

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore		
Q01 Leaving aside food shopping for the moment, where would you regard as your household's main shopping centre ?														
Alcester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bengeworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	0.4%	4	1.0%	3	0.1%	1	1.0%	1	0.5%	2	0.2%	1	0.5%	3
Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.3%	1	0.8%	4	0.5%	3
Bromsgrove	2.0%	20	1.3%	3	2.2%	16	2.8%	3	1.4%	5	2.2%	11	1.4%	8
Cheltenham	6.7%	67	6.3%	17	6.9%	50	7.6%	8	8.7%	32	5.1%	27	7.0%	39
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Spa	13.5%	135	15.1%	41	12.8%	93	6.6%	7	10.0%	36	17.4%	91	13.8%	76
Dudley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Evesham	35.6%	356	34.4%	94	36.0%	262	35.5%	39	32.9%	119	37.3%	195	28.2%	155
Fladbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.6%	6	0.7%	2	0.6%	4	1.0%	1	0.9%	3	0.4%	2	0.8%	4
Malvern	0.2%	2	0.0%	0	0.3%	2	0.8%	1	0.0%	0	0.2%	1	0.2%	1
Merry Hill Birmingham	0.6%	6	1.0%	3	0.4%	3	0.0%	0	1.5%	6	0.0%	0	0.8%	4
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore	5.9%	59	4.8%	13	6.3%	46	3.2%	3	3.6%	13	8.1%	42	7.2%	39
Redditch	3.6%	36	4.4%	12	3.3%	24	4.5%	5	4.4%	16	2.9%	15	4.3%	24
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	2.7%	27	3.5%	10	2.3%	17	1.0%	1	3.3%	12	2.6%	14	3.2%	17
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.5%	5	0.7%	2	0.4%	3	0.0%	0	1.0%	3	0.3%	2	0.3%	2
Upton-upon-Severn	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	2	0.1%	1
Worcester	24.0%	240	22.7%	62	24.5%	178	34.0%	37	29.3%	107	18.4%	96	27.7%	152
Other	0.4%	4	0.4%	1	0.5%	3	0.0%	0	0.4%	2	0.5%	3	0.8%	4
Internet / online / catalogue / delivered	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.2%	1
(Don't know / varies)	2.2%	22	2.9%	8	2.0%	14	2.0%	2	1.2%	4	2.7%	14	2.7%	15
Weighted base:	1000		273		727		109		363		522		550	
Sample:	1008		275		733		109		366		527		556	

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q02 How do you usually travel to ... (CENTRE MENTIONED AT Q01) ?																								
Car / van (as driver)	67.3%	673	77.9%	213	63.3%	460	78.6%	86	77.0%	280	58.2%	304	74.2%	408	59.3%	254	74.0%	670	63.8%	203	63.5%	279	78.7%	191
Car / van (as passenger)	12.5%	125	6.7%	18	14.7%	107	7.3%	8	8.7%	31	16.2%	84	10.3%	57	15.9%	68	12.1%	109	15.4%	49	11.7%	51	10.2%	25
Walk	10.6%	106	8.2%	22	11.4%	83	11.0%	12	6.7%	24	13.1%	68	8.2%	45	12.8%	55	8.3%	75	7.0%	22	15.3%	67	6.6%	16
Bus	4.7%	47	1.6%	4	5.9%	43	0.0%	0	3.0%	11	7.0%	37	2.8%	16	6.5%	28	1.3%	11	6.4%	20	4.3%	19	3.3%	8
Taxi	0.6%	6	0.0%	0	0.8%	6	0.5%	1	0.6%	2	0.6%	3	0.5%	3	0.7%	3	0.2%	2	1.5%	5	0.2%	1	0.0%	0
Cycle	0.5%	5	0.4%	1	0.5%	4	1.0%	1	0.6%	2	0.3%	2	0.2%	1	0.9%	4	0.4%	4	0.0%	0	0.9%	4	0.5%	1
Train	0.3%	3	0.2%	1	0.3%	2	1.6%	2	0.0%	0	0.2%	1	0.5%	3	0.0%	0	0.2%	2	0.5%	2	0.3%	1	0.0%	0
Motorbike / moped	0.3%	3	1.2%	3	0.0%	0	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.5%	2	0.2%	2	0.4%	1	0.3%	1	0.4%	1
Park & Ride	0.5%	5	0.4%	1	0.5%	4	0.0%	0	0.3%	1	0.7%	4	0.6%	3	0.4%	2	0.5%	5	1.5%	5	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	0.0%	0	0.0%	0	0.0%	0
Internet / online / catalogue / delivered	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.2%	1	0.0%	0
(Don't know / varies)	2.6%	26	3.0%	8	2.5%	18	0.0%	0	2.9%	11	3.0%	16	2.4%	13	2.8%	12	2.7%	24	3.4%	11	3.3%	15	0.3%	1
Weighted base:		1000		273		727		109		363		522		550		429		904		317		440		243
Sample:		1008		275		733		109		366		527		556		432		913		328		425		255
Q03 How often do you visit Evesham Town Centre ?																								
Everyday	4.4%	44	3.9%	11	4.6%	34	5.0%	5	4.4%	16	4.0%	21	2.9%	16	6.3%	27	4.1%	37	0.0%	0	9.3%	41	1.3%	3
More than once a week	18.4%	184	19.0%	52	18.1%	132	20.6%	23	18.4%	67	18.1%	95	15.1%	83	21.7%	93	18.3%	166	1.0%	3	36.2%	159	8.9%	22
Once a week	17.1%	171	14.2%	39	18.2%	132	15.9%	17	14.4%	52	19.0%	99	14.3%	78	20.8%	89	17.0%	154	1.4%	4	29.1%	128	15.9%	39
Once every two weeks	5.1%	51	7.2%	20	4.3%	31	2.9%	3	6.8%	25	4.5%	23	6.4%	35	3.6%	16	5.5%	50	0.7%	2	7.1%	31	7.2%	18
Once a month or less frequently	13.8%	138	14.4%	39	13.5%	98	6.9%	8	14.4%	52	14.9%	78	15.5%	85	11.4%	49	14.4%	130	9.2%	29	10.6%	47	25.3%	61
Never	40.6%	406	40.5%	110	40.6%	295	48.7%	53	40.5%	147	39.2%	204	45.0%	248	35.6%	153	39.9%	361	87.7%	278	6.6%	29	40.7%	99
(Don't know / varies)	0.6%	6	0.8%	2	0.6%	4	0.0%	0	1.0%	4	0.4%	2	0.8%	5	0.4%	2	0.7%	6	0.0%	0	1.1%	5	0.7%	2
Weighted base:		1000		273		727		109		363		522		550		429		904		317		440		243
Sample:		1008		275		733		109		366		527		556		432		913		328		425		255

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July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Mean Score = [Very good = 2, Good = 1, Average = 0, Poor = -1, Very poor = -2]																								
Q04 Overall, how do you rate the following aspects of Evesham Town Centre...?																								
