%	2 13.0%	14 3.1%	3 0.0%
Droitwich	0.9%	9 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.4%	9 0.0%
Halesowen	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Kidderminster	15.4%	162 10.2%	33 20.7%	23 25.6%	22 17.4%	40 7.4%	8 11.5%	11 26.0%
Merryhill Shopping Centre	20.6%	216 29.0%	94 17.1%	19 15.1%	13 23.9%	55 20.4%	22 7.3%	7 6.3%
Redditch	2.8%	29 0.9%	3 0.9%	1 0.0%	0 0.4%	1 17.6%	19 5.2%	5 0.0%
Stourbridge	2.2%	23 0.9%	3 0.9%	1 0.0%	0 8.3%	19 0.0%	0 0.0%	0 0.0%
Stourport-on-Severn	0.7%	7 0.3%	1 4.5%	5 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Worcester	12.8%	134 10.8%	35 19.8%	22 15.1%	13 4.8%	11 13.0%	14 26.0%	25 14.6%
Internet / online / mail order	2.2%	23 1.2%	4 0.9%	1 2.3%	2 0.9%	2 0.0%	0 5.2%	5 9.4%
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Abroad	0.4%	4 0.6%	2 0.0%	0 1.2%	1 0.0%	0 0.0%	0 1.0%	1 0.0%
Cheltenham	0.6%	6 0.6%	2 0.0%	0 1.2%	1 0.0%	0 0.0%	0 2.1%	2 1.0%
Dudley	0.3%	3 0.6%	2 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Bristol	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.4%
Hereford	1.0%	11 0.3%	1 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
London	0.2%	2 0.3%	1 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 3.1%
Ludlow	0.4%	4 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	1 2.1%
Malvern	0.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%
Solihull	0.4%	4 0.0%	0 0.0%	0 1.2%	1 0.4%	1 0.9%	1 1.0%	1 0.0%
Stratford	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Telford	0.9%	9 0.3%	1 0.9%	1 4.7%	4 0.4%	1 0.0%	0 1.0%	1 1.0%
Shrewsbury	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.9%	2 0.0%	0 0.0%	0 0.0%
Wolverhampton	0.5%	5 0.3%	1 0.0%	0 0.0%	0 1.3%	3 0.0%	0 1.0%	1 0.0%
Beatties, Wolverhampton	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Blackheath	0.1%	1 0.0%	0 0.0%	0 1.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Brierley Hill	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 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%
Coleshill	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Crowngate	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Evesham	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%
Halesowen	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%
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%
Merry Hill	0.1%	1 0.3%	1 0.0%	0 0.0%	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%	0 0.0%
Preston	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Reading	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sheffield	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Swindon	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%	1 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%
Tenbury Wells	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%
Weavers Wharf	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
West Bromwich	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Yorkshire	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know / varies)	4.5%	47 4.6%	15 4.5%	5 4.7%	4 3.9%	9 7.4%	8 3.1%	3 3.1%
(Don't buy / don't buy anywhere else)	21.1%	222 31.5%	102 23.4%	26 15.1%	13 20.0%	46 7.4%	8 11.5%	11 16.7%
Base:	1051	324	111	86	230	108	96	96

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
2nd mention																
Bewdley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Birmingham City Centre	4.6%	48	5.2%	17	1.8%	2	2.3%	2	6.5%	15	7.4%	8	2.1%	2	2.1%	2
Bridgnorth	0.3%	3	0.6%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.8%	3	0.0%	0	0.0%	0
Droitwich	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	6	0.0%	0
Halesowen	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	3.4%	36	0.6%	2	9.0%	10	5.8%	5	3.9%	9	4.6%	5	3.1%	3	2.1%	2
Merryhill Shopping Centre	5.8%	61	3.4%	11	11.7%	13	8.1%	7	6.5%	15	8.3%	9	2.1%	2	4.2%	4
Redditch	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	9	0.0%	0	0.0%	0
Stourbridge	1.1%	12	0.6%	2	0.9%	1	0.0%	0	3.9%	9	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn	0.7%	7	0.0%	0	2.7%	3	3.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Worcester	6.1%	64	7.7%	25	4.5%	5	2.3%	2	3.0%	7	9.3%	10	8.3%	8	7.3%	7
Internet / online / mail order	0.6%	6	0.0%	0	0.9%	1	1.2%	1	0.4%	1	0.0%	0	3.1%	3	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
Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0
Dudley	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	7
London	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.0%	1	0.0%	0
Ludlow	0.5%	5	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2
Malvern	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0
Solihull	0.8%	8	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	4	3.1%	3	0.0%	0
Stratford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.1%	2	0.0%	0
Telford	0.4%	4	0.3%	1	0.0%	0	1.2%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.3%	3	0.3%	1	0.0%	0	1.2%	1	0.4%	1	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
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
Brierley Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chester	0.1%	1	0.0%	0	0.9%	1	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
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
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Leominster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Pershore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
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
Taunton	0.1%	1	0.3%	1	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%	0
Weavers Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2
(Don't buy / don't buy anywhere else)	70.3%	739	79.6%	258	67.6%	75	66.3%	57	71.3%	164	52.8%	57	62.5%	60	70.8%	68
Base:	1051	324		111		86		230		108		96		96		

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
3rd mention								
Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.9%	9	0.6%	2	0.0%	0	1.2%	1
Bridgnorth	0.1%	1	0.0%	0	0.0%	0	1.2%	1
Bromsgrove	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.0%	10	0.0%	0	0.0%	0	2.3%	2
Merryhill Shopping Centre	0.6%	6	0.3%	1	0.0%	0	2.3%	2
Redditch	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.2%	2	0.3%	1	0.0%	0	0.4%	1
Stourport-on-Severn	0.2%	2	0.0%	0	0.9%	1	0.0%	0
Worcester	1.0%	11	1.2%	4	1.8%	2	0.0%	0
Internet / online / mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0
London	0.1%	1	0.0%	0	0.0%	0	1.2%	1
Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stratford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.2%	2	0.3%	1	0.0%	0	0.4%	1
Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Beatties, Wolverhampton	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
Brierley Hill	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
Coleshill	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
Evesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	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
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Preston	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
Sheffield	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
Taunton	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
Weavers Wharf	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
Yorkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.3%	3	0.3%	1	0.0%	0	0.4%	1
(Don't buy / don't buy anywhere else)	94.2%	990	96.3%	312	97.3%	108	91.9%	79
Base:	1051	324	111	86	230	108	96	96

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	12.0%	39	18.9%	21	25.6%	22	23.0%	53	31.5%	34	21.9%	21	27.1%	26
21-40%	7.8%	82	5.2%	17	9.0%	10	11.6%	10	7.4%	17	10.2%	11	6.3%	6	11.5%	11
41-60%	17.2%	181	17.6%	57	22.5%	25	16.3%	14	17.8%	41	14.8%	16	15.6%	15	13.5%	13
61-80%	15.5%	163	15.1%	49	18.0%	20	14.0%	12	17.4%	40	13.9%	15	18.8%	18	9.4%	9
81-100%	18.6%	196	28.1%	91	18.0%	20	17.4%	15	16.5%	38	6.5%	7	14.6%	14	11.5%	11
(Don't know / varies)	20.3%	213	21.9%	71	13.5%	15	15.1%	13	17.8%	41	23.1%	25	22.9%	22	27.1%	26
Mean:	51.5	61.3	52.2	47.2	49.8	38.5	50.0	41.4								
Base:	1051	324	111	86	230	108	96	96								

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q09 Where did you last go shopping for large domestic appliances such as a fridge, washing machine or a computer ?								
Comet, Blackpole Retail Park, Worcester	1.5%	16	0.0%	0	1.8%	2	0.0%	0
Comet, Crossley Park, Kidderminster	8.7%	94	16.6%	55	8.9%	10	15.6%	14
Comet, Merryhill Shopping Centre	2.2%	24	0.0%	0	0.9%	1	1.1%	1
Comet, New Street, West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Blackpole Retail Park, Worcester	3.4%	37	0.3%	1	0.0%	0	0.0%	0
Currys, Crossley Park, Kidderminster	14.2%	153	26.0%	86	23.2%	26	22.2%	20
Currys, Hagley Street, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Currys, Merryhill Shopping Centre	2.4%	26	0.3%	1	0.0%	0	0.0%	0
Dixons, High Street, Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Dixons, Merryhill Shopping Centre	0.4%	4	0.3%	1	0.0%	0	0.0%	0
PC World, Crossley Park, Kidderminster	1.5%	16	1.2%	4	1.8%	2	3.3%	3
PC World, Merryhill Shopping Centre	0.8%	9	0.3%	1	0.0%	0	0.0%	0
Powerhouse, Elgar Retail Park, Worcester	0.5%	5	0.0%	0	1.8%	2	0.0%	0
Internet / online / mail order	8.5%	91	7.6%	25	7.1%	8	11.1%	10
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.2%	2	0.6%	2	0.0%	0	0.0%	0
Argos, Kidderminster	0.6%	6	0.6%	2	0.9%	1	0.0%	0
Asda, Market Street, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Ashlane Bathroom & Kitchens, Kidderminster	0.4%	4	0.6%	2	0.0%	0	0.0%	0
Bells Domestic Appliances, Kidderminster	3.3%	35	7.3%	24	4.5%	5	4.4%	4
Brights, Tenbury Wells Bromsgrove	1.8%	19	0.0%	0	0.0%	0	2.2%	2
Brown & Finchers, Droitwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Co-Op, Kidderminster	0.9%	10	0.0%	0	0.0%	0	0.0%	0
Co-Op, Stourport	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Crossley Park, Kidderminster	0.2%	2	0.0%	0	1.8%	2	0.0%	0
Currys, Droitwich Retail Park	0.4%	4	1.2%	4	0.0%	0	0.0%	0
Dixons, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Droitwich Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0
H.J. Beard, Stourport	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Household Appliances, Stourport	0.4%	4	0.3%	1	1.8%	2	1.1%	1
Iceland, Bromsgrove	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Iceland, Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Kitchen Appliances, Kidderminster	1.0%	11	2.1%	7	0.0%	0	2.2%	2
Local shops, Droitwich	1.0%	11	2.7%	9	0.0%	0	0.0%	0
Local shops, Tenbury Wells	0.1%	1	0.3%	1	0.0%	0	0.0%	0
MFL, Kidderminster	0.3%	3	0.3%	1	0.0%	0	0.0%	0
Midland Electrics, Bromsgrove	0.4%	4	0.3%	1	0.9%	1	2.2%	2
Miller Brothers, Droitwich	0.2%	2	0.3%	1	0.0%	0	0.0%	0
Mills, Droitwich	3.6%	39	0.0%	0	2.7%	3	1.1%	1
Recommended Kitchens, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Severn Electrics, Stourport	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Staples, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0
The Range, Kidderminster	0.3%	3	0.6%	2	0.0%	0	0.0%	0
	0.1%	1	0.0%	0	0.0%	0	0.0%	0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Thompsons, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
TJ Hughes, Kidderminster	0.2%	2	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Venture TV, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wash House, Wilden Lane, Stourport	9.3%	100	13.6%	45	21.4%	24	11.1%	10	6.4%	15	3.6%	4	1.0%	1	1.0%	1 * out of Centre
Aldi, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Apollo 2000, Blackpole Retail Park, Worcester	1.1%	12	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	3	4.0%	4	3.0%	3
Apollo 2000, Redditch	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
Apollo 2000, West Bromwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Apple, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Argos, Merry Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Blackpole Retail Park, Worcester	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bosch, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Domestic Appliances, Bromsgrove	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	12	0.0%	0	0.0%	0
Capital, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chapmans, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Dagenham	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Halesowen	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	2	1.8%	2	0.0%	0	0.0%	0
Comet, Salisbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Comet, Selly Oak, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Currys, Hereford Retail Park, Hereford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Currys, Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Currys, Wednesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Debenhams, Birmingham City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Dixons, North Wales	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dixons, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Evesham Computers, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Evesham Micros, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Geoff Hill, Amblecote	3.3%	36	0.0%	0	0.0%	0	0.0%	0	15.3%	36	0.0%	0	0.0%	0	0.0%	0
Geoff Hill, Brierley Hill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Hatt Kitchens, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hills Electrical, Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Iceland, Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Index, Telford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
James Beatties Ltd, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
John Lewis, Solihull	0.5%	5	0.3%	1	0.9%	1	0.0%	0	0.4%	1	0.9%	1	1.0%	1	0.0%	0
Local shops, Brierley Hill	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Evesham	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kidderminster	0.7%	8	1.8%	6	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludlow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1
Local shops, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local shops, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Stourport	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.5%	5	0.9%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0
Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Merryhill Shopping Centre	0.5%	5	0.3%	1	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0
MFI, Blackpole Retail Park, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
MFI, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Miller Brothers, Merry Hill	0.4%	4	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
PC World, Hereford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
PC World, Worcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0
Powerhouse, Merry Hill Redditch	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Amblecote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Scottish Power, Merry Hill Shopping Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Solihull	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull Retail Park	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Sony Centre, Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Sony Centre, Merryhill Shopping Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bull Ring, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Thompsons, Worcester	0.2% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.0% 1	1.0% 1
(Don't know / varies)	8.4% 90	6.0% 20	11.6% 13	6.7% 6	11.1% 26	10.0% 11	3.0% 3	11.1% 11
(Don't buy these items)	5.2% 56	3.3% 11	6.3% 7	4.4% 4	8.5% 20	2.7% 3	8.1% 8	3.0% 3
Base:	1076	331	112	90	235	110	99	99

