

Wyre Forest District Council

Wyre Forest Retail and Leisure Study Update

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21 Park Place, Cardiff CF10 3DQ Email: neil.denison@wyg.com

www.wyg.com

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1.0 Introduction

1.1 Scope

- 1.1.1 This study updates parts of the Wyre Forest Retail and Leisure Study (RLS) of December 2006, which is prepared by White Young Green.
- 1.1.2 The scope of the study update is as follows:
 - (i) to reassess the need for additional comparison and convenience retail floorspace requirements for the period 2021 2026, building on the work carried out in the RLS;
 - (ii) to appraise the draft boundaries of the primary and secondary retail frontages within Kidderminster and Stourport on Severn and to provide advice on the definition of a Primary Shopping Area within those centres;
 - (iii) to review the implications of e-tailing, the current economic downturn and revisions to PPS6 on the prospects for the District; and
 - (iv) provide a review of the Focus database which provides an indication of retailer demand within Kidderminster and Stourport on Severn.
- 1.1.3 In respect of task (i) above, the existing RLS forecasts the quantitative need for new retail floorspace to 2021. The West Midlands Regional Spatial Strategy (WMRSS) Revision plan period extends to 2026. To comply with the WMRSS, the Council's Local Development Framework (LDF) will also have to plan for development up to 2026. However, the RLS based the retail floorspace needs assessment on data (provided by MapInfo) relating to population growth and local expenditure growth available in 2006. That data base has evolved since then and it was therefore decided that the Update would review the quantitative need for new retail floorspace over the period 2009-2026, in order to provide a robust and up to date evidence base for the Council's emerging Local Development Documents. It was also mutually decided that no new household shopping survey would be required to underpin the floorspace needs assessment. While certain changes to retail composition have occurred since the previous RLS, these have not been so substantial that they would alter shopping patterns radically or such that would re-orientate shopping patterns between the main settlements of the district. In other words, the changes to retail provision that have taken place have tended to consolidate existing shopping patterns within the District.



1.2 Structure of Report

- 1.2.1 For the sake of consistency with the RLS we present the findings of the update study in the following order:
 - Section 2 reviews the implications of current and emerging retail trends.
 - Section 3 provides a re-assessment of retail floorspace needs.
 - Section 4 updates the Focus database information relating to retail operator demand for new floorspace.
 - Section 5 considers the boundaries of primary and secondary shopping frontage and Primary Shopping Areas within Kidderminster and Stourport on Severn.



2.0 Current and Emerging Retail Trends

2.1 Overview

- 2.1.1 UK retailing has been hit hard by the recent downturn in the economy. Consumer confidence has declined, like-for-like sales growth has diminished and has dipped into the negative for the 12-month periods to June 2009, and demand is weak across most retail sectors. Consumer spending is likely to shrink by around 3.5% during 2009 with a further drop in 2010 of around 0.6% and growth is only expected to begin in 2011^{1.}
- 2.1.2 The credit crunch, coupled with rising unemployment and falling house prices, has made the UK shopper increasingly conscious of price. Rising fuel and energy costs are also squeezing household budgets, leading to more cautious spending patterns. Set against this, consumer's potential spending power has been lifted by a large drop in mortgage rates and lower inflation, albeit many consumers have in practice continued to retrench in the light of ongoing concerns about the economy, unemployment and personal debt.
- 2.1.3 In this climate, discount retailers are coming to the fore, with the likes of Aldi and Lidl witnessing a growing share of the grocery market (prompting a 'price war' between the 'Big Four' UK grocery retailers) and low-price comparison goods retailers such as Peacock, Primark, TK Maxx and Wilkinson enjoying healthy sales. Mainstream comparison retailers are also being forced to introduce heavy discounts in order to maintain sales volumes.
- 2.1.4 Sales of 'big ticket' items such as furniture and expensive electrical goods have been affected the most, with the result that there have been a number of casualties amongst established bulky-goods retailers in the past 12-18 months, most recently Allied Carpets. Other durable goods and 'high street' retailers have succumbed to the crunch or are currently looking vulnerable.
- 2.1.5 In this weakened climate, demand for new retail space is poor across most comparison shopping sectors. Most retailers are concentrating on riding out the recession rather than expansion.
 Nevertheless, discount retailers are looking to expand, especially taking advantage of the glut in out-of-centre floorspace and resultant incentives offered by landlords anxious to fill vacant space.
- 2.1.6 In the grocery sector, there is undiminished demand for new floorspace. The big foodstore chains (and discounters especially) are continuously looking to expand their portfolios. Well-established

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¹ Retail Planner Briefing Note 7.1 (Experian, August 2009)



'town centre first' planning policies have drawn the main grocers back into established centres, operating small- and medium-size formats and this trend is likely to continue with the proposed changes to national retail planning policy. However, demand for large-format edge-of-centre and out-of-centre stores will continue and opportunities may arise in circumstances where new foodstores can be shown to have acceptable impacts on established centres and wider economic benefits (subject to the sequential approach to site location).

- 2.1.7 The short-term consequences of the current economic climate are likely to be:
 - Increased vacant floorspace in both town centres and out-of-centre retail parks;
 - Increased pipeline supply of comparison goods floorspace as developers hold back on implementing approved schemes until market conditions improve;
 - Continued centralisation of services whereby larger stores serving wider catchments replace a number of stores. Retailers dispose of under-performing stores and concentrate on key locations. Smaller centres are most vulnerable to this trend;
 - Increased representation in the discount shopping sectors (food and non-food); and
 - Unabated demand for new convenience goods floorspace, including demand for store extensions and new foodstores. Strong demand for new discount foodstores (Aldi and Lidl).

2.2 **Comparison Goods**

- 2.2.1 Growth in per-capita spending on comparison goods is unlikely to be sustained at recent levels and some adjustment is prudent, particularly as debt-based purchasing is likely to be subdued at least over the next few years. With the current economic climate, retail analysts such as Oxford Economics and Experian have made downward adjustments to retail spending forecasts.
- Oxford Economics most recent growth forecasts² indicate that comparison goods spending per head 2.2.2 will grow at around 1.6% per annum between 2008 and 2014. Experian's most recent forecasts³ put growth at 2.5% for the period 2012- 2016, following negative growth in 2010 and modest growth in 2011 (1.1%).
- 2.2.3 Activity in the bulky-goods sectors is likely to remain quiet over the next couple of years. Mature operators that have significantly expanded their portfolios in the past decade will increasingly focus on consolidation, shedding marginal stores and sub-optimal premises. The DIY and furniture sectors are likely to continue to face challenging conditions as a result of the credit crunch and downturn in

Pitney Bowes Information Brief 09/02 (Pitney Bowes, September, 2009)
 Retail Planner Briefing Note 7.1 (August 2009)



the housing market, albeit some experts are suggesting that there is potential for improvement in the DIY sector as owners seek to add value to their homes rather than move whilst house prices are deflated. The electrical goods sector is likely to be more resilient as consumers remain driven by new technology at more affordable prices (e.g. flat-screen TVs, blue-ray players) although consumers are now looking more and more to non-specialists (e.g. electrical goods sold in foodstores) and internet retailers.

- 2.2.4 Non-bulky comparison goods retailers have become increasing prominent in out-of-centre locations and this trend is expected to continue where planning controls allow. M&S, Next, TK Maxx, and Argos are examples of retailers who have expanded their portfolios of out-of-centre stores in recent years, in many cases supplementing stores in town centres. Non-bulky operators are typically able to afford higher rents and accordingly they often displace bulky operators at the more prestigious retail parks. With out-of-centre floorspace being more difficult to fill in the economic downturn, it is likely that there will be increased pressure to relax goods restrictions so that landlords have greater flexibility in letting vacant units.
- 2.2.5 Town Centres are likely to feel the repercussions of the economic downturn with vacant floorspace likely to increase and remain un-let for longer periods, changing composition with increased representation from discount retailers and development schemes put on hold. Larger centres are likely to be more resilient as key national multiple retailers consolidate at key locations and abandon marginal centres.
- 2.2.6 Key trends likely to be experienced in the coming years are:
 - Greatest activity at the discount end of comparison goods sectors;
 - Consolidation amongst national retailers leading to strengthening of major city/town centres and weakening of smaller town centres;
 - Further out-of-centre expansion by traditional 'high street' retailers and pressure to relax goods restrictions affecting out-of-centre retail floorspace to allow non-bulky goods sales (e.g. sports goods, clothing and footwear);
 - Higher vacancy rates in town centre and out-of-centre retail parks.

2.3 Convenience Goods

2.3.1 Growth in per-capita convenience goods expenditure has traditionally been much lower than comparison goods. Average growth since the mid-1990s is 0.9%. Pitney Bowes (Oxford Economics) forecast that convenience spending per head will shrink over the period 2008 to 2010 (by minus



0.8% per annum) but will then recover with growth over the period 2008 to 2014 averaging 0.5% per-annum^{4.} Experian forecasts are similar, with convenience goods spending growth dipping into the negative for 2009 and 2010 followed by per-capita growth of 0.8% over the period 2012 to 2016^5

- 2.3.2 The current recession is opening up opportunities for expansion with both land and building costs falling and owing to an increasing amount of vacant retail property (e.g. the collapse of Woolworths brought around 800 units on to the market and grocery retailers were quick to acquire those stores in the most attractive locations).
- 2.3.3 The leading national grocery retailers will continue to forge ahead with plans to expand their floorspace. This is mainly driven by the continuing desire to stock ever-increasing ranges of non-food goods in expanded non-central stores. Tesco is extending, or seeking to extend, many of its large foodstores to create 'Extra' format stores for this purpose. Sainsbury's is also currently looking to catch up on its main competitors by introducing greater ranges and choice of comparison goods. The credit crunch provides a clear opportunity for the main grocers to secure increased comparison goods sales by under-cutting their high street competitors.
- 2.3.4 The roll-out of smaller town centre-format stores is likely to continue to play an important role in increasing sales and market share for the big grocers. Tesco and Sainsbury's have taken a lead in this over the past few years, both through acquisition of competitors and establishment of new convenience outlets. A recognised consequence of this trend is that smaller store operators have had to enhance their stores to counteract increased competition for basket/top-up shopping, to the overall benefit of the consumer.
- 2.3.5 A key area of current activity is with the discount retailers Aldi and Lidl, and to a lesser extent, Netto. All are pursuing aggressive growth strategies in order to improve their market shares, particularly taking advantage of current economic conditions whereby UK consumers are warming to cheap own-branded goods that they are generally unaccustomed to. Nevertheless, current planning policies and a lack of suitable sites to accommodate normal operating formats will create challenges to growth. Both Aldi and Lidl sell modest ranges of comparison goods, mainly on an ad-hoc basis ('when it's gone it's gone'). Expansion in non-food sales is likely to be pursued.

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⁴ Pitney Bowes Information Brief 09/02 (September, 2009)

⁵ Retail Planner Briefing Note 7.1 (Experian, August 2009)



- 2.3.6 Independent specialist convenience retailers continue to struggle. Nevertheless, those that offer high-quality products and levels of service are likely to remain viable, even in circumstances where there is direct competition from large foodstores. Furthermore, the increasing dominance of the main grocers is causing concern amongst the general public and there is a clear and growing 'anti-supermarket' lobby developing, particularly in more affluent areas where price competitiveness is not the driving factor in shopping choice. This, coupled with increasing awareness of issues of sustainability, ethics, and organics, is pulling certain consumers in the direction of local independent and specialist retailers. Other independents able to remain price-competitiveness and which are conveniently located will also remain viable, especially in areas of deprivation.
- 2.3.7 In summary, likely future trends will comprise:
 - Continuing activity from the main grocers in terms of pursuing new large-format stores and store extensions, mainly in non-central locations, along with smaller-format acquisitions in town centres;
 - Proposed extensions to large foodstores are likely to be for the purposes of expanding ranges of non-food items;
 - The discounters seeking new store opportunities in edge-of-centre and out-of-centre locations, including representation in more affluent areas; and
 - Continuing overall decline in small-scale independent convenience retailers but potential growth in niche markets such as high-quality, natural, and organic produce.
- 2.3.8 Regarding the first of the above points, there is potential for further regulatory scrutiny from the Competition Commission that may curtail certain operator's expansion plans in the future. The Competition Commission has proposed a new test of competition which planning authorities would have to take into consideration in deciding planning applications for new retail development. Whilst the recommended competition test was successfully challenged by Tesco at tribunal (on the basis that the Competition Commission had failed to properly assess the implications of such a test), the Commission is still pursuing the introduction of the test having recently recommended to the DCLG that the necessary steps be taken to introduce the test in planning decisions for large foodstores (after carrying out the further analysis required by the tribunal). In a note published on the DCLG website corresponding with the publication of PPS4, it is confirmed that while PPS4 does not incorporate the Competition Test, the Government intend to formally respond to the Competition Commission recommendations, including the Competition Test, "shortly".



2.4 E-Retail

- 2.4.1 The e-retail market continues to grow apace as more and more retailers operate transactional websites and with greater household access to broadband. This has been off-set to some extent by a decline in traditional catalogue retailing.
- 2.4.2 The percentage of expenditure attracted to special forms of trading (SFT) (non-store sales) varies considerably between sectors. For food, alcohol, and non-durable goods such as chemists' goods, the proportion of expenditure by SFT continues to be low (one or two percent). Some comparison goods sectors experience significant SFT, such as books, audio-visual equipment, and household/garden tools/equipment. Taking the convenience and comparison sectors as a whole, the 2007 SFT percentage of expenditure was 2.0% and 5.8% respectively⁶. Experian estimates put 2007 SFT at 3.1% and 6.6% respectively⁷
- 2.4.3 The e-retail market is expected to continue to grow in coming years, albeit there is a high degree of uncertainty and suggestion that the recent acceleration in e-commerce is a one-off surge due to the widespread introduction of broadband⁸. Experian suggest that a plausible estimate for the market share of non-store sales at 2016 would be around 5.3% for convenience goods and 9.6% for comparison goods. This may have further repercussions for town centres including reduced demand for premises, changing composition of town centres as some sectors decline, and the introduction of specialist internet retailers where goods are ordered electronically but collected from town centre premises.
- As a pointer towards the future, it is notable that the success of internet shopping is already having an impact upon traditional high streets as a result of increased competition and lower prices. Research by the British Council of Shopping Centres indicates that the larger shopping centres are deemed almost immune from the impact of online shopping as they offer the complete day out. However, as the size of the shopping centres decreases, it is more likely that there will be evidence of adverse effects from e-retail. It is within small shopping centres sized between 5,000 -20,000sqm where the greatest impact is expected to be felt according to that research.

7 Retail Planner Briefing Note 7.1 (Experian, 2009) 8 Retail Planner Briefing Note 6.1 (Experian, 2008)

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Retail Expenditure Guide 2009/2010 (Pitney Bowes, September, 2009)



3.0 Update of Retail Floorspace Needs Assessment

3.1 Introduction

- 3.1.1 The study brief requires an assessment of need for additional retail floorspace for five-year periods extending to 2026. In view of historic fluctuations in per capita expenditure on convenience goods, it is unrealistic to predict with certainty floorspace needs beyond more than a five year period, and the longer-term projections outlined in this report should be used with caution and as a guide only. On this basis, and as advised in PPS4, it will be essential to carry out regular monitoring and updating of the needs assessment.
- 3.1.2 Identification of need is a prerequisite for seeking to allocate additional land to accommodate new retail development in the emerging Local Development Frameworks, using the sequential approach to site location. PPS4 paragraph EC1.4 states that in assessing the need for additional retail and leisure development, local planning authorities should take account of both quantitative and qualitative need for additional floorspace for different types of retail and leisure developments. The pre-eminence given to quantitative need in PPS6 has therefore been dropped. In fact, the paragraph goes on to state that there may be instances where greater weight should be placed on qualitative considerations (e.g. if specific communities are denied access to a range of services or facilities). Accordingly, we have sought to identify the need for new convenience floorspace on this basis.

3.2 Methodology for Assessing Quantitative Need

- 3.2.1 In the assessment of quantitative need/capacity for both convenience and comparison goods floorspace we have taken into account relevant guidance contained in PPS4 paragraph 1.4c and at paragraphs 3.4 to 3.9 of the Practice guidance on need, impact and the sequential approach.
- 3.2.2 We have used the results of the 2006 household shoppers' surveys which we consider remains robust as there have been no major developments that are likely to have significantly altered shopping patterns since the survey was undertaken. A copy of the household survey results and plan showing the survey zones is included at **Appendix A**. The survey results are combined with population and expenditure forecasting to determine the expenditure capacity to support new convenience and comparison floorspace based on the three main settlements in the study area: Kidderminster, Stourport, and Bewdley, along with the remainder of the district (i.e. the main villages and rural area). This is based on the market shares achieved by these locations across the whole study area (Zones 1 to 8).



3.2.3 We have also carried out an assessment of the overall capacity available to the district based on its Core Shopping Catchment Area (CSCA) only (Zones 1, 2, and 3). This will give a more conservative estimate of the expenditure available to support new retail floorspace since it does not take into account the inflow of expenditure originating from the wider area.

3.3 Quantitative need for convenience goods retail floorspace 2009-2026

- 3.3.1 To assess the quantitative need for convenience goods we have carried out the following steps:
 - Calculation of the current (2009) population and expenditure available within the catchment area and forecast future population and expenditure growth over the study period.
 - Calculation of the turnover of stores and centres within the catchment area using the shopping patterns identified in the 2006 household shopping survey.
 - Assess the capacity for new retail floorspace using a constant market share approach. This
 involves calculating growth in turnover on the basis that the existing floorspace maintains a
 constant market share of the available expenditure within the catchment area as a whole, then
 subtracting the increase in turnover from the current (2009) turnover held as a constant and
 taking into account the likely turnover of committed floorspace within the catchment area.
 - The model is adjusted to take account of levels of under-trading or overtrading at the main food shopping destinations by comparing survey-derived turnovers to benchmark turnovers based on company average sales performances. The residual "available" expenditure is then divided by an appropriate average floorspace sales density to derive the "headroom" for further retail floorspace.
- 3.3.2 In the quantitative assessment we have used the following data sources and assumptions:
 - All monetary values are given at 2006 prices.
 - Population information has been derived from Pitney Bowes (formerly MapInfo) AnySite reports
 for each survey zone. These give locally derived population figures based on ONS published
 data (census). This is projected forward using Pitney Bowes population projections up to 2018,
 and thereafter based on a basic continuation of growth trends in the absence of published
 projections.
 - Market share of existing retail facilities are taken from the household shopping survey. "Don't know", "don't do" and "varies" responses have been excluded.
 - It is assumed that there will be a 0.5% per annum improvement in the turnover efficiency of existing floorspace.



- 3.3.3 Per capita expenditure has been derived from Pitney Bowes (formerly MapInfo) AnySite reports (which provide local expenditure data). Special forms of trading have been excluded at a rate of 2% per annum (Pitney Bowes Retail Expenditure Guide 2009/10). Expenditure is projected forward using Oxford Economics' Forecasts (OEF) contained in Pitney Bowes Information Brief 09/02 entitled "Goods Based Retail Expenditure Estimates and Price Indices".
- 3.3.4 The projected growth rate for convenience goods adopted is 0.6%. This reflects the OEF growth rate for the period 2008-2019. We consider that this provides a suitable basis on which to plan for future convenience goods floorspace provision.
- 3.3.5 The tables referred to in this section of the report are contained at **Appendix B**.
- 3.3.6 Table 1 provides population forecasts between the years 2009 and 2026 for each of the household shopping survey zones. Table 2 sets out per capita convenience goods expenditure by zone. Table 3 multiplies the forecast population by the forecast per capita convenience goods expenditure to provide an estimate of the change in total convenience goods expenditure available by zone to 2026.
- 3.3.7 Table 4 sets out shopping patterns relating to main food and top-up shopping and identifies market shares relating to centres and stores in the study area. The shopping patterns derived from the household survey are analysed fully in Section 6 of this report. Table 5 translates the market share into turnover using the figures on availability of convenience goods expenditure within each zone from Table 3 using appropriate expenditure splits between main and top-up shopping calculated using the results of the household shopping survey.
- 3.3.8 The above assessment would ordinarily reflect a current state of equilibrium in the survey area as it assumes that the turnover of convenience shopping facilities is equal to the expenditure generated. Clearly therefore, this would not take account of situations of either under-trading or overtrading in the study area. In order to be consistent with the previous RLS we take into account overtrading/undertrading within convenience floorspace in this Update. While PPS4 does not explicitly recognise overtrading as a factor in assessing quantitative need, the accompanying practice guide does (paras 3.16 to 3.17). We therefore take this factor into account in Table 6. The household shopper survey derived figures of undertrading/overtrading have been sensitivity tested through observation of actual store activity at different times of the day.
- 3.3.9 Our observations suggest that several of the larger stores in Kidderminster are performing at higher than normal levels. For example, the Sainsbury's at Crossley Park and Tesco, Castle Road continue



to trade strongly based on observed levels of patronage. However, the new enlarged Morrisons store (the opening of which post dates the household shopping survey) is likely to have drawn trade from both these established stores, such that the level of overtrading shown at table 6 for Tesco and Sainsbury may well be too high in practice. Moreover, although a particular store may trade at higher levels of turnover than the particular operator's average sales density would indicate, this does not itself demonstrate overtrading. That term more appropriately refers to a situation where overcrowding/congestion within the store is noticeable and frequent, indicating that the store is unable to cope adequately with customer demand. We did not observe any sign of this in any of the three largest stores in Kidderminster, although we did not visit the stores at weekends.

- 3.3.10 Stores in Stourport generally appear to be trading at normal levels, with the possible exception of the Tesco at Lombard Street which continues to show evidence of genuine overtrading.
- 3.3.11 The model essentially assumes that when stores are collectively under-trading, capacity arising from expenditure growth is firstly soaked up by these stores in order to bring these up to a benchmark trading position (based on company average trading performances). Any expenditure headroom thereafter is available to support new floorspace. In reality, this is not always a realistic proposition, since a company average trading level is just that, and there will always be stores that under-trade with little prospect of any marked improvement in their trading performance (e.g. because of suboptimal format or location). Nonetheless, it is an indication of the potential ability for existing facilities to meet, or part meet, any quantitative needs arising.
- 3.3.12 On the other hand, in a position where stores are collectively overtrading, the model assumes that there is latent demand for new floorspace; i.e. there is expenditure available if existing overtrading foodstores revert to usual company average trading conditions. In practice, this is again not always a realistic proposition, as retailers will undoubtedly respond to any significant downturn in turnover by adjusting their trading strategies. However, retailers will normally need to rectify significant overtrading resulting in uncomfortable shopping conditions through such measures as store refits and extensions which have the effect of reducing sales density.
- 3.3.13 It should be noted that household shopping survey responses usually inflate the popularity of the main foodstores in the area, with respondents often overlooking or underestimating their use of smaller stores for main food shopping on an infrequent basis, which may inflate calculated levels of overtrading at main foodstores. Furthermore, the (survey-derived) turnover of the main foodstores will have grown since the last retail study (owing to the greater amount of overall expenditure assessed to be available for capture) whilst the benchmark turnover of facilities has decreased in



- most cases (based on more up to date published company average sales data). This will tend to exaggerate the assessed level of overtrading in individual stores compared with the previous RLS.
- 3.3.14 Assuming that the convenience retailers within the study area are able to retain their current market share, which we consider is a wholly reasonable proposition at least over the next five years, Tables 8-8E show the resulting expenditure capacity to support new convenience retail floorspace over the study period, making allowance for over/under-trading. Tables 8A to 8E assess the quantitative need for new convenience floorspace for the whole of the Study area (Zones 1 to 8), whereas Table 8 set out the convenience floorspace quantitative need for the Core Shopping Catchment Area (CSCA) consisting of Zones 1 to 3.
- 3.3.15 Since the completion of the 2006 Retail study, the following changes in convenience retail provision are noted:
 - Replacement Morrisons store, Green Street, Kidderminster (around 400sqm net increase in convenience goods floorspace);
 - Planning permission granted for a new Tesco store on the former Carpets of Worth site,
 Stourport (1,527sqm net convenience floorspace); and
 - Closure of the Kwik Save store, Bridge Street, Stourport (loss of 406sqm net floorspace).
- 3.3.16 Adjustments to the capacity modelling are made to account for the above changes in Tables 8 to 8E.
- 3.3.17 The results of the capacity exercise are shown in the tables below:

Fig 3.1: Convenience Expenditure Capacity 2009-2026 (£m)

	2009	2011	2016	2021	2026
Kidderminster	34.4	37.5	43.1	49.5	56.0
Stourport	-5.6	-5.1	-4.2	-3.1	-2.0
Bewdley	0.0	0.1	0.3	0.6	0.8
Villages/Rural Area	0.0	0.1	0.3	0.5	0.7
TOTAL	28.8	32.6	39.5	47.5	55.5

3.3.18 By applying an average sales density for new floorspace (based on average sales densities for the main foodstore operators in the UK), an indication of the likely net floorspace requirements over the



period to 2026 can be given. Verdict⁹ provides convenience goods sales densities for the UK's main operators. A representative range is in the order of £6,000 per sqm (Co-op, Iceland, Somerfield) to £12,000 per sqm (Asda, Tesco) (convenience floorspace only and including VAT). This is shown on the tables below (allow for adjustments for overtrading and undertrading).

Fig 3.2: Convenience Floorspace Capacity 2009-2026 (at £6,000 per sqm)

	2009	2011	2016	2021	2026
Kidderminster	5,729	6,244	7,177	8,253	9,338
Stourport	-935	-849	-694	-515	-335
Bewdley	0	20	56	98	139
Villages/Rural Area	0	16	44	76	108
TOTAL	4,794	5,430	6,582	7,911	9,251

Fig 3.3: Convenience Floorspace Capacity 2009-2026 (at £12,000 per sqm)

	2009	2011	2016	2021	2026
Kidderminster	2864	3122	3588	4127	4669
Stourport	-468	-425	-347	-258	-167
Bewdley	0	10	28	49	70
Villages/Rural Area	0	8	22	38	54
TOTAL	2397	2715	3291	3956	4625

3.3.19 The analysis shows that:

• **Kidderminster**: The current (2009) capacity for additional convenience goods floorspace is in the order to 2,800-5,700 sq m net (depending on the assumed sales density of new floorspace). However, it is important to note that the vast bulk of the forecast capacity derives from the assessed level of net overtrading in existing stores rather than through growth in population or per capita expenditure. As indicated above, a significant element of that surplus turnover will have been absorbed by the replacement, larger, Morrison foodstore in Kidderminster. Over the period to 2016, convenience floorspace capacity rises to between 3,291 and 6,582 sq m net (again depending on the assumed sales density for new floorspace). However, since current observations suggest that the main foodstores in Kidderminster are not significantly overtrading (in terms of the stores concerned not being able to cope with consumer demand resulting in frequent in-store congestion/overcrowding) it is not necessarily important to plan for the

⁹ Verdict Grocery Retailers, 2009



provision of the additional floorspace highlighted in the analysis.

- **Stourport**: the committed Tesco foodstore soaks up all potential expenditure capacity arising in the short- to medium-term. The scope for additional retail floorspace in Stourport will need to be re-assessed by a new survey of shopping patterns once the committed Tesco foodstore has reached settled trading conditions since the town is likely to significantly improve its market share of convenience expenditure, as a result of residents living in Zone 2 spending more of their convenience goods expenditure on that store rather than, as is currently the case, spending it in the main supermarkets in Kidderminster. This anticipated shift in market share will act to reduce the future level of expenditure available to support new convenience retail floorspace in Kidderminster.
- **Bewdley**: given the settlement's low market share, capacity resulting from expenditure growth is very small, at only £0.3m up to 2016, and £0.6m up to 2016. At most, this equates to a need for an additional 50sqm net floorspace at 2016.
- Villages/Rural Area: the household survey results suggest that a small proportion of
 expenditure gets directed to convenience stores outside the three main settlements in the
 district. On the basis that these stores retain their current market share, a small proportion of
 expenditure growth will be directed to such facilities, in the order of £0.1m to 2011, and £0.3m
 to 2016, equivalent to a need for up to an additional 50sqm net floorspace over the period to
 2016.
- 3.3.20 An alternative analysis considers the floorspace capacity within the CSCA of the District, consisting of zones 1 to 3 (Table 8). As indicated above, this will give a more conservative estimate of the expenditure available to support new convenience floorspace as no account is made for the inflow of expenditure from the wider survey area. On the basis of a continuation of the current market share of facilities in the CSCA (98%), and making no adjustment for overtrading/under-trading, expenditure capacity is in the order of £3.1m at 2011, rising to £8.2m by 2016. This equates to district-wide floorspace capacity of around 260-520sqm net over the next 5 years, and 680-1,360 over the next ten years.



3.4 Qualitative need for convenience goods floorspace

- 3.4.1 In respect of identifying any qualitative deficiencies, we have taken account of advice at EC1.4d of PPS4 and at 3.10 to 3.20 of the Practice Guidance. The results of the household shopping survey are helpful in identifying levels of convenience expenditure leakage from the study area and convenience expenditure flows between different parts of the study area, as described in Section 6 of the RLS. The choices that consumers make to meet their convenience shopping needs and the distances that they are prepared to travel to meet their needs are important indicators of the quality of existing retail provision in the District and in different parts of the District. The household shopping survey also sought the views of local consumers regarding the quality of the centres within the District, including information on the choice and quality of supermarkets located within them. We have also used relevant information derived from the health check audit of the various centres in the study area (undertaken as part of the RLS and also, in the form of a Retail Monitoring Report, by WFDC) to assess the quality and range of retailing available to the population in different areas of the District. We have considered the geographical disposition of supermarkets and the range of convenience retail facilities available in different parts of the District. Finally, we have taken into account more recent changes to convenience retail provision, the most significant being the development of a replacement Morrison store in Kidderminster.
- 3.4.2 In broad terms, our assessment shows that the District retains a very high level of locally generated convenience expenditure, suggesting *prima facie* that there are no glaring deficiencies in overall provision. There is a good provision of large foodstores in Kidderminster, with each of the UK's main supermarket operators represented except ASDA. Those stores collectively attract a high proportion of main food shopping trips made within the Study area as a whole and particularly within the CSCA. Within the two main settlements and centrally located are representatives of the "deep discount" retail sector, or Limited Assortment Discounters (LAD's) as referred to by the Competition Commission (eg Aldi, Lidl and Netto). Within both the larger centres and the various local centres there are a variety of smaller convenience outlets, including independent specialist convenience retailers, which account for a high proportion of top-up shopping trips. However, subsumed within that overall qualitative sufficiency in the CSCA, there are sub-areas of deficiency, the principal one being Stourport, for the reasons explained in detail below.

Kidderminster

3.4.3 The town is served by three main foodstores (Sainsbury's, Tesco, and Morrisons), the latter being a recently completed enlarged foodstore. All three foodstores are particularly suited to modern



customer expectations, having extensive food and non-food offers and attractive shopping environments. The town also has a range of smaller foodstores orientated more towards the discount market, including an Aldi and a Netto. Additionally, Marks & Spencer is represented at Weavers Wharf. Therefore, Kidderminster is considered to have a good range of food shopping facilities.

- 3.4.4 None of the main foodstores in Kidderminster exhibit significant conditions of overtrading, indicating that over the short-term, the introduction of the Tesco at Castle Street and, more recently, the new Morrisons, have had the effect of largely eliminating such conditions in Kidderminster stores through competition for market share. Whilst the balancing exercise contained in the quantitative analysis points to latent capacity on the basis of over-trading at the main foodstores, observations indicate that there is no pressing need to plan for additional convenience floorspace since shopping conditions at the main foodstores generally appear to be satisfactory. In addition, the development of a new foodstore in Stourport will compete with stores in Kidderminster (by clawing back turnover derived from residents living in Zone 2) and this will have the effect of reducing overtrading in Kidderminster's stores.
- 3.4.5 The vast majority of the local centres in Kidderminster contain a small convenience store, and it is considered that the urban area has a good coverage of such facilities.

Stourport

- 3.4.6 Stourport's catchment area for food shopping overlaps with Kidderminster's, with locally-generated expenditure being split more or less evenly between the two towns. As identified in Section 5, little food expenditure is drawn to Stourport from other zones, indicating that the town has a restricted food shopping catchment area, extending little beyond the urban area and its immediate surroundings.
- 3.4.7 The Household Shopping Survey reveals that a high level of locally-generated expenditure within Zone 2 is being spent at Kidderminster stores. This is due to a combination of the relatively small scale of foodstore provision in Stourport compared to that in Kidderminster and the consequent greater level of consumer choice available. The biggest store in Stourport at present, Co-op, Lombard Street (1,846sqm net) is not able to compete effectively for main food shopping expenditure with the Tesco, Morrison and Sainsbury's stores in Kidderminster, which are significantly larger and carry a much greater choice of goods in a better shopping environment.



- 3.4.8 It is clear that residents in Zone 2 increasingly look to Kidderminster to meet main food shopping needs, particularly since the opening of the Tesco store at Castle Street which was recorded in 2006 as the single most popular destination for main food shopping for residents in Zone 2. This suggests that the overall quality of existing convenience retail provision in Stourport falls short of the aspirations/expectations of Zone 2's residents and the result is the perpetuation (and potential growth) of unsustainable patterns of travel in meeting basic food needs. Since the household survey was undertaken, the Town Centre Kwik Save has also closed.
- 3.4.9 Therefore, we conclude that there is a qualitative need for improved foodstore provision in Stourport which would enhance market share retention in Zone 2. The committed Tesco foodstore at the Carpets of Worth site is likely to adequately address those qualitative needs and will, to a significant extent, reverse the high levels of expenditure leakage to Kidderminster. It is inevitable that some local expenditure will continue to leak to the much larger stores in Kidderminster (Sainsbury's and Tesco) in association with linked trips for comparison retailing or journey to/from work.

 Nevertheless, the new Tesco in Stourport is likely to result in a significant improvement in the retention of locally-generated expenditure and will adequately address the current "gap" in the existing provision.

Bewdley

3.4.10 Bewdley is not served by a large foodstore capable of meeting main bulk food shopping needs. Accordingly, local residents need to look to the large foodstores at Kidderminster to carry out main food shopping. Not surprisingly, the household shopping survey revealed a high level of discontent relating to the quality and choice of supermarkets available within the town centre. However, the addition of a large supermarket was not something which significant numbers of Zone 3 residents considered would entice them to visit the town centre more often. Whilst it may be desirable for Bewdley to have a foodstore suitable for main food shopping purposes in the interests of sustainability, it is not considered that there is an overriding need for such a facility, given the settlement's limited role in the shopping hierarchy and reasonably good accessibility to Kidderminster stores. Furthermore, the historic nature of the town centre, together with the configuration of its street pattern, means that the prospects for introducing a large-format foodstore are very limited. Given the strength of provision within Kidderminster, it is highly unlikely that major operators would consider Bewdley a viable location for such a store.



3.5 Quantitative need for comparison goods floorspace 2009-2026

- 3.5.1 This section of the report considers the need for additional comparison goods floorspace over the period to 2026. Again, we emphasise that it is unrealistic to predict with certainty floorspace needs beyond more than around a five year period, and the longer-term projections outlined in this report should be used with caution and be subjected to regular monitoring and updating.
- 3.5.2 The quantitative assessment of the capacity for additional comparison goods floorspace follows the same general methodology as that used for convenience goods, as set out in the preceding section of this report. The tables referred to in this part of the assessment are at **Appendix C**.
- 3.5.3 For the purposes of this study, up to 2019, we have tested on the basis of annual growth rates of 2.9%. This is the OEF growth rate for the period 2008-2019 (Pitney Bowes Information Brief 09/02 "Goods Based Retail Expenditure Estimates and Price Indices"). For the period 2020 to 2026 we have used our own forecast growth rate of 4.2% per annum. Also, for the purposes of sensitivity testing, we also carry out a quantitative assessment of need based on the application of Long Term Trends (1978-2008) between 2009 and 2026 (of 4.9% per annum) derived from Pitney Bowes Information Brief 09/02 (Table 3).
- 3.5.4 The assessment takes into account the proportion of expenditure by special forms of trading (SFT) (e.g. internet shopping, mail order, and other non-store purchases). Pitney Bowes estimates that the proportion of comparison goods expenditure taken up by SFT is currently in the order of 5.8%.
- 3.5.5 In the capacity assessment, comparison goods are split into four separate sectors. These comprise the three categories that historically are categorised as 'bulky goods' (consisting generally of electrical goods (audio visual equipment and other durable goods), furniture and floor coverings and hardware and DIY supplies) along with clothing/footwear which is used as a proxy for non-bulky comparison goods. This is in order to present information relating to the pattern of spending in the study area for different types of goods, and enables us to use market shares for different sectors as a basis for calculating expenditure capacity. In line with advice in PPS4 paragraph EC1.4, we have therefore forecast expenditure for specific classes of goods to be sold within the broad category of comparison goods.
- 3.5.6 Notwithstanding the above approach, the information presented in the tables regarding bulky comparison goods should not be used as a basis for assessing the surplus expenditure available to support retail warehousing outside town centres on the erroneous assumption that bulky



- comparison goods are only sold from retail warehouses and cannot be sold from central locations. Such an approach would be contrary to retail policy at paragraph EC15.2 of PPS4.
- 3.5.7 As with our methodology for assessing convenience shopping capacity, the assessment is based on assessing comparison shopping needs in each of the three main settlements in the study area: Kidderminster, Stourport, and Bewdley. This should not be taken to mean that floorspace need will not arise outside these main urban areas or that no new floorspace should be located beyond the main urban areas, since other small centres in the district do have comparison shopping roles to play albeit very limited. The approach assumes that any significant proposals coming forward for new comparison goods retail floorspace are highly likely to be located within the built-up areas of Kidderminster and Stourport, and to a lesser extent, Bewdley, consistent with the general strategy for locating new retail development. This is based on the market shares achieved by these locations across the whole study area (Zones 1 to 8).
- 3.5.8 Additionally, an assessment of the overall capacity available to the district based on its Core Shopping Catchment Area (CSCA) only (Zones 1, 2, and 3) is provided. Again, it should be noted that this will give a more conservative estimate of the expenditure available to support new floorspace since it does not take into account the inflow of expenditure originating from the wider area (this is especially relevant in respect of Kidderminster owing to the wider attraction of this shopping destination).
- 3.5.9 In the quantitative assessment we have used the following data sources and assumptions:
 - All monetary values are given at 2006 prices;
 - Population information has been derived from Pitney Bowes AnySite reports for each survey zone. These give locally derived population figures based on ONS published data (census). This is projected forward using Pitney Bowes population projections up to 2018, and thereafter based on a basic continuation of growth trends in the absence of published projections;
 - Per capita expenditure has been derived from Pitney Bowes AnySite reports (which provide local expenditure data). Special forms of trading have been excluded at the rates identified in the Pitney Bowes Retail Expenditure Guide 2009/10 (see table footnotes for specific figures);
 - Expenditure is projected forward using Oxford Economics forecasts contained in the Pitney Bowes Information Brief 09/02. A further scenario is presented that uses the Long Term Trends (1978-2008) from that document;
 - Market share of existing retail facilities are taken from the household shopping survey. "Don't



- know", "don't do" and "varies" responses have been excluded;
- It is assumed that there will be a 2.4% increase in the efficiency of existing and new floorspace over the period assessed. This is consistent with recent forecasts by Experian (Retail Planner Briefing Note 7.1).

3.6 Expenditure Capacity: Comparison Goods

- 3.6.1 Table 1 provides population forecasts between the years 2009 and 2026 for each of the household shopping survey zones. Table 2 sets out per capita comparison goods expenditure by zone, as a total, and Table 3 divides this into the four comparison categories outlined above. Table 4 multiplies the forecast population by the forecast per capita expenditure to provide an estimate of the growth in total comparison goods expenditure available by zone to 2026.
- 3.6.2 Tables 5 to 12 set out shopping patterns relating to the different goods categories, identifying market shares relating to locations in and outside the study area, calculated using the results of the household shopping survey. The market share information is converted into turnovers using the figures on availability of expenditure within each zone from Table 4.
- 3.6.3 Tables 14 to 16 then show that the resulting expenditure capacity to support new retail floorspace over the study period in Kidderminster, Stourport, and Bewdley respectively, along with the district as a whole (based on the CSCA area). This is set out for each of the four goods categories in turn.
- 3.6.4 This is then translated into a floorspace capacity figure by applying a reasonable average sales density for new floorspace having regard to the relative strength of the location and its position in the retail hierarchy.
- 3.6.5 The same process is used to assess the quantitative need for new comparison goods floorspace arising from the adoption of Long Term Trend growth rates (provided in Pitney Bowes Information Brief 09/02) in order to present an alternative scenario based on extrapolation of past trends over a very long period (1978-2008). That approach takes into account the effects of previous economic recessions on consumer expenditure and avoids the potential pitfalls of an unduly pessimistic short term outlook in the midst of a current economic downturn. The expenditure growth rate used in that scenario is 4.9% per annum.
- 3.6.6 For both scenarios, we consider that a constant market share approach is a suitable basis on which to plan for additional comparison goods floorspace over the next five years at least, given that there is unlikely to be any significant shift in shopping patterns in the sub region in the short-term. In the



medium- to long-term, it may be necessary to adopt a more cautious approach to capacity forecasting if there is to be any significant strengthening of the retail offer of competing centres, particularly at the Brierley Hill Strategic Centre in Dudley, which is planned to accommodate a substantial increase in additional retail floorspace in the period to 2026.

Kidderminster

3.6.7 The following amounts of floorspace capacity are identified for the Kidderminster urban area, based on the constant market share approach, and using a notional sales density of £5,000 per sq m (see Table 14):

Fig 3.4: Floorspace Capacity in Kidderminster to 2026 (Constant Market Share) (sq m net)

Floorspace Capacity	2009	2011	2016	2021	2026
	-3,387	-2,028	1,189	7,474	19,045

- 3.6.8 The analysis shows that there is no significant floorspace capacity until post-2016. By 2021 there is estimated to be capacity for over 7,000 sq m net of floorspace, rising to over 19,000 sq m net by 2026. The significant increase between 2021 and 2026 is accounted for mainly by the substantially higher per capita comparison expenditure growth rate adopted post 2019 (of 4.2%), on the assumption that over such a long period of slow predicted growth (to 2019) some semblance of historic growth rates are likely to resume.
- 3.6.9 Using the alternative scenario (set out in Tables 18-34 in Appendix C) based on Long Term growth rates over the whole of the period between 2009 and 2026, the table below summarises the floorspace capacity arising within Kidderminster, again based on the constant market share approach and using a notional sales density of £5,000 per sq m:

Fig 3.5: Floorspace Capacity in Kidderminster to 2026 (Constant Market Share) (sq m net) based on long term expenditure trends

Floorspace Capacity	2009	2011	2016	2021	2026
	-3,387	295	11,320	26,835	47,391

3.6.10 As can be seen, the implications of adopting long term growth rates (of 4.9% per annum) as the basis for forecasting comparison retail floorspace capacity beyond 2009 over a long period is to produce a very high requirement figure even in the relatively short term, to 2016. The



accommodation of such a high volume of additional comparison goods floorspace within Kidderminster would be almost impossible to achieve within the town centre or its edge, leading to substantial pressure for out of centre development, which in turn may have an adverse impact on the vitality and viability of the town centre. On the other hand, we also consider that it would be inappropriate to plan to meet such a high level of floorspace growth in Kidderminster based on likely limitations to future commercial demand, particularly given the good range of comparison retailer representation in the centre currently and the likely impact on future retailer investor decisions associated with the planned large scale expansion of the Brierley Hill Strategic Centre. Therefore the allocation of sites to meet this level of future floorspace capacity is unlikely to result in their take up. For these reasons we do not recommend using that growth scenario as the basis for planning to meet future comparison retail floorspace needs.

- 3.6.11 Having regard to the existing pattern of spending on comparison goods in the survey area, we consider that there is unlikely to be potential for Kidderminster to increase its market share of comparison goods expenditure by any significant amount over the next five years, especially as there are no immediate proposals or commitments for significant retail development in the town that would result in a step change in the quality of the town's retail offer and represent a marked increase in the town centre's competitiveness. In reaching that conclusion we take into account the completion of the final phases of Weavers Wharf and the introduction of a new department store (Debenhams) is likely to have an immediate positive impact on spending in the town.
- 3.6.12 We also consider that there are no significant threats to the town's competitiveness in the short term to 2016. The planned growth of Brierley Hill as part of an RSS-led strategy to designate the area as a Strategic Town Centre (around 50,000 sq m gross new comparison floorspace is envisaged over the period 2009-2016) may have some influence on shopping patterns in the medium-term and the potential implications will need to be considered as part of the next review of the Council's retail study when future growth at Brierley Hill is likely to have been agreed as part of an adopted Area Action Plan.
- 3.6.13 Accordingly, we have not tested alternative scenarios that adjust market share for the town, notwithstanding that adjustment may be necessary post 2016 to reflect any major retail development coming forward in Kidderminster or competing centres.
- 3.6.14 It should be noted that figures in the tables above are net sales area rather than gross floor area. In order to be consistent with the WMRSS Phase 2 revision comparison retail floorspace targets,



those net figures are converted to gross floorspace using a ratio of 75% gross – net, in the table below.

Fig 3.6: Future Comparison Goods Requirements (Capacity) (gross floor area)

Floorspace Capacity	2011	2016	2021	2026
Scenario 1	-2,535	1,486	9,343	23,806
Scenario 2	369	14,150	33,544	59,239

Notes: Both scenarios based on Table 5.2 but figures scaled up to give gross floorspace using a factor of 125% (i.e. adopting an assumed gross to net ratio of 75%.

Stourport

- 3.6.15 The analysis shows that over the next five years at least, there is no need for additional comparison goods floorspace in Stourport. Current commitments, principally comparison goods floorspace coming forward as part of the new Tesco store, are sufficient to meet short-term quantitative needs.
- 3.6.16 There is potential capacity arising from increased tourist spending (ie. expenditure originating from outside the survey area), which could be significant in the context of Stourport. However, this is difficult to quantify and generally any proposals for new comparison goods floorspace which are aimed at tourism/visitor spending are likely to be small-scale in nature and supportable in principle.

Bewdley

3.6.17 Given that Bewdley has a very limited comparison shopping role (and market share), very little capacity arises as a result of the additional expenditure likely to be directed to the centre as a result of local expenditure growth (see Table 16). As with Stourport, this is not to say that proposals for new non-food shopping facilities should not be supported on the basis of lack of expenditure capacity, given the town's importance as a tourist destination and corresponding inflow of expenditure originating from beyond the survey area. In any event, the prospects for introducing significant new retail floorspace (food or non-food) are severely curtailed by the historic nature of the town and lack of unconstrained development sites.

District Total (Based on CSCA)

3.6.18 The alternative analysis considers the district as a whole and only looks at the CSCA. As indicated above, this will give a more conservative estimate of the expenditure available to support new floorspace as no account is made for the inflow of expenditure from the wider survey area.



3.6.19 The following amounts of floorspace capacity are identified for the District, based on the constant market share approach, and using a notional sales density of £5,000 per sq m (see Table 17):

Fig 3.7: Floorspace Capacity in the District to 2026 (Constant Market Share) (sq m net)

Floorspace Capacity	2009	2011	2016	2021	2026
	-5,648	-4,883	-3,355	-29	6,339

3.6.20 The analysis shows that there is no short- to medium-term capacity for additional comparison goods floorspace based on a continuation of the shopping patterns observed in the 2006 household survey.



4.0 Update of Focus Information

4.1 Introduction

- 4.1.1 In order to form a view of latent demand for new retail representation in Kidderminster and Stourport on Severn we have reviewed the Focus database.
- 4.1.2 Focus is the UK's most comprehensive database of commercial property information. It provides access to data on available UK retail space either to let or for sale. The database incorporates details of retailer and agent requirements for new floorspace by location preference. That information is provided by retailers and /or their retained commercial agents.
- 4.1.3 The main advantage of the retail requirement database is that it provides comprehensive information which is set out in a consistent basis for each location within the UK. The main disadvantage is that it relies on the retailer/ agents updating the database and this sometimes results in expressed requirements for particular retailer representation remaining on the database after those requirements have been met 'on the ground'. In those circumstances, the analyst must make a judgement as to whether the expressed retailer requirement on the database is for an additional outlet.

4.2 Results of latest database review

- 4.2.1 At **Appendix D** is a summary table of the expressed requirements broken down by use class, scale and location (prime, secondary or out of centre) for Kidderminster and Stourport on Severn.
- 4.2.2 For Kidderminster, the assessment shows that there is the following level of latent retail demand for A class uses:
 - A1 floorspace— expressed requirement by 17 operators seeking between 6683 sq m and 16,425 sq m
 - A2 floorspace- expressed requirement by 1 operator, seeking between 37 sq m to 93 sq m
 - A3 floorspace- expressed requirement by two operators seeking between 325 sq m and 604 sq
 - A4 floorspace- expressed requirement by 1 operator seeking between 2033 sq m and 2183 sq
 - A5 floorspace no expressed requirements
 - Other floorspace- Vets4 Pets seeking between 186 sq m and 223 sq m.



- 4.2.3 From the information supplied in the Focus database, it can be determined that between 6,235 sq m and 10,851 sq m of the floorspace requirement seeks a prime location as a preference. Also noticeable from the data relating to A1 requirements is the number of charity shops seeking representation. It should be noted that relatively recently a Debenhams store has opened as part of the Weavers Wharf development. This will have satisfied the expressed need for A "Desire by Debenhams" outlet.
- 4.2.4 Turning to Stourport on Severn the overall level of demand for A- class floorspace is considerably lower than for Kidderminster, as would be expected. The breakdown of that requirement by use class is as follows:
 - A1 floorspace expressed requirement for between 358 sq m to 650 sq m
 - A2 –A5 floorspace no expressed requirements
- 4.2.5 The expressed demand for new floorspace in Stourport on Severn is for a mix of convenience and comparison retailers predominantly seeking prime locations.



5.0 Review of Primary and Secondary Shopping Frontage

5.1 Introduction

- 5.1.1 This section of the study provides an update of the Primary Shopping Areas (PSA) of Kidderminster and Stourport town centre. Since the adoption of Kidderminster and Stourports' Primary Shopping Area boundaries and primary and secondary frontages in 2004, the retail environment of both towns has changed markedly. The Retail study Update therefore incorporates a review of the adopted PSAs and primary and secondary shopping frontages for both Kidderminster and Stourport in order to accurately reflect the current retail environment of both town centres.
- 5.1.2 In carrying out the review we take into account the definitions provided in Annex B of PPS4 and we consider the proposed extent of the PSA and primary and secondary frontages contained in both the draft Kidderminster Central Area Action Plan and the draft Site Allocation and Policies DPD prepared by the Council for public consultation. We also review the advice on these matters provided (in Section 10) of the original Retail and Leisure Study.

5.2 Methodology

- 5.2.1 In order to accurately update the boundaries and frontages in Kidderminster and Stourport a series of extensive walkabouts have been carried out around each town. This has enabled us to assess, inter alia, the following:
 - Pedestrian movement and flows within and around different parts of the centre, at different times of the day;
 - The composition and use of units within the centre and on its edge;
 - The character of each part of the centre eg quality of building frontage, street furniture, pedestrianisation, observed traffic flows;
 - Barriers to accessibility and linkages between different parts of the centre.
- 5.2.2 By considering the above characteristics and creating an extensive photographic record of each town centre we have been able to critically review whether a change to the existing retail area demarcations as set out in the Wyre Forest Local Plan (Adopted Jan 2004) is merited. This has been carried out in the context of the relevant PPS4 definitions described in the following paragraph.



- Primary Shopping Area is described as the 'defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage)';
- Primary Frontage 'Primary frontages are likely to include a high proportion of retail uses'; and
- Secondary Frontage 'Secondary frontages provide greater opportunities for a diversity of uses.'
- 5.2.3 Based on our findings we have amended the existing Primary Retail Areas and frontages shown on the adopted Local Plan for both towns as set out on the plans attached at **Appendix E**. We provide an explanation for the suggested amendments below.

5.3 Kidderminster Primary Shopping Area

- 5.3.1 Simply put, the Primary Shopping area as set out on Plan A at Appendix E shows the area within Kidderminster where retail development within the town is now concentrated. The most significant change to the since the 2004 adopted 'Primary Retail Area' is the inclusion of the majority of Weaver's Wharf retail park which represents a significant extension of Kidderminster's retail centre. Those units that are occupied by retail uses and closely related to the traditional shopping area have been duly included in the PSA to reflect this.
- 5.3.2 To the north of the town centre the PSA is considered to extend to the Swan Centre car park and units opposite fronting Blackwell Street. Beyond this location the retail composition of the units and character of the street diminishes to the point where units further north of this point do not warrant inclusion into the PSA. This remains largely consistent with the 2004 adopted Primary Retail Area. The proposed PSA also encompasses Coventry Street to the east. This street displays a good mix of small, commercial units, many of which are currently in use for retail purposes or are currently vacant, but lend themselves to retail occupation. These units are in close proximity and well linked to the pedestrianised centre.
- 5.3.3 To the south the proposed PSA includes units along Worcester Street, Oxford Street, Market Street and New Road. Market Street is part-pedestrianised and is fronted by two large retail units (opposite Kidderminster College). Oxford Street and Worcester Road allow vehicular access, but are fronted by numerous commercial units, the majority of which are in retail use, and contiguous with the pedestrianised centre along Vicar Street and Worcester Street (north). New retail units and street improvements have been implemented on New Road recently which have enhanced its retail character.



5.3.4 The proposed PSA extends at its southern extent to include the former Morrisons unit and multi storey car park (Morrisons has since relocated to Green Street). This unit, despite being vacant, is still available and suitable for an A1 user requiring substantial floorspace, benefits from dedicated car parking, is in close proximity to the traditional retail centre and has good pedestrian linkages. Until recently this unit generated a significant amount of town centre footfall and is likely to again following reoccupation.

Primary Frontage

- 5.3.5 Kidderminster's primary frontage consists of those streets displaying the highest proportion of retail uses. These streets are also predominantly pedestrianised and are contiguous and/or benefit from good linkages. This includes High Street; Vicar Street; Worcester Street (north); Weaver's Wharf and the Rowland Hill Shopping Centre. This primary frontage is largely consistent with the adopted 2004 Primary Retail Area, with the exclusion of the Swan centre and the Market street units.
- 5.3.6 It is considered the retail character of the Swan Centre has diminished since 2004. The development of Weaver's Wharf has caused a 'shift' in the focus of retailing in the town centre which has, in turn, caused a reduction in the market attractiveness of the Swan Centre for accommodating retail uses. A high proportion of the Swan centre units now accommodate service based uses and the centre provides opportunities for an increased diversity of uses.
- 5.3.7 The Market Street units currently in use for Class A1 purposes are set apart from the highest concentration of retail uses in the town and are also considered to offer greater opportunities for a diversity of uses.

Secondary Frontage

- 5.3.8 Kidderminster's secondary frontage consists of those units that are contiguous/ or within close proximity to the primary frontage; display good linkages to the primary frontage but are occupied by a lower proportion of retail uses and provide greater opportunities for a diversity of uses. This comprises the units along Market Street; New Road; Oxford Street; Worcester Street (south); Blackwell Street; and Coventry Street.
- 5.3.9 These streets currently provide less of a focus for retail development. For example, along Worcester Street (south) and New Road the units are occupied with a high proportion of service based uses, such as estate agents, interspersed with small, independent retail occupants. The secondary frontage ostensibly allows vehicular access and whilst being contiguous and benefitting from good linkages with the streets providing a 'core' of retail uses, these streets are less retail in character.



The secondary frontage allows a more varied complement of uses to be maintained in close proximity to the primary frontage.

5.4 Stourport Primary Shopping Area

- 5.4.1 Similar to Kidderminser, the proposed Primary Shopping Area for Stourport set out on Plan B at Appendix E shows the extent of town centre where retail development is concentrated. The most significant difference to the adopted 2004 'Primary Retail Area' is the extension of the PSA north to include the town's Co-op on Lombard Street. This large unit is a purpose built retail foodstore that benefits from dedicated car parking and is an important attractor of custom to the town. The store is considered to generate a significant amount of linked trips on foot to the High Street, which is the traditional focus of the town centre. The store is considered to represent the northern limit of the PSA which wraps closely around High Street; part of Lombard Street, Bridge Street and York Street.
- 5.4.2 Generally there has been little change observed to the town centre retail environment in Stourport since 2004 and the highest proportion of retail uses are still found along High Street. Accordingly, the PSA is centred around High Street but also extends south to include the closest units along Bridge Street and east along York Street, where there are a high proportion of retail units in close proximity to High Street.

Primary Frontage

5.4.3 As mentioned above, the High Street remains the traditional retail core of Stourport town centre and represents the town's Primary Frontage. The highest proportion of retail units within Stourport is located along High Street. In addition, despite High Street being a vehicular thoroughfare, the regular road paving and lowered pavements lining the street denote pedestrian priority and enhance the street's retail character. The Primary Frontage also includes the retail units directly adjacent to High Street along Lickhill Road.

Secondary Frontage

- 5.4.4 Stourport's secondary frontage consists of those units in close proximity and displaying good linkages to the primary frontage. However the units are more varied in composition and comprise a lower proportion of retail uses.
- 5.4.5 The secondary frontage includes units along Bridge Street; York Street; Lombard Street and Tan
 Lane. The secondary frontage includes a number of retailers including a small Tesco store at
 Lombard Street, however the units making up the secondary frontage are located at the north and

Wyre Forest Retail and Leisure Study Update



southern limits of the town centre, and are situated along vehicular roads that are residential or more generally commercial in character. Furthermore, the majority of these units, whilst benefitting from the close proximity of the primary frontage, lie detached from it by intersecting roads e.g. the defined secondary frontage along Tan Lane and Lombard Street.

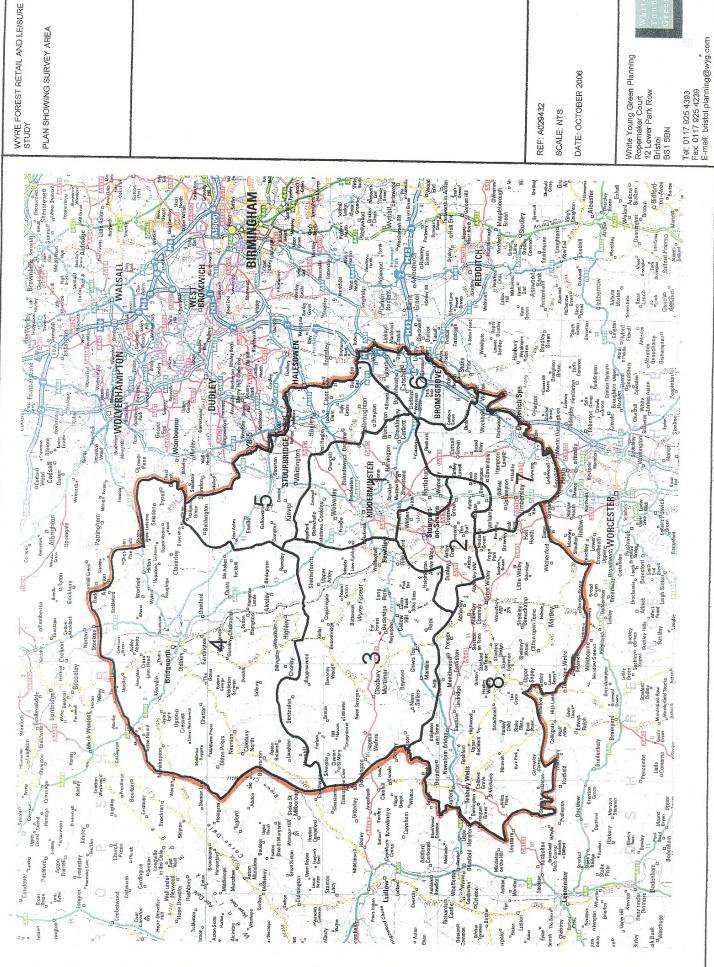
5.4.6 Despite much of the secondary frontage sitting outside the defined PSA, which is wrapped closely around the town centre to reflect Stourport's modest scale, these units allow greater opportunities to accommodate a diversity of complementary uses.



Appendices



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





22-23 Manor Way, Belasis Hall Technology Park, Billingham, TS23-4HN.
T: 01642-37-33-55. F: 01642-37-33-50
E: info@nemsmr.co.uk www.nemsmr.co.uk
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Wyre Forest District Retail Study

For



April 2006

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Sample Questionnaire

Introduction

INTRODUCTION

RESEARCH OBJECTIVES

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

METHODOLOGY

A total of 1076 telephone interviews were conducted.