<i>Those who visit Evesham at Q03</i>																								
Range and choice of non-food shops																								
Very good	4.9%	29	6.1%	10	4.4%	19	1.9%	1	5.1%	11	5.4%	17	3.6%	11	6.2%	17	4.6%	25	6.6%	3	4.0%	17	6.9%	10
Good	26.2%	156	31.2%	51	24.3%	105	20.0%	11	30.6%	66	24.0%	76	23.6%	71	29.4%	81	27.3%	148	36.6%	14	23.2%	95	32.0%	46
Average	42.3%	252	36.4%	59	44.6%	192	53.9%	30	46.6%	101	37.8%	120	42.3%	128	42.3%	117	41.9%	227	19.3%	8	45.2%	186	40.4%	58
Poor	20.0%	119	21.0%	34	19.6%	84	22.3%	12	14.5%	31	23.3%	74	24.4%	74	15.8%	44	20.1%	109	11.1%	4	22.8%	94	14.3%	21
Very poor	2.6%	16	0.0%	0	3.6%	16	0.0%	0	1.0%	2	3.9%	12	1.3%	4	3.8%	10	2.7%	15	0.0%	0	3.3%	13	1.5%	2
(Don't know)	4.0%	24	5.3%	9	3.5%	15	1.9%	1	2.1%	5	5.7%	18	4.8%	15	2.5%	7	3.4%	18	26.4%	10	1.5%	6	4.9%	7
Mean:		0.11		0.24		0.07		0.02		0.25		0.04		0.04		0.19		0.11		0.53		0.02		0.30
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147
Choice and quality of supermarkets																								
Very good	13.9%	83	12.1%	20	14.6%	63	5.2%	3	12.0%	26	16.6%	53	12.1%	37	15.5%	43	13.8%	75	2.9%	1	14.4%	59	15.6%	22
Good	48.4%	288	47.8%	78	48.6%	210	62.6%	35	48.1%	104	46.3%	147	45.4%	137	52.4%	145	48.8%	265	34.7%	14	51.9%	213	42.3%	61
Average	20.3%	120	22.8%	37	19.3%	83	13.3%	7	22.1%	48	20.0%	64	21.7%	66	19.0%	53	20.2%	110	9.3%	4	19.3%	79	25.9%	37
Poor	10.7%	63	9.6%	16	11.1%	48	13.1%	7	12.3%	27	9.2%	29	12.0%	36	9.0%	25	10.8%	59	7.2%	3	11.9%	49	8.1%	12
Very poor	1.2%	7	0.7%	1	1.3%	6	0.0%	0	1.3%	3	1.3%	4	1.2%	4	1.2%	3	1.1%	6	0.0%	0	1.0%	4	2.1%	3
(Don't know)	5.6%	33	7.0%	11	5.1%	22	5.7%	3	4.1%	9	6.7%	21	7.6%	23	2.9%	8	5.3%	29	45.8%	18	1.6%	7	6.1%	9
Mean:		0.67		0.66		0.68		0.64		0.60		0.73		0.60		0.74		0.67		0.61		0.68		0.65
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147
Choice and quality of service facilities (eg. Banks, building societies, and travel agents)																								
Very good	20.3%	121	19.1%	31	20.8%	90	8.7%	5	16.6%	36	24.9%	79	15.9%	48	24.4%	67	19.9%	108	2.2%	1	23.9%	98	15.1%	22
Good	52.5%	312	52.5%	85	52.6%	227	61.6%	35	54.3%	117	49.6%	158	49.8%	151	56.1%	155	52.3%	284	38.5%	15	54.7%	225	50.2%	72
Average	16.5%	98	17.9%	29	16.0%	69	20.1%	11	20.8%	45	13.0%	41	20.2%	61	13.0%	36	17.2%	94	14.3%	6	16.7%	69	16.5%	24
Poor	2.4%	15	1.3%	2	2.9%	12	1.9%	1	3.3%	7	2.0%	6	2.6%	8	2.4%	7	2.7%	15	2.9%	1	2.1%	9	3.4%	5
Very poor	0.4%	2	0.7%	1	0.2%	1	1.9%	1	0.5%	1	0.0%	0	0.4%	1	0.4%	1	0.2%	1	0.0%	0	0.5%	2	0.0%	0
(Don't know)	7.8%	46	8.4%	14	7.6%	33	5.7%	3	4.5%	10	10.6%	34	11.2%	34	3.8%	10	7.7%	42	42.2%	16	2.1%	8	14.9%	21
Mean:		0.98		0.96		0.98		0.78		0.87		1.09		0.88		1.06		0.96		0.69		1.02		0.90
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147

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Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Range and choice of leisure / entertainment facilities																								
Very good	3.6%	21	4.7%	8	3.2%	14	0.0%	0	3.4%	7	4.0%	13	2.1%	7	5.0%	14	3.1%	17	2.7%	1	3.5%	14	4.2%	6
Good	14.5%	86	13.0%	21	15.1%	65	9.5%	5	13.7%	30	16.1%	51	14.6%	44	14.4%	40	15.1%	82	19.0%	7	13.8%	57	15.2%	22
Average	21.1%	125	19.2%	31	21.8%	94	26.5%	15	25.3%	55	17.1%	54	20.8%	63	22.0%	61	20.9%	113	2.7%	1	22.5%	92	22.0%	32
Poor	31.2%	185	34.1%	55	30.1%	130	46.8%	26	38.4%	83	24.0%	76	31.3%	95	32.4%	89	32.3%	176	5.1%	2	36.5%	150	23.2%	33
Very poor	7.7%	46	6.0%	10	8.3%	36	11.5%	6	8.2%	18	6.7%	21	6.2%	19	8.9%	25	7.7%	42	0.0%	0	10.2%	42	2.5%	4
(Don't know)	22.0%	130	23.0%	37	21.6%	93	5.6%	3	10.9%	24	32.0%	102	24.9%	75	17.2%	48	20.9%	113	70.4%	28	13.5%	56	32.8%	47
Mean:	-0.32		-0.31		-0.32		-0.64		-0.39		-0.20		-0.33		-0.31		-0.33		0.65		-0.42		-0.07	
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Accessibility by public transport																								
Very good	6.5%	39	6.5%	11	6.5%	28	6.7%	4	5.4%	12	7.0%	22	5.1%	15	8.1%	22	4.8%	26	2.2%	1	6.9%	28	6.8%	10
Good	25.3%	150	26.7%	43	24.8%	107	16.5%	9	27.5%	59	25.4%	81	20.0%	61	30.5%	84	24.9%	135	14.3%	6	26.3%	108	25.4%	37
Average	15.1%	90	18.3%	30	13.9%	60	27.3%	15	14.3%	31	13.5%	43	12.9%	39	16.8%	47	14.7%	80	2.9%	1	17.7%	73	11.0%	16
Poor	17.3%	103	15.6%	25	17.9%	77	12.9%	7	20.4%	44	16.0%	51	21.9%	66	13.2%	36	18.1%	98	8.6%	3	17.4%	72	19.2%	28
Very poor	4.1%	25	2.0%	3	5.0%	21	1.8%	1	3.5%	7	5.1%	16	4.7%	14	3.7%	10	4.3%	24	0.0%	0	4.4%	18	4.7%	7
(Don't know)	31.6%	188	30.8%	50	31.9%	138	34.7%	19	28.9%	62	33.1%	105	35.4%	107	27.6%	76	33.1%	180	72.0%	28	27.4%	112	32.9%	47
Mean:	0.19		0.29		0.15		0.21		0.16		0.20		-0.02		0.36		0.12		0.36		0.19		0.16	
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Accessibility by car																								
Very good	12.2%	72	13.2%	21	11.8%	51	5.8%	3	10.0%	22	14.7%	47	12.3%	37	12.3%	34	12.3%	67	16.7%	7	10.5%	43	15.8%	23
Good	58.1%	345	49.5%	81	61.4%	265	54.7%	31	60.9%	131	57.2%	181	57.2%	173	60.4%	167	59.1%	321	55.4%	22	57.4%	236	61.0%	88
Average	17.6%	105	22.8%	37	15.7%	68	26.6%	15	19.7%	43	14.7%	47	19.5%	59	16.2%	45	18.0%	98	14.3%	6	18.5%	76	16.1%	23
Poor	7.0%	41	11.9%	19	5.1%	22	11.1%	6	5.9%	13	7.1%	22	6.6%	20	7.4%	20	7.2%	39	0.0%	0	8.5%	35	4.4%	6
Very poor	1.2%	7	0.0%	0	1.6%	7	0.0%	0	1.0%	2	1.1%	4	0.7%	2	1.3%	4	1.3%	7	0.0%	0	1.4%	6	0.7%	1
(Don't know)	3.9%	23	2.6%	4	4.4%	19	1.9%	1	2.5%	6	5.2%	17	3.7%	11	2.4%	7	2.1%	12	13.7%	5	3.6%	15	2.1%	3
Mean:	0.76		0.66		0.80		0.56		0.75		0.81		0.77		0.77		0.76		1.03		0.70		0.89	
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Adequacy of parking arrangements																								
Very good	6.1%	36	4.6%	8	6.6%	28	3.8%	2	6.0%	13	6.6%	21	5.3%	16	7.3%	20	5.8%	32	8.6%	3	5.5%	23	7.0%	10
Good	34.7%	206	33.1%	54	35.3%	152	35.7%	20	39.0%	84	31.2%	99	31.2%	94	39.3%	109	35.2%	191	38.8%	15	34.3%	141	34.8%	50
Average	26.4%	157	29.9%	49	25.0%	108	36.2%	20	24.0%	52	26.4%	84	29.4%	89	23.0%	63	27.3%	148	25.3%	10	26.4%	108	26.6%	38
Poor	18.8%	112	19.3%	31	18.6%	80	14.5%	8	22.4%	48	17.3%	55	20.8%	63	17.2%	47	19.9%	108	5.1%	2	18.8%	77	22.3%	32
Very poor	7.9%	47	8.7%	14	7.6%	33	3.3%	2	5.4%	12	10.2%	32	7.2%	22	8.7%	24	8.2%	45	0.0%	0	10.0%	41	4.1%	6
(Don't know)	6.2%	37	4.4%	7	6.9%	30	6.5%	4	3.3%	7	8.2%	26	6.2%	19	4.6%	13	3.5%	19	22.2%	9	5.0%	21	5.2%	7
Mean:	0.13		0.06		0.16		0.24		0.18		0.07		0.07		0.20		0.11		0.66		0.07		0.19	