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8	
Q10 Where did you last go shopping for furniture or carpets ?															
Allied Carpets, Abbey Retail Park, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Allied Carpets, Elgar Retail Park, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	1.0%
Allied Carpets, Merryhill Shopping Centre	0.8%	9	0.3%	1	0.0%	0	0.0%	0	3.0%	7	0.9%	1	0.0%	0	0.0%
Bed City, Kidderminster	0.6%	6	1.2%	4	0.0%	0	1.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%
Carpetright, Crossley Park, Kidderminster	2.9%	31	3.6%	12	6.3%	7	5.6%	5	1.3%	3	0.0%	0	0.0%	0	4.0%
Carpetright, Merryhill Shopping Centre	0.5%	5	0.0%	0	0.9%	1	0.0%	0	1.3%	3	0.9%	1	0.0%	0	0.0%
Carters Furniture Superstore, New Road, Kidderminster	5.4%	58	7.6%	25	15.2%	17	10.0%	9	0.9%	2	1.8%	2	2.0%	2	1.0%
DFS, Roman Way Retail Park, Droitwich	3.5%	38	3.9%	13	4.5%	5	1.1%	1	1.3%	3	5.5%	6	10.1%	10	0.0%
Dreams, Crossley Park, Kidderminster	0.3%	3	0.3%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Foynes Carpets, New Road, Kidderminster	1.1%	12	1.8%	6	0.0%	0	4.4%	4	0.9%	2	0.0%	0	0.0%	0	0.0%
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%
Harveys, Blackpole Retail Park, Worcester	0.7%	8	0.3%	1	0.0%	0	0.0%	0	0.4%	1	1.8%	2	3.0%	3	1.0%
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%
Ikea, Wednesbury	3.0%	32	3.0%	10	5.4%	6	1.1%	1	3.4%	8	5.5%	6	0.0%	0	1.0%
Kidderminster Carpets, New Road, Kidderminster	7.2%	77	9.1%	30	11.6%	13	4.4%	4	9.4%	22	4.5%	5	1.0%	1	2.0%
Magnet, High Street, Stourbridge	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%
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%
MFI, Crossley Park, Kidderminster	0.5%	5	1.2%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MFI, Elgar Retail Park, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%
MFI, Merryhill Shopping Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	2	1.8%	2	0.0%	0	0.0%
Rowe Carpets, New Road, Kidderminster	1.2%	13	1.2%	4	1.8%	2	5.6%	5	0.4%	1	0.0%	0	0.0%	0	1.0%
SCS, Crossley Park, Kidderminster	1.5%	16	2.7%	9	0.9%	1	3.3%	3	0.4%	1	0.9%	1	1.0%	1	0.0%
Stourport Bed Centre, Bewdley Road, Stourport-on-Severn	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The Range, Crossley Park, Kidderminster	0.8%	9	0.6%	2	0.9%	1	3.3%	3	0.4%	1	0.0%	0	0.0%	0	2.0%
Wyre Forest Pine & Carpet Centre, New Road, Kidderminster	0.9%	10	1.5%	5	0.0%	0	2.2%	2	0.4%	1	0.0%	0	1.0%	1	1.0%
Internet / online / mail order	2.0%	21	2.1%	7	0.9%	1	2.2%	2	1.7%	4	0.0%	0	3.0%	3	4.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Adam Carpets, Kidderminster	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Argos, Bromsgrove	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%
Argos, Kidderminster	0.5%	5	0.9%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
B&Q, Kidderminster	0.4%	4	0.6%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%
Beds R Us, Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bromsgrove Carpet & Bedding, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%
Bromsgrove Carpets, Bromsgrove	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%
Carpet Factory, Kidderminster	0.6%	6	0.3%	1	0.9%	1	0.0%	0	1.3%	3	0.0%	0	0.0%	0	1.0%
Carpets & Worth, Stourport	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%
Cedar Mills Carpets, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%
David Neville Ltd, Droitwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%
Droitwich Carpet Centre, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Homebase, Roman Way	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Retail Park, Droitwich																
Household Stores, Tenbury Wells	0.6%	6	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	5
Index, High Street, Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J & J Carpets, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Klaussner Retail Ltd, Crossley Park, Kidderminster	0.5%	5	1.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lawrences Furniture Centre, Kidderminster	0.5%	5	1.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local carpet shop, Bromsgrove	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	5	0.0%	0	0.0%	0
Local carpet shops, Kidderminster	2.0%	22	3.9%	13	0.9%	1	2.2%	2	0.4%	1	0.9%	1	1.0%	1	3.0%	3
Local carpet shop, Tenbury Wells	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	6
Local shop, Droitwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.0%	3	0.0%	0
Local store, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Lush, Birmingham Road, Bromsgrove	0.7%	8	0.3%	1	0.0%	0	0.0%	0	0.4%	1	5.5%	6	0.0%	0	0.0%	0
Needham Enterprises, Kidderminster	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Kidderminster	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Roman Carpets, Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spa Carpets & Bed Warehouse, Droitwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.0%	3	0.0%	0
Stephen Yardley Carpets, Hartlebury Trading Estate, Kidderminster	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge Suite Centre, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
T Baylis & Co, Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
The Carpet Warehouse, Market Street, Bromsgrove	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
The Carpet Warehouse, New Road, Kidderminster	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.9%	1	1.0%	1	1.0%	1
The Carpet Warehouse, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
The Weavers Shop, Kidderminster	0.2%	2	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TK Maxx, Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tomkinsons Carpets, Kidderminster	0.5%	5	0.9%	3	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upstairs Downstairs, Coventry Street, Kidderminster	0.7%	7	1.2%	4	1.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Victoria Carpets, Kidderminster	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0
Kidderminster	2.6%	28	4.5%	15	0.9%	1	5.6%	5	1.7%	4	0.9%	1	1.0%	1	1.0%	1
Stourbridge	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Stourport	0.3%	3	0.3%	1	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.8%	9	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.8%	2	3.0%	3	2.0%	2
Ambience Furniture, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ambience Furniture, Merry Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote Furnishings, Stourbridge	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Argos, Merryhill Shopping Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
B&Q, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Beatties, Wolverhampton	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Beaver & Tapley, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bensons Bed Centres, Merry Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0
Birmingham	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brian James Furnishings, Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Brierley Hill	0.4%	4	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Trading Estate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Brintons, Kidderminster	0.6%	6	0.3%	1	1.8%	2	2.2%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Cannock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Carpetright, Blackpole Retail Park, Worcester	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.0%	4	2.0%	2
Cole's Home Furnishers, Bilston	0.4%	4	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Cole's Home Furnishers, Brierley Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
County Furnishings, Worcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Courts, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Courts, Worcester	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.0%	4	0.0%	0
Cousins Furniture Store, Dudley	0.7%	8	0.3%	1	0.0%	0	0.0%	0	2.6%	6	0.9%	1	0.0%	0	0.0%	0
Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Crossley Park, Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Bromsgrove	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DFS, Newcastle	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Drayton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Dreams Bed Superstore, Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Dreams Bed Superstore, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Fine Pine Furniture, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Floors-2-Go, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Focus, Leominster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Frances, Malvern	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0
Furniture Warehouse, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Great Witley	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habitat, New Street, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Hammond Hill, Stourbridge	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Hartlebury	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Bath Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homecare, Ludlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
House of Fraser, Birmingham	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Solihull	0.4%	4	0.6%	2	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0
John Pargeter & Sons, Stourbridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Kashoff Beds, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Kidderminster Carpets, Amblecote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Kidderminster Carpets, Stourbridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
King & Co, Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Land of Leather, Blackpole Retail Park, Worcester	0.3%	3	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Laura Ashley, Birmingham	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Laura Ashley, Merry Hill	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Laura Ashley, Worcester	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1	0.0%	0	1.0%	1
Lee Longlands, Birmingham	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.9%	1	1.0%	1	0.0%	0
Local shops, Amblecote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Local shops, Brierley Hill	0.4%	4	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Bromyard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Leominster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Ludlow	0.3%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Iye	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Swinford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1
Local shops, Redditch	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Local shops, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Local shops, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2
Ludlow	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Marks & Spencer, Merry Hill	0.5%	5	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	1.0%	1
Merry Hill	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merryhill Shopping Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.9%	1	0.0%	0	0.0%	0
MFI, Blackpole Retail Park, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
MFI, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Midland Stock Disposals, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Multiyork Furniture, Worcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Needham Enterprises, Droitwich	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Next, Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Northfield Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Phoenix Carpets, Bromsgrove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Room Upstairs, Old Swinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Rubery	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Russell & Dorrell Furniture, Worcester	0.4%	4	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	2.0%	2	0.0%	0
Sofa Warehouse, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
St Andrews Carpet Company, Droitwich Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.1%	8	0.0%	0
STD Carpets, Brierley Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Trinity Carpets, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Tunisia	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Ludstone	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Wales	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Warwick	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Midland Carpets, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
William & Sons, Merryhill Shopping Centre	0.6%	6	0.0%	0	0.9%	1	1.1%	1	1.7%	4	0.0%	0	0.0%	0	0.0%	0
Windsor Carpets, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Wordsley Carpets, Wall Heath, Kingswinford	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	16.5%	178	14.2%	47	19.6%	22	12.2%	11	20.0%	47	17.3%	19	9.1%	9	23.2%	23
(Don't buy these items)	14.6%	157	17.2%	57	15.2%	17	11.1%	10	14.9%	35	7.3%	8	16.2%	16	14.1%	14
Base:		1076		331		112		90		235		110		99		99

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q11 Where did you last go shopping for DIY equipment or products ?								
B&Q Supercentre, Merryhill Shopping Centre	0.8%	9	0.0%	0	0.0%	0	0.0%	0
B&Q Supercentre, New Road, Stourbridge	6.3%	68	0.3%	1	0.0%	0	0.0%	0
B&Q Warehouse, Green Street, Kidderminster	39.8%	428	63.1%	209	55.4%	62	66.7%	60
B&Q Warehouse, Mucklow Hill, Halesowen	2.5%	27	0.0%	0	0.0%	0	0.0%	0
B&Q Warehouse, Jinnah Road, Redditch	2.7%	29	0.0%	0	0.9%	1	0.0%	0
Focus / Do It All, Bromsgrove	5.9%	63	0.6%	2	0.0%	0	0.0%	0
Focus / Do It All, Spennals Valley Road, Kidderminster	5.0%	54	11.8%	39	4.5%	5	3.3%	3
Homebase, Abbey Retail Park, Redditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Bath Road, Worcester	0.2%	2	0.3%	1	0.0%	0	0.0%	0
Homebase, Elgar Retail Park, Worcester	0.9%	10	0.0%	0	0.9%	1	0.0%	0
Homebase, Roman Way Retail Park, Droitwich	5.0%	54	0.0%	0	0.0%	0	0.0%	0
Homesbase, Hylton Road, Worcester	1.2%	13	0.0%	0	0.0%	0	0.0%	0
The Range, Crossley Park, Kidderminster	0.6%	6	1.2%	4	0.0%	0	1.1%	1
Wickes, Redditch Ringway, Redditch	0.2%	2	0.0%	0	0.0%	0	0.9%	2
Wigleys DIY, Sandy Lane, Stourport-on-Severn	3.6%	39	2.4%	8	15.2%	17	7.8%	7
Wilkinsons, Market Street, Kidderminster	1.1%	12	1.5%	5	3.6%	4	0.0%	0
Internet / online / mail order	0.7%	8	0.3%	1	0.9%	1	1.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beards DIY, Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Broad Street DIY, Worcester Road, Bromsgrove	0.3%	3	0.0%	0	0.0%	0	0.0%	0
Caldicott, Tenbury Wells	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Country Wide, Stourport	0.1%	1	0.0%	0	0.9%	1	0.0%	0
Morgans Timber, Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Wilkinsons, Droitwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Woolworths, Kidderminster	0.1%	1	0.0%	0	0.0%	0	1.1%	1
Kidderminster	0.7%	8	2.1%	7	0.0%	0	0.0%	0
Local stores, Bromsgrove	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Local stores, Tenbury Wells	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	2	0.0%	0	0.9%	1	0.0%	0
B&Q, Bilston	0.1%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Hereford	0.4%	4	0.0%	0	0.0%	0	0.0%	0
B&Q, Stratford-Upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Worcester	0.2%	2	0.3%	1	0.0%	0	0.4%	1
Blackpole Retail Park, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Carvers, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.4%	1
Focus, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.4%	1
Focus, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Focus, Kingswinford	0.7%	7	0.0%	0	0.0%	0	3.0%	7
Focus, Leominster	0.9%	10	0.0%	0	0.0%	0	1.1%	1
Halesowen	0.1%	1	0.0%	0	0.0%	0	0.4%	1
Homebase, Leominster	0.2%	2	0.0%	0	0.0%	0	0.0%	0
Homebase, Ludlow	0.2%	2	0.0%	0	0.0%	0	1.1%	1
Homebase, Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Telford	0.1%	1	0.0%	0	0.0%	0	0.9%	1
John Lewis, Cribbs Causeway, Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Bewdley	0.1%	1	0.0%	0	0.0%	0	1.1%	1
Shropshire Building Supplies, Ludlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.4%	1
Stourport	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Travis Perkins, Ludlow	0.1%	1	0.0%	0	0.0%	0	1.1%	1

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8	
Wickes, Brierley Hill	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%
Wickes, Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%
Wickes, Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%
Wickes, Hall Green, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%
Wilkinsons, High Street, Stourbridge	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	4.2%	45	4.2%	14	1.8%	2	0.0%	0	5.5%	13	4.5%	5	5.1%	5	6.1%
(Don't buy these items)	11.7%	126	11.2%	37	15.2%	17	14.4%	13	10.2%	24	8.2%	9	17.2%	17	9.1%
Base:		1076		331		112		90		235		110		99	

Q12 Do you, or does any member of your household have access to the internet ?

Yes	62.5%	672	57.7%	191	57.1%	64	65.6%	59	63.4%	149	69.1%	76	64.6%	64	69.7%	69
No	37.5%	404	42.3%	140	42.9%	48	34.4%	31	36.6%	86	30.9%	34	35.4%	35	30.3%	30
(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
Base:		1076		331		112		90		235		110		99		99

Q13 Do you or any member of your household use the internet to purchase any food products ?

Those who have access to the internet at Q12

Yes	15.5%	104	10.5%	20	14.1%	9	16.9%	10	19.5%	29	7.9%	6	18.8%	12	26.1%	18
No	84.5%	568	89.5%	171	85.9%	55	83.1%	49	80.5%	120	92.1%	70	81.3%	52	73.9%	51
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		672		191		64		59		149		76		64		69

meanscore[£5,£15.5,£25.5,£35.5,£45.5,£55.5,£65.5,£75.5,£85.5,£95.5,£150.5,£250.5,£450]

Q14 On average, approximately how much do you think your household spends per month on food products purchased over the internet ?

Those who purchase food products over the internet at Q13

£10 or less	3.8%	4	10.0%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	5.6%	1
£11 - £20	7.7%	8	0.0%	0	0.0%	0	30.0%	3	6.9%	2	0.0%	0	16.7%	2	5.6%	1
£21 - £30	5.8%	6	5.0%	1	0.0%	0	20.0%	2	6.9%	2	16.7%	1	0.0%	0	0.0%	0
£31 - £40	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
£41 - £50	4.8%	5	10.0%	2	0.0%	0	0.0%	0	3.4%	1	0.0%	0	8.3%	1	5.6%	1
£51 - £60	2.9%	3	5.0%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1
£61 - £70	4.8%	5	5.0%	1	11.1%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	2
£71 - £80	5.8%	6	10.0%	2	11.1%	1	0.0%	0	6.9%	2	16.7%	1	0.0%	0	0.0%	0
£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
£91 - £100	9.6%	10	10.0%	2	11.1%	1	0.0%	0	6.9%	2	0.0%	0	8.3%	1	22.2%	4
£101 - £200	11.5%	12	5.0%	1	33.3%	3	0.0%	0	17.2%	5	16.7%	1	0.0%	0	11.1%	2
£201 - £300	7.7%	8	0.0%	0	0.0%	0	10.0%	1	6.9%	2	16.7%	1	25.0%	3	5.6%	1
£301 or more	10.6%	11	5.0%	1	11.1%	1	10.0%	1	17.2%	5	16.7%	1	8.3%	1	5.6%	1
(Don't know / can't remember)	22.1%	23	35.0%	7	22.2%	2	10.0%	1	17.2%	5	16.7%	1	33.3%	4	16.7%	3
(Refused)	1.9%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	5.6%	1
Mean:		141		88		167		105		175		171		179		114
Base:		104		20		9		10		29		6		12		18

Q15 Do you or any member of your household use the internet to purchase any non-food products

Those who have access to the internet at Q12

Yes	69.2%	465	68.1%	130	68.8%	44	71.2%	42	69.1%	103	75.0%	57	65.6%	42	68.1%	47
No	30.7%	206	31.9%	61	31.3%	20	27.1%	16	30.9%	46	25.0%	19	34.4%	22	31.9%	22
(Don't know)	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		672		191		64		59		149		76		64		69