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

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

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

SA	MPLE COMPOSIT Base: 1076	TION
Sex:	Male	32%
	Female	68%
Age:	18 - 34 years	11%
	35 - 54 years	37%
	55+ years	52%
Socio-economic:	ABC1	58%
	C2DE	41%

STATISTICAL CONFIDENCE

1076 interviews at 95% confidence level ±3.1%

Data Tabulations By Demographics

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	Tota	1	Mal	c	Fema	ale	18 to .	34	35 to :	54	55+		ABC	1	C2D	E	Carin	hhold
															Car	_	Car III	miloto
Q01 In which one store	or super	mark	et do yo	u no	rmally d	o you	ır main f	ood g	grocery s	hop	oing at ?							
Aldi, Green Street, Kidderminster	1.1%	12	0.9%	3	1.2%	9	0.9%	1	1.8%	7	0.7%	4	0.8%	5	1.6%	7	1.1%	1
Asda, Market Street, Bromsgrove	6.9%	74	8.2%	28	6.3%	46	7.8%	9	8.1%	32	5.9%	33	5.8%	36	8.5%	37	6.9%	6
Co-Op, Franche Road,	2.2%	24	2.1%	-7	2.3%	17	0.0%	0	1.0%	4	3.4%	19	2.4%	15	2.1%	9	2.0%	2
Kidderminster Co-Op, Load Street,	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.5%	2	0.3%	
Bewdley Co-Op, Lombard Street,	2.5%	27	0.6%	2	3.4%	25	0.0%	0	1.8%	7	3.6%	20	2.1%	13	3.0%	13	1.9%	1
Stourport Iceland, Market Street,	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.3%	1	0.5%	3	0.2%	1	0.7%	3	0.1%	
Kidderminster Lidl, Vale Road, Stourport	0.8%	9		3	0.000	6	0.0%	0	0.8%	3	0.9%	5	0.6%	4	0.9%	4	0.9%	
Marks & Spencer, Weavers Wharf	0.5%	5		2		3	0.9%	1	0.5%	2	0.4%	2	0.6%	4	0.2%	1	0.5%	
Morrisons, Buntsford Industrial Estate	2.5%	27	2.9%	10	2.3%	17	2.6%	3	2.0%	8	2.7%	15	2.7%	17	2.3%	10	2.8%	2
Morrisons, Oxford Street, Kidderminster	7.6%	82	5.3%	18	8.7%	64	6.0%	7	6.1%	24	9.0%	50	6.6%	41	8.0%	35	7.2%	70
Netto, New Road, Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	. 1
Sainsburys, Crossley Park, Kidderminster	19.3%	208	21.7%	74	18.2%	134	19.8%	23	18.8%	74	19.8%	110	22.5%	139	14.9%	65	20.6%	201
Somerfield, St Andrews Square, Droitwich	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.5%	2	0.2%	2
Tesco, Castle Road, Kidderminster	17.2%	185	16.4%	56	17.6%	129	26.7%	31	22.1%	87	11.9%	66	15.5%	96	19.7%	86	17.3%	169
Tesco, Lombard Street, Stourport	3.1%	33	1.8%	6	3.7%	27	1.7%	2	2.3%	9	4.0%	22	2.1%	13	4.6%	20	3.0%	29
Waitrose, Saltway, Droitwich	4.4%	47	5.3%	18	3.9%	29	2.6%	3	2.5%	10	6.1%	34	5.7%	35	2.8%	12	4.3%	42
Internet / online	1.0%	11	1.2%	4	1.0%	7	2.6%	3	1.3%	5	0.5%	3	1.5%	9	0.5%	2	1.1%	11
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bookers, Tenbury Wells	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Bowketts, Tenbury Wells	2.1%	23	2.3%	8	2.0%	15	0.9%	1	1.5%	6	2.9%	16	1.8%	11	2.5%	11	1.9%	19
Farmfoods, Stourbridge	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Bromsgrove	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Londis, Far Forest	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Londis, Stourport	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Morrisons, Victoria Square, Droitwich	3.4%	37	1.8%	6	4.2%	31	3.4%	4	3.6%	14	3.4%	19	2.4%	15	5.0%	22	2.8%	27
Somerfield, Bridgnorth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Spar, Pedmore	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Spar, Tenbury Wells	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	1	0.2%	2
Stourbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Tesco, Spennells	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Aldi, Brierley Hill Asda, Brierley Hill	0.1%		0.0%	0	0.1%	.!	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Asda, Merry Hill	1.6%	16	1.5% 2.1%	5	1.4%	11	2.6% 3.4%	3	1.0%	5	1.6%	9	1.0%	6	2.3%	10	1.5%	15
Asda, Wolverhampton	0.1%	1	0.0%	ó	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	10	0.0%	6	0.1%	16
Co-Op, Bromyard	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
celand, Stourbridge	0.1%	i	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	o	0.2%	1	0.1%	i
Lidl, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	o	0.1%	1
Local shops, Chaddesley Corbett	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Marks & Spencer, Merry Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Merryhill Shopping Centre	0.1%		0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.20/		0.19/	1
Morrisons, Barons Cross	1.1%	12	0.6%	2	1.4%	10	1.7%	2	2.0%	8	0.4%	2	1.6%	10	0.2% 0.5%	2	0.1% 1.2%	12
Road, Leominster	0.20/	2	0.207		0.104		0.007		0.504	~	0.000		0.007		0.001		0.007	-
Aorrisons, Bilston Aorrisons, Bristol Road,	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Rubery	0.4%	4	0.6%	2	0.3%	2	0.0%	0	1.0%	4	0.0%	0	0.6%	4	0.0%	0	0.4%	4
Aorrisons, Kingswinford	0.20/	2	0.09/	Λ	0.49/	2	0.094	0	0.99/	2	0.094	0	0.59/	2	0.00/	0	0.20/	2
Aorrisons, Ringswintord Aorrisons, Redditch	0.3%	3	0.0%	0	0.4%	0	0.0%	0	0.8%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	3
Aorrisons, Solihull	0.1%	2	0.3%	1	0.0%		0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1 2
ainsburys, Amblecote	0.6%	6	0.3%	i	0.1%	5	0.0%	2	0.5%	2	0.0%	0	0.2%	5	0.2%	1	0.2%	6
ainsburys, Ambiecote ainsburys, Blackheath	0.0%	1	0.0%	0	0.1%	1	0.0%	0	0.0%		0.0%	1	0.8%	1	0.2%	0	0.6%	1
		5	0.6%	2	0.1%	3	0.0%	0	0.5%		0.5%	3	0.5%	3	0.0%	2	0.1%	5
ainsburys, Blacknole	U.3.76				2000													
ainsburys, Blackpole, Warndon	0.5%	1	0.070	_							010.10		0.070	-	0.570	_	0.070	

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	Tota	al	Mal	e	Fema	ale	18 to	34	35 to	54	554	+	ABC	21	C2D	E	Car in l	hholo
Sainsburys, Hereford	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	
Sainsburys, Merry Hill	0.8%	9	0.6%	2	1.0%	7	0.0%	0	0.5%	2	1.3%	7	1.3%	8	0.2%	1	0.9%	
Sainsburys, Northfield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Sainsburys, Redditch	0.3%	3	0.6%	2	0.1%	1	0.9%	1	0.3%	1	0.2%	1	0.5%	3	0.0%	0	0.3%	
Sainsburys, Stourbridge	0.8%	9	0.6%	2	1.0%	7	1.7%	2	1.0%	4	0.5%	3	1.0%	6	0.7%	3	0.9%	
Somerfield, Birmingham Road, Bromsgrove	0.7%	7	1.2%	4	0.4%	3	0.0%	0	0.5%	2	0.9%	5		3	0.9%	4	0.7%	
Somerfield, Great Malvern	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	
Somerfield, Ludlow	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
Tesco, Dudley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
Tesco, Evesham	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	- 1	0.0%	0	0.1%	
Tesco, Hereford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Tesco, Ludlow	0.7%	8	0.6%	2	0.8%	6	0.0%	0	1.0%	4	0.7%	4	0.8%	5	0.7%	3	0.7%	
Tesco, Redditch	0.5%	5	0.6%	2	0.4%	3	1.7%	2	0.3%	1	0.4%	2	0.3%	2	0.7%	3	0.3%	
Tesco, St Peters Drive, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
l'esco, Warndon	1.1%	12	0.9%	3	1.2%	9	0.0%	0	1.0%	4	1.4%	8	1.0%	6	1.4%	6	1.1%	1
l'esco, Worcester	1.5%	16	2.6%	9	1.0%	7	2.6%	3	1.8%	7	1.1%	6	1.6%	10	1.4%	6	1.6%	
Waitrose, Stourbridge	2.8%	30	3.2%	11	2.6%	19	0.0%	0	3.0%	12	3.2%	18	3.2%	20	2.3%	10	3.0%	2
Don't know / varies / no pattern)	5.9%	64	7.6%	26	5.2%	38	6.9%	8	4.8%	19	6.1%	34	6.3%	39	5.5%	24	5.9%	4
Base:		1076		341		735		116		394		555		619		436		97
Mean score [10.5%,	, 30.5%,	50.5%	, 70.5%,	90.5	%]													
•					-	roceri	es what	share	goes t	o you	r main f	ood s	hop (S1	TORE	MENTIC	NED	AT Q01)?
Mean score [10.5%, Q02 Of all the money yo					-	roceri 15	es what	share 2	goes t	o you	r main f	ood s	shop (ST	ORE	MENTIC 3.7%	NED	AT Q01	
Q02 Of all the money yo	ou spend	on fo	od and	house	ehold g													2
Q02 Of all the money yo -20% 1-40%	ou spend	on fo	od and	house	ehold gr	15	1.7%	2	2.5%	10	3.2%	18	2.3%	14	3.7%	16	2.6%	2 6 19
Q02 Of all the money yo 1-20% 21-40% 11-60%	2.8% 6.3%	on fo 30 68	od and 4.4% 9.4%	15 32	2.0% 4.9%	15 36	1.7% 6.0%	2 7	2.5% 3.8%	10 15	3.2% 8.3%	18 46	2.3% 6.0%	14 37	3.7% 6.4%	16 28	2.6% 6.5%	6
Q02 Of all the money yo	2.8% 6.3% 20.0%	on fo 30 68 215	od and 4.4% 9.4% 23.8%	15 32 81	2.0% 4.9% 18.2%	15 36 134	1.7% 6.0% 13.8%	2 7 16	2.5% 3.8% 18.0%	10 15 71	3.2% 8.3% 22.9%	18 46 127	2.3% 6.0% 20.7%	14 37 128	3.7% 6.4% 18.3%	16 28 80	2.6% 6.5% 19.7%	2
Q02 Of all the money yo 1-20% 21-40% 11-60% 51-80%	2.8% 6.3% 20.0% 30.1%	30 68 215 324	od and 4.4% 9.4% 23.8% 27.9%	15 32 81 95	2.0% 4.9% 18.2% 31.2%	15 36 134 229	1.7% 6.0% 13.8% 30.2%	2 7 16 35	2.5% 3.8% 18.0% 36.8%	10 15 71 145	3.2% 8.3% 22.9% 25.4%	18 46 127 141	2.3% 6.0% 20.7% 32.5%	14 37 128 201	3.7% 6.4% 18.3% 26.8%	16 28 80 117	2.6% 6.5% 19.7% 30.5%	2 6 19 29
Q02 Of all the money yo 1-20% 21-40% 11-60% 51-80% 81-100%	2.8% 6.3% 20.0% 30.1% 27.7%	30 68 215 324 298	4.4% 9.4% 23.8% 27.9% 18.5%	15 32 81 95 63	2.0% 4.9% 18.2% 31.2% 32.0%	15 36 134 229 235	1.7% 6.0% 13.8% 30.2% 32.8%	7 16 35 38	2.5% 3.8% 18.0% 36.8% 30.5%	10 15 71 145 120	3.2% 8.3% 22.9% 25.4% 24.5%	18 46 127 141 136	2.3% 6.0% 20.7% 32.5% 26.0%	14 37 128 201 161	3.7% 6.4% 18.3% 26.8% 31.4%	16 28 80 117 137	2.6% 6.5% 19.7% 30.5% 27.8%	29 29 27 12
Q02 Of all the money yo 1-20% 21-40% 11-60% 51-80% 81-100% Don't know / varies)	2.8% 6.3% 20.0% 30.1% 27.7%	30 68 215 324 298 141	4.4% 9.4% 23.8% 27.9% 18.5%	15 32 81 95 63 55	2.0% 4.9% 18.2% 31.2% 32.0%	15 36 134 229 235 86	1.7% 6.0% 13.8% 30.2% 32.8%	2 7 16 35 38 18	2.5% 3.8% 18.0% 36.8% 30.5%	10 15 71 145 120 33	3.2% 8.3% 22.9% 25.4% 24.5%	18 46 127 141 136 87	2.3% 6.0% 20.7% 32.5% 26.0%	14 37 128 201 161 78	3.7% 6.4% 18.3% 26.8% 31.4%	16 28 80 117 137 58	2.6% 6.5% 19.7% 30.5% 27.8%	29 29 27 12 67.
Q02 Of all the money yo 1-20% 21-40% 11-60% 11-80% 11-100% Don't know / varies) Mean:	2.8% 6.3% 20.0% 30.1% 27.7% 13.1%	30 68 215 324 298 141 67.4	4.4% 9.4% 23.8% 27.9% 18.5% 16.1%	15 32 81 95 63 55 61.6	2.0% 4.9% 18.2% 31.2% 32.0% 11.7%	15 36 134 229 235 86 70.0 735	1.7% 6.0% 13.8% 30.2% 32.8% 15.5%	2 7 16 35 38 18 70.9	2.5% 3.8% 18.0% 36.8% 30.5% 8.4%	10 15 71 145 120 33 69.9 394	3.2% 8.3% 22.9% 25.4% 24.5% 15.7%	18 46 127 141 136 87 64.7 555	2.3% 6.0% 20.7% 32.5% 26.0% 12.6%	14 37 128 201 161 78 67.4 619	3.7% 6.4% 18.3% 26.8% 31.4% 13.3%	16 28 80 117 137 58 68.0 436	2.6% 6.5% 19.7% 30.5% 27.8%	29 29 27 12 67.
Q02 Of all the money yo 1-20% 21-40% 11-60% 61-80% 81-100% Don't know / varies) Mean: Base:	2.8% 6.3% 20.0% 30.1% 27.7% 13.1%	30 68 215 324 298 141 67.4	4.4% 9.4% 23.8% 27.9% 18.5% 16.1%	15 32 81 95 63 55 61.6	2.0% 4.9% 18.2% 31.2% 32.0% 11.7%	15 36 134 229 235 86 70.0 735	1.7% 6.0% 13.8% 30.2% 32.8% 15.5%	2 7 16 35 38 18 70.9	2.5% 3.8% 18.0% 36.8% 30.5% 8.4%	10 15 71 145 120 33 69.9 394	3.2% 8.3% 22.9% 25.4% 24.5% 15.7%	18 46 127 141 136 87 64.7 555	2.3% 6.0% 20.7% 32.5% 26.0% 12.6%	14 37 128 201 161 78 67.4 619	3.7% 6.4% 18.3% 26.8% 31.4% 13.3%	16 28 80 117 137 58 68.0 436	2.6% 6.5% 19.7% 30.5% 27.8%	29 29 27
Q02 Of all the money your services of the control o	2.8% 6.3% 20.0% 30.1% 27.7% 13.1%	on fo 30 68 215 324 298 141 67.4 1076 sing tr	4.4% 9.4% 23.8% 27.9% 18.5% 16.1%	15 32 81 95 63 55 61.6 341	2.0% 4.9% 18.2% 31.2% 32.0% 11.7%	15 36 134 229 235 86 70.0 735 such	1.7% 6.0% 13.8% 30.2% 32.8% 15.5%	2 7 16 35 38 18 70.9 116	2.5% 3.8% 18.0% 36.8% 30.5% 8.4%	10 15 71 145 120 33 69.9 394	3.2% 8.3% 22.9% 25.4% 24.5% 15.7%	18 46 127 141 136 87 64.7 555	2.3% 6.0% 20.7% 32.5% 26.0% 12.6%	14 37 128 201 161 78 67.4 619 shopp	3.7% 6.4% 18.3% 26.8% 31.4% 13.3%	16 28 80 117 137 58 68.0 436	2.6% 6.5% 19.7% 30.5% 27.8% 12.9%	29 29 27 12 67.

	Total	1	Mal	le	Fema	ale	18 to	34	35 to	54	551	-	ABC	1	C2D	E '	Carinl	
Q04 Where do you do t Those who undertake					goods, sı	ıch as	bread and	d milk										
Aldi, Green Street, Kidderminster	0.5%	4	0.0%	0	0.8%	4	0.0%	0	0.3%	1	0.6%	2	0.2%	1	1.0%	3	0.6%	
Asda, Market Street, Bromsgrove	3.7%	28	4.1%	10	3.5%	18	4.3%	4	2.2%	7	4.8%	17	2.4%	11	5.6%	17	3.5%	2
Co-Op, Franche Road, Kidderminster	4.1%	31	3.3%	8	4.4%	23	1.1%	1	2.9%	9	6.0%	21	3.1%	14	5.6%	17	4.4%	3
Co-Op, Load Street, Bewdley	2.0%	15	1.2%	3	2.3%	12	1,1%	1	2.2%	7	2.0%	7	2.7%	12	1.0%	3	2.1%	1
Co-Op, Lombard Street, Stourport	2.7%	21	2.8%	7	2.7%	14	0.0%	0	1.9%	6	4.3%	15	1.8%	8	4.3%	13	2.7%	1
Costcutter, Sutton Farm, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	
Iceland, Market Street, Kidderminster	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.6%	2	0.3%	1	0.7%	3	0.0%	0	0.3%	
Lidl, Vale Road, Stourport Londis, Areley Common,	0.5%	4 2	0.8%	2	0.4%	2	0.0%	0		1	0.9%	3	0.4%	2 2		2	0.6%	
Stourport-on-Severn Marks & Spencer, Weavers	0.8%	6	0.8%	2	0.8%	4	1.1%	1	0.3%	1	1.1%	4	1.1%	5	0.3%	1	0.6%	
Wharf Morrisons, Buntsford	1.3%	10	1.2%	3	1.4%	7	2.2%	2	1.3%	4	1.1%	4	1.3%	6	1.3%	4	1.3%	9
Industrial Estate Morrisons, Oxford Street,	3.9%	30	2.8%	7	4.4%	23	3.3%	3	1.6%	5	6.0%	21	3.6%	16	4.0%	12	3.4%	24
Kidderminster Netto, New Road,	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1	0.3%	1	0.2%	1	0.3%	1	0.3%	2
Kidderminster Nisa, Habberley, Kidderminster	0.3%	2	0.4%	1	0.2%	1	1.1%	1	0.0%	0	0.3%	1	0.4%	2	0.0%	0	0.3%	2
One Stop, Comberton Hill, Kidderminster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Sainsburys, Crossley Park, Kidderminster	3.8%	29	2.8%	7	4.2%	22	2.2%	2	5.4%	17	2.8%	10	4.2%	19	3.0%	9	4.1%	29
Somerfield, St Andrews Square, Droitwich	0.3%	2	0.0%	0	0.4%	2	1.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	1	0.1%	1
Spar, Lickhill, Stourport-on- Severn	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.0%	0	0.9%	3	0.2%	1	0.7%	2	0.4%	3
Spar, Marlpool, Kidderminster	0.4%	3	0.8%	2	0.2%	1	0.0%	0	0.6%	2	0.3%	1	0.4%	2	0.0%	0	0.3%	2
Spar, Stouport Road, Kidderminster	0.3%	2	0.8%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	2
Tesco Express, Cookley Tesco Express, Spennells,	1.2% 2.2%	9 17	1.2% 2.0%	5	1.2% 2.3%	12	1.1% 4.3%	1	1.3% 2.2%	4 7	1.1% 1.7%	6	1.6% 1.8%	7	0.7% 3.0%	9	1.3% 2.4%	9 17
Kidderminster Tesco Express, Stourport	3.0%	23	2.4%	6	3.3%	17	6.5%	6	3.2%	10	2.0%	7	2.0%	9	4.6%	14	2.7%	19
Road, Kidderminster Tesco, Castle Road,	3.1%	24	2.0%	5	3.7%	19	4.3%	4	2.9%	9	3.1%	11	2.9%	13	3.3%	10	3.1%	22
Kidderminster Tesco, Lombard Street,	4.1%	31	2.4%	6	4.8%	25	5.4%	5	4.8%	15	3.1%	11	2.9%	13	6.0%	18	4.2%	30
Stourport Waitrose, Saltway,	2.1%	16	2.8%	7	1.7%	9	2.2%	2	2.5%	8	1.7%	6	2.2%	10	2.0%	6	2.1%	15
Droitwich Convenience Store, Broadwaters,	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Kidderminster Convenience Store, Burlish,	0.3%	2	0.0%	0	0.4%	2	1.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	1	0.3%	2
Stourport-on-Severn D Banks Butchers,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chaddesley Corbett Ferndale, Kidderminster	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.3%	1	0.1%	1
Gora Supermarket, Combereton Estate, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	Ô	0.3%	1	0.2%	1	0.0%	0	0.1%	i
Horsefair, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lickhill News, Lickhill, Stourport-on-Severn	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lister Road Post Office & Newsagents, Sutton Farm, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Offmore, Kidderminster	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.3%	1	0.6%	2	0.4%	2	0.3%	1	0.4%	3
Post Office, Arcley Common, Stourport-on- Severn	0.0%	2	0.0%		0.0%		0.0%	0	0.0%	-	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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					ior v	nı	ie rou	ıng	Gree	11							April	2000
	Total		Male		Female	è	18 to 34		35 to 54		55+		ABC1		C2DE		Car in h	hold
Post Office, Chaddesley	0.1%	t.	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
Corbett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Post Office, Cookley Riar News, The Lakes,	0.4%	3	1.2%	3	0.0%	0	0.0%	0	0.6%	2	0.3%	1	0.2%	1	0.7%	2	0.4%	
Bewdley	0.0%	0	0.0%	. 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Rifle Range, Kidderminster Stars Newsagents, Comberton Estate, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Stars Newsagents, Habberley, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
The Walshes, Stourport-on- Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Upton Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wribbenhall, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
nternet / online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.3%	
Abberley General Stores, Abberley	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.6%	2	0.0%	0	0.2%	1				
Anna Bells, Albert Road, Kidderminster	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	
Bewdley	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.6%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1
Bowketts, Tenbury Wells	2.4%	18	0.8%	2	3.1%	16	3.3%	3	2.9%	9	1.7%	6	1.8%	8	3.3%	10	0.3%	1
righton's Store, Droitwich	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.2%	1 2	0.3%	0	0.3%	
Broomfields, Holt Heath	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	3	0.3%	0	0.4%	1	0.0%	2	0.4%	
Catshill Bakers, Catshill Clows Top Stores, Clows	0.4%	3	0.8%	0	0.2% 0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Тор							0.007		0.20/		0.09/	0	0.0%	0	0.3%	1	0.1%	
o-Op, High Street, Highley	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	1	0.3%	i	0.3%	
o-Op, Kinver	0.3%	2	0.0%	0	0.4%	2	1.1%	0	0.3%	0	0.3%	1	0.2%	i	0.0%	0	0.1%	
o-Op, Norton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	ó	0.0%	ô	0.3%	1	0.1%	
o-Op, Stourbridge	0.1%	1	0.0%	0	0.2%	3	2.2%	2	0.3%	i	0.3%	1	0.2%	1	1.0%	3	0.1%	
ostcutter, Droitwich ostcutter, Lister Road,	0.5%	1	0.4%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.0%	
Kidderminster Costcutter, Pedmore	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
ostcutter, Stourbridge	0.1%	î	0.4%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
ostcutter, Walternash Road, Kidderminster	0.1%	1	0.0%	0	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
Cutnall Green Post Office, School Lane, Cutnall Green	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	47
Oillens, Belbroughton	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	
vertons, Ombersley	0.3%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.6%	2	0.4%	2	0.0%	0	0.3%	
ar Forest Village Store, Far Forest	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
lagley	0.5%	4	0.4%	1	0.6%	3	1.1%	1	0.6%	2	0.3%	1	0.7%	3	0.3%	1	0.6%	
lartlebury Post Office,	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Hartlebury odge Farm, Birmingham	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1	0.3%	1	0.4%	2	0.0%	0	0.3%	
Road, Kidderminster lodge Hill	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.7%	2	0.3%	
celand, High Street,	0.5%	4	0.0%	0	0.8%	4	1.1%	1	0.3%	1	0.6%	2	0.7%	3	0.3%	1	0.4%	
Bromsgrove			0.001		0.20/	,	0.00/	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
idderminster market	0.1%	1	0.0%	0	0.2%	2	0.0%	0	0.6%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	
inver ocal convenience store,	0.3%	1	0.0%	0	0.4% 0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	
Holt Fleet ocal farm shop, Halth	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.6%	2	0.4%	2	0.0%	0	0.3%	
Heath ocal market stalls,	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
Stourbridge	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	
ocal shops, Belbroughton ocal shops, Broadwaters	0.1%	2	0.4%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.2%	1	0.3%	1	0.3%	
ocal shops, Bromsgrove	0.5%	4	0.8%	2	0.4%	2	0.0%	0	0.6%	2	0.6%	2	0.4%	2	0.7%	2	0.4%	
ocal shops, Chaddesley Corbett	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
ocal shops, Cleobury Mortimer	0.8%	6	0.8%	2	0.8%	4	1.1%	1	0.3%	1	1.1%	4	0.9%	4	0.7%	2	0.8%	
ocal shops, Clifton upon Teme	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
ocal shops, Droitwich	0.4%	3	0.4%	1	0.4%	2	0.0%	0	0.3%	1	0.6%	2	0.2%	1	0.7%	2	0.3%	
ocal shops, Kidderminster	1.0%	8	1.6%	4	0.8%	4	1.1%	1	0.6%	2	1.4%	5	0.7%	3	1.7%	5	0.8%	
ocal shops, Kinver	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	

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

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

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		Tota	1	Male		Fema	le	18 to 3	34	35 to 5	54	55+		ABC	1	C2D1	E.	Car in h	hold
	Q07 Where, if anywhere Those who buy shoes a	else do ; and clothes	at Q0	o to buy	clot	hes / sh	oes ?												
	1st mention																		
	Bewdley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
	Birmingham City Centre	8.2%	86	9.4%	31	7.6%	55	16.5%	19	6.6%	26	7.3%	39	8.7%	53	7.3%	31	8.4%	81
	Bridgnorth	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
2	Bromsgrove	1.9%	20	1.8%	6	1.9%	14	3.5%	4	2.0%	8	1.5%	8	2.1%	13	1.7%	7	1.9%	18
	Droitwich	0.9%	9	0.6%	2	1.0%	7	0.9%	1	0.3%	1	1.3%	7	0.3%	2	1.7%	7	0.5%	5
	Halesowen	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	153
	Kidderminster	15.4%	162	15.4%	51	15.4%	111	13.9%	16	19.1%	75	12.9%	69	17.6%	107	12.7%	54 97	16.0%	204
	Merryhill Shopping Centre	20.6%	216	20.8%	69	20.4%	147	28.7%	33	24.7%	97	16.1%	86	19.1%	116	22.9%		3.0%	29
	Redditch	2.8%	29	3.3%	11	2.5%	18	0.0%	0	4.1%	16	2.4%	13	2.8%	17	2.6%	11	2.2%	21
	Stourbridge	2.2%	23	2.4%	8	2.1%	15	1.7%	2	1.5%	6	2.6%	14	2.6%	16	1.4%	6	0.6%	6
	Stourport-on-Severn	0.7%	7	0.9%	3	0.6%	4	0.0%	0	0.8%	3	0.8%	4	0.7%	4	0.7%	50	13.1%	126
-	Worcester	12.8%	134	11.2%	37	13.5%	97	9.6%	11	12.7%	50	13.3%	71	13.2%	80	11.8%	5	2.3%	22
	Internet / online / mail order	2.2%	23	1.5%	5	2.5%	18	0.9%	1	2.8%	11	2.1%	11	3.0%	18	1.2%	0	0.0%	0
	Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.4%	4
	Abroad	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.7%	1	0.6%	6
	Cheltenham	0.6%	6	0.6%	2	0.6%	4	0.0%	0	1.3%	5	0.2%	1	0.8%	5		2	0.3%	3
	Dudley	0.3%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.2%	1	0.5%	0	0.1%	1
	Bristol	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	5	1.0%	10
	Hereford	1.0%	11	0.6%	2	1.3%	9	2.6%	3	1.3%	5	0.6%	3	1.0%	6	1.2%	1	0.2%	2
	London	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%			4
	Ludlow	0.4%	4	0.3%	1	0.4%	3	0.0%	0	0.3%	1	0.6%	3	0.3%	2	0.5%	2	0.4%	3
	Malvern	0.3%	3	0.0%	0	0.4%	3	0.9%	1	0.0%	0	0.4%	2	0.3%	2	0.2%	1	0.3%	4
	Solihull	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.0%	0	0.6%	3	0.5%	3	0.2%		0.1%	1
	Stratford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0		9
	Telford	0.9%	9	0.3%	1	1.1%	8	0.0%	0	1.5%	6	0.6%	3	0.7%	4	1.2%	5	0.9%	2
	Shrewsbury	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1		5
	Wolverhampton	0.5%	5	0.3%	1	0.6%	4	0.0%	0	0.5%	2	0.6%	3	0.7%	4	0.2%	0	0.5%	1
	Beatties, Wolverhampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	1	0.1%	í
	Blackheath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	í	0.1%	i
-	Brierley Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	0	0.0%	o
	Chester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	1
	Coleshill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	1	0.2%	0.	0.1%	i
	Crowngate	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
	Evesham	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.0%	o
	Halesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Leominster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	i	0.1%	1
	Merry Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Pershore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.1%	1
	Preston	0.1%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	1	0.2%	i	0.0%	0	0.0%	0
	Reading	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	7	0.2%	1	0.0%	0	0.2%	1	0.1%	1
	Sheffield	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	i	0.1%	i
	Swindon	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%			0	0.0%	0	0.0%	0	0.0%	0
	Taunton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	1	0.0%	0	0.1%	1
	Tenbury Wells	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	i
	Weavers Wharf	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0		-	0.0%	0	0.2%	1	0.1%	1
	West Bromwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.2%	1	0.1%	i
	Yorkshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%		3.8%	23	5.2%	22	4.5%	43
ĺ	(Don't know / varies)	4.5%	47	5.7%	19	3.9%	28	7.0%	8	3.6%	14	4.7%	25		117		100	18.8%	180
	(Don't buy / don't buy anywhere else)	21.1%	222	19.9%	66	21.7%	156	10.4%	12	15.5%	61	27.6%	147	19.2%		23.076		10.070	
	Base:		1051		331		720		115		393		533		608		424		959

	То	tal	Ma	le	Fem	ale	18 to	34	35 to	54	55-	+	ABO	C1	C21	ΡĖ	Car in	hhold
2nd mention		2.																
Bewdley	0.2%	. 2	0.3%	1	0.1%		0.9%		0.0%		0.2%	1	0.3%	2	0.0%	0	0.2%	
Birmingham City Centre	4.6%	48	4.8%	16	4.4%	32	2 6.1%	7	4.1%	16	4.7%	25	5.6%	34	3.3%	14	4.8%	
Bridgnorth	0.3%	3	0.6%	2	0.1%		0.9%	1	0.0%	0	0.4%	2	0.0%	0	0.7%	3	0.3%	
Bromsgrove	0.4%	4	0.3%	1	0.4%	3	0.0%		0.8%	3	0.2%	1	0.5%	3	0.2%	1	0.4%	
Droitwich	0.6%	6	0.6%	2	0.6%	. 4	0.0%	0	1.0%	4	0.4%	2	0.7%	4	0.5%	2	0.6%	
Halesowen	0.1%	1	0.0%	C	0.1%	,	0.0%	((0.2%	1	0.0%	0	0.1%	
Kidderminster	3.4%	36		7		29		2				17		22		14		3
Merryhill Shopping Centre	5.8%	61		15	6.4%	46	8.7%	10				22		36		23		5
Redditch	0.9%			4		5		2		3		4		5		4		
Stourbridge	1.1%			3	1.3%	9	-1-1-	4				3		4		7		1
Stourport-on-Severn	0.7%	7		1	0.8%	6		. 0				6		3		4		
Worcester	6.1%			26		38		10				28		34		29		63
Internet / online / mail order	0.6%			0		6	0.0%	0		2		4		5		1		
Other	0.0%	. 0	0.0%	0	0.0%	. (0.0%	0		0		0		0		0		
Abroad	0.1%			0		1		0		0		1		1		0		
Cheltenham	0.2%			1		1		- 1		1		0		- 1	0.2%	- 1	0.2%	
Dudley	0.2%			1		- 1		0		- 1		1	0.2%	1	0.2%	- 1	0.2%	
Bristol	0.1%			1		0		1		0		0		1	0.0%	0		
Hereford	0.7%			3		4		0		4		3		4		3	0.7%	
London	0.3%			1		2		1	-1-1-	1		1		3	0.0%	0		
Ludlow	0.5%		7.77.7	2		3		0		2		3		5	0.0%	0	0.5%	
Malvern	0.2%			0		2		0		1		1	0.2%	1	0.2%	1	0.2%	- 2
Solihull	0.8%			5		3		1		6		1	1.0%	6	0.5%	2	0.8%	8
Stratford	0.3%			0		3		0		1	0.4%	2	0.5%	3	0.0%	0	0.3%	- 3
Telford	0.4%			1	0.4%	3		1	0.8%	3		0		3	0.2%	1	0.4%	4
Shrewsbury	0.1%		0.0%	0		1	0.0%	0		0		1	0.2%	1	0.0%	0	0.1%	
Wolverhampton	0.3%			2		1		0	0.3%	1	0.4%	2	0.3%	2	0.2%	1	0.3%	3
Beatties, Wolverhampton	0.0%		0.0%	0		0		0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	(
Blackheath	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Brierley Hill	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Chester	0.1%		0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Coleshill	0.0%		0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
rowngate	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
vesham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Ialesowen	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
.eominster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Aanchester City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Aerry Hill	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	0	0.2%	0	0.0%	0	0.1%	0
ershore	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0
reston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reading	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0		0
heffield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
windon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	-	0.0%		0.0%	-	0.0%		0.0%	1
aunton	0.1%	1	0.0%	0	0.1%	1	0.9%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
enbury Wells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0
Veavers Wharf	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vest Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
orkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Don't know / varies)	0.5%	5	0.9%	3	0.3%	500	0.9%	1	0.5%	262	0.4%	200	0.5%	415	0.5%	200	0.4%	657
Oon't buy / don't buy anywhere else)	70.3%	739	69.5%	230	70.7%	509	61.7%	71	66.7%	262	74.7%	398	68.3%	415	72.9%	309	68.5%	657
Base:		1051		331		720		115		393		533		608		424		959

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

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

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

Those who buy shoes and clothes at Q06

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

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

Column %ges.

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

By Demographics

Wyre Forest District Retail Study for White Young Green

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

									5 0								prii	200
	Total		Male	e	Fema	le	18 to 3	34	35 to :	54	55+		ABC	1	C2D	E.	Car in h	hold
Q10 Where did you last	go shopp	oing t	for furni	ture	or carpe	ts?												
Allied Carpets, Abbey Retail Park, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Allied Carpets, Elgar Retail Park, Worcester	0.3%	3	0.6%	2	0.1%	1	0.9%	1	0.3%	1	0.2%	1	0.3%	2	0.2%	1	0.3%	
Allied Carpets, Merryhill Shopping Centre	0.8%	9	0.9%	3	0.8%	6	0.9%	1	0.8%	3	0.9%	5	1.0%	6	0.7%	3	0.9%	
Bed City, Kidderminster	0.6%	6	0.6%	2		4	0.0%	0		2	0.7%	4	0.5%	3		3		
Carpetright, Crossley Park, Kidderminster	2.9%	31	3.2%	11		20	5.2%	6	4.6%	18	1.3%	7		19	2.8%	12	3.0%	2
Carpetright, Merryhill Shopping Centre	0.5%	5	0.0%	0		5	0.9%	1	0.5%	2	0.4%	2	0.5%	3	0.5%	2	0.5%	
Carters Furniture Superstore, New Road, Kidderminster	5.4%	58	4.7%	16		42	2.6%	3	3.3%	13	7.4%	41	5.0%	31	6.2%	27		5
DFS, Roman Way Retail Park, Droitwich	3.5%	38	4.4%	15		23	6.0%	7	5.8%	23	1.4%	8	3.1%	19	4.1%	18	3.7%	3
Dreams, Crossley Park, Kidderminster	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.0%	0	0.7%	3	0.2%	- 2
Foynes Carpets, New Road, Kidderminster	1.1%	12	1.5%	5	1.0%	7	1.7%	2	2.0%	8	0.4%	2	1.5%	9	0.7%	3	1.2%	12
Furniture Direct, Mill Pool Farm Furniture Estate, Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harveys, Blackpole Retail Park, Worcester	0.7%	8	0.3%	1	1.0%	7	0.0%	0	0.8%	3	0.9%	5	0.5%	3	0.9%	4	0.8%	8
Harveys, Kingfisher Shopping Centre, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
lkea, Wednesbury	3.0%	32	1.2%	4	3.8%	28	10.3%	12	3.6%	14	1.1%	6	3.7%	23	2.1%	9	3.2%	31
Kidderminster Carpets, New Road, Kiidderminster	7.2%	77	6.7%	23	7.3%	54	9.5%	11	5.1%	20	8.1%	45	6.6%	41	7.6%	33	7.2%	70
Magnet, High Street, Stourbridge	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Magnet, Hoobrook Industrial Estate, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Crossley Park, Kidderminster	0.5%	5	0.3%	1	0.5%	4	2.6%	3	0.3%	1	0.2%	1	0.5%	3	0.5%	2	0.5%	5
MFI, Elgar Retail Park, Worcester	0.3%	3	0.3%	1	0.3%	2	0.9%	1	0.0%	0	0.4%	2	0.2%	1	0.5%	2	0.3%	3
MFI, Merryhill Shopping Centre	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.5%	2	0.2%	1	0.3%	2	0.5%	2	0.3%	3
Rowe Carpets, New Road, Kidderminster	1.2%	13	1.2%	4	1.2%	9	0.0%	0	1.5%	6	1.3%	7	1.8%	11	0.5%	2	1.3%	13
SCS, Crossley Park, Kidderminster	1.5%	16	1.5%	5	1.5%	11	2.6%	3	2.8%	11	0.4%	2	1.1%	7	1.8%	8	1.4%	14
Stourport Bed Centre, Bewdley Road, Stourport- on-Severn	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
The Range, Crossley Park, Kidderminster	0.8%	9	0.9%	3	0.8%	6	1.7%	2	1.0%	4	0.5%	3	1.1%	7	0.5%	2	0.8%	8
Wyre Forest Pine & Carpet Centre, New Road, Kidderminster	0.9%	10	0.3%	1	1.2%	9	0.9%	1	1.8%	7	0.4%	2	1.0%	6	0.9%	4	1.0%	10
Internet / online / mail order	2.0%	21	1.2%	4	2.3%	17	5.2%	6	2.5%	10	0.9%	5	1.3%	8	3.0%	13	1.4%	14
Other Adam Carpets,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.407		0.207		0.407		0.00/		0.00/	2	0.00/		0.20/		0.70/	2	0.78/	2
Argos, Bromsgrove Argos, Kidderminster	0.4%	5	0.3%	1	0.4%	3	0.9%	1	0.8%	3	0.0%	0	0.2%	4	0.7%	3	0.3%	3
B&Q, Kidderminster	0.4%	4	0.3%	i	0.4%	3	0.0%	0	0.8%	3	0.2%	1	0.0%	0	0.9%	4	0.4%	4
Beds R Us, Kidderminster	0.1%	i	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Bromsgrove Carpet & Bedding, Bromsgrove	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Bromsgrove Carpets, Bromsgrove	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.3%	1	0.4%	2	0.3%	2	0.5%	2	0.4%	4
Carpet Factory, Kidderminster	0.6%	6	0.3%	1	0.7%	5	0.9%	1	0.8%	3	0.4%	2	0.5%	3	0.7%	3	0.6%	6
Carpets & Worth, Stourport	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	2
Cedar Mills Carpets, Kidderminster	0.1%	Ĩ	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
David Neville Ltd, Droitwich	0.2%	2	0.3%	1	0.1%	1	0.9%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Droitwich Carpet Centre, Droitwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Homebase, Roman Way	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2

								_				-						-
	Total		Male		Female		18 to 34		35 to 54		55+		ABCI		C2DÉ		Car in h	ho
Retail Park, Droitwich	0.707	12	0.007	0	0.8%	6	0.0%	0	0.5%	2	0.5%	3	0.6%	4	0.5%	2	0.6%	
Household Stores, Tenbury Wells	0.6%	6	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
ndex, High Street, Kidderminster	0.1%	1	0.0%											,		0		
& J Carpets, Kidderminster	0.1%	1	0.0%	0	0.1%	3	0.0%	0	0.3%	1 4	0.0%	0	0.2%	4	0.0%	0	0.1%	
Laussner Retail Ltd, Crossley Park, Kidderminster	0.5%	5	0.6%	2	0.4%	,		1	1,076	4								
awrences Furniture Centre, Kidderminster	0.5%	5	0.3%	1	0.5%	4	1.7%	2	0.3%	1	0.4%	2	0.5%	3	0.5%	2	0.4%	
ocal carpet shop,	0.5%	5	0.9%	3	0.3%	2	0.0%	0	0.5%	2	0.5%	3	0.6%	4	0.2%	1	0.5%	
Bromsgrove ocal carpet shops,	2.0%	22	3.8%	13	1.2%	9	0.0%	0	1.8%	7	2.7%	15	2.3%	14	1.8%	8	1.9%	
Kidderminster ocal carpet shop, Tenbury	0.6%	6	0.6%	2	0.5%	4	0.0%	0	1.3%	5	0.2%	1	0.5%	3	0.7%	3	0.6%	
Wells	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.2%	1	0.4%	
ocal shop, Droitwich ocal store, Cleobury	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Mortimer ush, Birmingham Road,	0.7%	8	1.2%	4	0.5%	4	0.9%	1	0.3%	1	1.1%	6	0.8%	5	0.7%	3	0.8%	
Bromsgrove leedham Enterprises,	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	
Kidderminster	0.20/	-	0.00/	0	0.3%	2	0.9%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	2	0.2%	
ext, Kidderminster oman Carpets,	0.2%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
Kidderminster oa Carpets & Bed	0.4%	4	0.3%	1	0.4%	3	0.9%	1	0.5%	2	0.2%	1	0.5%	3	0.2%	1	0.3%	
Warehouse, Droitwich tephen Yardley Carpets,	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	
Hartlebury Trading Estate, Kidderminster			0.00/		0.10/	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
tourbridge Suite Centre, Stourbridge	0.1%	1	0.0%	0	0.1%					0	0.2%	1	0.2%	1	0.0%	0	0.1%	
Baylis & Co, Bromsgrove	0.1%	1	0.0%	0	0.1%	3	0.0%	0	0.0%	2	0.4%	2	0.2%	1	0.7%	3	0.4%	
ne Carpet Warehouse, Market Street,	0.4%	4	0.376	1	0.476	,	0.070	Ü	0.570	-								
Bromsgrove he Carpet Warehouse, New	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.3%	1	0.7%	4	0.6%	4	0.2%	1	0.5%	
Road, Kidderminster ne Carpet Warehouse,	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	
Stourbridge he Weavers Shop,	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	
Kidderminster			0.00/		0.10/	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
K Maxx, Kidderminster	0.1%	5	0.0%	0	0.1%	4	0.0%	0	0.3%	1	0.7%	4	0.5%	3	0.5%	2	0.5%	
omkinsons Carpets, Kidderminster		7	0.0%	0	1.0%	7	0.0%	0	0.3%	1	1.1%	6	0.5%	3	0.9%	4	0.4%	
pstairs Downstairs, Coventry Street,	0.7%	,	0.076	U	1.070	,	0.070		0.070									
Kidderminster ictoria Carpets,	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.2%	
Kidderminster roitwich	0.3%	3	0.6%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.2%	1	0.2%	
idderminster	2.6%	28	2.9%	10	2.4%	18	0.0%	0	2.5%	10	3.2%	18	2.7%	17	2.5%	11	2.7%	
ourbridge	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	
ourport	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.8%	3	0.0%	0	0.0%	0	0.7%	0	0.3%	
orcester	0.8%	9	1.5%	5	0.5%	4	0.9%	1	0.5%	2	1.1%	6	1.5%	9	0.0%	1	0.8%	
mbience Furniture, Dudley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	1	0.0%	0	0.1%	
nbience Furniture, Merry Hill	0.1%	1	0.0%	0	0.1%						0.2%	1	0.0%	0	0.2%	1		
nblecote Furnishings, Stourbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0						1	0.2%	
rgos, Merryhill Shopping Centre	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%			
&Q, Jinnah Road, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
&Q, Stourbridge	0.1%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	
eatties, Wolverhampton	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0	0.2%	
eaver & Tapley, Nottingham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1		0	0.1%	
ensons Bed Centres, Merry Hill	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.0%		0.1%	
irmingham	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	
rian James Furnishings,	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	U.170	

					101 11	***	ic rou		, Gree									
	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE.		Car in hh	hold
	0.49/	4	1.2%	4	0.0%	0	0.0%	0	0.3%	1	0.5%	3	0.5%	3	0.2%	1	0.4%	4
Brierley Hill	0.4%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Brierley Hill Trading Estate	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.8%	3	0.5%	3	0.8%	5	0.2%	1	0.6%	6
Brintons, Kidderminster	0.0%	1	0.0%	o	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Cannock	0.7%	7	0.9%	3	0.5%	4	0.0%	0	0.8%	3	0.7%	4	0.6%	4	0.7%	3	0.6%	6
Carpetright, Blackpole Retail Park, Worcester		4	0.3%	- 1	0.4%	3	0.0%	0	0.3%	1	0.5%	3	0.5%	3	0.2%	1	0.4%	4
Cole's Home Furnishers, Bilston	0.4%								0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Cole's Home Furnishers, Brierley Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0							0.0%	0	0.2%	2
County Furnishings, Worcester	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	2				
Courts, Dudley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	5
Courts, Worcester	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.5%	2	0.5%	3	0.3%	2	0.7%	1	0.8%	8
Cousins Furniture Store, Dudley	0.7%	8	1.5%	5	0.4%	3	0.0%	0	2.0%	8	0.0%	0	1.1%	7				1
Cradley Heath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	i
Crossley Park,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.170	1
Kidderminster							0.00/		0.30/		0.00/	0	0.0%	0	0.2%	1	0.1%	1
DFS, Bromsgrove	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	1	0.0%	0	0.1%	i
DFS, Newcastle	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	ó	0.0%	0	0.1%	1
Drayton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	i	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Dreams Bed Superstore, Merry Hill	0.1%	1	0.0%					0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Dreams Bed Superstore, Worcester	0.1%	1	0.0%	0	0.1%	1	0.0%					,	0.0%	0	0.2%	1	0.1%	1
Dudley	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	1	0.0%	0	0.1%	i
Fine Pine Furniture, Worcester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%						0.1%	1
Floors-2-Go, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	0	0.1%	1
Focus, Leominster	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	1	0.3%	2	0.0%	0	0.2%	2
Frances, Malvern	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.0%	1	0.0%	0	0.0%	0	0.2%	ĭ	0.1%	1
Furniture Warehouse, Dudley	0.1%	1	0.3%	1	0.0%	0	0.0%	0								1	0.1%	1
Gallagher Retail Park, Solihull	0.1%	1	0.3%	, 1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%			
Great Witley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	2
Habitat, New Street,	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	U	0.276	4
Birmingham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Hammond Hill, Stourbridge	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	2
Hartlebury Homebase, Bath Road,	0.1%	1	0.3%	ī	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Worcester Unween Ludlem	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Homecare, Ludlow House of Fraser,	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Birmingham				2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.6%	4	0.0%	0	0.4%	4
John Lewis, Solihull	0.4%	4 3	0.6%	3	0.0%	0	0.9%	1	0.3%	1	0.2%	1	0.3%	2	0.2%	1	0.3%	3
John Pargeter & Sons,	0.576	3	0.770	3	0.070		0.770	-	0.0.1									
Stourbridge Kashoff Beds, Stourbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Kidderminster Carpets, Amblecote	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Kidderminster Carpets,	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.5%	2	0.3%	3
Stourbridge King & Co, Hereford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Land of Leather, Blackpole	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.3%	2	0.2%	1	0.3%	3
Retail Park, Worcester Laura Ashley, Birmingham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Laura Ashley, Merry Hill	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.2%	2
Laura Ashley, Worcester	0.3%	3	0.3%	1	0.3%	2	1.7%	2	0.3%	1	0.0%	0	0.5%	3	0.0%	0	0.3%	3
Lee Longlands, Birmingham	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.5%	2	0.5%	3	0.6%	4	0.2%	1	0.5%	5
Local shops, Amblecote	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Local shops, Birmingham	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	4
Local shops, Brierley Hill	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.3%	2	0.5%	0	0.4%	1
Local shops, Bromyard	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	i
Local shops, Leominster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	2	0.0%	1	0.1%	3
Local shops, Ludlow	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.5%	2	0.3%	2	0.2%	0	0.2%	2
Local shops, lye	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Local shops, Old Swinford	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	1	0.4%	1	0.3%	2	0.0%	0	0.1%	1
Local shops, Redditch	0.2%	2	0.3%	1	0.1%	0	0.0%	0	0.0%	ò	0.2%	i	0.2%	1	0.0%	0	0.1%	1
Local shops, Shrewsbury	0.1%	3	0.3%	1	0.0%	2	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.5%	2	0.2%	2
Local shops Worsester	11 4 %															-		
Local shops, Worcester Ludiow	0.3%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	0

Column %ges.

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				_														
	Tota	ıl	Ma	le	Fem	ale	18 to	34	35 to	54	55-	+	ABC	1	C2D	E	Car in	hhold
Marks & Spencer, Merry	0.5%	5	0.3%	1	0.5%	4	1.7%	2	0.5%	2	0.2%	1	0.6%	4	0.2%	1	0.5%	
Hill	0.001								0.004		0.00/				0.501			
Merry Hill	0.2%	2		0		2		2		0	21010	.0		0		2		
Merryhill Shopping Centre	0.3%	3		3		0		0		1	0.4%	2		3		0	01070	
MFI, Blackpole Retail Park, Worcester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	
MFI, Droitwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Midland Stock Disposals, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	. 0	0.2%	1	0.1%	
Multiyork Furniture, Worcester	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2
Needham Enterprises, Droitwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Next, Merry Hill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Northfield Town Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Phoenix Carpets, Bromsgrove	0.2%	2		1		1	0.0%	0	0.0%	0		2		1	0.2%	1	0.2%	
Room Upstairs, Old Swinford	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Rubery	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Russell & Dorrell Furniture, Worcester	0.4%	4	0.9%	3	0.1%	1	0.0%	0	0.3%	1	0.5%	3	0.5%	3	0.2%	1	0.4%	4
Sofa Warehouse, Birmingham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
St Andrews Carpet Company, Droitwich Town Centre	0.7%	8	1.2%	4	0.5%	4	0.9%	1	0.5%	2	0.9%	5	0.8%	5	0.7%	3	0.7%	1
STD Carpets, Brierley Hill	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.8%	3	0.0%	0	0.2%	1	0.5%	2	0.3%	3
Trinity Carpets, Dudley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Funisia	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	
Jpper Ludstone	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	
Wales	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.2%	2
Warwick	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
West Midland Carpets, Birmingham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Villiam & Sons, Merryhill Shopping Centre	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.8%	3	0.5%	3	0.5%	3	0.7%	3	0.5%	5
Windsor Carpets, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Wordsley Carpets, Wall Heath, Kingswinford	0.5%	5	0.6%	2	0.4%	3	0.0%	0	0.0%	0	0.9%	5	0.8%	5	0.0%	0	0.5%	5
Don't know / varies)	16.5%	178	15.5%	53	17.0%	125	15.5%	18	13.7%	54	18.2%	101	15.3%	95	17.2%	75	16.1%	157
Don't buy these items)	14.6%	157	14.1%	48	14.8%	109	11.2%	13	8.4%	33	19.8%	110	13.1%	81	16.3%	71	13.3%	130

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

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									0									
	Tota	ıl	Mal	le	Fem	ale	18 to	34	35 t	0 54	55-	+	ABO	C1	C21	DE.	Car in	hhol
Wickes, Brierley Hill	0.5%	5	0.9%	3	0.3%	2	0.9%		1 0.5%		2 0.4%	2	0.3%	2	0.7%	. 3	0.5%	
Wickes, Dudley	0.1%	1		ī	2.22				0.0%		0.0%	0		0				
Wickes, Halesowen	0.1%	i		i					0.3%		3/1 /5 /5 / 3/1	0		ĭ				
Wickes, Hall Green,	0.1%	i		0					0.3%		0.0%	0	7.7	0				
Birmingham	0.170		0.070		0.170		0.076		0.57		0.070		0.079		0.270	,	0.170	
Wilkinsons, High Street, Stourbridge	0.4%	4	0.6%	- 2	0.3%	2	0.0%	. (0.0%	. (0.7%	4	0.2%	1	0.7%	3	0.3%	i .
(Don't know / varies)	4.2%	45	4.1%	14	4.2%	31	7.8%		2.5%	10	4.3%	24	4.4%	27	3.9%	17	4.2%	
(Don't buy these items)	11.7%	126		30		96			5.6%			98		64				
Base:		1076		341		735		116	5	394	1	555		619		436		9
Q12 Do you, or does a	ny membe	rofy	your hou	useho	old have	acce	ss to th	e inte	ernet ?									
Yes	62.5%	672	63.6%	217	61.9%	455	86.2%	100	82.7%	326	43.2%	240	70.9%	439	51.8%	226	67.4%	6
No	37.5%	404		124		280						315		180		210		
(Refused)	0.0%	0		0		0						0	0.0%	0		0		
		10	0.070		0.070								0.070		0.070			
Base:		1076		341		735		116	,	394		555		619		436		9
Q13 Do you or any men Those who have acce				d use	the inte	ernet	to purc	hase	any foo	d prod	ducts?							
Yes	15.5%	104	17.1%	37	14.7%	67	23.0%	23	20.2%	66	6.3%	15	18.0%	79	11.1%	25	15.5%	10
No	84.5%	568	82.9%	180		388		77		260		225	82.0%	360	88.9%	201		5
Don't know)	0.0%	0	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0		
Base:	0.070	672	0.070	217	0.070	455		100		326		240	0.010	439	0,070	226	0,070	6
214 On average, appro Those who purchase)						our no	ousenoi	a spe	nas per	mon	in on toc	oa pro	aucts p	urcha	ised ov	er the	interne	11
E10 or less	3.8%	4	5.4%	2	3.0%	2	4.3%	1	3.0%	2	6.7%	1	5.1%	4	0.0%	0	3.9%	
11 - £20	7.7%	8	10.8%	4	6.0%	4	4.3%	1	9.1%	6	6.7%	1	8.9%	7	4.0%	1	7.8%	
21 - £30	5.8%	6	5.4%	2	6.0%	4	4.3%	1	4.5%	3	13.3%	2	5.1%	4	8.0%	2	4.9%	
31 - £40	1.0%	1	2.7%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.0%	
41 - £50	4.8%	5	8.1%	3	3.0%	2	0.0%	0	7.6%	5	0.0%	0	3.8%	. 3	8.0%	2	4.9%	
51 - £60	2.9%	3	5.4%	2	1.5%	1	8.7%	2	1.5%	1	0.0%	0	3.8%	3	0.0%	0	2.9%	
61 - £70	4.8%	5	0.0%	0	7.5%	5	0.0%	0	6.1%	4	6.7%	1	3.8%	3	8.0%	2	4.9%	
71 - £80	5.8%	6	2.7%	1	7.5%	5	4.3%	1	4.5%	3	13.3%	2	5.1%	4	8.0%	2	4.9%	
81 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
91 - £100	9.6%	10	5.4%	2	11.9%	8	13.0%	3	9.1%	6	6.7%	1	11.4%	9	4.0%	1	9.8%	1
101 - £200	11.5%	12	13.5%	5	10.4%	7	17.4%	4	9.1%	6	13.3%	2	10.1%	8	16.0%	4	11.8%	1
201 - £300	7.7%	8	8.1%	3	7.5%	5	8.7%	2	7.6%	5	6.7%	1	8.9%	7	4.0%	1	7.8%	
301 or more	10.6%	11	8.1%	3	11.9%	8	4.3%	1	15.2%	10	0.0%	0	11.4%	9	8.0%	2	10.8%	1
Don't know / can't remember)	22.1%	23	24.3%	9	20.9%	14	26.1%	6	21.2%	14	20.0%	3	19.0%	15	32.0%	8	22.5%	2
Refused)	1.9%	2	0.0%	0	3.0%	2	0.0%	0	1.5%	1	6.7%	1	2.5%	2	0.0%	0	2.0%	
fean:		141		121		153		123		161		81		145		129		14
Base:		104		37		67		23		66		15		79		25		102
15 Do you or any men Those who have access				use	the inte	rnet t	o purch	ase a	ny non-	food	products	5						
es	69.2%	465	74.7%	162	66.6%	303	89.0%	89	74.8%	244	52.9%	127	74.9%	329	59.3%	134	69.5%	45
0			25.3%		33.2%		11.0%	11	25.2%		46.7%		24.8%		40.7%		30.3%	200
Don't know)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.2%	1
ase:		672		217		455		100		326		240		439		226		6.

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		-			-		_		0									
	Tota	ł	Ma	ale	Fem	ale	18 to	34	35 to	54	55-	+	AB	C1	C2	DE	Car in	hhol
Q16 What type of non Those who purchase							ternet ?	?										
Books	37.2%	173	27.8%	45	42.2%	128	29.2%	26	39.3%	96	37.8%	48	41.3%	136	27.6%	37	37.3%	. 13
Car parts	2.6%	12						2		7	2.4%	3	1.5%					
CD's, DVD's, videos	44.1%	205	42.6%	69				47		119		37						
Clothes	19.6%	91	15.4%	25	21.8%	66		26		46	14.2%	18						
DIY goods	2.8%	13	3.7%				1.1%	1	3.7%	9	2.4%	3	2.1%		4.5%			
Furniture / carpets	1.9%	9	1.9%	3	2.0%	6	3.4%	3	1.6%	4	1.6%	2	2.1%					
Garden items	3.2%	15	3.1%	5	3.3%	10	0.0%	0		8	5.5%	7	3.3%	11	3.0%			
Holiday and / or travel tickets	13.1%	61	16.0%	26	11.6%	35	7.9%	7		30	18.9%	24		52	6.7%			
Insurance	2.8%	13	4.3%	7	2.0%	6	1.1%	1	3.7%	9	2.4%	3	2.7%	9	3.0%	4	2.8%	
Jewellery	1.9%	9	0.6%	1	2.6%	8	2.2%	2	2.0%	5	1.6%	2	2.7%	9	0.0%			
Major electrical items	16.6%	77	21.6%	35		42	7.9%	7	19.3%	47	17.3%	22	18.2%	60	11.9%			
Small electrical items	24.5%	114	34.0%	55	19.5%	59	13.5%	12	27.0%	66	28.3%	36	26.1%	86	20.9%			
Small household goods	4.9%	23	6.2%	10	4.3%	13	1.1%	1	5.7%	14	6.3%	8	5.5%	18	3.7%		5.0%	
Sports goods	4.3%	20	5.6%	9	3.6%	11	3.4%	3	5.3%	13	3.2%	4	4.9%	16	3.0%		4.4%	
Toys	5.2%	24	4.9%	8	5.3%	16	7.9%	7	5.3%	13	3.2%	4	4.0%	13	8.2%		5.2%	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Computer equipment / computer games / ink cartridges	5.2%	24	3.7%	6	5.9%	18	6.7%	6	4.1%	10	6.3%	8	5.8%	19	3.7%	5	5.2%	
Concert / theatre tickets	1.5%	7	2.5%	4	1.0%	3	2.2%	2	1.6%	4	0.8%	1	1.8%	6	0.7%	1	1.5%	
Cosmetic items / health products	2.2%	10	2.5%	4	2.0%	6	1.1%	1	2.9%	7	1.6%	2	2.7%	9	0.7%	1	2.2%	
Collectables	1.3%	6	1.2%	2	1.3%	4	2.2%	2	0.8%	2	1.6%	2	1.2%	4	1.5%	2	0.9%	
Flowers	0.9%	4	0.0%	0	1.3%	4	3.4%	3	0.4%	1	0.0%	0	0.9%	3	0.7%	1	0.9%	
Gifts	1.1%	5	0.0%	0	1.7%	5	1.1%	1	1.6%	4	0.0%	0	1.5%	5	0.0%	o	1.1%	
Pet food / products	0.6%	3	0.0%	0	1.0%	3	2.2%	2	0.4%	1	0.0%	0	0.9%	3	0.0%	0	0.7%	
Traffic vehicle goods	0.6%	3	0.0%	0	1.0%	3	0.0%	0	1.2%	3	0.0%	0	0.3%	1	1.5%	2	0.7%	
Camping equipment	0.6%	3	1.2%	2	0.3%	1	1.1%	1	0.8%	2	0.0%	0	0.9%	3	0.0%	0	0.7%	
Antiques	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
Banking	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	i	0.0%	0	0.2%	
Car rental and car parking	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
Christmas presents	0.4%	2	0.6%	1	0.3%	1	0.0%	0	0.8%	2	0.0%	0	0.3%	1	0.7%	1	0.4%	
Contact lenses	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
Cookware	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.3%	1	0.0%	0	0.2%	
Fishing equipment	0.2%	1	0.0%	0	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	
Flags	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.2%	
Get photos developed	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
Citchen tap	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.3%	1	0.0%	0	0.2%	
Luggage	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.3%	1	0.0%	0	0.2%	
Material	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
Musical instruments	0.4%	2	0.6%	1	0.3%	1	1.1%	1	0.4%	1	0.0%	0	0.0%	0	1.5%	2	0.4%	
osters	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
ushchair	0.4%	2	0.0%	0	0.7%	2	0.0%	0	0.8%	2	0.0%	0	0.6%	2	0.0%	0	0.4%	
Shares	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.7%	1	0.2%	
Don't know / can't remember / varies)	6.9%	32	10.5%	17	5.0%	15	9.0%	8	7.4%	18	4.7%	6	5.2%	17	11.2%	15	7.0%	3
Base:	4	165		162		303		89		244		127		329		134		458
												-						

18 to 34

Female

35 to 54

55+

ABCI

C2DE

Male

Total

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Car in hhold

meanscore[£5,£15.5,£25.5,£35.5,£45.5,£55.5,£65.5,£75.5,£85.5,£95.5,£150.5,£250.5,£450] Q17 On average, approximately how much do you think your household spends per month on non-food products purchased over the internet? Those who purchase non-food products over the internet at Q15 17.9% 16.0% 20.2% 18 14.8% 36 18 1% 23 16 4% 54 £10 or less 16.8% 78 26 17.2% 52 24 16.6% 76 £11 - £20 16.6% 77 15.4% 25 17.2% 52 14.6% 13 18.4% 45 15.0% 19 16.7% 55 16.4% 22 16.6% 76 5.5% 7.5% 5.9% 27 £21 - £30 6.0% 28 5.6% 6.3% 19 7.9% 5.3% 13 6.3% 18 10 4.0% 3.0% 3.7% 17 4.5% 10 2.4% 3 13 4 £31 - £40 3 7% 17 2.5% 4 4 3% 13 4 4.1% 9.2% £41 - £50 9 2% 43 9 3% 15 9.2% 28 9.0% 8 11.1% 27 6.3% 8 2 2% 29 10 4% 14 42 1.2% 1.1% 1.2% 0.0% 0 0.0% 0 4 0.7% 1.1% 5 £51 - £60 1.0% 2.0% 5 £61 - £70 0.4% 2 0.6% 1 0.3% 1.1% 1 0.4% 1 0.0% 0 0.6% 2 0.0% 0 0.2% 1 1 0.7% 1.2% 0.4% 0.0% 0 0.0% 0 2.2% £71 - £80 0.6% 0.3% 3 2 1 2.2% 2 1 3 £81 - £90 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 £91 - £100 8.0% 37 10.5% 17 6.6% 20 6.7% 9.0% 22 7.1% 9 8.2% 27 7.5% 10 8.1% 37 £101 - £200 3.9% 18 7.4% 12 2.0% 6 3.4% 4.9% 12 2.4% 4.3% 14 3.0% 4 3.9% 18 0.9% 0.8% 0.6% 1.5% 2 0.9% 4 £201 - £300 4 1.2% 2 0.7% 2 1.1% 2 0.8% 1 2 £301 or more 0.6% 1.2% 0.3% 1.1% 0.4% 0.8% 0.9% 0.0% 0 0.7% 3 (Don't know / can't 30.8% 143 26.5% 43 33.0% 100 27.0% 24 26.6% 65 39.4% 50 31.3% 103 28.4% 38 31.0% 142 remember) 1.5% 7 5 2 2 7 (Refused) 1 2% 2 1 7% 1.1% 1.6% 4 1 6% 1.5% 5 1 5% 1 5% 49.9 Mean: 62.5 42.4 52.2 51.7 44.1 51.8 45.4 50.2 Base: 465 162 303 89 244 127 329 134 458 Mean score [Very likely = 2, Fairly likely = 1, Fairly unlikely = 0, Very unlikely = -1] Q18 Do you think it is likely or unlikely that you or a member of your household will increasingly shop via the internet in the next five years Those who have access to the internet at O12 26.9% 109 35.0% 35 31.6% 103 17.5% 42 30.5% 134 20.8% 47 27.0% 178 Very likely 181 33.2% 72 24.0% 36.1% 35 5% 36.3% 45.0% 36.2% 118 32 1% 77 36 7% 161 35 0% 79 238 Fairly likely 36.0% 242 77 165 45 Fairly unlikely 14.0% 94 10.1% 22 15.8% 72 11.0% 11 13.8% 45 15.4% 37 13.4% 59 15.5% 35 14.0% 92 Very unlikely 18.3% 123 17.5% 38 18.7% 85 6.0% 6 14.1% 46 29.2% 70 15.3% 67 23.5% 53 18.2% 120 4.1% 5.3% 4.7% 31 (Don't know / not sure) 32 24 3.0% 3 4.3% 14 5.8% 14 18 12 4.8% 3.7% 8 5.3% Mean. 0.75 0.88 0.69 1.12 0.89 0.40 0.86 0.56 0.75240 659 672 217 100 326 439 226 Base: 455 Q19 How many times have you or a member of your household visited the cinema in the last twelve months? 9.6% 103 11.4% 30 8.7% 10.3% 12 9 6% 38 9.6% 60 9.6% 42 9.8% Once 64 101 70 9.9% 8.7% 9.4% 92 9.4% 8.6% 34 8.3% 46 61 38 Twice 9.1% 31 9.5% 18.1% 21 3 times 7.7% 83 9.1% 31 7.1% 52 13.8% 16 9.6% 38 5.0% 28 9 5% 59 5 5% 24 8 4% 82 4 times 4.2% 45 3.2% 11 4.6% 34 1.7% 6.1% 24 3.2% 4.4% 27 3.9% 17 4.5% 44 3.3% 36 2.3% 3.8% 28 3.4% 4 6.1% 24 1.4% 3.6% 22 3.2% 14 3.7% 36 5 times 8 5.2% 51 6 times 5.0% 54 5.0% 17 5.0% 37 6.9% 8 7.6% 30 2.5% 14 5.3% 33 4.4% 19 7 times 0.9% 10 1.2% 0.8% 6 1.7% 2 1.3% 5 0.5% 3 1.0% 6 0.9% 4 1.0% 10 4 1.5% 0.9% 3.0% 12 0.4% 1.4% 8 times 1.4% 15 5 1.4% 10 1.6% 10 1.1% 14 9 times 0.1% 0.3% 0.0% 0 0.0% 0 0.0% 0 0.2% 0.2% 0.0% 0.1% 30 20 4.1% 3.4% 21 2.9% 28 10 times 2 8% 2 9% 10 2 7% 6 9% 8 16 1.1% 6 2 1% Over 10 times 10.5% 113 11.4% 39 10.1% 74 19.0% 22 17.0% 67 4.1% 23 12.6% 78 8.0% 35 11.1% 109 16.4% 42.2% 19 26.4% 62.9% 349 38.1% 52.3% 41.9% Never 44.4% 478 144 45.4% 334 104 236 228 410 0.9% 0.5% 0.7% 4 0.8% 0.2% 0.5% (Don't know / can't 0.7% 0.3% 0.8% 6 1 2 5 1 remember) 394 978 1076 341 735 116 555 619 436 Base:

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		_							9	10000		-			11-1			
	Tota	1	Ma	le	Fem	ale	18 to	34	35 to	54	554	+	ABC	1	C21	DE.	Carin	hhold
Q20 Where do you, or a	member	of w	our hou	eehol	d ueual	lu ao i	to the ci	noma	2									
Those who have visited								nema	r									
ABC, Quinton	0.3%	2	0.5%	1	0.2%	1	1.0%	1	0.0%	0	0.5%	1	0.5%	2	0.0%	0	0.4%	
ABC, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Arts Cinema, Ludlow	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	
Cineworld, Wolverhampton	0.2%	1	0.0%	- 0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.3%	- 1	0.0%	0	0.2%	
Light House, Wolverhampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Majestic, Bridgnorth	1.3%	8	1.0%	2	1.5%	6	4.1%	4	1.0%	3	0.5%	1	1.6%	6	1.0%	2	1.4%	
Odeon, Worcester	3.3%	20	2.5%	5	3.7%	15	3.1%	3	3.8%	11	2.9%	6	2.6%	10	4.8%	10	3.2%	1
Regal, Tenbury Wells	0.8%	5	0.5%	1	1.0%	4	0.0%	0	0.7%	2	1.5%	3	1.0%	4	0.5%	1	0.9%	
Showcase, Walsall	0.5%	3	1.0%	2	0.2%	1	1.0%	1	0.0%	0	1.0%	2	0.8%	3	0.0%	0	0.4%	
UCI, Merryhill Shopping Centre	25.6%	153	32.5%	64	22.2%	89	23.7%	23	22.8%	66	30.6%	63	26.9%	103	23.1%	48	25.7%	14
UGC, Rubery	19.9%	119	22.3%	44	18.7%	75	28.9%	28	21.0%	61	14.6%	30	19.1%	73	21.6%	45	20.1%	11
Vue, Worcester	13.0%	78	10.2%	20	14.5%	58	15.5%	15	15.5%	45	7.8%	16	14.4%	55	11.1%	23	13.2%	7
Warehouse Cinema, Green Street, Kidderminster	24.6%	147	18.8%	37	27.4%	110	14.4%	14	25.9%	75	27.2%	56	21.9%	84	29.3%	61	24.1%	13
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Showcase, Dudley	4.3%	26	4.1%	8	4.5%	18	3.1%	3	6.6%	19	1.9%	4	5.2%	20	2.9%	6	4.4%	2
Artrix, Bromsgrove	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.5%	1	0.5%	2	0.0%	0	0.4%	
Bromsgrove	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
Cineworld, Dudley	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	
Dudley	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.5%	1	0.4%	
Five Ways, Birmingham	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	
Kinver Cinema Club	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	
New Zealand	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	
Odeon, Chester Road, Birmingham	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.3%	1	0.5%	1	0.3%	1	0.5%	1	0.4%	
Odeon, Dudley	0.2%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.2%	
Odeon, Taunton	0.2%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	
Odeon, Telford	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	
Shrewsbury	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	
Sidmouth, Devon	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	
Telford	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	
The Mac, Birmingham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	
UCI, Birmingham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	
UCI, Norwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	1
UCI, Telford	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Worcester	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	- 1
(Don't know / varies)	2.2%	13	1.5%	3	2.5%	10	2.1%	2	0.7%	2	4.4%	9	2.4%	9	1.4%	3	2.1%	12
Base:		598		197		401		97		290		206		383		208		568

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Wyre Forest District Retail Study for White Young Green

	Tota	1	Mal	e	Fem	ale	18 to	34	35 to	54	55+	-	ABC	21	C2D	E	Car in	hho
Q21 Which other cinema Those who have visited								sited	in the la	st two	elve mo	nths 7	?					
ABC, Quinton	0.7%	4	0.5%	1	0.7%	3	1.0%	1	0.7%	2	0.5%	1	1.0%	4	0.0%	0	0.7%	
ABC, Redditch	0.0%	0		ō		0		0		0	0.0%	0		0		0		
Arts Cinema, Ludlow	0.7%	4	1.0%	. 2		2		0		1	1.5%	3	0.8%	3		1		
ineworld, Wolverhampton	0.7%	4	0.0%	0		4		1		2	0.5%	1	0.8%	3		1	0.7%	
ight House,	0.0%	0	0.0%	0		0		0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Wolverhampton																		
Aajestic, Bridgnorth	4.0%	24	3.0%	6		18		- 1		8	6.3%	13	3.7%	14	4.8%	10		
deon, Worcester	2.8%	17	2.0%	4		13		4		9	1.9%	4	2.9%	11	2.9%	6		
egal, Tenbury Wells	0.7%	4	0.5%	1		3		0		2	1.0%	2	0.8%	3		1	0.7%	
howcase, Walsall	0.2%	1	0.0%	0		- 1		0		1	0.0%	0	0.0%	0		1	0.2%	
CI, Merryhill Shopping Centre	16.4%	98	16.8%	33	16.2%	65	18.6%	18	18.6%	54	12.6%	26	15.9%	61	17.3%	36	16.7%	
GC, Rubery	5.5%	33	6.6%	13	5.0%	20	6.2%	6	5.9%	17	4.9%	10	5.7%	22	4.8%	10	5.5%	
ue, Worcester	7.2%	43	5.6%	11	8.0%	32		10		23	4.9%	10	7.3%	28	7.2%	15	6.9%	
arehouse Cinema, Green Street, Kidderminster	6.9%	41	5.1%	10		31		9		24	3.9%	8	7.3%	28	6.3%	13		
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
howcase, Dudley	5.0%	30	4.1%	8	5.5%	22	4.1%	4	5.9%	17	4.4%	9	6.3%	24	2.4%	5		
udley	0.8%	5	1.5%	3	0.5%	2		3	0.0%	0	1.0%	2	1.0%	4	0.5%	1		
rtix, Bromsgrove	0.5%	3	0.0%	0	0.7%	3	1.0%	í	0.3%	i	0.5%	1	0.8%	3	0.0%	0		
ouchwood, Solihull	0.7%	4	1.5%	3	0.2%	1	0.0%	o	1.0%	3	0.5%	î	0.8%	3	0.5%	1		
irmingham	0.7%	4	1.5%	3	0.2%	i	2.1%	2	0.7%	2	0.0%	ô	0.3%	1	1.4%	3		
racknell	0.2%	1	0.0%	0	0.2%	î	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0		
omsgrove	0.2%	1	0.0%	0	0.2%	î	0.0%	0	0.3%	1	0.0%	Ô	0.3%	i	0.0%	0		
neworld, Sunderland	0.2%	i	0.0%	0	0.2%	í	0.0%	0	0.3%	i	0.0%	0	0.3%	1	0.0%	0		
ricester	0.2%	i	0.5%	1	0.0%	ó	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0		
ondon	0.2%	i	0.5%	î	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0		
ongbridge	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	
alvern	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	
alvern Theatre	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	
eadowhall, Sheffield	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
orbury Theatre, Droitwich	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
orth Wales	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
deon, Birmingham City Centre	0.3%	2	0.5%	1	0.2%	1	0.0%	0	0.3%	1	0.5%	1	0.5%	2	0.0%	0	0.2%	
deon, Ouinton	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.2%	
cotland	0.2%	î	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	
ar City, Birmingham	0.3%	2	1.0%	2	0.0%	0	1.0%	1	0.3%	1	0.0%	0	0.3%	1	0.5%	1	0.4%	
Cl, Birmingham	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1	0.2%	
CI, Telford	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
GC, Telford	0.3%	2	0.0%	0	0.5%	2	1.0%	1	0.3%	1	0.0%	0	0.3%	1	0.5%	1	0.4%	
ie, Birmingham	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.3%	1	0.0%	0	0.2%	
ie, Devon	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	
ue, Merry Hill	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.5%	1	0.2%	
on't know / varies)	50.3%	301	50.3%	99	50.4%	202	45.4%	44	45.9%	133		121	49.1%	188	52.4%	109	50.2%	2
ise:		598		197		401		97		290		206		383		208		5
22 If there was a new m	nulitplex	ciner	na in Ki	dderr	ninster,	woul	d you or	othe	r membe	ers of	your ho	ouseh	old be I	ikely	to use i	?		
es, always	18.8%	202	15.5%	53	20.3%	149	29.3%	34	27.4%		10.6%		20.8%		15.8%	69	19.8%	1
es, sometimes	34.6%		37.8%		33.1%		42.2%	49	42.1%	166	27.9%	155	32.8%		37.4%	163	36.0%	3
)	40.8%	439	41.9%		40.3%	296	27.6%	32	25.9%	102	53.5%	297	39.4%	244	43.1%	188	38.5%	3
	5.9%	63	4.7%	16	6.4%	47	0.9%	1	4.6%	18	7.9%	44	6.9%	43	3.7%	16	5.6%	
laybe / don't know)	3.770	00			01414		0.570	-										

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

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

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	Tota	ıl	Male		Fema	le	18 to	34	35 to	54	55+		ABC	1	C2D	E.	Car in l	hold
Romsley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0
Shropshire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Small Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford Bridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Stratford-upon-Avon	0.0%	0	0.0%	- 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sytchampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.2%	2	0.3%	1	0.1%	1	0.9%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Upton Upon Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waldon	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheathill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Wolverley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Wombourne	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	- 1
Worcestershire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't know / varies)	5.8%	62	6.5%	22	5.4%	40	4.3%	5	4.8%	19	6.8%	38	5.3%	33	6.4%	28	5.8%	57
(Don't do this activity)	31.9%	343	25.2%	86	35.0%	257	10.3%	12	21.8%	86	43.4%	241	29.7%	184	34.6%	151	30.3%	296
Base:		1076		341		735		116		394		555		619		436		978

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

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	Tota		Male	:	Fema	le	18 to	34	35 to :	54	55+		ABC	1	C2D	E.	Car in l	hold
Small Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanford Bridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford-upon-Avon	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	2
Sytchampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.1%	1	0.0%	. 0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	I
Tipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton Upon Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheathill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcestershire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't know / varies)	5.7%	61	7.6%	26	4.8%	35	8.6%	10	6.6%	26	4.5%	25	6.6%	41	4.1%	18	6.0%	59
(Don't do this activity)	33.2%	357	30.2%	103	34.6%	254	16.4%	19	22.3%	88	44.3%	246	29.6%	183	37.2%	162	31.0%	303
Base:		1076		341		735		116		394		555		619		436		978

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

Column %ges.