Weighted base:	594		163		432		56		216		318		303		276		543		39		411		144	
Sample:	582		159		423		54		212		311		300		268		533		38		397		147	
Quality of the environment																								
Very good	14.7%	87	14.0%	23	15.0%	65	5.5%	3	13.4%	29	17.5%	55	14.9%	45	14.2%	39	14.4%	78	16.0%	6	14.0%	58	16.3%	23
Good	54.6%	324	54.2%	88	54.7%	236	60.8%	34	57.0%	123	51.9%	165	50.8%	154	59.3%	164	56.1%	304	61.8%	24	54.3%	223	53.3%	77
Average	23.0%	137	22.1%	36	23.4%	101	24.0%	13	24.8%	54	21.5%	68	25.5%	77	20.4%	56	22.8%	124	5.6%	2	23.8%	98	25.5%	37
Poor	5.1%	31	6.6%	11	4.6%	20	3.9%	2	3.0%	6	6.6%	21	6.3%	19	3.8%	10	4.6%	25	0.0%	0	6.4%	26	3.0%	4
Very poor	0.5%	3	1.3%	2	0.2%	1	3.9%	2	0.0%	0	0.3%	1	0.0%	0	1.2%	3	0.4%	2	0.0%	0	0.5%	2	0.8%	1
(Don't know)	2.0%	12	1.7%	3	2.1%	9	1.9%	1	1.8%	4	2.2%	7	2.5%	8	1.2%	3	1.8%	10	16.6%	6	1.0%	4	1.1%	2
Mean:	0.79		0.74		0.81		0.61		0.82		0.81		0.76		0.83		0.81		1.13		0.76		0.82	
Weighted base:	594		163		432		56		216		318		303		276		543		39		411		144	
Sample:	582		159		423		54		212		311		300		268		533		38		397		147	
Ease of pedestrian movement around the centre																								
Very good	15.3%	91	14.6%	24	15.5%	67	6.8%	4	17.0%	37	15.8%	50	12.1%	37	18.5%	51	14.7%	80	18.8%	7	14.6%	60	16.2%	23
Good	66.4%	394	66.8%	109	66.2%	286	75.1%	42	69.7%	151	62.4%	198	62.7%	190	70.9%	196	67.0%	364	56.3%	22	69.0%	283	61.8%	89
Average	13.8%	82	13.7%	22	13.9%	60	16.2%	9	10.6%	23	15.5%	49	18.4%	56	9.2%	25	13.9%	76	8.4%	3	13.4%	55	16.5%	24
Poor	2.0%	12	2.3%	4	1.9%	8	0.0%	0	1.2%	3	3.0%	9	3.6%	11	0.4%	1	2.0%	11	0.0%	0	2.0%	8	2.5%	4
Very poor	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.0%	0
(Don't know)	2.4%	14	2.6%	4	2.3%	10	1.9%	1	1.5%	3	3.1%	10	3.2%	10	0.8%	2	2.2%	12	16.6%	6	0.8%	3	3.0%	4
Mean:	0.97		0.96		0.97		0.91		1.04		0.93		0.86		1.08		0.96		1.13		0.97		0.95	
Weighted base:	594		163		432		56		216		318		303		276		543		39		411		144	
Sample:	582		159		423		54		212		311		300		268		533		38		397		147	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore							
<i>The level of personal security and safety</i>																								
Very good	11.9%	71	12.9%	21	11.5%	50	7.1%	4	12.0%	26	12.9%	41	12.1%	37	11.5%	32	11.1%	60	5.6%	2	12.2%	50	12.8%	18
Good	51.6%	307	46.6%	76	53.5%	231	49.3%	28	58.9%	127	47.1%	150	50.7%	153	51.6%	143	51.9%	282	52.5%	21	51.1%	210	52.9%	76
Average	22.1%	131	25.4%	41	20.8%	90	24.3%	14	19.8%	43	23.1%	73	22.8%	69	22.5%	62	22.3%	121	8.5%	3	23.2%	95	22.5%	32
Poor	5.6%	33	6.0%	10	5.5%	24	13.7%	8	3.8%	8	5.5%	17	4.8%	15	6.4%	18	5.7%	31	0.0%	0	7.1%	29	2.8%	4
Very poor	0.8%	5	0.5%	1	0.9%	4	2.0%	1	0.4%	1	0.8%	3	0.3%	1	1.3%	4	0.8%	5	0.0%	0	0.9%	4	0.6%	1
(Don't know)	8.0%	48	8.7%	14	7.8%	34	3.7%	2	5.1%	11	10.6%	34	9.3%	28	6.7%	18	8.2%	44	33.3%	13	5.5%	23	8.3%	12
<i>Mean:</i>		<i>0.74</i>		<i>0.72</i>		<i>0.75</i>		<i>0.48</i>		<i>0.82</i>		<i>0.74</i>		<i>0.77</i>		<i>0.70</i>		<i>0.73</i>		<i>0.96</i>		<i>0.70</i>		<i>0.81</i>
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q05 What would encourage you to visit Evesham Town Centre more often ?																								
<i>Those who visit Evesham at Q03</i>																								
More leisure facilities generally	3.9%	23	5.7%	9	3.2%	14	7.4%	4	7.3%	16	1.0%	3	3.3%	10	4.7%	13	4.1%	22	0.0%	0	5.2%	21	1.3%	2
Better environment	1.5%	9	1.9%	3	1.4%	6	0.0%	0	2.7%	6	1.0%	3	2.7%	8	0.4%	1	1.7%	9	0.0%	0	1.5%	6	2.1%	3
Better or more niche / specialist shops	7.5%	44	5.0%	8	8.4%	36	7.0%	4	7.7%	17	7.5%	24	8.5%	26	6.3%	17	7.8%	42	0.0%	0	8.2%	34	7.3%	11
Better or more nightclub / pub facilities	1.1%	6	1.8%	3	0.8%	3	9.2%	5	0.5%	1	0.0%	0	0.6%	2	1.6%	4	1.0%	5	0.0%	0	1.5%	6	0.0%	0
Better theatre 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	0.0%	0	0.0%	0	0.0%	0
Better or more cafes / restaurants	0.3%	2	0.5%	1	0.3%	1	0.0%	0	0.9%	2	0.0%	0	0.3%	1	0.4%	1	0.4%	2	0.0%	0	0.3%	1	0.6%	1
Cheaper public transport	0.7%	4	2.0%	3	0.2%	1	2.0%	1	0.5%	1	0.6%	2	0.6%	2	0.8%	2	0.7%	4	0.0%	0	1.0%	4	0.0%	0
More parking	8.6%	51	8.8%	14	8.5%	37	7.2%	4	9.2%	20	8.2%	26	9.2%	28	8.1%	22	9.4%	51	2.7%	1	9.1%	37	8.9%	13
More pedestrianisation	0.6%	3	0.7%	1	0.5%	2	0.0%	0	0.0%	0	1.0%	3	0.4%	1	0.8%	2	0.0%	0	0.0%	0	0.8%	3	0.0%	0
Better market 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	0.0%	0	0.0%	0	0.0%	0
Broader range of shops	25.1%	149	18.6%	30	27.6%	119	37.0%	21	29.2%	63	20.4%	65	25.8%	78	24.6%	68	24.8%	134	15.7%	6	27.4%	113	21.0%	30
Better or more cinemas	3.7%	22	3.3%	5	3.9%	17	11.6%	7	3.9%	9	2.3%	7	3.0%	9	4.7%	13	3.5%	19	0.0%	0	4.9%	20	1.5%	2
Less expensive parking	2.5%	15	2.4%	4	2.5%	11	4.0%	2	2.7%	6	2.1%	7	3.0%	9	2.1%	6	2.7%	15	0.0%	0	2.7%	11	2.5%	4
Other	2.9%	17	1.8%	3	3.3%	14	3.7%	2	2.2%	5	3.3%	10	3.3%	10	2.6%	7	3.2%	17	5.6%	2	1.7%	7	5.6%	8
More policing / traffic wardens / make the streets safer	1.5%	9	1.3%	2	1.6%	7	2.0%	1	1.0%	2	1.8%	6	1.4%	4	1.7%	5	1.5%	8	0.0%	0	1.9%	8	0.8%	1
More / bigger shops in general	1.2%	7	0.7%	1	1.4%	6	0.0%	0	1.5%	3	1.2%	4	1.3%	4	1.2%	3	1.3%	7	0.0%	0	1.3%	5	1.2%	2
New / improved supermarket	1.5%	9	3.1%	5	0.9%	4	2.0%	1	1.3%	3	1.5%	5	1.9%	6	1.1%	3	1.4%	8	2.7%	1	1.1%	4	2.4%	3
More / new non-food / clothes shops	1.8%	11	0.0%	0	2.5%	11	1.9%	1	2.0%	4	1.7%	6	1.4%	4	2.4%	7	2.0%	11	0.0%	0	2.1%	9	1.5%	2
New / improved department / chain stores	1.2%	7	0.0%	0	1.7%	7	0.0%	0	1.9%	4	1.0%	3	1.4%	4	1.2%	3	1.4%	7	0.0%	0	1.3%	5	1.5%	2
Improve traffic congestion / better access by car	1.4%	9	2.0%	3	1.2%	5	2.0%	1	1.0%	2	1.3%	4	1.4%	4	1.6%	4	1.6%	9	0.0%	0	1.6%	7	1.4%	2
Improved disabled facilities / parking / access	0.9%	5	0.0%	0	1.2%	5	0.0%	0	0.9%	2	1.0%	3	0.7%	2	1.1%	3	1.0%	5	0.0%	0	0.3%	1	2.8%	4
Improve public transport / crossings	0.9%	5	0.7%	1	0.9%	4	1.3%	1	0.5%	1	1.0%	3	1.0%	3	0.8%	2	0.5%	3	0.0%	0	1.2%	5	0.0%	0
Less charity shops	0.7%	4	0.7%	1	0.8%	3	0.0%	0	0.5%	1	1.0%	3	0.7%	2	0.8%	2	0.8%	4	0.0%	0	1.1%	4	0.0%	0
Nothing	45.5%	271	49.7%	81	44.0%	190	24.5%	14	41.3%	89	51.9%	165	42.9%	130	46.6%	129	45.1%	245	64.5%	25	42.1%	173	50.1%	72
(Don't know)	2.7%	16	4.7%	8	2.0%	9	3.8%	2	2.1%	4	3.0%	10	2.5%	8	3.1%	9	2.4%	13	8.6%	3	2.3%	10	2.3%	3
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q06 What do you dislike about Evesham Town Centre ?																								