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q16 What type of non food products do you purchase via the internet ?								
<i>Those who purchase non-food products over the internet at Q15</i>								
Books	37.2%	173 33.8%	44 31.8%	14 40.5%	17 41.7%	43 38.6%	22 38.1%	16 36.2%
Car parts	2.6%	12 3.8%	5 2.3%	1 2.4%	1 2.9%	3 0.0%	0 2.4%	1 2.1%
CD's, DVD's, videos	44.1%	205 47.7%	62 47.7%	21 31.0%	13 38.8%	40 52.6%	30 54.8%	23 34.0%
Clothes	19.6%	91 21.5%	28 9.1%	4 26.2%	11 19.4%	20 19.3%	11 21.4%	9 17.0%
DIY goods	2.8%	13 1.5%	2 4.5%	2 2.4%	1 0.0%	0 5.3%	3 9.5%	4 2.1%
Furniture / carpets	1.9%	9 1.5%	2 0.0%	0 7.1%	3 1.9%	2 1.8%	1 2.4%	1 0.0%
Garden items	3.2%	15 4.6%	6 0.0%	0 7.1%	3 1.9%	2 3.5%	2 0.0%	0 4.3%
Holiday and / or travel tickets	13.1%	61 10.0%	13 13.6%	6 11.9%	5 16.5%	17 17.5%	10 11.9%	5 10.6%
Insurance	2.8%	13 5.4%	7 0.0%	0 4.8%	2 0.0%	0 1.8%	1 4.8%	2 2.1%
Jewellery	1.9%	9 3.1%	4 0.0%	0 0.0%	0 2.9%	3 0.0%	0 4.8%	2 0.0%
Major electrical items	16.6%	77 20.0%	26 13.6%	6 9.5%	4 13.6%	14 24.6%	14 11.9%	5 17.0%
Small electrical items	24.5%	114 27.7%	36 18.2%	8 21.4%	9 21.4%	22 21.1%	12 33.3%	14 27.7%
Small household goods	4.9%	23 4.6%	6 2.3%	1 2.4%	1 4.9%	5 1.8%	1 14.3%	6 6.4%
Sports goods	4.3%	20 3.8%	5 4.5%	2 7.1%	3 5.8%	6 3.5%	2 2.4%	1 2.1%
Toys	5.2%	24 5.4%	7 4.5%	2 9.5%	4 4.9%	5 3.5%	2 2.4%	1 6.4%
Other	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 2.3%	3 4.5%	2 2.4%	1 6.8%	7 7.0%	4 2.4%	1 12.8%
Concert / theatre tickets	1.5%	7 1.5%	2 0.0%	0 2.4%	1 1.0%	1 3.5%	2 0.0%	0 2.1%
Cosmetic items / health products	2.2%	10 2.3%	3 0.0%	0 2.4%	1 4.9%	5 1.8%	1 0.0%	0 0.0%
Collectables	1.3%	6 3.1%	4 0.0%	0 0.0%	0 1.9%	2 0.0%	0 0.0%	0 0.0%
Flowers	0.9%	4 0.8%	1 0.0%	0 0.0%	0 1.9%	2 1.8%	1 0.0%	0 0.0%
Gifts	1.1%	5 0.0%	0 0.0%	0 2.4%	1 1.9%	2 1.8%	1 0.0%	0 2.1%
Pet food / products	0.6%	3 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 2.4%	1 2.1%
Traffic vehicle goods	0.6%	3 0.8%	1 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 2.1%
Camping equipment	0.6%	3 0.8%	1 0.0%	0 0.0%	0 1.9%	2 0.0%	0 0.0%	0 0.0%
Antiques	0.2%	1 0.0%	0 0.0%	0 2.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Banking	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.8%	1 0.0%	0 0.0%
Car rental and car parking	0.2%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%
Christmas presents	0.4%	2 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%
Contact lenses	0.2%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Cookware	0.2%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Fishing equipment	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.4%	1 0.0%
Flags	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.8%	1 0.0%	0 0.0%
Get photos developed	0.2%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%
Kitchen tap	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%
Luggage	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.8%	1 0.0%	0 0.0%
Material	0.2%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%
Musical instruments	0.4%	2 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.4%	1 0.0%
Posters	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.8%	1 0.0%	0 0.0%
Pushchair	0.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.4%	1 2.1%
Shares	0.2%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know / can't remember / varies)	6.9%	32 5.4%	7 9.1%	4 9.5%	4 5.8%	6 3.5%	2 4.8%	2 14.9%
Base:	465	130	44	42	103	57	42	47

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
meanscore[£5,£15.5,£25.5,£35.5,£45.5,£55.5,£65.5,£75.5,£85.5,£95.5,£150.5,£250.5,£450]																
Q17 On average, approximately how much do you think your household spends per month on non-food products purchased over the internet ?																
<i>Those who purchase non-food products over the internet at Q15</i>																
£10 or less	16.8%	78	13.8%	18	13.6%	6	16.7%	7	14.6%	15	24.6%	14	23.8%	10	17.0%	8
£11 - £20	16.6%	77	11.5%	15	22.7%	10	26.2%	11	17.5%	18	15.8%	9	21.4%	9	10.6%	5
£21 - £30	6.0%	28	4.6%	6	6.8%	3	4.8%	2	6.8%	7	7.0%	4	4.8%	2	8.5%	4
£31 - £40	3.7%	17	6.2%	8	0.0%	0	0.0%	0	3.9%	4	3.5%	2	2.4%	1	4.3%	2
£41 - £50	9.2%	43	11.5%	15	18.2%	8	11.9%	5	6.8%	7	5.3%	3	4.8%	2	6.4%	3
£51 - £60	1.1%	5	2.3%	3	0.0%	0	2.4%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0
£61 - £70	0.4%	2	0.8%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £80	0.6%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
£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
£91 - £100	8.0%	37	4.6%	6	4.5%	2	11.9%	5	9.7%	10	10.5%	6	7.1%	3	10.6%	5
£101 - £200	3.9%	18	1.5%	2	4.5%	2	4.8%	2	3.9%	4	5.3%	3	7.1%	3	4.3%	2
£201 - £300	0.9%	4	1.5%	2	2.3%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
£301 or more	0.6%	3	0.8%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1
(Don't know / can't remember)	30.8%	143	36.9%	48	20.5%	9	19.0%	8	36.9%	38	22.8%	13	28.6%	12	31.9%	15
(Refused)	1.5%	7	2.3%	3	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Mean:		49.9		50.2		49.9		59.8		44.2		49.2		45.0		55.7
Base:		465		130		44		42		103		57		42		47
Mean score [Very likely = 2, Fairly likely = 1, Fairly unlikely = 0, Very unlikely = -1]																
Q18 Do you think it is likely or unlikely that you or a member of your household will increasingly shop via the internet in the next five years ?																
<i>Those who have access to the internet at Q12</i>																
Very likely	26.9%	181	20.4%	39	28.1%	18	33.9%	20	30.2%	45	31.6%	24	25.0%	16	27.5%	19
Fairly likely	36.0%	242	38.7%	74	35.9%	23	35.6%	21	40.3%	60	34.2%	26	29.7%	19	27.5%	19
Fairly unlikely	14.0%	94	14.7%	28	9.4%	6	6.8%	4	8.1%	12	11.8%	9	18.8%	12	33.3%	23
Very unlikely	18.3%	123	19.9%	38	25.0%	16	18.6%	11	16.1%	24	18.4%	14	20.3%	13	10.1%	7
(Don't know / not sure)	4.8%	32	6.3%	12	1.6%	1	5.1%	3	5.4%	8	3.9%	3	6.3%	4	1.4%	1
Mean:		0.75		0.64		0.68		0.89		0.89		0.82		0.63		0.74
Base:		672		191		64		59		149		76		64		69
Q19 How many times have you or a member of your household visited the cinema in the last twelve months ?																
Once	9.6%	103	9.4%	31	7.1%	8	10.0%	9	7.2%	17	9.1%	10	16.2%	16	12.1%	12
Twice	9.4%	101	5.7%	19	11.6%	13	10.0%	9	14.5%	34	10.9%	12	10.1%	10	4.0%	4
3 times	7.7%	83	9.7%	32	5.4%	6	6.7%	6	6.0%	14	9.1%	10	6.1%	6	9.1%	9
4 times	4.2%	45	4.8%	16	0.0%	0	2.2%	2	4.3%	10	6.4%	7	6.1%	6	4.0%	4
5 times	3.3%	36	2.1%	7	2.7%	3	3.3%	3	5.1%	12	3.6%	4	4.0%	4	3.0%	3
6 times	5.0%	54	4.2%	14	6.3%	7	5.6%	5	4.7%	11	4.5%	5	4.0%	4	8.1%	8
7 times	0.9%	10	0.9%	3	0.0%	0	2.2%	2	1.3%	3	0.0%	0	2.0%	2	0.0%	0
8 times	1.4%	15	1.5%	5	1.8%	2	1.1%	1	1.3%	3	1.8%	2	1.0%	1	1.0%	1
9 times	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
10 times	2.8%	30	2.7%	9	0.9%	1	2.2%	2	3.8%	9	5.5%	6	2.0%	2	1.0%	1
Over 10 times	10.5%	113	10.6%	35	6.3%	7	12.2%	11	12.3%	29	18.2%	20	6.1%	6	5.1%	5
Never	44.4%	478	47.7%	158	57.1%	64	44.4%	40	37.9%	89	30.9%	34	41.4%	41	52.5%	52
(Don't know / can't remember)	0.7%	7	0.6%	2	0.9%	1	0.0%	0	1.3%	3	0.0%	0	1.0%	1	0.0%	0
Base:		1076		331		112		90		235		110		99		99

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q20 Where do you, or a member of your household usually go to the cinema ?								
<i>Those who have visited the cinema over the last twelve months at Q19</i>								
ABC, Quinton	0.3%	2 0.6%	1 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%
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%
Arts Cinema, Ludlow	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%
Cineworld, Wolverhampton	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%
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%
Majestic, Bridgnorth	1.3%	8 1.2%	2 0.0%	0 8.0%	4 0.7%	1 1.3%	1 0.0%	0 0.0%
Odeon, Worcester	3.3%	20 0.6%	1 4.2%	2 2.0%	1 0.0%	0 0.0%	0 22.4%	13 6.4%
Regal, Tenbury Wells	0.8%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 10.6%
Showcase, Walsall	0.5%	3 0.0%	0 0.0%	0 0.0%	0 2.1%	3 0.0%	0 0.0%	0 0.0%
UCI, Merryhill Shopping Centre	25.6%	153 27.2%	47 18.8%	9 18.0%	9 56.2%	82 3.9%	3 1.7%	1 4.3%
UGC, Rubery	19.9%	119 6.9%	12 8.3%	4 4.0%	2 13.7%	20 86.8%	66 25.9%	15 0.0%
Vue, Worcester	13.0%	78 2.3%	4 18.8%	9 10.0%	5 0.0%	0 2.6%	2 44.8%	26 68.1%
Warehouse Cinema, Green Street, Kidderminster	24.6%	147 57.8%	100 43.8%	21 40.0%	20 2.1%	3 1.3%	1 0.0%	0 4.3%
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Showcase, Dudley	4.3%	26 0.0%	0 4.2%	2 2.0%	1 15.8%	23 0.0%	0 0.0%	0 0.0%
Artrix, Bromsgrove	0.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.6%	2 0.0%	0 0.0%
Bromsgrove	0.2%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Cineworld, Dudley	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%
Dudley	0.3%	2 0.0%	0 0.0%	0 0.0%	0 1.4%	2 0.0%	0 0.0%	0 0.0%
Five Ways, Birmingham	0.2%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Kinver Cinema Club	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%
New Zealand	0.2%	1 0.0%	0 2.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Odeon, Chester Road, Birmingham	0.3%	2 0.6%	1 0.0%	0 0.0%	0 0.0%	0 1.3%	1 0.0%	0 0.0%
Odeon, Dudley	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%
Odeon, Taunton	0.2%	1 0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Odeon, Telford	0.2%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Shrewsbury	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	1 0.0%
Sidmouth, Devon	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%
Telford	0.2%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
The Mac, Birmingham	0.2%	1 0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
UCI, Birmingham	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.7%	1 0.0%	0 0.0%	0 0.0%
UCI, Norwich	0.2%	1 0.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
UCI, Telford	0.2%	1 0.0%	0 0.0%	0 2.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Worcester	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.7%	1 0.0%
(Don't know / varies)	2.2%	13 1.2%	2 0.0%	0 6.0%	3 3.4%	5 0.0%	0 1.7%	1 4.3%
Base:	598	173	48	50	146	76	58	47

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	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Q21 Which other cinemas have you, or a member of your household visited in the last twelve months ?																
<i>Those who have visited the cinema over the last twelve months at Q19</i>																
ABC, Quinton	0.7%	4	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0
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
Arts Cinema, Ludlow	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4
Cineworld, Wolverhampton	0.7%	4	1.7%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
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
Majestic, Bridgnorth	4.0%	24	7.5%	13	6.3%	3	8.0%	4	2.1%	3	1.3%	1	0.0%	0	0.0%	0
Odeon, Worcester	2.8%	17	2.3%	4	6.3%	3	6.0%	3	0.7%	1	0.0%	0	6.9%	4	4.3%	2
Regal, Tenbury Wells	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	4
Showcase, Walsall	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UCI, Merryhill Shopping Centre	16.4%	98	27.2%	47	20.8%	10	24.0%	12	16.4%	24	2.6%	2	3.4%	2	2.1%	1
UGC, Rubery	5.5%	33	6.4%	11	4.2%	2	2.0%	1	2.7%	4	5.3%	4	17.2%	10	2.1%	1
Vue, Worcester	7.2%	43	10.4%	18	12.5%	6	4.0%	2	0.7%	1	5.3%	4	12.1%	7	10.6%	5
Warehouse Cinema, Green Street, Kidderminster	6.9%	41	13.9%	24	14.6%	7	14.0%	7	2.1%	3	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
Showcase, Dudley	5.0%	30	1.2%	2	2.1%	1	0.0%	0	18.5%	27	0.0%	0	0.0%	0	0.0%	0
Dudley	0.8%	5	0.0%	0	0.0%	0	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0
Artix, Bromsgrove	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Touchwood, Solihull	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Birmingham	0.7%	4	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Bracknell	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Sunderland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Longbridge	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Malvern	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Malvern Theatre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Meadowhall, Sheffield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Norbury Theatre, Droitwich	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
North Wales	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Odeon, Birmingham City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0
Odeon, Quinton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Scotland	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Star City, Birmingham	0.3%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
UCI, Birmingham	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UCI, Telford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
UGC, Telford	0.3%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Vue, Birmingham	0.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Devon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Vue, Merry Hill	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	50.3%	301	37.6%	65	39.6%	19	50.0%	25	52.1%	76	69.7%	53	58.6%	34	61.7%	29
Base:		598		173		48		50		146		76		58		47
Q22 If there was a new multiplex cinema in Kidderminster, would you or other members of your household be likely to use it ?																
Yes, always	18.8%	202	23.6%	78	28.6%	32	28.9%	26	17.4%	41	6.4%	7	4.0%	4	14.1%	14
Yes, sometimes	34.6%	372	39.6%	131	33.0%	37	36.7%	33	32.8%	77	29.1%	32	31.3%	31	31.3%	31
No	40.8%	439	29.0%	96	31.3%	35	33.3%	30	44.3%	104	60.9%	67	57.6%	57	50.5%	50
(Maybe / don't know)	5.9%	63	7.9%	26	7.1%	8	1.1%	1	5.5%	13	3.6%	4	7.1%	7	4.0%	4
Base:		1076		331		112		90		235		110		99		99