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	Tota	al	Mal	e	Fema	ıle	18 to	34	35 to	54	55+		ABC	C1	C2D	E.	Car in l	hold
Small Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.00/	
Solihull	0.1%	1	0.3%	1	0.0%	0	0.9%	1	0.0%	0	0.0.0	0	0.0%		0.0%	0	0.0.0	0
Stanford Bridge	0.0%	0		0		0	0.0%	ò		0		0	0.0%	0		0	01110	1
Stratford-upon-Avon	0.0%	0		0	0.0.0	0	0.0%	0		0		0	0.0%	0		0	01010	0
Sytchampton	0.0%	0		0	01010	0	0.0%	0		0	0.0.0	0	0.0%	0	01010	0		0
Tamworth	0.1%	1	0.0%	0	0.1%	1	0.0%	0		1	0.0%	ő	0.0%	0	21212	1	0.0%	0
Telford	0.0%	0	0.0%	- 0	0.0%	Ô	0.0%	0		0		0	0.0%	0		ó	0.0%	0
Tipton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	91979	0	0.0%	0
Upton Upon Severn	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	ī	0.0%	0	0.1%	1
Waldon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0
Wales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warfield	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Wheathill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	o
Wolverley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcestershire	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't know / varies)	13.0%	140	16.1%	55	11.6%	85	14.7%	17	10.7%	42	14.1%	78	13.1%	81	12.8%	56	13.7%	134
(Don't do this activity)	18.1%	195	15.5%	53	19.3%	142	6.9%	8	12.9%	51	24.3%	135	13.6%	84	23.6%	103	16.6%	162
Base:		1076		341		735		116		394		555		619		436		978

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

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		To	otal	M	ale	Fer	nale	18	to 34	3	5 to 5	54	55	+	AB	C1	C2	DE.	Carin	hhold
: 1																				
	Small Heath	0.19	6	1 0.09	4	0 0.19	V.	1 0.99	6	1 0.	0%	(0.0%		0 0.2%	,	1 0.09	,	0.10	, ,
	Solihull	0.09		0 0.09		0 0.09		0 0.09			0%	(0.0%				0 0.19	-
	Stanford Bridge	0.09		0 0.0%		0 0.09		0 0.09			0%	(0.09	
	Stratford-upon-Avon	0.09		0 0.0%				-							0.0%		0 0.09		0.0%	
								0 0.09			0%	0			0.0%		0 0.09		0.0%	
	Sytchampton	0.09				0 0.09		0 0.09			0%	0	-14.4		0.0%		0 0.09		0.0%	-
	Tamworth	0.09		0 0.0%		0 0.09		0.09			0%	0	2321		0.0%		0.09		0.0%	
	Telford	0.09		0 0.0%		0.09		0.09			0%	0			0.0%		0.0%	6	0.0%	6 0
91	Tipton	0.09		0.0%		0.09		0.09	6	0 0.	0%	0	0.0%	(0.0%		0.0%	6 (0.0%	0 0
	Upton Upon Severn	0.0%		0.0%		0.09	6	0.0%	ó	0.0	0%	0	0.0%	. (0.0%		0.0%	6 (0.0%	0
	Waldon	0.0%		0.0%		0.09	6	0.0%	ó	0.0	0%	- 0	0.0%	(0.0%	. 1	0.0%	6 (0.0%	0
	Wales	0.1%	6	1 0.0%	. (0.19	6	1 0.0%	6	0.0)%	0	0.2%	1	0.2%		1 0.0%	6 (0.1%	
25	Warfield	0.1%	ó	1 0.3%	,	1 0.0%	6 (0.0%		0.0)%	0	0.2%	1	0.0%		0.2%			
	Wheathill	0.0%	ó	0.0%	. (0.0%	6 (0.0%	0	0.0)%	0			0.0%		0.0%			
	Wolverley	0.0%	6	0.0%	. (0.0%	6 (0.0%		0.0	1%	0					0.0%		0 00000	
	Wombourne	0.0%	6	0.0%	. ()%	0					0.0%			
	Worcestershire	0.0%		0 0.0%						0.0		0		0						
13	(Don't know / varies)	4.2%										14	3.6%	20					0.0.0	
	(Don't do this activity)	53.6%										155								
1	(Don't do una activity)	33.07	37	7 31.070	170	34.07	401	29.37	, 3.	4 39.3	70	133	69.0%	383	49.6%	307	58.3%	254	51.3%	502
	Base:		107	6	341		735	5	116	6		394		555		619)	436		978
-	Q26 How often do you	visit Kid	derm	inster To	own C	entre in	the e	evening	s for	the lei	sure	act	ivities I	will re	ead out	?				
	Pubs and clubs																			
	More than 3 times a week	0.207		0.000		0.000					0.7	-	0.000				12000		100	
		0.3%	0.00	0.9%	3							2	0.2%	1	0.3%	2			0.3%	
	2-3 times a week	1.4%			7	7777						6	0.5%	3		9	0.9%	4	1.5%	15
	Once a week	3.0%			17							10	2.9%	16	3.7%	23	2.1%	9	3.1%	30
	2-3 times a month	2.2%	24	2.3%	8	2.2%	16	6.0%	7	2.5	%	10	1.3%	7	1.9%	12	2.8%	12	2.2%	22
	Once a month	3.6%	39	4.4%	1.5	3.3%	24	6.9%		6.3	%	25	1.1%	6	2.9%	18	4.6%	20	3.7%	36
	Less often	7.3%	75	7.3%	25	7.3%	54	11.2%	13	11.2	%	44	3.8%	21	6.8%	42	7.6%	33	7.7%	75
	Never visit for this leisure activity	82.2%	884	78.0%	266	84.1%	618	65.5%	76	75.4	%	297	90.3%	501	82.9%	513	81.9%	357	81.5%	797
	Base:		1076	j	341		735		116			394		555		619		436		978
	Entertainment																			
	More than 3 times a week	0.4%	4	0.697	2	0.20/	2	0.00/		0.20	v		0.50/		0.50/					
					2		2	0.0%	0			1	0.5%	3	0.5%	3	0.2%	1	0.4%	4
	2-3 times a week	1.1%	12		5	1.0%	7	3.4%	4			. 2	1.1%	6	1.1%	7	0.9%	4	1.2%	12
	Once a week	1.4%	15		7	1.1%	8	2.6%	3			6	1.1%	6	1.9%	12	0.7%	3	1.2%	12
	2-3 times a month	1.9%	20		5	2.0%	15	5.2%	6			13	0.2%	1	2.1%	13	1.4%	6	1.7%	17
	Once a month	3.3%	35		12	3.1%	23	7.8%	9			20	1.1%	6	2.4%	15	4.6%	20	3.3%	32
	Less often	10.1%	109		42	9.1%	67	12.9%	15		6	47	8.3%	46	9.9%	61	11.0%	48	10.6%	104
	Never visit for this leisure	81.9%	881	78.6%	268	83.4%	613	68.1%	79	77.49	6 3	305	87.7%	487	82.1%	508	81.2%	354	81.5%	797
	activity																			
	Base:		1076		341		735		116		3	394		555		619		436		978
	Restaurants																			
	More than 3 times a week	0.40/	١.	0.604		0.70/		0.004			,									
		0.4%	4	0.6%	2	0.3%	2	0.9%	1	0.39		1	0.4%	2	0.3%	2	0.5%	2	0.4%	4
	2-3 times a week	0.3%	3	0.6%	2	0.1%	1	0.9%	1	0.59		2	0.0%	0	0.5%	3	0.0%	0	0.3%	3
	Once a week	2.0%	22	2.9%	10	1.6%	12	4.3%	5	1.89		7	1.8%	10	2.7%	17	0.9%	4	2.1%	21
	2-3 times a month	3.5%	38	3.8%	13	3.4%	25	6.9%	8	4.89		19	1.8%	10	3.4%	21	3.4%	15	3.6%	35
	Once a month	5.4%	58	5.6%	19	5.3%	39	12.9%	15	6.99	6	27	2.7%	15	5.7%	35	5.3%	23	5.6%	55
	Less often	10.6%	114	12.9%	44	9.5%	70	8.6%	10	13.79	6	54	9.0%	50	11.5%	71	9.2%	40	11.2%	110
	Never visit for this leisure activity	77.8%	837	73.6%	251	79.7%	586	65.5%	76	72.19	6 2	84	84.3%	468	75.9%	470	80.7%	352	76.7%	750
	Base:		1076		341		735		116		3	94		555		619		436		978
	Sport and fitness																			
	More than 3 times a week	0.9%	10	1.8%	6	0.5%	4	1.7%	2	1.5%		6	0.4%	2	1.3%	8	0.5%	2	0.9%	9
	2-3 times a week	3.5%	38	3.2%	11	3.7%	27	6.9%	8	5.1%		20	1.8%	10	3.4%	21	3.9%	17	3.8%	37
	Once a week	2.4%	26	2.6%	9	2.3%	17	6.0%	7	2.8%		11	1.4%	8	3.1%	19		7	2.7%	26
	2-3 times a month	0.8%	9	1.2%	4	0.7%	5	1.7%	2	1.8%		7		0			1.6%			7
	Once a month	0.7%	8	0.9%									0.0%		1.1%	7	0.2%	1	0.7%	7
	Less often		100		3	0.7%	5	1.7%	2	1.0%		4	0.4%	2	0.8%	5	0.7%	3	0.7%	
	Never visit for this leisure	3.3% 88.2%	36 949	3.5% 86.8%	12 296	3.3% 88.8%	653	9.5%	11 84	4.8%		19 27	1.1% 95.0%	527	2.7% 87.6%	17 542	4.1% 89.0%	18 388	3.7% 87.5%	36 856
	activity	UU.L/U		30.070	270	50.070	033	12.470	04	33.070	3.	~ /	73.070	321	07.070	542	07.070	,700	G7.370	330
	Base:		1076		341		735		116		39	94		555		619		436		978

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									0									2000
	Tota	al	Ma	le	Fen	iale	18 to	34	35 t	0 54	55	i+	AB	C1	C2	DE.	Carin	hhold
Q27 How often do yo Those interviewed					Centre f	or ead	ch of the	follo	wing ac	tivitie	es ?							
Food shopping																		
Every day	1.4%	8	1.1%		2 1.6%		. 190/		1 1.00/		1 (0)		5 0.00/		2 1 70			
More than once a week	18.4%	104		40			5 1.8% 4 8.9%		1 1.0% 5 18.6%		2 1.6% 6 19.9%		5 0.9% 2 18.7%		3 1.7% 9 17.9%			
Once a week	38.9%	220		72				2										
Once every two weeks	7.8%	44		13			8.9%		5 7.7%									
Once a month or less	13.8%	78		18				1									2 14.3%	73
Never	19.8%	112	22.9%	43	3 18.3%	69	21.4%	12	2 18.0%	3:	5 20.6%	64	19.3%	6	1 20.5%	48	3 19.4%	99
Base:		566		188	3	378	3	56	5	194	1	311	Ľ.	316	5	234	1	510
Other shopping																		
Every day	1.6%	9	1.6%	3	1.6%	6	3.6%	2	0.5%	. 1	1.9%	6	1.6%		1.7%	4	1.6%	8
More than once a week	12.9%	73		32				4				43		33				
Once a week	25.4%	144		43		101	21.4%	12	27.8%	54	24.8%	77	25.3%	80				
Once every two weeks	10.6%	60		19		41		9				27		39		20	10.8%	55
Once a month or less Never	28.4% 21.0%	161	25.0%	47		114		15				82		98		62		
Base:	21.076	566	23.476	188	101500	75 378		56		194		311		316		234		103 510
Leisure activities		200				270				174		311		310		234		310
Every day More than once a week	, 0.5%	3	0.5%	1		2		0		2		1	0.6%	2		1	0.6%	3
Once a week	7.8% 7.4%	44	6.4%	12		32 21	14.3% 12.5%	7		18		17		26		16		40
Once every two weeks	2.1%	12	1.1%	2		10		4		7		1/	9.5%	30		11		39 12
Once a month or less	11.8%	67	13.3%	25		42	17.9%	10		29		28		36		31		64
Never	70.3%	398	67.6%	127	71.7%	271	48.2%	27	61.9%	120	79.4%	247	67.7%	214		171		352
Base:		566		188		378		56		194		311		316		234		510
Q28 Overall, comparing Those interviewed we Choice and quality	ho are in zon	e sam	ple 1, 4 o	res yo	ou may v	risit, I	how wou	ıld yo	ou rate k	(idde	rminster	Tow	n Centre	?				
Good	65.0%	368	62.2%	117	66 10/	251	67.00/	20	72.20/	140	50.00/	10/	64.204	202	CT 10/			
Average	16.4%	93	16.5%	117	66.4%	251 62	67.9% 8.9%	38	72.2% 14.9%	140 29	59.8% 19.0%	186	64.2%	203	67.1% 15.4%	157 36	65.5%	334
Poor	3.7%	21	4.3%	8	3.4%	13	5.4%	3	1.0%	2	5.1%	16	2.5%	8	4.3%	10	16.7%	85 18
(Don't know)	14.8%	84	17.0%	32	13.8%	52	17.9%	10	11.9%	23	16.1%	50	15.5%	49	13.2%	31	14.3%	73
Base:		566		188		378		56		194		311		316		234		510
Range and choice	of non-foo	d sh	ops															
Good	33.4%	189	30.3%	57	34.9%	132	32.1%	18	37.6%	73	31.2%	07	31.3%	00	35.9%	84	33.1%	160
Average	33.9%		35.1%		33.3%	126	41.1%	23	34.0%	66	32.8%	102	36.7%		31.6%	74	34.5%	169 176
Poor	17.3%		15.4%	29	18.3%	69	8.9%	5	18.6%	36	17.7%	55	15.8%	50	18.8%	44	17.6%	90
(Don't know)	15.4%	87	19.1%	36	13.5%	51	17.9%	10	9.8%	19	18.3%	57	16.1%	51	13.7%	32	14.7%	75
Base:		566		188		378		56		194		311		316		234		510
Choice and quality	y of service	facil	lities															
Good	44.7%	253	39.9%	75	47.1%	178	46.4%	26	47.4%	92	42.1%	131	41.1%	130	48.7%	114	43.9%	224
Average			26.1%		25.7%		30.4%		27.3%	53	24.4%		26.6%	84	26.1%	61	26.1%	133
Poor	6.4%	36	8.5%	16	5.3%	20	3.6%	2	5.2%	10	7.7%	24	7.0%	22	5.6%	13	6.9%	35
(Don't know)	23.1%	131	25.5%	48	22.0%	83	19.6%	11	20.1%	39	25.7%	80	25.3%	80	19.7%	46	23.1%	118
Base:	- 1	566		188		378		56		194		311		316		234		510
Accessibility by p	ublic transp	ort																
Good	17.5%	99	18.1%	34	17.2%	65	28.6%	16	15.5%	30	16.7%	52	17.1%	54	17.1%	40	16.1%	82
Average	12.2%	69	12.8%	24	11.9%	45	17.9%	10	10.8%		11.9%		11.7%	37	13.2%		12.2%	62
Poor			12.8%		20.1%	76	7.1%		21.1%		17.4%		16.5%	52	20.1%	47	17.5%	89
(Don't know)	200000000000000000000000000000000000000		56.4%	106	50.8%	192	46.4%	26	52.6%	102	54.0%	168	54.7%	173	49.6%	116	54.3%	277
Base;		566		188		378		56		194		311		316		234		510

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	Tota	1	Ma	le	Fem	ale	18 to	34	35 to	54	55-	+	ABO	C1	C2I	Œ	Car in	hhole
Accessibility by	car																	
Good	55.8%	316	48.9%	92	59.3%	224	53.6%	30	60.3%	117	53.1%	165	57.0%	180	54.3%	127	58.0%	29
Average	19.4%	110		41	18.3%	69	26.8%	15		38		57	19.3%	61		48		
Poor	8.0%	45		24	5.6%	21	7.1%	4	8.8%	17	7.7%	24	8.2%	26		19		4
(Don't know)	16.8%	95		31		64	12.5%	7		22		65	15.5%	49		40		6
Base:		566		188		378		56		194		311		316		234		51
Accessibility by t	foot																	
				- 2.	120.0	5.50		- 22										
Good	37.6%	213	37.8%	71	37.6%	142	51.8%	29	39.7%	77	33.8%	105	32.9%	104		100		19
Average	14.8%	84	14.9%	28	14.8%	56	10.7%	6	16.5%	32	14.8%	46	14.2%	45		39	15.5%	7
Poor	9.9%	56	6.9%	13	11.4%	43	3.6%	2	13.4%	26	8.7%	27	10.8%	34	9.4%	22	9.4%	4
(Don't know)	37.6%	213	40.4%	76	36.2%	137	33.9%	19	30.4%	59	42.8%	133	42.1%	133	31.2%	73	36.9%	18
Base;		566		188		378		56		194		311		316		234		510
Adequacy of park	ding arrang	emer	its															
Good	29.3%	166	28.2%	53	29.9%	113	26.8%	15	26.3%	51	31.2%	97	30.1%	95	29.1%	68	30.4%	155
Average	26.5%	150	28.2%	53	25.7%	97	35.7%	20	29.9%	58	23.2%	72	28.2%	89	24.8%	58	28.4%	14
Poor	26.0%	147	25.5%	48	26.2%	99	23.2%	13	30.4%	59	23.8%	74	24.7%	78	27.8%	65	27.3%	139
(Don't know)	18.2%	103	18.1%	34	18.3%	69	14.3%	8	13.4%	26	21.9%	68	17.1%	54	18.4%	43	13.9%	71
Base:		566		188		378		56		194		311		316		234		510
Quality of environ	ment																	
Good	34.5%	195	30.3%	57	36.5%	138	30.4%	17	34.0%	66	35.4%	110	35.1%	111	32.5%	76	33.3%	170
Average	39.8%	225	41.5%	78	38.9%	147	51.8%	29	42.3%	82	36.0%	112	38.9%	123	43.6%	102	41.6%	212
Poor	12.2%	69	11.2%	21	12.7%	48	3.6%	2	16.5%	32	11.3%	35	13.0%	41	11.1%	26	12.0%	61
(Don't know)	13.6%	77	17.0%	32	11.9%	45	14.3%	8	7.2%	14	17.4%	54	13.0%	41	12.8%	30	13.1%	67
Base:		566		188		378		56		194		311		316		234		510
Ease of pedestrian	n movemen	ts w	ithin the	area														
Good	61.8%	350	58.5%	110	63.5%	240	62.5%	35	64.4%	125	60.1%	187	60.8%	192	63.2%	148	62.2%	317
Average	20.8%	118	22.9%	43	19.8%	75	16.1%		23.7%	46	20.3%	63	20.9%	66	21.4%	50	21.4%	109
Poor	3.9%	22	2.7%	5	4.5%	17	3.6%	2	4.1%	8	3.9%	12	4.1%	13	3.8%	9	3.7%	19
(Don't know)	13.4%	76	16.0%	30	12.2%	46	17.9%	10	7.7%	15	15.8%	49	14.2%	45	11.5%	27	12.7%	65
Base;		566		188		378		56		194		311		316		234		510
Security / presona	l safety																	
Good	45.6%	258	43.6%	82	46.6%	176	41.1%	23	51.0%	99	42.8%	133	45.6%	144	44.9%	105	45.3%	231
Average			29.3%		29.1%		28.6%		31.4%		28.0%		30.4%		28.6%	67	30.0%	153
Poor	7.1%	40	7.4%	14	6.9%	26	7.1%	4	6.7%	13	7.4%	23	6.0%	19	8.5%	20	7.3%	37
		4 2 10	F - F F W	* 1	20.16.10	4-15	1 - 2 / 0	-	41170	8.0	114.00	Mr w	0.070	1.7	0.070	40	1.2/0	31
Don't know)	18.2%	103	19.7%	37	17.5%	66	23.2%	13	10.8%	21	21.9%	68	18.0%	57	17.9%	42	17.5%	89

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

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									0									2000
3	Tota	al	M	ale	Fer	nale	18 t	o 34	35	to 54	5	5+	AI	BC1	C2	DE.	Cari	hhold
2nd mention																		
Increased choice and range of shops	4.1%	2	2.7%		5 4.89	6 1	8 7.1%	,	4 4.65	Y ₀	9 3.29	% 1	0 4.19	6 1	3 3.89	6	9 4.19	6 21
Large food stores within town centre	1.1%		6 0.0%	,	0 1.69	6	6 3.6%	,	2 0.09	%	0 1.39	6	4 0.9%	6	3 1.3%	6	3 1.29	6 6
Improved quality of shops	4.4%	2	5 1.6%		3 5.89	6 2	2 3.6%		2 5.79	v. 1	1 3.59		1 4 40		4 4 20		0 450	
More parking	1.9%		1 1.1%		2 2.49		9 0.0%		0 4.19		8 1.09		1 4.49 3 2.89				0 4.59	
Less expensive parking	1.9%	- 10.5	1 1.6%		3 2.19		8 0.0%		0 2.69		5 1.99		6 1.99				2 2.29	
More pedestrianisation	0.2%	100	1 0.0%		0 0.3%		1 0.0%		0 0.59		1 0.09		0 0.3%		6 2.1% 1 0.0%		5 2.29 0 0.29	
Improved street cleaning	0.2%		1 0.0%		0 0.3%		1 0.0%		0 0.09		0 0.39		1 0.0%		0.0% 0 0.4%		0 0.29	
. Increased public transport	0.2%		1 0.0%		0 0.3%		1 0.0%		0 0.09		0 0.39		1 0.0%		0 0.4%		1 0.29	
Cheaper public transport	1.1%		6 0.5%		1 1.3%		5 0.0%		0 0.59		1 1.69		5 1.6%		5 0.4%		1 0.49	
More entertainment facilities	1.6%		9 2.1%		4 1.3%		5 5.4%		3 2.19		4 0.69		2 1.6%		5 1.7%		4 1.8%	7.
More leisure facilities	0.4%		2 1.1%		2 0.0%		0.0%		0 0.59		1 0.39		1 0.6%		2 0.0%		0 0.4%	
Outdoor market	0.2%	100	1 0.5%		1 0.0%		0.0%		0 0.09		0 0.39		1 0.0%		0.0%		0.2%	
Cafes / restaurants	0.7%		4 0.5%		0.8%		3 0.0%		0.09		0 1.39		1 0.6%		2 0.9%		2 0.8%	
Cinema	0.5%		3 0.5%		0.5%		2 1.8%		1 0.5%		1 0.3%		0.9%		3 0.0%		0.6%	
Better security	1.1%	- (6 0.0%	. (1.6%		0.0%		0 1.5%		3 1.0%		0.9%		3 0.9%			
Better environment	0.7%		4 0.5%		0.8%		0.0%		0 1.0%		2 0.6%		0.9%					
Other	0.0%	- (0.0%	(0.0%	. (0.0%		0.0%		0.0%					
Regeneration / modernisation of town / buildings	0.5%	1	3 0.5%	1	0.5%	2	0.0%	(1.0%		2 0.3%		0.6%					
More specialist / independent shops	0.5%	3	3 1.1%	2	0.3%	1	0.0%	(1.5%		3 0.0%	. (0.6%	2	0.4%	1	0.6%	3
Free parking in the centre of town	0.0%	(0.0%	(0.0%	0	0.0%	(0.0%	. (0.0%		0.0%	0	0.0%	0	0.0%	0
Better department stores	0.2%	1	0.5%	1	0.0%	0	0.0%	(0.5%	,	0.0%	. 0	0.3%	1	0.0%	0	0.2%	1
Better road / cycle systems / improved access	0.2%	1	0.0%	0	0.3%	1	0.0%	(0.0%	(0.3%	1	0.3%	1		0		
An indoor market	0.2%	1	0.5%	1	0.0%	0	0.0%	(0.0%	(0.3%	1	0.0%	0	0.4%	1	0.2%	1
Better lighting	0.2%	1		1			0.0%	0	0.0%	(0.3%	1	0.3%	1	0.0%	0	0.2%	1
If all the empty shops were filled up	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	(0.3%	1	0.3%	1	0.0%	0	0.2%	1
If the pubs were run properly	0.0%	0	1000000	0	0.0%	0	0.0%	0	0.0%	(0.0%	0	0.0%	0	0.0%	0	0.0%	0
If there was less charity shops	0.2%	1		1		0		0			0.0%	0	0.0%	0	0.4%	1	0.2%	1
If there was more police available in the town	0.0%	0		0		0		0				0	0.0%	0	0.0%	0	0.0%	0
If they make sure the subways are not flooded	0.2%	1		1		0	0.0%	0				1	0.0%	0		1	0.2%	1
Less pedestrianisation	0.0%	0		0		0	0.0%	0		0		0	0.0%	0		0	0.0%	0
More / improved disabled parking	0.0%	0		0	0.0%	0	0.0%	0		0		0	0.0%	0	0.0%	0	0.0%	0
More advertising / communication about the facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More seating areas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilet facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need to improve the Christmas lights	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve the seating by the canal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
They need to open a market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	0.4%	2	0.0%	0	0.5%	2	0.0%	0	1.0%	2	0.0%	0	0.3%	1	0.4%	1	0.4%	2
(Nothing)	77.2%	437	83.0%	156	74.3%	281	78.6%	44	71.6%	139	80.4%	250	75.3%	238	79.5%	186	76.7%	391
Base:		566		188		378		56		194		311		316		234		510

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

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,	To	tal	Mal	e	Fem	ale	18 to	34	35 to	54	55	+	ABC	21	C2I	DE,	Carin	hhold
Other shopping																		
Every day	4.5%		5 13.0%		3 2.2%		2 0.0%		0 0.0%		0 7.7%		5 1.8%		1 7 10			_
More than once a week	14.3%		6 8.7%		2 15.7%	1			1 16.2%		6 13.8%		9 10.9%		7.1% 5 17.9%			
Once a week	25.9%		9 13.0%		3 29.2%	2			2 32.4%		2 23.1%	1:		12		17		13 27
Once every two weeks	12.5%		4 8.7%		2 13.5%	13			0 18.9%		7 10.8%		7 12.7%		7 12.5%		7 14.3%	14
Once a month or less	21.4%	2	4 30.4%		7 19.1%	1			5 18.9%		7 18.5%	12		14		10		22
Never	21.4%	2	4 26.1%		20.2%	13	3 20.0%		2 13.5%		5 26.2%	11	7 27.3%		14.3%	8		17
Base:		11	2	23	t	89		1	0	3	7	65	5	55		56		98
		- 1								_			,	0.0	,	-	,	70
Leisure activities																		
Every day	1.8%		2 8.7%	2	0.007	,	0.00		0.007		0 2 10/				1.004		2.004	
More than once a week	12.5%		4 8.7%	2		12			0.0%		0 3.1% 6 12.3%	8			1.8%	11	2.0%	2
Once a week	16.1%	î		2		16			4 24.3%		9 7.7%	5			19.6%	11		13 17
Once every two weeks	6.3%		7 4.3%	1		(5.4%		2 1.5%	1		5		2		7
Once a month or less	11.6%	1	3 21.7%	5	9.0%	8		- 1	13.5%		5 9.2%	6		8		5		13
Never	51.8%	5	8 47.8%	11	52.8%	47	0.0%	(40.5%	1:	5 66.2%	43	56.4%	31	46.4%	26		46
Base:		11	2	23		89		10)	31	7	65		55		56		98
Q31 Overall, comparing Those interviewed who				es y	ou may v	risit,	how wo	uld y	ou rate S	Stour	port-on-	Sever	n Town	Cent	re ?			
Choice and quality																		
Good	24 10/	21	7 21 79/		24 70/	22	10.00		21 (2)		27.70/		02 (0)					
Average	24.1% 44.6%	50	7 21.7%	12		22 38		7	21.6% 48.6%	18	27.7%	18		13		14		23
Poor	29.5%	3		6		27		2		11		25		23 18		26 15		47
(Don't know)	1.8%		2 0.0%	0		2		0				2	1.8%	1		1	2.0%	26
Base:		112		23	2.2.74	89	0.070	10		37		65	1.070	55		56	2.070	98
												-		00		50		70
Range and choice of	or non-ro	oa s	nops															
Good	11.6%	13	13.0%	3	11.2%	10	10.0%	1	8.1%	3	13.8%	9	9.1%	5	14.3%	8	12.2%	12
Average	30.4%	34	7.50	9		25		5		13		16	30.9%	17	30.4%	17		30
Poor	56.3%	63		11	58.4%	52	40.0%	4		21		38	60.0%	33	51.8%	29	56.1%	55
(Don't know)	1.8%	2		0	2.2%	2	0.0%	0	0.0%	0	0.000	2	0.0%	0	3.6%	2	1.0%	1
Base:		112		23		89		10		37		65		55		56		98
Choice and quality	of service	e fac	cilities															
Good	40.2%	45	21.7%	5	44.9%	40	50.0%	5	45.9%	17	35.4%	23	32.7%	18	46.4%	26	36.7%	36
Average	35.7%	40		9	34.8%	31			35.1%	13		24			33.9%		38.8%	38
Poor	19.6%		34.8%	8	15.7%		20.0%	2			20.0%		21.8%		17.9%		19.4%	19
(Don't know)	4.5%	5	4.3%	1	4.5%	4	0.0%	0	0.0%	0	7.7%	5	7.3%	4	1.8%	1	5.1%	5
Base:		112		23		89		10		37		65		55		56		98
Accessibility by and														-				,,,
Accessibility by pul	one trans	sport																
Good	20.5%	23		4	21.3%	19	20.0%	2	16.2%	6	23.1%	15	14.5%	8	25.0%	14	17.3%	17
Average	17.9%	20			13.5%	12	10.0%		21.6%	8	16.9%	11	18.2%	10	17.9%	10	18.4%	18
Poor	20.5%	23		8	16.9%	15	30.0%	3	18.9%	. 7		13	25.5%	14	16.1%	9	23.5%	23
(Don't know)	41.1%	46	13.0%	3	48.3%	43	40.0%	4	43.2%	16	40.0%	26	41.8%	23	41.1%	23	40.8%	40
Base:		112		23		89		10		37		65		55		56		98
Accessibility by car																		
Good	37.5%	42	43.5%	10	36.0%	32	50.0%	5	40.5%	15	33.8%	22	32.7%	18	42.9%	24	38.8%	38
Average	26.8%	30	26.1%		27.0%	24	30.0%	3	18.9%		30.8%		32.7%	18	21.4%		28.6%	28
Poor	26.8%	30	26.1%	6	27.0%	24	20.0%	2	37.8%	14	21.5%	14	27.3%	15	26.8%	15	28.6%	28
(Don't know)	8.9%	10	4.3%	1	10.1%	9	0.0%	0	2.7%	1	13.8%	9	7.3%	4	8.9%	5	4.1%	4
Base:		112		23		89		10		37		65		55		56		98
Accessibility by foot	t																	
Good	54.5%	61	47.8%	11	56.2%	50	80.0%	8	75.7%	28	38.5%	25	47.3%	26	62.5%	35	55.1%	54
Average	26.8%	30	43.5%		22.5%	20	0.0%	0	21.6%	8	33.8%		36.4%	20	17.9%		29.6%	29
Poor	7.1%	8	0.0%	0	9.0%	8	20.0%	2	0.0%	0	9.2%	6	7.3%	4	7.1%	4	7.1%	7
(Don't know)	11.6%	13	8.7%	2	12.4%	11	0.0%	0	2.7%	1	18.5%	12	9.1%	5	12.5%	7	8.2%	8
Base:		112		23		89		10		37		65		55		56		98

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									0									2000
	Tota	1	Mak	e	Fema	le	18 to 3	34	35 to 5	54	55+		ABCI		C2DE		Car in h	hold
Adequacy of pa	arking arrang	jemei	nts															
Good	29.5%	33	30.4%	7	29.2%	26	40.0%	4	32.4%	12	26.2%	17	23.6%	13	35.7%	20	31.6%	31
Average	24.1%	27	39.1%	9	20.2%	18	10.0%	1	27.0%	10	24.6%	16	25.5%	14	23.2%	13	26.5%	26
Poor	39.3%	44	30.4%	7	41.6%	37	50.0%	5	40.5%	15	36.9%	24	43.6%	24	33.9%	19	38.8%	38
(Don't know)	7.1%	8	0.0%	0	9.0%	8	0.0%	0	0.0%	0	12.3%	8	7.3%	4	7.1%	4	3.1%	3
Base:		112		23		89		10		37		65		55		56		98
Quality of envir	onment																	
Good	47.3%	53	60.9%	14	43.8%	39	70.0%	7	40.5%	15	47.7%	31	50.9%	28	44.6%	25	48.0%	47
Average	42.0%	47	30.4%	7	44.9%	40	30.0%	3	45.9%	17	41.5%	27	40.0%	22	42.9%	24	44.9%	44
Poor	8.0%	9	8.7%	2	7.9%	7	0.0%	0	10.8%	4	7.7%	5	9.1%	5	7.1%	4	5.1%	- 5
(Don't know)	2.7%	3	0.0%	0	3.4%	3	0.0%	0	2.7%	1	3.1%	2	0.0%	0	5.4%	3	2.0%	2
Base:		112		23		89		10		37		65		55		56		98
Ease of pedestr	rian moveme	nts w	rithin the	area	,													
Good	36.6%	41	52.2%	12	32.6%	29	30.0%	3	37.8%	14	36.9%	24	34.5%	19	37.5%	21	34.7%	34
Average	44.6%	50	34.8%	8	47.2%	42	70.0%	7	37.8%	14	44.6%	29	49.1%	27	41.1%	23	46.9%	46
Poor	16.1%	18	13.0%	3	16.9%	15	0.0%	0	21.6%	8	15.4%	10	16.4%	9	16.1%	9	15.3%	15
(Don't know)	2.7%	3	0.0%	0	3.4%	3	0.0%	0	2.7%	1	3.1%	2	0.0%	0	5.4%	3	3.1%	3
Base:		112		23		89		10		37		65		55		56		98
Security / preso	nal safety																	
Good	43.8%	49	39.1%	9	44.9%	40	40.0%	4	40.5%	15	46.2%	30	40.0%	22	46.4%	26	40.8%	40
Average	39.3%	44	39.1%	9	39.3%	35	40.0%	4	48.6%	18	33.8%	22	41.8%	23	37.5%	21	41.8%	41
Poor	16.1%	18	21.7%	5	14.6%	13	20.0%	2	10.8%	4	18.5%	12	18.2%	10	14.3%	8	16.3%	16
(Don't know)	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	1.0%	1
Base:		112		23		89		10		37		65		55		56		98

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of shops		Tota	ıl	Mal	e	Fema	le	18 to :	34	35 to :	54	55+		ABC	1	C2D	E,	Car in h	iholo
Increased choice and range 22.3% 25 8.7% 2 25.8% 23 10.0% 1 29.7% 11 20.0% 13 20.0% 11 25.0% 14 20.4% of shops 14 25.0% 14 20.4% of shops 14 25.0% 14 20.4% of shops 15 25.4% 25 25.8% 23 10.0% 1 29.7% 11 20.0% 13 20.0% 11 25.0% 14 20.4% of shops 25.4% 25.																			
Increased choice and range of shops Large food stores within 1.8% 2 0.0% 0 2.2% 2 10.0% 1 20.0% 1 1.8% 1 1.8% 1 2.0% 1 2.0% 1 2.0% 1 1.8% 1 1.8% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 1 2.0% 2 2.0% 2 2.0% 2 2.0% 2 2.0% 3 3.6% 2 5.4% 3 3.6% 2 2.4% 3 3.6% 2		~ .			port	on-Seve	rn To	own Cent	tre m	ore ofter	?								
of shops Large food stores within town centre 1.8% town centre 2 0.0% b 0 2.2% b 2 10.0% b 1 0.0% b 0 1.5% b 1 1.8% b 1 1.8% b 1 2.0% b Improved quality of shops town centre 4.5% b 5 8.7% b 2 3.4% b 3 0.0% b 0 5.4% b 2 4.6% b 3 3.6% b 2 5.4% b 3 5.1% b More parking b 8.9% b 1 0 4.3% b 1 10.1% b 9 20.0% b 0 0.0% b	1st mention																		
Improved quality of shops		22.3%	25	8.7%	2	25.8%	23	10.0%	1	29.7%	11	20.0%	13	20.0%	11	25.0%	14	20.4%	2
More parking	0	1.8%	2	0.0%	0	2.2%	2	10.0%	1	0.0%	0	1.5%	1	1.8%	1	1.8%	1	2.0%	
More parking	Improved quality of shops	4.5%	5	8.7%	2	3.4%	3	0.0%	0	5.4%	2	4.6%	3	3.6%	2	5.4%	3	5.1%	
More pedestrianisation 0.0% 0 0.0%		8.9%	10	4.3%	1	10.1%	9	20.0%	2	5.4%	2	9.2%	6	14.5%	8	3.6%	2	9.2%	
Improved street cleaning	Less expensive parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Improved street cleaning		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Increased public transport 1.8% 2 4.3% 1 1.1% 1 0.0% 0 0.0% 0 3.1% 2 1.8% 1 1.8% 1 2.0%		0.9%	1	4.3%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0	1.0%	
Cheaper public transport 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% More centertainment facilities 1.8% 2 8.7% 2 0.0% 0 0.0% 0 0.0% 0 2.7% 1 1.5% 1 1.8% 1 1.8% 1 2.0% More leisure facilities 3.6% 4 0.0% 0 4.5% 4 10.0% 1 5.4% 2 1.5% 1 3.6% 2 3.6% 2 4.1% Outdoor market 1.8% 2 8.7% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.1% 2 1.8% 1 1.8% 1 1.0% Carles / restaurants 0.9% 1 4.3% 1 0.0% 0 10.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 1.0% Carles / restaurants 0.9% 6 8.7% 2 4.5% 4 20.0% 1 0.0% 0 0.0%	Increased public transport	1.8%	2	4.3%	1	1.1%	1	0.0%	0	0.0%	0	3.1%	2	1.8%	1	1.8%	1	2.0%	
More leisure facilities 3.6% 4 0.0% 0 4.5% 4 10.0% 1 5.4% 2 1.5% 1 3.6% 2 3.6% 2 4.1% Outdoor market 1.8% 2 8.7% 2 0.0% 0 0.0% 0 0.0% 0 3.1% 2 1.8% 1 1.8% 1 1.0% Cafes / restaurants 0.9% 1 4.3% 1 0.0% 0 10.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 1.0% Cinema 0.0% 0 0.0		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Outdoor market 1.8% 2 8.7% 2 0.0% 0 0.0% 0 0.0% 0 3.1% 2 1.8% 1 1.8% 1 1.0% Cafes / restaurants 0.9% 1 4.3% 1 0.0% 0 10.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.8% 1 1.0% Cinema 0.0% 0 0.0%	More entertainment facilities	1.8%	2	8.7%	2	0.0%	0	0.0%	0	2.7%	1	1.5%	1	1.8%	1	1.8%	1	2.0%	
Cafes / restaurants	More leisure facilities	3.6%	4	0.0%	0	4.5%	4	10.0%	1	5.4%	2	1.5%	1	3.6%	2	3.6%	2	4.1%	
Cinema 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Better security 5.4% 6 8.7% 2 4.5% 4 20.0% 2 5.4% 2 3.1% 2 9.1% 5 1.8% 1 6.1% Better environment 3.6% 4 0.0% 0 4.5% 4 0.0% 0 0.2% 1 4.6% 3 3.6% 2 3.6% 2 3.1% 0ther 0.0% 0 0	Outdoor market	1.8%	2	8.7%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.8%	1	1.8%	1	1.0%	
Better security 5.4% 6 8.7% 2 4.5% 4 20.0% 2 5.4% 2 3.1% 2 9.1% 5 1.8% 1 6.1% Better environment 3.6% 4 0.0% 0 4.5% 4 0.0% 0 2.7% 1 4.6% 3 3.6% 2 3.6% 2 3.1% Other 0.0% 0	Cafes / restaurants	0.9%	1	4.3%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	
Better environment 3.6% 4 0.0% 0 4.5% 4 0.0% 0 2.7% 1 4.6% 3 3.6% 2 3.6% 2 3.1% Other 0.0% 0	Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Other 0.0% 0 0.0	Better security	5.4%	6	8.7%	2	4.5%	4	20.0%	2	5.4%	2	3.1%	2	9.1%	5	1.8%	1	6.1%	
Better access by car / improve roads / new bypass Extra police 0.0% 0 0	Better environment	3.6%	4	0.0%	0	4.5%	4	0.0%	0	2.7%	1	4.6%	3	3.6%	2	3.6%	2	3.1%	
improve roads / new bypass Extra police	Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
More facilities for children 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 1 0.0% 1 0.0% 0 1.1% 1 0.0% 0 0.0% 0 0.0% 0 1.5% 1 0.0% 0 1.8% 1 1.0% it Improve the canal basin 0.9% 1 0.0% 0 1.1% 1 0.0% 0 2.7% 1 0.0% 0 1.8% 1 0.0% 0 1.0% Less parking in the high 0.9% 1 0.0% 0 1.1% 1 0.0% 0 2.7% 1 0.0% 0 0.0% 0 1.8% 1 1.0% street More toilet facilities 0.0% 0 0	improve roads / new																		
Improve the general look of 0.9% 1 0.0% 0 1.1% 1 0.0% 0 0.0% 0 1.5% 1 0.0% 0 1.8% 1 1.0% 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1 1.0% 1.0			-		-				-						-		-		
it Improve the canal basin 0.9% 1 0.0% 0 1.1% 1 0.0% 0 2.7% 1 0.0% 0 1.8% 1 0.0% 0 1.0% Less parking in the high 0.9% 1 0.0% 0 1.1% 1 0.0% 0 2.7% 1 0.0% 0 0.0% 0 1.8% 1 1.0% street More toilet facilities 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Need to widen the pavements 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% near the Co-Op More wine bars 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Reopen the shopping mall 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% (Don't know / varies) 3.6% 4 4.3% 1 3.4% 3 10.0% 1 0.0% 0 4.6% 3 3.6% 2 3.6% 2 3.1% (Nothing) 33.9% 38 30.4% 7 34.8% 31 10.0% 1 29.7% 11 40.0% 26 29.1% 16 37.5% 21 33.7%									_				-				-		
Less parking in the high street More toilet facilities 0.0% 0 0	it																		
street More toilet facilities 0.0% 0 0.0%					-		_												
Need to widen the pavements 0.0% 0 0.	street																		
near the Co-Op More wine bars 0.0% 0 0.0%					-		-		_		-		_				-		
Reopen the shopping mall 0.0% 0 0.0% <	near the Co-Op								-										
(Don't know / varies) 3.6% 4 4.3% 1 3.4% 3 10.0% 1 0.0% 0 4.6% 3 3.6% 2 3.6% 2 3.1% (Nothing) 33.9% 38 30.4% 7 34.8% 31 10.0% 1 29.7% 11 40.0% 26 29.1% 16 37.5% 21 33.7%			-	4.4.4.4			-								-				
(Nothing) 33.9% 38 30.4% 7 34.8% 31 10.0% 1 29.7% 11 40.0% 26 29.1% 16 37.5% 21 33.7%					0		-	01010	-		-		-		-		-		
			4		1				1				-		_		-		
Base: 112 23 89 10 37 65 55 56	(Nothing)	33.9%	38	30.4%	7	34.8%	31	10.0%	1	29.7%	11	40.0%	26	29.1%	16	37.5%	21	33.7%	3
	Base:		112		23		89		10		37		65		55		56		98

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									8									2000
	Tota	ıl	Mal	e	Fema	le	18 to	34	35 to	54	55+		ABC	1	C2D	E-	Car in h	hold
2nd mention																		
Increased choice and range of shops	5.4%	6	8.7%	2	4.5%	4	30.0%	3	2.7%	1	3.1%	2	5.5%	3	5.4%	3	6.1%	6
Large food stores within town centre	8.9%	10	0.0%	0	11.2%	10	0.0%	0	8.1%	3	10.8%	7	10.9%	6	7.1%	4	7.1%	7
Improved quality of shops	6.3%	7	4.3%	1	6.7%	6	0.0%	0	5.4%	2	7.7%	5	9.1%	5	3.6%	2	6.1%	6
More parking	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	1.0%	1
Less expensive parking	1.8%	2	0.0%	0	2.2%	2	0.0%	0	2.7%	1	1.5%	1	3.6%	2	0.0%	0	2.0%	2
More pedestrianisation	1.8%	2	0.0%	0	2.2%	2	0.0%	0	5.4%	2	0.0%	0	1.8%	1	1.8%	1	2.0%	2
Improved street cleaning	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	1.0%	1
Increased public transport	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0	1.0%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More entertainment facilities	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	1.0%	1
More leisure facilities	2.7%	3	4.3%	1	2.2%	2	10.0%	1	5.4%	2	0.0%	0	1.8%	1	3.6%	2	3.1%	3
Outdoor market	0.9%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	1.0%	1
Cafes / restaurants	1.8%	2	0.0%	0	2.2%	2	0.0%	0	2.7%	1	1.5%	1	1.8%	1	1.8%	1	2.0%	2
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	1.8%	2	4.3%	1	1.1%	1	10.0%	. 1	0.0%	0	1.5%	1	1.8%	1	1.8%	1	2.0%	2
Better environment	1.8%	2	4.3%	1	1.1%	1	0.0%	0	5.4%	2	0.0%	0	1.8%	1	1.8%	1	1.0%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car / improve roads / new bypass	1.8%	2	0.0%	0	2.2%	2	0.0%	0	0.0%	0	3.1%	2	3.6%	2	0.0%	0	2.0%	2
Extra police	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0	1.0%	1
More facilities for children	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.8%	1	1.0%	1
mprove the general look of it	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
mprove the canal basin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ess parking in the high street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More toilet facilities	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	1.0%	1
Need to widen the pavements near the Co-Op	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0	1.0%	1
Aore wine bars	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	1.8%	1	1.0%	1
Leopen the shopping mall	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.8%	1	1.0%	1
Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing)	56.3%	63	69.6%	16	52.8%	47	50.0%	5	48.6%	18	61.5%	40	49.1%	27	62.5%	35	55.1%	54
Base:		112		23		89		10		37		65		55		56		98

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3rd mention Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning	Total 0.0% 0.9%	0	Male 0.0%		Female		18 to 3	4	35 to 54	1	55+		ABC1		C2DE		Car in h
Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation		0	0.00/														
Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation		0	0.00/														
of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation		U		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
arge food stores within town centre mproved quality of shops More parking less expensive parking More pedestrianisation	0.9%		0.076	U	0.070		0.074		0.074								
nproved quality of shops fore parking ess expensive parking fore pedestrianisation	210.00	1	0.0%	0	1.1%	1	10.0%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%
fore parking ess expensive parking fore pedestrianisation					2 407	2	0.00/	0	5.4%	2	3.1%	2	5.5%	3	1.8%	1	4.1%
ess expensive parking fore pedestrianisation	3.6%	4	4.3%	1	3.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
fore pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	0.0%	0	0.0%	0	0.0%	0	0.0%	0			1.5%	1	1.8%	1	0.0%	0	1.0%
nproved street cleaning	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
creased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	1.0%
heaper public transport	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.8%	i	1.8%	1	1.0%
fore entertainment facilities		2	0.0%	0	2.2%	2	0.0%	0	2.7%	1	1.5%	1	1.8%	i	0.0%	o	1.0%
fore leisure facilities	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0			0.0%	0	1.8%	1	1.0%
outdoor market	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	5.5%	3	0.0%	0	3.1%
afes / restaurants	2.7%	3	4.3%	1	2.2%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	1.8%	1	1.0%
inema	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
etter security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		1	0.0%	0	1.8%	1	1.0%
etter environment	0.9%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.0%
etter access by car /	0.9%	1	0.0%	0	1.1%	1	0.0%	0	2.7%	1	0.076	U	1.070		0.076	0	1.076
improve roads / new																	
bypass	10000	100			0.007		0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
xtra police	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.8%	1	0.0%	0	1.0%
fore facilities for children	0.9%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
nprove the general look of	0.0%	0	0.0%	0	0.0%	U	0.0%	U	0.070	U	0.070		0.070		0.0.0	-	
it	0.007		0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
nprove the canal basin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
ess parking in the high	0.0%	0	0.076	U	0.070	v	0.070		0.070	-	0.0.0						
street	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
fore toilet facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
leed to widen the pavement	s 0.0%	0	0.076	U	0.070		0.070		0,075	-	0.0.0						
near the Co-Op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aore wine bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
teopen the shopping mall	0.0%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.5%	1	1.8%	1	0.0%	0	1.0%
Don't know / varies)	83.0%	93	87.0%	20	82.0%	73	90.0%	9	78.4%	29	84.6%	55	76.4%	42	89.3%	50	81.6%
Nothing)	83.076	93	07.070		02.070		70.070		70.77			65		55		56	
Base:		112		23		89		10		37		65		33		30	
233 How often do you v Those interviewed who	risit Bewd o are in zon	ley T	own Cer	ntre f	or each o	of the	e followi	ng ad	tivities ?								
Food shopping																	
	0.004	-	2 70/		1.6%	1	8.3%	1	0.0%	0	2.6%	1	1.7%	1	3.3%	1	2.3%
every day	2.2%	21	3.7% 18.5%	5	25.4%	16	16.7%		23.1%	9	25.6%	10	25.0%	15	20.0%	6	24.4%
More than once a week	23.3%		22.2%		17.5%	11	8.3%	1	25.6%	10	15.4%	6	20.0%	12	16.7%	5	18.6%
Once a week	18.9%	2.00	3.7%	1	4.8%	3	0.0%	0	2.6%	1	7.7%	3	5.0%	3	3.3%	1	3.5%
nce every two weeks	4.4%	15				10	25.0%	_	15.4%	6	15.4%	6	18.3%	11	13.3%	4	17.4%
once a month or less	16.7% 34.4%		33.3%	9	34.9%	22	41.7%		33.3%	13	33.3%	13	30.0%	18	43.3%	13	33.7%
lever	34.470		33.376		34.770		11.770			20		39		60		30	
Base:		90		27		63		12		39		39		00		30	
Other shopping																	
	14.7.00						0.20/		0.0%	0	2.6%	1	1.7%	1	3.3%	1	2.3%
every day	2.2%	2	3.7%	1	1.6%	1	8.3%	1		4	12.8%	5	11.7%	7	10.0%	3	11.6%
Aore than once a week	11.1%	10	3.7%	1	14.3%	9	8.3%		10.3%	11	10.3%	4	21.7%	13			17.4%
Ince a week	17.8%	16		5	17.5%	11	8.3%	0	28.2%	1	7.7%	3	5.0%	3	3.3%	1	4.7%
Ince every two weeks	4.4%	4	3.7%	1	4.8%	3	0.0%		20.5%	8	17.9%	7	25.0%	15	20.0%	6	23.3%
Ince a month or less	23.3%		37.0%	10	17.5%	11	50.0%	6	38.5%	15	48.7%	19	35.0%	21		16	40.7%
lever	41.1%	37	33.3%	9	44.4%	28	25.0%		30.376		40.776		35.070				1000
Base:		90		27		63		12		39		39		60		30	
Leisure activities																	
Lordare delivines									0.001		2 /0/		1 70/		0.0%	0	1.2%
every day	1.1%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.7%	10	3.3%	1	12.8%
2 2	12.2%	11		4	11.1%	7	16.7%	2	20.5%	8	2.6%	1	16.7%	8	6.7%	2	11.6%
Aore than once a week	11.1%	10	18.5%	5	7.9%	5	16.7%	2	10.3%	4	10.3%	2	13.3%	2	0.0%	0	1.2%
	2.2%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0						-	12.8%
Once a week Once every two weeks												4	10 0%	f's	10 /20	5	14.070
Once a week Once every two weeks Once a month or less	12.2%	11		3	12.7%	41	8.3%		17.9%	7 20	7.7%	28	10.0%	33	16.7% 73.3%	22	
Once a week Once every two weeks Once a month or less			11.1% 51.9%	14	65.1%	41	58.3%	7	51.3%	20	71.8%	28	55.0%	33	73.3%	22	
More than once a week Once a week Once every two weeks Once a month or less Never Base:	12.2%																