<i>Those who visit Evesham at Q03</i>																								
Too far from home	1.3%	8	2.2%	4	0.9%	4	0.0%	0	0.8%	2	1.9%	6	2.1%	6	0.0%	0	1.4%	8	15.3%	6	0.0%	0	1.1%	2
Not enough choice of shops / clothes shops	13.3%	79	8.5%	14	15.1%	65	15.4%	9	14.6%	32	11.6%	37	12.3%	37	14.6%	40	13.4%	73	2.7%	1	17.4%	72	4.2%	6
Poor quality shops / charity shops	4.8%	28	4.5%	7	4.9%	21	1.9%	1	3.5%	8	6.2%	20	6.6%	20	3.0%	8	4.7%	25	0.0%	0	6.0%	25	2.6%	4
Prices too high	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.7%	2	0.3%	2	0.0%	0	0.4%	2	0.0%	0
Too few pubs / restaurants / eating places	1.1%	7	0.0%	0	1.5%	7	1.9%	1	1.5%	3	0.7%	2	1.4%	4	0.8%	2	1.0%	5	0.0%	0	1.6%	7	0.0%	0
Poor accessibility / difficult to get to	0.4%	2	0.7%	1	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.4%	1	0.4%	1	0.4%	2	0.0%	0	0.5%	2	0.0%	0
Traffic congestion / poor one way system	11.1%	66	11.2%	18	11.1%	48	9.0%	5	12.0%	26	11.1%	35	13.0%	39	8.9%	24	11.4%	62	5.6%	2	12.2%	50	9.6%	14
Lack / cost of parking	7.3%	43	6.0%	10	7.8%	34	7.2%	4	7.4%	16	7.0%	22	8.7%	26	5.7%	16	8.0%	43	0.0%	0	9.4%	39	3.0%	4
Poor bus services	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Difficult to cross roads	0.7%	4	0.7%	1	0.7%	3	0.0%	0	0.9%	2	0.7%	2	1.4%	4	0.0%	0	0.6%	3	0.0%	0	0.8%	3	0.6%	1
Too busy / crowded	1.9%	11	2.0%	3	1.9%	8	5.7%	3	1.0%	2	1.9%	6	2.5%	7	0.7%	2	1.7%	9	0.0%	0	2.1%	9	2.0%	3
Unattractive environment / streets dirty / litter	6.9%	41	8.7%	14	6.2%	27	7.8%	4	3.9%	9	8.8%	28	9.1%	28	4.8%	13	7.4%	40	0.0%	0	6.7%	27	9.4%	14
Lack of safety / personal security / hooligans	3.4%	20	5.1%	8	2.8%	12	9.6%	5	3.9%	8	2.1%	7	4.0%	12	3.0%	8	3.4%	18	0.0%	0	3.1%	13	5.4%	8
Poor facilities (e.g. seating, toilets)	0.6%	3	0.7%	1	0.5%	2	0.0%	0	0.5%	1	0.7%	2	0.7%	2	0.4%	1	0.6%	3	0.0%	0	0.8%	3	0.0%	0
Poor sign posting	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Lack of covered areas / weather protection	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	6.1%	36	6.6%	11	5.8%	25	3.9%	2	6.7%	15	6.1%	19	6.9%	21	5.4%	15	6.2%	34	0.0%	0	6.1%	25	7.6%	11
Don't like the traffic wardens	0.7%	4	0.5%	1	0.7%	3	0.0%	0	1.5%	3	0.3%	1	0.3%	1	1.1%	3	0.7%	4	0.0%	0	0.5%	2	1.2%	2
Too many cheap / charity shops	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.7%	2	0.3%	1	0.5%	2	0.4%	1	0.5%	3	0.0%	0	0.2%	1	1.3%	2
Too many fastfood restaurants / takeaways	0.5%	3	0.0%	0	0.8%	3	0.0%	0	0.5%	1	0.7%	2	0.4%	1	0.8%	2	0.6%	3	0.0%	0	0.8%	3	0.0%	0
Poor / lack of leisure / entertainment facilities	2.6%	15	2.7%	4	2.5%	11	1.9%	1	5.0%	11	1.0%	3	0.7%	2	4.8%	13	2.6%	14	0.0%	0	3.7%	15	0.0%	0
Not enough for children to do	0.5%	3	1.3%	2	0.2%	1	1.9%	1	1.0%	2	0.0%	0	0.4%	1	0.8%	2	0.4%	2	0.0%	0	0.8%	3	0.0%	0
Too many foreigners	0.6%	3	0.0%	0	0.8%	3	0.0%	0	0.5%	1	0.7%	2	0.7%	2	0.4%	1	0.6%	3	0.0%	0	0.8%	3	0.0%	0
Nothing	49.7%	295	52.6%	86	48.6%	210	43.4%	24	48.2%	104	52.0%	165	42.1%	127	57.3%	158	49.1%	267	76.3%	30	45.2%	186	55.4%	80
(None mentioned)	1.2%	7	0.0%	0	1.7%	7	0.0%	0	1.8%	4	1.0%	3	0.9%	3	1.6%	4	1.1%	6	0.0%	0	1.0%	4	2.3%	3
(Don't know)	0.7%	4	0.7%	1	0.7%	3	5.9%	3	0.0%	0	0.3%	1	0.4%	1	1.2%	3	0.4%	2	0.0%	0	0.8%	3	0.8%	1
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q07 Is Evesham your first choice destination for leisure and entertainment facilities ?																								
<i>Those who visit Evesham at Q03</i>																								
Yes	23.0%	137	20.0%	33	24.2%	104	23.9%	13	21.0%	45	24.3%	77	19.2%	58	26.2%	72	21.0%	114	5.3%	2	28.7%	118	11.8%	17
No	74.9%	445	78.0%	127	73.7%	318	76.1%	43	78.5%	169	72.2%	229	78.6%	238	71.7%	198	77.3%	420	91.8%	36	68.9%	283	87.4%	126
(Don't know)	2.1%	12	2.0%	3	2.1%	9	0.0%	0	0.5%	1	3.5%	11	2.2%	7	2.1%	6	1.7%	9	2.9%	1	2.5%	10	0.8%	1
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147
Q08 Have you used facilities in Evesham for the following in the last 12 months...?																								