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8	
Q23 How many times have you or a member of your household visited a ten-pin bowling alley in the last twelve months ?									
Once	11.2%	120 9.4%	31 14.3%	16 6.7%	6 12.8%	30 15.5%	17 11.1%	11 9.1%	9
Twice	7.6%	82 6.3%	21 7.1%	8 4.4%	4 6.8%	16 12.7%	14 9.1%	9 10.1%	10
3 times	3.6%	39 1.5%	5 8.0%	9 1.1%	1 4.7%	11 5.5%	6 4.0%	4 3.0%	3
4 times	1.9%	20 1.5%	5 0.0%	0 3.3%	3 1.7%	4 2.7%	3 5.1%	5 0.0%	0
5 times	0.7%	7 0.9%	3 0.0%	0 0.0%	0 0.4%	1 0.9%	1 2.0%	2 0.0%	0
6 times	1.0%	11 0.6%	2 0.9%	1 1.1%	1 2.1%	5 0.9%	1 0.0%	0 1.0%	1
7 times	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
8 times	0.2%	2 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 1.0%	1
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
10 times	0.7%	7 1.2%	4 0.0%	0 1.1%	1 0.0%	0 1.8%	2 0.0%	0 0.0%	0
Over 10 times	1.4%	15 0.9%	3 0.9%	1 2.2%	2 1.3%	3 1.8%	2 2.0%	2 2.0%	2
Never	71.7%	772 77.3%	256 68.8%	77 78.9%	71 70.2%	165 58.2%	64 66.7%	66 73.7%	73
(Don't know)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Base:	1076	331	112	90	235	110	99	99	

Q24 Which bowling alley do you or a member of your household usually go to ?*Those who have visited a ten-pin bowling alley over the last twelve months at Q23*

Bowling Express, 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
GX Superbowl, Brierley Hill	16.4%	50 16.0%	12 8.6%	3 10.5%	2 47.1%	33 0.0%	0 0.0%	0 0.0%	0
Megabowl, Redditch	1.3%	4 1.3%	1 0.0%	0 0.0%	0 1.4%	1 4.3%	2 0.0%	0 0.0%	0
Shipley's Amusements, Stourport-on-Severn	6.9%	21 10.7%	8 28.6%	10 15.8%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Stirchley Superbowl, Stirchley	1.3%	4 0.0%	0 0.0%	0 0.0%	0 2.9%	2 2.2%	1 0.0%	0 3.8%	1
Strikers Pleasure Bowl, Wolverhampton	1.0%	3 0.0%	0 2.9%	1 0.0%	0 2.9%	2 0.0%	0 0.0%	0 0.0%	0
Worcester Ten-pin Bowling, Worcester	20.1%	61 16.0%	12 40.0%	14 31.6%	6 1.4%	1 8.7%	4 45.5%	15 34.6%	9
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
Hollywood Bowl, Great Park, Rubery	22.0%	67 26.7%	20 11.4%	4 5.3%	1 8.6%	6 73.9%	34 6.1%	2 0.0%	0
Birmingham	1.3%	4 4.0%	3 0.0%	0 0.0%	0 0.0%	0 2.2%	1 0.0%	0 0.0%	0
Dudley	1.6%	5 1.3%	1 2.9%	1 0.0%	0 4.3%	3 0.0%	0 0.0%	0 0.0%	0
Bowl Extreme, Worcester	2.6%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 24.2%	8 0.0%	0
Hereford	2.3%	7 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 26.9%	7
Bowlplex, Castlegate, Dudley	2.0%	6 0.0%	0 0.0%	0 0.0%	0 8.6%	6 0.0%	0 0.0%	0 0.0%	0
Megabowl, Brierley Hill	1.0%	3 0.0%	0 0.0%	0 0.0%	0 4.3%	3 0.0%	0 0.0%	0 0.0%	0
Superbowl, Dudley	1.3%	4 4.0%	3 0.0%	0 0.0%	0 1.4%	1 0.0%	0 0.0%	0 0.0%	0
Rubery	3.0%	9 1.3%	1 0.0%	0 5.3%	1 4.3%	3 6.5%	3 3.0%	1 0.0%	0
Telford	1.0%	3 0.0%	0 0.0%	0 0.0%	0 1.4%	1 0.0%	0 0.0%	0 7.7%	2
Perdiswell	2.0%	6 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 12.1%	4 3.8%	1
Bridge Hotel, Tenbury Wells	0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.8%	1
Bromsgrove	0.3%	1 0.0%	0 0.0%	0 0.0%	0 1.4%	1 0.0%	0 0.0%	0 0.0%	0
Cardiff	0.3%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Centre Parcs, Nottingham	0.3%	1 0.0%	0 0.0%	0 0.0%	0 1.4%	1 0.0%	0 0.0%	0 0.0%	0
Claines	0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.0%	1 0.0%	0
Cotteridge	0.3%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Coventry	0.3%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Extreme, Dudley	0.3%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Halesowen	0.3%	1 0.0%	0 0.0%	0 0.0%	0 1.4%	1 0.0%	0 0.0%	0 0.0%	0
London	0.3%	1 0.0%	0 0.0%	0 0.0%	0 1.4%	1 0.0%	0 0.0%	0 0.0%	0
Lye	0.3%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Megabowl, Telford	1.0%	3 0.0%	0 0.0%	0 15.8%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Merry Hill	0.7%	2 1.3%	1 0.0%	0 5.3%	1 0.0%	0 0.0%	0 2.2%	1 0.0%	0
Northumberland	0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Norwich	0.3%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
St Johns, Worcester	0.7%	2 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.0%	1 0.0%	0
Stourbridge	0.3%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Superbowl, Fareham	0.3%	1 0.0%	0 0.0%	0 0.0%	0 1.4%	1 0.0%	0 0.0%	0 3.8%	1
Superbowl, Hereford	0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Superbowl, Stourbridge	0.3%	1 1.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The Fountain, Kent	0.7%	2 0.0%	0 0.0%	0 5.3%	1 1.4%	1 0.0%	0 0.0%	0 0.0%	0
Worcester	0.7%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 7.7%	2
(Don't know / varies)	3.6%	11 4.0%	3 5.7%	2 5.3%	1 2.9%	2 0.0%	0 3.0%	1 7.7%	2
Base:	304	75	35	19	70	46	33	26	

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q25 Thinking about general leisure activities, which one of the locations I will now read out do you most often visit for pubs and clubs, entertainment, restaurants and sport and fitness								
<i>Pubs and clubs</i>								
Bewdley	5.9%	64 4.8%	16 1.8%	2 41.1%	37 2.1%	5 0.9%	1 1.0%	1 2.0%
Birmingham	5.4%	58 3.9%	13 3.6%	4 3.3%	3 6.4%	15 14.5%	16 6.1%	6 1.0%
Dudley	1.2%	13 2.1%	7 0.9%	1 1.1%	1 1.3%	3 0.9%	1 0.0%	0 0.0%
Kidderminster	16.3%	175 42.3%	140 7.1%	8 7.8%	7 6.4%	15 0.9%	1 3.0%	3 1.0%
Stourbridge	6.7%	72 0.9%	3 1.8%	2 1.1%	1 27.7%	65 0.0%	0 0.0%	0 1.0%
Stourport-on-Severn	3.4%	37 1.2%	4 28.6%	32 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Worcester	5.9%	63 3.3%	11 2.7%	3 5.6%	5 0.9%	2 9.1%	10 22.2%	22 10.1%
Other	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bromsgrove	3.8%	41 0.0%	0 0.0%	0 0.0%	0 0.0%	0 36.4%	40 1.0%	1 0.0%
Droitwich	2.7%	29 0.0%	0 1.8%	2 0.0%	0 0.0%	0 0.9%	1 26.3%	26 0.0%
Clent	0.5%	5 0.0%	0 0.0%	0 0.0%	0 2.1%	5 0.0%	0 0.0%	0 0.0%
Cookley	0.5%	5 1.2%	4 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Kinver	0.7%	7 0.0%	0 0.0%	0 0.0%	0 3.0%	7 0.0%	0 0.0%	0 0.0%
Hagley	0.5%	5 0.0%	0 0.0%	0 0.0%	0 2.1%	5 0.0%	0 0.0%	0 0.0%
Lye	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Malvern	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.0%
Belbroughton	0.9%	10 0.3%	1 0.0%	0 0.0%	0 3.8%	9 0.0%	0 0.0%	0 0.0%
Merry Hill	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Cleobury Mortimer	0.4%	4 0.0%	0 0.0%	0 4.4%	4 0.0%	0 0.0%	0 0.0%	0 0.0%
Brierley Hill	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Tenbury Wells	2.0%	22 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 21.2%
Wolverhampton	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Wyre Forest	0.2%	2 0.3%	1 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Redditch	0.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 1.0%	1 0.0%
Rubery	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bridgnorth	0.1%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Ludlow	0.3%	3 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 2.0%
London	0.2%	2 0.3%	1 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Woolston	0.7%	7 0.0%	0 0.0%	0 0.0%	0 3.0%	7 0.0%	0 0.0%	0 0.0%
Chaddesley Corbett	0.6%	6 0.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.0%	3 1.0%
Far Forest	0.1%	1 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Abberley	0.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.0%
Alveley	0.2%	2 0.3%	1 0.0%	0 0.0%	0 0.4%	1 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%
Blakebrook	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Blakedown	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bournheath	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%	0 0.0%
Bradley Green	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bromyard	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Burnham-on-Sea	0.1%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Catshill	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%	0 0.0%
Churchill	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Clifton	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Clifton-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%
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%
Coventry	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Cutnall Green	0.3%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1 2.0%	2 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%
Habberley	0.1%	1 0.3%	1 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%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Hartlebury	0.3%	3 0.6%	2 0.0%	0 0.0%	0 0.0%	0 0.9%	1 0.0%	0 0.0%
Harvington	0.1%	1 0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Hereford	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Hopton	0.1%	1 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Kingswinford	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Leeds	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Little Witley	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%
Mamble	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Manchester	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Martley	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%
Millbrook	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Nags Head, Lindridge	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%
Northfield	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Nottingham	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Old Swinford	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.4%	1 0.0%	0 0.0%	0 0.0%
Pedmore	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Penzance	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.0%
Quarry Bank	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Rileyhill	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
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
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shropshire	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
Stanford Bridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	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
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
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
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
Tipton	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	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
Waldon	0.1%	1	0.3%	1	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
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
Wheathill	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Worcestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't know / varies)	5.8%	62	3.0%	10	10.7%	12	5.6%	5	9.4%	22	5.5%	6	2.0%	2	5.1%	5
(Don't do this activity)	31.9%	343	32.9%	109	38.4%	43	23.3%	21	28.1%	66	26.4%	29	30.3%	30	45.5%	45
Base:	1076	331		112		90		235		110		99		99		

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Entertainment																
Bewdley	2.0%	21	1.2%	4	1.8%	2	13.3%	12	0.4%	1	0.0%	0	2.0%	2	0.0%	0
Birmingham	23.0%	248	20.5%	68	16.1%	18	18.9%	17	33.2%	78	40.9%	45	12.1%	12	10.1%	10
Dudley	1.4%	15	1.8%	6	0.0%	0	1.1%	1	3.0%	7	0.9%	1	0.0%	0	0.0%	0
Kidderminster	13.3%	143	30.5%	101	16.1%	18	10.0%	9	3.8%	9	2.7%	3	0.0%	0	3.0%	3
Stourbridge	3.1%	33	0.6%	2	0.9%	1	2.2%	2	11.5%	27	0.0%	0	1.0%	1	0.0%	0
Stourport-on-Severn	1.3%	14	0.6%	2	10.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	5.6%	60	3.3%	11	1.8%	2	4.4%	4	1.3%	3	3.6%	4	23.2%	23	13.1%	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
Bromsgrove	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7	0.0%	0	0.0%	0
Droitwich	1.7%	18	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Cookley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.9%	2	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
Lye	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	1.3%	14	0.3%	1	1.8%	2	0.0%	0	1.3%	3	0.0%	0	4.0%	4	4.0%	4
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
Merry Hill	1.1%	12	1.2%	4	2.7%	3	1.1%	1	0.9%	2	0.9%	1	1.0%	1	0.0%	0
Cleobury Mortimer	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells	0.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	9
Wolverhampton	0.9%	10	0.3%	1	0.9%	1	1.1%	1	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Wyre Forest	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Rubery	0.8%	9	0.3%	1	0.0%	0	0.0%	0	0.4%	1	6.4%	7	0.0%	0	0.0%	0
Bridgnorth	0.2%	2	0.0%	0	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Ludlow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.4%	4	0.9%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Woolston	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	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Far Forest	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Abberley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.0%	1
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
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
Blakebrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Bournheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley 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
Bromyard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Burnham-on-Sea	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Churchill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
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
Clifton-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
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
Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cutnall 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
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
Habberley	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hartlebury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Hopton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Leeds	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little Witley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Mamble	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Martley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Millbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Nags 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
Northfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old 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
Pedmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry 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
Rileyhill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
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
Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Shropshire	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8	
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%
Solihull	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%
Stratford-upon-Avon	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
Sytchampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	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%
Telford	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Waldon	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%
Warfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wheatthill	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%
Wombourne	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%
(Don't know / varies)	5.7%	61	4.5%	15	5.4%	6	6.7%	6	8.1%	19	6.4%	7	4.0%	4	4.0%
(Don't do this activity)	33.2%	357	32.0%	106	40.2%	45	33.3%	30	28.1%	66	26.4%	29	33.3%	33	48.5%
Base:	1076	331	112	90	235	110	99	99							

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8								
Restaurants																
Bewdley	7.7%	83	7.3%	24	8.9%	10	38.9%	35	3.8%	9	0.9%	1	1.0%	1	3.0%	3
Birmingham	8.2%	88	3.9%	13	4.5%	5	5.6%	5	14.9%	35	20.0%	22	4.0%	4	4.0%	4
Dudley	1.1%	12	0.9%	3	2.7%	3	2.2%	2	1.3%	3	0.9%	1	0.0%	0	0.0%	0
Kidderminster	19.1%	206	44.1%	146	17.9%	20	10.0%	9	8.9%	21	1.8%	2	3.0%	3	5.1%	5
Stourbridge	4.2%	45	0.6%	2	0.0%	0	0.0%	0	17.9%	42	0.9%	1	0.0%	0	0.0%	0
Stourport-on-Severn	3.4%	37	2.7%	9	20.5%	23	0.0%	0	0.4%	1	0.9%	1	0.0%	0	3.0%	3
Worcester	7.5%	81	4.2%	14	5.4%	6	8.9%	8	0.9%	2	9.1%	10	29.3%	29	12.1%	12
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
Bromsgrove	3.2%	34	0.0%	0	0.0%	0	0.0%	0	0.4%	1	28.2%	31	2.0%	2	0.0%	0
Droitwich	2.0%	22	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	20.2%	20	0.0%	0
Clent	0.7%	8	0.0%	0	0.0%	0	0.0%	0	3.0%	7	0.9%	1	0.0%	0	0.0%	0
Cookley	0.4%	4	0.9%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Kinver	0.7%	7	0.0%	0	0.0%	0	1.1%	1	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Hagley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Lye	0.6%	6	0.9%	3	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Malvern	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belbroughton	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Merry Hill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.0%	1	0.0%	0
Cleobury Mortimer	0.3%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells	2.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	27
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
Wyre Forest	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.8%	2	2.0%	2	0.0%	0
Rubery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.3%	3	0.3%	1	0.0%	0	1.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.7%	7	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	6
London	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Woolston	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett	0.8%	9	0.9%	3	0.0%	0	0.0%	0	0.9%	2	0.0%	0	3.0%	3	1.0%	1
Far Forest	0.4%	4	0.3%	1	0.9%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abberley	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alveley	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bevington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Blakebrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blakedown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bournheath	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Bradley 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
Bromyard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Burnham-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
Catshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clifton-upon-Teme	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Clows Top	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cutnall Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	1.0%	1	0.0%	0
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Haberley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Hartlebury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Harvington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little 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
Mamble	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	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Millbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nags 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
Northfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old 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
Pedmore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry 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
Rileyhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shropshire	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Small Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Stanford Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sytchampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Upon Severn	0.1%	1	0.0%	0	0.0%	0	0.0%	0
Waldon	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
Warfield	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Wheathill	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
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcestershire	0.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.0%	140	11.8%	39	16.1%	18	10.0%	9
(Don't do this activity)	18.1%	195	16.9%	56	20.5%	23	14.4%	13
Base:	1076	331	112	90	235	110	99	99