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Choice and quality of supermarkets Q34 Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Centre?	6 229 6 29 6 3 60 8 8 6 21 6 26 5 60	2 26.7% 9 50.0% 3 13.3% 0 10.0% 20.0% 5 53.3% 16.7%	30	4 8.1% 0 3 12.8% 5 30.2% 6 46.5%	9 29 41
Those interviewed who are in zone sample 3 Choice and quality of supermarkets Good 10.0% 9 7.4% 2 11.1% 7 8.3% 1 10.3% 4 10.3% 4 10.0% Average 33.3% 30 33.3% 9 33.3% 21 33.3% 4 33.3% 13 33.3% 13 36.7% Poor 48.9% 44 55.6% 15 46.0% 29 50.0% 6 48.7% 19 48.7% 19 48.3% (Don't know) 7.8% 7 3.7% 1 9.5% 6 8.3% 1 7.7% 3 7.7% 3 5.0% Base: 90 27 63 12 39 39 Range and choice of non-food shops Good 12.2% 11 11.1% 3 12.7% 8 25.0% 3 12.8% 5 7.7% 3 13.3% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 Choice and quality of service facilities Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	6 229 6 29 6 3 60 8 8 6 21 6 26 5 60	2 26.7% 9 50.0% 3 13.3% 0 10.0% 20.0% 5 53.3% 16.7%	30	8 33.7% 5 47.7% 4 8.1% 0 3 12.8% 6 30.2% 6 46.5%	29 41 7 86
Good 10.0% 9 7.4% 2 11.1% 7 8.3% 1 10.3% 4 10.3% 4 10.0% Average 33.3% 30 33.3% 9 33.3% 21 33.3% 4 33.3% 13 33.3% 13 36.7% Poor 48.9% 44 55.6% 15 46.0% 29 50.0% 6 48.7% 19 48.7% 19 48.3% (Don't know) 7.8% 7 3.7% 1 9.5% 6 8.3% 1 7.7% 3 7.7% 3 5.0% Base: 90 27 63 12 39 39 39 Range and choice of non-food shops Good 12.2% 11 11.1% 3 12.7% 8 25.0% 3 12.8% 5 7.7% 3 13.3% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 Choice and quality of service facilities Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	6 229 6 29 6 3 60 8 8 6 21 6 26 5 60	2 26.7% 9 50.0% 3 13.3% 0 10.0% 20.0% 5 53.3% 16.7%	30	8 33.7% 5 47.7% 4 8.1% 0 3 12.8% 6 30.2% 6 46.5%	29 41 7 86
Average 33.3% 30 33.3% 9 33.3% 21 33.3% 4 33.3% 13 33.3% 13 36.7% Poor 48.9% 44 55.6% 15 46.0% 29 50.0% 6 48.7% 19 48.7% 19 48.3% (Don't know) 7.8% 7 3.7% 1 9.5% 6 8.3% 1 7.7% 3 7.7% 3 5.0% Base: 90 27 63 12 39 39 **Range and choice of non-food shops** Good 12.2% 11 11.1% 3 12.7% 8 25.0% 3 12.8% 5 7.7% 3 13.3% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 **Choice and quality of service facilities** Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	6 229 6 29 6 3 60 8 8 6 21 6 26 5 60	2 26.7% 9 50.0% 3 13.3% 0 10.0% 20.0% 5 53.3% 16.7%	30	8 33.7% 5 47.7% 4 8.1% 0 3 12.8% 6 30.2% 6 46.5%	29 41 7 86
Poor (Don't know) 48.9% 7 3.7% 44 55.6% 15 46.0% 29 50.0% 6 48.7% 19 48.7% 19 48.3% 7 3.7% 3 5.0% Base: 90 27 63 12 39 39 Range and choice of non-food shops Good 12.2% 11 11.1% 3 12.7% 8 25.0% 3 12.8% 5 7.7% 3 13.3% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39	6 29 6 3 60 8 21 6 26 6 5	9 50.0% 3 13.3% 0 3 10.0% 20.0% 5 53.3% 16.7%	30 30 6 16	5 47.7% 4 8.1% 0 3 12.8% 5 30.2% 6 46.5%	41 7 86
Don't know 7.8% 7 3.7% 1 9.5% 6 8.3% 1 7.7% 3 7.7% 3 5.0%	6 3 60 60 8 21 26 5 60 60 18	3 13.3% 3 10.0% 3 10.0% 5 20.0% 5 53.3% 6 16.7%	30	4 8.1% 0 3 12.8% 5 30.2% 6 46.5%	7 86 11 26
Range and choice of non-food shops Good 12.2% 11 11.1% 3 12.7% 8 25.0% 3 12.8% 5 7.7% 3 13.3% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 Choice and quality of service facilities Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	8 8 21 6 26 6 5 60	3 10.0% 20.0% 5 53.3% 6 16.7%	36	3 12.8% 5 30.2% 5 46.5%	11 26
Good 12.2% 11 11.1% 3 12.7% 8 25.0% 3 12.8% 5 7.7% 3 13.3% Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 **Choice and quality of service facilities** Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	5 21 6 26 5 60	20.0% 53.3% 16.7%	16	30.2% 46.5%	26
Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 **Choice and quality of service facilities** Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	5 21 6 26 5 60	20.0% 53.3% 16.7%	16	30.2% 46.5%	26
Average 30.0% 27 22.2% 6 33.3% 21 25.0% 3 38.5% 15 23.1% 9 35.0% Poor 46.7% 42 55.6% 15 42.9% 27 41.7% 5 38.5% 15 56.4% 22 43.3% (Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 Choice and quality of service facilities Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	5 21 6 26 5 60	20.0% 53.3% 16.7%	16	30.2% 46.5%	26
(Don't know) 11.1% 10 11.1% 3 11.1% 7 8.3% 1 10.3% 4 12.8% 5 8.3% Base: 90 27 63 12 39 39 Choice and quality of service facilities Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	60	16.7%			40
Base: 90 27 63 12 39 39 Choice and quality of service facilities Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	60			10 60/	
Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%	18		30		9 86
Good 28.9% 26 29.6% 8 28.6% 18 16.7% 2 28.2% 11 33.3% 13 30.0%					00
20.070		24.204			
21.170 21 10.170 20 30.070 0 30.070 12 33,370 13 33,070	21		10		25 30
Poor 20.0% 18 14.8% 4 22.2% 14 16.7% 2 23.1% 9 17.9% 7 20.0%	12	20.0%	6	20.9%	18
(Don't know) 16.7% 15 14.8% 4 17.5% 11 16.7% 2 17.9% 7 15.4% 6 15.0% Base: 90 27 63 12 39 39			6		13
	60		30		86
Accessibility by public transport					
Good 25.6% 23 25.9% 7 25.4% 16 16.7% 2 20.5% 8 33.3% 13 25.0% Average 15.6% 14 11.1% 3 17.5% 11 33.3% 4 15.4% 6 10.3% 4 11.7%	15	26.7%		25.6%	22
Poor 17.8% 16 25.9% 7 14.3% 9 25.0% 3 10.3% 4 23.1% 9 20.0%	12		7		14 14
(Don't know) 41.1% 37 37.0% 10 42.9% 27 25.0% 3 53.8% 21 33.3% 13 43.3%	26	36.7%	11		36
Base: 90 27 63 12 39 39	60		30		86
Accessibility by car					
Good 54.4% 49 44.4% 12 58.7% 37 66.7% 8 53.8% 21 51.3% 20 55.0%	33	53.3%	16	57.0%	49
Average 25.6% 23 33.3% 9 22.2% 14 16.7% 2 33.3% 13 20.5% 8 28.3% Poor 11.1% 10 18.5% 5 7.9% 5 16.7% 2 5.1% 2 15.4% 6 11.7%	17	20.0%	6		23
(Don't know) 8.9% 8 3.7% 1 11.1% 7 0.0% 0 7.7% 3 12.8% 5 5.0%	3	10.0% 16.7%	5	10.5% 5.8%	9
Base: 90 27 63 12 39 39	60		30		86
Accessibility by foot					
Good 54.4% 49 59.3% 16 52.4% 33 83.3% 10 46.2% 18 53.8% 21 56.7%	34	50.0%	15	57.0%	49
Average 14.4% 13 11.1% 3 15.9% 10 8.3% 1 20.5% 8 10.3% 4 15.0%	9	13.3%	4	12.8%	11
Poor 10.0% 9 14.8% 4 7.9% 5 8.3% 1 7.7% 3 12.8% 5 8.3% (Don't know) 21.1% 19 14.8% 4 23.8% 15 0.0% 0 25.6% 10 23.1% 9 20.0%		13.3%	7	10.5% 19.8%	9 17
Base: 90 27 63 12 39 39	60	80.070	30	17.070	86
Adequacy of parking arrangements					
Good 20.0% 18 14.8% 4 22.2% 14 33.3% 4 15.4% 6 20.5% 8 21.7%	13	16.7%	5	20.9%	18
Average 23.3% 21 14.8% 4 27.0% 17 8.3% 1 35.9% 14 15.4% 6 25.0%		20.0%	6	24.4%	21
Poor 42.2% 38 55.6% 15 36.5% 23 41.7% 5 38.5% 15 46.2% 18 40.0% (Don't know) 14.4% 13 14.8% 4 14.3% 9 16.7% 2 10.3% 4 17.9% 7 13.3%		46.7%		44.2%	38
Base: 90 27 63 12 39 39	60	16.7%	5	10.5%	9 86
Quality of environment					
		56 701	1.7	70.104	
Good 70.0% 63 77.8% 21 66.7% 42 91.7% 11 79.5% 31 53.8% 21 76.7% Average 18.9% 17 14.8% 4 20.6% 13 8.3% 1 12.8% 5 28.2% 11 18.3%		56.7% 20.0%	17	72.1% 16.3%	62
Poor 5.6% 5 7.4% 2 4.8% 3 0.0% 0 2.6% 1 10.3% 4 3.3%	2	10.0%	3	5.8%	5
(Don't know) 5.6% 5 0.0% 0 7.9% 5 0.0% 0 5.1% 2 7.7% 3 1.7%		13.3%	4	5.8%	5
Base: 90 27 63 12 39 39	60		30		86

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		Total	1	Male	2	Fema	le	18 to	34	35 to	54	55+		ABC	21	C2D	E.	Car in l	hold
	Face of padagtrian			uishin sh		_													
	Ease of pedestrian	moveme	nts v	within the	e are	а													
	Good	61.1%	55	59.3%	16	61.9%	39	75.0%	5	59.0%	23	59.0%	23	65.0%	39	53.3%	16	61.6%	53
	Average	25.6%	23	25.9%	7	25.4%	16	25.0%	3	33.3%	13	17.9%	7	28.3%	17	20.0%	6	24.4%	21
	Poor	6.7%	6	14.8%	4	3.2%	2	0.0%	0	0.0%	0	15.4%	6		3	10.0%	3	7.0%	6
9	(Don't know)	6.7%	6	0.0%	0	9.5%	6	0.0%	0	7.7%	3	7.7%	3	1.7%	1	16.7%	5	7.0%	6
4	Base:		90		27		63		12		39		39		60		30	,	86
	Security / presonal	safety																	
	Good	64.4%	58	59.3%	16	66.7%	42	75.0%	9	74.4%	29	51.3%	20	73.3%	44	46.7%	14	65.1%	56
		22.2%	20		8	19.0%	12		3		7		10		13		7		18
7	Average Poor	4.4%	4		2	3.2%	2		0		ó		4	1.7%	13		3		4
7	(Don't know)	8.9%	8	3.7%	1	11.1%	7		0		3		5	3.3%	2		6		8
		0.770	100	3.170	100	11.1/0		0.076	- 5 6			12.070		3.376		20.076			
	Base:		90		27		63		12		39		39		60		30		86
	Q35 What would encou				ley T	own Cer	ntre n	nore ofte	en ?										
	1st mention																		
	Increased choice and range of shops	18.9%	17	14.8%	4	20.6%	13	8.3%	1	23.1%	9	17.9%	7	16.7%	10	23.3%	7	19.8%	17
	Large food stores within town centre	5.6%	5	7.4%	2	4.8%	3	8.3%	1	5.1%	2	5.1%	2	6.7%	4	3.3%	1	5.8%	5
	Improved quality of shops	3.3%	3	7.4%	2	1.6%	1	0.0%	0	5.1%	2	2.6%	1	5.0%	3	0.0%	0	3.5%	3
	More parking	7.8%	7	14.8%	4	4.8%	3	33.3%	4	5.1%	2	2.6%	1	6.7%	4	10.0%	3	8.1%	7
	Less expensive parking	1.1%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	1
	More pedestrianisation	1.1%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	1
	Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Increased public transport	2.2%	2	3.7%	1	1.6%	1	0.0%	0	2.6%	1	2.6%	1	3.3%	2	0.0%	0	0.0%	0
	Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	More entertainment facilities	1.1%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	1
	More leisure facilities	2.2%	2	0.0%	0	3.2%	2	8.3%	1	0.0%	0	2.6%	1	3.3%	2	0.0%	0	1.2%	1
	Outdoor market	2.2%	2	0.0%	0	3.2%	2	0.0%	0	0.0%	0	5.1%	2	1.7%	1	3.3%	1	2.3%	2
	Cafes / restaurants	2.2%	2	0.0%	0	3.2%	2	0.0%	0	5.1%	2	0.0%	0	3.3%	2	0.0%	0	2.3%	2
	Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Better security	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.3%	1	1.2%	1
	Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Better access for cars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Get rid of all the Indian and Chinese restaurants	1.1%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	1
	Need more disabled parking in more accessible places	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	1
	Need the shops to be undercover	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	1
	Stop children causing problems	1.1%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.3%	1	1.2%	1
	(Don't know / varies)	4.4%	4	0.0%	0	6.3%	4	0.0%	0	0.0%	0	10.3%	4	1.7%	1	10.0%	3	4.7%	4
	(Nothing)	42.2%	38	40.7%		42.9%	27	41.7%	5	48.7%	19	35.9%	14	41.7%	25	43.3%	13	43.0%	37
	Base:		90		27		63		12		39		39		60		30		86

	Total	1	Male		Femal	c	18 to 34	1	35 to 5	4	55+		ABC1		C2DE		Car in h	h
2nd mention																		
ncreased choice and range	8.9%	8	7.4%	2	9.5%	6	8.3%	1	10.3%	4	7.7%	3	10.0%	6	6.7%	2	8.1%	
of shops arge food stores within	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.3%	1	1.2%	
town centre	- (0)	_	2 70/		(20/		0.09/	0	10.3%	4	2.6%	1	6.7%	4	3.3%	1	5.8%	
nproved quality of shops	5.6%	5	3.7%	1	6.3%	4	0.0%	0	5.1%	2	2.6%	1	3.3%	2	3.3%	1	3.5%	
lore parking	3.3%	3	0.0%	0	4.8%	3	0.0%			0	2.6%	1	0.0%	0	3.3%	î	1.2%	
ess expensive parking	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%			0		1	0.0%	0	1.2%	
ore pedestrianisation	1.1%	1	3.7%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	ó	0.0%	0	0.0%	
proved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
creased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				0	0.0%	0	0.0%	
heaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	0	1.2%	
ore entertainment facilities	2.2%	2	3.7%	1	1.6%	1	8.3%	1	0.0%	0	2.6%	1	3.3%			1	1.2%	
lore leisure facilities	1.1%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	3.3%	-		
utdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
afes / restaurants	1.1%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.7%	1	0.0%	0	1.2%	
inema	1.1%	1	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	
etter security	1.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	3.3%	1	1.2%	
etter environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ther	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
etter access for cars	1.1%	1	3.7%	1	0.0%	0	8.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.2%	
et rid of all the Indian and Chinese restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
eed more disabled parking in more accessible places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
eed the shops to be undercover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
op children causing problems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
on't know / varies) lothing)	0.0% 71.1%	0 64	0.0% 74.1%	0 20	0.0% 69.8%	0 44	0.0% 75.0%	9	0.0% 66.7%	0 26	0.0% 74.4%	0 29	0.0% 70.0%	42	0.0% 73.3%	0 22	0.0% 72.1%	
ase:		90		27		63		12		39		39		60		30		
3rd mention																		
creased choice and range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
of shops arge food stores within town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.	0.0%	0	0.0%	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
proved quality of shops		1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	i	1.7%	1	0.0%	0	1.2%	
ore parking	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ss expensive parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ore pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
proved street cleaning	1.1%	i	0.0%	0	1.6%	1	0.0%	0	2.6%	1	0.0%	0	1.7%	1	0.0%	0	1.2%	
creased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
eaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
and autoutoinmount familitian	0.070	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
	0.09/						0.070			0	0.0%	0	0.0%	0	0.0%	0	0.0%	
ore leisure facilities	0.0%	100				0	0.0%	0							3.3%	1	1.2%	
ore leisure facilities atdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			1	0.0%	0		-		
ore leisure facilities atdoor market fes / restaurants	0.0% 1.1%	0	0.0%	0	0.0% 1.6%	1	0.0%	0	0.0%	0	2.6%	0	0.0%	0		0	0.0%	
ore leisure facilities tdoor market fes / restaurants nema	0.0% 1.1% 0.0%	0 1 0	0.0% 0.0% 0.0%	0 0	0.0% 1.6% 0.0%	0	0.0%	0	0.0%	0	2.6% 0.0%	0	0.0%	0	0.0%	0	0.0%	
ore leisure facilities tdoor market fes / restaurants nema tter security	0.0% 1.1% 0.0% 0.0%	0 1 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 1.6% 0.0% 0.0%	1 0 0	0.0% 0.0% 0.0%	0 0	0.0% 0.0% 0.0%	0 0	2.6% 0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	
ore leisure facilities tdoor market fes / restaurants nema tter security tter environment	0.0% 1.1% 0.0% 0.0% 1.1%	0 1 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 1.6% 0.0% 0.0% 1.6%	0 0 1	0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0% 2.6%	0 0 0 1	2.6% 0.0% 0.0% 0.0%	0 0	0.0% 0.0% 1.7%	0 0 1	0.0% 0.0% 0.0%	0	0.0% 1.2%	
ore leisure facilities atdoor market fes / restaurants nema tter security tter environment	0.0% 1.1% 0.0% 0.0% 1.1% 0.0%	0 1 0 0 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 1.6% 0.0% 0.0% 1.6% 0.0%	1 0 0 1 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 2.6% 0.0%	0 0 0 1	2.6% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 1.7% 0.0%	0 0 1 0	0.0% 0.0% 0.0% 0.0%	0 0	0.0% 1.2% 0.0%	
ore leisure facilities atdoor market fes / restaurants nema tter security tter environment her tter access for cars	0.0% 1.1% 0.0% 0.0% 1.1% 0.0% 0.0%	0 1 0 0 1 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 1.6% 0.0% 0.0% 1.6% 0.0%	1 0 0 1 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 2.6% 0.0%	0 0 0 1 0 0	2.6% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 1.7% 0.0% 0.0%	0 0 1 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 1.2% 0.0% 0.0%	
ore leisure facilities atdoor market fes / restaurants nema etter security tter environment her etter access for cars et rid of all the Indian and Chinese restaurants	0.0% 1.1% 0.0% 0.0% 1.1% 0.0% 0.0%	0 1 0 0 1 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 1.6% 0.0% 0.0% 1.6% 0.0% 0.0% 0.0%	1 0 0 1 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 2.6% 0.0% 0.0%	0 0 0 1 0 0	2.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 1.7% 0.0% 0.0%	0 0 1 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 1.2% 0.0% 0.0% 0.0%	
ore leisure facilities atdoor market aftes / restaurants nema atter security atter environment atter access for cars at rid of all the Indian and Chinese restaurants and more disabled parking in more accessible places	0.0% 1.1% 0.0% 0.0% 1.1% 0.0% 0.0% 0.0%	0 1 0 0 1 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	0.0% 1.6% 0.0% 0.0% 1.6% 0.0% 0.0% 0.0%	1 0 0 1 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 2.6% 0.0% 0.0% 0.0%	0 0 0 1 0 0 0	2.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 1.7% 0.0% 0.0% 0.0%	0 0 1 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 1.2% 0.0% 0.0%	
fore leisure facilities utdoor market afes / restaurants inema etter security etter environment ther etter access for cars et rid of all the Indian and Chinese restaurants eed more disabled parking in more accessible places eed the shops to be undercover	0.0% 1.1% 0.0% 0.0% 1.1% 0.0% 0.0% 0.0%	0 1 0 0 1 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 1.6% 0.0% 0.0% 1.6% 0.0% 0.0% 0.0%	1 0 0 1 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 2.6% 0.0% 0.0%	0 0 0 1 0 0	2.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 1.7% 0.0% 0.0%	0 0 1 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 1.2% 0.0% 0.0% 0.0%	
fore leisure facilities utdoor market afes / restaurants inema etter security etter environment ther etter access for cars et rid of all the Indian and Chinese restaurants eed more disabled parking in more accessible places eed the shops to be undercover op children causing problems	0.0% 1.1% 0.0% 0.0% 1.1% 0.0% 0.0% 0.0%	0 1 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 1.6% 0.0% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0%	1 0 0 1 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 2.6% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0	2.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 1.7% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0%	
eed more disabled parking in more accessible places eed the shops to be	0.0% 1.1% 0.0% 0.0% 1.1% 0.0% 0.0% 0.0%	0 1 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 1.6% 0.0% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0%	1 0 0 1 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 2.6% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	2.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 1.7% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0%	

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					101	* * * * *			8								Apri	11 200
	Tot	al	Ma	le	Fem	ale	18 to	34	35 to	54	55-	+	ABO	CI	C21)E-	Car in	hhol
SEX Sex of respondent																		
Male Female	31.7% 68.3%	2.0	100.0%		0.0%		34.5% 65.5%			112 282		187 368		209 410				
Base:	00.370	1076		341		735		116		394	00.576	555	00.270	619		436		97
Dase.		.070		541		,,,,		110		374		000	1	017		430		,
AGE Could I ask, how of	d are yo	u ?																
18-24 years	2.8%	30	3.8%	13	2.3%	17	25.9%	30	0.0%	0	0.0%	0	3.1%	19	2.1%	9	3.1%	3
25-34 years	8.0%	86		27		59		86		0		0	8.2%	51		35		
35-44 years	17.3%	186		44		142		0		186		0		106		75		
45–54 years	19.3%	208		68		140		0		208		0	21.3%	132		74		
55–64 years	24.3%	261		85		176	0.0%	0		0		261	22.8%	141		116		
65+ years	27.3%	294		102		192	0.0%	0		0		294	26.0%	161		126		
(Refused)	1.0%	11		2		9	0.0%	0	0.0%	0	0.0%	0	1.5%	9		120	1.1%	
Base:	1.076	1076		341	1.279	735	0.070	116	0.070	394	0.076	555	1.576	619	0.270	436	1.170	9
Dase.		1076		341		133		110		394		333		019		430		,
PEO Including yourself, I	how ma	ny pe	ople live	e in y	our hou	sehol	d?											
One	16.8%	181	16.1%	55	17.1%	126	6.9%	8	7.4%	29	25.8%	143	17.8%	110	14.7%	64	12.0%	1
Гwо	44.1%	475		163		312	25.9%	30	24.9%	98	61.8%	343	43.8%	271	44.7%	195	46.0%	4
Three	17.0%	183			17.6%	129	31.0%	36	24.4%	96	8.6%	48	16.3%	101	17.7%	77		1
Four	15.5%	167		52		115	24.1%	28	31.0%	122	2.5%	14	16.2%	100	15.4%	67	16.9%	i
Five	4.9%	53	4.4%	15	5.2%	38	8.6%	10	9.6%	38	0.9%	5	4.7%	29	5.5%	24	5.2%	
		1.0		2	-							0				9		
Six or more	1.4%	15	0.6%		1.8%	13	3.4%	4	2.8%	11	0.0%		1.0%	6	2.1%		1.5%	
Refused)	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.3%	2	0.0%	0	0.2%	
Base:		1076		341		735		116		394		555		619		436		9
CAR How many cars does	s your l	nouse	hold ow	n or l	have the	use (of?											
None	9.1%	98	4.7%	16	11.2%	82	5.2%	6	3.6%	14	14.1%	78	6.0%	37	12.8%	56	0.0%	
One	37.1%	399	38.7%	132	36.3%	267	29.3%	34	25.9%	102	46.8%	260	32.6%	202	42.7%	186	40.8%	39
Two	41.5%	447	43.1%	147	40.8%	300	48.3%	56	51.0%	201	33.2%	184	49.1%	304	31.9%	139	45.7%	44
Three or more	12.3%	132	13.5%	46	11.7%	86	17.2%	20	19.5%	77	5.9%	33	12.3%	76	12.6%	55	13.5%	13
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Base:	0.070	1076	0.070	341	0.070	735	0.070	116	0.070	394	0.070	555	0.070	619	0.070	436	0.070	97
		10,0		341		130				371		555		015		150		,
SEG Socio-economic Gro	oup																	
A	7.8%	84	10.0%	34	6.8%	50	3.4%	4	8.1%	32	8.5%	47	13.6%	84	0.0%	0	8.5%	8
1	20.4%	219	23.5%	80	18.9%	139	28.4%	33	25.9%	102	14.4%	80	35.4%	219	0.0%	0	21.1%	20
1	29.4%	316	27.9%	95	30.1%	221	28.4%	33	26.4%	104	31.5%	175	51.1%	316	0.0%	0	30.0%	2
2	29.5%	317	29.3%	100	29.5%	217	27.6%	32	28.4%	112	31.0%	172	0.0%	0	72.7%	317	30.1%	2
	10.3%	111	7.0%	24	11.8%	87	9.5%	11	8.9%	35	11.7%	65	0.0%	0	25.5%	111	8.5%	
	0.7%	8	0.9%	3	0.7%	5	0.9%	1	0.5%	2	0.9%	5	0.0%	0	1.8%	8	0.3%	
Refused)	2.0%	21	1.5%	5	2.2%	16	1.7%	2	1.8%	7	2.0%	11	0.0%	0	0.0%	0	1.6%	
ase:		1076		341		735		116		394		555		619		436		9
ON Zone																		
one 1	30.8%	331	32.3%	110	30.1%	221	27.6%	32	27.9%	110	33.5%	186	26.3%	163	36.0%	157	30.1%	29
one 2	10.4%	112	6.7%		12.1%	89	8.6%	10	9.4%		11.7%	65	8.9%		12.8%		10.0%	-
one 3	8.4%	90	7.9%	27	8.6%	63	10.3%	12	9.9%	39	7.0%	39	9.7%	60	6.9%	30	8.8%	
	21.8%	-/-	22.9%		21.4%		20.7%		21.3%		22.5%		24.7%		17.7%		22.1%	2
	10.2%	235		100	8.8%		17.2%		10.9%	43	8.5%	47	10.8%	67	9.6%	42		10
one 6		110	13.2%	45														
one 7	9.2%	99	9.4%	32	9.1%	67	7.8%		10.2%	40	8.8%	49	8.6%	53	10.6%	46	8.8%	1
one 8	9.2%	99	7.6%	26	9.9%	73	7.8%	9	10.4%	41	7.9%		11.0%	68	6.4%	28	9.6%	9
ase:		1076		341		735		116		394		555		619		436		97

Data Tabulations
By Zone

	Total		Zone	ı	Zone	2	Zone 3		Zone 5	5	Zone 6		Zone '	7	Zone	3
Q01 In which one store	or supem	narke	et do yo	u nor	mally do	you							0.004		2.00/	-
Aldi, Green Street, Kidderminster	1.1%	12	0.9%	3	3.6%	4	2.2%	2	0.4%	1	0.0%	0	0.0%	0	2.0%	2
Asda, Market Street,	6.9%	74	0.3%	1	0.0%	0	0.0%	0	5.1%	12	51.8%	57	4.0%	4	0.0%	0
Bromsgrove Co-Op, Franche Road,	2.2%	24	5.7%	19	0.0%	0	2.2%	2	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Kidderminster Co-Op, Load Street,	0.3%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bewdley Co-Op, Lombard Street,	2.5%	27	0.3%	1	20.5%	23	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Stourport celand, Market Street,	0.4%	4	0.9%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Lidl, Vale Road, Stourport	0.8%	9	0.3%	1	3.6%	4	1.1%	1	0.9%	2	0.0%	0	0.0%	0	1.0%	1
Marks & Spencer, Weavers	0.5%	5	0.3%	1	0.0%	0	1.1%	1	0.9%	2	0.9%	1	0.0%	0	0.0%	0
Wharf Morrisons, Buntsford	2.5%	27	0.3%	1	0.0%	0	0.0%	0	0.9%	2	16.4%	18	4.0%	4	2.0%	2
Industrial Estate Morrisons, Oxford Street,	7.6%	82	16.6%	55	7.1%	8	13.3%	12	2.1%	5	0.0%	0	0.0%	0	2.0%	2
Kidderminster Netto, New Road,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster Sainsburys, Crossley Park,	19.3%	208	32.0%	106	11.6%	13	36.7%	33	20.9%	49	0.0%	0	0.0%	0	7.1%	7
Kidderminster Somerfield, St Andrews	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0
Square, Droitwich Tesco, Castle Road,	17.2%	185	31.1%	103	25.9%	29	16.7%	15	9.4%	22	0.0%	0	2.0%	2	14.1%	14
Kidderminster	3.1%	33	0.6%	2		26	3.3%	3	0.4%	1	0.0%	0	0.0%	0	1.0%	1
Tesco, Lombard Street, Stourport						0	3.3%	3	5.5%	13	2.7%	3	21.2%	21	2.0%	2
Waitrose, Saltway, Droitwich	4.4%	47	1.5%	5						3	1.8%	2	1.0%	1	2.0%	2
Internet / online	1.0%	11	0.3%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0.0%	0
Other Toolson Wells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Bookers, Tenbury Wells Bowketts, Tenbury Wells	0.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.2%	23
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%	0
celand, High Street,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Bromsgrove	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Far Forest	0.1%	î	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Stourport Morrisons, Victoria Square,	3.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.4%	36	1.0%	1
Droitwich	0.19/	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bridgnorth	0.1%	i	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Pedmore 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%	2
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
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%	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%	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%	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%	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%	0
Co-Op, Bromyard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Lidl, Worcester	0.1%	1	0.0%	.0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Chaddesley Corbett	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	U	0.076			
Marks & Spencer, Merry	0.1%	ı	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Hill Marribill 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%	0
Merryhill Shopping Centre Morrisons, Barons Cross	1.1%	12	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	11
Road, Leominster	1.170		5.070													-
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%	0
Morrisons, Bristol Road,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.4%	1	2.7%	3	0.0%	0	0.0%	0
Rubery	0.301		0.007		0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kingswinford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	i	0.9%	1	0.0%	0	0.0%	0
Morrisons, Solihull	0.2%	6	0.0%	0	0.0%	0	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Amblecote	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Blackheath Sainsburys, Blackpole,	0.1%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.0%	3	1.0%	1
Warndon	0.370	1	0.076	U	5.576											
	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Brierley Hill	0.270	1	0.070	U	0.070											

									8								. sp. 11 200
	Tota	ıl	Zone	1	Zone	2	Zone	3	Zone	5	Zone	6	Zone	7	Zone	8	
Sainchung Haraford	0.2%	,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	
Sainsburys, Hereford	0.8%	2		0		0	0.0%	0	3.8%	9	0.0%	0		0		0	
Sainsburys, Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0.0%	1	0.0%	0	0.0%	0	
Sainsburys, Northfield Sainsburys, Redditch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3		0	0.0%	0	
	0.8%	9	0.0%	0	0.0%	0	0.0%	0	3.8%	9	0.0%	0		0	0.0%	0	
Sainsburys, Stourbridge	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	7		0		0	
Somerfield, Birmingham Road, Bromsgrove	0.770	_ ′	0.076	- 0	0.076	0	0.076	U	0.076	U	0.470	,	0.076	U	0.076	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%	î	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%	ő	0.0%	0	0.4%	1	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	0.0%	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%, 5	0.5%	, 70.5%,	90.5	%]												
Q02 Of all the money yo	u spend	on fo	od and l	house	ehold gr	oceri	es what	share	goes t	o you	r main f	ood s	hop (ST	ORE	MENTIC	NED /	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	
41 600/	20.09/	216	17.39/	57	21 207	25	16 70/	15	21.79/	51	12 70/	1.4	21 29/	21	22.20/	22	

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 the					goods, su	ch as	bread and	d milk								
Aldi, Green Street,	0.5%	4	0.9%	2		0	0.0%	0		0	1.1%	1	0.0%	0	1.6%	
Kidderminster Asda, Market Street,	3.7%	28	0.0%	0	0.0%	0	0.0%	0	3.0%	5	25.0%	22	0.0%	0	1.6%	
Bromsgrove Co-Op, Franche Road,	4.1%	31	12.6%	29	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	(
Kidderminster Co-Op, Load Street,	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,	2.7%	21	0.0%	0	23.2%	19	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.6%	
Stourport 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%	.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%	0
Netto, New Road, Kidderminster	0.3%	2	0.4%	1	1.2%	I	0.0%	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%	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%	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%	2
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%	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%	1
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%	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%	0
Fesco Express, Cookley Fesco Express, Spennells, Kidderminster	1.2% 2.2%	9 17	2.6% 6.1%	14	0.0%	0	0.0%	0	1.8%	2	0.0% 1.1%	0	0.0% 0.0%	0	0.0% 0.0%	0
Fesco 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%	1
lesco, 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%	1
Fesco, 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%	1
Waitrose, Saltway, Droitwich	2.1%	16	0.4%	I	0.0%	0	0.0%	0	1.8%	3	0.0%	0	17.1%	12	0.0%	0
Broadwaters,	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster 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%	0
Banks Butchers, Chaddesley Corbett	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
erndale, Kidderminster	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
iora Supermarket, Combereton 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%	0
lorsefair, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ickhill News, Lickhill, Stourport-on-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ister Road Post Office & Newsagents, Sutton Farm, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ffmore, Kidderminster	0.4%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ost Office, Areley Common, Stourport-on-	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

					IOT V	AIII	ne ro	uII	g Gre	en				_			Aprii 2000
	Total	l	Zone	l	Zone	2	Zone	3	Zone 5	5	Zone 6	5	Zone '	7	Zone	8 -	
Post Office, Chaddesley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Corbett Post Office, Cookley	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Riar News, The Lakes, Bewdley	0.4%	3		0	0.0%	0	4.5%	3	0.0%	0		0	0.0%	0	0.0%	0	
Rifle Range, Kidderminster Stars Newsagents, Comberton Estate, Kidderminster	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0		0	0.0% 0.0%	0	0.0% 0.0%	0	
Stars Newsagents, Habberley, Kidderminster	0.0%	0		0	0.0%	0		0	0.0%	0		0	0.0%	0	0.0%	0	
The Walshes, Stourport-on- Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Upton Road, Kidderminster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wribbenhall, Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	
Internet / online	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	
Other Abberley General 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%	0	3.1%	2	
Abberley	0.3%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	
Anna Bells, Albert Road, Kidderminster	0.1%	2	0.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bewdley Bowketts, Tenbury Wells	2.4%	18	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.1%	18	
Brighton's Store, Droitwich	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	2.9%	2	0.0%	0	
Broomfields, Holt Heath	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	
Catshill Bakers, Catshill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	
Clows Top Stores, Clows	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
Co-Op, High Street, Highley	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Co-Op, Kinver	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	
Co-Op, Norton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
Co-Op, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6% 0.0%	1	0.0% 0.0%	0	0.0% 5.7%	0	0.0% 0.0%	0	
Costcutter, Droitwich Costcutter, Lister Road, Kidderminster	0.5% 0.1%	4	0.0% 0.4%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Pedmore Costcutter, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6% 0.6%	I 1	0.0%	0	0.0%	0	0.0%	0	
Costcutter, Walternash Road,	0.1%	î	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kidderminster Cutnall Green Post Office,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
School Lane, Cutnall Green																	
Dillens, Belbroughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
Evertons, Ombersley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	
Far Forest Village Store, Far Forest	0.1%	1	0.0%	0	0.0%	0	1.5%	I	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hagley Hartlebury Post Office,	0.5% 0.1%	4 1	0.4% 0.4%	1	0.0% 0.0%	0	0.0% 0.0%	0	1.8% 0.0%	3 0	0.0% 0.0%	0	0.0% 0.0%	0	0.0%	0	
Hartlebury Hodge Farm, Birmingham	0.1%	2	0.470	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Road, Kidderminster Hodge Hill	0.3%		0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, High Street,	0.5%	2	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	3	0.0%	0	0.0%	0	
Bromsgrove																	
Kidderminster market	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kinver Local convenience store, Holt Fleet	0.3% 0.1%	2	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	1.2% 0.0%	0	0.0% 0.0%	0	0.0% 1.4%	0	0.0% 0.0%	0	
Local farm shop, Halth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	
Heath Local market stalls,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	l	0.0%	0	0.0%	0	0.0%	0	
Stourbridge Local shops, Belbroughton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
Local shops, Broadwaters	0.1%	2	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Local shops, Bromsgrove	0.5%	4	0.4%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0	
Local shops, Chaddesley Corbett	0.1%	i	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	Ö	
Local shops, Cleobury Mortimer	0.8%	6	0.0%	0	0.0%	0	9.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Local shops, Clifton upon Teme	0.1%	l	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
Local shops, Droitwich	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	
ocal shops, Kidderminster	1.0%	8	3.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
Local shops, Kinver	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	

						101 44	1111	ic rou	ıııg	Gice								
		Total		Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone &		
*																		
	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%	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%	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%	2	
	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%	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%	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%	3	
	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%	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%	0	
j	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%	1	
	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%	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%	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%	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%	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%	0	
	Richards Vegetable Shop,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
	Market Street, Tenbury Wells	0.170	ľ	0.070														
	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%	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%	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%	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%	0	
		1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	8	0.0%	0	
	Spar, Droitwich	0.7%	5	0.0%	0	0.0%	0	4.5%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	
	Spar, High Street, Bewdley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	
	Spar, High Street, Kinver Spar, High Street, Tenbury	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	6	
	Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
	Spar, Holt Fleet	0.1%	i	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
	Spar, Pedmore Spar, Teme Street, Tenbury	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	
	Wells Spar, Worcester Road,	1.3%	10	0.4%	1	0.0%	0	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%	0	
	Hagley Stokes Fruit & Veg Shop,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
	Droitwich	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	
	Stourbridge		1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	Stourport	0.1%		0.0%	0	0.0%	ô	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
	Swift Bakers, Tenbury Wells	0.1%	1		3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	Tesco, Bewdley Hill	0.4%	3	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4	0.0%	0	
	Tesco, Droitwich Total Petrol Station,	0.5%	1	0.0%	0	0.0%	0	0.0%	o	0.0%	ő	0.0%	0	1.4%	1	0.0%	0	
	Worcester Road, Droitwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	Weavers Wharf, Kidderminster					0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
	Aldi, Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	o	1.1%	1	0.0%	0	0.0%	0	
	Aldi, Redditch	0.1%	1	0.0%	-	0.0%	0	0.0%	ŏ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	Aldi, Stourbridge	0.1%	1	0.4%	0	0.0%	0	0.0%	o	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
1	Asda, Merry Hill	0.1%	1	0.0%		0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
	Asda, Oldbury	0.1%	1	0.0%	0		0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
4.	Co-Op, Quinton Hopton Bank Garage,	0.1%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	o	0.0%	0	0.0%	0	0.0%	0	
Ł	Ludlow Indeed Brigder Will	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	
1	Iceland, Brierley Hill			0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
200	Iceland, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
	Iceland, Worcester	0.1%	1.7		0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
	John Lewis, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	i	0.0%	0	0.0%	0	0.0%	0	
	Lidl, Amblecote	0.1%	1	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	
1	Lidl, Worcester	0.1%	1	0.0%	0		0	0.0%	0	0.0%	ő	0.0%	0	1.4%	1	0.0%	0	
E	Local shops, Ludlow	0.1%	1	0.0%	0	0.0%		0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
	Local shops, Lye	0.3%	2	0.4%	1	0.0%	0		0	0.6%	i	0.0%	0	0.0%	0	0.0%	0	
-	Local shops, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	5	0.0%	0	0.0%	0	0.0%	0	
1	Local shops, Woolston	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
-	Local shops, Worcester	0.4%	3	0.9%	2	0.0%	0	0.0%			4	1.1%	1	0.0%	0	0.0%	0	
	Marks & Spencer, Merry Hill	0.7%	5	0.0%	0	0.0%	0	0.0%	0	2.4%			0	0.0%	0	0.0%	0	
Shearer of Ba	Marks & Spencer, Merry Hill Shopping Centre,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.076	U	0,078		
	Dudley Morrisons, Barons Cross	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
2	Road, Leominster																	

								_							1,0,0,0	27	
	Total		Zone	1	Zone	2	Zone 3		Zone	5	Zone	6	Zone '	7	Zone	8-	
Morrisons, Bristol Road,	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	
Rubery	0.10/		0.09/	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Kingswinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0.0%	0	1.4%	1	1.6%	1	
Morrisons, Malvern	0.3%	2	0.0%	1	0.0%	0	0.0%	0	0.6%	1	1.1%	1	0.0%	0	0.0%	0	
Morrisons, Redditch	0.4%		0.4%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	
Sainsburys, Brierley Hill	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	
Sainsburys, Redditch	0.1%	1		0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
Sainsburys, Wolverhampton	0.1%	1 3	0.0%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.4%	1	0.0%	0	
Sainsburys, Worcester	0.4%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Somerfield, Ludlow	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, Dudley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	
Spar, Stourbridge	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	
Spar, Wombourne	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	
Spar, Woolston	0.3%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	5	1.1%	1	0.0%	0	1.6%	1	
l'esco, Old Swinford	0.9%	9	0.0%	0	0.0%	0	0.0%	0	5.5%	9	0.0%	0	0.0%	0	0.0%	0	
l'esco, Stourbridge	1.2%			0	0.0%	0	0.0%	0	7.9%	13	0.0%	0	0.0%	0	0.0%	0	
Waitrose, Stourbridge	1.7%	13	0.0%	27	22.0%	18	19.7%	13	20.1%	33	19.3%	17	11.4%	8	12.5%	8	
Don't know / varies / no pattern)	16.2%	124	11.776	21	22.076	10	17.770		20.174								
Base:		764		230		82		66		164		88		70		64	
Q05 When you go main fo	ood sho	pping	j is you	r trip	part of a	noth	er journey	y or	activity	?							
No. do not combine take	64 29/	602	70.7%	234	66.1%	74	51.1%	46	66.4%	156	59.1%	65	61.6%	61	56.6%	56	
No - do not combine trips	64.3%	692 239	19.3%	64	17.9%		31.1%	28	20.4%	48	30.9%	34	20.2%	20	25.3%	25	
Yes – non-food shopping	22.2%			18	8.0%		13.3%	12	7.7%	18	10.0%	11	8.1%	8	10.1%	10	
Yes – travelling to / from	8.0%	86	5.4%	10	0.070	,	13.370	12	7.770		10.070						
work	0.20/	100	11.20/	37	6.3%	7	15.6%	14	7.7%	18	5.5%	6	10.1%	10	8.1%	8	
Yes - leisure activity	9.3%	100	11.2%	7	5.4%	6	3.3%	3	3.4%	8	0.9%	1	8.1%	8	5.1%	5	
Don't know / varies)	3.5%	38	2.1%	,	3,470		3.370		2.479		0.17.10		217.10	99		99	
Base:		1076		331		112		90		235		110		99		99	
Q06 Now thinking about Clothes / Shoes ?				,													
Paudle:	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.1%	1	0.0%	10	0.0%	0	1.1%	1 2	0.0%	15	0.0%	13	0.0% 3.0%	0	0.0%	2	
Birmingham City Centre	4.4%	47	3.0%	10	1.8%	2	2.2%									2 0	
Birmingham City Centre Bridgnorth	4.4% 0.0%	47 0	3.0% 0.0%	10 0	1.8% 0.0%	0	2.2% 0.0%	2	6.4%	15	11.8%	13	3.0%	3	2.0%	2 0 0	
Birmingham City Centre Bridgnorth Bromsgrove	4.4% 0.0% 2.0%	47 0 22	3.0% 0.0% 0.3%	10 0 1	1.8% 0.0% 0.0%	2 0 0	2.2% 0.0% 0.0%	0	6.4% 0.0%	15 0	11.8% 0.0%	13 0	3.0% 0.0%	3	2.0% 0.0%	2 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich	4.4% 0.0% 2.0% 1.4%	47 0 22 15	3.0% 0.0% 0.3% 0.0%	10 0 1 0	1.8% 0.0% 0.0% 0.0%	2 0 0	2.2% 0.0% 0.0% 0.0%	0 0	6.4% 0.0% 0.4%	15 0 1	11.8% 0.0% 15.5%	13 0 17	3.0% 0.0% 3.0%	3 0 3	2.0% 0.0% 0.0%	2 0 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen	4.4% 0.0% 2.0% 1.4% 0.0%	47 0 22 15 0	3.0% 0.0% 0.3% 0.0% 0.0%	10 0 1 0 0	1.8% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	2.2% 0.0% 0.0% 0.0% 0.0%	2 0 0 0	6.4% 0.0% 0.4% 0.0%	15 0 1 0	11.8% 0.0% 15.5% 0.0%	13 0 17 0	3.0% 0.0% 3.0% 15.2%	3 0 3 15	2.0% 0.0% 0.0% 0.0%	2 0 0 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster	4.4% 0.0% 2.0% 1.4% 0.0% 37.0%	47 0 22 15 0 398	3.0% 0.0% 0.3% 0.0% 0.0% 65.3%	10 0 1 0 0 216	1.8% 0.0% 0.0% 0.0% 0.0% 54.5%	0 0 0 0 61	2.2% 0.0% 0.0% 0.0% 0.0% 53.3%	0 0 0 0	6.4% 0.0% 0.4% 0.0% 0.0% 12.8%	15 0 1 0 0	11.8% 0.0% 15.5% 0.0% 0.0%	13 0 17 0 0	3.0% 0.0% 3.0% 15.2% 0.0%	3 0 3 15 0	2.0% 0.0% 0.0% 0.0% 0.0%	2 0 0 0 0 30	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5%	47 0 22 15 0 398 231	3.0% 0.0% 0.3% 0.0% 0.0% 65.3% 13.9%	10 0 1 0 0 216 46	1.8% 0.0% 0.0% 0.0% 0.0% 54.5% 9.8%	0 0 0 0 61	2.2% 0.0% 0.0% 0.0% 0.0% 53.3% 13.3%	0 0 0 0 48	6.4% 0.0% 0.4% 0.0% 0.0%	15 0 1 0 0 30	11.8% 0.0% 15.5% 0.0% 0.0% 5.5%	13 0 17 0 0 6	3.0% 0.0% 3.0% 15.2% 0.0% 7.1%	3 0 3 15 0 7	2.0% 0.0% 0.0% 0.0% 0.0% 30.3%	2 0 0 0 0 30 1	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.8%	47 0 22 15 0 398 231 30	3.0% 0.0% 0.3% 0.0% 0.0% 65.3% 13.9% 0.9%	10 0 1 0 0 216 46 3	1.8% 0.0% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0%	0 0 0 0 61	2.2% 0.0% 0.0% 0.0% 0.0% 53.3%	0 0 0 0 48 12	6.4% 0.0% 0.4% 0.0% 0.0% 12.8% 58.3% 0.4%	15 0 1 0 0 30 137	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 19.1%	13 0 17 0 0 6 21	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0%	3 0 3 15 0 7 3 3 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0%	2 0 0 0 0 30 1 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.8% 2.0%	47 0 22 15 0 398 231 30 21	3.0% 0.0% 0.3% 0.0% 0.0% 65.3% 13.9% 0.9% 0.6%	10 0 1 0 0 216 46 3 2	1.8% 0.0% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0%	2 0 0 0 0 61 11 0	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0%	0 0 0 0 48 12 0	6.4% 0.0% 0.4% 0.0% 0.0% 12.8% 58.3%	15 0 1 0 0 30 137 1	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 19.1% 20.9%	13 0 17 0 0 6 21 23	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 3.0%	3 0 3 15 0 7 3 3	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 0.0%	2 0 0 0 0 30 1 0 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.8% 2.0% 0.9%	47 0 22 15 0 398 231 30 21	3.0% 0.0% 0.3% 0.0% 65.3% 13.9% 0.9% 0.6% 0.3%	10 0 1 0 0 216 46 3 2	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3%	2 0 0 0 61 11 0 0 7	2.2% 0.0% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 0.0%	2 0 0 0 48 12 0	6.4% 0.0% 0.4% 0.0% 0.0% 12.8% 58.3% 0.4% 7.7%	15 0 1 0 0 30 137 1 18	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 19.1% 20.9% 0.9%	13 0 17 0 0 6 21 23	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 3.0% 0.0%	3 0 3 15 0 7 3 3 0	2.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 0.0% 37.4%	2 0 0 0 0 30 1 0 0 0 37	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.8% 2.0% 0.9% 15.3%	47 0 22 15 0 398 231 30 21 10	3.0% 0.0% 0.3% 0.0% 65.3% 13.9% 0.6% 0.6% 0.3% 7.6%	10 0 1 0 0 216 46 3 2 1 25	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9%	2 0 0 0 61 11 0 7 20	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4%	2 0 0 0 48 12 0 0	6.4% 0.0% 0.4% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4%	15 0 1 0 0 30 137 1 18 1	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 19.1% 20.9% 0.9% 0.0%	13 0 17 0 0 6 21 23 1 0	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 3.0% 0.0%	3 0 3 15 0 7 3 3 0 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 0.0% 37.4% 8.1%	2 0 0 0 0 30 1 0 0 0 37 8	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.8% 2.0% 0.9% 15.3% 3.7%	47 0 22 15 0 398 231 30 21 10 165 40	3.0% 0.0% 0.3% 0.0% 65.3% 13.9% 0.6% 0.3% 7.6% 1.2%	10 0 1 0 0 216 46 3 2 1 25 4	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9% 6.3%	2 0 0 0 61 11 0 0 7	2.2% 0.0% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 0.0%	2 0 0 0 48 12 0 0 1	6.4% 0.0% 0.4% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7%	15 0 1 0 0 30 137 1 18 1 4	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 19.1% 20.9% 0.9% 0.0% 11.8%	13 0 17 0 0 6 21 23 1 0	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 3.0% 0.0% 53.5%	3 0 3 15 0 7 3 3 0 0 53 6 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 0.0% 37.4% 8.1% 0.0%	2 0 0 0 30 1 0 0 37 8 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 2.8% 2.0% 0.9% 15.3% 3.7% 0.0%	47 0 22 15 0 398 231 30 21 10 165 40 0	3.0% 0.0% 0.3% 0.0% 0.0% 65.3% 13.9% 0.9% 0.6% 0.3% 7.6% 1.2% 0.0%	10 0 1 0 0 216 46 3 2 1 25	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9%	2 0 0 0 61 11 0 7 20 7	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4% 2.2% 0.0%	2 0 0 0 48 12 0 0 1 13 2	6.4% 0.0% 0.4% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7% 4.3%	15 0 0 0 30 137 1 18 1 4 10	11.8% 0.0% 15.5% 0.0% 5.5% 19.1% 20.9% 0.9% 0.0% 11.8% 2.7%	13 0 17 0 0 6 21 23 1 0 13 3	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 0.0% 0.0% 53.5% 6.1% 0.0%	3 0 3 15 0 7 3 3 0 0 53 6 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 0.0% 37.4% 8.1% 0.0% 7.1%	2 0 0 0 0 30 1 0 0 0 37 8 0 7	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.0% 0.9% 15.3% 3.7% 0.0%	47 0 22 15 0 398 231 30 21 10 165 40 0 7	3.0% 0.0% 0.3% 0.0% 65.3% 13.9% 0.6% 0.6% 0.3% 7.6% 1.2% 0.0%	10 0 1 0 216 46 3 2 1 25 4 0 0	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9% 6.3% 0.0%	2 0 0 0 61 11 0 7 20 7	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4% 2.2%	2 0 0 0 48 12 0 0 1 13 2	6.4% 0.0% 0.4% 0.0% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7% 4.3% 0.0%	15 0 1 0 30 137 1 18 1 4 10 0	11.8% 0.0% 15.5% 0.0% 5.5% 19.1% 20.9% 0.9% 0.0% 11.8% 2.7% 0.0%	13 0 17 0 0 6 21 23 1 0 13 3 0 0	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 0.0% 0.0% 6.1% 0.0% 0.0% 0.0%	3 0 3 15 0 7 3 3 0 0 53 6 0 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 0.0% 37.4% 8.1% 0.0% 7.1%	2 0 0 0 0 30 1 0 0 0 37 8 0 7	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford Ludlow	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.0% 0.9% 15.3% 3.7% 0.0% 0.7% 0.4%	47 0 22 15 0 398 231 30 21 10 165 40 0 7 4	3.0% 0.0% 0.3% 0.0% 0.0% 65.3% 13.9% 0.6% 0.3% 7.6% 1.2% 0.0% 0.0%	10 0 1 0 0 216 46 3 2 1 25 4 0	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9% 6.3% 0.0%	2 0 0 0 61 11 0 7 20 7 0	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4% 2.2% 0.0% 0.0% 1.1.1%	2 0 0 0 48 12 0 0 1 13 2 0	6.4% 0.0% 0.4% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 4.3% 0.0% 0.0%	15 0 0 30 137 1 18 1 4 10 0	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 19.1% 20.9% 0.0% 11.8% 2.7% 0.0% 0.0%	13 0 17 0 0 6 21 23 1 0 13 3 0	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 3.0% 0.0% 6.1% 0.0% 0.0% 0.0% 0.0%	3 0 3 15 0 7 3 3 0 0 53 6 0 0 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 0.0% 37.4% 8.1% 0.0% 7.1% 0.0%	2 0 0 0 30 1 0 0 0 37 8 0 7	
Bewdley Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford Ludlow Solihull Tenbury Wells	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.0% 0.9% 15.3% 3.7% 0.0% 0.7% 0.4% 0.5%	47 0 22 15 0 398 231 30 21 10 165 40 0 7 4 5	3.0% 0.0% 0.3% 0.0% 0.0% 65.3% 13.9% 0.6% 0.3% 7.6% 1.2% 0.0% 0.0%	10 0 0 0 216 46 3 2 1 25 4 0 0 2	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 6.3% 0.0% 0.0% 0.0%	2 0 0 0 61 11 0 7 20 7 0 0	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4% 2.2% 0.0% 0.0% 1.1.1%	2 0 0 0 48 12 0 0 1 13 2 0 0 2	6.4% 0.0% 0.4% 0.0% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7% 4.3% 0.0% 0.0%	15 0 0 30 137 1 18 1 4 10 0 0	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 19.1% 20.9% 0.0% 11.8% 2.7% 0.0% 0.0%	13 0 17 0 0 6 21 23 1 0 13 3 0 0	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 0.0% 0.0% 6.1% 0.0% 0.0% 0.0% 0.0%	3 0 3 15 0 7 3 3 0 0 53 6 0 0 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 0.0% 37.4% 8.1% 0.0% 7.1% 0.0% 4.0%	2 0 0 0 30 1 0 0 0 37 8 0 7 7 0 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford Ludlow Solihull Tenbury Wells	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.8% 2.0% 0.9% 15.3% 3.7% 0.0% 0.4% 0.5% 0.4%	47 0 22 15 0 398 231 30 21 10 165 40 0 7 4 5 4	3.0% 0.0% 0.3% 0.0% 0.0% 65.3% 65.3% 0.9% 0.6% 0.3% 7.6% 1.2% 0.0% 0.0%	10 0 0 216 46 3 2 1 25 4 0 0 2	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 6.3% 0.0% 0.0% 0.0%	2 0 0 0 61 11 0 7 20 7 0 0 0	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4% 2.2% 0.0% 0.0% 2.2%	2 0 0 0 48 12 0 0 1 13 2 0 0 2 1	6.4% 0.0% 0.4% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7% 4.3% 0.0% 0.0% 0.0%	15 0 0 30 137 1 18 1 4 10 0 0 0	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 19.1% 20.9% 0.0% 11.8% 0.0% 0.0% 0.0%	13 0 17 0 0 6 21 23 1 0 13 3 0 0 0 2	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 0.0% 0.0% 6.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 0 3 15 0 7 3 3 0 0 53 6 0 0 0 0 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 0.0% 37.4% 8.1% 0.0% 7.1% 0.0% 4.0%	2 0 0 0 30 1 0 0 0 37 8 0 7 0 0 4 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford Ludlow Solihull Tenbury Wells Bradford	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.8% 2.0% 0.9% 15.3% 3.7% 0.0% 0.7% 0.4% 0.5% 0.4% 0.1%	47 0 22 15 0 398 231 30 21 10 165 40 0 7 4 5 4	3.0% 0.0% 0.3% 0.0% 0.0% 65.3% 0.9% 0.6% 0.3% 7.6% 1.2% 0.0% 0.0% 0.0%	10 0 0 216 46 3 2 1 25 4 0 0 2	1.8% 0.0% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9% 6.3% 0.0% 0.0% 0.0% 0.0%	2 0 0 0 61 11 0 7 20 7 0 0 0	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4% 2.2% 0.0% 0.0% 2.2% 1.1% 0.0%	2 0 0 0 48 12 0 0 1 13 2 0 0 2 1	6.4% 0.0% 0.4% 0.0% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7% 4.3% 0.0% 0.0% 0.0%	15 0 0 30 137 1 18 1 4 10 0 0 0 2	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 0.09% 20.9% 0.0% 11.8% 2.7% 0.0% 0.0% 0.0%	13 0 17 0 6 21 23 1 0 13 3 0 0 0 0 2 0 0 0 0 0 0 0 0 0 0 0 0 0	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 0.0% 0.0% 6.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 0 3 15 0 7 7 3 3 0 0 0 5 3 6 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 37.4% 8.1% 0.0% 7.1% 0.0% 4.0% 0.0%	2 0 0 0 30 1 0 0 0 37 8 0 7 0 0 4 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford Ludlow Solihull Tenbury Wells Bradford Brierley Hill	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 37.0% 2.8% 2.0% 0.9% 15.3% 3.7% 0.0% 0.4% 0.5% 0.4% 0.1% 0.1%	47 0 22 15 0 398 231 30 21 10 165 40 0 7 4 5 4 1	3.0% 0.0% 0.3% 0.0% 65.3% 0.9% 0.6% 0.3% 7.6% 1.2% 0.0% 0.0% 0.0% 0.0%	10 0 0 216 46 3 2 1 25 4 0 0 2 0 0	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9% 6.3% 0.0% 0.0% 0.0% 0.0% 0.0%	2 0 0 0 61 11 0 7 20 7 0 0 0 0	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4% 2.2% 0.0% 0.0% 2.2% 1.1% 0.0%	2 0 0 0 48 12 0 1 13 2 0 0 2 1 0 0	6.4% 0.0% 0.4% 0.0% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7% 4.3% 0.0% 0.0% 0.0% 0.0%	15 0 0 30 137 1 18 1 4 10 0 0 0 2 0	11.8% 0.0% 15.5% 0.0% 5.5% 0.0% 5.5% 20.9% 0.0% 11.8% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0%	13 0 17 0 0 6 21 23 1 0 13 3 0 0 0 2 0 0	3.0% 0.0% 3.0% 15.2% 0.0% 3.0% 3.0% 0.0% 0.0% 0.0% 0.0% 0.0	3 0 3 15 0 7 7 3 3 0 0 0 53 6 0 0 0 0 0 0 0 0 0	2.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 37.4% 8.1% 0.0% 7.1% 0.0% 4.0% 0.0% 4.0% 0.0%	2 0 0 0 30 1 0 0 0 37 8 0 7 0 0 0 4 0 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford Ludlow Solihull Tenbury Wells Bradford Brierley Hill Bristol	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 37.0% 2.8% 2.0% 0.9% 15.3% 3.7% 0.0% 0.7% 0.4% 0.1% 0.1% 0.1%	47 0 22 15 0 398 231 30 21 10 165 40 0 7 7 4 5 4	3.0% 0.0% 0.3% 0.0% 65.3% 0.6% 0.6% 0.3% 7.6% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0%	10 0 1 0 216 46 3 2 1 25 4 0 0 2 0 0 0	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9% 6.3% 0.0% 0.0% 0.0% 0.0% 0.0%	2 0 0 0 61 11 0 7 7 20 0 0 0 0 0	2.2% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4% 2.2% 0.0% 0.0% 2.2% 1.1% 0.0% 0.0%	2 0 0 0 48 12 0 0 1 13 2 0 0 0 2 1 0 0 0 0	6.4% 0.0% 0.4% 0.0% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7% 4.3% 0.0% 0.0% 0.0% 0.0% 0.0%	15 0 0 30 137 1 18 1 4 10 0 0 0 2 0	11.8% 0.0% 15.5% 0.0% 5.5% 19.1% 20.9% 0.0% 11.8% 2.7% 0.0% 0.0% 0.0% 1.8% 0.0%	13 0 17 0 6 21 23 1 0 13 3 0 0 0 0 2 0 0 0 0 0 0 0 0 0 0 0 0 0	3.0% 0.0% 3.0% 15.2% 0.0% 3.0% 3.0% 0.0% 0.0% 6.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	3 0 3 15 0 7 7 3 3 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 37.4% 8.1% 0.0% 7.1% 0.0% 4.0% 4.0% 0.0%	2 0 0 0 30 1 0 0 0 37 8 0 7 0 0 4 0 0 0	
Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford Ludlow Solihull Tenbury Wells Bradford Brierley Hill Bristol Derby	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 37.0% 2.8% 2.9% 0.9% 15.3% 3.7% 0.0% 0.7% 0.4% 0.1% 0.1% 0.1%	47 0 22 15 0 398 231 30 21 10 165 40 0 7 4 5 4 1	3.0% 0.0% 0.3% 0.0% 65.3% 0.65% 0.6% 0.3% 7.6% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0%	10 0 0 1 0 216 46 3 2 1 1 25 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9% 6.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2 0 0 0 61 11 0 7 7 20 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2.2% 0.0% 0.0% 0.0% 53.3% 0.0% 0.0% 1.1% 14.4% 2.2% 0.0% 0.0% 1.1% 0.0% 0.0% 0.0%	2 0 0 0 0 48 12 0 0 1 13 2 0 0 2 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	6.4% 0.0% 0.4% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7% 4.3% 0.0% 0.0% 0.0% 0.0% 0.4% 0.4% 0.0%	15 0 0 30 137 1 18 1 4 10 0 0 0 2 2 0	11.8% 0.0% 15.5% 0.0% 0.0% 5.5% 19.1% 20.9% 0.0% 11.8% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	13 0 17 0 0 6 21 23 1 0 0 0 0 0 2 0 0 0 0 0 0 0 0 0 0 0 0 0	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 0.0% 0.0% 6.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	3 0 3 15 0 7 7 3 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 37.4% 8.1% 0.0% 7.1% 0.0% 4.0% 0.0% 0.0% 4.0% 0.0%	2 0 0 0 30 1 0 0 0 37 8 0 7 0 0 4 0 0 0	
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Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford Ludlow Solihull Tenbury Wells Bradford Brierley Hill Bristol Derby Franche John Lewis, Solihull Kingfishers Shopping Centre Leominster London Malvern	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 37.0% 21.5% 2.8% 2.0% 0.9% 15.3% 3.7% 0.4% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1	47 0 22 15 5 0 398 231 10 165 40 0 7 7 4 5 4 1 1 1	3.0% 0.0% 0.3% 0.0% 65.3% 0.9% 0.6% 0.3% 7.6% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	10 0 1 0 216 46 3 2 1 1 25 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9% 6.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	2 0 0 0 0 61 11 11 0 0 7 7 20 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2.2% 0.0% 0.0% 0.0% 0.0% 53.3% 13.3% 0.0% 1.1% 14.4% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	2 0 0 0 48 12 0 0 1 13 2 0 0 0 2 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0	6.4% 0.0% 0.4% 0.0% 0.0% 12.8% 58.3% 0.4% 7.7% 0.4% 1.7% 4.3% 0.0% 0.0% 0.0% 0.4% 0.0% 0.0% 0.4% 0.0% 0.0	15 0 0 30 137 1 18 1 4 10 0 0 0 2 2 0 0 1 1 0 0 0 0 0 0 0 0 0	11.8% 0.0% 15.5% 0.0% 5.5% 0.9% 19.1% 20.9% 0.0% 11.8% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	13 0 17 0 0 6 21 1 23 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3.0% 0.0% 3.0% 15.2% 0.0% 3.0% 3.0% 3.0% 0.0% 0.0% 0.0% 0.0	3 0 3 15 0 7 7 3 3 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 37.4% 8.1% 0.0% 4.0% 0.0% 0.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0%	2 0 0 0 30 1 0 0 0 0 37 8 0 0 0 0 4 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0	
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Birmingham City Centre Bridgnorth Bromsgrove Droitwich Halesowen Kidderminster Merryhill Shopping Centre Redditch Stourbridge Stourport-on-Severn Worcester Internet / online / mail order Other Hereford Ludlow Solihull Tenbury Wells Bradford Brierley Hill Bristol Derby Franche John Lewis, Solihull Kingfishers Shopping Centre Leominster London Malvern Shrewsbury Telford Touchwood	4.4% 0.0% 2.0% 1.4% 0.0% 37.0% 21.5% 2.8% 2.0% 0.9% 15.3% 3.7% 0.0% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1	47 0 222 15 0 398 231 10 165 40 0 7 7 4 4 5 4 1 1 1 1 1	3.0% 0.0% 0.3% 0.0% 65.3% 0.9% 0.65% 0.3% 7.6% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	10 0 1 0 216 46 3 2 1 25 4 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	1.8% 0.0% 0.0% 0.0% 54.5% 9.8% 0.0% 6.3% 17.9% 6.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	2 0 0 0 0 61 11 11 0 0 7 7 20 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2.2% 0.0% 0.0% 0.0% 0.0% 13.3% 0.0% 1.1% 14.4% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	2 0 0 0 48 12 0 0 1 1 13 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	6.4% 0.0% 0.4% 0.0% 12.8% 58.3% 0.4% 1.7% 4.3% 0.0% 0.0% 0.0% 0.0% 0.4% 0.0% 0.0% 0.0	15 0 0 30 137 1 18 1 4 10 0 0 0 0 1 1 1 0 0 0 0 0 0 1 0 0 0 0	11.8% 0.0% 15.5% 0.0% 5.5% 0.9% 19.1% 20.9% 0.0% 11.8% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	13 0 17 0 0 6 21 23 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	3.0% 0.0% 3.0% 15.2% 0.0% 7.1% 3.0% 3.0% 0.0% 6.1% 0.0% 6.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	3 0 3 15 0 7 7 3 3 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0	2.0% 0.0% 0.0% 0.0% 0.0% 30.3% 1.0% 0.0% 37.4% 8.1% 0.0% 4.0% 0.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 0	2 0 0 0 0 30 1 0 0 0 0 37 8 0 0 0 0 4 0 0 0 0 0 1 0 0 0 0 0 0 0 0 0	
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		Total	1	Zone	1	Zone	2	Zone :	3	Zone	5	Zone	6	Zone	7	Zone	8	
Q0	77 Where, if anywhere Those who buy shoes a				/ clot	hes / sh	oes ?											
	Those who only shoes a	na cronnes																
	1st mention																	
Be	wdley	0.1%	- 1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	rmingham 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%	6	
	idgnorth	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	omsgrove	1.9%	20	0.3%	1	0.0%	0	0.0%	0	0.9%	2	13.0%	14	3.1%	3	0.0%	0	
	oitwich	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	9	0.0%	0	
	lesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	dderminster	15.4%	162	10.2%	33	20.7%	23	25.6%	22	17.4%	40	7.4%	8	11.5%	11	26.0%	25	
	erryhill 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%	6	
	dditch	2.8%	29	0.9%	3	0.9%	1	0.0%	0	0.4%	1	17.6%	19	5.2%	5	0.0%	0	
	ourbridge	2.2%	23	0.9%	3	0.9%	1	0.0%	0	8.3%	19	0.0%	0	0.0%	0	0.0%	0	
	ourport-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%	0	
	orcester	12.8%	134	10.8%	35	19.8%	22	15.1%	13	4.8%	11	13.0%	14	26.0%	25	14.6%	14	
	ernet / 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%	9	
Otl		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	oroad	0.4%	4	0.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
	eltenham	0.6%	6	0.6%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.1%	2	1.0%	1	
	idley	0.3%	3	0.6%	2	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	istol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
	reford	1.0%	11	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	9.4%	9	
	ndon	0.2%	2	0.3%	- 1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
-		0.4%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	3	
	dlow	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.1%	2	
	alvern	0.4%	4	0.0%	0	0.0%	0	1.2%	1	0.4%	1	0.9%	1	1.0%	1	0.0%	0	
	lihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	ratford	0.9%	9	0.3%	1	0.9%	1	4.7%	4	0.4%	1	0.0%	0	1.0%	1	1.0%	1	
	lford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	
	rewsbury	0.5%	5	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	1.0%	1	0.0%	0	
	olverhampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	atties, Wolverhampton	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	ackheath	0.1%	i	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	ierley Hill	0.0%	o	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	nester Neshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
70.7	oleshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	owngate resham	0.1%	i	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
-		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	ilesowen	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	ominster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	anchester City Centre	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	erry 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	
-	rshore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	eston	0.1%	i	0.3%	ĭ	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	ading	0.1%	i	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	effield		i	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
	vindon	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	unton	0.0%			0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
	nbury Wells	0.1%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	eavers Wharf	0.1%	1	0.3%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	est Bromwich	0.1%	1	0.3%	1		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	orkshire	0.1%	1	0.3%	1	0.0%	5	4.7%	4	3.9%	9	7.4%	8	3.1%	3	3.1%	3	
	on't know / varies)	4.5%	47	4.6%	15	4.5%	26	15.1%	13	20.0%	46	7.4%	8	11.5%	11	16.7%	16	
	on't buy / don't buy anywhere else)	21.1%	222	31.5%	102	23.4%		13.170		20.079		7.770			96		96	
Ba	se:		1051		324		111		86		230		108		90		70	