<i>Those who visit Evesham at Q03</i>																								
Pubs / night clubs	39.9%	237	45.8%	74	37.7%	163	80.1%	45	49.5%	107	26.3%	84	35.2%	106	45.8%	126	40.7%	221	18.5%	7	48.9%	201	20.0%	29
Restaurants	57.5%	342	50.6%	82	60.1%	260	61.8%	35	64.7%	140	51.9%	165	58.0%	176	57.4%	158	57.4%	312	30.2%	12	65.6%	270	42.0%	60
Cinema	1.4%	8	1.1%	2	1.4%	6	3.9%	2	1.7%	4	0.7%	2	0.7%	2	1.7%	5	1.5%	8	0.0%	0	1.5%	6	1.3%	2
Theatre or concert	14.0%	83	10.7%	17	15.3%	66	5.8%	3	10.1%	22	18.1%	57	16.0%	48	12.3%	34	14.1%	77	2.6%	1	16.7%	69	9.5%	14
Bingo	0.7%	4	0.0%	0	1.0%	4	0.0%	0	0.5%	1	1.0%	3	0.4%	1	1.2%	3	0.6%	3	0.0%	0	1.1%	4	0.0%	0
Ten pin bowling	0.7%	4	0.5%	1	0.7%	3	1.9%	1	0.0%	0	0.9%	3	0.2%	1	0.8%	2	0.7%	4	2.6%	1	0.5%	2	0.5%	1
Sports facilities or a healthclub or gym	21.7%	129	22.8%	37	21.3%	92	41.2%	23	30.3%	66	12.5%	40	23.1%	70	21.0%	58	22.7%	123	8.4%	3	27.3%	112	9.5%	14
Museum / art gallery / exhibition	13.2%	79	12.0%	20	13.7%	59	3.8%	2	12.4%	27	15.3%	49	14.0%	42	12.8%	35	13.8%	75	16.2%	6	12.7%	52	13.9%	20
(None of these)	25.7%	152	25.4%	41	25.8%	111	9.5%	5	20.1%	43	32.4%	103	25.2%	76	25.3%	70	25.3%	137	50.5%	20	18.3%	75	39.8%	57
Weighted base:		594		163		432		56		216		318		303		276		543		39		411		144
Sample:		582		159		423		54		212		311		300		268		533		38		397		147
Q09 How often do you visit Droitwich Town Centre ?																								
Everyday	4.4%	44	5.1%	14	4.1%	30	5.6%	6	2.5%	9	5.5%	29	4.7%	26	4.3%	18	3.8%	34	13.8%	44	0.0%	0	0.0%	0
More than once a week	13.8%	138	12.5%	34	14.3%	104	14.9%	16	10.7%	39	15.9%	83	15.4%	85	12.0%	52	12.9%	116	42.1%	134	0.0%	0	1.9%	5
Once a week	8.6%	86	9.6%	26	8.2%	60	14.6%	16	9.8%	35	6.6%	35	10.2%	56	6.9%	29	9.2%	83	25.5%	81	0.0%	0	2.0%	5
Once every two weeks	1.9%	19	2.3%	6	1.7%	12	3.6%	4	2.3%	8	1.2%	6	1.5%	8	2.2%	9	1.9%	17	3.9%	13	0.0%	0	2.5%	6
Once a month or less frequently	5.0%	50	6.6%	18	4.4%	32	0.0%	0	4.9%	18	6.3%	33	5.2%	29	4.9%	21	5.2%	47	6.0%	19	3.0%	13	7.6%	18
Never	66.2%	662	63.4%	173	67.3%	489	60.4%	66	69.8%	254	64.5%	337	63.0%	347	69.5%	298	66.9%	605	8.3%	26	97.1%	427	86.1%	209
(Don't know / varies)	0.1%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Weighted base:		1000		273		727		109		363		522		550		429		904		317		440		243
Sample:		1008		275		733		109		366		527		556		432		913		328		425		255

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Mean Score = [Very good = 2, Good = 1, Average = 0, Poor = -1, Very poor = -2]																								
Q10 Overall, how do you rate the following aspects of Droitwich Town Centre...?																								
<i>Those who visit Droitwich at Q09</i>																								
Range and choice of non-food shops																								
Very good	6.6%	22	6.4%	6	6.7%	16	0.0%	0	4.1%	4	9.6%	18	7.2%	15	5.8%	8	5.3%	16	5.9%	17	16.9%	2	8.3%	3
Good	21.4%	72	21.5%	22	21.3%	51	38.6%	17	14.6%	16	21.4%	40	16.0%	33	29.9%	39	19.3%	58	20.8%	61	23.6%	3	25.3%	9
Average	41.3%	139	41.4%	41	41.2%	98	29.1%	13	45.7%	50	41.5%	77	43.0%	88	38.1%	50	41.3%	124	41.1%	120	28.4%	4	47.4%	16
Poor	25.5%	86	20.2%	20	27.8%	66	32.3%	14	28.4%	31	22.2%	41	27.0%	55	23.9%	31	28.2%	84	27.9%	81	8.6%	1	11.0%	4
Very poor	3.3%	11	5.8%	6	2.2%	5	0.0%	0	5.6%	6	2.7%	5	3.9%	8	1.7%	2	3.7%	11	3.8%	11	0.0%	0	0.0%	0
(Don't know)	2.0%	7	4.7%	5	0.8%	2	0.0%	0	1.7%	2	2.6%	5	2.9%	6	0.6%	1	2.2%	7	0.3%	1	22.5%	3	8.0%	3
Mean:		0.03		0.03		0.03		0.06		-0.17		0.13		-0.05		0.14		-0.06		-0.03		0.63		0.34
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36
Choice and quality of supermarkets																								
Very good	15.7%	53	19.5%	20	14.1%	33	11.4%	5	12.4%	14	18.6%	34	20.5%	42	7.9%	10	15.3%	46	15.5%	45	16.9%	2	16.9%	6
Good	44.6%	151	42.4%	42	45.5%	108	52.1%	23	42.7%	47	43.9%	81	44.9%	91	44.4%	58	43.7%	131	46.6%	136	24.3%	3	35.4%	12
Average	25.9%	88	25.6%	26	26.1%	62	29.1%	13	30.6%	33	22.4%	42	21.0%	43	33.2%	43	26.6%	80	26.2%	76	28.5%	4	23.0%	8
Poor	8.6%	29	3.7%	4	10.6%	25	7.4%	3	8.3%	9	9.0%	17	7.8%	16	10.0%	13	8.9%	27	9.3%	27	7.8%	1	2.4%	1
Very poor	1.1%	4	2.7%	3	0.5%	1	0.0%	0	2.0%	2	0.9%	2	0.5%	1	2.1%	3	1.3%	4	0.9%	3	0.0%	0	3.2%	1
(Don't know)	4.1%	14	6.1%	6	3.3%	8	0.0%	0	4.1%	4	5.1%	9	5.3%	11	2.4%	3	4.3%	13	1.6%	5	22.5%	3	19.0%	6
Mean:		0.68		0.77		0.64		0.68		0.58		0.74		0.81		0.47		0.66		0.67		0.65		0.75
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36
Choice and quality of service facilities (eg. Banks, building societies, and travel agents)																								
Very good	20.5%	69	20.0%	20	20.7%	49	17.1%	7	20.8%	23	21.1%	39	23.7%	48	16.0%	21	20.6%	61	21.4%	62	24.6%	3	11.0%	4
Good	51.7%	175	51.6%	52	51.7%	123	62.5%	27	55.4%	61	47.0%	87	45.6%	93	60.0%	78	50.6%	151	53.9%	157	5.7%	1	50.0%	17