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
<i>Sport and fitness</i>																
Bewdley	3.4%	37	3.3%	11	3.6%	4	22.2%	20	0.4%	1	0.0%	0	1.0%	1	0.0%	0
Birmingham	1.9%	20	1.2%	4	0.0%	0	2.2%	2	1.3%	3	8.2%	9	1.0%	1	1.0%	1
Dudley	0.4%	4	0.0%	0	0.9%	1	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Kidderminster	14.9%	160	33.5%	111	11.6%	13	18.9%	17	6.0%	14	0.9%	1	0.0%	0	4.0%	4
Stourbridge	4.2%	45	0.6%	2	0.0%	0	0.0%	0	18.3%	43	0.0%	0	0.0%	0	0.0%	0
Stourport-on-Severn	3.3%	35	3.0%	10	20.5%	23	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1
Worcester	1.7%	18	0.3%	1	0.9%	1	1.1%	1	0.4%	1	3.6%	4	7.1%	7	3.0%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	3.8%	41	0.0%	0	0.0%	0	0.0%	0	1.3%	3	33.6%	37	1.0%	1	0.0%	0
Droitwich	2.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Cookley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Kinver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Lye	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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Belbroughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Merry Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.4%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	17
Wolverhampton	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyre Forest	0.2%	2	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Rubery	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	1.8%	2	0.0%	0	0.0%	0
Bridgnorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow	0.4%	4	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woolston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Far 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
Abberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
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
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
Blakebrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Blakedown	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bournheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bradley Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Bromyard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burnham-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
Catshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Churchill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Clifton-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
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
Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cutnall 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
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
Habberley	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	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Hartlebury	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leeds	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Little 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
Mable	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Millbrook	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nags 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
Northfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old 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
Pedmore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Rileyhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shropshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Small Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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
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
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
Sytcampton	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
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
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
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
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
Wales	0.1%	1	0.3%	1	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	0.0%	0	0.0%	0	0.0%	0
Wheatthill	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
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
Worcestershire	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)	4.2%	45	2.7%	9	3.6%	4	7.8%	7	5.5%	13	5.5%	6	2.0%	2	4.0%	4
(Don't do this activity)	53.6%	577	53.5%	177	58.0%	65	41.1%	37	55.7%	131	45.5%	50	56.6%	56	61.6%	61
Base:	1076	331	112	90	235	110	99	99								

Q26 How often do you visit Kidderminster Town Centre in the evenings for the leisure activities I will read out ?

Pubs and clubs

More than 3 times a week	0.3%	3	0.3%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	1.4%	15	4.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	3.0%	32	6.6%	22	2.7%	3	1.1%	1	1.3%	3	1.8%	2	1.0%	1	0.0%	0
2-3 times a month	2.2%	24	5.7%	19	0.9%	1	2.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Once a month	3.6%	39	4.8%	16	4.5%	5	5.6%	5	2.6%	6	0.9%	1	2.0%	2	4.0%	4
Less often	7.3%	79	10.6%	35	9.8%	11	10.0%	9	5.1%	12	4.5%	5	4.0%	4	3.0%	3
Never visit for this leisure activity	82.2%	884	67.4%	223	82.1%	92	78.9%	71	90.2%	212	92.7%	102	92.9%	92	92.9%	92
Base:	1076	331	112	90	235	110	99	99								

Entertainment

More than 3 times a week	0.4%	4	0.0%	0	0.0%	0	2.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	1.1%	12	3.0%	10	0.9%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.4%	15	1.5%	5	3.6%	4	2.2%	2	0.4%	1	0.9%	1	1.0%	1	1.0%	1
2-3 times a month	1.9%	20	4.5%	15	0.9%	1	3.3%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	3.3%	35	6.0%	20	2.7%	3	3.3%	3	2.1%	5	0.9%	1	0.0%	0	3.0%	3
Less often	10.1%	109	15.7%	52	16.1%	18	15.6%	14	4.3%	10	2.7%	3	7.1%	7	5.1%	5
Never visit for this leisure activity	81.9%	881	69.2%	229	75.9%	85	72.2%	65	91.9%	216	95.5%	105	91.9%	91	90.9%	90
Base:	1076	331	112	90	235	110	99	99								

Restaurants

More than 3 times a week	0.4%	4	0.0%	0	0.0%	0	3.3%	3	0.4%	1	0.0%	0	0.0%	0	0.0%	0
2-3 times a week	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	2.0%	22	5.4%	18	1.8%	2	1.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0
2-3 times a month	3.5%	38	6.9%	23	0.9%	1	6.7%	6	2.6%	6	0.0%	0	2.0%	2	0.0%	0
Once a month	5.4%	58	10.3%	34	4.5%	5	7.8%	7	3.4%	8	0.9%	1	0.0%	0	3.0%	3
Less often	10.6%	114	15.7%	52	13.4%	15	17.8%	16	8.1%	19	4.5%	5	3.0%	3	4.0%	4
Never visit for this leisure activity	77.8%	837	60.7%	201	79.5%	89	63.3%	57	85.5%	201	93.6%	103	94.9%	94	92.9%	92
Base:	1076	331	112	90	235	110	99	99								

Sport and fitness

More than 3 times a week	0.9%	10	1.8%	6	0.0%	0	3.3%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0
2-3 times a week	3.5%	38	8.2%	27	3.6%	4	5.6%	5	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Once a week	2.4%	26	4.8%	16	1.8%	2	5.6%	5	0.4%	1	0.9%	1	0.0%	0	1.0%	1
2-3 times a month	0.8%	9	2.1%	7	0.0%	0	1.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Once a month	0.7%	8	1.5%	5	1.8%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less often	3.3%	36	3.6%	12	4.5%	5	3.3%	3	3.8%	9	2.7%	3	3.0%	3	1.0%	1
Never visit for this leisure activity	88.2%	949	77.9%	258	88.4%	99	81.1%	73	94.0%	221	96.4%	106	96.0%	95	98.0%	97
Base:	1076	331	112	90	235	110	99	99								

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q27 How often do you visit Kidderminster Town Centre for each of the following activities ?								
<i>Those interviewed who are in zone sample 1, 4 or 5</i>								
Food shopping								
Every day	1.4%	8	2.1%	7	0.0%	0	0.0%	0
More than once a week	18.4%	104	29.6%	98	0.0%	0	0.0%	0
Once a week	38.9%	220	53.2%	176	0.0%	0	0.0%	0
Once every two weeks	7.8%	44	6.9%	23	0.0%	0	0.0%	0
Once a month or less	13.8%	78	4.8%	16	0.0%	0	0.0%	0
Never	19.8%	112	3.3%	11	0.0%	0	0.0%	0
Base:		566	331	0	0	235	0	0
Other shopping								
Every day	1.6%	9	2.4%	8	0.0%	0	0.0%	0
More than once a week	12.9%	73	20.5%	68	0.0%	0	0.0%	0
Once a week	25.4%	144	35.3%	117	0.0%	0	0.0%	0
Once every two weeks	10.6%	60	12.4%	41	0.0%	0	0.0%	0
Once a month or less	28.4%	161	22.4%	74	0.0%	0	0.0%	0
Never	21.0%	119	6.9%	23	0.0%	0	0.0%	0
Base:		566	331	0	0	235	0	0
Leisure activities								
Every day	0.5%	3	0.9%	3	0.0%	0	0.0%	0
More than once a week	7.8%	44	12.7%	42	0.0%	0	0.0%	0
Once a week	7.4%	42	11.2%	37	0.0%	0	0.0%	0
Once every two weeks	2.1%	12	1.8%	6	0.0%	0	0.0%	0
Once a month or less	11.8%	67	14.2%	47	0.0%	0	0.0%	0
Never	70.3%	398	59.2%	196	0.0%	0	0.0%	0
Base:		566	331	0	0	235	0	0
Q28 Overall, comparing with other town centres you may visit, how would you rate Kidderminster Town Centre ?								
<i>Those interviewed who are in zone sample 1, 4 or 5</i>								
Choice and quality of supermarkets								
Good	65.0%	368	74.3%	246	0.0%	0	0.0%	0
Average	16.4%	93	18.1%	60	0.0%	0	0.0%	0
Poor	3.7%	21	5.1%	17	0.0%	0	0.0%	0
(Don't know)	14.8%	84	2.4%	8	0.0%	0	0.0%	0
Base:		566	331	0	0	235	0	0
Range and choice of non-food shops								
Good	33.4%	189	30.8%	102	0.0%	0	0.0%	0
Average	33.9%	192	39.3%	130	0.0%	0	0.0%	0
Poor	17.3%	98	26.0%	86	0.0%	0	0.0%	0
(Don't know)	15.4%	87	3.9%	13	0.0%	0	0.0%	0
Base:		566	331	0	0	235	0	0
Choice and quality of service facilities								
Good	44.7%	253	56.5%	187	0.0%	0	0.0%	0
Average	25.8%	146	32.0%	106	0.0%	0	0.0%	0
Poor	6.4%	36	7.6%	25	0.0%	0	0.0%	0
(Don't know)	23.1%	131	3.9%	13	0.0%	0	0.0%	0
Base:		566	331	0	0	235	0	0
Accessibility by public transport								
Good	17.5%	99	22.1%	73	0.0%	0	0.0%	0
Average	12.2%	69	14.5%	48	0.0%	0	0.0%	0
Poor	17.7%	100	19.0%	63	0.0%	0	0.0%	0
(Don't know)	52.7%	298	44.4%	147	0.0%	0	0.0%	0
Base:		566	331	0	0	235	0	0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Accessibility by car								
Good	55.8%	316 54.4%	180 0.0%	0 0.0%	0 57.9%	136 0.0%	0 0.0%	0 0.0%
Average	19.4%	110 23.3%	77 0.0%	0 0.0%	0 14.0%	33 0.0%	0 0.0%	0 0.0%
Poor	8.0%	45 12.7%	42 0.0%	0 0.0%	0 1.3%	3 0.0%	0 0.0%	0 0.0%
(Don't know)	16.8%	95 9.7%	32 0.0%	0 0.0%	0 26.8%	63 0.0%	0 0.0%	0 0.0%
Base:	566	331	0	0	235	0	0	0
Accessibility by foot								
Good	37.6%	213 53.5%	177 0.0%	0 0.0%	0 15.3%	36 0.0%	0 0.0%	0 0.0%
Average	14.8%	84 19.0%	63 0.0%	0 0.0%	0 8.9%	21 0.0%	0 0.0%	0 0.0%
Poor	9.9%	56 8.2%	27 0.0%	0 0.0%	0 12.3%	29 0.0%	0 0.0%	0 0.0%
(Don't know)	37.6%	213 19.3%	64 0.0%	0 0.0%	0 63.4%	149 0.0%	0 0.0%	0 0.0%
Base:	566	331	0	0	235	0	0	0
Adequacy of parking arrangements								
Good	29.3%	166 25.7%	85 0.0%	0 0.0%	0 34.5%	81 0.0%	0 0.0%	0 0.0%
Average	26.5%	150 28.4%	94 0.0%	0 0.0%	0 23.8%	56 0.0%	0 0.0%	0 0.0%
Poor	26.0%	147 35.0%	116 0.0%	0 0.0%	0 13.2%	31 0.0%	0 0.0%	0 0.0%
(Don't know)	18.2%	103 10.9%	36 0.0%	0 0.0%	0 28.5%	67 0.0%	0 0.0%	0 0.0%
Base:	566	331	0	0	235	0	0	0
Quality of environment								
Good	34.5%	195 30.2%	100 0.0%	0 0.0%	0 40.4%	95 0.0%	0 0.0%	0 0.0%
Average	39.8%	225 49.2%	163 0.0%	0 0.0%	0 26.4%	62 0.0%	0 0.0%	0 0.0%
Poor	12.2%	69 16.9%	56 0.0%	0 0.0%	0 5.5%	13 0.0%	0 0.0%	0 0.0%
(Don't know)	13.6%	77 3.6%	12 0.0%	0 0.0%	0 27.7%	65 0.0%	0 0.0%	0 0.0%
Base:	566	331	0	0	235	0	0	0
Ease of pedestrian movements within the area								
Good	61.8%	350 65.9%	218 0.0%	0 0.0%	0 56.2%	132 0.0%	0 0.0%	0 0.0%
Average	20.8%	118 26.6%	88 0.0%	0 0.0%	0 12.8%	30 0.0%	0 0.0%	0 0.0%
Poor	3.9%	22 5.1%	17 0.0%	0 0.0%	0 2.1%	5 0.0%	0 0.0%	0 0.0%
(Don't know)	13.4%	76 2.4%	8 0.0%	0 0.0%	0 28.9%	68 0.0%	0 0.0%	0 0.0%
Base:	566	331	0	0	235	0	0	0
Security / personal safety								
Good	45.6%	258 46.5%	154 0.0%	0 0.0%	0 44.3%	104 0.0%	0 0.0%	0 0.0%
Average	29.2%	165 36.0%	119 0.0%	0 0.0%	0 19.6%	46 0.0%	0 0.0%	0 0.0%
Poor	7.1%	40 10.3%	34 0.0%	0 0.0%	0 2.6%	6 0.0%	0 0.0%	0 0.0%
(Don't know)	18.2%	103 7.3%	24 0.0%	0 0.0%	0 33.6%	79 0.0%	0 0.0%	0 0.0%
Base:	566	331	0	0	235	0	0	0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Q29 What would encourage you to visit Kidderminster Town Centre more often ?																
<i>Those interviewed who are in zone sample 1, 4 or 5</i>																
1st mention																
Increased choice and range of shops	15.9%	90	20.5%	68	0.0%	0	0.0%	0	9.4%	22	0.0%	0	0.0%	0	0.0%	0
Large food stores within town centre	1.1%	6	1.2%	4	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	2.3%	13	3.6%	12	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More parking	5.5%	31	6.0%	20	0.0%	0	0.0%	0	4.7%	11	0.0%	0	0.0%	0	0.0%	0
Less expensive parking	5.7%	32	4.8%	16	0.0%	0	0.0%	0	6.8%	16	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.7%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	3.2%	18	1.5%	5	0.0%	0	0.0%	0	5.5%	13	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More entertainment facilities	2.1%	12	2.7%	9	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.5%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor market	0.5%	3	0.6%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Cafes / restaurants	0.5%	3	0.6%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Cinema	2.1%	12	2.7%	9	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Better security	1.8%	10	2.4%	8	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Better environment	1.2%	7	1.2%	4	0.0%	0	0.0%	0	1.3%	3	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
Regeneration / modernisation of town / buildings	1.8%	10	2.7%	9	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More specialist / independent shops	1.1%	6	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking in the centre of town	0.9%	5	0.6%	2	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Better department stores	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Better road / cycle systems / improved access	0.4%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
An indoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If all the empty shops were filled up	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If the pubs were run properly	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If there was less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If there was more police available in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If they make sure the subways are not flooded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pedestrianisation	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved disabled parking	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More advertising / communication about the facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
More pubs and clubs	0.4%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilet facilities	0.2%	1	0.3%	1	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
Improve the seating by the canal	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
They need to open a market (Don't know / varies)	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	2.8%	16	2.1%	7	0.0%	0	0.0%	0	3.8%	9	0.0%	0	0.0%	0	0.0%	0
	47.0%	266	39.6%	131	0.0%	0	0.0%	0	57.4%	135	0.0%	0	0.0%	0	0.0%	0
Base:		566		331		0		0		235		0		0		0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
<i>2nd mention</i>								
Increased choice and range of shops	4.1%	23	5.7%	19	0.0%	0	0.0%	0
Large food stores within town centre	1.1%	6	1.2%	4	0.0%	0	0.0%	0
Improved quality of shops	4.4%	25	6.0%	20	0.0%	0	0.0%	0
More parking	1.9%	11	1.8%	6	0.0%	0	0.0%	0
Less expensive parking	1.9%	11	2.7%	9	0.0%	0	0.0%	0
More pedestrianisation	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Improved street cleaning	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Increased public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	1.1%	6	0.3%	1	0.0%	0	0.0%	0
More entertainment facilities	1.6%	9	2.1%	7	0.0%	0	0.0%	0
More leisure facilities	0.4%	2	0.6%	2	0.0%	0	0.0%	0
Outdoor market	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Cafes / restaurants	0.7%	4	1.2%	4	0.0%	0	0.0%	0
Cinema	0.5%	3	0.3%	1	0.0%	0	0.0%	0
Better security	1.1%	6	1.8%	6	0.0%	0	0.0%	0
Better environment	0.7%	4	0.9%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regeneration / modernisation of town / buildings	0.5%	3	0.6%	2	0.0%	0	0.0%	0
More specialist / independent shops	0.5%	3	0.6%	2	0.0%	0	0.0%	0
Free parking in the centre of town	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better department stores	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Better road / cycle systems / improved access	0.2%	1	0.3%	1	0.0%	0	0.0%	0
An indoor market	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Better lighting	0.2%	1	0.0%	0	0.0%	0	0.0%	0
If all the empty shops were filled up	0.2%	1	0.3%	1	0.0%	0	0.0%	0
If the pubs were run properly	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If there was less charity shops	0.2%	1	0.3%	1	0.0%	0	0.0%	0
If there was more police available in the town	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If they make sure the subways are not flooded	0.2%	1	0.3%	1	0.0%	0	0.0%	0
Less pedestrianisation	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
More advertising / communication about the facilities	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
More seating areas	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
Need to improve the Christmas lights	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
They need to open a market (Don't know / varies)	0.4%	2	0.0%	0	0.0%	0	0.0%	0
(Nothing)	77.2%	437	71.6%	237	0.0%	0	0.0%	0
Base:		566		331		0		0
						235		0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8								
3rd mention																
Increased choice and range of shops	1.4%	8	2.1%	7	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Large food stores within town centre	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	1.2%	7	1.8%	6	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More parking	0.4%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Less expensive parking	0.7%	4	0.9%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
More entertainment facilities	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cafes / restaurants	0.7%	4	0.9%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	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
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.5%	3	0.9%	3	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
Regeneration / modernisation of town / buildings	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More specialist / independent 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
Free parking in the centre of town	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better department stores	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 road / cycle systems / improved access	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
An indoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If all the empty shops were filled up	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If the pubs were run properly	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If there was less charity shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If there was more police available in the town	0.2%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If they make sure the subways are not flooded	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / improved disabled parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
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
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
Need to improve the Christmas lights	0.2%	1	0.3%	1	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
They need to open a market (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
(Nothing)	93.3%	528	90.3%	299	0.0%	0	0.0%	0	97.4%	229	0.0%	0	0.0%	0	0.0%	0
Base:		566		331		0		0		235		0		0		0