	Total		Zone	1	Zone	2	Zone :	3	Zono	5	Zone	6	Zone	7	Zone	8	
2nd mention																	
Bewdley	0.2%	2	0.0%	0	0.0%	0		0		1	0.9%	1	0.0%	0		0	
Birmingham City Centre	4.6%	48	5.2%	17	1.8%	2		2		15		8		2		2	
Bridgnorth	0.3%	3	0.6%	2		0		0		1	0.0%	0		0		0	
Bromsgrove	0.4%	4	0.0%	. 0		0		0		1	2.8%	3		0		0	
Droitwich	0.6%	6	0.0%	0		0		0		0	0.0%	0		6		0	
lalesowen	0.1%	1	0.0%	0		0		1		0	0.0%	0		0		0	
Kidderminster	3.4%	36	0.6%	2	9.0%	10		5		9	4.6%	5		3		2	
Merryhill Shopping Centre	5.8%	61	3.4%	11		13		7		15	8.3%	9		2		4	
Redditch	0.9%	9	0.0%	0		0		0		0	8.3%	9		0		0	
Stourbridge	1.1%	12	0.6%	2		1		0		9	0.0%	0		0		0	
Stourport-on-Severn	0.7%	7	0.0%	0	2.7%	3		3		0	0.0%	0		0		1	
Worcester	6.1%	64	7.7%	25	4.5%	5		2		7	9.3%	10		8		7	
Internet / online / mail order	0.6%	6	0.0%	0	0.9%	1		1	0.4%	1	0.0%	0	-	3		0	
Other	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		1	0.0%	0		0		0	
Cheltenham	0.2%	2	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	0.0%	0	0.0%	0		1	0.0%	0	
Bristol	0.1%	1	0.0%	0	0.0%	0		1	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	7.3%	7	
London	0.3%	3	0.0%	0	0.0%	0		0	0.9%	2	0.0%	0		1	0.0%	0	
Ludlow	0.5%	5	0.0%	0	0.0%	0		3		0	0.0%	0		0	2.1%	2	
Malvern	0.2%	2	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	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	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	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Halesowen	0.1%	i	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Leominster		i	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	o o	0.0%	0	1.0%	i	0.0%	0	
Merry Hill	0.0%	ó	0.0%	0	0.0%	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%	o o	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 Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	
aunton enbury Wells	0.1%	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%	o	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	
orkshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Don't know / varies)	0.5%	5	0.9%	3	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	0.0%	0	2.1%	2	
Don't buy / don't buy anywhere else)		739	79.6%	258	67.6%	75	66.3%	57	71.3%	164	52.8%	57		60	70.8%	68	
Base:	1	051		324		111		86		230		108		96		96	

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Wyre Forest District Retail Study for White Young Green

																	_
	Total	1	Zone	1	Zone 2	!	Zone 3		Zone !	5	Zone 6	5	Zone	7	Zone	8	
3rd mention																	
Bewdley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Birmingham City Centre	0.9%	9	0.6%	2	0.0%	0	1.2%	1	1.7%	4	0.9%	1	1.0%	1	0.0%	0	
Bridgnorth	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	
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	
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	1.0%	10	0.0%	0	0.0%	0	2.3%	2	2.2%	5	0.9%	1	2.1%	2	0.0%	0	
Merryhill Shopping Centre	0.6%	6	0.3%	1	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.1%	3	0.0%	0	
Redditch	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	
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-on-Severn	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Worcester	1.0%	11	1.2%	4	1.8%	2	0.0%	0	0.9%	2	1.9%	2	0.0%	0	1.0%	0	
Internet / online / mail order	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	1.0%	1	
Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		0	
London	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ludlow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	
Stratford	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	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	
Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	i	
Wolverhampton	0.1%	1	0.0%	0	0.0%	- 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Coleshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Leominster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Manchester City Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Merry Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Pershore	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tenbury Wells	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Weavers Wharf West Bromwich	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Yorkshire	0.0%	3	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	
(Don't know / varies) (Don't buy / don't buy anywhere else)	94.2%	990	96.3%	312	97.3%	108	91.9%	79	93.5%	215	91.7%	99	89.6%	86	94.8%	91	
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 s	hoes	and c	lothes	at 006

1 200/	20.6%	216	12.0%	39	18.9%	21	25.6%	22	23.0%	53	31.5%	34	21.9%	21	27.1%	26
1-20% 21-40%	7.8%	82	5.2%	17	9.0%		11.6%	10	7.4%	17	10.2%	11	6.3%	6	11.5%	11
41-60%	17.2%	181	17.6%		22.5%			14	17.8%	41	14.8%	16	15.6%	15	13.5%	13
61-80%	15.5%	163	15.1%	49	18.0%		14.0%	12	17.4%	40	13.9%	15	18.8%		9.4%	9
81-100%	18.6%	196		91	18.0%	20	17.4%	15	16.5%	38	6.5%	7	14.6%		11.5%	
(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

					101 1				,			_	-				-
	Total		Zone	1	Zone	2	Zone :	3	Zone :	5	Zone 6		Zone '	7	Zone	3	
Q09 Where did you last	go shopp	ing 1	for large	dom	estic app	plian	ces such	as a	fridge,	washi	ing mach	ine	or a com	pute	r ?		
Comet, Blackpole Retail	1.5%	16	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.9%	1	10.1%	10	3.0%	3	
Park, Worcester Comet, Crossley Park, Kidderminster	8.7%	94	16.6%	55	8.9%	10	15.6%	14	3.8%	9	0.9%	1	0.0%	0	5.1%	5	
Comet, Merryhill Shopping Centre	2.2%	24	0.0%	0	0.9%	1	1.1%	1	9.4%	22	0.0%	0	0.0%	0	0.0%	0	
Comet, New Street, 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	
Currys, Blackpole Retail Park, Worcester	3.4%	37	0.3%	1	0.0%	0	0.0%	0	0.9%	2	6.4%	7	18.2%	18	9.1%	9	
Currys, Crossley Park, Kidderminster	14.2%	153	26.0%	86	23.2%	26	22.2%	20	4.3%	10	3.6%	4	0.0%	0	7.1%	7	
Currys, Hagley Street, Halesowen	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	
Currys, Merryhill Shopping Centre	2.4%	26	0.3%	1	0.0%	0	0.0%	0	9.4%	22	2.7%	3	0.0%	0	0.0%	0	
Dixons, High Street, Halesowen	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, Merryhill Shopping Centre	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, Crossley Park, Kidderminster	1.5%	16	1.2%	4	1.8%	2	3.3%	3	0.4%	1	2.7%	3	1.0%	1	2.0%	2	
PC World, Merryhill Shopping Centre	0.8%	9	0.3%	1	0.0%	0	0.0%	0	1.3%	3	4.5%	5	0.0%	0	0.0%	0	
Powerhouse, Elgar Retail Park, Worcester	0.5%	5	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.0%	1	
Internet / online / mail order	8.5%	91	7.6%	25	7.1%	8	11.1%	10	7.2%	17	10.0%	11	5.1%	5	0.0%	15	
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	
Aldi, Green Street, Kidderminster	0.2%	2	0.6%	2	0.0%	0		- 7				1	0.0%	0	0.0%	0	
Argos, Kidderminster Asda, Market Street,	0.6%	6	0.6%	0	0.9%	0	0.0%	0	0.9%	0	0.9%	1	0.0%	0	0.0%	0	
Bromsgrove				2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Ashlane Bathroom & Kitchens, Kidderminster	0.4%	4	0.6%	24	4.5%	5	4.4%	4	0.0%	0	0.9%	1	0.0%	0	1.0%	1	
Bells Domestic Appliances, Kidderminster	3.3%	35	7.3%					- 6		0	0.0%	0	0.0%	0	17.2%	17	
Brights, Tenbury Wells	1.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	
Brown & Finchers,	0.3% 0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.1%	10	0.0%	0	
Droitwich Co-Op, 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	
Co-Op, Stourport	0.2%	2	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Crossley Park, Kidderminster	0.4%	4	1.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0			0.0%	0	
Currys, Droitwich Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
Dixons, 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	
Droitwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Droitwich Retail Park	0.2%	2	0.0%	1	1.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
H.J. Beard, Stourport Household Appliances, Stourport	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Iceland, 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	
Iceland, Kidderminster	1.0%	11	2.1%	7	0.0%	0	2.2%	2	0.4%	1	0.0%	0	0.0%	. 0	1.0%	1	
Kidderminster	1.0%	11	0.3%	9	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	o	
Kitchen Appliances, Kidderminster	0.1%									0	0.0%	0	2.0%	2	0.0%	0	
Local shops, Droitwich	0.3%	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	
Local shops, Tenbury Wells MFI, Kidderminster	0.2%	2	0.0%	1	0.0%	1	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Midland Electrics,	0.4%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Bromsgrove Miller Brothers, Droitwich	3.6%	39	0.0%	0	2.7%	3	1.1%	1	1.7%	4	6.4%	7	21.2%	21	3.0%	3	
Mills, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Recommended Kitchens, Kidderminster	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%			0	
Sainsburys, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	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	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Staples, Kidderminster	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, Kidderminster The Range, Kidderminster	0.3% 0.1%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	

							-			,								
		Total		Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Ti	nompsons, 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	
	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	
	enture 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	. 11
	ash 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%		Centry
	di, 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	
	oollo 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%		
Aj	pollo 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	
A	oollo 2000, West	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	Bromwich	0.10/		0.00/	0	0.09/	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
	ople, Birmingham	0.1%	1 2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	
	gos, Merry Hill ackpole Retail Park,	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
	Worcester	0.270	-	0.070		01270												
	sch, 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	
	omsgrove Domestic	1.1%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	12	0.0%	0	0.0%	0	
	Appliances, Bromsgrove											0.004	0	0.007		0.00/	0	
	pital, 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	
	napmans, Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
	omet, Dagenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	2	1.8%	2	0.0%	0	0.0%	0	
	omet, Halesowen	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	
	omet, Salisbury omet, Selly Oak,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	
	Birmingham										٥		0	0.0%	0	2.0%	2	
	irrys, Hereford Retail Park, Hereford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%						
	urys, 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	
	irrys, 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	
	ebenhams, 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%		
	xons, North Wales	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
Di	xons, 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	
	resham Computers, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	v	0.070		
	esham 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	
Ge	off Hill, Amblecote	3.3%	36	0.0%	0	0.0%	0	0.0%		15.3%	36	0.0%	0	0.0%	0	0.0%	0	
Ge	off 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	
	tt Kitchens, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	
	lls Electrical, Merry Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	ó	0.9%	1	0.0%	0	0.0%	0	
	omebase, Birmingham eland, 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	
	land, 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	
	iex, 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	
Jai	mes 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	
	hn 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	
	cal 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	
	cal 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	
	cal shops, Kidderminster	0.7%	8	1.8%	6	0.0%	0	2.2%	0	0.0%	0	0.0%	1	0.0%	0	1.0%	1	
	cal shops, Ludlow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	o	
	cal shops, Redditch cal shops, Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	o	0.0%	0	0.0%	0	
	cal shops, Stourport	0.1%		0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	ikro, 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	
	erry 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	
	erryhill 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	
M	FI, 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	
	FI, 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	
	ller 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	
	World, Hereford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	World, Worcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	
	werhouse, Merry Hill	0.3%	3	0.0%	0	0.0%	0	1.1%	0	0.9%	0	0.0%	1	0.0%	0	0.0%	0	
	dditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.9%	0	0.0%	0	0.0%	0	
Sci	insburys, Amblecote ottish Power, 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	
	Shopping Centre	0.10/		0.00/	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	lihull lihull Retail Park	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	
	ny Centre, Hereford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
So	ny Centre, Merryhill	0.1%	î	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	Shopping Centre e 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	

By Zone

Wyre Forest District Retail Study for White Young Green

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	Tota	ıl	Zone	1	Zone	2	Zone 3		Zone	5	Zone	6	Zone 7	7	Zone	3
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

	Total		Zone	1	Zone	2	Zone :	3	Zone	5	Zone 6		Zone 7		Zone §		
Q10 Where did you last	go shopp	ing	for furni	ture (or carpet	ts?											
Allied Carpets, Abbey Retail	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
Park, Redditch 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%	1	
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%	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%	0	
Carpetright, Crossley Park, Kidderminster	2.9%	31	3.6%	12	6.3%	7	5.6%	5		3		0		0		4	
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%	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%	1	
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%	0	
Oreams, 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%	1	
oynes Carpets, New Road,	1.1%	12	1.8%	6	0.0%	0	4.4%	4	0.9%	2	0.0%	0	0.0%	0	0.0%	0	
Kidderminster urniture Direct, Mill Pool Farm Furniture Estate, Worcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Harveys, Blackpole Retail Park, Worcester	0.7%	8	0.3%	1	0.0%	0	0.0%	0	0.4%	1	1.8%	2	3.0%	3	1.0%	1	
larveys, Kingfisher Shopping Centre, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
kea, Wednesbury	3.0%	32	3.0%	10	5.4%	6	1.1%	1	3.4%	8	5.5%	6	0.0%	0	1.0%	1	
idderminster Carpets, New	7.2%	77	9.1%	30	11.6%	13	4.4%	4	9.4%	22	4.5%	5	1.0%	1	2.0%	2	
Road, Kiidderminster lagnet, High Street,	0.2%	2	0.0%	0	0.9%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Stourbridge agnet, Hoobrook Industrial	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Estate, Kidderminster FI, Crossley Park,	0.5%	5	1.2%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kidderminster IFI, Elgar Retail Park,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	
Worcester IFI, Merryhill Shopping	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	2	1.8%	2	0.0%	0	0.0%	0	
Centre owe Carpets, New Road,	1.2%	13	1.2%	4	1.8%	2	5.6%	5	0.4%	1	0.0%	0	0.0%	0	1.0%	1	
Kidderminster CS, Crossley Park,	1.5%	16	2.7%	9	0.9%	1	3.3%	3	0.4%	1	0.9%	1	1.0%	1	0.0%	0	
Kidderminster tourport Bed Centre,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bewdley Road, Stourport- on-Severn																	
e 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%	2	
yre 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%	1	
ternet / online / mail order		21	2.1%	7	0.9%	1	2.2%	2	1.7%	4	0.0%	0	3.0%	3	4.0%	4	
ther dam Carpets,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kidderminster																	
rgos, 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	
rgos, Kidderminster &Q, Kidderminster	0.5%	5	0.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
eds 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%	0	
romsgrove Carpet &	0.1%	1	0.0%	o	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
Bedding, Bromsgrove comsgrove Carpets,	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0		0	
Bromsgrove arpet Factory,	0.6%	6	0.3%	ı	0.9%	1	0.0%	0	1.3%	3	0.0%	0	0.0%	0	1.0%	1	
Kidderminster																0	
edar Mills Carpets,	0.2%	1	0.0%	0	0.9%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0		0	
Kidderminster wid 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%	0	
	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		ó	1.0%			0	
	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	

					101 11	111	te rou	ıııg	Gice								Арги
	Total		Zone !	1	Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
Retail Park, Droitwich		4,5			0.00/		1.10/		0.00/	0	0.0%	0	0.0%	0	5.1%	5	
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	0.0%	0	
Index, High Street, Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%			- 6					
J & J Carpets, Kidderminster Klaussner Retail Ltd, Crossley Park,	0.1% 0.5%	5	0.0% 1.2%	4	0.0%	0	0.0% 1.1%	0	0.4% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	0.0% 0.0%	0	
Kidderminster Lawrences Furniture Centre,	0.5%	5	1.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kidderminster 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 Local store, Cleobury	0.4% 0.1%	4 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9% 0.0%	0	3.0% 0.0%	0	0.0% 1.0%	0	
Mortimer Lush, Birmingham Road,	0.7%	8	0.3%	1	0.0%	0	0.0%	0	0.4%	1	5.5%	6	0.0%	0	0.0%	0	
Bromsgrove Needham Enterprises,	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kidderminster 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%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.0%	3	0.0%	0	
Spa Carpets & Bed Warehouse, Droitwich Stephen Yardley Carpets,	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hartlebury Trading Estate, Kidderminster			0.00/		0.00/	0	0.09/		0.4%	1	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 The Carpet Warehouse, Market Street,	0.4%	4	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	
Bromsgrove 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 Tomkinsons Carpets,	0.1% 0.5%	5	0.3%	3	0.0%	0	0.0% 1.1%	0	0.0%	0	0.0% 0.0%	0	0.0%	0	0.0%	0	
Kidderminster Upstairs Downstairs, Coventry Street,	0.7%	7	1.2%	4	1.8%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Kidderminster 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%	0	0.0%	0	0.0%	0	
Stourbridge	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
Stourport	0.3%	3	0.3%	1	0.9%	1	0.0%	0	0.0%	0	1.8%	2	3.0%	3	2.0%	2	
Worcester Ambience Furniture, Dudley	0.1%	1	0.0%	ò	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%	ĺ	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	
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%	0	1.0%	1	0.0%	0	
Bensons Bed Centres, Merry Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
Birmingham Brian James Furnishings, Cannock	0.1%	ì	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	

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		Total		Zone 1		Zone 2		Zone 3		Zone 5		Zone 6		Zone 7		Zone 8		
,																0.007		
	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	
5	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	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.0%	4	2.0%	2	
	Park, Worcester														137			
	Cole's Home Furnishers,	0.4%	4	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	
	Bilston			0.070														
	Cole's Home Furnishers,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
		0.170	•	0.570		0.0.0												
	Brierley Hill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	
	County Furnishings,	0.270	- 2	0.076	·	0.070	o	0.070		0.070								
2	Worcester	0.10/	٠.	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
	Courts, Dudley	0.1%	1		0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.0%	4	0.0%	0	
	Courts, Worcester	0.5%	5	0.0%			0	0.0%	0	2.6%	6	0.9%	1	0.0%	0	0.0%	0	
	Cousins Furniture Store,	0.7%	8	0.3%	1	0.0%	U	0.070	U	2.070	U	0.770	•	0.070		01010	-	
	Dudley					0.007	0	0.00/	^	0.49/	1	0.0%	0	0.0%	0	0.0%	0	
	Cradley Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
	Crossley Park,	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	U	0.070	U	0.076	0	0.070		
	Kidderminster							0.004		0.00/	0	0.09/	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	
	DFS, Newcastle	0.1%	1	0.0%	0	0.0%	0	1.1%	1	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,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	U	
	Merry Hill												_			1.00/		
	Dreams Bed Superstore,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
	Worcester																4	
	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,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
	Worcester	0.170	1	0.0.70														
	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	
		0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
	Focus, Leominster	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.0%	0	
	Frances, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	Furniture Warehouse,	0.170		0.070		0.070		0,070										
	Dudley	0.10/		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	
	Gallagher Retail Park,	0.1%	1	0.076	U	0.070	U	0.070		0.070								
	Solihull	0.107		0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	Great Witley	0.1%	1		0	0.0%	0	0.0%	0	0.4%	1	0.9%	1	0.0%	0	0.0%	0	
	Habitat, New Street,	0.2%	2	0.0%	U	0.076	U	0.070	0	0.170		012.0						
	Birmingham	0.004		0.007	0	0.09/	0	1.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
	Hammond Hill, Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	i	0.0%	0	0.0%	0	0.0%	0	
	Hartlebury	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
	Homebase, Bath Road,	0.1%	1	0.0%	0	0.0%	U	0.070	U	0.070		0.070		0.0.0				
	Worcester	- 724				0.00/	0	0.09/	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,	0.2%	2	0.6%	2	0.0%	0	0.0%	U	0.076	v	0.070	0	0.070		0.010		
	Birmingham							0.007		0.4%		0.9%	1	0.0%	0	0.0%	0	
	John Lewis, Solihull	0.4%	4	0.6%	2	0.0%	0	0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	
	John Pargeter & Sons,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.076	U	0.070	v	0.070	v	
	Stourbridge											0.007		0.09/	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,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	U	0.076	U	
-	Amblecote											0.001		0.00/	0	0.0%	0	
	Kidderminster Carpets,	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.076	U	
it.	Stourbridge									4 10 10 10				0.001		1.00/		
	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	0.3%	3	0.3%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	
Ž.	Retail Park, Worcester	0.570																
	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	
Ř.	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	
		0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.9%	2	0.9%	1	1.0%	1	0.0%	0	
1	Lee Longlands, Birmingham		1	0.0%	o	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
-	Local shops, Amblecote	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0	
0	Local shops, Birmingham		4		1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	
	Local shops, Brierley Hill	0.4%		0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
E	Local shops, Bromyard	0.1%	1	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%			2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	
ŀ	Local shops, Ludlow	0.3%	3	0.0%	0	0.0%	0	2.2%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	
	Local shops, lye	0.2%	2	0.0%	0	0.0%	0	0.0%		0.4%	1	0.0%	0	0.0%	0	1.0%	1	
	Local shops, Old Swinford	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	1	0.0%	0	0.0%	0	
-	Local shops, Redditch	0.2%	2	0.0%	0	0.0%	0	1.1%	1		0	0.9%	0	0.0%	0	1.0%	I	
	Local shops, Shrewsbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	2	
*	Local shops, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	-	0.0%	0	0.0%	0	0.0%	0	
	Ludlow	0.1%	1	0.0%	0	0.0%	0	1.1%	1	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	0.076	0	
-																		

Wyre Forest District Retail Study Page 61 for White Young Green April 2006

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	Tota	al	Zon	e 1	Zon	e 2	Zone	3	Zon	e 5	Zon	e 6	Zone	7	Zone	8	
Marks & Spencer, Merry	0.5%	.5	0.3%	1	0.0%	0	0.0%	(1.3%	3	0.0%	(0.0%	0	1.0%	1	
Hill Merry Hill	0.2%	2	0.6%	2	0.0%	0	0.0%	(0.0%	0	0.0%		0.0%	0	0.0%	0	
Merryhill Shopping Centre	0.2%	3		0				(31507					0		0	
		1 5						ć		0				1		0	
MFI, Blackpole Retail Park, Worcester	0.1%	1		0													
MFI, Droitwich	0.1%	1		0		0		(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	
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%	i		0		0		0		0		1		0		o	
Phoenix Carpets,	0.2%	2		0		0		0		0		2		0		0	
Bromsgrove	0.276	-	0.076	v		v	0.070	U	0.076	U	1.070	-	0.076	V	0.076	U	
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,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Birmingham	0.70/		0.007		0.00/		0.007		0.00/		0.00/		0.10/		0.007		
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	

	Total	1	Zone	1	Zone 2		Zone 3		Zone 5		Zone 6		Zone?	7	Zone	8
Q11 Where did you last	go shopp	oing f	or DIY e	equip	ment or p	rod	ucts ?									
B&Q Supercentre, Merryhill	0.8%	9	0.0%	0	0.0%	0	0.0%	0	3.8%	9	0.0%	0	0.0%	0	0.0%	0
Shopping Centre B&Q Supercentre, New	6.3%	68	0.3%	1	0.0%	0	0.0%	0	28.5%	67	0.0%	0	0.0%	0	0.0%	0
Road, Stourbridge B&Q Warehouse, Green Street, Kidderminster	39.8%	428	63.1%	209	55.4%	62	66.7%	60	23.0%	54	1.8%	2	10.1%	10	31.3%	31
B&Q Warehouse, Mucklow Hill, Halesowen	2.5%	27	0.0%	0	0.0%	0	0.0%	0	10.2%	24	1.8%	2	0.0%	0	1.0%	1
B&Q, Warehouse, Jinnah Road, Redditch	2.7%	29	0.0%	0	0.9%	1	0.0%	0	0.4%		24.5%	27	0.0%	0	0.0%	0
Focus / Do It All, Bromsgrove	5.9%	63	0.6%	2	0.0%	0	0.0%	0	2.1%	5	50.0%	55	1.0%	1	0.0%	0
Focus / Do It All, Spennals Valley Road, Kidderminster	5.0%	54	11.8%	39	4.5%	5	3.3%	3	2.1%	5	0.0%	0	0.0%	0	2.0%	2
Homebase, Abbey Retail Park, Redditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1
Homebase, Bath Road, Worcester	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Elgar Retail Park, Worcester	0.9%	10	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	4.0%	4	4.0%	4
Homebase, Roman Way Retail Park, Droitwich	5.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.5%	54	0.0%	0
Homesbase, Hylton Road, Worcester	1.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	13
The Range, Crossley Park, Kidderminster	0.6%	6	1.2%	4	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wickes, Redditch Ringway, Redditch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Wigleys DIY, Sandy Lane, Stourport-on-Severn	3.6%	39	2.4%	8	15.2%	17	7.8%	7	0.0%	0	0.0%	0	2.0%	2	5.1%	5
Wilkinsons, Market Street, Kidderminster	1.1%	12	1.5%	5	3.6%	4	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
Internet / online / mail order	0.7%	8	0.3%	1	0.9%	1	1.1%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Beards DIY, Kidderminster Broad Street DIY, Worcester	0.1%	3	0.3%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0
Road, Bromsgrove Caldicott, 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%	2
Country Wide, Stourport	0.1%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morgans Timber, 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
Wilkinsons, Droitwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0
Woolworths, Kidderminster	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.7%	8	2.1%	7	0.0%	0	0.0%	0	0.4%	0	0.0%	2	0.0%	0	0.0%	0
Local stores, Bromsgrove	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Local stores, Tenbury Wells	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Worcester	0.2%	2	0.0%	0	0.9%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Bilston	0.1%	1 4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4
B&Q, Hereford	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, Stratford-Upon-Avon	0.1%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Worcester Blackpole Retail Park, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
Carvers, 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
Focus, Brierley Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	1.0%	1	0.0%	0
Focus, Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	7	0.0%	0	0.0%	0	0.0%	0
Focus, Kingswinford	0.7%	7	0.0%	0	0.0%		1.1%	1	0.0%	ó	0.0%	0	0.0%	0	9.1%	9
Focus, Leominster	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	o	0.0%	0	0.0%	0	2.0%	2
Homebase, Leominster	0.2%	2	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Ludlow	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Homebase, Nottingham		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Homebase, Telford John Lewis, Cribbs Causeway, Bristol	0.1% 0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Local shops, 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
Shropshire Building Supplies, 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
Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1
Stourport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			0	0.0%	0
Travis Perkins, Ludlow	0.1%	- 1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.076	U

						-		-	_				_	7. 500		
	Tota	al	Zone	1	Zone	: 2	Zone	3	Zone	e 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%	0
Wickes, Dudley	0.1%	1	0.0%	0	0.0%	0		0		1	0.0%	0	0.00.0	0		0
Wickes, Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0		0		0
Wickes, Hall Green, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	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%	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%	6
(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%	9
Base:		1076		331		112		90		235		110		99		99
Q12 Do you, or does a	ny membe	er of y	our hou	iseho	ld have	acces	ss to the	inte	rnet?							
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 men Those who have acces				d use	the inte	rnet t	o purch	ase a	ny food	prod	ucts?					
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	
£31 - £40	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	1	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		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		1	
£61 - £70	4.8%	5	5.0%	1	11.1%	1	10.0%	1	0.0%	0		0	0.0%	0		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		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		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

	Total		Zone	ı	Zone 2	2	Zone 3	3	Zone	5	Zone	6	Zone	7	Zone	8
Q16 What type of non f Those who purchase n	ood produ non-food pro	oduct:	do you p	urch:	ase via ti et at Q15	he in	ternet ?									
Books	37.2%	173	33.8%	44	31.8%	14		17		43	38.6%	22		16		17
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%	1
CD's, DVD's, videos	44.1%	205	47.7%	62	47.7%	21	31.0%	13	38.8%	40	52.6%	30		23	34.0%	16
Clothes	19.6%	91	21.5%	28	9.1%	4	26.2%	11	19.4%	20	19.3%	11	21.4%	9	17.0%	8
DIY goods	2.8%	13	1.5%	2	4.5%	2	2.4%	1	0.0%	0	5.3%	3	9.5%	4	0.0%	0
Furniture / carpets	1.9%	9	1.5%	2	0.0%	0	7.1%	3	1.9%	2	1.8% 3.5%	1 2	0.0%	ó	4.3%	2
Garden items	3.2%	15	4.6%	6	0.0%	0	7.1%	3	1.9%	2		10		5	10.6%	5
Holiday and / or travel tickets	13.1%	61	10.0%	13	13.6%	6	11.9%	5	16.5%	17	17.5%				2.1%	1
Insurance	2.8%	13	5.4%	7	0.0%	0	4.8%	2	0.0%	0	1.8%	0	4.8%	2	0.0%	0
lewellery	1.9%	9	3.1%	4	0.0%	0	0.0%	0	2.9%	3	0.0%	14	11.9%	5	17.0%	8
Major electrical items	16.6%	77	20.0%	26	13.6%	6	9.5%	4	13.6%	14	24.6%	12	33.3%	14	27.7%	13
Small electrical items	24.5%	114	27.7%	36	18.2%	8	21.4%	9	21.4%	22	21.1%	12	14.3%	6	6.4%	3
Small household goods	4.9%	23	4.6%	6	2.3%	1	2.4%	1	4.9%	5	1.8%	2	2.4%	1	2.1%	1
Sports goods	4.3%	20	3.8%	5	4.5%	2	7.1%	3	5.8%	5	3.5%	2	2.4%	i	6.4%	
Гоуs	5.2%	24	5.4%	7	4.5%	2	9.5%	4	4.9%	0	0.0%	0	0.0%	0	0.0%	
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%			4	2.4%	1	12.8%	
Computer equipment / computer games / ink cartridges	5.2%	24	2.3%	3	4.5%	2	2.4%	1	6.8%	7	7.0%					
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	0.0%	
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%	1	0.0%	
Fishing equipment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Flags	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%		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	2.1%	
Citchen tap	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
uggage	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%			0	0.0%	
Material	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	1	0.0%	
Musical instruments	0.4%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4% 0.0%	0	0.0%	1
Posters	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	2.4%	1	2.1%	
Pushchair	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	-		0	0.0%	
Shares	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0% 4.8%	2	14.9%	
Don't know / can't remember / varies)	6.9%	32	5.4%	7	9.1%	4	9.5%	4	5.8%	6	3.5%		4.870		14.970	
Base:		465		130		44		42		103		57		42		47

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Zone 3 Zone 5 Zone 6 Zone 7 Zone 3 Zone 2 Total Zone I 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 Those who purchase non-food products over the internet at Q15 78 13.8% 18 13.6% 16.7% 7 14.6% 15 24.6% 14 23.8% 10 17.0% 8 £10 or less 16.8% 17.5% 15.8% 9 21.4% 9 10.6% 5 77 11.5% 15 22.7% 10 26.2% 11 18 £11 - £20 16.6% 4.6% 4 8% 6.8% 7.0% 4 4.8% 2 8.5% 4 6.8% 2 £21 - £30 6.0% 28 6 3 3.9% 2 2 2.4% 4.3% 3.7% 17 6.2% 8 0.0% 0 0.0% 0 4 3.5% £31 - £40 18.2% £41 - £50 9.2% 43 11.5% 15 8 11.9% 5 6.8% 5.3% 3 4.8% 2 6.4% 3 0.0% 0.0% 0 2.3% 0.0% 2.4% 0.0% 1.8% £51 - £60 1.1% 5 3 0 0.0% 0.0% 0 0.0% 0 £61 - £70 0.4% 2 0.8% 1 2.3% 0.0% 0 0.0% 0 0.0% 0.6% 1.5% 2 0.0% 0 0.0% 0 0.0% 0 1.8% 1 0.0% 0 0 £71 - £80 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0.0% 0.0% £81 - £90 9.7% 10 10.5% 6 7.1% 3 10.6% 5 4.5% 11.9% 5 £91 - £100 8.0% 37 4 6% 6 2 4 3% 7 1% 2 £101 - £200 3.9% 18 1.5% 2 4.5% 2 4.8% 3 9% 5 3% 3 0 £201 - £300 0.9% 4 1.5% 2.3% 0.0% 0.0% 0 1.8% 1 0.0% 0 0.0% 2 0.0% 0 2.4% 0.0% 0.0% 0 0.0% 0 2.1% 0.6% 0.8% £301 or more 36.9% 31.9% (Don't know / can't 30.8% 143 36.9% 48 20.5% 19.0% 8 38 22.8% 13 28.6% 12 15 remember) 2 0 0.0% 0 0.0% 0 0.0% 0 4.3% 2 1.5% 7 2.3% 3 4.5% 0.0% (Refused) 49.2 45.0 55.7 49.9 50.2 49.9 59.8 44.2 Mean: 103 57 42 47 130 42 465 44 Base: Mean score [Very likely = 2, Fairly likely = 1, Fairly unlikely = 0, Very unlikely = -1] Q18 Do you think it is likely or unlikely that you or a member of your household will increasingly shop via the internet in the next five years Those who have access to the internet at Q12 27.5% 19 26.9% 39 28.1% 18 33.9% 20 30.2% 45 31.6% 25.0% 16 Very likely 181 20.4% 21 40.3% 60 34.2% 26 29.7% 19 27.5% 19 Fairly likely 36.0% 242 38.7% 74 35.9% 23 35.6% 33 3% 23 Fairly unlikely 14.0% 94 14.7% 28 9.4% 6 6.8% 8.1% 12 11.8% 18.8% 12 16.1% 18.3% 123 19.9% 38 25.0% 16 18.6% 11 24 18.4% 14 20.3% 13 10.1% Very unlikely 5.1% 5.4% 8 3.9% 3 6.3% 4 1.4% 3 (Don't know / not sure) 4.8% 32 6.3% 12 1.6% 1 0.74 0.75 0.68 0.89 0.89 0.82 0.63Mean: 0.64 191 149 64 69 59 76 672 64 Q19 How many times have you or a member of your household visited the cinema in the last twelve months? 12 7.2% 9.1% 10 16.2% 16 12.1% 10.0% 17 Once 9.6% 103 9.4% 31 7.1% 8 4.0% 9 14 5% 10 9% 12 10.1% 10 4 Twice 9.4% 101 5.7% 19 11.6% 13 10.0% 34 9 6.7% 9.1% 7.7% 9.7% 6.0% 14 9.1% 10 6.1% 6 3 times 83 32 5.4% 6 6.1% 4.0% 4 4.2% 45 4.8% 16 0.0% 0 2.2% 2 4.3% 10 6.4% 6 4 times 4.0% 3.0% 3 3.6% 4 4 3 3% 5.1% 12 5 times 3.3% 36 2 1% 7 2 7% 3 3 8.1% 8 6 times 5.0% 54 4.2% 14 6.3% 5.6% 5 4.7% 11 4.5% 4.0% 2.2% 0.0% 0 2.0% 2 0.0% 0 0.9% 10 0.9% 3 0.0% 0 1.3% 7 times 1.3% 1.8% 1.0% 1 1.0% 1 1 5% 1.1% 3 8 times 1 4% 15 5 1.8% 2 0.0% 0 0.0% 0 0.0% 0 0.1% 0.0% 0 0.0% 0 0.0% 0 0.4% 1 9 times Q 0.9% 2.2% 2 3.8% Q 5.5% 2.0% 2 1.0% 1 10 times 2.8% 30 2.7% 6 18.2% 10.5% 113 10.6% 35 6.3% 7 12.2% 11 12.3% 29 20 6.1% 5.1% Over 10 times 52.5% 37.9% 89 30.9% 41.4% 41 52 44.4% 40 34 Never 44.4% 478 47.7% 158 57.1% 64 (Don't know / can't 0.7% 0.6% 0.9% 0.0% 0 1.3% 3 0.0% 0 1.0% 0.0% 0 remember) 99 99 90 235 110 Base: 1076 331 112

Name and Address of the Control of t									0							
	Tota	ıl	Zon	e 1	Zone	2	Zone	3	Zon	e 5	Zone	6	Zone	7	Zon	e 8.
Q20 Where do you, or a	member	r of ye	our hou	sehol	d usuall	ly go	to the ci	nema	?							
Those who have visited	d the cinen	na ove	r the las	t twelv	e months	at Q1	9									
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%	0
ABC, Redditch	0.0%	0	0.0%	0		0		ő	0.0%	0	0.0%	0		0	-1010	0
Arts Cinema, Ludlow	0.2%	1	0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.010	1
Cineworld, Wolverhampton	0.2%	1	0.0%	0		0		0	0.7%	1	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%	0
Odeon, Worcester	3.3%	20	0.6%	ī	4.2%	2	2.0%	i	0.0%	0	0.0%	0	22.4%	13	6.4%	3
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%	5
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%	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%	2
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%	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%	32
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%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	o
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%	0
Bromsgrove	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	õ	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%	ő
Dudley	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	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%	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%	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%	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%	ő	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%	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%	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%	0
Shrewsbury	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	ī	0.0%	0
Sidmouth, Devon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	ó	0.0%	0
Telford	0.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	o	0.0%	0	0.0%	ő	0.0%	0
The Mac, Birmingham	0.2%	1	0.6%	1	0.0%	0	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0
UCI, Birmingham	0.2%	1	0.0%	ó	0.0%	ő	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
UCI, Norwich	0.2%	í	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%	o	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	i	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.0% 4.3%	0
Base:		598		173	21070	48	21070	50	2.770	146	0.070	76	1.770	58	4.370	47

Cineworld, Wolverhampton One of Doy's		Tota	1	Zone	1	Zone	2	Zone	3	Zone	: 5	Zone	e 6	Zone	7	Zone	8
ABC, Quinton O.7% 4 0.0% 0									sited	in the la	st tw	elve mo	nths 1	?			
ABC, Redikich OLEY ABC, Catellach OLEY ABC, Catellach OLEY OLEY ABC, Catellach OLEY OLEY ABC, Catellach OLEY OLEY ABC, Catellach OLEY O									0	2 70/	4	0.0%	0	0.09/	0	0.0%	0
Arts Cinervan Lullow																	0
Content Cont																	4
Light House,																	0
Wolverhampton Wo																	
																	0
Regal, Tenbury Wells	Majestic, Bridgnorth																0
Showcase, Walsall 0.2% 1 0.6% 1 0.0% 0 0.0	Odeon, Worcester																2
Colling Coll	Regal, Tenbury Wells								-								4
Centre Contre Contre	Showcase, Walsall																0
Viue, Worcester 7.2% 43 10.4% 18 12.5% 6 4.0% 2 0.7% 1 5.3% 4 12.1% 7 10.6% Warehouse Cinema, Green 6.9% 41 13.9% 24 14.6% 7 14.0% 7 2.1% 3 0.0% 0 0.0% 0 0.0% 0 0.0% Street, Kidderminster Other 0.0% 0 1.2% 2 2.1% 1 0.0% 0 0.0%		16.4%	98	27.2%	47	20.8%	10	24.0%	12	16.4%	24	2.6%	2		2		1
Vue, Worester 7, 2% 43 10.4% 18 12.5% 6 4.0% 2 0.7% 1 5.3% 4 12.1% 7 10.6% Warehouse Cinema, Green Street, Kidderminster Other 0.0% 0	UGC, Rubery	5.5%	33	6.4%	11	4.2%	2	2.0%									1
Warehouse Cinema, Green Street, Kidderminster Other Ot		7.2%	43	10.4%	18	12.5%	6										5
Deher	Warehouse Cinema, Green	6.9%	41	13.9%	24	14.6%	7	14.0%	7	2.1%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Oudley Ou							1	0.0%	0	18.5%	27	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% Couchwood, Solihull 0.7% 4 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 5.3% 4 0.0% 0 0.0% 0 0.0% Simmingham 0.7% 4 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 3 0.0% 0 0.0% 0 0.0% Brimingham 0.7% 4 0.6% 1 0.0% 0 0.0%					0		0	0.0%	0	3.4%	5	0.0%	0	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% Birmingham 0.7% 4 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 3 0.0% 0 0.0% Birmingham 0.7% 4 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 3.9% 3 0.0% 0 0.0% 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 0.0% 0 0.0% 0 0.0% Enceworld, Sunderland 0.2% 1 0.0% 0 0.0%					0		0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Brimingham			5.7		0		0	0.0%	0	0.0%	0	5.3%	4	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 0.0% 0 0.0% 2 0.0% 2 0.0% 2 0.0% 2 0.0% 1 0.0% 0					1		0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	0.0%	0
Stromsgrove 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0%					1		0		0	0.0%	0	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% Leicester 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 1 0.0% Leicester 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Leicester 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Longbridge 0.3% 2 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Malvern 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Malvern Theatre 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Meadowhall, Sheffield 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Meadowhall, Sheffield 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Morbury Theatre, Droitwich 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Morbury Theatre, Droitwich 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Decon, Birmingham City 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Decon, Quinton 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Decon, Quinton 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% Decon, Quinton 0.2% 1 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% DCI, 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 0.0% 0 0.0% DCI, Elford 0.2% 1 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% DCI, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% DCI, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% DCI, Telford 0.2% 1 0.0% 0							0		0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Leicester 0.2%							0		0		0	0.0%	0	1.7%	1	0.0%	0
1							0		0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Descripting											0		0	0.0%	0	2.1%	1
Malvern 0.2% 1 0.0% 0									0		1	0.0%	0	0.0%	0	0.0%	0
Malvern Theatre 0.2% 1 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% 1 0.0% Norbury Theatre, Droitwich 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 1 0.0% Norbury Theatre, Droitwich 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.3% 1 0.0% 0 0.0% O 0.0% 0			- 2				0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1
Norbury Theatre, Droitwich 0.2%			2.1				0		0		1	0.0%	0	0.0%	0	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% O 0.0%							0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Odeon, Birmingham City 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 2.6% 2 0.0% 0 0.0% Centre Odeon, Quinton 0.2% 1 0.0% 0 0			- 50		7.		0		0		0	1.3%	1	0.0%	0	0.0%	0
Decomposition O.2% 1 0.0% O 0.0% O 0.0% O 0.7% 1 0.0% O 0.0	Odeon, Birmingham City								0		0		2	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 0.0% Star City, Birmingham 0.3% 2 0.6% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 1 0.0% OCI, 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 0.0% OCI, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 1 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.0% OCI, Telford 0.3% 2 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.3% 2 0.0% OCI, Telford 0.3% 2 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OCI, Telford 0.0% OCI, Telford 0.0% OCI, Telford 0.3% 2 0.0% OCI, Telford 0.0% O		0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Star City, Birmingham 0.3% 2 0.6% 1 0.0% 0													0		0		0
OCI, Birmingham O.2% I 0.6% I 0.0% O 0.0%											0		0	1.7%	1	0.0%	0
OCI, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.7% 1 0.0% 0 0.0% 0 0.0% OGC, Telford 0.3% 2 0.0% 0 0.0% 0 2.0% 1 0.0% 0 0.0% 0 1.7% 1 0.0% OGC, Telford 0.3% 2 0.0% 0 0.0% 0 2.0% 1 0.0% 0 0.0% 0 0.0% 0 1.7% 1 0.0% OGC, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OGC, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OGC, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OGC, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OGC, Telford 0.2% 1 0.0% OGC, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OGC, Telford 0.2% 1 0.0% OGC, Telford 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% OGC, Telford 0.2% 1 0.0%									0		0	0.0%	0	0.0%	0	0.0%	0
OGC, Telford 0.3% 2 0.0% 0 0.0% 0 2.0% 1 0.0% 0 0.0% 0 1.7% 1 0.0% /ue, Birmingham 0.2% 1 0.0% 0 2.1% 1 0.0% 0 0.0	-		7						0		1	0.0%	0	0.0%	0	0.0%	0
Vice, Birmingham 0.2% 1 0.0% 0 2.1% 1 0.0% 0 0.0%									1		0	0.0%	0	1.7%	1	0.0%	0
Vie, Devon 0.2% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 1.7% 1 0.0% 1 0.0% 0 0.0% 1 0.0% 0 0.0%					2.5		1		0		0	0.0%	0	0.0%	0	0.0%	0
Auc, Merry Hill 0.2% 1 0.6% 1 0.0% 0		0.001			-		0		0		0	0.0%	0	1.7%	1	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% 23 38se: 598 173 48 50 146 76 58 4 6 6 76 58 4 6 6 6 76 58 4 76 6 76 58 4 76 6 76 6 76 6 76 6 76 6 76 6 76 6 7													0	0.0%	0	0.0%	0
222 If there was a new mulitplex cinema in Kidderminster, would you or other members of your household be likely to use it? (cs, always 18.8% 202 23.6% 78 28.6% 32 28.9% 26 17.4% 41 6.4% 7 4.0% 4 14.1% 18.8% 34.6% 372 39.6% 131 33.0% 37 36.7% 33 32.8% 77 29.1% 32 31.3% 31 31.3% 34.6% 439 29.0% 96 31.3% 35 33.3% 30 44.3% 104 60.9% 67 57.6% 57 50.5% 57 50.5%							19		25					58.6%		61.7%	29
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% 16.4% 17 4.0% 17 4.0% 18.8% 18	Base:		598		173		48		50		146		76		58		47
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% 340 40.8% 439 29.0% 96 31.3% 35 33.3% 30 44.3% 104 60.9% 67 57.6% 57 50.5% 50 50.5%	222 If there was a new n	nulitplex	cine	ma in Ki	ddem	ninster,	woul	d you or	othe	r memb	ers o	f your h	ouseh	old be li	ikely	to use it	?
es, sometimes 34.6% 372 39.6% 131 33.0% 37 36.7% 33 32.8% 77 29.1% 32 31.3% 31 31.3% 34 40.8% 439 29.0% 96 31.3% 35 33.3% 30 44.3% 104 60.9% 67 57.6% 57 50.5% 50 50.5%	es 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
40.8% 439 29.0% 96 31.3% 35 33.3% 30 44.3% 104 60.9% 67 57.6% 57 50.5% 5																	31
M	The second of th																50
mayor don thirm; 3.279 00 1.279 to 1.170 0 1170 1 1000 1																	4
Base: 1076 331 112 90 235 110 99 9				1.770		7.170		21274				2.0.0					99

						_								-	2.75	
	Tota	1	Zone	1	Zone	2	Zone	3	Zone	5	Zone	6	Zone	7	Zone	8
Q23 How many times ha	ve you o	or a m	ember (of you	ır house	hold	visited a	ten-	pin bow	ling a	lley in t	he las	st twelve	mon	ths?	
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%	66	73.7%	73
Never	71.7%	772	77.3%	256	68.8%	77	78.9%	71	70.2%	165	58.2%	64	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.076		0.070		0.076	
Base:		1076		331		112		. 90		235		110		99		99
Q24 Which bowling alley Those who have visited	do you	or a i	member	of yo	ur hous	eholo	d usually	go t	0?							
Those who have visued									0.00/	Ď.	0.0%	0	0.0%	0	0.0%	0
Bowling Express, Wolverhampton	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,	1.3%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.2%	1	0.0%	0	3.8%	1
Strichley Strikers Pleasure Bowl,	1.0%	3	0.0%	0	2.9%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Wolverhampton Worcester Ten-pin Bowling,	20.1%	61	16.0%	12	40.0%	14	31.6%	6	1.4%	1	8.7%	4	45.5%	15	34.6%	9
Worcester	0.00/		0.00/	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%	20	11.4%	4	5.3%	1	8.6%	6	73.9%	34	6.1%	2	0.0%	0
Hollywood Bowl, Great	22.0%	67	20.770	20	11.470	4	3,370		0.070							
Park, Rubery	1.3%	4	4.0%	3	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Birmingham	1.6%	5	1.3%	1	2.9%	1	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Dudley 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.3%	1	1.3%	1	0.0%	0	0.0%	3	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill	0.7%	2	1.3%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Northumberland	0.3%	1	0.0%	1	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	3.0%	1	0.0%	0
St Johns, Worcester	0.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Superbowl, Fareham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	o	0.0%	0	0.0%	0	3.8%	1
Superbowl, Hereford	0.3%	i	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Superbowl, Stourbridge	0.5%	2	0.0%	0	0.0%	0	5.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
The Fountain, Kent	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	2
Worcester	3.6%	11	4.0%	3	5.7%	2	5.3%	1	2.9%	2	0.0%	0	3.0%	1	7.7%	2
		4.3	410.10	100		_										
(Don't know / varies) Base:	0.0.0	304		75		35		19		70		46		33		26

Total

Zone I

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,

Pubs and clubs Bewdley Birmingham Dudley Kidderminster Stourbridge Stourport-on-Severn Worcester Other Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	5.9% 5.4% 1.2% 16.3% 6.7% 3.4% 5.9% 0.0% 2.7% 0.5% 0.5% 0.7% 0.5% 0.0% 0.2% 0.9% 0.0% 0.1% 2.0% 0.1% 0.2%	64 58 13 175 72 37 63 0 41 29 5 5 7 7 5 0 2 10 0 4	4.8% 3.9% 2.1% 42.3% 0.9% 1.2% 3.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	16 13 7 140 3 4 11 0 0 0 0 4 0 0 0 0	1.8% 3.6% 0.9% 7.1% 1.8% 28.6% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2 4 1 8 2 32 3 0 0 2 0 0 0 0 0	41.1% 3.3% 1.1% 7.8% 1.1% 0.0% 5.6% 0.0% 0.0% 0.0% 0.0% 0.0%	37 3 1 7 1 0 5 0 0 0 0	2.1% 6.4% 1.3% 6.4% 27.7% 0.4% 0.9% 0.0% 0.0% 2.1% 0.4%	5 15 3 15 65 1 2 0 0 0 5	0.9% 14.5% 0.9% 0.9% 0.0% 0.0% 9.1% 0.0% 36.4% 0.9% 0.0%	1 16 1 1 0 0 10 0 40 1 0	1.0% 6.1% 0.0% 3.0% 0.0% 0.0% 22.2% 0.0% 1.0% 26.3% 0.0%	1 6 0 3 0 0 22 0 1 26 0 0	2.0% 1.0% 0.0% 1.0% 1.0% 0.0% 10.1% 0.0% 0.0	2 1 0 1 1 0 10 0 0 0 0 0
Birmingham Dudley Kidderminster Stourbridge Stourport-on-Severn Worcester Other Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	5.4% 1.2% 16.3% 6.7% 3.4% 5.9% 0.0% 3.8% 2.7% 0.5% 0.5% 0.7% 0.5% 0.0% 0.2% 0.9% 0.4% 0.1% 2.0% 0.1% 0.2%	58 13 175 72 37 63 0 41 29 5 5 7 5 0 2 10 0 4 1	3.9% 2.1% 42.3% 0.9% 1.2% 3.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	13 7 140 3 4 11 0 0 0 0 4 0 0 0	3.6% 0.9% 7.1% 1.8% 28.6% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	4 1 8 2 32 3 0 0 2 0 0 0 0 0	3.3% 1.1% 7.8% 1.1% 0.0% 5.6% 0.0% 0.0% 0.0% 0.0% 0.0%	3 1 7 1 0 5 0 0 0 0	6.4% 1.3% 6.4% 27.7% 0.4% 0.9% 0.0% 0.0% 2.1%	15 3 15 65 1 2 0 0 0 5	14.5% 0.9% 0.9% 0.0% 0.0% 9.1% 0.0% 36.4% 0.9% 0.0%	16 1 0 0 10 0 40 1 0	6.1% 0.0% 3.0% 0.0% 0.0% 22.2% 0.0% 1.0% 26.3% 0.0%	6 0 3 0 0 22 0 1 26 0 0	1.0% 0.0% 1.0% 1.0% 0.0% 0.0% 0.0% 0.0%	1 0 1 1 0 10 0 0 0
Birmingham Dudley Kidderminster Stourbridge Stourport-on-Severn Worcester Other Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	5.4% 1.2% 16.3% 6.7% 3.4% 5.9% 0.0% 3.8% 2.7% 0.5% 0.5% 0.7% 0.5% 0.0% 0.2% 0.9% 0.4% 0.1% 2.0% 0.1% 0.2%	58 13 175 72 37 63 0 41 29 5 5 7 5 0 2 10 0 4 1	3.9% 2.1% 42.3% 0.9% 1.2% 3.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	13 7 140 3 4 11 0 0 0 0 4 0 0 0	0.9% 7.1% 1.8% 28.6% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1 8 2 32 3 0 0 2 0 0 0 0	1.1% 7.8% 1.1% 0.0% 5.6% 0.0% 0.0% 0.0% 0.0% 0.0%	1 7 1 0 5 0 0 0 0	1.3% 6.4% 27.7% 0.4% 0.9% 0.0% 0.0% 2.1%	3 15 65 1 2 0 0 0 5	0.9% 0.9% 0.0% 0.0% 9.1% 0.0% 36.4% 0.9% 0.0%	1 0 0 10 0 40 1 0	0.0% 3.0% 0.0% 0.0% 22.2% 0.0% 1.0% 26.3% 0.0% 0.0%	0 3 0 0 22 0 1 26 0	0.0% 1.0% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 1 1 0 10 0 0 0
Dudley Kidderminster Stourbridge Stourport-on-Severn Worcester Other Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	1.2% 16.3% 6.7% 3.4% 5.9% 0.0% 3.8% 0.5% 0.5% 0.7% 0.5% 0.0% 0.2% 0.9% 0.0% 0.1% 2.0% 0.1% 0.2%	175 72 37 63 0 41 29 5 5 7 5 0 2 10 0 4 1	42.3% 0.9% 1.2% 3.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	140 3 4 11 0 0 0 0 4 0 0 0	7.1% 1.8% 28.6% 2.7% 0.0% 0.0% 1.8% 0.0% 0.0% 0.0% 0.0% 0.0%	8 2 32 3 0 0 2 0 0 0 0 0	7.8% 1.1% 0.0% 5.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	7 1 0 5 0 0 0 0	6.4% 27.7% 0.4% 0.9% 0.0% 0.0% 0.0% 2.1%	15 65 1 2 0 0 0 5	0.9% 0.0% 0.0% 9.1% 0.0% 36.4% 0.9% 0.0%	1 0 0 10 0 40 1 0	3.0% 0.0% 0.0% 22.2% 0.0% 1.0% 26.3% 0.0% 0.0%	3 0 0 22 0 1 26 0 0	1.0% 1.0% 0.0% 10.1% 0.0% 0.0% 0.0% 0.0%	1 0 10 0 0 0 0
Kidderminster Stourbridge Stourport-on-Severn Worcester Other Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	16.3% 6.7% 3.4% 5.9% 0.0% 3.8% 2.7% 0.5% 0.5% 0.0% 0.2% 0.9% 0.0% 0.1% 2.0% 0.1% 0.2%	72 37 63 0 41 29 5 5 7 5 0 2 10 0 4 1	0.9% 1.2% 3.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	3 4 11 0 0 0 0 4 0 0 0	1.8% 28.6% 2.7% 0.0% 0.0% 1.8% 0.0% 0.0% 0.0% 0.0% 0.0%	2 32 3 0 0 2 0 0 0 0	1.1% 0.0% 5.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0 5 0 0 0 0	27.7% 0.4% 0.9% 0.0% 0.0% 0.0% 2.1%	65 1 2 0 0 0 5	0.0% 0.0% 9.1% 0.0% 36.4% 0.9% 0.0%	0 0 10 0 40 1 0	0.0% 0.0% 22.2% 0.0% 1.0% 26.3% 0.0% 0.0%	0 0 22 0 1 26 0 0	1.0% 0.0% 10.1% 0.0% 0.0% 0.0% 0.0%	1 0 10 0 0 0 0
Stourbridge Stourport-on-Severn Worcester Other Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	6.7% 3.4% 5.9% 0.0% 3.8% 0.5% 0.5% 0.5% 0.0% 0.2% 0.9% 0.0% 0.1% 0.1% 0.2%	37 63 0 41 29 5 5 7 5 0 2 10 0 4 1	1.2% 3.3% 0.0% 0.0% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0%	4 11 0 0 0 0 4 0 0 0 0	28.6% 2.7% 0.0% 0.0% 1.8% 0.0% 0.0% 0.0% 0.0%	32 3 0 0 2 0 0 0 0	0.0% 5.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0 5 0 0 0 0	0.4% 0.9% 0.0% 0.0% 0.0% 2.1%	1 2 0 0 0 5	0.0% 9.1% 0.0% 36.4% 0.9% 0.0%	0 10 0 40 1 0	0.0% 22.2% 0.0% 1.0% 26.3% 0.0% 0.0%	0 22 0 1 26 0 0	0.0% 10.1% 0.0% 0.0% 0.0% 0.0%	0 10 0 0 0
Stourport-on-Severn Worcester Other Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	5.9% 0.0% 3.8% 2.7% 0.5% 0.5% 0.7% 0.2% 0.9% 0.0% 0.1% 2.0% 0.1% 0.1%	63 0 41 29 5 5 7 5 0 2 10 0 4 1	3.3% 0.0% 0.0% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0% 0.3% 0.0%	11 0 0 0 0 4 0 0 0	2.7% 0.0% 0.0% 1.8% 0.0% 0.0% 0.0% 0.0%	3 0 0 2 0 0 0	5.6% 0.0% 0.0% 0.0% 0.0% 0.0%	5 0 0 0 0	0.9% 0.0% 0.0% 0.0% 2.1%	2 0 0 0 5	9.1% 0.0% 36.4% 0.9% 0.0%	10 0 40 1 0	22.2% 0.0% 1.0% 26.3% 0.0% 0.0%	22 0 1 26 0 0	10.1% 0.0% 0.0% 0.0% 0.0% 0.0%	10 0 0 0 0
Worcester Other Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvem Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.0% 3.8% 2.7% 0.5% 0.5% 0.7% 0.5% 0.0% 0.2% 0.9% 0.4% 0.1% 2.0% 0.1% 0.2%	0 41 29 5 5 7 5 0 2 10 0 4 1	0.0% 0.0% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 4 0 0 0	0.0% 0.0% 1.8% 0.0% 0.0% 0.0% 0.0%	0 0 2 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 2.1%	0 0 0 5	0.0% 36.4% 0.9% 0.0%	0 40 1 0 0	0.0% 1.0% 26.3% 0.0% 0.0%	0 1 26 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0
Other Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	3.8% 2.7% 0.5% 0.5% 0.7% 0.5% 0.0% 0.2% 0.9% 0.4% 0.1% 2.0% 0.1%	41 29 5 5 7 5 0 2 10 0 4 1	0.0% 0.0% 0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0%	0 0 4 0 0 0	0.0% 1.8% 0.0% 0.0% 0.0% 0.0% 0.0%	0 2 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 2.1%	0 0 5	36.4% 0.9% 0.0%	40 1 0 0	1.0% 26.3% 0.0% 0.0%	1 26 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0
Bromsgrove Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	2.7% 0.5% 0.5% 0.7% 0.5% 0.0% 0.2% 0.09% 0.4% 0.1% 2.0% 0.1% 0.2%	29 5 5 7 5 0 2 10 0 4 1	0.0% 0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0%	0 0 4 0 0 0	1.8% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0	0.0% 2.1%	0 5	0.9%	1 0 0	26.3% 0.0% 0.0%	26 0 0	0.0% 0.0% 0.0%	0 0
Droitwich Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.5% 0.5% 0.7% 0.5% 0.0% 0.2% 0.0% 0.4% 0.1% 2.0% 0.1% 0.2%	5 7 5 0 2 10 0 4	0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0%	0 4 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Clent Cookley Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.5% 0.7% 0.5% 0.0% 0.2% 0.9% 0.0% 0.1% 2.0% 0.1% 0.2%	5 7 5 0 2 10 0 4	1.2% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0%	4 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0	0.0%	0				0	0.0%	0	0.0%	0
Kinver Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.7% 0.5% 0.0% 0.2% 0.9% 0.0% 0.4% 0.1% 2.0% 0.1% 0.2%	7 5 0 2 10 0 4 1	0.0% 0.0% 0.0% 0.0% 0.3% 0.0%	0 0 0	0.0% 0.0% 0.0%	0	0.0%		0.4%	1	0.0%					
Hagley Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.5% 0.0% 0.2% 0.9% 0.0% 0.4% 0.1% 2.0% 0.1% 0.2%	5 0 2 10 0 4 1	0.0% 0.0% 0.0% 0.3% 0.0%	0	0.0%	0		0		-	0.001					
Lye Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.0% 0.2% 0.9% 0.0% 0.4% 0.1% 2.0% 0.1% 0.2%	0 2 10 0 4 1	0.0% 0.0% 0.3% 0.0%	0	0.0%		0.0%		3.0%	7	0.0%	0	0.0%		0.0%	0
Malvern Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.2% 0.9% 0.0% 0.4% 0.1% 2.0% 0.1% 0.2%	10 0 4 1	0.0% 0.3% 0.0%	0				0	2.1%	5	0.0%	0	0.0%	0	0.0%	0
Belbroughton Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.9% 0.0% 0.4% 0.1% 2.0% 0.1% 0.2%	10 0 4 1	0.3% 0.0%	-	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Merry Hill Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.0% 0.4% 0.1% 2.0% 0.1% 0.2%	0 4 1	0.0%	1		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.4% 0.1% 2.0% 0.1% 0.2%	4			0.0%	0	0.0%	0	3.8%	9	0.0%	0	0.0%	0	0.0%	0
Brierley Hill Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	0.1% 2.0% 0.1% 0.2%	1	0.007	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Wolverhampton Wyre Forest Redditch Rubery	2.0% 0.1% 0.2%	120	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	- 75		0	0.0%	0
Wolverhampton Wyre Forest Redditch Rubery	0.1% 0.2%		0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	21.2%	21
Wyre Forest Redditch Rubery	0.2%	22	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Rubery		1	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0
Rubery		2	0.3%	1	0.0%	0	1.1%	1	0.0%		0.0%	1	1.0%	1	0.0%	0
	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	ó	0.0%	0
D. Managarit	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	2.0%	2
Ludlow	0.3%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	1	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	7	0.0%	0	0.0%	0	0.0%	0
Woolston	0.7%	7	0.0%	0	0.0%	0	0.0%	0	3.0%	ó	0.0%	0	3.0%	3	1.0%	1
Chaddesley Corbett	0.6%	6	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	o	0.0%	o
Far Forest	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3
Abberley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
Alveley	0.2%	2	0.3%	1	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	0.9%	ĭ	0.0%	0	0.0%	0
Bournheath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	o	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	0.0%	0	0.0%	0	0.0%	1	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%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Catshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	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
Clows Top	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	1		0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.0%	2	0.0%	0
Cutnall Green	0.3%	3	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habberley	0.1%	0	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.0%	3	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Hartlebury	0.3%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harvington	0.1%	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%	1	0.0%	0	0.0%	ő	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hopton	0.1%	0	0.0%	0	0.0%	0	0.0%	o	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%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Little Witley	0.1%		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	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Martley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0.
Millbrook	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Nags Head, Lindridge	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield		1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0
Nottingham Old Swinford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	i	0.0%	0	0.0%	0	0.0%	0
Old Swinford	0.1%	0	0.0%	0	0.0%	o	0.0%	0	0.0%	o	0.0%	0	0.0%	0	0.0%	0
Pedmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Penzance Owers Pank		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quarry Bank 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

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	Tota	1	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%	I	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