Average	17.4%	59	17.6%	18	17.4%	41	19.1%	8	17.2%	19	17.2%	32	20.4%	41	13.3%	17	19.0%	57	17.1%	50	13.4%	2	21.6%	7
Poor	2.9%	10	3.9%	4	2.5%	6	0.0%	0	2.8%	3	3.7%	7	2.8%	6	3.2%	4	3.3%	10	2.6%	8	17.2%	2	0.0%	0
Very poor	0.5%	2	0.6%	1	0.5%	1	1.3%	1	0.0%	0	0.6%	1	0.3%	1	0.9%	1	0.6%	2	0.6%	2	0.0%	0	0.0%	0
(Don't know)	7.0%	24	6.4%	6	7.2%	17	0.0%	0	3.8%	4	10.5%	19	7.2%	15	6.7%	9	6.0%	18	4.3%	13	39.1%	5	17.3%	6
Mean:		0.95		0.93		0.97		0.94		0.98		0.94		0.97		0.93		0.93		0.97		0.62		0.87
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Range and choice of leisure / entertainment facilities																								
Very good	2.2%	8	0.0%	0	3.2%	8	4.3%	2	2.2%	2	1.8%	3	2.6%	5	1.8%	2	2.2%	7	2.3%	7	0.0%	0	2.4%	1
Good	16.2%	55	13.4%	13	17.4%	42	12.1%	5	16.2%	18	17.3%	32	18.9%	38	12.5%	16	16.9%	51	16.3%	47	14.3%	2	16.5%	6
Average	20.3%	69	29.2%	29	16.6%	39	21.4%	9	23.9%	26	17.9%	33	21.8%	44	17.8%	23	20.6%	62	21.0%	61	5.7%	1	19.8%	7
Poor	35.3%	119	28.0%	28	38.5%	91	43.1%	19	39.1%	43	31.3%	58	31.4%	64	41.6%	54	35.3%	106	38.1%	111	17.2%	2	18.8%	6
Very poor	9.1%	31	9.7%	10	8.8%	21	19.1%	8	7.3%	8	7.8%	14	8.5%	17	9.6%	13	9.3%	28	9.9%	29	0.0%	0	5.5%	2
(Don't know)	16.8%	57	19.8%	20	15.5%	37	0.0%	0	11.3%	12	23.9%	44	16.9%	34	16.6%	22	15.7%	47	12.4%	36	62.9%	8	37.0%	13
Mean:	-0.39		-0.43		-0.38		-0.61		-0.38		-0.34		-0.29		-0.54		-0.39		-0.42		-0.08		-0.14	
Weighted base:	338	100	238	43	110	185	204	131	299	291	13	34												
Sample:	342	100	242	43	111	188	202	136	304	293	13	36												
Accessibility by public transport																								
Very good	4.3%	15	4.2%	4	4.4%	10	9.1%	4	4.3%	5	3.2%	6	3.6%	7	5.6%	7	3.2%	9	4.7%	14	0.0%	0	2.8%	1
Good	32.9%	111	33.5%	34	32.6%	78	36.1%	16	31.1%	34	33.2%	62	27.3%	56	41.8%	55	31.4%	94	34.9%	102	7.8%	1	25.2%	9
Average	12.7%	43	14.3%	14	12.0%	29	11.4%	5	13.9%	15	12.3%	23	13.5%	28	11.7%	15	12.2%	36	13.1%	38	14.3%	2	8.3%	3
Poor	14.8%	50	16.3%	16	14.1%	34	26.4%	11	15.8%	17	11.5%	21	15.8%	32	13.5%	18	14.3%	43	15.3%	44	0.0%	0	16.1%	5
Very poor	3.9%	13	4.1%	4	3.8%	9	0.0%	0	1.0%	1	6.6%	12	5.1%	10	1.5%	2	4.4%	13	3.5%	10	8.6%	1	5.5%	2
(Don't know)	31.4%	106	27.6%	28	33.0%	79	17.1%	7	34.0%	37	33.2%	62	34.6%	71	25.9%	34	34.5%	103	28.5%	83	69.4%	9	42.1%	14
Mean:	0.28		0.24		0.29		0.34		0.33		0.23		0.13		0.49		0.22		0.31		-0.31		0.06	
Weighted base:	338	100	238	43	110	185	204	131	299	291	13	34												
Sample:	342	100	242	43	111	188	202	136	304	293	13	36												
Accessibility by car																								
Very good	16.2%	55	14.7%	15	16.8%	40	11.4%	5	21.9%	24	13.9%	26	17.3%	35	14.9%	20	16.4%	49	16.9%	49	8.3%	1	13.4%	5
Good	67.5%	228	68.3%	68	67.2%	160	72.1%	31	67.1%	74	66.7%	123	67.8%	138	68.4%	89	69.9%	209	68.5%	199	55.8%	7	63.7%	22
Average	9.9%	33	9.2%	9	10.2%	24	13.9%	6	7.3%	8	10.5%	19	10.6%	22	8.3%	11	10.4%	31	8.5%	25	22.0%	3	17.2%	6
Poor	0.9%	3	1.0%	1	0.9%	2	0.0%	0	1.9%	2	0.6%	1	0.0%	0	1.6%	2	1.1%	3	1.1%	3	0.0%	0	0.0%	0
Very poor	0.6%	2	1.9%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.4%	1	0.8%	1	0.7%	2	0.7%	2	0.0%	0	0.0%	0
(Don't know)	4.9%	17	4.9%	5	4.9%	12	2.6%	1	1.8%	2	7.3%	13	3.9%	8	6.0%	8	1.5%	5	4.4%	13	13.9%	2	5.6%	2
Mean:	1.03		0.98		1.05		0.98		1.11		0.99		1.06		1.01		1.02		1.04		0.84		0.96	
Weighted base:	338	100	238	43	110	185	204	131	299	291	13	34												
Sample:	342	100	242	43	111	188	202	136	304	293	13	36												

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Adequacy of parking arrangements																								
Very good	14.4%	49	12.4%	12	15.3%	36	12.7%	5	18.3%	20	12.6%	23	15.5%	31	13.2%	17	15.1%	45	13.5%	39	16.9%	2	21.6%	7
Good	44.7%	151	52.1%	52	41.5%	99	47.2%	20	41.8%	46	45.8%	85	45.3%	92	44.9%	59	47.9%	143	44.4%	129	61.1%	8	40.7%	14
Average	21.3%	72	18.2%	18	22.5%	54	25.5%	11	26.3%	29	17.3%	32	22.0%	45	20.1%	26	22.3%	67	21.6%	63	0.0%	0	26.5%	9
Poor	11.0%	37	10.6%	11	11.1%	26	10.0%	4	12.7%	14	10.2%	19	10.9%	22	10.5%	14	10.7%	32	12.1%	35	0.0%	0	5.5%	2
Very poor	2.9%	10	2.8%	3	3.0%	7	2.0%	1	0.0%	0	4.9%	9	1.4%	3	4.7%	6	2.6%	8	3.4%	10	0.0%	0	0.0%	0
(Don't know)	5.8%	19	3.8%	4	6.6%	16	2.6%	1	1.0%	1	9.3%	17	5.0%	10	6.5%	8	1.4%	4	5.0%	15	22.0%	3	5.6%	2
Mean:		0.60		0.63		0.59		0.60		0.66		0.56		0.66		0.55		0.63		0.55		1.22		0.83
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36
Quality of the environment																								
Very good	14.3%	48	12.7%	13	14.9%	36	5.0%	2	14.2%	16	16.5%	31	16.8%	34	10.0%	13	14.3%	43	13.9%	41	8.6%	1	19.7%	7
Good	58.2%	197	60.0%	60	57.4%	137	65.3%	28	53.9%	59	59.1%	109	58.3%	119	59.1%	77	58.1%	174	57.8%	168	77.5%	10	54.4%	18
Average	22.1%	75	19.6%	20	23.1%	55	22.1%	10	27.6%	30	18.8%	35	19.9%	41	25.1%	33	22.9%	68	24.1%	70	0.0%	0	12.9%	4