Q30 How often do you visit Stourport-on-Severn Town Centre for each of the following activities ?

Those interviewed who are in zone sample 2

Food shopping

Every day	10.7%	12	0.0%	0	10.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	32.1%	36	0.0%	0	32.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	33.0%	37	0.0%	0	33.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	10.7%	12	0.0%	0	10.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	10.7%	12	0.0%	0	10.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	2.7%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0		112		0		0		0		0		0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8						
Other shopping														
Every day	4.5%	5	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	14.3%	16	0.0%	0	14.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	25.9%	29	0.0%	0	25.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	12.5%	14	0.0%	0	12.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	21.4%	24	0.0%	0	21.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	21.4%	24	0.0%	0	21.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0	112		0	0		0		0		0
Leisure activities														
Every day	1.8%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	12.5%	14	0.0%	0	12.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	16.1%	18	0.0%	0	16.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	6.3%	7	0.0%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	11.6%	13	0.0%	0	11.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	51.8%	58	0.0%	0	51.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0	112		0	0		0		0		0
Q31 Overall, comparing with other town centres you may visit, how would you rate Stourport-on-Severn Town Centre ?														
<i>Those interviewed who are in zone sample 2</i>														
Choice and quality of supermarkets														
Good	24.1%	27	0.0%	0	24.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	44.6%	50	0.0%	0	44.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	29.5%	33	0.0%	0	29.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0	112		0	0		0		0		0
Range and choice of non-food shops														
Good	11.6%	13	0.0%	0	11.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	30.4%	34	0.0%	0	30.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	56.3%	63	0.0%	0	56.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0	112		0	0		0		0		0
Choice and quality of service facilities														
Good	40.2%	45	0.0%	0	40.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	35.7%	40	0.0%	0	35.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	19.6%	22	0.0%	0	19.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	5	0.0%	0	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0	112		0	0		0		0		0
Accessibility by public transport														
Good	20.5%	23	0.0%	0	20.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	17.9%	20	0.0%	0	17.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	20.5%	23	0.0%	0	20.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	41.1%	46	0.0%	0	41.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0	112		0	0		0		0		0
Accessibility by car														
Good	37.5%	42	0.0%	0	37.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	26.8%	30	0.0%	0	26.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	26.8%	30	0.0%	0	26.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.9%	10	0.0%	0	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0	112		0	0		0		0		0
Accessibility by foot														
Good	54.5%	61	0.0%	0	54.5%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	26.8%	30	0.0%	0	26.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	7.1%	8	0.0%	0	7.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.6%	13	0.0%	0	11.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0	112		0	0		0		0		0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Adequacy of parking arrangements								
Good	29.5%	33 0.0%	0 29.5%	33 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Average	24.1%	27 0.0%	0 24.1%	27 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor	39.3%	44 0.0%	0 39.3%	44 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	7.1%	8 0.0%	0 7.1%	8 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:		112	0	112	0	0	0	0
Quality of environment								
Good	47.3%	53 0.0%	0 47.3%	53 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Average	42.0%	47 0.0%	0 42.0%	47 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor	8.0%	9 0.0%	0 8.0%	9 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	2.7%	3 0.0%	0 2.7%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:		112	0	112	0	0	0	0
Ease of pedestrian movements within the area								
Good	36.6%	41 0.0%	0 36.6%	41 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Average	44.6%	50 0.0%	0 44.6%	50 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor	16.1%	18 0.0%	0 16.1%	18 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	2.7%	3 0.0%	0 2.7%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:		112	0	112	0	0	0	0
Security / personal safety								
Good	43.8%	49 0.0%	0 43.8%	49 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Average	39.3%	44 0.0%	0 39.3%	44 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor	16.1%	18 0.0%	0 16.1%	18 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know)	0.9%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:		112	0	112	0	0	0	0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8
Q32 What would encourage you to visit Stourport-on-Severn Town Centre more often ?								
<i>Those interviewed who are in zone sample 2</i>								
1st mention								
Increased choice and range of shops	22.3%	25 0.0%	0 22.3%	25 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Large food stores within town centre	1.8%	2 0.0%	0 1.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Improved quality of shops	4.5%	5 0.0%	0 4.5%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
More parking	8.9%	10 0.0%	0 8.9%	10 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
More pedestrianisation	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Improved street cleaning	0.9%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Increased public transport	1.8%	2 0.0%	0 1.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Cheaper public transport	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
More entertainment facilities	1.8%	2 0.0%	0 1.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
More leisure facilities	3.6%	4 0.0%	0 3.6%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Outdoor market	1.8%	2 0.0%	0 1.8%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Cafes / restaurants	0.9%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	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%
Better security	5.4%	6 0.0%	0 5.4%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Better environment	3.6%	4 0.0%	0 3.6%	4 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%
Better access by car / improve roads / new bypass	2.7%	3 0.0%	0 2.7%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Extra police	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
Improve the general look of it	0.9%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Improve the canal basin	0.9%	1 0.0%	0 0.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Less parking in the high street	0.9%	1 0.0%	0 0.9%	1 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%
Need to widen the pavements near the Co-Op	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
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%
Reopen the shopping mall	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Don't know / varies)	3.6%	4 0.0%	0 3.6%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
(Nothing)	33.9%	38 0.0%	0 33.9%	38 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:	112	0	112	0	0	0	0	0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8	
2nd mention															
Increased choice and range of shops	5.4%	6	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Large food stores within town centre	8.9%	10	0.0%	0	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved quality of shops	6.3%	7	0.0%	0	6.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More parking	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less expensive parking	1.8%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More pedestrianisation	1.8%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved street cleaning	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Increased public transport	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More entertainment facilities	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More leisure facilities	2.7%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outdoor market	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cafes / restaurants	1.8%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	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%
Better security	1.8%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better environment	1.8%	2	0.0%	0	1.8%	2	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%
Better access by car / improve roads / new bypass	1.8%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Extra police	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More facilities for children	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve the general look of it	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve the canal basin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less parking in the high street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More toilet facilities	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Need to widen the pavements near the Co-Op	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More wine bars	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reopen the shopping mall	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	56.3%	63	0.0%	0	56.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		112		0		112		0		0		0		0	

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8	
3rd mention															
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Large food stores within town centre	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved quality of shops	3.6%	4	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
More pedestrianisation	0.9%	1	0.0%	0	0.9%	1	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%
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper public transport	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More entertainment facilities	1.8%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More leisure facilities	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outdoor market	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cafes / restaurants	2.7%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cinema	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better environment	0.9%	1	0.0%	0	0.9%	1	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%
Better access by car / improve roads / new bypass	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Extra police	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More facilities for children	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve the general look of it	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve the canal basin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less parking in the high street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Need to widen the pavements near the Co-Op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Reopen the shopping mall (Don't know / varies)	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	83.0%	93	0.0%	0	83.0%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		112		0		112		0		0		0		0	

Q33 How often do you visit Bewdley Town Centre for each of the following activities ?

Those interviewed who are in zone sample 3

Food shopping

Every day	2.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
More than once a week	23.3%	21	0.0%	0	0.0%	0	23.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	18.9%	17	0.0%	0	0.0%	0	18.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
Once every two weeks	4.4%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a month or less	16.7%	15	0.0%	0	0.0%	0	16.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%
Never	34.4%	31	0.0%	0	0.0%	0	34.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		90		0		0		90		0		0		0	

Other shopping

Every day	2.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
More than once a week	11.1%	10	0.0%	0	0.0%	0	11.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	17.8%	16	0.0%	0	0.0%	0	17.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
Once every two weeks	4.4%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a month or less	23.3%	21	0.0%	0	0.0%	0	23.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%
Never	41.1%	37	0.0%	0	0.0%	0	41.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		90		0		0		90		0		0		0	

Leisure activities

Every day	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More than once a week	12.2%	11	0.0%	0	0.0%	0	12.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	11.1%	10	0.0%	0	0.0%	0	11.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Once every two weeks	2.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a month or less	12.2%	11	0.0%	0	0.0%	0	12.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%
Never	61.1%	55	0.0%	0	0.0%	0	61.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		90		0		0		90		0		0		0	

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8						
Q34 Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Centre ?														
<i>Those interviewed who are in zone sample 3</i>														
Choice and quality of supermarkets														
Good	10.0%	9	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0
Average	33.3%	30	0.0%	0	0.0%	0	33.3%	30	0.0%	0	0.0%	0	0.0%	0
Poor	48.9%	44	0.0%	0	0.0%	0	48.9%	44	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.8%	7	0.0%	0	0.0%	0	7.8%	7	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0	90		0		0		0	0
Range and choice of non-food shops														
Good	12.2%	11	0.0%	0	0.0%	0	12.2%	11	0.0%	0	0.0%	0	0.0%	0
Average	30.0%	27	0.0%	0	0.0%	0	30.0%	27	0.0%	0	0.0%	0	0.0%	0
Poor	46.7%	42	0.0%	0	0.0%	0	46.7%	42	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.1%	10	0.0%	0	0.0%	0	11.1%	10	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0	90		0		0		0	0
Choice and quality of service facilities														
Good	28.9%	26	0.0%	0	0.0%	0	28.9%	26	0.0%	0	0.0%	0	0.0%	0
Average	34.4%	31	0.0%	0	0.0%	0	34.4%	31	0.0%	0	0.0%	0	0.0%	0
Poor	20.0%	18	0.0%	0	0.0%	0	20.0%	18	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.7%	15	0.0%	0	0.0%	0	16.7%	15	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0	90		0		0		0	0
Accessibility by public transport														
Good	25.6%	23	0.0%	0	0.0%	0	25.6%	23	0.0%	0	0.0%	0	0.0%	0
Average	15.6%	14	0.0%	0	0.0%	0	15.6%	14	0.0%	0	0.0%	0	0.0%	0
Poor	17.8%	16	0.0%	0	0.0%	0	17.8%	16	0.0%	0	0.0%	0	0.0%	0
(Don't know)	41.1%	37	0.0%	0	0.0%	0	41.1%	37	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0	90		0		0		0	0
Accessibility by car														
Good	54.4%	49	0.0%	0	0.0%	0	54.4%	49	0.0%	0	0.0%	0	0.0%	0
Average	25.6%	23	0.0%	0	0.0%	0	25.6%	23	0.0%	0	0.0%	0	0.0%	0
Poor	11.1%	10	0.0%	0	0.0%	0	11.1%	10	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.9%	8	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0	90		0		0		0	0
Accessibility by foot														
Good	54.4%	49	0.0%	0	0.0%	0	54.4%	49	0.0%	0	0.0%	0	0.0%	0
Average	14.4%	13	0.0%	0	0.0%	0	14.4%	13	0.0%	0	0.0%	0	0.0%	0
Poor	10.0%	9	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0
(Don't know)	21.1%	19	0.0%	0	0.0%	0	21.1%	19	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0	90		0		0		0	0
Adequacy of parking arrangements														
Good	20.0%	18	0.0%	0	0.0%	0	20.0%	18	0.0%	0	0.0%	0	0.0%	0
Average	23.3%	21	0.0%	0	0.0%	0	23.3%	21	0.0%	0	0.0%	0	0.0%	0
Poor	42.2%	38	0.0%	0	0.0%	0	42.2%	38	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.4%	13	0.0%	0	0.0%	0	14.4%	13	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0	90		0		0		0	0
Quality of environment														
Good	70.0%	63	0.0%	0	0.0%	0	70.0%	63	0.0%	0	0.0%	0	0.0%	0
Average	18.9%	17	0.0%	0	0.0%	0	18.9%	17	0.0%	0	0.0%	0	0.0%	0
Poor	5.6%	5	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.6%	5	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0	90		0		0		0	0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8								
Ease of pedestrian movements within the area																
Good	61.1%	55	0.0%	0	0.0%	0	61.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	25.6%	23	0.0%	0	0.0%	0	25.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	6.7%	6	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.7%	6	0.0%	0	0.0%	0	6.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0		90		0		0		0		0
Security / personal safety																
Good	64.4%	58	0.0%	0	0.0%	0	64.4%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	22.2%	20	0.0%	0	0.0%	0	22.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.4%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.9%	8	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0		90		0		0		0		0
Q35 What would encourage you to visit Bewdley Town Centre more often ?																
<i>Those interviewed who are in zone sample 3</i>																
1st mention																
Increased choice and range of shops	18.9%	17	0.0%	0	0.0%	0	18.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Large food stores within town centre	5.6%	5	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	3.3%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	7.8%	7	0.0%	0	0.0%	0	7.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less expensive parking	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	1.1%	1	0.0%	0	0.0%	0	1.1%	1	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
Increased public transport	2.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More entertainment facilities	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	2.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outdoor market	2.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cafes / restaurants	2.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	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
Better security	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
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
Get rid of all the Indian and Chinese restaurants	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need more disabled parking in more accessible places	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need the shops to be undercover	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stop children causing problems	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.4%	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	42.2%	38	0.0%	0	0.0%	0	42.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0		90		0		0		0		0