10		T-4.1	-	7	,	Zone 2		Zone 3		Zone 5		Zone 6		Zone 7	,	Zone :	8.
		Total		Zone	1	Zone 2		Zone 3		Zone 2	,	Zone o		20He I		Acoust 1	
	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%	10
	Birmingham	23.0%	248	20.5%	68	16.1%	18	18.9%	17	33.2%	78 7	40.9% 0.9%	45	12.1%	12	0.0%	0
	Dudley	1.4%	15	1.8%	101	0.0%	0 18	1.1%	9	3.8%	9	2.7%	3	0.0%	0	3.0%	3
	Kidderminster	13.3%	143	30.5% 0.6%	2	0.9%	1	2.2%	2	11.5%	27	0.0%	0	1.0%	1	0.0%	0
	Stourbridge	3.1% 1.3%	14	0.6%	2	10.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Stourport-on-Severn 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	17.2%	17	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%	0	0.0%	0	0.0%	0	0.0%	0
	Hagley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Lye	0.0%	14	0.0%	ı	1.8%	2	0.0%	0	1.3%	3	0.0%	0	4.0%	4	4.0%	4
	Malvern	0.0%	0	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Belbroughton Marry 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
	Merry Hill 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%	7	0.0%	0	0.0%	0
	Rubery	0.8%	9	0.3%	1	0.0%	0	0.0%	0	0.4%	0	6.4%	ó	0.0%	0	0.0%	0
	Bridgnorth	0.2%	2	0.0%	0	0.9%	1	0.0%	0	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	0.4%	1	0.0%	0	0.0%	0	0.0%	0
	London	0.4%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Woolston	0.0%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Chaddesley Corbett Far Forest	0.1%	î	0.0%	Ô	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	1.0%	1
	Bromyard	0.1%	1	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	Burnham-on-Sea	0.1%	i	0.0%	0	0.0%	o	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
	Catshill Churchill	0.1%	i	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 Hereford	0.0%	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%	ó	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%	1
	Martley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	ó
	Millbrook	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0
	Nags Head, Lindridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0
	Northfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	ò	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 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
	Penzance Quarry Bank	0.0%	0	0.0%	o	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
			1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	.0

		Tota	ıl	Zone	1	Zone	2	Zone 3	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%	0	
Solihu	ull	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stanfo	ord 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	
Stratfe	ord-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%	0	
Sytch	ampton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Tamw	vorth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Telfor	rd	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tiptor	n	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	
Waldo	on	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	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Warfie	eld	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wheat	thill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wolve	erley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Womb	bourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Worce	estershire	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	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%	4	
(Don't	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%	48	
Base:			1076		331		112		90		235		110		99		99	

					101 11	111	te 10	unş	, Git	CII							
	Total	1	Zone	1	Zone 2		Zone 3	3	Zone:	5	Zone	6	Zone 7	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% 0.0%	4	4.0%	0	
Dudley	1.1%	12	0.9%	3	2.7%	3	2.2%	9	1.3% 8.9%	21	0.9%	2	3.0%	3	5.1%	5	
Kidderminster	19.1%	206	44.1%	146	17.9%	20	10.0%	0	17.9%	42	0.9%	1	0.0%	0	0.0%	0	
Stourbridge	4.2%	45 37	0.6%	9	0.0%	23	0.0%	0	0.4%	1	0.9%	î	0.0%	0	3.0%	3	
Stourport-on-Severn	7.5%	81	4.2%	14	5.4%	6	8.9%	8	0.9%	2	9.1%	10	29.3%	29	12.1%	12	
Worcester 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%	5	0.0%	0	0.0%	0	0.0%	0	
Hagley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	
Lye	0.6%	6	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Malvern	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Belbroughton	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.0%	1	0.0%	0	
Merry Hill 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%	0	0.0%	0	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%	o	0.0%	0	0.0%	0	6.1%	6	
Ludlow	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	
London	0.3%	3	0.3%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	
Woolston Chaddaslay Carbett	0.8%	9	0.9%	3	0.0%	0	0.0%	0	0.9%	2	0.0%	0	3.0%	3	1.0%	1	
Chaddesley Corbett 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%	1	0.0%	0	0.0%	0	
Bournheath	0.2%	2	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	1.0%	1	
Bromyard Burnham-on-Sea	0.1%	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	0.0%	0	
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	1.0%	1	0.0%	0	
Cutnall Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	ó	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	0.9%	1	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Harvington 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	1.0%	1	
Martley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	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 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	
Old Swinford Pedmore	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Penzance	0.1%	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	
			0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

	Tota	ı	Zone	1	Zone 2	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%	0	
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	
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	
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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	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	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Warfield	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wheathill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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	0.1%	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)	13.0%	140	11.8%	39	16.1%	18	10.0%	9	17.0%	40	13.6%	15	12.1%	12	7.1%	7	
(Don't do this activity)	18.1%	195	16.9%	56	20.5%	23	14.4%	13	15.7%	37	17.3%	19	20.2%	20	27.3%	27	
Base:		1076		331		112		90		235		110		99	9	99	

											76		Zone	7	Zone 8		_
	Total		Zone	1	Zone 2		Zone 3		Zone 5	,	Zone 6		Zone	/	Zone		
Sport and fitness																	
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	0.0%	0	0.0%	0	
Dudley	0.4%	4	0.0%	0	0.9%	12	0.0%	17	6.0%	14	0.0%	1	0.0%	0	4.0%	4	
Kidderminster	14.9%	160	33.5%	111	0.0%	13	0.0%	0	18.3%	43	0.0%	o	0.0%	0	0.0%	0	
Stourbridge	4.2%	45 35	0.6%	10	20.5%	23	0.0%	0	0.4%	1	0.0%	0	0.0%	0	1.0%	1	
Stourport-on-Severn	3.3% 1.7%	18	0.3%	1	0.9%	1	1.1%	1	0.4%	1	3.6%	4	7.1%	7	3.0%	3	
Worcester 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	28.3%	28	1.0%	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%	0	0.0%	0	0.0%	0	0.0%	0	
Kinver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	
Hagley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lye	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	
Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Belbroughton Merry Hill	0.1%	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	1.8%	2	0.0%	0	0.0%	0	
Rubery	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	
Bridgnorth	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	3	
Ludlow	0.4%	0	0.0%	0	0.0%	0	0.0%	o	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
London 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%	0	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bournheath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
Bradley Green	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bromyard 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	0.9%	2	0.0%	0	0.0%	0	0.0%	0	
Halesowen	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Hartlebury Harvington	0.0%	o	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	
Martley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	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 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 Old Swinford	0.0%	0	0.0%	0	0.0%	ő	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	
	0.0%	0	0.0%	0	0.0%	0	0.0%	-0	0.0%	0	0.0%	0	0.0%	0	0.070	U	

									,							_	_
	Tota	ı	Zone	1	Zone	2	Zone	3	Zone	5	Zone	6	Zone '	7	Zone	8.	
Small Heath	0.1%	١,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	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	0.0%	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	
Sytchampton	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%	o	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	
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	
Waldon	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	
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	
Wheathill	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	
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	0.0%	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 Kidd	ermir	ster To	wn Ce	entre in	the e	venings	for th	e leisur	e acti	vities I v	will re	ad out ?				
Pubs and clubs																	
					0.001		2 224	- 2	0.007	0	0.0%	0	0.0%	0	0.0%	0	
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	
2-3 times a week	1.4%	15	4.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%			1	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%			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%	4	
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%	3	
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%	92	
Never visit for this leisure	82.2%	884	67.4%	223	82.1%	92	78.9%	71	90.2%	212	92.7%	102	92.9%	92	92.9%	92	
activity Base:		1076		331		112		90		235		110		99		99	
Entertainment																	
		١.	0.00/		0.00/	0	2.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	
More than 3 times a week	0.4%	4	0.0%	0	0.0%	0		1	0.0%	0	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	0.9%	1	1.0%	1	1.0%	1	
Once a week	1.4%	15	1.5%	5	3.6%	4	2.2%	2	0.4%	1	0.0%	o	0.0%	0	0.0%	0	
2-3 times a month	1.9%	20	4.5%	15	0.9%	1	3.3%	3	0.4%	5	0.9%	1	0.0%	0	3.0%	3	
Once a month	3.3%	35	6.0%	20	2.7%	3	3.3%	. 3	2.1%			3	7.1%	7	5.1%	5	
Less often	10.1%	109	15.7%	52	16.1%	18	15.6%	14	4.3%	10	2.7%	105	91.9%	91	90.9%	90	
Never visit for this leisure	81.9%	881	69.2%	229	75.9%	85	72.2%	65	91.9%	216	95.5%	103	91.970	21	20.770	,,0	
activity								00		225		110		99		99	
Base:		1076		331		112		90		235		110		77		,,	
Restaurants														2			
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	
	5.4%	58	10.3%	34	4.5%	5	7.8%	7	3.4%	8	0.9%	1	0.0%	0	3.0%	3	
Once a month	10.6%	114	15.7%	52	13.4%	15	17.8%	16	8.1%	19	4.5%	5	3.0%	3	4.0%	4	
Less often Never visit for this leisure	77.8%	837	60.7%	201	79.5%	89	63.3%	57		201	93.6%	103	94.9%	94	92.9%	92	
activity	77.070	637	00.170	201	17.074											00	
Base:		1076		331		112		90		235		110		99		99	
Sport and fitness																	
oport and nates					3.854				0.001		0.00/	0	1.09/		0.0%	0	
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	
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%		
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 07	
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	
		1076		331		112		90		235		110		99		99	
Base:		1070		331													

					101 11	***	LU LUU		9 0								
	Total		Zone	1	Zone 2		Zone 3		Zone	5	Zone 6		Zone 7		Zone 8		
Q27 How often do you Those interviewed wi	visit Kidd	ermin	ster To	wn Ce	entre for e	each	of the fol	low	ing acti	vities	?						
	no are in zon	е зит	фле 1, 4 с	,,,													
Food shopping													0.00/	0	0.08/	0	
Every day	1.4%	8	2.1%	. 7	0.0%	0	0.0%	0	0.4%	6	0.0%	0	0.0%	0	0.0%	0	
More than once a week	18.4%	104	29.6%	98	0.0%	0	0.0%	0	2.6%	44	0.0%	0	0.0%	0	0.0%	0	
Once a week	38.9% 7.8%	220	53.2%	176	0.0%	0	0.0%	0	8.9%	21	0.0%	0	0.0%	0	0.0%	0	
Once every two weeks Once a month or less	13.8%	78	4.8%	16	0.0%	0	0.0%	0	26.4%	62	0.0%	0	0.0%	0	0.0%	0	
Never	19.8%	112	3.3%	11	0.0%	0	0.0%	0	43.0%	101	0.0%	0	0.0%	0	0.0%	0	
Base:		566		331		0		0		235		0		0		0	
Other shopping																	
Every day	1.6%	9	2.4%	8	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
More than once a week	12.9%	73	20.5%	68	0.0%	0	0.0%	0	2.1%	5	0.0%	0	0.0%	0	0.0%	0	
Once a week	25.4%	144	35.3%	117	0.0%	0	0.0%	0	11.5%	27 19	0.0%	0	0.0%	0	0.0%	0	
Once every two weeks	10.6%	60	12.4%	41 74	0.0%	0	0.0%	0	8.1% 37.0%	87	0.0%	0	0.0%	0	0.0%	0	
Once a month or less	28.4% 21.0%	161	22.4% 6.9%	23	0.0%	0	0.0%	0	40.9%	96	0.0%	0	0.0%	0	0.0%	0	
Never	21.070		0.770		0.070	0	0.070	0		235		0		0		0	
Base:		566		331		0		0		233		U		v			
Leisure activities																	
Every day	0.5%	3	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More than once a week	7.8%	44	12.7%	42	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	
Once a week	7.4%	42	11.2%	37	0.0%	0	0.0%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0	
Once every two weeks	2.1%	67	1.8%	47	0.0%	0	0.0%	0	8.5%	20	0.0%	0	0.0%	0	0.0%	0	
Once a month or less Never	70.3%	398	59.2%	196	0.0%	0	0.0%	0	86.0%	202	0.0%	0	0.0%	0	0.0%	0	
	10.570	566		331		0		0		235		0		0		0	
Base:				12.00		:4 L		Luc	u rata K	iddon	minetar '	Town	Centre ?				
Q28 Overall, comparin Those interviewed wh	g with other	er tov	vn centr	res yo	u may vis	it, n	ow would	ı yo	u rate N	laaen	minster	OWII	Centre 1				
Choice and quality																	
a service and a				246	0.09/	0	0.0%	0	51.9%	122	0.0%	0	0.0%	0	0.0%	0	
Good	65.0% 16.4%	368 93	74.3% 18.1%	246 60	0.0%	0	0.0%	0	14.0%	33	0.0%	0	0.0%	0	0.0%	0	
Average Poor	3.7%	21	5.1%	17	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	14.8%	84	2.4%	8	0.0%	0	0.0%	0	32.3%	76	0.0%	0	0.0%	0	0.0%	0	
Base:		566		331		0		0		235		0		0		0	
Range and choice	of non-for	od sh	ops														
nange and enoice					0.007		0.00/	^	27.00/	87	0.0%	0	0.0%	0	0.0%	0	
Good	33.4%	189	30.8%	102	0.0%	0	0.0%	0	37.0% 26.4%	62	0.0%	0	0.0%	0	0.0%	0	
Average	33.9% 17.3%	192 98	39.3% 26.0%	86	0.0%	0	0.0%	0	5.1%	12	0.0%	0	0.0%	0	0.0%	0	
Poor (Don't know)	15.4%	87	3.9%	13	0.0%	0	0.0%	0	31.5%	74	0.0%	0	0.0%	0	0.0%	0	
Base:	10,479	566	2.774	331		0		0		235		0		0		0	
Choice and quality	v of service		ilities														
CLUST TO THE TANK THE TANK	44.7%	253	56.5%	187	0.0%	0	0.0%	0	28.1%	66	0.0%	0	0.0%	0	0.0%	0	
Good Average	25.8%	146	32.0%	106	0.0%	0	0.0%	0	17.0%	40	0.0%	0	0.0%	0	0.0%	0	
Poor	6.4%	36	7.6%	25	0.0%	0	0.0%	0	4.7%	11	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	23.1%	131	3.9%	13	0.0%	0	0.0%	0	50.2%	118	0.0%	0	0.0%	0	0.0%	0	
Base:		566		331		0		0		235		0		0		0	
Accessibility by p	ublic trans	port															
Good	17.5%	99	22.1%	73	0.0%	0	0.0%	0	11.1%	26	0.0%	0	0.0%	0	0.0%	0	
Average	12.2%	69	14.5%	48	0.0%	0	0.0%	0	8.9%	21	0.0%	0	0.0%	0	0.0%	0	
Poor	17.7%	100	19.0%	63	0.0%	0	0.0%	0	15.7%	37	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	52.7%	298	44.4%	147	0.0%	0	0.0%	0	64.3%	151	0.0%		0.078		0.070		
Base:		566		331		0		0		235		0		0		0	

	Tota	1	Zon	e I	Zone	2	Zone	3	Zon	e 5	Zone	6	Zone	7	Zone	8	
Accessibility	by car																
Good	55.8%	316	54.4%	180	0.0%	0	0.0%	(57.9%	136	0.0%	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	
Poor	8.0%	45		42	0.0%	0	0.0%	0	1.3%	3	0.0%	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%	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%	0	
Average	14.8%	84	19.0%	63	0.0%	0	0.0%	0		21	0.0%	0	0.0%	0	0.0%	0	
Poor	9.9%	56	8.2%	27	0.0%	0	0.0%	0		29	0.0%	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%	0	
Base:		566		331		0		0		235		0		0		0	
Adequacy of p	oarking arrang	eme	nts														
Good	29.3%	166	25.7%	85	0.0%	0	0.0%	0	34.5%	81	0.0%	0	0.0%	0	0.0%	0	
Average	26.5%	150		94	0.0%	0	0.0%	0		56	0.0%	0	0.0%	0	0.0%	0	
Poor	26.0%	147	35.0%	116	0.0%	0	0.0%	0		31	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	18.2%	103	10.9%	36	0.0%	0	0.0%	0		67	0.0%	0	0.0%	0	0.0%	0	
Base:		566		331		0		0		235		0		0		0	
Quality of env	ironment																
Good	34.5%	195	30.2%	100	0.0%	0	0.0%	0	40.4%	95	0.0%	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%	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%	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%	0	
Base:		566		331		0		0		235		0		0		0	
Ease of pedes	trian movemer	nts w	ithin th	e 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%	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%	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%	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%	0	
Base:		566		331		0		0		235		0		0		0	
Security / pres	onal 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%	0	
Average		165	36.0%	119	0.0%	0	0.0%	0	19.6%	46	0.0%	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%	ő	0.0%	0	
(Don't know)		103	7.3%	24	0.0%	0	0.0%	0	33.6%	79	0.0%	0	0.0%	0	0.0%	0	
Base:		566		331		0		0		235		0	44.00	0	PED-522	0	
artitude.		200		331		1.7		v		433		v		v		v	

									,								
	Total		Zone	1	Zone 2		Zone 3		Zone	5	Zone 6		Zone 7		Zone 8	1	
Q29 What would encour	age you	to vis	it Kidde	ermins	ster Town	n Cer	ntre more	e oft	en?								
Those interviewed who	are in zon	ie sam	ple 1, 4 o	rs													
1st mention											0.001		0.004	0	0.09/	0	
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%	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	
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% 5.5%	13	0.0%	0	0.0%	0	0.0%	0	
Increased public transport	3.2%	18	1.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper public transport	0.2%	1	0.3%	1	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	
More entertainment facilities	2.1%	12	2.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More leisure facilities	0.5%	3	0.9%	3	0.0%	0	0.0%	0	0.4%	1	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%	i	0.0%	0	0.0%	0	0.0%	0	
Cafes / restaurants	0.5%	12	0.6% 2.7%	9	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	
Cinema	2.1%	10	2.4%	8	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0	
Better security	1.2%	7	1.2%	4	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	
Better environment	0.0%	ó	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other 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	
If they make sure the	0.0%	0	0.0%	0	0.0%	0	0.076	U	0.076	U	0.070		0.070				
subways are not flooded	0.20/	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Less pedestrianisation More / improved disabled	0.2% 0.4%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
parking 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	0.2%	- 1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	2.8%	16	2.1%	7	0.0%	0	0.0%	0	3.8%	9	0.0%	0	0.0%	0	0.0%	0	
(Nothing)	47.0%	266	39.6%	131	0.0%	0	0.0%	0	57.4%	135 235	0.0%	0	0.0%	0	0.076	0	
Base:		566		331		0		0		233		U		U			

	7	Total	7	Cone 1		Zon	ie 2		Zon	e 3		Ze	ne 5		Zon	ne 6		Zon	e 7		Zone	8
																						4.
2nd mention																						
Increased choice and range of shops	4.1	1%	23 5.	7%	19	0.0%		0	0.0%		0	1.79	%	4	0.0%		0	0.0%		0	0.0%	0
Large food stores within town centre	1.1	1%	6 1.2	2%	4	0.0%		0	0.0%		0	0.99	%	2	0.0%		0	0.0%		0	0.0%	0
Improved quality of shops	4.4		25 6.0)%	20	0.0%		0	0.0%		0	2.19	6	5	0.0%		0	0.0%		0	0.007	
More parking	1.9	%	11 1.8	8%	6	0.0%		0	0.0%		0	2.19		5			0	0.0%			0.0%	0
Less expensive parking	1.9	%	11 2.7	1%	9	0.0%		0	0.0%		0	0.99		2	0.0%		0				0.0%	0
More pedestrianisation	0.2		1 0.3	%	1	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%			0.0%	0
Improved street cleaning	0.2		1 0.3	%	1	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%			0.0%	0
Increased public transport	0.2	%	1 0.0	%	0	0.0%		0	0.0%		0	0.4%		1	0.0%						0.0%	0
Cheaper public transport	1.1	%	6 0.3	%	1	0.0%		0	0.0%		0	2.1%		5	0.0%		0	0.0%			0.0%	0
More entertainment facilities	1.69	%	9 2.1	%	7	0.0%		0	0.0%		0	0.9%		2			0	0.0%			0.0%	0
More leisure facilities	0.49	%	2 0.6	%	2	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%			0.0%	0
Outdoor market	0.29	%	1 0.3		1	0.0%		0	0.0%		0	0.0%			0.0%		0	0.0%			0.0%	0
Cafes / restaurants	0.79	%	4 1.2		4	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%			.0%	0
Cinema	0.59	%	3 0.3		1	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%	(7 7	.0%	0
Better security	1.19	%	6 1.8		6	0.0%		0	0.0%					2	0.0%		0	0.0%	(_	.0%	0
Better environment	0.79		4 0.9		3	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%	(0	.0%	0
Other	0.09		0 0.09		0	0.0%		0			0	0.4%		1	0.0%		0	0.0%	(0	.0%	0
Regeneration / modernisation			3 0.69		2	0.0%		0	0.0%		0	0.0%		0	0.0%		0	0.0%	(0	.0%	0
of town / buildings More specialist / independent									0.0%		0	0.4%		1	0.0%		0	0.0%	(0.	.0%	0
shops					2	0.0%	()	0.0%		0	0.4%		1	0.0%	(0	0.0%	0	0.	.0%	0
Free parking in the centre of town	0.0%		0 0.09	6	0	0.0%	C)	0.0%		0	0.0%		0	0.0%	()	0.0%	0	0.	0%	0
Better department stores	0.2%		1 0.0%	6	0	0.0%	0)	0.0%		0	0.4%		1	0.0%	()	0.007		0	001	
Better road / cycle systems / improved access	0.2%	ó	1 0.3%	6	1	0.0%	0)	0.0%		0	0.0%		0	0.0%	C		0.0% 0.0%	0		0% 0%	0
An indoor market	0.2%	5	1 0.3%	ó	1	0.0%	0		0.0%	1	0	0.0%		0	0.007							
Better lighting	0.2%	5	1 0.0%			0.0%	ŏ		0.0%			0.0%		1	0.0%	0		0.0%	0		0%	0
If all the empty shops were filled up	0.2%)	1 0.3%	ò		0.0%	Ö		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	1	0.0%)	0.007	^						
If there was less charity	0.2%		0.3%			0.0%	0		0.0%	Ċ		0.0%)	0.0%	0		0.0%	0	0.0		0
shops						11212	Ů		0.070	·	,	0.076	,	,	0.0%	0	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%	()	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	(0.0%	0)	0.0%	0	(0.0%	0	0.0	%	0
ess pedestrianisation	0.0%	0	0.0%	0		0.0%	۸		004													
More / improved disabled parking	0.0%	ō		0		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	0.0%	0	0.0%	0	0	0.0%	0	0	0.0%	0	C	0.0%	0		0.0%	0	0	.0%	0	0.09		0
facilities																						
fore pubs and clubs	0.0%	0	0.0%	0	0	.0%	0	۸	00/	^	_	001	_									
fore seating areas	0.0%	0	0.0%	0		.0%	0		.0%	0		.0%	0		0.0%	0	0	.0%	0	0.09	%	0
fore toilet facilities	0.0%	ő	0.0%	0					.0%	0		.0%	0		0.0%	0	0	.0%	0	0.09		0
leed 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%	6	0
nprove the seating by the	0.0%	0	0.0%	0	0.	.0%	0	0.	.0%	0	0.	.0%	0	0	.0%	0		0%	0	0.0%		0
hey need to open a market	0.0%	0	0.007	^	_															-		****
Oon't know / varies)		0	0.0%	0		0%	0		0%	0	0.	0%	0	0	.0%	0	0	0%	0	0.0%	<u> </u>	0
Task:	0.4%	2	0.0%	0		0%	0		0%	0	0.	9%	2		.0%	0		0%	0	0.0%		0
	77.2%	437	71.6%	237	0.0	0%	0	0.0	0%	0	85.	1%	200		.0%	0		0%	0	0.0%		0
ase:		566		331			0			0			235			0	٠.,		0	V.U/()

8 8 1 7 7 2 4 4 6 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	0.3% 1.8% 0.3% 0.9%	7 1 6 1 3 0 2 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.4% 0.0% 0.4% 0.4% 0.4%	1 0 1 1 1 1	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0%	0 0 0 0	
7 2 4 4 6 0 0 6 2 6 0 0 6 1 1 6 2 6 0 0 4	0.3% 1.8% 0.3% 0.9% 0.0% 0.6% 0.0% 0.0% 0.3%	6 1 3 0 2 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.4% 0.4%	0	0.0% 0.0% 0.0%	0 0 0	0.0%	0	0.0%	0	
7 2 4 4 6 6 9 6 9 9 9 9 9 9 9 9 9 9 9 9 9 9	1.8% 0.3% 0.9% 0.0% 0.6% 0.0% 0.0%	6 1 3 0 2 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0%	0 0	0.4% 0.4%	1	0.0% 0.0%	0	0.0%	0	0.0%	0	
2 4 6 6 7 7 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	0.3% 0.9% 0.0% 0.6% 0.0% 0.0% 0.3%	1 3 0 2 0	0.0% 0.0% 0.0% 0.0%	0 0	0.0%	0	0.4%	1	0.0%	0					
2 4 6 6 7 7 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	0.3% 0.9% 0.0% 0.6% 0.0% 0.0% 0.3%	1 3 0 2 0	0.0% 0.0% 0.0% 0.0%	0 0	0.0%	0	0.4%	1	0.0%	0			0.0%	0	
4 0 0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.9% 0.0% 0.6% 0.0% 0.0% 0.3%	3 0 2 0	0.0% 0.0% 0.0%	0	0.0%	0				0					
0 0 2 0 0 0 0 0 1 1 2 0 0 4	0.0% 0.6% 0.0% 0.0% 0.3%	0 2 0	0.0%	0						0	0.0%	0	0.0%	0	
2 0 0 0 1 1 2 0 4	0.6% 0.0% 0.0% 0.3%	0	0.0%	1.5		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0 0 0 1 2 0 0 4	0.0% 0.0% 0.3%	0			0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0 1 2 0 4	0.0%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
1 2 0 4	0.3%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0 4		1	0.0%	ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0 4		2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.9%	3	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	
n	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0		3	0.0%	ő	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
3	0.9%			0	0.0%	0	0.0%	0	0.0%	ő	0.0%	0	0.0%	0	
	0.0%	0	0.0%									-			
									2000						
. 1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.076	U	0.076	U	0.076	v	
	2/28.4				0.001		0.00/		0.00/	0	0.00/	0	0.09/	0	
						100									
. 0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	U	
. 1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
1.5					0.004		0.00/		0.00/	0	0.00/	0	0.00/	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.00/		0.00/	0	0.09/	0	0.09/	0	0.0%	0	0.0%	0	0.0%	0	
										-					
				-											
										-					
	90.3%	299	0.0%	0	0.0%	0	97.4%	229	0.0%	0	0.0%	0	0.0%	0	
566		331		0		0		235		0		0		0	
	6 1 6 0 0 0 6 0 0 0 6 0 0 0 6 0 0 0 6 0 0 0 0 6 0	6 1 0.3% 6 0 0.0%	6 1 0.3% 1 6 0 0.0% 0	6 1 0.3% 1 0.0% 6 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 6 1 0.0% 0 0.0% 6 0 0.0% 0 0.0%	6 1 0.3% 1 0.0% 0 6 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 6 1 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0	6 1 0.3% 1 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 6 1 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0%	6 1 0.3% 1 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 6 1 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0	6 1 0.3% 1 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 1 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0%	6 1 0.3% 1 0.0% 0 0.0%	6 1 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 1 0.0% 0 0.0%	6 1 0.3% 1 0.0% 0 0.0%	6 1 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0	6 1 0.3% 1 0.0% 0 0.0%	6 1 0.3% 1 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 0 0.0% 6 0 0.0%	6 1 0.3% 1 0.0% 0 0.0%

Total		Zone 1		Zone 2	2	Zone 3		Zone 5		Zone 6		Zone 7		Zone 8	
														0.007	
4.5%	5	0.0%	0	4.5%	5	0.0%	0	0.0%							0
14.3%	16	0.0%	0	14.3%	16										0
25.9%	29	0.0%	0	25.9%	29		_								0
12.5%	14	0.0%	0	12.5%	14						7				0
21.4%	24	0.0%	0	21.4%			-								0
21.4%	24	0.0%	0	21.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	U	0.076	U
	112		0		112		0		0		0		0		0
		0.00/	0	1 00/	2	0.09/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
			-			***							-		0
															0
													0	0.0%	0
							-				0		0	0.0%	0
			-								0		0	0.0%	0
31.870	1.00	0.076	13	31.070		0.070		0.070			0		0		0
	112		0		112		0		0		U		v		v
with othe	er tow e samp	n centres	s yo	u may vi	isit, h	ow would	you	rate Sto	urpo	ort-on-Sev	ern	Town Ce	ntre	?	
of supern	narke	ts													
24.104	27	0.08/	0	24 10/	27	0.094	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
													0	0.0%	0
	10000		-										0	0.0%	0
			1.0										0	0.0%	0
1.8%	2	0.0%		1.679		0.076	-	0.070		0.070		0.070	7,0		
	112		0		112		0		0		0		0		0
of non-foc	od she	ops													
			6	11 60/	1.2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
			-										0	0.0%	0
											-		0		0
			127								0		0	0.0%	0
1.8%	2	0.0%		1.0%		0,070		0.070	100	0.070	9				0
	112		0		112		0		0		0		U		U
of service	e facil	lities													
				40.28/	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
													0		0
	11.7		75.										-		0
							-		-		-				0
4.5%	5	0.0%	0	4.5%		0.0%		0.070		0.070		0.070		0.070	
	112		0		112		0		0		0		0		0
ıblic trans	port														
		0.001		20.504	22	0.08/	0	0.09/	0	0.094	0	0.0%	0	0.0%	0
20.5%	23														0
															0
	70.0														0
41.1%	46	0.0%	0	41.1%	46	0.0%		0.076		0.070		0.070		0.070	
	112		0		112		0		0		0		0		0
ar															
37.5%	42	0.0%	0	37.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
26.8%	30	0.0%	0	26.8%	30	0.0%	0	0.0%	0	0.0%					0
26.8%	30	0.0%	0	26.8%	30	0.0%	0	0.0%	0		0				0
8.9%	10	0.0%	0	8.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	112		0		112		0		0		0		0		0
ot															
Ot .								0.00/	0	0.00/	^	0.00/	^	0.00/	0
	61	0.0%	0	54 50%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	-
54.5%	61	0.0%	0	54.5%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
54.5% 26.8%	30	0.0%	0	26.8%	30	0.0%	0	0.0% 0.0% 0.0%							0
54.5%							0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	14.3% 25.9% 12.5% 21.4% 21.4% 1.8% 12.5% 16.1% 6.3% 11.6% 51.8% 1.8%	14.3% 16 25.9% 29 12.5% 14 21.4% 24 21.4% 24 112 1.8% 2 12.5% 14 16.1% 18 6.3% 7 11.6% 13 51.8% 58 112 g with other tow or are in zone sample of supermarker of supermarker 24.1% 27 44.6% 50 29.5% 33 1.8% 2 112 of non-food shows 30 1.8% 2 112 of service facility 40.2% 45 35.7% 40 19.6% 22 4.5% 5 112 ublic transport 20.5% 23 17.9% 20 20.5% 23 41.1% 46 112 or 37.5% 42 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30 26.8% 30	14.3% 16 0.0% 25.9% 29 0.0% 12.5% 14 0.0% 21.4% 24 0.0% 21.4% 24 0.0% 112 1.8% 2 0.0% 12.5% 14 0.0% 16.1% 18 0.0% 6.3% 7 0.0% 11.6% 13 0.0% 51.8% 58 0.0% 112 g with other town centress o are in zone sample 2 of supermarkets 24.1% 27 0.0% 44.6% 50 0.0% 29.5% 33 0.0% 1.8% 2 0.0% 112 of non-food shops 11.6% 13 0.0% 30.4% 34 0.0% 56.3% 63 0.0% 1.8% 2 0.0% 112 of service facilities 40.2% 45 0.0% 112	14.3% 16 0.0% 0 25.9% 29 0.0% 0 12.5% 14 0.0% 0 21.4% 24 0.0% 0 21.4% 24 0.0% 0 112 0 1.8% 2 0.0% 0 12.5% 14 0.0% 0 12.5% 14 0.0% 0 16.1% 18 0.0% 0 16.1% 18 0.0% 0 11.6% 13 0.0% 0 51.8% 58 0.0% 0 112 0 g with other town centres you are in zone sample 2 of supermarkets 24.1% 27 0.0% 0 44.6% 50 0.0% 0 29.5% 33 0.0% 0 112 0 of non-food shops 11.6% 13 0.0% 0 30.4% 34 0.0% 0 56.3% 63 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities 40.2% 45 0.0% 0 112 0 of service facilities	14.3% 16 0.0% 0 14.3% 25.9% 29 0.0% 0 25.9% 12.5% 14 0.0% 0 12.5% 21.4% 24 0.0% 0 21.4% 21.4% 24 0.0% 0 21.4% 112 0 12.5% 16.1% 18 0.0% 0 16.1% 6.3% 7 0.0% 0 51.8% 11.6% 13 0.0% 0 11.6% 51.8% 58 0.0% 0 51.8% 112 0 12 0 13 0.0% 0 14.6% 29.5% 33 0.0% 0 29.5% 1.8% 2 0.0% 0 1.8% 12 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	14.3% 16 0.0% 0 14.3% 16 25.9% 29 0.0% 0 25.9% 29 12.5% 14 0.0% 0 12.5% 14 21.4% 24 0.0% 0 21.4% 24 21.4% 24 0.0% 0 21.4% 24 112 0 112 1.8% 2 0.0% 0 1.8% 2 12.5% 14 0.0% 0 12.5% 14 16.1% 18 0.0% 0 16.1% 18 6.3% 7 0.0% 0 6.3% 7 11.6% 13 0.0% 0 11.6% 13 51.8% 58 0.0% 0 51.8% 58 112 0 112 gwith other town centres you may visit, h o are in zone sample 2 gwith other town centres you may visit, h o are in zone sample 2 grof supermarkets 24.1% 27 0.0% 0 24.1% 27 44.6% 50 0.0% 0 44.6% 50 29.5% 33 0.0% 0 29.5% 33 1.8% 2 0.0% 0 1.8% 2 112 0 112 of non-food shops 11.6% 13 0.0% 0 11.6% 13 30.4% 34 0.0% 0 30.4% 34 56.3% 63 0.0% 0 56.3% 63 1.8% 2 0.0% 0 1.8% 2 112 0 112 of service facilities 40.2% 45 0.0% 0 40.2% 45 35.7% 40 0.0% 0 35.7% 40 19.6% 22 0.0% 0 18.8% 2 112 0 112 of service facilities 40.2% 45 0.0% 0 40.2% 45 35.7% 40 0.0% 0 35.7% 40 19.6% 22 0.0% 0 19.6% 22 4.5% 5 0.0% 0 45.5% 5 112 0 112 orbitic transport 20.5% 23 0.0% 0 20.5% 23 17.9% 20 0.0% 0 17.9% 20 20.5% 23 0.0% 0 20.5% 23 11.9% 40 0.0% 0 37.5% 42 20.5% 23 0.0% 0 20.5% 23 41.1% 46 0.0% 0 41.1% 46 112 0 112	14.3% 16 0.0% 0 14.3% 16 0.0% 25.9% 29 0.0% 0 25.9% 29 0.0% 12.5% 14 0.0% 0 12.5% 14 0.0% 21.4% 24 0.0% 0 21.4% 24 0.0% 21.4% 24 0.0% 0 21.4% 24 0.0% 112 0 112	14.3% 16 0.0% 0 14.3% 16 0.0% 0 25.9% 29 0.0% 0 25.9% 29 0.0% 0 12.5% 14 0.0% 0 12.5% 14 0.0% 0 21.4% 24 0.0% 0 21.4% 24 0.0% 0 21.4% 24 0.0% 0 21.4% 24 0.0% 0 112 0 112 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 12.5% 14 0.0% 0 12.5% 14 0.0% 0 112 0 112 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 16.1% 18 0.0% 0 16.1% 18 0.0% 0 6.3% 7 0.0% 0 16.1% 18 0.0% 0 6.3% 7 0.0% 0 11.6% 13 0.0% 0 11.6% 13 0.0% 0 11.6% 13 0.0% 0 51.8% 58 0.0% 0 51.8% 58 0.0% 0 112 0 112 0 g with other town centres you may visit, how would you are in zone sample 2 of supermarkets 24.1% 27 0.0% 0 24.1% 27 0.0% 0 29.5% 33 0.0% 0 29.5% 33 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 112 0 112 0 of non-food shops 11.6% 13 0.0% 0 11.6% 13 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 112 0 112 0 of non-food shops 11.6% 13 0.0% 0 11.6% 13 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 112 0 112 0 of supermarkets 24.1% 27 0.0% 0 24.1% 27 0.0% 0 4.5% 50 0.0% 0 34.6% 30 0.0% 0 120 112 0 112 0 of non-food shops 11.6% 13 0.0% 0 11.6% 13 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 112 0 112 0 of service facilities 40.2% 45 0.0% 0 30.4% 34 0.0% 0 35.7% 40 0.0% 0 35.7% 40 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 1.8% 2 0.0% 0 1.8% 5 0.0% 0 1.8% 2 0.0% 0 1.8% 5 0.0% 0 4.5% 5 0.0% 0 4.5% 5 0.0% 0 4.5% 5 0.0% 0 4.5% 5 0.0% 0 112 0 112 0 112 0 ordinates a contract of the contract of t	14.3% 16 0.0% 0 14.3% 16 0.0% 0 0.0% 25.9% 29 0.0% 0 0.0% 12.5% 29 0.0% 0 25.9% 29 0.0% 0 0.0% 12.5% 14 0.0% 0 0.0% 12.5% 14 0.0% 0 0.0% 21.4% 24 0.0% 0 0.0% 21.4% 24 0.0% 0 0.0% 112 0 1	14.3% 16 0.0% 0 14.3% 16 0.0% 0 0.0% 0 0.0% 0 25.9% 29 0.0% 0 25.9% 29 0.0% 0 0.0% 0 0.0% 0 0.0% 0 12.5% 14 0.0% 0 12.5% 14 0.0% 0 0.0% 0 0.0% 0 0.14.4% 24 0.0% 0	14.3% 16 0.0% 0 14.3% 16 0.0% 0 0.0%	14.3% 16 0.0% 0 14.3% 16 0.0% 0 0.0%	14.3% 16 0.0% 0 14.3% 16 0.0% 0 0.0%	4.3% 16 0.0% 0 14.3% 16 0.0% 0	4.35% 16 0.0% 0 14.3% 16 0.0% 0 0.0%

	Tota	I	Zone 1		Zone	2	Zone 3	ı	Zone 5		Zone 6		Zone 7		Zone 8	
Adequacy of	parking arrang	emer	nts													
Good	29.5%	33	0.0%	0	29.5%	33	0.0%	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%	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%	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%	0
Base:		112		0		112		0		0		0		0		0
Quality of env	vironment															
Good	47.3%	53	0.0%	0	47.3%	53	0.0%	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%	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%	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%	0
Base:		112		0		112		0		0		0		0		0
Ease of pedes	strian moveme	nts w	ithin the a	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%	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%	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%	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%	0
Base:		112		0		112		0		0		0		0		0
Security / pres	sonal 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%	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%	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%	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%	0
Base:		112		0		112		0		0		0		0		0

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						* * **	110 10		5 010								April 20
	Tota	1	Zone	1	Zone	2	. Zone 3		Zone	5	Zone (5	Zone	7	Zone	8	
Q32 What would encou				port-	on-Seve	ern To	own Centr	e m	ore often	?							
Those interviewed who	o are in zon	ne sam	iple 2														
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%	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%	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%	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%	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%	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	0.9%	1	0.0%	0	0.9%	1	0.0%	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%	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	1.8%	2	0.0%	0	1.8%	2	0.0%	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%	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%	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%	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	5.4%	6	0.0%	0	5.4%	6	0.0%	0	0.0%	0	0.0%	o	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%	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 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%	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%	0	
More facilities for children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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%	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%	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%	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 widen the pavements near the Co-Op	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More wine bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Reopen the shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(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%	0	
(Nothing)	33.9%	38	0.0%	_	33.9%	38	0.0%	0	0.0%	Ö	0.0%	0	0.0%	0	0.0%	0	
Base:										- 3			-10.10		-1070		
Dasc.		112		0		112		0		0		0		0		0	

									8							p 2000
	Total		Zone 1		Zone	e 2	Zone 3		Zone 5		Zone 6		Zone 7		Zone 3	
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%	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%	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%	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%	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%	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%	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%	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%	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	0.9%	1	0.0%	0	0.9%	1	0.0%	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%	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%	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%	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	1.8%	2	0.0%	0	1.8%	2	0.0%	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%	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 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%	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%	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%	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%	0
Improve the canal basin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less parking in the high street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	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%	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%	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%	0
Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing)	56.3%	63	0.0%	0	56.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		112		0		112		0		0		0		0		0

					120.00											
	Total		Zone 1		Zone 2	2	Zone :	3	Zone 5		Zone 6		Zone 7		Zone 8	
3rd mention											0.004		0.007		0.00/	0
Increased choice and range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
of shops Large food stores within	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
town centre	2 (0)		0.09/	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	3.6%	4	0.0%				0.0%	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
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
More pedestrianisation	0.9%	1	0.0%	0	0.9%	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
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%	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%	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%	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%	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%	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%	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	0.9%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.0%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better access by car / improve roads / new	0.976	1	0.076		0.570		0.070									
bypass	0.00/	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Extra police	0.0%	0		0	0.9%	i	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	0.0%	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%					97.0		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
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 widen the pavements	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
near the Co-Op													2.225			
More wine bars	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reopen the shopping mall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(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%	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%	0
Base:		112		0		112		0		0		0		0		0
Q33 How often do you vi				tre f	or each	of th	e followi	ng ac	tivities?							
Those interviewed who	are in zon	e sam	DIE 3													
1 ood snopping									0.00				0.00/		0.00/	0
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%	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%	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%	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%	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%	0
		90		0		0		90		0		0		0		0
Base:		90		U				,,,								
Other shopping																
From day	2 20/	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Every day	2.2%		0.0%	0	0.0%	0	11.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	11.1%	10		0	0.0%	0	17.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	17.8%	16	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	4.4%	4	0.0%	_	0.0%	0	23.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less	23.3%	21	0.0%	0	0.0%	0	41.1%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	41.1%	37	0.0%		0.076	-	41.170		0.070	0	0.070	0		0		0
Base:		90		0		0		90		U		U				
Leisure activities									0.004		0.00/	0	0.09/	0	0.0%	0
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%	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%	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
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%	0
Base:		90		0		0		90		0		0		0		0
Dase.		-				-										

									,								
	Total		Zone 1		Zone 2		Zone	3	Zone 5		Zone 6		Zone 7	,	Zone 8		
Overall, compa	ring with othe	r tow	vn centre	s yo	u may vis	it, I	now wou	ld yo	u rate Be	wdle	y Town	Cent	re?				
Choice and qua	lity of supern	narke	ets								0.08/	0	0.007	0	0.094	0	
	10.0%	9	0.0%	0		17.											
ige										100						0	
								1.0				0	0.0%	0	0.0%	0	
t know)	1.870		0.070		0.070		7.070		0.010			0		0		0	
		90		0		0		90		U		U		Ü			
Range and choi	ice of non-foo	d sh	ops														
	12.2%	11	0.0%	0	0.0%	0	12.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ige	30.0%	27	0.0%	0	0.0%	0	30.0%	27	0.0%		4,000						
	46.7%	42	0.0%	0	0.0%	0	46.7%	42									
't know)	11.1%	10	0.0%	0	0.0%	0	11.1%		0.0%		0.0%		0.070		0.076		
		90		0		0		90		0		0		0		0	
Choice and qua	ality of service	faci	lities														
	28 9%	26	0.0%	0	0.0%	0	28.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	34.4%	31	0.0%	0	0.0%	0	34.4%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
-B-	20.0%	18	0.0%	0	0.0%	0	20.0%	18									
't know)	16.7%	15	0.0%	0	0.0%	0	16.7%	15	0.0%	0	0.0%	0	0.0%		0.076		
		90		0		0		90		0		0		0		0	
Accessibility by	y public trans	port															
	25.6%	23	0.0%	0	0.0%	0	25.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	15.6%	14	0.0%	0	0.0%	0	15.6%	14	0.0%	0	0.0%	0	0.0%	0			
.64	17.8%	16	0.0%	0	0.0%	0	17.8%	16	0.0%	0	0.0%						
t know)	41.1%	37	0.0%	0	0.0%	0	41.1%	37	0.0%	0	0.0%	0	0.0%		0.0%		
		90		0		0		90		0		0		0		0	
Accessibility by	y car																
	54 4%	49	0.0%	0	0.0%	0	54.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
		23	0.0%	0	0.0%	0	25.6%	23	0.0%	0	0.0%	0	0.0%	0			
ььс	11.1%	10	0.0%	0	0.0%	0	11.1%	10	0.0%	0	0.0%						
't know)	8.9%	8	0.0%	0	0.0%	0	8.9%	8	0.0%	0	0.0%	0	0.0%		0.070		
		90		0		0		90		0		0		0		0	
Accessibility by	y foot																
		40	0.0%	0	0.0%	0	54.4%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ige				0	0.0%	0	14.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ige		9	0.0%	0	0.0%	0	10.0%	9	0.0%	0	0.0%	0	0.0%	0			
't know)	21.1%	19	0.0%	0	0.0%	0	21.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%		
		90		0		0		90		0		0		0		0	
Adequacy of pa	arking arrange	emen	ts														
	20.0%	18	0.0%	0	0.0%	0	20.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
		21	0.0%	0	0.0%	0	23.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	42.2%	38	0.0%	0	0.0%	0	42.2%	38	0.0%	0	0.0%	0		0			
't know)	14.4%	13	0.0%	0	0.0%	0	14.4%	13	0.0%		0.0%		0.0%		0.0%		
		90		0		0		90		0		0		0		0	
Quality of envir	ronment																
	70.0%	63	0.0%	0	0.0%	0	70.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
ige	18.9%	17	0.0%	0	0.0%	0	18.9%	17									
	5.6%	5	0.0%	0												0	
't know)	5.6%	5	0.0%		0.0%		3.0%		0.076		0.070		0.070		0.076		
		90		0		0		90		0		0		0		U	
	Those interviewed Choice and qua- age It know) Range and choo age It know) Choice and qua- age It know) Accessibility by age It know)	Overall, comparing with othe Those interviewed who are in zone Choice and quality of supern 10.0% age 33.3% 48.9% 7.8% 7.8% 7.8% 7.8% 7.8% 7.8% 7.8% 7.8	Overall, comparing with other tow Those interviewed who are in zonie sam, Choice and quality of supermarked age 33.3% 30 48.9% 44 78.9% 44 78.9% 79 90 8 8 90 8 8 90 8 8 90 8 8 90 90 8 10.0% 9 90 8 10.0% 90 8 10.0% 90 8 10.0% 90 8 10.0% 90 90 8 10.0% 90 90 90 90 90 90 90 90 90 90 90 90 90	Overall, comparing with other town centrer Those interviewed who are in zone sample 3 Choice and quality of supermarkets 10.0% 9 0.0% 18.9% 44 0.0% 18.9% 44 0.0% 18.9% 44 0.0% 19.0% 19.0% 19.0% 10.0% 90 Range and choice of non-food shops 12.2% 11 0.0% 14.6.7% 42 0.0% 14.6.7% 42 0.0% 11.1% 10	Overall, comparing with other town centres yo Those interviewed who are in zone sample 3 Choice and quality of supermarkets age 33.3% 30 0.0% 0 48.9% 44 0.0% 0 90 0 Range and choice of non-food shops age 30.0% 27 0.0% 0 age 30.0% 27 0.0% 0 46.7% 42 0.0% 0 1 know) 11.1% 10 0.0% 0 90 0 Choice and quality of service facilities age 34.4% 31 0.0% 0 1 know) 16.7% 15 0.0% 0 1 know) 16.7% 15 0.0% 0 1 know) 16.7% 15 0.0% 0 1 know) 41.1% 37 0.0% 0 1 know) 41.1% 37 0.0% 0 1 know) 41.1% 37 0.0% 0 1 know) 41.1% 10 0.0% 0 1 know) 90 0 Accessibility by car age 54.4% 49 0.0% 0 11.1% 10 0.0% 0 11.1% 10 0.0% 0 11.1% 10 0.0% 0 0 Accessibility by foot age 14.4% 49 0.0% 0 11.1% 10 0.0% 0 0 Accessibility by foot age 14.4% 13 0.0% 0 10.0% 9 0.0% 0 0 Adequacy of parking arrangements age 14.4% 13 0.0% 0 21.1% 19 0.0% 0 0 Quality of environment age 18.9% 17 0.0% 0 10.0% 5.6% 5 0.0% 0 11 know) 5.6% 5 0.0% 0	Overall, comparing with other town centres you may vis Those interviewed who are in zone sample 3 Choice and quality of supermarkets In 10.0% 9 0.0% 0 0.0% 48.9% 44 0.0% 0 0.0% 48.9% 44 0.0% 0 0.0% It know) 7.8% 7 0.0% 0 0.0% Range and choice of non-food shops In 2.2% 11 0.0% 0 0.0% It know) 11.1% 10 0.0% 0 0.0% It know) 16.7% 15 0.0% 0 0.0% It know) 16.7% 15 0.0% 0 0.0% It know) 16.7% 15 0.0% 0 0.0% It know) 17.8% 16 0.0% 0 0.0% It know) 41.1% 37 0.0% 0 0.0% It know) 41.1% 37 0.0% 0 0.0% It know) 41.1% 10 0.0% 0 0.0% It know) 8.9% 8 0.0% 0 0.0% It know) 90 0 0 Accessibility by foot Accessibility by foot Accessibility by foot It know) 8.9% 8 0.0% 0 0.0% It know) 90 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Overall, comparing with other town centres you may visit, to Those interviewed who are in zone sample 3 Choice and quality of supermarkets age 33.3% 30 0.0% 0 0.	Overall, comparing with other town centres you may visit, how wou Those interviewed who are in zone sample 3 Choice and quality of supermarkets 10.0% 9 0.0% 0 0.0% 0 10.0% 0 33.3% 30 0.0% 0 0.0% 0 33.3% 10.0% 0 0.0% 0 7.8% 10.0% 10.	Overall, comparing with other town centres you may visit, how would you those interviewed who are in zone sample 3 Choice and quality of supermarkets 10.0% 9 0.0% 0 0.0% 0 10.0% 9 33.3% 30 0.0% 0 0.0% 0 13.3% 30 10.0% 0 0.0% 0 48.9% 44 14.0% 0 0.0% 0 0.0% 0 48.9% 44 14.0% 0 0.0% 0 0.0% 0 48.9% 44 14.0% 0 0.0% 0 0.0% 0 12.2% 11 0.0% 0 0.0% 0 12.2% 11 0.0% 0 0.0% 0 12.2% 11 10.0% 0 0.0% 0 12.2% 11 10.0% 0 0.0% 0 12.2% 11 10.0% 0 0.0% 0 12.2% 11 10.0% 0 0.0% 0 12.2% 11 10.0% 0 0.0% 0 12.2% 11 10.0% 0 0.0% 0 12.2% 11 10.0% 0 0.0% 0 11.1% 10 10.0% 10.0% 0 0.0% 0 11.1% 10 10.0% 10.0% 0 0.0% 0 11.1% 10 10.0% 10.0% 0 0.0% 0 11.1% 10 10.0% 10.0% 0 0.0% 0 11.1% 10 10.0% 10.0% 10.0% 10.0% 10.0% 10.0% 11.1% 10 0.0% 10.0% 10.0% 10.0% 10.0% 10.0% 11.1% 10 10.0% 10	Overall, comparing with other town centres you may visit, how would you rate Ber Those interviewed who are in zone sample 3 Choice and quality of supermarkets 10.0% 9 0.0% 0 0.0% 0 10.0% 9 0.0% 13.3% 30 0.0% 19.0%	Overall, comparing with other town centres you may visit, how would you rate Bewdle Those interviewed who are in zone sample 3 Choice and quality of supermarkets 10.0% 9 0.0% 0 0.0% 0 10.0% 9 0.0% 0 13.33% 30 0.0% 0 0.0% 0 33.3% 30 0.0% 0 14.89% 44 0.0% 0 0.0% 0 7.8% 7 0.0% 0 15.2% 11 0.0% 0 0.0% 0 7.8% 7 0.0% 0 15.2% 11 0.0% 0 0.0% 0 12.2% 11 0.0% 0 16.2% 12.2% 11 0.0% 0 0.0% 0 12.2% 11 0.0% 0 16.2% 12.2% 11 0.0% 0 0.0% 0 46.7% 42 0.0% 0 16.2% 12.2% 11 0.0% 0 0.0% 0 46.7% 42 0.0% 0 16.2% 12.2% 11 0.0% 0 0.0% 0 46.7% 42 0.0% 0 16.4% 12.0% 12.0% 0 0.0% 0 11.1% 10 0.0% 0 16.4% 12.0% 10 0.0% 0 0.0% 0 11.1% 10 0.0% 0 16.4% 12.0% 10 0.0% 0 0.0% 0 11.1% 10 0.0% 0 16.4% 31 0.0% 0 0.0% 0 1.1% 15 0.0% 0 16.5% 15 0.0% 0 0.0% 0 16.7% 15 0.0% 0 16.5% 15 0.0% 0 0.0% 0 15.6% 14 0.0% 0 17.8% 16 0.0% 0 0.0% 0 15.6% 14 0.0% 0 17.8% 16 0.0% 0 0.0% 0 17.8% 16 0.0% 0 18.0% 0 0.0% 0 17.8% 16 0.0% 0 0.0% 0 17.8% 16 0.0% 0 18.0% 0 0.0% 0 17.8% 16 0.0% 0 0.0% 0 17.8% 16 0.0% 0 18.0% 0 0.0% 0 17.8% 16 0.0% 0 0.0% 0 17.8% 16 0.0% 0 18.0% 0 0.0% 0 17.8% 16 0.0% 0 0.0% 0 17.8% 16 0.0% 0 18.0% 0 0.0% 0 17.8% 16 0.0% 0 0.0% 0 17.8% 16 0.0% 0 18.0% 0 0.0% 0 17.8% 16 0.0% 0 0.0% 0 17.8% 16 0.0% 0 18.0% 0 0.0% 0 17.8% 17 0.0% 0 0.0% 0 17.8% 17 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 17 0.0% 0 18.0% 0 0.0% 0 17.8% 17 0.0% 0 0.0% 0 17.8% 17 0.0% 0 18.0% 0 0.0% 0 17.8% 17 0.0% 0 0.0% 0 17.8% 17 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0% 0 18.0% 0 0.0% 0 0.0% 0 0.0% 0 17.8% 19 0.0	Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Those interviewed who are in some sample 3 Choice and quality of supermarkets 10.0% 9 0.0% 0 0.0% 0 10.0% 9 0.0% 0 0.0% 10.0% 48.9% 44 0.0% 0 0.0% 0 48.9% 44 0.0% 0 0.0% 11.0% 90 0 0 0 0 90 0 0 0 0 0 0.0% Range and choice of non-food shops 12.2% 11 0.0% 0 0.0% 0 12.2% 11 0.0% 0 0.0% 12.2% 11 0.0% 0 0.0% 0 12.2% 11 0.0% 0 0.0% 12.2% 11 0.0% 0 0.0% 0 12.2% 11 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 12.2% 11 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 12.2% 11 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 11.1% 10 0.0% 11.1% 10 0.0% 0 0.0% 0 11.1% 10 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 11.1% 10 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 11.1% 10 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 11.1% 10 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 11.1% 10 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 11.1% 10 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 11.1% 10 0.0% 0 0.0% 11.1% 13 0.0% 0 0.0% 0 11.1% 15 0.0% 0 0.0% 11.1% 13 0.0% 0 0.0% 0 11.1% 15 0.0% 0 0.0% 11.1% 13 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 13 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 13 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 13 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 10 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 16.7% 15 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0% 0 10.0% 0 0.0% 0 0.0% 11.1% 11 0 0.0% 0 0.0%	Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Center Trace interviewed who are in zone sample 3 Choice and quality of supermarkets ### 10,0% 0 0.0% 0 0.0% 0 10.0% 9 0.0% 0	Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Centre? Those interviewed who are in some sample? Choice and quality of supermarks: 10.0% 9 0.0% 0 0.0% 0 10.0% 9 0.0% 0 0.0%	Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Centre? Those interviewed who are in zone sample? Choice and quality of supermark= 10.00% 9 0.0% 0 0.0% 0 10.0% 9 0.0% 0 0.0%	Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Centre ? Those interviewed who are in zone sample? Choice and quality of supermarkets 10.0% 9 0.0% 0 0.0% 0 10.0% 0 0.0	Overall, comparing with other town centres you may visit, how would you rate Bewdley Town Centre? Trace interviewed who are in zone sample? Choice and quality of supermarkets The comparish of the property of the comparish of

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	Total		Zone	1	Zone 2	2	Zone	3	Zone 5		Zone	5	Zone	7	Zone	8	
Ease of pedestrian	moveme	nts u	ithin the	area	,												
Luse of pedestrain	movemen	113 11	num un	arca													
Good	61.1%	55	0.0%	0	0.0%	0		55	0.0%	0		0	0.0%	0	0.0%	0	
Average	25.6%	23	0.0%	0	0.0%	0		23	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 / presonal	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:	0.770	90	0.070	0	0.070	0	0.776	90	0.070	0	0.070	0	0.076	0	0.076		
Just.		90		U		U		90		0		0		0		0	
Q35 What would encour Those interviewed who				ey To	wn Cent	re m	ore ofte	n?									
	tare in zone	auni	pie s														
1st mention																	
increased choice and range	18.9%	17	0.0%	0	0.0%	0	18.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of shops																	
arge food stores within	5.6%	5	0.0%	0	0.0%	.0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
town centre																	
mproved 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	
ess 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	
mproved 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	
ncreased 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	
heaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More entertainment facilities	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	o.	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%	ő	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	
Setter 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	
Setter 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	
setter 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	
et rid of all the Indian and	1.1%	1	0.0%	0		0		-				-			0.0%		
Chinese restaurants		1		U	0.0%	U	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
leed more disabled 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	
in more accessible places																	
leed 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	
top children causing	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.09/	0	
problems	1.170		0.076	U	0.076	U	1.170	1	0.076	U	0.076	U	0.076	0	0.0%	0	
Don't know / varies)	4.4%	4	0.09/	0	0.09/	0	4.402		0.09/	0	0.007	0	0.00/	0	0.007	0	
	44.470	4	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
		20	0.007	.0	0.00/	0	43.304	20		0		-					
Nothing)		38	0.0%	0	0.0%	0	42.2%	38		0	0.0%	0	0.0%	0	0.0%	0	

2nd mention Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment Other	8.9% 1.1% 5.6% 3.3% 1.1% 0.0% 0.0% 0.0% 1.1% 1.1% 1.1%	8 1 5 3 1 1 0 0 0 0 2 1 0 1 1	Zone 1 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0 0 0 0 0 0 0 0 0 0 0 0	Zone 2 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Zone . 8.9% 1.1% 5.6% 3.3% 1.1% 1.1% 0.0%	8 1 5 3 1	Zone 5 0.0% 0.0% 0.0%	0 0	Zone 6	0 0	Zone 7 0.0% 0.0%	0 0	Zone 8	0 0	
Increased choice and range of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	1.1% 5.6% 3.3% 1.1% 0.0% 0.0% 0.0% 1.1% 0.0% 1.1%	5 3 1 1 0 0 0 2 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	1.1% 5.6% 3.3% 1.1% 1.1%	1 5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of shops Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	1.1% 5.6% 3.3% 1.1% 0.0% 0.0% 0.0% 1.1% 0.0% 1.1%	5 3 1 1 0 0 0 2 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	1.1% 5.6% 3.3% 1.1% 1.1%	1 5 3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Large food stores within town centre Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	5.6% 3.3% 1.1% 0.0% 0.0% 0.0% 2.2% 1.1% 0.0% 1.1%	5 3 1 1 0 0 0 2 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	5.6% 3.3% 1.1% 1.1%	5	0.0%	0	0.0%		0.0%	0	0.0%		
Improved quality of shops More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	3.3% 1.1% 1.1% 0.0% 0.0% 0.0% 2.2% 1.1% 0.0% 1.1%	3 1 0 0 0 2 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	3.3% 1.1% 1.1%	3				0				0	
More parking Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	3.3% 1.1% 1.1% 0.0% 0.0% 0.0% 2.2% 1.1% 0.0% 1.1%	3 1 0 0 0 2 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	3.3% 1.1% 1.1%	3		-	0.007			0	0.007		
Less expensive parking More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	1.1% 1.1% 0.0% 0.0% 0.0% 2.2% 1.1% 0.0% 1.1%	1 0 0 0 2 1	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0 0	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	1.1% 1.1%			0	0.0%	0	0.0%	0	0.0%	0	
More pedestrianisation Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	1.1% 0.0% 0.0% 0.0% 2.2% 1.1% 0.0% 1.1%	0 0 0 2 1	0.0% 0.0% 0.0% 0.0% 0.0%	0 0 0	0.0% 0.0% 0.0% 0.0%	0 0	1.1%		0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved street cleaning Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	0.0% 0.0% 0.0% 2.2% 1.1% 0.0% 1.1%	0 0 0 2 1	0.0% 0.0% 0.0% 0.0% 0.0%	0 0	0.0% 0.0% 0.0%	0		1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Increased public transport Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	0.0% 0.0% 2.2% 1.1% 0.0% 1.1%	0 0 2 1	0.0% 0.0% 0.0% 0.0%	0	0.0%	0		0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cheaper public transport More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	0.0% 2.2% 1.1% 0.0% 1.1%	0 2 1	0.0% 0.0% 0.0%	0	0.0%	_	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More entertainment facilities More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	2.2% 1.1% 0.0% 1.1% 1.1%	2	0.0%			0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More leisure facilities Outdoor market Cafes / restaurants Cinema Better security Better environment	1.1% 0.0% 1.1% 1.1%	1	0.0%		0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outdoor market Cafes / restaurants Cinema Better security Better environment	0.0% 1.1% 1.1%	-		0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cafes / restaurants Cinema Better security Better environment	1.1%	1	57.37.70	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cinema Better security Better environment	1.1%		0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better security Better environment		1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment		i	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	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%	0	
Get rid of all the Indian and Chinese restaurants	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Need more disabled parking in more accessible places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Need the shops to be undercover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stop children causing problems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / varies)	0.0% 71.1%	0 64	0.0%	0	0.0%	0	0.0% 71.1%	0 64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Base:		90		0		0		90		0		0		0		0	
3rd mention																	
Increased choice and range	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
of shops Large food stores within town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Improved quality of shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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%	0	
Less expensive parking	0.0%	o	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More pedestrianisation	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	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%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Outdoor market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
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%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Better environment	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stop children causing problems	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Nothing) 9 Base:	94.4%	85 90	0.0%	0	0.0%	0	94.4%	85 90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

Page 90 April 2006

					101	*****	ne I	oui	ig Gi	cen							April 2006
	To	tal	Zon	ie I	Zor	ie 2	Zone	e 3	Zon	ie 5	Zor	ie 6	Zone	7	Zon	e 8-	
SEV Say of season and out of																	
SEX Sex of respondent																	
Male	31.7%	34	1 33.2%	110	20.5%	23	30.0%	2	7 33.2%	78	3 40.9%	45	32.3%	32	26.3%	26	
Female	68.3%	73	5 66.8%					63					67.7%	67		73	
Base:		107	6	331	1	112		90)	235		110		99		99	
AGE Could I ask, how of	d are yo	ou ?															
19. 24 wares	2 00/	2	0 3 30/		0.000		2 201						2.22				
18–24 years 25–34 years	2.8%							2						0		1	
	8.0%							10						9	01410	8	
35–44 years	17.3%							20						26		21	
45–54 years	19.3%			64				19						14	20.2%	20	
55-64 years	24.3%	26		88				20		58	23.6%	26	20.2%	20	17.2%	17	
65+ years	27.3%			98			21.1%	19	28.5%	67	19.1%	21	29.3%	29	27.3%	27	
(Refused)	1.0%	1	1 0.9%	3	0.0%	0	0.0%	0	0.9%	2	0.0%	0	1.0%	1	5.1%	5	
Base:		1076	6	331		112		90		235		110		99		99	
PEO Including yourself,	how ma	ny p	eople liv	e in y	our hou	sehol	d ?										
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	
Γwo	44.1%	475		160		46		38		104		39					
Three	17.0%	183		54		15	17.8%	16					48.5%	48		40	
our	15.5%	167		44		22				45		26	16.2%	16	11.1%	11	
ive	4.9%	53		14		5	14.4%		15.7%	37		20	13.1%	13	18.2%	18	
ix or more	1.4%						6.7%	6		12	4.5%	5	3.0%	3	8.1%	8	
		15		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 doe	s your h	nouse	ehold ow	n or h	have the	use o	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		132	39.3%	44	45.6%	41		84	27.3%	30	38.4%	38	30.3%		
Two	41.5%	447		121	40.2%	45	42.2%	38		105	46.4%	51	44.4%			30	
Three or more	12.3%	132		41	8.0%	9	7.8%	7		27	20.9%	23	4.0%	44	43.4%	43	
Refused)	0.0%	0		0	0.0%	0	0.0%	ó	0.0%	0	0.0%	0	0.0%	4	21.2%	21	
Base:	0.070	1076		331	0.076	112	0.076	90	0.076	235	0.076	110	0.0%	99	0.0%	99	
SEG Socio-economic Gro	um															,,	
			2 00/														
1	7.8%	84	3.9%	13	6.3%	7	6.7%	6	9.8%	23	10.0%	11	11.1%		13.1%	13	
	20.4%	219	15.7%	52	16.1%		28.9%	26	22.6%	53	19.1%		24.2%	24	25.3%	25	
1	29.4%	316	29.6%	98	26.8%		31.1%	28	32.8%	77	31.8%	35	18.2%	18	30.3%	30	
2	29.5%	317			33.9%		25.6%	23	24.7%	58	27.3%	30	37.4%	37	15.2%	15	
)	10.3%	111	12.1%	40	16.1%	18	5.6%	5	6.8%	16	10.9%	12	8.1%	8	12.1%	12	
	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	
ase:		1076		331		112		90		235		110		99		99	
ON Zone																	
one I	30.8%	331	100.0%	331	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
one 2	10.4%	112	0.0%		00.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
one 3	8.4%	90	0.0%	0	0.0%		00.0%	90	0.0%	0	0.0%	0					
	21.8%	235	0.0%	0	0.0%	0	0.0%						0.0%	0	0.0%	0	
	10.2%	110	0.0%	0	0.0%	0	0.0%		00.0%	235	0.0%	110	0.0%	0	0.0%	0	
one 7	9.2%	99	0.0%	0	0.0%	0	0.0%	0	0.0%		00.0%	110	0.0%	0	0.0%	0	
one 8	9.2%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		00.0%	99	0.0%	0	
			0.070		0.076		0.070		0.0%	0	0.0%	0	0.0%		00.0%	99	
ase:		1076		331		112		90		235		110		99		99	