Poor	2.5%	8	1.1%	1	3.1%	7	7.7%	3	0.9%	1	2.2%	4	1.0%	2	4.2%	6	2.4%	7	2.6%	7	0.0%	0	2.8%	1
Very poor	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0
(Don't know)	2.6%	9	6.7%	7	1.0%	2	0.0%	0	3.4%	4	2.8%	5	3.4%	7	1.5%	2	2.3%	7	1.3%	4	13.9%	2	10.3%	3
Mean:		0.86		0.90		0.84		0.68		0.84		0.91		0.93		0.76		0.86		0.83		1.10		1.01
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36
Ease of pedestrian movement around the centre																								
Very good	19.0%	64	23.3%	23	17.1%	41	23.6%	10	17.8%	19	18.6%	34	20.8%	42	16.6%	22	19.7%	59	18.9%	55	24.6%	3	16.9%	6
Good	61.8%	209	62.7%	63	61.4%	146	62.8%	27	57.0%	62	64.4%	119	58.0%	118	66.7%	87	60.5%	181	63.0%	183	61.4%	8	51.9%	18
Average	15.3%	52	9.1%	9	18.0%	43	11.3%	5	22.3%	24	12.2%	23	17.4%	35	12.6%	16	16.0%	48	15.2%	44	0.0%	0	22.3%	8
Poor	1.6%	5	1.0%	1	1.8%	4	2.3%	1	1.0%	1	1.7%	3	0.5%	1	3.3%	4	1.4%	4	1.8%	5	0.0%	0	0.0%	0
Very poor	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.8%	1	0.4%	1	0.4%	1	0.0%	0	0.0%	0
(Don't know)	2.0%	7	2.9%	3	1.6%	4	0.0%	0	1.9%	2	2.6%	5	3.3%	7	0.0%	0	1.9%	6	0.7%	2	13.9%	2	8.9%	3
Mean:		1.00		1.09		0.96		1.08		0.93		1.01		1.03		0.95		1.00		0.99		1.29		0.94
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Droitwich		Evesham		Pershore		
The level of personal security and safety																								
Very good	15.8%	53	15.8%	16	15.8%	38	15.9%	7	17.6%	19	14.7%	27	19.4%	40	10.5%	14	16.1%	48	15.6%	46	16.9%	2	16.5%	6
Good	55.1%	186	59.6%	60	53.2%	126	69.8%	30	50.5%	55	54.3%	101	52.8%	108	58.0%	76	55.5%	166	57.1%	166	30.6%	4	47.1%	16
Average	17.1%	58	10.8%	11	19.8%	47	4.6%	2	24.0%	26	16.0%	30	17.4%	35	16.5%	22	17.9%	54	16.7%	49	14.1%	2	22.0%	7
Poor	4.2%	14	5.4%	5	3.7%	9	7.7%	3	2.0%	2	4.7%	9	4.8%	10	3.4%	4	3.6%	11	4.9%	14	0.0%	0	0.0%	0
Very poor	0.6%	2	1.1%	1	0.5%	1	0.0%	0	1.0%	1	0.6%	1	0.0%	0	1.6%	2	0.7%	2	0.7%	2	0.0%	0	0.0%	0
(Don't know)	7.2%	24	7.4%	7	7.1%	17	2.0%	1	4.9%	5	9.7%	18	5.5%	11	10.0%	13	6.1%	18	4.9%	14	38.4%	5	14.4%	5
Mean:		0.87		0.90		0.86		0.96		0.86		0.86		0.92		0.80		0.88		0.86		1.05		0.94
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36

Q11 What would encourage you to visit Droitwich Town Centre more often ?*Those who visit Droitwich at Q09*

More leisure facilities generally	1.9%	6	2.8%	3	1.5%	4	2.6%	1	2.4%	3	1.5%	3	1.3%	3	2.9%	4	2.2%	6	1.8%	5	8.6%	1	0.0%	0
Better environment	1.4%	5	0.0%	0	2.1%	5	0.0%	0	2.9%	3	0.9%	2	2.1%	4	0.4%	1	1.6%	5	1.4%	4	0.0%	0	2.8%	1
Better or more niche / specialist shops	8.4%	28	7.8%	8	8.7%	21	11.3%	5	5.8%	6	9.3%	17	8.3%	17	8.8%	12	8.9%	26	8.6%	25	0.0%	0	10.0%	3
Better or more nightclub / pub 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	0.0%	0	0.0%	0	0.0%	0
Better theatre facilities	0.7%	2	0.0%	0	0.9%	2	0.0%	0	1.0%	1	0.6%	1	0.6%	1	0.9%	1	0.8%	2	0.8%	2	0.0%	0	0.0%	0
Better or more cafes / restaurants	2.9%	10	0.0%	0	4.1%	10	5.2%	2	2.0%	2	2.9%	5	3.7%	8	1.7%	2	3.3%	10	3.4%	10	0.0%	0	0.0%	0
Cheaper public transport	0.7%	2	0.9%	1	0.7%	2	0.0%	0	1.7%	2	0.3%	1	1.2%	2	0.0%	0	0.3%	1	0.8%	2	0.0%	0	0.0%	0
More parking	2.7%	9	5.1%	5	1.7%	4	4.3%	2	0.9%	1	3.4%	6	2.9%	6	2.4%	3	3.1%	9	3.1%	9	0.0%	0	0.0%	0
More pedestrianisation	0.3%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Better market facilities	1.0%	3	2.1%	2	0.5%	1	0.0%	0	3.0%	3	0.0%	0	1.6%	3	0.0%	0	1.1%	3	1.1%	3	0.0%	0	0.0%	0
Broader range of shops	35.5%	120	21.8%	22	41.3%	98	54.3%	24	40.4%	44	28.2%	52	37.1%	76	33.4%	44	37.4%	112	39.0%	114	8.6%	1	16.0%	5
Better or more cinemas	3.0%	10	3.4%	3	2.8%	7	6.8%	3	3.8%	4	1.6%	3	3.0%	6	3.1%	4	2.8%	8	3.1%	9	0.0%	0	3.2%	1
Less expensive parking	3.5%	12	3.3%	3	3.6%	9	4.0%	2	4.9%	5	2.6%	5	3.8%	8	2.5%	3	4.0%	12	3.8%	11	0.0%	0	2.8%	1
Nothing	46.5%	157	53.2%	53	43.6%	104	24.1%	10	38.3%	42	56.5%	105	43.8%	89	50.3%	66	44.2%	132	41.7%	121	91.4%	12	70.1%	24
Other	2.5%	8	3.3%	3	2.1%	5	4.8%	2	4.7%	5	0.6%	1	3.2%	6	1.4%	2	2.8%	8	2.6%	8	0.0%	0	2.4%	1
Cheaper parking	1.5%	5	3.1%	3	0.9%	2	2.3%	1	2.9%	3	0.5%	1	1.5%	3	1.5%	2	1.7%	5	1.8%	5	0.0%	0	0.0%	0
More entertainment	2.2%	7	1.1%	1	2.6%	6	2.6%	1	2.0%	2	2.2%	4	2.6%	5	1.6%	2	2.2%	7	2.2%	6	0.0%	0	3.2%	1
More reliable public transport	0.7%	2	0.0%	0	1.0%	2	0.0%	0	0.8%	1	0.9%	2	0.0%	0	1.9%	2	0.3%	1	0.8%	2	0.0%	0	0.0%	0
Modernise / re-develop existing shopping area	0.9%	3	2.0%	2	0.4%	1	0.0%	0	0.0%	0	1.6%	3	1.0%	2	0.7%	1	1.0%	3	1.0%	3	0.0%	0	0.0%	0
(Don't know / varies)	2.4%	8	1.1%	1	2.9%	7	5.1%	2	1.9%	2	2.0%	4	2.6%	5	1.6%	2	2.3%	7	2.4%	7	0.0%	0	3.2%	1
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q12 What do you dislike about Droitwich Town Centre ?																								