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8	
2nd mention															
Increased choice and range of shops	8.9%	8	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Large food stores within town centre	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved quality of shops	5.6%	5	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
More parking	3.3%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Less expensive parking	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More pedestrianisation	1.1%	1	0.0%	0	0.0%	0	1.1%	1	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%
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
More entertainment facilities	2.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
More leisure facilities	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cafes / restaurants	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cinema	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Better security	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better access for cars	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Get rid of all the Indian and Chinese restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Need more disabled parking in more accessible places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Need the shops to be undercover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stop children causing problems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(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%
(Nothing)	71.1%	64	0.0%	0	0.0%	0	71.1%	64	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		90		0		0		90		0		0		0	
3rd mention															
Increased choice and range of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Large food stores within town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More parking	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
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%
Increased public transport	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More entertainment facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cafes / restaurants	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	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%
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better environment	1.1%	1	0.0%	0	0.0%	0	1.1%	1	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%
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%
Get rid of all the Indian and Chinese restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Need more disabled parking in more accessible places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Need the shops to be undercover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stop children causing problems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing)	94.4%	85	0.0%	0	0.0%	0	94.4%	85	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		90		0		0		90		0		0		0	

Wyre Forest District Retail Study for White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 5	Zone 6	Zone 7	Zone 8								
SEX Sex of respondent																
Male	31.7%	341	33.2%	110	20.5%	23	30.0%	27	33.2%	78	40.9%	45	32.3%	32	26.3%	26
Female	68.3%	735	66.8%	221	79.5%	89	70.0%	63	66.8%	157	59.1%	65	67.7%	67	73.7%	73
Base:	1076	331	112	90	235	110	99	99								
AGE Could I ask, how old are you ?																
18-24 years	2.8%	30	3.3%	11	0.0%	0	2.2%	2	4.3%	10	5.5%	6	0.0%	0	1.0%	1
25-34 years	8.0%	86	6.3%	21	8.9%	10	11.1%	10	6.0%	14	12.7%	14	9.1%	9	8.1%	8
35-44 years	17.3%	186	13.9%	46	17.9%	20	22.2%	20	17.0%	40	11.8%	13	26.3%	26	21.2%	21
45-54 years	19.3%	208	19.3%	64	15.2%	17	21.1%	19	18.7%	44	27.3%	30	14.1%	14	20.2%	20
55-64 years	24.3%	261	26.6%	88	28.6%	32	22.2%	20	24.7%	58	23.6%	26	20.2%	20	17.2%	17
65+ years	27.3%	294	29.6%	98	29.5%	33	21.1%	19	28.5%	67	19.1%	21	29.3%	29	27.3%	27
(Refused)	1.0%	11	0.9%	3	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.0%	1	5.1%	5
Base:	1076	331	112	90	235	110	99	99								
PEO Including yourself, how many people live in your household ?																
One	16.8%	181	16.3%	54	19.6%	22	18.9%	17	14.5%	34	16.4%	18	18.2%	18	18.2%	18
Two	44.1%	475	48.3%	160	41.1%	46	42.2%	38	44.3%	104	35.5%	39	48.5%	48	40.4%	40
Three	17.0%	183	16.3%	54	13.4%	15	17.8%	16	19.1%	45	23.6%	26	16.2%	16	11.1%	11
Four	15.5%	167	13.3%	44	19.6%	22	14.4%	13	15.7%	37	18.2%	20	13.1%	13	18.2%	18
Five	4.9%	53	4.2%	14	4.5%	5	6.7%	6	5.1%	12	4.5%	5	3.0%	3	8.1%	8
Six or more	1.4%	15	1.2%	4	1.8%	2	0.0%	0	0.9%	2	1.8%	2	1.0%	1	4.0%	4
(Refused)	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Base:	1076	331	112	90	235	110	99	99								
CAR How many cars does your household own or have the use of ?																
None	9.1%	98	11.2%	37	12.5%	14	4.4%	4	8.1%	19	5.5%	6	13.1%	13	5.1%	5
One	37.1%	399	39.9%	132	39.3%	44	45.6%	41	35.7%	84	27.3%	30	38.4%	38	30.3%	30
Two	41.5%	447	36.6%	121	40.2%	45	42.2%	38	44.7%	105	46.4%	51	44.4%	44	43.4%	43
Three or more	12.3%	132	12.4%	41	8.0%	9	7.8%	7	11.5%	27	20.9%	23	4.0%	4	21.2%	21
(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
Base:	1076	331	112	90	235	110	99	99								
SEG Socio-economic Group																
A	7.8%	84	3.9%	13	6.3%	7	6.7%	6	9.8%	23	10.0%	11	11.1%	11	13.1%	13
B	20.4%	219	15.7%	52	16.1%	18	28.9%	26	22.6%	53	19.1%	21	24.2%	24	25.3%	25
C1	29.4%	316	29.6%	98	26.8%	30	31.1%	28	32.8%	77	31.8%	35	18.2%	18	30.3%	30
C2	29.5%	317	35.0%	116	33.9%	38	25.6%	23	24.7%	58	27.3%	30	37.4%	37	15.2%	15
D	10.3%	111	12.1%	40	16.1%	18	5.6%	5	6.8%	16	10.9%	12	8.1%	8	12.1%	12
E	0.7%	8	0.3%	1	0.0%	0	2.2%	2	1.3%	3	0.0%	0	1.0%	1	1.0%	1
(Refused)	2.0%	21	3.3%	11	0.9%	1	0.0%	0	2.1%	5	0.9%	1	0.0%	0	3.0%	3
Base:	1076	331	112	90	235	110	99	99								
ZON Zone																
Zone 1	30.8%	331	100.0%	331	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	10.4%	112	0.0%	0	100.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.4%	90	0.0%	0	0.0%	0	100.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	21.8%	235	0.0%	0	0.0%	0	0.0%	0	100.0%	235	0.0%	0	0.0%	0	0.0%	0
Zone 6	10.2%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	110	0.0%	0	0.0%	0
Zone 7	9.2%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	99	0.0%	0
Zone 8	9.2%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	99
Base:	1076	331	112	90	235	110	99	99								

Sample Questionnaire

Wyre Forest District Retail Study

Good morning / afternoon / evening, I am..... from NEMS Market Research, an independent market research company, and we are conducting a short survey in your area on behalf of Wyre Forest District Council about shopping and leisure activities . Do you have time to answer some questions ? it will take about 5 minutes.

QA Are you the person responsible for main food shopping in your household ?

- 1 Yes
- 2 No

IF 'YES' - CONTINUE INTERVIEW.
IF 'NO' - ASK - COULD I SPEAK TO THE PERSON WHO IS RESPONSIBLE FOR MOST OF THE SHOPPING, IF NOT AVAILABLE THANK AND CLOSE INTERVIEW

Q01 In which one store or supermarket do you normally do your main food grocery shopping at ?
DO NOT READ OUT. ONE ANSWER ONLY
PROBE FOR LOCATION AS WELL AS THE STORE

- 1 Aldi, Green Street, Kidderminster
- 2 Asda, Market Street, Bromsgrove
- 3 Co-Op, Franche Road, Kidderminster
- 4 Co-Op, Load Street, Bewdley
- 5 Co-Op, Lombard Street, Stourport
- 6 Iceland, Market Street, Kidderminster
- 7 Lidl, Vale Road, Stourport
- 8 Marks & Spencer, Weavers Wharf
- 9 Morrisons, Buntsford Industrial Estate
- A Morrisons, Oxford Street, Kidderminster
- B Netto, New Road, Kidderminster
- C Sainsburys, Crossley Park, Kidderminster
- D Somerfield, St Andrews Square, Droitwich
- E Tesco, Castle Road, Kidderminster
- F Tesco, Lombard Street, Stourport
- G Waitrose, Saltway, Droitwich
- H Internet / online
- I Other (PLEASE WRITE IN)
- J (Varies / no pattern)

Q02 Of all the money you spend on food and household groceries what share goes to your main food shop (STORE MENTIONED AT Q01) ?
DO NOT READ OUT. ONE ANSWER ONLY. PROMPT IF NECESSARY

- 1 1-20%
- 2 21-40%
- 3 41-60%
- 4 61-80%
- 5 81-100%
- 6 (Don't know / varies)

Q03 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip ?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Yes
 - 2 No
- GO TO Q04
GO TO Q05

Q04 Where do you do this 'top-up' shopping ?
DO NOT READ OUT. ONE ANSWER ONLY

Supermarkets:

- 1 Aldi, Green Street, Kidderminster
 - 2 Asda, Market Street, Bromsgrove
 - 3 Co-Op, Franche Road, Kidderminster
 - 4 Co-Op, Load Street, Bewdley
 - 5 Co-Op, Lombard Street, Stourport
 - 6 Costcutter, Sutton Farm, Kidderminster
 - 7 Iceland, Market Street, Kidderminster
 - 8 Lidl, Vale Road, Stourport
 - 9 Londis, Areley Common, Stourport-on-Severn
 - A Marks & Spencer, Weavers Wharf
 - B Morrisons, Buntsford Industrial Estate
 - C Morrisons, Oxford Street, Kidderminster
 - D Netto, New Road, Kidderminster
 - E Nisa, Habberley, Kidderminster
 - F One Stop, Comberton Hill, Kidderminster
 - G Sainsburys, Crossley Park, Kidderminster
 - H Somerfield, St Andrews Square, Droitwich
 - I Spar, Lickhill, Stourport-on-Severn
 - J Spar, Marlpool, Kidderminster
 - K Spar, Stouport Road, Kidderminster
 - L Tesco Express, Cookley
 - M Tesco Express, Spennells, Kidderminster
 - N Tesco Express, Stourport Road, Kidderminster
 - O Tesco, Castle Road, Kidderminster
 - P Tesco, Lombard Street, Stourport
 - Q Waitrose, Saltway, Droitwich
- Local centres / local shops:**
- R Convenience Store, Broadwaters, Kidderminster
 - S Convenience Store, Burlish, Stourport-on-Severn
 - T D Banks Butchers, Chaddesley Corbett
 - U Ferndale, Kidderminster
 - V Gora Supermarket, Combereton Estate, Kidderminster
 - W Horsefair, Kidderminster
 - X Lickhill News, Lickhill, Stourport-on-Severn
 - Y Lister Road Post Office & Newsagents, Sutton Farm, Kidderminster
 - Z Offmore, Kidderminster
 - a Post Office, Areley Common, Stourport-on-Severn
 - b Post Office, Chaddesley Corbett
 - c Post Office, Cookley
 - d Riar News, The Lakes, Bewdley
 - e Rifle Range, Kidderminster
 - f Stars Newsagents, Comberton Estate, Kidderminster
 - g Stars Newsagents, Habberley, Kidderminster
 - h The Walshes, Stourport-on-Severn
 - i Upton Road, Kidderminster
 - j Wribbenhall, Bewdley
 - k Internet / online
 - l Other (PLEASE WRITE IN)
 - m (Varies / no pattern)

Q05 When you go main food shopping is your trip part of another journey or activity ?
READ OUT. TICK ALL THAT APPLY

- 1 No – do not combine trips
- 2 Yes – non-food shopping
- 3 Yes – travelling to / from work
- 4 Yes – leisure activity
- 5 (Don't know / varies)

Q06 Now thinking about non-food shopping, can you please tell me which shopping centre or other location you usually use to buy... Clothes / Shoes ?
DO NOT PROMPT. ONE ANSWER ONLY

- 1 Bewdley
- 2 Birmingham City Centre
- 3 Bridgnorth
- 4 Bromsgrove
- 5 Droitwich
- 6 Halesowen
- 7 Kidderminster
- 8 Merryhill Shopping Centre
- 9 Redditch
- A Stourbridge
- B Stourport-on-Severn
- C Worcester
- D Internet / online / mail order
- E Other (PLEASE WRITE IN)
- F (Don't know / varies)
- G (Don't buy these items)

GO TO Q09

Q07 Where, if anywhere else do you go to buy clothes / shoes ?
DO NOT PROMPT. CAN BE MULTICODED
(RECORD UP TO THREE ANSWERS ONLY)

1st mention|2nd mention|3rd mention

- 1 Bewdley
- 2 Birmingham City Centre
- 3 Bridgnorth
- 4 Bromsgrove
- 5 Droitwich
- 6 Halesowen
- 7 Kidderminster
- 8 Merryhill Shopping Centre
- 9 Redditch
- A Stourbridge
- B Stourport-on-Severn
- C Worcester
- D Internet / online / mail order
- E Other (PLEASE WRITE IN)
- F (Don't know / varies)
- G (Don't buy anywhere else)

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) ?
DO NOT READ OUT. ONE ANSWER ONLY. PROMPT IF NECESSARY

- 1 1-20%
- 2 21-40%
- 3 41-60%
- 4 61-80%
- 5 81-100%
- 6 (Don't know / varies)

I would now like you to think back to when you last bought specific items

Q09 Where did you last go shopping for large domestic appliances such as a fridge, washing machine or a computer ?
DO NOT READ OUT. ONE ANSWER ONLY
PROBE FOR LOCATION AS WELL AS STORE

- 1 Comet, Blackpole Retail Park, Worcester
- 2 Comet, Crossley Park, Kidderminster
- 3 Comet, Merryhill Shopping Centre
- 4 Comet, New Street, West Bromwich
- 5 Currys, Blackpole Retail Park, Worcester
- 6 Currys, Crossley Park, Kidderminster
- 7 Currys, Hagley Street, Halesowen
- 8 Currys, Merryhill Shopping Centre
- 9 Dixons, High Street, Halesowen
- A Dixons, Merryhill Shopping Centre
- B PC World, Crossley Park, Kidderminster
- C PC World, Merryhill Shopping Centre
- D Powerhouse, Elgar Retail Park, Worcester
- E Internet / online / mail order
- F Other (PLEASE WRITE IN)
- G (Don't know / varies)
- H (Don't buy these items)