Sample Questionnaire

Job No.080406

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
- Yes
- 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
- Aldi, Green Street, Kidderminster Asda, Market Street, Bromsgrove
- 3 Co-Op, Franche Road, Kidderminster
- Co-Op, Load Street, Bewdley
- Co-Op, Lombard Street, Stourport
- Iceland, Market Street, Kidderminster
- Lidl, Vale Road, Stourport
- 8 Marks & Spencer, Weavers Wharf
- 9 Morrisons, Buntsford Industrial Estate
- Morrisons, Oxford Street, Kidderminster
- В Netto, New Road, Kidderminster
- Sainsburys, Crossley Park, Kidderminster
- Somerfield, St Andrews Square, Droitwich
- Tesco, Castle Road, Kidderminster
- Tesco, Lombard Street, Stourport
- G Waitrose, Saltway, Droitwich
- Internet / online
- Other (PLEASE WRITE IN)
- (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
- 1-20%
- 21-40%
- 3 41-60%
- 61-80% 81-100%
- (Don't know / varies)
- 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
- 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:

- Aldi, Green Street, Kidderminster
- Asda, Market Street, Bromsgrove
- Co-Op, Franche Road, Kidderminster
- 4 Co-Op, Load Street, Bewdley
- Co-Op, Lombard Street, Stourport
- Costcutter, Sutton Farm, Kidderminster 6
- Iceland, Market Street, Kidderminster
- Lidl, Vale Road, Stourport
- Londis, Areley Common, Stourport-on-Severn
- Marks & Spencer, Weavers Wharf
- В Morrisons, Buntsford Industrial Estate
- C Morrisons, Oxford Street, Kidderminster
- Netto, New Road, Kidderminster D
- Nisa, Habberley, Kidderminster F
- One Stop, Comberton Hill, Kidderminster
- Sainsburys, Crossley Park, Kidderminster G
- Somerfield, St Andrews Square, Droitwich
- Spar, Lickhill, Stourport-on-Severn
- Spar, Marlpool, Kidderminster
- K Spar, Stouport Road, Kidderminster
- м
- Tesco Express, Cookley Tesco Express, Spennells, Kidderminster Tesco Express, Stourport Road, Kidderminster N
- 0 Tesco, Castle Road, Kidderminster
- Tesco, Lombard Street, Stourport
- Q Waitrose, Saltway, Droitwich
 - Local centres / local shops:
- R Convenience Store, Broadwaters, Kidderminster
- S Convenience Store, Burlish, Stourport-on-Severn
- т D Banks Butchers, Chaddesley Corbett
- U Ferndale, Kidderminster
- Gora Supermarket, Combereton Estate, Kidderminster
- Horsefair, Kidderminster
- Lickhill News, Lickhill, Stourport-on-Severn
- Lister Road Post Office & Newsagents, Sutton Farm, Kidderminster
- Offmore, Kidderminster
- Post Office, Areley Common, Stourport-on-Severn
- Post Office, Chaddesley Corbett Post Office, Cookley b
- Riar News, The Lakes, Bewdley
- Rifle Range, Kidderminster
- Stars Newsagents, Comberton Estate, Kidderminster
- Stars Newsagents, Habberley, Kidderminster
- The Walshes, Stourport-on-Severn
- Upton Road, Kidderminster
- Wribbenhall, Bewdley
- Internet / online Other (PLEASE WRITE IN)

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

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

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

- Bewdley
- Birmingham City Centre
- 3 Bridgnorth
- 4 Bromsgrove
- 5 Droitwich Halesowen
- Kidderminster
- Merryhill Shopping Centre
- 9 Redditch
- Stourbridge
- В Stourport-on-Severn
- Ċ Worcester
- D Internet / online / mail order
- Other (PLEASE WRITE IN) E
- (Don't know / varies)
- (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

- Bewdley
- Birmingham City Centre
- Bridgnorth
- Bromsgrove
- Droitwich
- Halesowen
- Kidderminster
- Merryhill Shopping Centre
- Redditch
- Stourbridge
- Stourport-on-Severn B
- C Worcester
- Internet / online / mail order D
- Other (PLEASE WRITE IN)
- (Don't know / varies)
- G (Don't buy anywhere else)
- Thinking about your clothes / shoes shopping, about what proportion of Q08 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
- 1-20%
- 21-40%
- 3 41-60%
- 61-80%
- 81-100%
- (Don't know / varies)

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

- 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
- Comet, Blackpole Retail Park, Worcester
- 2
- 3
- Comet, Crossley Park, Kidderminster Comet, Merryhill Shopping Centre Comet, New Street, West Bromwich
- Currys, Blackpole Retail Park, Worcester
- Currys, Crossley Park, Kidderminster
- Currys, Hagley Street, Halesowen Currys, Merryhill Shopping Centre
- 8 9 Dixons, High Street, Halesowen
- Dixons, Merryhill Shopping Centre
- A B
- PC World, Crossky Park, Kidderminster PC World, Merryhill Shopping Centre Powerhouse, Elgar Retail Park, Worcester C
- Internet / online / mail order
- Other (PLEASE WRITE IN)
- G (Don't know / varies) (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

- Allied Carpets, Abbey Retail Park, Redditch
- Allied Carpets, Elgar Retail Park, Worcester
- 3 Allied Carpets, Merryhill Shopping Centre
- Bed City, Kidderminster
- Carpetright, Crossley Park, Kidderminster
- Carpetright, Merryhill Shopping Centre
- Carters Furniture Superstore, New Road, Kidderminster
- DFS, Roman Way Retail Park, Droitwich
- Dreams, Crossley Park, Kidderminster
- Foynes Carpets, New Road, Kidderminster
- Furniture Direct, Mill Pool Farm Furniture Estate, Worcester
- Harveys, Blackpole Retail Park, Worcester
- D Harveys, Kingfisher Shopping Centre, Redditch
- E Ikea, Wednesbury
- Kidderminster Carpets, New Road, Kiidderminster
- G
- Magnet, High Street, Stourbridge Magnet, Hoobrook Industrial Estate, Kidderminster н
- MFI, Crossley Park, Kidderminster
- MFI, Elgar Retail Park, Worcester
- MFI, Merryhill Shopping Centre
- Rowe Carpets, New Road, Kidderminster
- M SCS, Crossley Park, Kidderminster
- Stourport Bed Centre, Bewdley Road, Stourport-on-Severn The Range, Crossley Park, Kidderminster N
- 0
- Wyre Forest Pine & Carpet Centre, New Road, Kidderminster P
- Q Internet / online / mail order
- Other (PLEASE WRITE IN) R
- S (Don't know / varies)
- (Don't buy these items)

011 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

- B&Q Supercentre, Merryhill Shopping Centre
- B&Q Supercentre, New Road, Stourbridge
- B&Q Warehouse, Green Street, Kidderminster
- B&Q Warehouse, Mucklow Hill, Halesowen
- B&Q, Warehouse, Jinnah Road, Redditch
- Focus / Do It All, Bromsgrove 6
- Focus / Do It All, Spennals Valley Road, Kidderminster
- Homebase, Abbey Retail Park, Redditch
- Homebase, Bath Road, Worcester
- Homebase, Elgar Retail Park, Worcester
- В Homebase, Roman Way Retail Park, Droitwich
- Homesbase, Hylton Road, Worcester The Range, Crossley Park, Kidderminster C
- D
- Wickes, Redditch Ringway, Redditch Wigleys DIY, Sandy Lane, Stourport-on-Severn E
- G Wilkinsons, Market Street, Kidderminster
- н Internet / online / mail order
- Other (PLEASE WRITE IN) (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 pur		
	ONE ANSWER ONLY		
		National Control of the Control of t	
1	Amount spent (PLEASE WRITE IN	TO NEAREST £)	
2	(Don't know / can't remember)	4	
3	(Refused)		
Q15	Do you or any member of your h	ousehold use the internet to purchase any	
	non-food products		
	ONE ANSWER ONLY		
1	Yes		GO TO Q16 GO TO Q18
2	No (Don't know)		GO TO Q18
	(Don't know)		00.10.010
Q16	What type of non food products	do you purchase via the internet ?	
	DO NOT PROMPT, CAN BE MULT	ICODED	
4	Rt-		
1 2	Books 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 Small electrical items		
D	Small household goods		
E	Sports goods		
F	Toys		
G	Other (PLEASE WRITE IN)		
Н	(Don't know / can't remember / varie	es)	
047	0		
Q17	per month on non-food products	nuch do you think your household spends	
	ONE ANSWER ONLY	parenased over the internet :	
	ONE ANOTHER ONE!		
1	Amount spent (PLEASE WRITE IN	TO NEAREST £)	
2	(Don't know / can't remember)		
3	(Refused)		
040	De this bit is likely as well belo	that was an amount or of your boundhold	
Q18	will increasingly shop via the inte	that you or a member of your household	
		met in the next live years :	
	READ OUT. ONE ANSWER ONLY		
1	Very likely		
2	Fairly likely		
3	Fairly unlikely		
4	Very unlikely		
5	(Don't know / not sure)		
040			
Q19		ember of your household visited the	
	cinema in the last twelve months DO NOT READ OUT, ONE ANSWE		
	DO NOT HEAD OUT. OHE ANOWE	it with t	
1	Once		
2	Twice		
3	3 times		
4	4 times		
5	5 times		
6	6 times 7 times		
8	8 times		
9	9 times		
A	10 times		
В	Over 10 times		
C	Never		GO TO Q22
D	(Don't know / can't remember)		

Q20 Where do you, or a member of your household usually go to the cinema? DO NOT READ OUT. ONE ANSWER ONLY ABC, Quinton ABC, Redditch 2 Arts Cinema, Ludlow Cineworld, Wolverhampton Light House, Wolverhampton Majestic, Bridgnorth Odeon, Worcester Regal, Tenbury Wells Showcase, Walsall UCI, Merryhill Shopping Centre q A В UGC, Rubery Vue, Worcester C Warehouse Cinema, Green Street, Kidderminster E Other (PLEASE WRITE IN) (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 ABC, Quinton ABC, Redditch Arts Cinema, Ludlow 3 Cineworld, Wolverhampton Light House, Wolverhampton Majestic, Bridgnorth 4 5 6 Odeon, Worcester Regal, Tenbury Wells Showcase, Walsall UCI, Merryhill Shopping Centre В UGC, Rubery C Vue, Worcester D Warehouse Cinema, Green Street, Kidderminster Other (PLEASE WRITE IN) E (Don't know / varies) Q22 If there was a new mulitplex cinema in Kidderminster, would you or other members of your household be likely to use it? DO NOT READ OUT. ONE ANSWER ONLY Yes, always 2 Yes, sometimes 3 No (Maybe / don't know) 4 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 Once 2 Twice 3 times 3 4 times 5 times 6 6 times 7 times 8 8 times 9 9 times 10 times А В Over 10 times GO TO Q25 C Never D (Don't know) Q24 Which bowling alley do you or a member of your household usually go to?

DO NOT READ OUT, ONE ANSWER ONLY

Bowling Express, Wolverhampton

GX Superbowl, Brierley Hill

3 Megabowl, Redditch

Shipley's Amusements, Stourport-on-Severn

Stirchley Superbowl, Stirchley Strikers Pleasure Bowl, Wolverhampton

Worcester Ten-pin Bowling, Worcester

Other (PLEASE WRITE IN)

(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

- Bewdley Birmingham
- 3 Dudley
- Kidderminster
- Stourbridge
- Stourport-on-Severn
- Worcester
- Other (PLEASE WRITE IN) (Don't know / varies) (Don't do this activity) 8
- 9
- A
- How often do you visit Kidderminster Town Centre in the evenings for the leisure activities I will read out ? READ OUT EACH ACTIVITY Q26

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

- More than 3 times a week
- 2-3 times a week
- Once a week
- 2-3 times a month
- Once a month Less often
- 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

- Food shopping
- 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

GoodjAveragejPoorj(Don't know)

1st mention|2nd mention|3rd mention

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

Shops:

- Increased choice and range of shops
- Large food stores within town centre
- Improved quality of shops 3
 - Transport:
- More parking
- 5 Less expensive parking
- 6 More pedestrianisation
- Improved street cleaning
- Increased public transport 8
- Cheaper public transport 9 Facilities / amenities:
- More entertainment facilities
- В More leisure facilities
- C Outdoor market
- D Cafes / restaurants
- Cinema F
 - Other issues: Better security
- G Better environment
- Н Other (PLEASE WRITE IN)
- (Don't know / varies)
- (Nothing)

ASK Q30-Q32 FOR THOSE WITHIN THE ZONE SAMPLE 2

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

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

- Food shopping
- 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

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

Good|Average|Poorl(Don't know)

Q32 What would encourage you to visit Stourport-on-Severn Town Centre more DO NOT READ OUT. PROBE FULLY, anything else? RANK UP TO 3 ANSWERS 1st mention[2nd mention[3rd mention Shops: Increased choice and range of shops Large food stores within town centre 3 Improved quality of shops Transport: 4 More parking 5 Less expensive parking 6 More pedestrianisation Improved street cleaning Increased public transport 8 Cheaper public transport 9 Facilities / amenities: More entertainment facilities More leisure facilities Outdoor market D Cafes / restaurants E Cinema Other issues: F Better security Better environment G Other (PLEASE WRITE IN) н (Don't know / varies) (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 Food shopping Other shopping 2 Leisure activities 3 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) Choice and quality of supermarkets Range and choice of non-food shops Choice and quality of service facilities 3 Accessibility by public transport Accessibility by car Accessibility by foot Adequacy of parking arrangements 8 Quality of environment 9 Ease of pedestrian movements within the area A Security / presonal safety 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: Increased choice and range of shops Large food stores within town centre 3 Improved quality of shops

Questionnaire

Transport:

More parking Less expensive parking

More pedestrianisation

Improved street cleaning Increased public transport

Cheaper public transport Facilities / amenities:

More leisure facilities

Better environment Other (PLEASE WRITE IN) (Don't know / varies) (Nothing)

Outdoor market Cafes / restaurants

Cinema Other issues: Better security

More entertainment facilities

4

5

6

9

A

B

C

DE

G

SEX	Sex of respondent
	CODE FROM OBSERVATION

- Male
- 2 Female

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

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

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

- One
- Two Three 2
- Four 5
- Five
- Six or more
- (Refused)

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

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

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

- Occupation (PLEASE WRITE IN)
- (Refused)

Thank & Close



Appendix B – Quantitative Needs Assessment – Statistical Tables for Convenience floorspace

1. POPULATION

ZONE	2009	2011	2016	2021	2026	
1	67,070	67,852	68,652	69,490	70,043	Wyre Forest Core
2	22,212	22,546	23,063	23,561	23,884	Shopping Area
3	21,275	21,802	22,832	23,763	24,363	Shopping Area
Sub-Total	110,557	112,200	114,547	116,814	118,290	
4	23,846	23,978	24,403	24,773	25,009	
5	44,409	44,711	45,217	45,741	46,075	
6	24,301	24,822	25,684	26,495	27,005	Outer Zones
7	22,782	23,274	24,067	24,779	25,235	
8	15,160	15,713	16,666	17,525	18,078	
TOTAL	241,055	244,698	250,584	256,128	259,692	

Notes:

Population projections to 2018 from MapInfo AnySite Package (2001 Census)

Population projections beyond 2018 are WYG Planning estimates based on average growth rates of previous 5 years

2. CONVENIENCE GOODS EXPENDITURE (PER CAPITA)

ZONE	2009	2011	2016	2021	2026	
1	1,643	1,662	1,713	1,772	1,844	Wyre Forest Core
2	1,694	1,714	1,766	1,827	1,901	Shopping Area
3	1,731	1,752	1,805	1,867	1,943	Зпорріпу Агеа
4	1,833	1,855	1,911	1,977	2,058	
5	1,746	1,767	1,821	1,884	1,960	
6	1,821	1,843	1,899	1,964	2,044	Outer Zones
7	1,726	1,747	1,800	1,862	1,938	
8	1,805	1,827	1,883	1,948	2,027	

Notes:

2006 per capita expenditure figures derived from MapInfo AnySite Package

Projected forward 2006-2007 by 3.9% (MapInfo Info Brief 09/02)

Projected forward 2007-2008 by -0.7% (MapInfo Info Brief 09/02)

Projected forward 2008-2019 by 0.6% (MapInfo Info Brief 09/02)

Projected forward 2020-2026 by 0.8% (WYG Estimate)

Special forms of trading excluded at 2% (Pitney Bowes Retail Expenditure Guide 2009/2010)

2006 Prices

3. TOTAL CONVENIENCE GOODS EXPENDITURE

ZONE	2009	2011	2016	2021	2026	
1	110.2	112.8	117.6	123.1	129.2	Wyre Forest Core
2	37.6	38.6	40.7	43.0	45.4	Shopping Area
3	36.8	38.2	41.2	44.4	47.3	эпорріпу Агеа
Sub-Total	184.6	189.6	199.5	210.6	221.9	
4	43.7	44.5	46.6	49.0	51.5	
5	77.6	79.0	82.3	86.2	90.3	
6	44.2	45.7	48.8	52.0	55.2	Outer Zones
7	39.3	40.7	43.3	46.1	48.9	
8	27.4	28.7	31.4	34.1	36.6	
TOTAL	416.8	428.3	452.0	478.0	504.4	

Notes:

4. MARKET SHARE OF MAIN FOOD/TOP UP SHOPPING DESTINATIONS DESTINATIONS (%)

	то			1_		2_		3_		4		5_		6_		7_		8_
DESTINATION	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up
KIDDERMINSTER TOWN CENTRE	0.4	0.6	1.0	1.0		1.6	1.2	2.1										
KIDDERMINSTER EDGE-OF-CENTRE Tesco, Castle Road	17.9	3.8	33.1	8.8	26.9	3.2	17.4	2.1	11.0		10.0	1.5			2.1		15.9	1.9
Marks & Spencer, Weavers Wharf Morrisons, Oxford Street	0.5 7.5	2.4 4.7	0.3 17.7	6.8 13.2	7.4	1.6 1.6	1.2 14.0	2.1	11.0		0.9	0.8	1.1				2.3	2.5
Aldi, Green Street	1.1	0.6	1.0	1.0	3.7	1.0	2.3	2.1			0.5	0.0		1.4			2.3	1.9
KIDDERMINSTER OUT-OF-CENTRE Netto, New Road	0.1	0.3	0.3	0.5		1.6												
Sainsbury's, Crossley Park	19.2 2.3	4.6 4.9	34.1 6.1	7.8 14.1	12.0	3.2	38.4 2.3	12.5 2.1	2.2 1.1	1.8 1.8	22.3	1.5		1.4			8.0	3.7
Co-op, Franche Road Tesco, Stourport Road	2.3	3.6	0.1	9.8		1.6 1.6	2.3	2.1	1.1	1.0	1.4	0.8						1.9
Other		3.3		9.8												1.6		
KIDDERMINSTER LOCAL CENTRES Comberton Hill		0.3		0.5								0.8						
Horsefair Blakebrook		0.3										1.5						
Broadwaters Habberley		0.5 0.3		1.0 1.0										1.4				
Marlpool (Spar) Spennels (Tesco Express)	0.1	0.5 2.8	0.3	1.0 7.3								0.8 1.5		1.4				
Sutton Farm (Costcutter)		0.3		1.0														
KIDDERMINSTER TOTAL	49.0	33.9	93.9	84.4	50.0	15.9	76.7	20.8	14.3	3.5	38.2	9.2	1.1	5.6	2.1	1.6	28.4	9.3
STOURPORT TOWN CENTRE Kwik-Save, Bridge Street		0.2		0.5														
STOURPORT EDGE-OF-CENTRE Lidl, Vale Road	0.8	0.6	0.3	1.5	3.7		1.2	2.1			0.9						1.1	
Tesco, Lombard Street Co-op, Lombard Street	3.0 2.5	4.9 3.3	0.6 0.3	1.0	24.1 21.3	41.3 30.2	3.5 1.2	2.1			0.5	1.5 0.8					1.1	1.9
STOURPORT LOCAL CENTRES																		
Areley Common Burlish		0.3 0.3		0.5		1.6 3.2												
Lickhill Other		0.5 0.6				4.8		2.1				1.5						1.9
STOURPORT TOTAL	6.3	10.7	1.3	3.4	49.1	81.0	5.8	6.3			1.4	3.8					4.5	3.7
BEWDLEY DISTRICT CENTRE Co-op, Load Street	0.3	2.7		0.5			2.3	33.3									1.1	
BEWDLEY other		1.3						12.5						2.8				
MAIN VILLAGES		1.0						12.5						2.0				
Blakedown Chaddesley Corbett	0.1	0.3		1.0							0.5							
Cookley	0.2	1.7 0.2		3.9	0.9		1.2	2.1			0.5	2.3						
Far Forest (Londis) Cloebury Mortimer	0.2	1.3			0.9		1.2	16.7										
WYRE FOREST TOTAL	55.9	52.0	95.2	93.2	100.0	96.8	86.0	91.7	14.3	3.5	40.0	15.4	1.1	8.5	2.1	1.6	34.1	13.0
BRIERLEY HILL	1.7	0.6	0.6				1.2				7.3	3.1						
BRIDGENORTH	5.6								65.9	94.7	0.5							
BROMSGROVE	7.5	7.2	0.3	0.5							5.5	3.8	68.4	54.9	4.2			1.9
DROITWICH	7.9	9.3	1.6	0.5		1.6	3.5				6.4	3.1	4.2	1.4	60.0	82.5	3.4	
LEOMINSTER	1.1	0.3				1.6	1.2									1.6	12.5	
LUDLOW	0.7	0.5					7.0	4.2								1.6	2.3	
MERRY HILL	2.6	1.3	0.3								11.8	5.4	1.1	1.4				
REDDITCH	0.8	8.0	0.6	0.5							3.2	0.8		4.2				
TELFORD	1.5								17.6									
TENBURY WELLS	2.4	5.0															29.5	59.3
STOURBRIDGE	3.8	6.3	1.0	0.5						1.8	17.3	30.0			1.1			
WARNDON	1.1														9.5		3.4	
WORCESTER	1.6	1.3		1.5								1.5			13.7	4.8	5.7	
OTHER	5.8	15.4	0.3	3.4			1.2	4.2	2.2		8.2	36.9	25.3	29.6	9.5	7.9	9.1	25.9
TOTAL (EX SFT/VARIES)	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Notes: Results derived from Household Shopping Surveys (Questions 1 and 4) Totals exclude special forms of trading and don't know/varies answers Kwik Save, Stourport closed

5. TURNOVER OF MAIN FOOD/TOP UP SHOPPING DESTINATIONS DESTINATIONS (£m)

DESTINATION		TAL Top-up		1 Top-up		2 Top-up		3 Top-up		4 Top-up		5 Top-up		6 Top-up		7 Top-up		8 Top-up
KIDDERMINSTER TOWN CENTRE	1.0	0.8	0.7	0.4		0.2	0.3	0.3										
KIDDERMINSTER EDGE-OF-CENTRE	47.7	4.2	246	2.2	6.0	0.4	4.2	0.0	2.2			0.4			0.6		2.0	0.2
Tesco, Castle Road Marks & Spencer, Weavers Wharf	47.7 1.3	4.3 2.6	24.6 0.2	3.2 2.5	6.8	0.4 0.2	4.3 0.3	0.3	3.2		5.2 0.5	0.4	0.3		0.6		2.9	0.2
Morrisons, Oxford Street Aldi, Green Street	20.6 2.9	6.1 0.7	13.1 0.7	4.7 0.4	1.9 0.9	1.0	3.5 0.6	0.3			1.7 0.2	0.2		0.2			0.4 0.4	0.2
KIDDERMINSTER OUT-OF-CENTRE	0.2	0.4	0.2	0.2		0.2												
Netto, New Road Sainsbury's, Crossley Park	51.6	11.9	25.3	2.8	3.1	0.4	9.5	7.5	0.6	0.2	11.6	0.4		0.2			1.5	0.3
Co-op, Franche Road Tesco, Stourport Road Other	6.2	5.8 4.1 3.7	4.5	5.1 3.5 3.5		0.2 0.2	0.6	0.3	0.3	0.2	0.7	0.2				0.2		0.2
KIDDERMINSTER LOCAL CENTRES		3.7		3.3												0.2		
Comberton Hill Horsefair		0.4 0.4		0.2								0.2 0.4						
Blakebrook Broadwaters		0.6		0.4								0.4		0.2				
Habberley		0.4 0.5		0.4 0.4								0.2		0.2				
Marlpool (Spar) Spennels (Tesco Express)	0.2	3.2	0.2	2.6								0.4		0.2				
Sutton Farm (Costcutter) STOURPORT TOWN CENTRE		0.4		0.4														
Kwik-Save, Bridge Street		0.2		0.2														
STOURPORT EDGE-OF-CENTRE Lidl, Vale Road	2.2	0.8	0.2	0.5	0.9		0.3	0.3			0.5						0.2	
Tesco, Lombard Street Co-op, Lombard Street	7.9 6.3	6.0 4.1	0.5 0.2	0.4	6.1 5.4	5.1 3.7	0.9 0.3	0.3			0.2	0.4 0.2					0.2 0.4	0.2
STOURPORT LOCAL CENTRES																		
Areley Common Burlish		0.4 0.4		0.2		0.2 0.4												
Lickhill Other		0.6 0.8				0.6		0.3				0.4						0.2
BEWDLEY DISTRICT CENTRE Co-op, Load Street	0.8	4.2		0.2			0.6	4.0									0.2	
BEWDLEY Other		1.9						1.5						0.4				
MAIN VILLAGES Blakedown																		
Chaddesley Corbett Cookley	0.2	0.4 2.0		0.4 1.4							0.2	0.6						
Far Forest (Londis) Cloebury Mortimer	0.5	0.3 2.0		1.4	0.2		0.3	0.3 2.0				0.0						
WYRE FOREST TOTAL	149.7	70.1	70.7	33.5	25.4	12.6	21.4	17.1	4.2	0.5	20.9	3.9	0.3	1.2	0.6	0.2	6.3	1.2
BRIERLEY HILL	4.6	0.8	0.5	00.0			0.3			0.0	3.8	0.8	0.0				0.0	
BRIDGENORTH	19.7	13.5							19.4	13.5	0.2							
BROMSGROVE	24.6	9.2	0.2	0.2							2.9	1.0	20.4	7.9	1.1			0.2
DROITWICH	23.2	11.9	1.2	0.2		0.2	0.9				3.3	0.8	1.3	0.2	15.9	10.6	0.6	
LEOMINSTER	2.6	0.4				0.2	0.3									0.2	2.3	
LUDLOW	2.2	0.7					1.7	0.5								0.2	0.4	
MERRY HILL	6.7	1.6	0.2								6.2	1.4	0.3	0.2				
REDDITCH	2.1	1.0	0.5	0.2							1.7	0.2		0.6				
TELFORD	5.2								5.2									
TENBURY WELLS	5.5	5.3															5.5	5.3
STOURBRIDGE	10.0	8.0	0.7	0.2						0.2	9.0	7.6			0.3			
WARNDON	3.1														2.5		0.6	
WORCESTER	4.7	1.5		0.5								0.4			3.6	0.6	1.0	
OTHER	17.2	17.6	0.2	1.2			0.3	0.5	0.6		4.3	9.3	7.5	4.3	2.5		1.7	2.3
TOTAL (EX SFT/VARIES)	280.9	141.7	74.3	35.9	25.4	13.0	24.8	18.1	29.5	14.2	52.3	25.3	29.8	14.4	26.5	11.8	18.4	8.9

Notes:
Turnover of convenience stores/destinations calculated by multiplying the market share by convenience goods expenditure by zone Proportion of expenditure on main food is 67.4% (from Household Survey)
Figures may not tally due to rounding
Kwik Save, Stourport closed
2006 Prices

6. BALANCING EXERCISE FOR MAIN FOODSTORES (BASED ON 2006 HOUSEHOLD SURVEY RESULTS'

DESTINATION	Survey-derived Turnover (£m)	Net Floorspace (sqm)	Convenience Goods Allocation (%)	Net Convenience Goods Floorspace (sqm)	Current Sales Density (£/sqm)	Average Sales Density (£/sqm)	Benchmark Turnover (£m)	Diference from Average Sales Density (%)	Total Diference in Turnover (£m)
KIDDERMINSTER EDGE-OF-CENTRE									
Tesco, Castle Road	52.0	4,934	65	3,207	16,225	12,145	39.0	33.6	13.1
Marks & Spencer, Weavers Wharf	4.0	300	n/a	300	13,200	10,697	3.2	23.4	0.8
Morrisons, Oxford Street	26.7	2,354	90	2,119	12,597	10,664	22.6	18.1	4.1
Aldi, Green Street	3.6	780	85	663	5,442	4,000	2.7	36.1	1.0
KIDDERMINSTER OUT-OF-CENTRE									
Netto, New Road	0.6	400	90	360	1,691	5,000	1.8	-66.2	-1.2
Sainsbury's, Crossley Park	63.5	6,116	75	4,587	13,851	9,276	42.5	49.3	21.0
Co-op, Franche Road	12.0	2,094	80	1,675	7,147	5,826	9.8	22.7	2.2
Tesco, Stourport Road	4.1	400	95	380	10,680	12,145	4.6	-12.1	-0.6
Kidderminster total	166.5	17,378		13,291			126.1		40.9
STOURPORT EDGE-OF-CENTRE									
Lidl, Vale Road	2.9	813	85	691	4236	4000	2.8	5.9	0.2
Tesco, Lombard Street	13.9	416	95	395	35072	12145	4.8	188.8	9.1
Co-op, Lombard Street	10.5	1,846	80	1477	7103	5826	8.6	21.9	1.9
Stourport Total	27.3	3,075		2,563			16.2		11.1
TOTAL									52.0

Notes:
Estimated Total Turnover from Table 5
Net Floorspace from Wyre Forest Retail Monitoring Report 2008 where available Convenience goods allocations are WYG estimates

Average Sales Density from Verdict Grocery Retailers 2009 where available otherwise WYG estimates 2006 Prices

7. DEVELOPMENTS AND COMMITMENTS SINCE 2006 HOUSEHOLD SURVEY

DESTINATION	Net Convenience Goods Floorspace (sqm)	Average Sales Density (£/sqm)	Benchmark Turnover (£m)	Change in Turnover (£m)
Morrisons, Green Street, Kidderminster (replacement store)	2730	10,664	29.1	6.5
Tesco, Carpets of Worth site, Stourport (new store)	1527	12,145	18.5	n/a
Kwik Save, Bridge Street, Stourport (closure)	-406	4500	-1.8	n/a

Notes:Change in turnover for Morrisons is the difference between the turnover of the new store and the previous store (convenience goods) 2006 Prices

8. CONVENIENCE FLOORSPACE CAPACITY: WYRE FOREST CORE SHOPPING AREA

	2009	2011	2016	2021	2026
Available Expenditure (£m)	184.6	189.6	199.5	210.6	221.9
Actual Turnover of Facilities (£m)	180.6	182.4	187.0	191.7	196.5
Market Share 2009 (%)	97.8	97.8	97.8	97.8	97.8
Turnover Potential based on Market Share (£m)	180.6	185.5	195.2	205.9	217.0
Residual Expenditure (£m)	0.0	3.1	8.2	14.2	20.5

8A. CONVENIENCE FLOORSPACE CAPACITY: KIDDERMINSTER

	2009	2011	2016	2021	2026
Available Expenditure (£m)	416.8	428.3	452.0	478.0	504.4
Actual Turnover of Facilities (£m)	178.0	179.8	184.3	189.0	193.7
Market Share 2009 (%)	42.7	42.7	42.7	42.7	42.7
Turnover Potential based on Market Share (£m)	178.0	182.9	193.0	204.1	215.4
Residual Expenditure (£m)	0.0	3.1	8.7	15.1	21.7
Allowance for Overtrading/Undertrading (£m)	40.9	40.9	40.9	40.9	40.9
Adjustments (Replacement Morrisons)	-6.5	-6.5	-6.5	-6.5	-6.5
Expenditure Capacity (£m)	34.4	37.5	43.1	49.5	56.0

8B. CONVENIENCE FLOORSPACE CAPACITY: STOURPORT

_	2009	2011	2016	2021	2026
Available Expenditure (£m)	416.8	428.3	452.0	478.0	504.4
Actual Turnover of Facilities (£m)	29.6	29.9	30.7	31.4	32.2
Market Share 2009 (%)	7.1	7.1	7.1	7.1	7.1
Turnover Potential based on Market Share (£m)	29.6	30.4	32.1	33.9	35.8
Residual Expenditure (£m)	0.0	0.5	1.4	2.5	3.6
Allowance for Overtrading/Undertrading (£m)	11.1	11.1	11.1	11.1	11.1
Adjustments (Tesco, Carpets of Worth)	-18.5	-18.5	-18.5	-18.5	-18.5
Adjustments (Kwik Save Closure)	1.8	1.8	1.8	1.8	1.8
Expenditure Capacity (£m)	-5.6	-5.1	-4.2	-3.1	-2.0

8C. CONVENIENCE FLOORSPACE CAPACITY: BEWDLEY

	2009	2011	2016	2021	2026
Available Expenditure (£m)	416.8	428.3	452.0	478.0	504.4
Actual Turnover of Facilities (£m)	6.9	6.9	7.1	7.3	7.5
Market Share 2006 (%)	1.6	1.6	1.6	1.6	1.6
Turnover Potential based on Market Share (£m)	6.9	7.1	7.5	7.9	8.3
Residual Expenditure (£m)	0.0	0.1	0.3	0.6	0.8

8D. CONVENIENCE FLOORSPACE CAPACITY: VILLAGES/RURAL AREA

	2009	2011	2016	2021	2026
Available Expenditure (£m)	416.8	428.3	452.0	478.0	504.4
Actual Turnover of Facilities (£m)	5.3	5.4	5.5	5.7	5.8
Market Share 2006 (%)	1.3	1.3	1.3	1.3	1.3
Turnover Potential based on Market Share (£m)	5.3	5.5	5.8	6.1	6.5
Residual Expenditure (£m)	0.0	0.1	0.3	0.5	0.7

8E. TOTAL CONVENIENCE FLOORSPACE CAPACITY

	2009	2011	2016	2021	2026
KIDDERMINSTER	34.4	37.5	43.1	49.5	56.0
STOURPORT	-5.6	-5.1	-4.2	-3.1	-2.0
BEWDLEY	0.0	0.1	0.3	0.6	0.8
VILLAGES/RURAL AREAS	0.0	0.1	0.3	0.5	0.7
TOTAL	28.8	32.6	39.5	47.5	55.5

Notes:

Available expenditure from Table 3 Actual turnover of facilities from Table 5 Assumes 0.5% per annum increase in floorspace efficiency Adjustments from Table 7 2006 Prices



Appendix C – Quantitative Needs Assessment – Statistical Tables for Comparison floorspace

1. POPULATION

ZONE	2009	2010	2011	2016	2021	2026	
1	67,070	67,462	67,852	68,652	69,490	70,043	Wyre Forest Core
2	22,212	22,378	22,546	23,063	23,561	23,884	Shopping Area
3	21,275	21,544	21,802	22,832	23,763	24,363	Shopping Area
Sub-Total	110,557	111,384	112,200	114,547	116,814	118,290	
4	23,846	23,915	23,978	24,403	24,773	25,009	
5	44,409	44,563	44,711	45,217	45,741	46,075	
6	24,301	24,569	24,822	25,684	26,495	27,005	Outer Zones
7	22,782	23,030	23,274	24,067	24,779	25,235	
8	15,160	15,443	15,713	16,666	17,525	18,078	
TOTAL	241,055	242,904	244,698	250,584	256,128	259,692	

Notes:Population projections to 2018 from MapInfo AnySite Package (2001 Census)
Population projections beyond 2018 are WYG Planning estimates based on average growth rates of previous 5 years

2. COMPARISON GOODS EXPENDITURE (PER CAPITA)(£)

ZONE	2009	2010	2011	2016	2021	2026	
1	3,165	3,257	3,351	3,866	4,574	5,619	Wyre Forest Core
2	3,269	3,364	3,462	3,994	4,724	5,803	Shopping Area
3	3,415	3,514	3,616	4,172	4,935	6,062	Shopping Area
4	3,614	3,719	3,827	4,415	5,223	6,416	
5	3,451	3,551	3,654	4,216	4,987	6,127	
6	3,640	3,746	3,854	4,447	5,260	6,462	Outer Zones
7	3,382	3,480	3,581	4,132	4,888	6,004	
8	3,602	3,706	3.814	4.400	5,205	6.394	

Notes:
2006 per capita expenditure figures derived from MapInfo AnySite Package
Projected forward 2006-2007 by 5.1% (MapInfo Info Brief 09/02)
Projected forward 2007-2008 by 4.6% (MapInfo Info Brief 09/02)
Projected forward 2007-2008 by 4.6% (MapInfo Info Brief 09/02)
Projected forward 2008-2019 by 2.9% (MapInfo Info Brief 09/02)
Projected forward 2002-2026 by 4.2% (WYG Estimate)
Special forms of trading excluded at 5.8% (MapInfo Retail Expenditure Guide 2009/2010)
2006 Prices

3. COMPARISON GOODS EXPENDITURE (PER CAPITA) BREAKDOWN (£)

CATEGORY	2009	2010	2011	2016	2021	2026
Electrical Goods	412	2010 424	436	503	2021 596	732
	412 424	424	436 449			732 752
urniture/Floor Coverings	424 301	309	318	518 367	612 434	752 534
DIY/Hardware						
Non-bulky goods	2,029	2,088	2,148	2,478	2,932	3,601
Zone 2						
CATEGORY	2009	2010	2011	2016	2021	2026
Electrical Goods	427	439	452	521	616	757
Furniture/Floor Coverings	442	455	468	540	639	785
DIY/Hardware	312	321	330	381	451	554
Non-bulky goods	2,089	2,149	2,212	2,551	3,018	3,708
Zone 3						
CATEGORY	2009	2010	2011	2016	2021	2026
Electrical Goods	443	456	469	541	640	786
Furniture/Floor Coverings	465	479	493	569	673	826
DIY/Hardware	322	331	341	393	466	572
Non-bulky goods	2,185	2,248	2,313	2,669	3,157	3,878
Zone 4						
CATEGORY	2009	2010	2011	2016	2021	2026
Flectrical Goods	469	482	496	573	677	832
Furniture/Floor Coverings	491	505	520	600	709	872
DIY/Hardware	340	350	360	415	491	603
Non-bulky goods	2,315	2,382	2,451	2,827	3,345	4,109
Zone 5				•		
CATEGORY	2009	2010	2011	2016	2021	2026
Electrical Goods	447	460	473	546	646	794
Furniture/Floor Coverings	469	482	496	572	677	832
DIY/Hardware	325	335	344	397	470	577
Non-bulky goods	2,210	2,274	2,340	2,700	3,194	3,924
Non-bulky goods						
Zone 6 CATEGORY	2009	2010	2011	2016	2021	2026
Zone 6	472	485	500	576	682	837
Zone 6 CATEGORY			500 515			837 864
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings	472	485	500	576	682	837
Zone 6 CATEGORY Electrical Goods	472 487	485 501	500 515	576 595	682 703	837 864 594
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods	472 487 335	485 501 344	500 515 354	576 595 409	682 703 484	837 864 594
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 7	472 487 335	485 501 344	500 515 354	576 595 409	682 703 484	837 864 594
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware	472 487 335 2,347	485 501 344 2,415	500 515 354 2,485	576 595 409 2,867	682 703 484 3,392	837 864 594 4,166
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 7 CATEGORY Electrical Goods	472 487 335 2,347	485 501 344 2,415	500 515 354 2,485	576 595 409 2,867	682 703 484 3,392	837 864 594 4,166
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DT/Hardware Non-bulky goods Zone 7 CATEGORY Electrical Goods Furniture/Floor Coverings	472 487 335 2,347 2009 440 457	485 501 344 2,415 2010 453 470	500 515 354 2,485 2011 466 484	576 595 409 2,867 2016 537 558	682 703 484 3,392 2021 636 660	837 864 594 4,166 2026 781 811
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 7 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware	472 487 335 2,347 2009 440 457 315	485 501 344 2,415 2010 453 470 324	500 515 354 2,485 2011 466 484 333	576 595 409 2,867 2016 537 558 385	682 703 484 3,392 2021 636 660 455	837 864 594 4,166 2026 781 811 559
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 7 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods	472 487 335 2,347 2009 440 457	485 501 344 2,415 2010 453 470	500 515 354 2,485 2011 466 484	576 595 409 2,867 2016 537 558	682 703 484 3,392 2021 636 660	837 864 594 4,166 2026 781 811
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 7 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 8 Zone 8	472 487 335 2,347 2009 440 457 315 2,171	485 501 344 2,415 2010 453 470 324 2,234	500 515 354 2,485 2011 466 484 333 2,298	576 595 409 2,867 2016 537 558 385 2,652	682 703 484 3,392 2021 636 660 455 3,137	837 864 594 4,166 2026 781 811 559 3,853
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 7 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 8 Non-bulky goods Zone 8 CATEGORY	472 487 335 2,347 2009 440 457 315 2,171	485 501 344 2,415 2010 453 470 324 2,234	500 515 354 2,485 2011 466 484 333 2,298	576 595 409 2,867 2016 537 558 385 2,652	682 703 484 3,392 2021 636 660 455 3,137	837 864 594 4,166 781 811 559 3,853
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 7 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 8 CATEGORY Electrical Goods Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 8 CATEGORY Electrical Goods	472 487 335 2,347 2009 440 457 315 2,171 2009 469	485 501 344 2,415 2010 453 470 324 2,234 2010 482	500 515 354 2,485 2011 466 484 333 2,298 2011 496	576 595 409 2,867 2016 537 558 385 2,652 2016 573	682 703 484 3,392 2021 636 660 455 3,137 2021 677	837 864 594 4,166 2026 781 811 559 3,853
Zone 6 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 7 CATEGORY Electrical Goods Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 8 Non-bulky goods Zone 8 CATEGORY	472 487 335 2,347 2009 440 457 315 2,171	485 501 344 2,415 2010 453 470 324 2,234	500 515 354 2,485 2011 466 484 333 2,298	576 595 409 2,867 2016 537 558 385 2,652	682 703 484 3,392 2021 636 660 455 3,137	837 864 594 4,166 781 811 559 3,853

Notes

Expenditure on electrical goods derived from 'audio-visual equipment' category in MapInfo AnySite report reports excluding special forms of trade at 8.7% (Mapinfo Retail Expenditure Guide 2009/2010)

Expenditure on furniture and carpets derived from 'furniture/floor/textiles' category in MapInfo AnySite report excluding special forms of trade at 5.4% (Mapinfo Retail Expenditure Guide 2009/2010)

Expenditure on DIY/Hardware goods derived from 'hardware and DIY supplies' category in MapInfo AnySite report excluding special forms of trade at 7.1% (Mapinfo Retail Expenditure Guide 2009/2010)

Expenditure on non-bulky goods is remaining comparison goods expenditure

Projected forward using same growth rates as in Table 2

2006 Prices

4. TOTAL COMPARISON GOODS EXPENDITURE (£m)

Zone 1					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	27.6	29.6	34.6	41.4	51.2
Furniture/Floor Coverings	28.4	30.4	35.5	42.6	52.7
DIY/Hardware	20.2	21.6	25.2	30.2	37.4
Non-bulky goods	136.1	145.8	170.1	203.7	252.2
TOTAL	212.3	227.4	265.4	317.8	393.5
TOTAL	212.5	22/.7	203.4	317.0	333.3
Zone 2					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	9.5	10.2	12.0	14.5	18.1
Furniture/Floor Coverings	9.8	10.6	12.5	15.0	18.7
DIY/Hardware	6.9	7.5	8.8	10.6	13.2
Non-bulky goods	46.4	49.9	58.8	71.1	88.6
TOTAL	72.6	78.0	92.1	111.3	138.6
Zone 3					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	9.4	10.2	12.4	15.2	19.2
Furniture/Floor Coverings	9.9	10.7	13.0	16.0	20.1
DIY/Hardware	6.9	7.4	9.0	11.1	13.9
Non-bulky goods	46.5	50.4	60.9	75.0	94.5
TOTAL	72.7		95.2	117.3	
IUIAL	12.1	78.8	93.2	11/.3	147.7
Zone 4					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	11.2	11.9	14.0	16.8	20.8
Furniture/Floor Coverings	11.7	12.5	14.6	17.6	21.8
DIY/Hardware	8.1	8.6	10.1	12.2	15.1
Non-bulky goods	55.2	58.8	69.0	82.9	102.8
TOTAL	86.2	91.8	107.7	129.4	160.5
Zone 5					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	19.9	21.2	24.7	29.6	36.6
Furniture/Floor Coverings	20.8	22.2	25.9	31.0	38.3
DIY/Hardware	14.4	15.4	18.0	21.5	26.6
Non-bulky goods	98.2	104.6	122.1	146.1	180.8
TOTAL	153.3	163.4	190.6	228.1	282.3
Zone 6					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	11.5	12.4	14.8	18.1	22.6
Furniture/Floor Coverings	11.8	12.8	15.3	18.6	23.3
DIY/Hardware	8.1	8.8	10.5	12.8	16.0
Non-bulky goods	57.0	61.7	73.6	89.9	112.5
TOTAL	88.5	95.7	114.2	139.4	174.5
Zone 7 CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	10.0	10.8	12.9	15.8	19.7
Furniture/Floor Coverings	10.4	11.3	13.4	16.4	20.5
DIY/Hardware	7.2	7.8	9.3	11.3	14.1
Non-bulky goods	49.5	53.5	63.8	77.7	97.2
TOTAL	77.1	83.4	99.4	121.1	151.5
Zone 8					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	7.1	7.8	9.5	11.9	15.0
Furniture/Floor Coverings	7.4	8.2	10.0	12.4	15.8
DIY/Hardware	5.1	5.6	6.8	8.5	10.7
Non-bulky goods	35.0	38.4	47.0	58.4	74.0
TOTAL	54.6	59.9	73.3	91.2	115.6
			<u>-</u>		
Sub-Total CATEGORY	2000	2011	2016	2021	2026
Electrical Goods	2009	2011 114.1	2016 134.0	2021 163 1	2026
	106.2	114.1	134.9	163.1	203.2
Furniture/Floor Coverings	110.3	118.6	140.2	169.6	211.2
DIY/Hardware	76.9	82.6	97.7	118.1	147.1
Non-bulky goods	523.8	563.0	665.4	804.8	1002.6
TOTAL	817.1	878.4	1038.1	1255.7	1564.2
15	J1/.1	U, U.T	T030.T	1233.7	10071Z

Notes 2006 Prices

5. MARKET SHARE OF NON-BULKY GOODS DESINATIONS

	то	TAL		1		2		3	4		5		6		7		8
DESTINATION	MAIN	OTHERS	main	others	main	others	main	others	main	main	others	main	others	main	others	main	others
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
KIDDERMINSTER	38.7	18.9	69.9	13.0	60.4	29.5	59.3	28.4	16.0	14.0	21.6	7.1	9.3	8.0	13.8	35.3	26.5
STOURPORT	0.9	0.8	0.3		6.9	2.7	1.2	3.9		0.5			0.7				1.0
BEWDLEY	0.1	0.3		0.4			1.2				0.4		0.7				
WYRE FOREST TOTAL	39.7	19.9	70.2	13.4	67.3	32.1	61.7	32.4	16.0	14.5	22.0	7.1	10.7	8.0	13.8	35.3	27.5
BIRMINGHAM	4.6	12.9	3.2	13.0	2.0	8.0	2.5	8.8	2.1	7.0	19.2	13.3	15.3	3.4	8.6	2.4	7.8
BRIDGNORTH	1.0	0.5		1.1				1.0	11.7		0.4						
BROMSGROVE	2.1	2.3	0.3	0.7						0.5	1.2	17.3	11.3	3.4	2.6		
DROITWICH	1.4	1.4												17.0	13.8		
HEREFORD	0.7	1.7		0.4				1.0								8.2	16.7
LUDLOW	0.4	0.8	0.6				2.5	3.9									4.9
MERRY HILL	22.2	25.7	14.9	38.8	10.9	28.6	14.8	21.6	7.4	64.0	28.0	21.4	20.7	3.4	11.2	1.2	9.8
REDDITCH	2.8	3.7	1.0	1.1		0.9				0.5	0.4	23.5	20.7	3.4	4.3		
SOLIHULL	0.6	1.2		0.4			1.2	1.0		1.4		2.0	3.3		2.6		2.9
STOURBRIDGE	2.0	3.3	0.6	2.2		1.8				8.4	11.6	1.0					
TELFORD	3.8	1.4	0.3	0.7		1.8		4.9	42.6		1.6				0.9		1.0
TENBURY WELLS	0.4	0.1														4.7	1.0
WOLVERHAMPTON	1.1	0.9		0.7				1.0	10.6	0.5	2.0				0.9	1.2	1.0
WORCESTER	15.6	18.9	8.1	23.2	19.8	25.9	16.0	14.7	2.1	1.9	8.0	13.3	17.3	60.2	28.4	43.5	21.6
OTHER	1.7	5.3	0.6	4.3		0.9	1.2	9.8	7.4	1.4	5.6	1.0	0.7	1.1	12.9	3.5	5.9
TOTAL (EX SFT/VARIES)	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Notes Market share data from 2006 Household Survey

6. TURNOVER OF NON-BULKY GOODS DESINATIONS (£m)

DESTINATION	TOT MAIN	OTHERS	main	L others	main	2 others	main	others	4 main		5 others	main	6 others	main	7 others	main	8 others
KIDDERMINSTER	104.4	47.9	58.3	6.9	14.6	6.5	13.0	7.0	8.8	6.9	10.6	1.6	3.3	2.0	3.4	5.1	5.4
STOURPORT	2.5	2.1	0.3		1.7	0.6	0.3	1.0		0.2			0.2				0.2
BEWDLEY	0.3	0.7		0.2			0.3				0.2		0.2				
WYRE FOREST TOTAL	107.1	50.7	58.6	7.1	16.3	7.1	13.5	7.9	8.8	7.1	10.8	1.6	3.7	2.0	3.4	5.1	5.6
BIRMINGHAM	12.4	32.8	2.7	6.9	0.5	1.8	0.5	2.2	1.2	3.4	9.5	2.9	5.4	0.8	2.1	0.3	1.6
BRIDGNORTH	2.8	1.1		0.6				0.2	6.5		0.2						
BROMSGROVE	5.5	5.7	0.3	0.4						0.2	0.6	3.8	4.0	0.8	0.6		
DROITWICH	3.8	3.7												4.2	3.4		
HEREFORD	1.8	4.4		0.2				0.2								1.2	3.4
LUDLOW	1.0	2.1	0.5				0.5	1.0									1.0
MERRY HILL	60.0	65.3	12.4	20.4	2.6	6.3	3.2	5.3	4.1	31.3	13.8	4.7	7.2	0.8	2.8	0.2	2.0
REDDITCH	7.6	9.4	0.8	0.6		0.2				0.2	0.2	5.2	7.2	0.8	1.1		
SOLIHULL	1.5	3.0		0.2			0.3	0.2		0.7		0.4	1.2		0.6		0.6
STOURBRIDGE	5.3	8.5	0.5	1.1		0.4				4.1	5.7	0.2					
TELFORD	10.3	3.4	0.3	0.4		0.4		1.2	23.5		0.8				0.2		0.2
TENBURY WELLS	1.0	0.2														0.7	0.2
WOLVERHAMPTON	3.0	2.3		0.4				0.2	5.9	0.2	1.0				0.2	0.2	0.2
WORCESTER	42.1	47.9	6.7	12.2	4.8	5.7	3.5	3.6	1.2	0.9	3.9	2.9	6.1	14.9	7.0	6.3	4.4
OTHER	4.5	13.5	0.5	2.3		0.2	0.3	2.4	4.1	0.7	2.8	0.2	0.2	0.3	3.2	0.5	1.2
TOTAL (EX SFT/VARIES)	269.7	254.0	83.4	52.7	24.2	22.2	21.9	24.5	55.2	48.9	49.3	22.0	35.1	24.7	24.7	14.5	20.5

Notes
Turnover calculated by multiplying total expenditure per zone by market share. Proportion of expenditure spent at main clothes, shoe and fashion destination as follows:

Main		Others	
Zone	%	Zone	%
1	61.3	1	38.7
2	52.2	2	47.8
3	47.2	3	52.8
4	N/A	4	N/A
5	49.8	5	50.2
6	38.5	6	61.5
7	50	7	50
8	41.4	8	58.6
mean	51.5	mean	48.5

7. MARKET SHARE OF ELECTRICAL GOODS DESINATIONS

DESTINATION	TOTAL %	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %
KIDDERMINSTER TOWN CENTRE	5.9	12.4	7.1	8.6	8.5	1.7	2.4		2.9
KIDDERMINSTER OUTSIDE TOWN CENTRE	34.0	62.9	47.6	61.4	8.5	12.8	9.4	3.6	25.7
STOURPORT TOWN CENTRE	0.7	1.5	2.4						
STOURPORT OUTSIDE TOWN CENTRE	0.4	0.4	2.4	1.4					
WASH HOUSE, WILDEN LANE	9.4	16.4	28.6	14.3			4.7	1.2	1.4
BEWDLEY									
WYRE FOREST TOTAL	50.4	93.5	88.1	85.7	17.1	14.5	16.5	4.8	30.0
AMBLECOTE	4.1					21.5			
BIRMINGHAM	0.9				1.2	1.2	3.5	2.4	
BRIDGENORTH	3.2				35.4				
BROMSGROVE	2.4	0.4				1.2	22.4		
DROITWICH	6.4	0.4	3.6	1.4		2.3	9.4	44.6	5.7
HEREFORD	0.6								7.1
MERRY HILL	9.2	1.8	1.2	4.3	1.2	37.2	10.6		
REDDITCH	1.0	0.4					9.4		
SOLIHULL	1.1	0.4	1.2	1.4		0.6	5.9	1.2	
STOURBRIDGE	1.9					9.9			
TELFORD	3.1	0.4			32.9				
TENBURY WELLS	1.9			2.9					27.1
WOLVERHAMPTON	0.6				3.7	1.2			
WORCESTER	8.7	1.5	6.0			1.7	16.5	43.4	24.3
OTHER	4.5	1.5		4.3	8.5	8.7	5.9	3.6	5.7
TOTAL (EX SFT/VARIES)	100	100	100	100	100	100	100	100	100

Notes

Market share data from 2006 Household Survey

8. TURNOVER OF ELECTRICAL GOODS DESINATIONS (£m)

DESTINATION	TOTAL	1	2	3	4	5	6	7	8
KIDDERMINSTER TOWN CENTRE	6.2	3.4	0.7	0.8	1.0	0.3	0.3		0.2
KIDDERMINSTER OUTSIDE TOWN CENTRE	36.1	17.4	4.5	5.8	1.0	2.5	1.1	0.4	1.8
STOURPORT TOWN CENTRE	0.7	0.4	0.2						
STOURPORT OUTSIDE TOWN CENTRE	0.5	0.1	0.2	0.1					
WASH HOUSE, WILDEN LANE	10.0	4.5	2.7	1.3			0.5	0.1	0.1
BEWDLEY									
WYRE FOREST TOTAL	53.5	25.8	8.3	8.1	1.9	2.9	1.9	0.5	2.1
AMBLECOTE	4.4					4.3			
BIRMINGHAM	0.9				0.1	0.2	0.4	0.2	
BRIDGENORTH	3.4				4.0				
BROMSGROVE	2.6	0.1				0.2	2.6		
DROITWICH	6.8	0.1	0.3	0.1		0.5	1.1	4.5	0.4
HEREFORD	0.6								0.5
MERRY HILL	9.8	0.5	0.1	0.4	0.1	7.4	1.2		
REDDITCH	1.1	0.1					1.1		
SOLIHULL	1.2	0.1	0.1	0.1		0.1	0.7	0.1	
STOURBRIDGE	2.0					2.0			
TELFORD	3.3	0.1			3.7				
TENBURY WELLS	2.0			0.3					1.9
WOLVERHAMPTON	0.6				0.4	0.2			
WORCESTER	9.3	0.4	0.6			0.3	1.9	4.3	1.7
OTHER	4.8	0.4		0.4	1.0	1.7	0.7	0.4	0.4
TOTAL (EX SFT/VARIES)	106.2	27.6	9.5	9.4	11.2	19.9	11.5	10.0	7.1

Notes

9. MARKET SHARE OF FURNITURE/FLOOR COVERINGS DESINATIONS

DESTINATION	TOTAL %	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %
KIDDERMINSTER TOWN CENTRE	1.7	4.1	1.4	1.5				1.4	1.7
KIDDERMINSTER OUTSIDE TOWN CENTRE	45.6	71.4	72.2	74.6	23.9	30.9	14.5	11.3	31.0
STOURPORT TOWN CENTRE									
STOURPORT OUTSIDE TOWN CENTRE	0.8	0.9	2.8	1.5		0.7			
BEWDLEY									
WYRE FOREST TOTAL	48.0	76.4	76.4	77.6	23.9	31.5	14.5	12.7	32.8
AMBLECOTE	0.3					1.3			
BIRMINGHAM	2.0	1.4		1.5	1.5	2.7	4.8	2.8	1.7
BRIDGENORTH	1.4				16.4				
BROMSGROVE	3.8	0.9				1.3	31.3		
DROITWICH	8.1	6.4	6.9	1.5		2.0	10.8	45.1	
HEREFORD	0.1								1.7
MERRY HILL	5.6	2.7	2.8	1.5	1.5	18.1	6.0	1.4	1.7
REDDITCH	0.6			1.5			4.8		
SOLIHULL	0.6	0.9				0.7	2.4		
STOURBRIDGE	2.3	0.5	2.8	1.5		9.4			
TELFORD	2.8				32.8				
TENBURY WELLS	1.5			1.5					19.0
WEDNESBURY (IKEA)	4.1	4.5	8.3	1.5		5.4	7.2		1.7
WOLVERHAMPTON	0.6	0.5			4.5	0.7			
WORCESTER	7.4	1.8	2.8	3.0		1.3	9.6	35.2	25.9
OTHER	10.7	4.1		9.0	19.4	25.5	8.4	2.8	15.5
TOTAL (EX SFT/VARIES)	100	100	100	100	100	100	100	100	100

Notes

Market share data from 2006 Household Survey

10. TURNOVER OF FURNITURE/FLOOR COVERINGS DESINATIONS (£m)

DESTINATION	TOTAL	1	2	3	4	5	6	7	8
KIDDERMINSTER TOWN CENTRE	1.8	1.2	0.1	0.1				0.1	0.1
KIDDERMINSTER OUTSIDE TOWN CENTRE	50.3	20.3	7.1	7.4	2.8	6.4	1.7	1.2	2.3
STOURPORT TOWN CENTRE									
STOURPORT OUTSIDE TOWN CENTRE	0.8	0.3	0.3	0.1		0.1			
BEWDLEY									
WYRE FOREST TOTAL	53.0	21.7	7.5	7.7	2.8	6.6	1.7	1.3	2.4
AMBLECOTE	0.3					0.3			
BIRMINGHAM	2.2	0.4		0.1	0.2	0.6	0.6	0.3	0.1
BRIDGENORTH	1.5				1.9				
BROMSGROVE	4.2	0.3				0.3	3.7		
DROITWICH	9.0	1.8	0.7	0.1		0.4	1.3	4.7	
HEREFORD	0.1								0.1
MERRY HILL	6.2	0.8	0.3	0.1	0.2	3.8	0.7	0.1	0.1
REDDITCH	0.7			0.1			0.6		
SOLIHULL	0.7	0.3				0.1	0.3		
STOURBRIDGE	2.5	0.1	0.3	0.1		2.0			
TELFORD	3.1				3.8				
TENBURY WELLS	1.7			0.1					1.4
WEDNESBURY (IKEA)	4.5	1.3	0.8	0.1		1.1	0.9		0.1
WOLVERHAMPTON	0.7	0.1			0.5	0.1			
WORCESTER	8.1	0.5	0.3	0.3		0.3	1.1	3.7	1.9
OTHER	11.8	1.2		0.9	2.3	5.3	1.0	0.3	1.2
TOTAL (EX SFT/VARIES)	110.3	28.4	9.8	9.9	11.7	20.8	11.8	10.4	7.4

Notes

11. MARKET SHARE OF DIY DESINATIONS

DESTINATION	TOTAL %	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %
KIDDERMINSTER TOWN CENTRE	1.3	1.8	4.3	1.3		1.5			
KIDDERMINSTER OUTSIDE TOWN CENTRE	53.2	93.5	72.8	85.3	26.0	30.5	2.1	13.2	42.0
STOURPORT TOWN CENTRE									
STOURPORT OUTSIDE TOWN CENTRE	4.2	2.9	19.6	9.3				2.6	7.4
BEWDLEY	0.1					0.5			
WYRE FOREST TOTAL	58.9	98.2	96.7	96.0	26.0	32.5	2.1	15.8	49.4
BIRMINGHAM	0.1					0.5			
BRIDGENORTH	3.0				37.7				
BROMSGROVE	7.0	0.7				2.5	62.5	1.3	
DROITWICH	5.9							75.0	
HALESOWEN	2.9					12.7	2.1		1.2
HEREFORD	0.4								4.9
LEOMINSTER	1.1			1.3					12.3
MERRY HILL	0.9					4.6			
REDDITCH	3.4		1.1			1.5	28.1	1.3	1.2
SOLIHULL	ļ								
STOURBRIDGE	7.6	0.4			1.3	36.5			
TELFORD	2.3				27.3		1.0		
TENBURY WELLS	0.4								4.9
WOLVERHAMPTON	0.2				1.3	0.5			
WORCESTER	3.1	0.7	2.2			0.5	3.1	5.3	22.2
OTHER	2.9			2.7	6.5	8.1	1.0	1.3	3.7
TOTAL (EX SFT/VARIES)	100	100	100	100	100	100	100	100	100

Notes

Market share data from 2006 Household Survey

12. TURNOVER OF DIY DESINATIONS (£m)

DESTINATION	TOTAL	1	2	3	4	5	6	7	8
KIDDERMINSTER TOWN CENTRE	1.0	0.4	0.3	0.1		0.2			
KIDDERMINSTER OUTSIDE TOWN CENTRE	40.9	18.9	5.0	5.8	2.1	4.4	0.2	0.9	2.1
STOURPORT TOWN CENTRE									
STOURPORT OUTSIDE TOWN CENTRE	3.2	0.6	1.4	0.6				0.2	0.4
BEWDLEY	0.1					0.1			
WYRE FOREST TOTAL	45.3	19.8	6.7	6.6	2.1	4.7	0.2	1.1	2.5
BIRMINGHAM	0.1					0.1			
BRIDGENORTH	2.3				3.1				
BROMSGROVE	5.4	0.1				0.4	5.1	0.1	
DROITWICH	4.5							5.4	
HALESOWEN	2.2					1.8	0.2		0.1
HEREFORD	0.3								0.3
LEOMINSTER	0.9			0.1					0.6
MERRY HILL	0.7					0.7			
REDDITCH	2.6		0.1			0.2	2.3	0.1	0.1
SOLIHULL									
STOURBRIDGE	5.8	0.1			0.1	5.3			
TELFORD	1.7				2.2		0.1		
TENBURY WELLS	0.3								0.3
WOLVERHAMPTON	0.2				0.1	0.1			
WORCESTER	2.4	0.1	0.2			0.1	0.3	0.4	1.1
OTHER	2.2			0.2	0.5	1.2	0.1	0.1	0.2
TOTAL (EX SFT/VARIES)	76.9	20.2	6.9	6.9	8.1	14.4	8.1	7.2	5.1