Q10 Where did you last go shopping for furniture or carpets ?
 DO NOT READ OUT. ONE ANSWER ONLY
 PROBE FOR LOCATION AS WELL AS STORE

- 1 Allied Carpets, Abbey Retail Park, Redditch
- 2 Allied Carpets, Elgar Retail Park, Worcester
- 3 Allied Carpets, Merryhill Shopping Centre
- 4 Bed City, Kidderminster
- 5 Carpetright, Crossley Park, Kidderminster
- 6 Carpetright, Merryhill Shopping Centre
- 7 Carters Furniture Superstore, New Road, Kidderminster
- 8 DFS, Roman Way Retail Park, Droitwich
- 9 Dreams, Crossley Park, Kidderminster
- A Foynes Carpets, New Road, Kidderminster
- B Furniture Direct, Mill Pool Farm Furniture Estate, Worcester
- C Harveys, Blackpole Retail Park, Worcester
- D Harveys, Kingfisher Shopping Centre, Redditch
- E Ikea, Wednesbury
- F Kidderminster Carpets, New Road, Kidderminster
- G Magnet, High Street, Stourbridge
- H Magnet, Hoobrook Industrial Estate, Kidderminster
- I MFI, Crossley Park, Kidderminster
- J MFI, Elgar Retail Park, Worcester
- K MFI, Merryhill Shopping Centre
- L Rowe Carpets, New Road, Kidderminster
- M SCS, Crossley Park, Kidderminster
- N Stourport Bed Centre, Bewdley Road, Stourport-on-Severn
- O The Range, Crossley Park, Kidderminster
- P Wyre Forest Pine & Carpet Centre, New Road, Kidderminster
- Q Internet / online / mail order
- R Other (PLEASE WRITE IN)
- S (Don't know / varies)
- T (Don't buy these items)

Q11 Where did you last go shopping for DIY equipment or products ?
 DO NOT READ OUT. ONE ANSWER ONLY
 PROBE FOR LOCATION AS WELL AS STORE

- 1 B&Q Supercentre, Merryhill Shopping Centre
- 2 B&Q Supercentre, New Road, Stourbridge
- 3 B&Q Warehouse, Green Street, Kidderminster
- 4 B&Q Warehouse, Mucklow Hill, Halesowen
- 5 B&Q Warehouse, Jinnah Road, Redditch
- 6 Focus / Do It All, Bromsgrove
- 7 Focus / Do It All, Spennals Valley Road, Kidderminster
- 8 Homebase, Abbey Retail Park, Redditch
- 9 Homebase, Bath Road, Worcester
- A Homebase, Elgar Retail Park, Worcester
- B Homebase, Roman Way Retail Park, Droitwich
- C Homebase, Hylton Road, Worcester
- D The Range, Crossley Park, Kidderminster
- E Wickes, Redditch Ringway, Redditch
- F Wigleys DIY, Sandy Lane, Stourport-on-Severn
- G Wilkinsons, Market Street, Kidderminster
- H Internet / online / mail order
- I Other (PLEASE WRITE IN)
- J (Don't know / varies)
- K (Don't buy these items)

Q12 Do you, or does any member of your household have access to the internet ?
 ONE ANSWER ONLY

- 1 Yes GO TO Q13
- 2 No GO TO Q19
- 3 (Refused) GO TO Q19

Q13 Do you or any member of your household use the internet to purchase any food products
 ONE ANSWER ONLY

- 1 Yes GO TO Q14
- 2 No GO TO Q15
- 3 (Don't know) GO TO Q15

Q14 On average, approximately how much do you think your household spends per month on food products purchased over the internet ?
ONE ANSWER ONLY

- 1 Amount spent (PLEASE WRITE IN TO NEAREST £)
- 2 (Don't know / can't remember)
- 3 (Refused)

Q15 Do you or any member of your household use the internet to purchase any non-food products
ONE ANSWER ONLY

- 1 Yes GO TO Q16
- 2 No GO TO Q18
- 3 (Don't know) GO TO Q18

Q16 What type of non food products do you purchase via the internet ?
DO NOT PROMPT. CAN BE MULTICODED

- 1 Books
- 2 Car parts
- 3 CD's, DVD's, videos
- 4 Clothes
- 5 DIY goods
- 6 Furniture / carpets
- 7 Garden items
- 8 Holiday and / or travel tickets
- 9 Insurance
- A Jewellery
- B Major electrical items
- C Small electrical items
- D Small household goods
- E Sports goods
- F Toys
- G Other (PLEASE WRITE IN)
- H (Don't know / can't remember / varies)

Q17 On average, approximately how much do you think your household spends per month on non-food products purchased over the internet ?
ONE ANSWER ONLY

- 1 Amount spent (PLEASE WRITE IN TO NEAREST £)
- 2 (Don't know / can't remember)
- 3 (Refused)

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 ?
READ OUT. ONE ANSWER ONLY

- 1 Very likely
- 2 Fairly likely
- 3 Fairly unlikely
- 4 Very unlikely
- 5 (Don't know / not sure)

Q19 How many times have you or a member of your household visited the cinema in the last twelve months ?
DO NOT READ OUT. ONE ANSWER ONLY

- 1 Once
- 2 Twice
- 3 3 times
- 4 4 times
- 5 5 times
- 6 6 times
- 7 7 times
- 8 8 times
- 9 9 times
- A 10 times
- B Over 10 times
- C Never
- D (Don't know / can't remember)

GO TO Q22

Q20 Where do you, or a member of your household usually go to the cinema ?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 ABC, Quinton
- 2 ABC, Redditch
- 3 Arts Cinema, Ludlow
- 4 Cineworld, Wolverhampton
- 5 Light House, Wolverhampton
- 6 Majestic, Bridgnorth
- 7 Odeon, Worcester
- 8 Regal, Tenbury Wells
- 9 Showcase, Walsall
- A UCI, Merryhill Shopping Centre
- B UGC, Rubery
- C Vue, Worcester
- D Warehouse Cinema, Green Street, Kidderminster
- E Other (PLEASE WRITE IN)
- F (Don't know / varies)

Q21 Which other cinemas have you, or a member of your household visited in the last twelve months ?

DO NOT READ OUT. CAN BE MULTI-CODED

- 1 ABC, Quinton
- 2 ABC, Redditch
- 3 Arts Cinema, Ludlow
- 4 Cineworld, Wolverhampton
- 5 Light House, Wolverhampton
- 6 Majestic, Bridgnorth
- 7 Odeon, Worcester
- 8 Regal, Tenbury Wells
- 9 Showcase, Walsall
- A UCI, Merryhill Shopping Centre
- B UGC, Rubery
- C Vue, Worcester
- D Warehouse Cinema, Green Street, Kidderminster
- E Other (PLEASE WRITE IN)
- F (Don't know / varies)

Q22 If there was a new multiplex cinema in Kidderminster, would you or other members of your household be likely to use it ?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Yes, always
- 2 Yes, sometimes
- 3 No
- 4 (Maybe / don't know)

Q23 How many times have you or a member of your household visited a ten-pin bowling alley in the last twelve months ?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Once
- 2 Twice
- 3 3 times
- 4 4 times
- 5 5 times
- 6 6 times
- 7 7 times
- 8 8 times
- 9 9 times
- A 10 times
- B Over 10 times
- C Never
- D (Don't know)

GO TO Q25

Q24 Which bowling alley do you or a member of your household usually go to ?

DO NOT READ OUT. ONE ANSWER ONLY

- 1 Bowling Express, Wolverhampton
- 2 GX Superbowl, Brierley Hill
- 3 Megabowl, Redditch
- 4 Shipley's Amusements, Stourport-on-Severn
- 5 Storchley Superbowl, Storchley
- 6 Strikers Pleasure Bowl, Wolverhampton
- 7 Worcester Ten-pin Bowling, Worcester
- 8 Other (PLEASE WRITE IN)
- 9 (Don't know / varies)

Q25 Thinking about general leisure activities, which one of the locations I will now read out do you most often visit for pubs and clubs, entertainment, restaurants and sport and fitness
READ OUT COLUMN HEADS AND LOCATIONS. ONE ANSWER PER COLUMN

Pubs and clubs|Entertainment|Restaurants|Sport and fitness

- 1 Bewdley
- 2 Birmingham
- 3 Dudley
- 4 Kidderminster
- 5 Stourbridge
- 6 Stourport-on-Severn
- 7 Worcester
- 8 Other (PLEASE WRITE IN)
- 9 (Don't know / varies)
- A (Don't do this activity)

Q26 How often do you visit Kidderminster Town Centre in the evenings for the leisure activities I will read out ?
READ OUT EACH ACTIVITY

Pubs|Clubs|Food / restaurants|Shops / services|Fitness club / gym

- 1 More than 3 times a week
- 2 2-3 times a week
- 3 Once a week
- 4 2-3 times a month
- 5 Once a month
- 6 Less often
- 7 Never visit for this leisure activity

ASK Q27-Q29 FOR THOSE WITHIN THE ZONE SAMPLE 1, 4 OR 5. THOSE IN ZONE 2 ASK Q30-Q32. THE SAMPLE WITHIN ZONE 3 ASK Q33-Q35. THOSE WITHIN ZONES 6, 7 OR 8 GO TO SEX

Q27 How often do you visit Kidderminster Town Centre for each of the following activities ?
READ OUT EACH ACTIVITY

Every day|More than once a week|Once a week|Once every two weeks|Once a month or less|Never

- 1 Food shopping
- 2 Other shopping
- 3 Leisure activities

Q28 Overall, comparing with other town centres you may visit, how would you rate Kidderminster Town Centre ?
READ OUT EACH ITEM AND RESPONSE CATEGORIES

Good|Average|Poor|(Don't know)

- 1 Choice and quality of supermarkets
- 2 Range and choice of non-food shops
- 3 Choice and quality of service facilities
- 4 Accessibility by public transport
- 5 Accessibility by car
- 6 Accessibility by foot
- 7 Adequacy of parking arrangements
- 8 Quality of environment
- 9 Ease of pedestrian movements within the area
- A Security / personal safety

Q29 What would encourage you to visit Kidderminster Town Centre more often ?

DO NOT READ OUT. PROBE FULLY. anything else ?
RANK UP TO 3 ANSWERS

1st mention|2nd mention|3rd mention

Shops:

- 1 Increased choice and range of shops
- 2 Large food stores within town centre
- 3 Improved quality of shops

Transport:

- 4 More parking
- 5 Less expensive parking
- 6 More pedestrianisation
- 7 Improved street cleaning
- 8 Increased public transport
- 9 Cheaper public transport

Facilities / amenities:

- A More entertainment facilities
- B More leisure facilities
- C Outdoor market
- D Cafes / restaurants
- E Cinema

Other issues:

- F Better security
- G Better environment
- H Other (PLEASE WRITE IN)
- I (Don't know / varies)
- J (Nothing)

ASK Q30-Q32 FOR THOSE WITHIN THE ZONE SAMPLE 2

Q30 How often do you visit Stourport-on-Severn Town Centre for each of the following activities ?
READ OUT EACH ACTIVITY

Every day|More than once a week|Once a week|Once every two weeks|Once a month or less|Never

- 1 Food shopping
- 2 Other shopping
- 3 Leisure activities

Q31 Overall, comparing with other town centres you may visit, how would you rate Stourport-on-Severn Town Centre ?
READ OUT EACH ITEM AND RESPONSE CATEGORIES

Good|Average|Poor|(Don't know)

- 1 Choice and quality of supermarkets
- 2 Range and choice of non-food shops
- 3 Choice and quality of service facilities
- 4 Accessibility by public transport
- 5 Accessibility by car
- 6 Accessibility by foot
- 7 Adequacy of parking arrangements
- 8 Quality of environment
- 9 Ease of pedestrian movements within the area
- A Security / personal safety

Q32 What would encourage you to visit Stourport-on-Severn Town Centre more often ?

DO NOT READ OUT. PROBE FULLY. anything else ?

RANK UP TO 3 ANSWERS

1st mention|2nd mention|3rd mention

Shops:

- 1 Increased choice and range of shops
- 2 Large food stores within town centre
- 3 Improved quality of shops

Transport:

- 4 More parking
- 5 Less expensive parking
- 6 More pedestrianisation
- 7 Improved street cleaning
- 8 Increased public transport
- 9 Cheaper public transport

Facilities / amenities:

- A More entertainment facilities
- B More leisure facilities
- C Outdoor market
- D Cafes / restaurants
- E Cinema

Other issues:

- F Better security
- G Better environment
- H Other (PLEASE WRITE IN)
- I (Don't know / varies)
- J (Nothing)

ASK Q33-Q35 FOR THOSE WITHIN THE ZONE SAMPLE 3

Q33 How often do you visit Bewdley Town Centre for each of the following activities ?

READ OUT EACH ACTIVITY

Every day|More than once a week|Once a week|Once every two weeks|Once a month or less|Never

- 1 Food shopping
- 2 Other shopping
- 3 Leisure activities

Q34 Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Centre ?

READ OUT EACH ITEM AND RESPONSE CATEGORIES

Good|Average|Poor|(Don't know)

- 1 Choice and quality of supermarkets
- 2 Range and choice of non-food shops
- 3 Choice and quality of service facilities
- 4 Accessibility by public transport
- 5 Accessibility by car
- 6 Accessibility by foot
- 7 Adequacy of parking arrangements
- 8 Quality of environment
- 9 Ease of pedestrian movements within the area
- A Security / personal safety

Q35 What would encourage you to visit Bewdley Town Centre more often ?

DO NOT READ OUT. PROBE FULLY. anything else ?

RANK UP TO 3 ANSWERS

1st mention|2nd mention|3rd mention

Shops:

- 1 Increased choice and range of shops
- 2 Large food stores within town centre
- 3 Improved quality of shops

Transport:

- 4 More parking
- 5 Less expensive parking
- 6 More pedestrianisation
- 7 Improved street cleaning
- 8 Increased public transport
- 9 Cheaper public transport

Facilities / amenities:

- A More entertainment facilities
- B More leisure facilities
- C Outdoor market
- D Cafes / restaurants
- E Cinema

Other issues:

- F Better security
- G Better environment
- H Other (PLEASE WRITE IN)
- I (Don't know / varies)
- J (Nothing)

SEX Sex of respondent
CODE FROM OBSERVATION

- 1 Male
- 2 Female

AGE Could I ask, how old are you?
DO NOT PROMPT. ONE ANSWER ONLY

- 1 18-24 years
- 2 25-34 years
- 3 35-44 years
- 4 45-54 years
- 5 55-64 years
- 6 65+ years
- 7 (Refused)

PEO Including yourself, how many people live in your household ?
ONE ANSWER ONLY

- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six or more
- 7 (Refused)

CAR How many cars does your household own or have the use of ?
DO NOT PROMPT. ONE ANSWER ONLY

- 1 None
- 2 One
- 3 Two
- 4 Three or more
- 5 (Refused)

OCC What is the occupation of the chief income earner in the household ?
IF RETIRED ASK FOR PREVIOUS OCCUPATION

- 1 Occupation (PLEASE WRITE IN)
- 2 (Refused)

Thank & Close