Notes

13. DEVELOPMENTS AND COMMITMENTS SINCE 2006 HOUSEHOLD SURVEY

Destination	Net Comparison Goods Floorspace (sqm)	Average Sales Density (£/sqm)	Benchmark Turnover (£m)
Kidderminster			
Morrisons, Green Street 21-22 Coventry Street Piano Building, Weavers Wharf Rowland Hill Centre 65 Oxford Street	448 168 1816 50 178	9059 5,000 6,000 5,000 5,000	4.1 0.8 10.9 0.3 0.9
Stourport			
Tesco, Carpets of Worth site Mackays 2 Lombard Street	874 480 338	9192 4,000 4,000	8.0 1.9 1.4

Notes:

Gross floorspace data from Wyre Forest Retail Monitor
Assumed that 80% of gross floorspace is sales area
Net floorspace figure for Morrisons is uplift from previous foodstore
Sales density for Tesco and Morrisons from Verdict 2009
All other sales densities are WYG estimate
2006 Prices

14. EXPENDITURE CAPACITY IN KIDDERMINSTER (CONSTANT MARKET SHARE)

NON-BULKY GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	523.8	563.0	665.4	804.8	1002.6
Actual Turnover of Facilities (£m)	152.3	159.7	179.8	202.4	227.9
Market Share 2009 (%)	29.1	29.1	29.1	29.1	29.1
Turnover Potential based on Market Share (£m)	152.3	163.7	193.5	234.0	291.5
Residual Expenditure (£m)	0.0	4.0	13.7	31.6	63.6
ELECTRICAL GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	106.2	114.1	134.9	163.1	203.2
Actual Turnover of Facilities (£m)	42.3	44.4	50.0	56.3	63.3
Market Share 2009 (%)	39.9	39.9	39.9	39.9	39.9
Turnover Potential based on Market Share (£m)	42.3	45.5	53.8	65.0	81.0
Residual Expenditure (£m)	0.0	1.1	3.8	8.8	17.7
FURNITURE/FLOOR COVERINGS					
TORNITORE/TEOOR COVERINGS	2009	2011	2016	2021	2026
Available Expenditure (£m)	110.3	118.6	140.2	169.6	211.2
Actual Turnover of Facilities (£m)	52.2	54.7	61.6	69.3	78.1
Market Share 2009 (%)	47.3	47.3	47.3	47.3	47.3
Turnover Potential based on Market Share (£m)	52.2	56.1	66.3	80.2	99.8
Residual Expenditure (£m)	0.0	1.4	4.7	10.8	21.8
DIY					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	76.9	82.6	97.7	118.1	147.1
Actual Turnover of Facilities (£m)	42.0	44.0	49.5	55.8	62.8
Market Share 2009 (%)	54.6	54.6	54.6	54.6	54.6
Turnover Potential based on Market Share (£m)	42.0	45.1	53.3	64.5	80.3
Residual Expenditure (£m)	0.0	1.1	3.8	8.7	17.5
TOTAL					
TOTAL	2009	2011	2016	2021	2026
TOTAL RESIDUAL EXPENDITURE (£m)	0.0	7.6	25.9	59.9	120.6
	46.0	4= 0	20.0	22 =	25.2
COMMITMENTS:	16.9	17.8	20.0	22.5	25.3
EXPENDITURE CAPACITY (£m)	-16.9	-10.1	5.9	37.4	95.2
Assumed Sales Density of New Floorspace (£/sqm)	5,000	5,000	5,000	5,000	5,000
FLOORSPACE CAPACITY (SQM NET)	-3,387	-2,028	1,189	7,474	19,045

Notes:

15. EXPENDITURE CAPACITY IN STOURPORT (CONSTANT MARKET SHARE)

NON-BULKY GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	523.8	563.0	665.4	804.8	1002.6
Actual Turnover of Facilities (£m)	4.6	4.8	5.4	6.1	6.9
Market Share 2009 (%)	0.9	0.9	0.9	0.9	0.9
Turnover Potential based on Market Share (£m)	4.6	4.9	5.8	7.0	8.8
Residual Expenditure (£m)	0.0	0.1	0.4	1.0	1.9
ELECTRICAL GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	106.2	114.1	134.9	163.1	203.2
Actual Turnover of Facilities (£m)	1.2	1.2	1.4	1.6	1.8
Market Share 2009 (%)	1.1	1.1	1.1	1.1	1.1
Turnover Potential based on Market Share (£m)	1.2	1.3	1.5	1.8	2.3
Residual Expenditure (£m)	0.0	0.0	0.1	0.2	0.5
FURNITURE/FLOOR COVERINGS					
TORREST ESON COVERENCES	2009	2011	2016	2021	2026
Available Expenditure (£m)	110.3	118.6	140.2	169.6	211.2
Actual Turnover of Facilities (£m)	0.8	0.9	1.0	1.1	1.3
Market Share 2009 (%)	0.8	0.8	0.8	0.8	0.8
Turnover Potential based on Market Share (£m)	0.8	0.9	1.1	1.3	1.6
Residual Expenditure (£m)	0.0	0.0	0.1	0.2	0.4
DIY					
DIT	2009	2011	2016	2021	2026
Available Expenditure (£m)	76.9	82.6	97.7	118.1	147.1
Actual Turnover of Facilities (£m)	3.2	3.4	3.8	4.3	4.8
Market Share 2009 (%)	4.2	4.2	4.2	4.2	4.2
Turnover Potential based on Market Share (£m)	3.2	3.5	4.1	5.0	6.2
Residual Expenditure (£m)	0.0	0.1	0.3	0.7	1.4
TOTAL					
IOIAL	2009	2011	2016	2021	2026
TOTAL RESIDUAL EXPENDITURE (£M)	0.0	0.3	0.9	2.0	4.1
COMMITMENTS:	11.3	11.9	13.3	15.0	16.9
EXPENDITURE CAPACITY (£M)	-11.3	-11.6	-12.5	-13.0	-12.8
Assumed Sales Density of New Floorspace (£/sqm)	4,000	4,000	4,000	4,000	4,000
FLOORSPACE CAPACITY (SQM NET)	-2,826	-2,899	-3,116	-3,247	-3,203
	,		-, -		-1

Notes:

16. EXPENDITURE CAPACITY IN BEWDLEY (CONSTANT MARKET SHARE)

NON-BULKY GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	523.8	563.0	665.4	804.8	1002.6
Actual Turnover of Facilities (£m)	0.9	1.0	1.1	1.2	1.4
Market Share 2009 (%)	0.2	0.2	0.2	0.2	0.2
Turnover Potential based on Market Share (£m)	0.9	1.0	1.2	1.4	1.8
Residual Expenditure (£m)	0.0	0.0	0.1	0.2	0.4
ELECTRICAL GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	106.2	114.1	134.9	163.1	203.2
Actual Turnover of Facilities (£m)	0.0	0.0	0.0	0.0	0.0
Market Share 2009 (%)	0.0	0.0	0.0	0.0	0.0
Turnover Potential based on Market Share (£m)	0.0	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	0.0	0.0	0.0	0.0	0.0
FURNITURE/FLOOR COVERINGS					
TORNITORE/TEOOR COVERINGS	2009	2011	2016	2021	2026
Available Expenditure (£m)	110.3	118.6	140.2	169.6	211.2
Actual Turnover of Facilities (£m)	0.0	0.0	0.0	0.0	0.0
Market Share 2009 (%)	0.0	0.0	0.0	0.0	0.0
Turnover Potential based on Market Share (£m)	0.0	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	0.0	0.0	0.0	0.0	0.0
DIY					
ווט	2009	2011	2016	2021	2026
Available Expenditure (£m)	76.9	82.6	97.7	118.1	147.1
Actual Turnover of Facilities (£m)	0.1	0.1	0.1	0.1	0.1
Market Share 2009 (%)	0.1	0.1	0.1	0.1	0.1
Turnover Potential based on Market Share (£m)	0.1	0.1	0.1	0.1	0.2
Residual Expenditure (£m)	0.0	0.0	0.0	0.0	0.0
TOTAL	2009	2011	2016	2021	2026
TOTAL RESIDUAL EXPENDITURE (£M)	0.0	0.0	0.1	0.2	0.4
• •					
COMMITMENTS:	0.0	0.0	0.0	0.0	0.0
EXPENDITURE CAPACITY (£M)	0.0	0.0	0.1	0.2	0.4
Assumed Sales Density of New Floorspace (£/sqm)	3,500	3,500	3,500	3,500	3,500
FLOORSPACE CAPACITY (SQM NET)	0	8	26	60	122

Notes:

17. EXPENDITURE CAPACITY IN THE WYRE FOREST CORE SHOPPING AREA (CONSTANT MARKET SHARE)

NON-BULKY GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	228.9	246.0	289.9	349.9	435.3
Actual Turnover of Facilities (£m)	110.5	115.9	130.5	146.9	165.4
Market Share 2009 (%)	48.3	48.3	48.3	48.3	48.3
Turnover Potential based on Market Share (£m)	110.5	118.8	140.0	168.9	210.2
Residual Expenditure (£m)	0.0	2.9	9.5	22.0	44.7
ELECTRICAL GOODS					
ELECTRICAL GOODS	2009	2011	2016	2021	2026
Available Expenditure (£m)	46.5	50.0	58.9	71.1	88.5
Actual Turnover of Facilities (£m)	42.3	44.3	49.9	56.2	63.2
Market Share 2009 (%)	90.8	90.8	90.8	90.8	90.8
Turnover Potential based on Market Share (£m)	42.3	45.4	53.5	64.6	80.3
Residual Expenditure (£m)	0.0	1.1	3.6	8.4	17.1
FURNITURE/FLOOR COVERINGS					
TOTAL TOTAL TESTINES	2009	2011	2016	2021	2026
Available Expenditure (£m)	48.1	51.7	61.0	73.6	91.6
Actual Turnover of Facilities (£m)	36.9	38.7	43.6	49.0	55.2
Market Share 2009 (%)	76.6	76.6	76.6	76.6	76.6
Turnover Potential based on Market Share (£m)	36.9	39.6	46.7	56.4	70.2
Residual Expenditure (£m)	0.0	1.0	3.2	7.4	14.9
DIY					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	33.9	36.5	43.0	51.9	64.5
Actual Turnover of Facilities (£m)	33.1	34.7	39.1	44.0	49.5
Market Share 2009 (%)	97.5	97.5	97.5	97.5	97.5
Turnover Potential based on Market Share (£m)	33.1	35.6	41.9	50.6	62.9
Residual Expenditure (£m)	0.0	0.9	2.8	6.6	13.4
TOTAL					
TOTAL	2009	2011	2016	2021	2026
TOTAL RESIDUAL EXPENDITURE (£m)	0.0	5.8	19.1	44.3	90.2
COMMITMENTS	20.2	20.6	22.2	27.5	42.2
COMMITMENTS:	28.2	29.6	33.3	37.5	42.3
EXPENDITURE CAPACITY (£m)	-28.2	-23.8	-14.2	6.8	47.9
Assumed Sales Density of New Floorspace (£/sqm)	5,000	5,000	5,000	5,000	5,000
FLOORSPACE CAPACITY (SQM NET)	-5,648	-4,757	-2,848	1,358	9,581
	-,		,	,	

Notes:

18. POPULATION

ZONE	2009	2011	2016	2021	2026	
1	67,070	67,852	68,652	69,490	70,043	Wyre Forest Core
2	22,212	22,546	23,063	23,561	23,884	Shopping Area
3	21,275	21,802	22,832	23,763	24,363	Shopping Area
Sub-Total	110,557	112,200	114,547	116,814	118,290	
4	23,846	23,978	24,403	24,773	25,009	
5	44,409	44,711	45,217	45,741	46,075	
6	24,301	24,822	25,684	26,495	27,005	Outer Zones
7	22,782	23,274	24,067	24,779	25,235	
8	15,160	15,713	16,666	17,525	18,078	
TOTAL	241,055	244,698	250,584	256,128	259,692	

Population projections to 2018 from MapInfo AnySite Package (2001 Census)
Population projections beyond 2018 are WYG Planning estimates based on average growth rates of previous 5 years

19. COMPARISON GOODS EXPENDITURE (PER CAPITA)(£)

	2026	2021	2016	2011	2009	ZONE
Wyre Forest Core	6,855	5,397	4,249	3,345	3,040	1
Shopping Area	7,080	5,574	4,388	3,455	3,139	2
Shopping Area	7,396	5,823	4,584	3,609	3,280	3
	7,827	6,162	4,851	3,819	3,471	4
	7,475	5,884	4,633	3,647	3,314	5
Outer Zones	7,884	6,207	4,886	3,847	3,496	6
	7,325	5,767	4,540	3,574	3,248	7
	7.800	6.141	4.835	3.806	3,459	8

Notes:
2006 per capita expenditure figures derived from MapInfo AnySite Package
Projected forward 2006-2007 by 5.1% (MapInfo Info Brief 09/02)
Projected forward 2007-2008 by 4.6% (MapInfo Info Brief 09/02)
Projected forward 2008-2026 by 4.9% (MapInfo Info Brief 09/02)
Special forms of trading excluded at 5.8% (Pitney Bowes Retail Expenditure Guide 2009/2010)
2006 Prices

20. COMPARISON GOODS EXPENDITURE (PER CAPITA) BREAKDOWN (£)

CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	420	462	587	746	947
Furniture/Floor Coverings	432	475	604	767	974
DIY/Hardware	306	337	428	544	691
Non-bulky goods	1,881	2,070	2,629	3,340	4,242
Zone 2 CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	435	478	608	772	981
Furniture/Floor Coverings	451	496	630	800	1016
DIY/Hardware	318	350	445	565	718
Non-bulky goods	1,936	2,130	2,706	3,437	4,366
	_,		_,	-,	.,
Zone 3					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	454	499	634	806	1023
Furniture/Floor Coverings	477	525	666	846	1075
DIY/Hardware	330	363	461	586	744
Non-bulky goods	2,019	2,222	2,822	3,585	4,553
Zone 4					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	480	528	671	852	1083
Furniture/Floor Coverings	503	553	703	893	1134
DIY/Hardware	348	383	487	618	785
Non-bulky goods	2,140	2,354	2,991	3,799	4,825
-					
Zone 5 CATEGORY	2009	2011	2016	2021	2026
Flectrical Goods	458	504	640	813	1033
Furniture/Floor Coverings	480	528	671	852	1033
DIY/Hardware	333	367	466	592	751
Non-bulky goods	2,043	2,248	2.856	3,628	4,608
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Zone 6					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	483	532	675	858	1090
Furniture/Floor Coverings	499	549	697	885	1124
DIY/Hardware	343	377	479	609	773
Non-bulky goods	2,171	2,389	3,035	3,855	4,896
Zone 7					
CATEGORY	2009	2011	2016	2021	2026
	451	496	630	800	1016
				831	1055
Electrical Goods Furniture/Floor Coverings	468	515	654		
Furniture/Floor Coverings DIY/Hardware	322	355	451	573	727
Furniture/Floor Coverings DIY/Hardware					
Furniture/Floor Coverings DIY/Hardware Non-bulky goods	322	355	451	573	727
Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 8	322 2,007	355 2,209	451 2,805	573 3,563	727 4,526
Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 8 CATEGORY	322 2,007 2009	355 2,209 2011	451 2,805	573 3,563 2021	727 4,526 2026
Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 8 CATEGORY Electrical Goods	322 2,007 2009 480	355 2,209 2011 528	451 2,805 2016 671	573 3,563 2021 852	727 4,526 2026 1083
Furniture/Floor Coverings DIY/Hardware Non-bulky goods Zone 8 CATEGORY	322 2,007 2009	355 2,209 2011	451 2,805	573 3,563 2021	727 4,526 2026

Notes

Expenditure on electrical goods derived from 'audio-visual equipment' category in MapInfo AnySite report reports excluding special forms of trade at 8.7% (MapInfo Retail Expenditure Guide 2009/2010)

Expenditure on furniture and carpets derived from 'furniture/floor/textlies' category in MapInfo AnySite report excluding special forms of trade at 5.4% (Mapinfo Retail Expenditure Guide 2009/2010)

Expenditure on DIY/Hardware goods derived from 'hardware and DIY supplies' category in MapInfo AnySite report excluding special forms of trade at 7.1% (Mapinfo Retail Expenditure Guide 2009/2010)

Expenditure on non-bulky goods is remaining comparison goods expenditure

Projected forward using same growth rates as in Table 2

2006 Prices

21. TOTAL COMPARISON GOODS EXPENDITURE (£m)

Zone 1					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	28.2	31.4	40.3	51.8	66.4
Furniture/Floor Coverings	29.0	32.3	41.5	53.3	68.2
DIY/Hardware	20.6	22.9	29.4	37.8	48.4
Non-bulky goods	126.2	140.4	180.5	232.1	297.1
TOTAL	203.9	226.9	291.7	375.0	480.1
Zone 2					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	9.7	10.8	14.0	18.2	23.4
Furniture/Floor Coverings	10.0	11.2	14.5	18.8	24.3
DIY/Hardware	7.1	7.9	10.3	13.3	17.1
Non-bulky goods TOTAL	43.0 69.7	48.0 77.9	62.4 101.2	81.0 131.3	104.3 169.1
IOTAL	09.7	77.9	101.2	131.3	109.1
Zone 3					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	9.7	10.9	14.5	19.1	24.9
Furniture/Floor Coverings	10.1	11.4	15.2	20.1	26.2
DIY/Hardware	7.0	7.9	10.5	13.9	18.1
Non-bulky goods	43.0	48.4	64.4	85.2	110.9
TOTAL	69.8	78.7	104.7	138.4	180.2
<u>_</u> _					
Zone 4	2000	2011	2016	2024	2026
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	11.4 12.0	12.7 13.3	16.4 17.2	21.1 22.1	27.1 28.4
Furniture/Floor Coverings	8.3	13.3 9.2	17.2		
DIY/Hardware Non-bulky goods	51.0	9.2 56.5	73.0	15.3 94.1	19.6 120.7
TOTAL	82.8	91.6	118.4	152.7	195.8
TOTAL	02.0	91.0	110.4	132.7	193.0
Zone 5					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	20.3	22.5	28.9	37.2	47.6
Furniture/Floor Coverings	21.3	23.6	30.3	39.0	49.9
DIY/Hardware	14.8	16.4	21.1	27.1	34.6
Non-bulky goods	90.7	100.5	129.1	165.9	212.3
TOTAL	147.2	163.1	209.5	269.2	344.4
Zone 6	2009	2011	2016	2021	2026
CATEGORY Electrical Goods	2009 11.7	13.2	17.3	2021	2026
Furniture/Floor Coverings	12.1	13.6	17.3 17.9	23.5	30.4
DIY/Hardware	8.3	9.4	12.3	16.1	20.9
Non-bulky goods	52.8	59.3	77.9	102.1	132.2
TOTAL	85.0	95.5	125.5	164.4	212.9
IOTAL	05.0	33.3	120.0	20111	
Zone 7					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	10.3	11.5	15.2	19.8	25.6
Furniture/Floor Coverings	10.7	12.0	15.7	20.6	26.6
DIY/Hardware	7.3	8.3	10.8	14.2	18.4
Non-bulky goods	45.7	51.4	67.5	88.3	114.2
TOTAL	74.0	83.2	109.3	142.9	184.8
Zono 9					
Zone 8 CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	7.3	8.3	11.2	14.9	19.6
Furniture/Floor Coverings	7.6	8.7	11.7	15.6	20.5
DIY/Hardware	5.2	5.9	8.0	10.7	14.0
Non-bulky goods	32.3	36.9	49.7	66.4	87.0
TOTAL	52.4	59.8	80.6	107.6	141.0
Sub-Total					
CATEGORY	2009	2011	2016	2021	2026
Electrical Goods	108.6	121.3	157.8	205.0	264.0
Furniture/Floor Coverings	112.8	126.1	164.0	213.1	274.4
DIY/Hardware	78.6	87.8	114.3	148.4	191.1
Non-bulky goods	484.7	541.5	704.6	915.1	1178.7
TOTAL	7047	076.6	1140 7	1401 5	1000 3
TOTAL	784.7	876.6	1140.7	1481.5	1908.3

Notes 2006 Prices

22. MARKET SHARE OF NON-BULKY GOODS DESINATIONS

		TAL		1		2		3	4		5		6		7		8
DESTINATION	MAIN %	OTHERS %	main %	others %	main %	others %	main %	others %	main %	main %	others %	main %	others %	main %	others %	main %	others %
KIDDERMINSTER	38.7	18.9	69.9	13.0	60.4	29.5	59.3	28.4	16.0	14.0	21.6	7.1	9.3	8.0	13.8	35.3	26.5
STOURPORT	0.9	0.8	0.3		6.9	2.7	1.2	3.9		0.5			0.7				1.0
BEWDLEY	0.1	0.3		0.4			1.2				0.4		0.7				
WYRE FOREST TOTAL	39.7	19.9	70.2	13.4	67.3	32.1	61.7	32.4	16.0	14.5	22.0	7.1	10.7	8.0	13.8	35.3	27.5
BIRMINGHAM	4.6	12.9	3.2	13.0	2.0	8.0	2.5	8.8	2.1	7.0	19.2	13.3	15.3	3.4	8.6	2.4	7.8
BRIDGNORTH	1.0	0.5		1.1				1.0	11.7		0.4						
BROMSGROVE	2.1	2.3	0.3	0.7						0.5	1.2	17.3	11.3	3.4	2.6		
DROITWICH	1.4	1.4												17.0	13.8		
HEREFORD	0.7	1.7		0.4				1.0								8.2	16.7
LUDLOW	0.4	0.8	0.6				2.5	3.9									4.9
MERRY HILL	22.2	25.7	14.9	38.8	10.9	28.6	14.8	21.6	7.4	64.0	28.0	21.4	20.7	3.4	11.2	1.2	9.8
REDDITCH	2.8	3.7	1.0	1.1		0.9				0.5	0.4	23.5	20.7	3.4	4.3		
SOLIHULL	0.6	1.2		0.4			1.2	1.0		1.4		2.0	3.3		2.6		2.9
STOURBRIDGE	2.0	3.3	0.6	2.2		1.8				8.4	11.6	1.0					
TELFORD	3.8	1.4	0.3	0.7		1.8		4.9	42.6		1.6				0.9		1.0
TENBURY WELLS	0.4	0.1														4.7	1.0
WOLVERHAMPTON	1.1	0.9		0.7				1.0	10.6	0.5	2.0				0.9	1.2	1.0
WORCESTER	15.6	18.9	8.1	23.2	19.8	25.9	16.0	14.7	2.1	1.9	8.0	13.3	17.3	60.2	28.4	43.5	21.6
OTHER	1.7	5.3	0.6	4.3		0.9	1.2	9.8	7.4	1.4	5.6	1.0	0.7	1.1	12.9	3.5	5.9
TOTAL (EX SFT/VARIES)	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Notes Market share data from 2006 Household Survey

23. TURNOVER OF NON-BULKY GOODS DESINATIONS (£m)

	TOT			-		2		3	4		5		6		7		8
DESTINATION	MAIN	OTHERS	main	others	main	others	main	others	main	main	others	main	others	main	others	main	others
KIDDERMINSTER	96.6	44.3	54.1	6.4	13.6	6.1	12.0	6.4	8.1	6.3	9.8	1.5	3.0	1.8	3.2	4.7	5.0
STOURPORT	2.3	1.9	0.3		1.6	0.6	0.3	0.9		0.2			0.2				0.2
BEWDLEY	0.2	0.6		0.2			0.3				0.2		0.2				
WYRE FOREST TOTAL	99.1	46.9	54.3	6.5	15.1	6.6	12.5	7.3	8.1	6.5	10.0	1.5	3.5	1.8	3.2	4.7	5.2
BIRMINGHAM	11.4	30.3	2.5	6.4	0.4	1.7	0.5	2.0	1.1	3.2	8.7	2.7	5.0	0.8	2.0	0.3	1.5
BRIDGNORTH	2.6	1.1		0.5				0.2	6.0		0.2						
BROMSGROVE	5.1	5.3	0.3	0.4						0.2	0.5	3.5	3.7	0.8	0.6		
DROITWICH	3.5	3.4												3.9	3.2		
HEREFORD	1.6	4.0		0.2				0.2								1.1	3.2
LUDLOW	0.9	1.9	0.5				0.5	0.9									0.9
MERRY HILL	55.5	60.5	11.5	18.9	2.4	5.9	3.0	4.9	3.8	28.9	12.8	4.4	6.7	0.8	2.6	0.2	1.9
REDDITCH	7.0	8.7	0.8	0.5		0.2				0.2	0.2	4.8	6.7	0.8	1.0		
SOLIHULL	1.4	2.8		0.2			0.3	0.2		0.6		0.4	1.1		0.6		0.6
STOURBRIDGE	4.9	7.9	0.5	1.1		0.4				3.8	5.3	0.2					
TELFORD	9.6	3.2	0.3	0.4		0.4		1.1	21.7		0.7				0.2		0.2
TENBURY WELLS	0.9	0.2														0.6	0.2
WOLVERHAMPTON	2.8	2.1		0.4				0.2	5.4	0.2	0.9				0.2	0.2	0.2
WORCESTER	39.0	44.3	6.3	11.3	4.4	5.3	3.3	3.3	1.1	0.8	3.6	2.7	5.6	13.8	6.5	5.8	4.1
OTHER	4.2	12.5	0.5	2.1		0.2	0.3	2.2	3.8	0.6	2.6	0.2	0.2	0.3	3.0	0.5	1.1
TOTAL (EX SFT/VARIES)	249.6	235.1	77.3	48.8	22.4	20.6	20.3	22.7	51.0	45.2	45.5	20.3	32.4	22.9	22.9	13.4	18.9

Notes
Turnover calculated by multiplying total expenditure per zone by market share. Proportion of expenditure spent at main clothes, shoe and fashion destination as follows:

Main		Others	
Zone	%	Zone	%
1	61.3	1	38.7
2	52.2	2	47.8
3	47.2	3	52.8
4	N/A	4	N/A
5	49.8	5	50.2
6	38.5	6	61.5
7	50	7	50
8	41.4	8	58.6
mean	51.5	mean	48.5

24. MARKET SHARE OF ELECTRICAL GOODS DESINATIONS

DESTINATION	TOTAL %	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %
KIDDERMINSTER TOWN CENTRE	5.9	12.4	7.1	8.6	8.5	1.7	2.4		2.9
KIDDERMINSTER OUTSIDE TOWN CENTRE	34.0	62.9	47.6	61.4	8.5	12.8	9.4	3.6	25.7
STOURPORT TOWN CENTRE	0.7	1.5	2.4						
STOURPORT OUTSIDE TOWN CENTRE	0.4	0.4	2.4	1.4					
WASH HOUSE, WILDEN LANE	9.4	16.4	28.6	14.3			4.7	1.2	1.4
BEWDLEY									
WYRE FOREST TOTAL	50.4	93.5	88.1	85.7	17.1	14.5	16.5	4.8	30.0
AMBLECOTE	4.1					21.5			
BIRMINGHAM	0.9				1.2	1.2	3.5	2.4	
BRIDGENORTH	3.2				35.4				
BROMSGROVE	2.4	0.4				1.2	22.4		
DROITWICH	6.4	0.4	3.6	1.4		2.3	9.4	44.6	5.7
HEREFORD	0.6								7.1
MERRY HILL	9.2	1.8	1.2	4.3	1.2	37.2	10.6		
REDDITCH	1.0	0.4					9.4		
SOLIHULL	1.1	0.4	1.2	1.4		0.6	5.9	1.2	
STOURBRIDGE	1.9					9.9			
TELFORD	3.1	0.4			32.9				
TENBURY WELLS	1.9			2.9					27.1
WOLVERHAMPTON	0.6				3.7	1.2			
WORCESTER	8.7	1.5	6.0			1.7	16.5	43.4	24.3
OTHER	4.5	1.5		4.3	8.5	8.7	5.9	3.6	5.7
TOTAL (EX SFT/VARIES)	100	100	100	100	100	100	100	100	100

Notes

Market share data from 2006 Household Survey

25. TURNOVER OF ELECTRICAL GOODS DESINATIONS (£m)

DESTINATION	TOTAL	1	2	3	4	5	6	7	8
KIDDERMINSTER TOWN CENTRE	6.4	3.5	0.7	0.8	1.0	0.4	0.3		0.2
KIDDERMINSTER OUTSIDE TOWN CENTRE	36.9	17.7	4.6	5.9	1.0	2.6	1.1	0.4	1.9
STOURPORT TOWN CENTRE	0.7	0.4	0.2						
STOURPORT OUTSIDE TOWN CENTRE	0.5	0.1	0.2	0.1					
WASH HOUSE, WILDEN LANE	10.2	4.6	2.8	1.4			0.6	0.1	0.1
BEWDLEY									
WYRE FOREST TOTAL	54.7	26.3	8.5	8.3	2.0	3.0	1.9	0.5	2.2
AMBLECOTE	4.4					4.4			
BIRMINGHAM	1.0				0.1	0.2	0.4	0.2	
BRIDGENORTH	3.5				4.0				
BROMSGROVE	2.6	0.1				0.2	2.6		
DROITWICH	7.0	0.1	0.3	0.1		0.5	1.1	4.6	0.4
HEREFORD	0.6								0.5
MERRY HILL	10.0	0.5	0.1	0.4	0.1	7.6	1.2		
REDDITCH	1.1	0.1					1.1		
SOLIHULL	1.2	0.1	0.1	0.1		0.1	0.7	0.1	
STOURBRIDGE	2.0					2.0			
TELFORD	3.4	0.1			3.8				
TENBURY WELLS	2.0			0.3					2.0
WOLVERHAMPTON	0.6				0.4	0.2			
WORCESTER	9.5	0.4	0.6			0.4	1.9	4.5	1.8
OTHER	4.9	0.4		0.4	1.0	1.8	0.7	0.4	0.4
TOTAL (EX SFT/VARIES)	108.6	28.2	9.7	9.7	11.4	20.3	11.7	10.3	7.3

Notes

26. MARKET SHARE OF FURNITURE/FLOOR COVERINGS DESINATIONS

DESTINATION	TOTAL %	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %
KIDDERMINSTER TOWN CENTRE	1.7	4.1	1.4	1.5				1.4	1.7
KIDDERMINSTER OUTSIDE TOWN CENTRE	45.6	71.4	72.2	74.6	23.9	30.9	14.5	11.3	31.0
STOURPORT TOWN CENTRE									
STOURPORT OUTSIDE TOWN CENTRE	0.8	0.9	2.8	1.5		0.7			
BEWDLEY									
WYRE FOREST TOTAL	48.0	76.4	76.4	77.6	23.9	31.5	14.5	12.7	32.8
AMBLECOTE	0.3					1.3			
BIRMINGHAM	2.0	1.4		1.5	1.5	2.7	4.8	2.8	1.7
BRIDGENORTH	1.4				16.4				
BROMSGROVE	3.8	0.9				1.3	31.3		
DROITWICH	8.1	6.4	6.9	1.5		2.0	10.8	45.1	
HEREFORD	0.1								1.7
MERRY HILL	5.6	2.7	2.8	1.5	1.5	18.1	6.0	1.4	1.7
REDDITCH	0.6			1.5			4.8		
SOLIHULL	0.6	0.9				0.7	2.4		
STOURBRIDGE	2.3	0.5	2.8	1.5		9.4			
TELFORD	2.8				32.8				
TENBURY WELLS	1.5			1.5					19.0
WEDNESBURY (IKEA)	4.1	4.5	8.3	1.5		5.4	7.2		1.7
WOLVERHAMPTON	0.6	0.5			4.5	0.7			
WORCESTER	7.4	1.8	2.8	3.0		1.3	9.6	35.2	25.9
OTHER	10.7	4.1		9.0	19.4	25.5	8.4	2.8	15.5
TOTAL (EX SFT/VARIES)	100	100	100	100	100	100	100	100	100

Notes

Market share data from 2006 Household Survey

27. TURNOVER OF FURNITURE/FLOOR COVERINGS DESINATIONS (£m)

DESTINATION	TOTAL	1	2	3	4	5	6	7	8
KIDDERMINSTER TOWN CENTRE	1.9	1.2	0.1	0.2				0.2	0.1
KIDDERMINSTER OUTSIDE TOWN CENTRE	51.5	20.7	7.2	7.6	2.9	6.6	1.8	1.2	2.4
STOURPORT TOWN CENTRE									
STOURPORT OUTSIDE TOWN CENTRE	0.9	0.3	0.3	0.2		0.1			
BEWDLEY									
WYRE FOREST TOTAL	54.2	22.1	7.6	7.9	2.9	6.7	1.8	1.4	2.5
AMBLECOTE	0.3					0.3			
BIRMINGHAM	2.3	0.4		0.2	0.2	0.6	0.6	0.3	0.1
BRIDGENORTH	1.6				2.0				
BROMSGROVE	4.3	0.3				0.3	3.8		
DROITWICH	9.2	1.8	0.7	0.2		0.4	1.3	4.8	
HEREFORD	0.1								0.1
MERRY HILL	6.3	0.8	0.3	0.2	0.2	3.9	0.7	0.2	0.1
REDDITCH	0.7			0.2			0.6		
SOLIHULL	0.7	0.3				0.1	0.3		
STOURBRIDGE	2.6	0.1	0.3	0.2		2.0			
TELFORD	3.2				3.9				
TENBURY WELLS	1.7			0.2					1.4
WEDNESBURY (IKEA)	4.6	1.3	0.8	0.2		1.1	0.9		0.1
WOLVERHAMPTON	0.7	0.1			0.5	0.1			
WORCESTER	8.3	0.5	0.3	0.3		0.3	1.2	3.8	2.0
OTHER	12.0	1.2		0.9	2.3	5.4	1.0	0.3	1.2
TOTAL (EX SFT/VARIES)	112.8	29.0	10.0	10.1	12.0	21.3	12.1	10.7	7.6

Notes

28. MARKET SHARE OF DIY DESINATIONS

DESTINATION	TOTAL %	1 %	2 %	3 %	4 %	5 %	6 %	7 %	8 %
KIDDERMINSTER TOWN CENTRE	1.3	1.8	4.3	1.3		1.5			
KIDDERMINSTER OUTSIDE TOWN CENTRE	53.2	93.5	72.8	85.3	26.0	30.5	2.1	13.2	42.0
STOURPORT TOWN CENTRE									
STOURPORT OUTSIDE TOWN CENTRE	4.2	2.9	19.6	9.3				2.6	7.4
BEWDLEY	0.1					0.5			
WYRE FOREST TOTAL	58.9	98.2	96.7	96.0	26.0	32.5	2.1	15.8	49.4
BIRMINGHAM	0.1					0.5			
BRIDGENORTH	3.0				37.7				
BROMSGROVE	7.0	0.7				2.5	62.5	1.3	
DROITWICH	5.9							75.0	
HALESOWEN	2.9					12.7	2.1		1.2
HEREFORD	0.4								4.9
LEOMINSTER	1.1			1.3					12.3
MERRY HILL	0.9					4.6			
REDDITCH	3.4		1.1			1.5	28.1	1.3	1.2
SOLIHULL	ļ								
STOURBRIDGE	7.6	0.4			1.3	36.5			
TELFORD	2.3				27.3		1.0		
TENBURY WELLS	0.4								4.9
WOLVERHAMPTON	0.2				1.3	0.5			
WORCESTER	3.1	0.7	2.2			0.5	3.1	5.3	22.2
OTHER	2.9			2.7	6.5	8.1	1.0	1.3	3.7
TOTAL (EX SFT/VARIES)	100	100	100	100	100	100	100	100	100

Notes

Market share data from 2006 Household Survey

29. TURNOVER OF DIY DESINATIONS (£m)

DESTINATION	TOTAL	1	2	3	4	5	6	7	8
KIDDERMINSTER TOWN CENTRE	1.1	0.4	0.3	0.1		0.2			
KIDDERMINSTER OUTSIDE TOWN CENTRE	41.9	19.2	5.1	6.0	2.2	4.5	0.2	1.0	2.2
STOURPORT TOWN CENTRE									
STOURPORT OUTSIDE TOWN CENTRE	3.3	0.6	1.4	0.7				0.2	0.4
BEWDLEY	0.1					0.1			
WYRE FOREST TOTAL	46.3	20.2	6.8	6.7	2.2	4.8	0.2	1.2	2.6
BIRMINGHAM	0.1					0.1			
BRIDGENORTH	2.3				3.1				
BROMSGROVE	5.5	0.1				0.4	5.2	0.1	
DROITWICH	4.6							5.5	
HALESOWEN	2.3					1.9	0.2		0.1
HEREFORD	0.3								0.3
LEOMINSTER	0.9			0.1					0.6
MERRY HILL	0.7					0.7			
REDDITCH	2.7		0.1			0.2	2.3	0.1	0.1
SOLIHULL									
STOURBRIDGE	6.0	0.1			0.1	5.4			
TELFORD	1.8				2.3		0.1		
TENBURY WELLS	0.3								0.3
WOLVERHAMPTON	0.2				0.1	0.1			
WORCESTER	2.4	0.1	0.2			0.1	0.3	0.4	1.2
OTHER	2.3			0.2	0.5	1.2	0.1	0.1	0.2
TOTAL (EX SFT/VARIES)	78.6	20.6	7.1	7.0	8.3	14.8	8.3	7.3	5.2

Notes

30. DEVELOPMENTS AND COMMITMENTS SINCE 2006 HOUSEHOLD SURVEY

Destination	Net Comparison Goods Floorspace (sqm)	Average Sales Density (£/sqm)	Benchmark Turnover (£m)
Kidderminster			
Morrisons, Green Street 21-22 Coventry Street Piano Building, Weavers Wharf Rowland Hill Centre 65 Oxford Street	448 168 1816 50 178	9059 5,000 6,000 5,000 5,000	4.1 0.8 10.9 0.3 0.9
Stourport			
Tesco, Carpets of Worth site Mackays 2 Lombard Street	874 480 338	9192 4,000 4,000	8.0 1.9 1.4

Notes:

Gross floorspace data from Wyre Forest Retail Monitor Assumed that 80% of gross floorspace is sales area Net floorspace figure for Morrisons is uplift from previous foodstore Sales density for Tesco and Morrisons from Verdict 2009 All other sales densities are WYG estimate 2006 Prices

31. EXPENDITURE CAPACITY IN KIDDERMINSTER (CONSTANT MARKET SHARE)

2009 2011 2016 2021 2026 2021 2026 2021 2026 2021 2026 2021 2026 2021 2026 2021 2026 2021 2026 2021 2025 2021 2025 2021 2025	NON-BULKY GOODS					
Actual Turnover of Facilities (£m) 140.9 147.8 166.4 187.3 210.9 Market Share 2009 (%) 29.1 29.1 29.1 29.1 29.1 29.1 29.1 29.1 29.1 29.1 29.1 29.1 29.1 204.9 266.1 342.7 Residual Expenditure (£m) 0.0 9.7 38.5 78.7 131.8 ELECTRICAL GOODS 2009 2011 2016 2021 2026 Available Expenditure (£m) 108.6 121.3 157.8 205.0 264.0 Actual Turnover of Facilities (£m) 43.3 45.4 51.1 57.5 64.8 Market Share 2009 (%) 39.9 30.0 11.8 24.2		2009	2011	2016	2021	2026
Market Share 2009 (%) 29.1 29.1 29.1 29.1 29.1 29.1 29.1 29.1 29.1 29.1 20.2 206.1 342.7 Residual Expenditure (£m) 10.0 9.7 38.5 78.7 131.8 ELECTRICAL GOODS 2009 2011 2016 2021 2026 Available Expenditure (£m) 108.6 121.3 157.8 205.0 264.0 Actual Turnover of Facilities (£m) 43.3 45.4 51.1 57.5 64.8 Market Share 2009 (%) 39.9 30.9 10.3 Text. 20.1 20.6	Available Expenditure (£m)	484.7	541.5	704.6	915.1	1178.7
Turnover Potential based on Market Share (£m) 140.9 157.4 204.9 266.1 342.7 Residual Expenditure (£m) 0.0 9.7 38.5 78.7 131.8 ELECTRICAL GOODS 2009 2011 2016 2021 2026 Available Expenditure (£m) 108.6 121.3 157.8 205.0 264.0 Actual Turnover of Facilities (£m) 43.3 45.4 51.1 57.5 64.8 Market Share 2009 (%) 39.9<	Actual Turnover of Facilities (£m)	140.9	147.8	166.4	187.3	210.9
Residual Expenditure (£m) 0.0 9.7 38.5 78.7 131.8	Market Share 2009 (%)	29.1	29.1	29.1	29.1	29.1
Available Expenditure (£m)	Turnover Potential based on Market Share (£m)	140.9	157.4	204.9	266.1	342.7
Available Expenditure (£m) 108.6 121.3 157.8 205.0 264.0 Actual Turnover of Facilities (£m) 43.3 45.4 51.1 57.5 64.8 Market Share 2009 (%) 39.9 39.9 39.9 39.9 Turnover Potential based on Market Share (£m) 43.3 48.4 62.9 81.7 105.3 Residual Expenditure (£m) 0.0 3.0 11.8 24.2 40.5 FURNITURE/FLOOR COVERINGS FURNITURE/FLOOR COVERINGS 2009 2011 2016 2021 2026 Available Expenditure (£m) 112.8 126.1 164.0 213.1 274.4 Actual Turnover of Facilities (£m) 53.3 55.9 63.0 70.9 79.8 Market Share 2009 (%) 47.3 47.3 47.3 47.3 47.3 47.3 Turnover Potential based on Market Share (£m) 53.3 55.6 77.5 100.7 129.7 Residual Expenditure (£m) 0.0 3.7 14.6 29.8 49.9 DIY DIY 2009 2011 2016 2021 2026 Available Expenditure (£m) 78.6 87.8 114.3 148.4 191.1 Actual Turnover of Facilities (£m) 42.9 47.9 62.4 81.0 104.3 Residual Expenditure (£m) 42.9 47.9 62.4 81.0 104.3 Residual Expenditure (£m) 0.0 2.9 11.7 24.0 40.1 TOTAL TOTAL 2009 2011 2016 2021 2026 TOTAL RESIDUAL EXPENDITURE (£m) 0.0 19.2 76.6 156.7 262.3 EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,0	Residual Expenditure (£m)	0.0	9.7	38.5	78.7	131.8
Available Expenditure (£m) 108.6 121.3 157.8 205.0 264.0 Actual Turnover of Facilities (£m) 43.3 45.4 51.1 57.5 64.8 Market Share 2009 (%) 39.9 39.9 39.9 39.9 Turnover Potential based on Market Share (£m) 43.3 48.4 62.9 81.7 105.3 Residual Expenditure (£m) 0.0 3.0 11.8 24.2 40.5 FURNITURE/FLOOR COVERINGS FURNITURE/FLOOR COVERINGS 2009 2011 2016 2021 2026 Available Expenditure (£m) 112.8 126.1 164.0 213.1 274.4 Actual Turnover of Facilities (£m) 53.3 55.9 63.0 70.9 79.8 Market Share 2009 (%) 47.3 47.3 47.3 47.3 47.3 47.3 Turnover Potential based on Market Share (£m) 53.3 55.6 77.5 100.7 129.7 Residual Expenditure (£m) 0.0 3.7 14.6 29.8 49.9 DIY DIY 2009 2011 2016 2021 2026 Available Expenditure (£m) 78.6 87.8 114.3 148.4 191.1 Actual Turnover of Facilities (£m) 42.9 47.9 62.4 81.0 104.3 Residual Expenditure (£m) 42.9 47.9 62.4 81.0 104.3 Residual Expenditure (£m) 0.0 2.9 11.7 24.0 40.1 TOTAL TOTAL 2009 2011 2016 2021 2026 TOTAL RESIDUAL EXPENDITURE (£m) 0.0 19.2 76.6 156.7 262.3 EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,0	FLECTRICAL GOODS					
Available Expenditure (£m)		2009	2011	2016	2021	2026
Actual Turnover of Facilities (£m) 43.3 45.4 51.1 57.5 64.8 Market Share 2009 (%) 39.9 39.8 49.5 30.6 37.4 40.5 30.6 37.4 4 47.3 47.3 47.3	Available Expenditure (£m)	108.6		157.8		
Market Share 2009 (%) 39.9 39.8 40.5 Exercibition (Em) 0.0 2011 2016 2021 2026 Actial Turnover of Facilities (£m) 53.3 55.9 63.0 70.9 79.8 Turnover Potential based on Market Share (£m) 78.6 87.8 114.3 148.4 191.1 2016 2021 2026		43.3	45.4	51.1	57.5	64.8
Turnover Potential based on Market Share (£m) 43.3 48.4 62.9 81.7 105.3 Residual Expenditure (£m) 0.0 3.0 11.8 24.2 40.5 FURNITURE/FLOOR COVERINGS 2009 2011 2016 2021 2026 Available Expenditure (£m) 112.8 126.1 164.0 213.1 274.4 Actual Turnover of Facilities (£m) 53.3 55.9 63.0 70.9 79.8 Market Share 2009 (%) 47.3 47.9 47.9 20.1 20.2 20.2 20.2						
Residual Expenditure (£m) 0.0 3.0 11.8 24.2 40.5						
Available Expenditure (£m) 112.8 126.1 164.0 213.1 274.4						
Available Expenditure (£m) 112.8 126.1 164.0 213.1 274.4	ELIDNITLIDE/ELOOD COVEDINCS					
Available Expenditure (£m) Actual Turnover of Facilities (£m) Actual Turnover of Facilities (£m) Actual Turnover Potential based on Market Share (£m) Available Expenditure (£m) DIY 2009 2011 2016 2021 2026 Available Expenditure (£m) 78.6 87.8 114.3 148.4 191.1 Actual Turnover of Facilities (£m) 42.9 45.0 50.6 57.0 64.2 Market Share 2009 (%) 54.6 54.6 54.6 54.6 54.6 54.6 54.6 54.6	FORNITORE/FLOOR COVERINGS	2009	2011	2016	2021	2026
Actual Turnover of Facilities (£m) 53.3 55.9 63.0 70.9 79.8 Market Share 2009 (%) 47.3 47.9 62.4 81.4 191.1 42.9 47.9 48.0 50.6 57.0 62.4 81.0 104.3 48.1 104.3 48.1 104.3 48.1 104.3 48.1 104.3 48.1 104.3 48.1 104.3 48.1 104.3 48.1 104.3 <t< td=""><td>Available Expenditure (£m)</td><td></td><td></td><td></td><td></td><td></td></t<>	Available Expenditure (£m)					
Market Share 2009 (%) 47.3 47.3 47.3 47.3 47.3 47.3 10.7 129.7 Residual Expenditure (£m) 0.0 3.7 14.6 29.8 49.9 DIY 2009 2011 2016 2021 2026 Available Expenditure (£m) 78.6 87.8 114.3 148.4 191.1 Actual Turnover of Facilities (£m) 42.9 45.0 50.6 57.0 64.2 Market Share 2009 (%) 54.6		53.3	55.9	63.0	70.9	79.8
Turnover Potential based on Market Share (£m) 53.3 59.6 77.5 100.7 129.7 Residual Expenditure (£m) 0.0 3.7 14.6 29.8 49.9 DIY 2009 2011 2016 2021 2026 Available Expenditure (£m) 78.6 87.8 114.3 148.4 191.1 Actual Turnover of Facilities (£m) 42.9 45.0 50.6 57.0 64.2 Market Share 2009 (%) 54.6		47.3	47.3	47.3	47.3	47.3
Residual Expenditure (£m) 0.0 3.7 14.6 29.8 49.9 DIY 2009 2011 2016 2021 2026 Available Expenditure (£m) 78.6 87.8 114.3 148.4 191.1 Actual Turnover of Facilities (£m) 42.9 45.0 50.6 57.0 64.2 Market Share 2009 (%) 54.6 <t< td=""><td></td><td>53.3</td><td>59.6</td><td>77.5</td><td>100.7</td><td>129.7</td></t<>		53.3	59.6	77.5	100.7	129.7
Available Expenditure (£m) 78.6 87.8 114.3 148.4 191.1 Actual Turnover of Facilities (£m) 42.9 45.0 50.6 57.0 64.2 Market Share 2009 (%) 54.6 52.0 52.0 52.0 50.6 15.7 20.2 20.1 20.2 20.2 20.2 20.2 <						
Available Expenditure (£m) 78.6 87.8 114.3 148.4 191.1 Actual Turnover of Facilities (£m) 42.9 45.0 50.6 57.0 64.2 Market Share 2009 (%) 54.6 52.0 52.0 52.0 50.6 15.7 20.2 20.1 20.2 20.2 20.2 20.2 <	27/					
Available Expenditure (£m) 78.6 87.8 114.3 148.4 191.1 Actual Turnover of Facilities (£m) 42.9 45.0 50.6 57.0 64.2 Market Share 2009 (%) 54.6 54.6 54.6 54.6 54.6 54.6 Turnover Potential based on Market Share (£m) 42.9 47.9 62.4 81.0 104.3 Residual Expenditure (£m) 0.0 2.9 11.7 24.0 40.1 TOTAL 2009 2011 2016 2021 2026 TOTAL RESIDUAL EXPENDITURE (£m) 0.0 19.2 76.6 156.7 262.3 COMMITMENTS: 16.9 17.8 20.0 22.5 25.3 EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000	DIY	2009	2011	2016	2021	2026
Actual Turnover of Facilities (£m) 42.9 45.0 50.6 57.0 64.2 Market Share 2009 (%) 54.6 54.6 54.6 54.6 54.6 54.6 Turnover Potential based on Market Share (£m) 42.9 47.9 62.4 81.0 104.3 Residual Expenditure (£m) 0.0 2.9 11.7 24.0 40.1 TOTAL 2009 2011 2016 2021 2026 TOTAL RESIDUAL EXPENDITURE (£m) 0.0 19.2 76.6 156.7 262.3 COMMITMENTS: 16.9 17.8 20.0 22.5 25.3 EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000	Available Expenditure (£m)					
Market Share 2009 (%) 54.6 104.3 <						
Turnover Potential based on Market Share (£m) 42.9 47.9 62.4 81.0 104.3 Residual Expenditure (£m) 0.0 2.9 11.7 24.0 40.1 TOTAL 2009 2011 2016 2021 2026 TOTAL RESIDUAL EXPENDITURE (£m) 0.0 19.2 76.6 156.7 262.3 COMMITMENTS: 16.9 17.8 20.0 22.5 25.3 EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000						
Residual Expenditure (£m) 0.0 2.9 11.7 24.0 40.1 TOTAL 2009 2011 2016 2021 2026 TOTAL RESIDUAL EXPENDITURE (£m) 0.0 19.2 76.6 156.7 262.3 COMMITMENTS: 16.9 17.8 20.0 22.5 25.3 EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000						
TOTAL 2009 2011 2016 2021 2026 TOTAL RESIDUAL EXPENDITURE (£m) 0.0 19.2 76.6 156.7 262.3 COMMITMENTS: 16.9 17.8 20.0 22.5 25.3 EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000						
2009 2011 2016 2021 2026 TOTAL RESIDUAL EXPENDITURE (£m) 0.0 19.2 76.6 156.7 262.3 COMMITMENTS: 16.9 17.8 20.0 22.5 25.3 EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000		<u> </u>				
TOTAL RESIDUAL EXPENDITURE (£m) 0.0 19.2 76.6 156.7 262.3 COMMITMENTS: 16.9 17.8 20.0 22.5 25.3 EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000	TOTAL	2009	2011	2016	2021	2026
EXPENDITURE CAPACITY (£m) -16.9 1.5 56.6 134.2 237.0 Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000	TOTAL RESIDUAL EXPENDITURE (£m)					
Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000	COMMITMENTS:	16.9	17.8	20.0	22.5	25.3
Assumed Sales Density of New Floorspace (£/sqm) 5,000 5,000 5,000 5,000 5,000	EVERNOTTINE CARACITY (Cm.)	16.6		F.C. C	124.2	227.0
, , , , , , , , , , , , , , , , , , , ,	EXPENDITURE CAPACITY (£m)	-16.9	1.5	56.6	134.2	237.0
FLOORSPACE CAPACITY (SQM NET) -3,387 295 11,320 26,835 47,391	Assumed Sales Density of New Floorspace (£/sqm)	5,000	5,000	5,000	5,000	5,000
	FLOORSPACE CAPACITY (SQM NET)	-3,387	295	11,320	26,835	47,391

Notes:

32. EXPENDITURE CAPACITY IN STOURPORT (CONSTANT MARKET SHARE)

2009	2011	2016	2021	2026
484.7	541.5	704.6	915.1	1178.7
4.2	4.4	5.0	5.6	6.3
0.9	0.9	0.9	0.9	0.9
4.2	4.7	6.2	8.0	10.3
0.0	0.3	1.2	2.4	4.0
2009	2011	2016	2021	2026
108.6	121.3	157.8	205.0	264.0
1.2	1.3	1.4	1.6	1.8
1.1	1.1	1.1	1.1	1.1
1.2	1.3	1.7	2.3	2.9
0.0	0.1	0.3	0.7	1.1
2009	2011	2016	2021	2026
112.8	126.1	164.0	213.1	274.4
0.9	0.9	1.0	1.1	1.3
0.8	0.8	0.8	0.8	0.8
0.9	1.0	1.3	1.6	2.1
0.0	0.1	0.2	0.5	0.8
2009	2011	2016	2021	2026
78.6	87.8	114.3	148.4	191.1
3.3	3.5	3.9	4.4	5.0
4.2	4.2	4.2	4.2	4.2
3.3	3.7	4.8	6.3	8.1
0.0	0.2	0.9	1.8	3.1
2009	2011	2016	2021	2026
0.0	0.7	2.6	5.4	9.0
11.3	11.9	13.3	15.0	16.9
-11.3	-11.2	-10.7	-9.7	-7.9
4,000	4,000	4,000	4,000	4,000
-2,826	-2,799	-2,680	-2,414	-1,982
	484.7 4.2 0.9 4.2 0.0 2009 108.6 1.2 1.1 1.2 0.0 2009 112.8 0.9 0.8 0.9 0.0 2009 78.6 3.3 4.2 3.3 0.0 2009 11.3 -11.3	484.7 541.5 4.2 4.4 0.9 0.9 4.2 4.7 0.0 0.3 2009 2011 108.6 121.3 1.2 1.3 1.1 1.1 1.2 1.3 0.0 0.1 2009 2011 112.8 126.1 0.9 0.9 0.8 0.8 0.9 1.0 0.0 0.1 2009 2011 78.6 87.8 3.3 3.5 4.2 4.2 3.3 3.7 0.0 0.2 2009 2011 0.0 0.7 11.3 11.9 -11.3 -11.2 4,000 4,000	484.7 541.5 704.6 4.2 4.4 5.0 0.9 0.9 0.9 4.2 4.7 6.2 0.0 0.3 1.2 2009 2011 2016 108.6 121.3 1.57.8 1.2 1.3 1.4 1.1 1.1 1.1 1.2 1.3 1.7 0.0 0.1 0.3 2009 2011 2016 112.8 126.1 164.0 0.9 0.9 1.0 0.8 0.8 0.8 0.9 1.0 1.3 0.0 0.1 0.2 2009 2011 2016 78.6 87.8 114.3 3.3 3.5 3.9 4.2 4.2 4.2 3.3 3.7 4.8 0.0 0.2 0.9 2009 2011 2016 0.0 0.7 2.6 11.3 11.9 13.3 -	484.7 541.5 704.6 915.1 4.2 4.4 5.0 5.6 0.9 0.9 0.9 0.9 4.2 4.7 6.2 8.0 0.0 0.3 1.2 2.4 2009 2011 2016 2021 108.6 121.3 157.8 205.0 1.2 1.3 1.4 1.6 1.1 1.1 1.1 1.1 1.2 1.3 1.7 2.3 0.0 0.1 0.3 0.7 2009 2011 2016 2021 112.8 126.1 164.0 213.1 0.9 0.9 1.0 1.1 0.8 0.8 0.8 0.8 0.9 1.0 1.3 1.6 0.0 0.1 0.2 0.5 <tb>2009 2011 2016 2021 78.6 87.8 114.3 148.4 3.3 3.5 3.9 4.4 4.2 4.2<!--</td--></tb>

Notes:

33. EXPENDITURE CAPACITY IN BEWDLEY (CONSTANT MARKET SHARE)

NON-BULKY GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	484.7	541.5	704.6	915.1	1178.7
Actual Turnover of Facilities (£m)	0.9	0.9	1.0	1.2	1.3
Market Share 2009 (%)	0.2	0.2	0.2	0.2	0.2
Turnover Potential based on Market Share (£m)	0.9	1.0	1.3	1.6	2.1
Residual Expenditure (£m)	0.0	0.1	0.2	0.5	0.8
ELECTRICAL GOODS					
ELECTRICAL GOODS	2009	2011	2016	2021	2026
Available Expenditure (£m)	108.6	121.3	157.8	205.0	264.0
Actual Turnover of Facilities (£m)	0.0	0.0	0.0	0.0	0.0
Market Share 2009 (%)	0.0	0.0	0.0	0.0	0.0
Turnover Potential based on Market Share (£m)	0.0	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	0.0	0.0	0.0	0.0	0.0
FURNITURE/FLOOR COVERINGS					
TORNITOREJI EGOR COVERINGS	2009	2011	2016	2021	2026
Available Expenditure (£m)	112.8	126.1	164.0	213.1	274.4
Actual Turnover of Facilities (£m)	0.0	0.0	0.0	0.0	0.0
Market Share 2009 (%)	0.0	0.0	0.0	0.0	0.0
Turnover Potential based on Market Share (£m)	0.0	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	0.0	0.0	0.0	0.0	0.0
DIY					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	78.6	87.8	114.3	148.4	191.1
Actual Turnover of Facilities (£m)	0.1	0.1	0.1	0.1	0.1
Market Share 2009 (%)	0.1	0.1	0.1	0.1	0.1
Turnover Potential based on Market Share (£m)	0.1	0.1	0.1	0.2	0.2
Residual Expenditure (£m)	0.0	0.0	0.0	0.0	0.1
TOTAL					
TOTAL	2009	2011	2016	2021	2026
TOTAL RESIDUAL EXPENDITURE (£M)	0.0	0.1	0.3	0.5	0.9
	0.0	0.1	0.5	0.5	0.5
COMMITMENTS:	0.0	0.0	0.0	0.0	0.0
EXPENDITURE CAPACITY (£M)	0.0	0.1	0.3	0.5	0.9
Assumed Sales Density of New Floorspace (£/sqm)	3,500	3,500	3,500	3,500	3,500
FLOORSPACE CAPACITY (SQM NET)	0	19	74	152	254

Notes:

34. EXPENDITURE CAPACITY IN THE WYRE FOREST CORE SHOPPING AREA (CONSTANT MARKET SHARE)

NON-BULKY GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	212.1	236.9	307.3	398.2	512.3
Actual Turnover of Facilities (£m)	102.4	107.4	120.9	136.2	153.3
Market Share 2009 (%)	48.3	48.3	48.3	48.3	48.3
Turnover Potential based on Market Share (£m)	102.4	114.4	148.4	192.3	247.4
Residual Expenditure (£m)	0.0	7.0	27.5	56.2	94.1
ELECTRICAL GOODS					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	47.5	53.0	68.8	89.2	114.7
Actual Turnover of Facilities (£m)	43.1	45.2	50.9	57.3	64.5
Market Share 2009 (%)	90.8	90.8	90.8	90.8	90.8
Turnover Potential based on Market Share (£m)	43.1	48.2	62.5	81.0	104.2
Residual Expenditure (£m)	0.0	2.9	11.6	23.6	39.6
FURNITURE/FLOOR COVERINGS					
TOTAL TOTAL TOTAL CONTENTION	2009	2011	2016	2021	2026
Available Expenditure (£m)	49.1	54.9	71.2	92.3	118.7
Actual Turnover of Facilities (£m)	37.6	39.5	44.4	50.0	56.3
Market Share 2009 (%)	76.6	76.6	76.6	76.6	76.6
Turnover Potential based on Market Share (£m)	37.6	42.0	54.6	70.7	91.0
Residual Expenditure (£m)	0.0	2.6	10.1	20.7	34.6
DIY					
	2009	2011	2016	2021	2026
Available Expenditure (£m)	34.6	38.7	50.2	65.0	83.7
Actual Turnover of Facilities (£m)	33.8	35.4	39.9	44.9	50.5
Market Share 2009 (%)	97.5	97.5	97.5	97.5	97.5
Turnover Potential based on Market Share (£m)	33.8	37.7	48.9	63.4	81.5
Residual Expenditure (£m)	0.0	2.3	9.1	18.5	31.0
TOTAL					
TOTAL	2009	2011	2016	2021	2026
TOTAL RESIDUAL EXPENDITURE (£m)	0.0	14.8	58.2	119.0	199.4
COMMITMENTS:	28.2	29.6	33.3	37.5	42.3
EXPENDITURE CAPACITY (£m)	-28.2	-14.8	24.9	81.4	157.1
Assumed Sales Density of New Floorspace (£/sqm)	5,000	5,000	5,000	5,000	5,000
FLOORSPACE CAPACITY (SQM NET)	-5,648	-2,957	4,978	16,286	31,422

Notes:



Appendix D – Summary of Focus database requirements for Kidderminster and Stourport

A055598

Results of Focus Database Analysis

Kidderminster

Un Th Ho Ba Bri Th Til De CT Th Tir Te Th	nones 4 U nited Carpets (UC Holdings) ne Body Shop International poty's Supplies (Wholesale) nrnardo's nitish Heart Foundation ne Fragrance Shop de Giant esire by Debenhams	56 372 74 2787 74 56 22	1394 186 8361 111 93	Prime, in Town Prime, in Town Prime, out of Town Prime, in Town
Un Th Ho Ba Bri Th Till De CT Th Tir Te Th	nited Carpets (UC Holdings) ne Body Shop International poty's Supplies (Wholesale) nrnardo's nitish Heart Foundation ne Fragrance Shop ne Giant esire by Debenhams	372 74 2787 74 56	1394 186 8361 111 93	Prime, in Town Prime, in Town Prime, out of Town Prime, in Town
The Hotel Barrier The Till The	ne Body Shop International poty's Supplies (Wholesale) arnardo's itish Heart Foundation he Fragrance Shop le Giant esire by Debenhams	74 2787 74 56 22	186 8361 111 93	Prime, in Town Prime, out of Town Prime, in Town
Ho Ba Bri Th Til De CT Th Tir Te Th	poty's Supplies (Wholesale) arnardo's itish Heart Foundation the Fragrance Shop the Giant thesire by Debenhams	2787 74 56 22	8361 111 93	Prime, out of Town Prime, in Town
Ba Bri Th Til De CT Th Tir Te Th	arnardo's itish Heart Foundation ne Fragrance Shop ne Giant esire by Debenhams	74 56 22	111 93	Prime, in Town
Bri Th Til De CT Th Tir Te Th	itish Heart Foundation ne Fragrance Shop le Giant esire by Debenhams	56 22	93	
Th Till De CT Th Tir Te Th	ne Fragrance Shop le Giant esire by Debenhams	22		
Til De CT Th Tir Te Th	le Giant esire by Debenhams			Prime, in Town
De CT Th Tir Te Th	esire by Debenhams	207	56	Prime, in Town
CT Th Tir Te Th Pro		307	557	Prime, in Town
Th Tir Te Th Pro	-N1	1858	2323	Prime, in Town
Tir Te Th Pro	IN	93	139	Prime, in Town
Te Th Pro	ne Extra Care	56	93	Prime, in Town
Th Pro	res Worcester	418	650	Prime, in Town
Pro	extiles Direct	93	557	Prime, in Town
	ne Blue Cross	46	93	Secondary, in Town
Pe	ofile Clothing Ltd	93	557	Prime, in Town
	ts at Home Ltd	279	1115	Prime, in Town
Ea	t4less	2787	8361	Prime, in Town
Sub-total		6683	16425	
A2 UK	C Barber Shop Limited	37	93	Prime, in Town
Sub-total		37	93	
A3 Co	osta	93	139	Prime, in Town
Piz	zza Express/ASK/Zizzi	232	465	Prime, in Town
Sub-total		325	604	
	arstons Plc	2023		Prime, in Town
Sub-total		2023	2183	
A5	None		one	None
Other D1 Ve		186	223	Prime, out of Town
Sub-total	ets4Pets Ltd	186		1

A055598

Results of Focus Database Analysis

Stourport on Severn

Use Class	Operation	Floorspac	e	Location	
		min sqm	max sqm	(Prime, Secondary, Out of Centre)	
A1	The Extra Care	56	93	Prime, in Town	
	Greggs plc	46	139	Prime, in Town	
	The Blue Cross	46	93	Secondary, in Town	
	Brighthouse	209	325	Prime, in Town	
Sub-t	otal	358	650		
A2	None	No	one	None	
А3	None	No	one	None	
A4	None	No	one	None	
А5	None	No	one	None	
Other	None	No	one	None	



Appendix E – Updated Primary Shopping Area Designations – Kidderminster and Stourport