<i>Those who visit Droitwich at Q09</i>																								
Nothing	53.7%	182	58.1%	58	51.9%	124	34.5%	15	42.8%	47	64.7%	120	52.1%	106	56.5%	74	52.2%	156	51.2%	149	77.1%	10	66.4%	22
Too far from home	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1	0.0%	0	5.7%	1	0.0%	0
Not enough choice of shops / clothes shops	18.3%	62	13.7%	14	20.2%	48	35.8%	15	26.9%	29	9.1%	17	19.2%	39	16.7%	22	19.3%	58	20.6%	60	0.0%	0	5.5%	2
Poor quality shops / charity shops	6.6%	22	5.9%	6	6.9%	16	17.4%	8	3.8%	4	5.7%	11	7.2%	15	4.9%	6	7.1%	21	7.6%	22	0.0%	0	0.0%	0
Prices too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs / restaurants / eating places	2.7%	9	3.0%	3	2.5%	6	7.0%	3	2.7%	3	1.7%	3	2.5%	5	2.3%	3	2.7%	8	2.8%	8	0.0%	0	2.8%	1
Poor accessibility / difficult to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.9%	3	1.1%	1	0.9%	2	0.0%	0	1.0%	1	1.1%	2	0.5%	1	1.7%	2	1.1%	3	0.7%	2	0.0%	0	3.2%	1
Lack / cost of parking	9.2%	31	9.3%	9	9.1%	22	7.2%	3	10.4%	11	8.9%	16	9.9%	20	7.4%	10	10.3%	31	10.3%	30	0.0%	0	2.8%	1
Poor bus services	0.3%	1	0.0%	0	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Difficult to cross roads	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.5%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0
Too busy / crowded	0.8%	3	0.0%	0	1.1%	3	2.0%	1	0.7%	1	0.6%	1	1.3%	3	0.0%	0	0.9%	3	0.7%	2	0.0%	0	2.2%	1
Unattractive environment / streets dirty / litter	5.8%	20	3.1%	3	7.0%	17	11.2%	5	6.6%	7	4.1%	8	7.7%	16	3.0%	4	6.2%	19	5.4%	16	8.6%	1	8.3%	3
Lack of safety / personal security / hooligans	2.2%	8	3.2%	3	1.8%	4	2.5%	1	1.9%	2	2.4%	4	2.7%	5	1.7%	2	2.2%	6	2.6%	8	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.6%	2	0.0%	0	0.9%	2	2.5%	1	0.0%	0	0.6%	1	0.5%	1	0.8%	1	0.4%	1	0.7%	2	0.0%	0	0.0%	0
Poor sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of covered areas / weather protection	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	6.5%	22	11.6%	12	4.4%	10	2.0%	1	6.1%	7	7.8%	14	6.1%	12	7.3%	10	6.0%	18	7.3%	21	0.0%	0	2.2%	1
Shopping area is too large	1.2%	4	0.0%	0	1.7%	4	0.0%	0	2.8%	3	0.6%	1	1.1%	2	1.5%	2	1.4%	4	0.8%	2	8.6%	1	2.4%	1
Lack of leisure facilities	1.6%	5	1.1%	1	1.8%	4	7.2%	3	2.0%	2	0.0%	0	1.1%	2	2.3%	3	1.8%	5	1.8%	5	0.0%	0	0.0%	0
Lack of entertainment facilities	2.1%	7	1.1%	1	2.5%	6	9.1%	4	1.8%	2	0.6%	1	1.5%	3	3.1%	4	2.0%	6	2.4%	7	0.0%	0	0.0%	0
Uneven paving	1.0%	3	0.0%	0	1.4%	3	2.6%	1	0.0%	0	1.2%	2	0.6%	1	1.7%	2	0.8%	2	1.2%	3	0.0%	0	0.0%	0
(None mentioned)	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.6%	1	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.0%	0
(Don't know)	1.6%	5	1.1%	1	1.8%	4	0.0%	0	1.0%	1	2.3%	4	2.2%	4	0.8%	1	1.5%	4	0.7%	2	0.0%	0	9.7%	3
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q13 Is Droitwich your first choice destination for leisure and entertainment facilities ?																								
<i>Those who visit Droitwich at Q09</i>																								
Yes	20.2%	68	19.3%	19	20.6%	49	18.4%	8	17.0%	19	22.5%	42	20.0%	41	20.3%	27	20.7%	62	21.8%	64	22.0%	3	5.5%	2
No	76.5%	259	76.9%	77	76.4%	182	81.6%	35	81.0%	89	72.7%	135	77.2%	157	75.5%	99	76.3%	228	74.7%	218	70.2%	9	94.5%	32
(Don't know)	3.3%	11	3.8%	4	3.0%	7	0.0%	0	2.0%	2	4.8%	9	2.7%	6	4.2%	5	3.0%	9	3.5%	10	7.8%	1	0.0%	0
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36
Q14 Have you used facilities in Droitwich for the following in the last 12 months...?																								
<i>Those who visit Droitwich at Q09</i>																								
Pubs / night clubs	49.3%	167	53.8%	54	47.4%	113	78.4%	34	60.5%	66	36.0%	67	50.7%	103	46.6%	61	50.9%	152	54.2%	158	16.9%	2	19.6%	7
Restaurants	43.3%	146	45.5%	45	42.4%	101	60.7%	26	49.3%	54	35.6%	66	52.4%	107	28.7%	38	44.9%	134	47.7%	139	8.6%	1	18.2%	6
Cinema	3.4%	11	2.1%	2	3.9%	9	2.3%	1	1.0%	1	5.1%	9	4.6%	9	0.9%	1	2.9%	9	3.9%	11	0.0%	0	0.0%	0
Theatre or concert	14.6%	49	12.1%	12	15.6%	37	12.0%	5	12.2%	13	16.6%	31	14.7%	30	14.8%	19	12.4%	37	15.9%	46	0.0%	0	8.3%	3
Bingo	2.3%	8	0.0%	0	3.3%	8	0.0%	0	1.0%	1	3.6%	7	1.7%	3	3.3%	4	1.5%	5	2.7%	8	0.0%	0	0.0%	0
Ten pin bowling	0.9%	3	0.0%	0	1.3%	3	0.0%	0	1.0%	1	1.1%	2	1.0%	2	0.9%	1	0.7%	2	1.1%	3	0.0%	0	0.0%	0
Sports facilities or a healthclub or gym	34.7%	117	32.5%	33	35.7%	85	56.9%	25	48.7%	53	21.3%	40	40.3%	82	25.7%	34	36.3%	108	38.1%	111	0.0%	0	18.8%	6
Museum / art gallery / exhibition	11.3%	38	13.1%	13	10.6%	25	7.5%	3	11.4%	12	12.2%	23	13.7%	28	7.3%	10	10.7%	32	12.5%	36	0.0%	0	5.5%	2
(None of these)	30.2%	102	29.8%	30	30.3%	72	6.4%	3	23.9%	26	39.5%	73	25.2%	51	38.1%	50	29.9%	90	23.8%	69	83.1%	11	64.9%	22
Weighted base:		338		100		238		43		110		185		204		131		299		291		13		34
Sample:		342		100		242		43		111		188		202		136		304		293		13		36
Q15 How often do you visit Pershore Town Centre ?																								
Everyday	3.5%	35	4.6%	12	3.2%	23	1.0%	1	3.8%	14	4.0%	21	3.9%	21	3.0%	13	3.7%	33	0.0%	0	0.0%	0	14.6%	35
More than once a week	7.9%	79	7.1%	19	8.2%	60	7.3%	8	9.4%	34	7.1%	37	9.7%	54	5.9%	26	8.8%	79	0.7%	2	2.0%	9	28.1%	68
Once a week	9.3%	93	8.0%	22	9.8%	71	5.2%	6	9.9%	36	9.6%	50	8.7%	48	10.4%	45	9.5%	86	1.7%	5	5.3%	23	26.5%	64
Once every two weeks	4.6%	46	4.5%	12	4.7%	34	1.0%	1	5.2%	19	5.0%	26	5.2%	28	4.1%	18	4.9%	44	0.5%	2	5.9%	26	7.6%	18
Once a month or less frequently	18.8%	188	14.2%	39	20.6%	150	13.1%	14	18.4%	67	20.2%	106	17.8%	98	20.3%	87	20.0%	181	9.4%	30	31.1%	137	8.9%	22
Never	55.6%	556	61.4%	168	53.4%	388	72.3%	79	53.3%	193	53.7%	280	54.6%	301	55.7%	239	52.9%	479	87.7%	278	55.2%	243	14.3%	35
(Don't know / varies)	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.5%	2	0.2%	2	0.0%	0	0.5%	2	0.0%	0
Weighted base:		1000		273		727		109		363		522		550		429		904		317		440		243
Sample:		1008		275		733		109		366		527		556		432		913		328		425		255

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Mean Score = [Very good = 2, Good = 1, Average = 0, Poor = -1, Very poor = -2]																								
Q16 Overall, how do you rate the following aspects of Pershore Town Centre...?																								
<i>Those who visit Pershore at Q15</i>																								
Range and choice of non-food shops																								
Very good	10.0%	44	4.1%	4	11.8%	40	0.0%	0	6.8%	12	13.6%	33	8.4%	21	11.7%	22	9.2%	39	6.9%	3	10.3%	20	10.3%	21
Good	39.1%	174	41.0%	43	38.5%	131	36.3%	11	35.7%	61	41.8%	101	42.4%	106	34.7%	66	39.2%	167	44.6%	17	42.1%	83	35.3%	73
Average	32.2%	143	39.6%	42	29.8%	101	34.6%	10	33.3%	57	30.8%	74	31.2%	78	34.1%	65	32.7%	139	24.6%	10	27.8%	55	37.7%	78
Poor	11.8%	53	9.7%	10	12.5%	42	21.8%	7	15.3%	26	8.3%	20	11.6%	29	12.4%	24	11.7%	50	7.3%	3	10.2%	20	14.2%	30
Very poor	0.9%	4	0.7%	1	1.0%	3	0.0%	0	1.9%	3	0.3%	1	0.0%	0	2.1%	4	0.9%	4	0.0%	0	0.4%	1	1.6%	3
(Don't know)	6.0%	26	4.8%	5	6.3%	21	7.4%	2	6.9%	12	5.2%	13	6.3%	16	5.1%	10	6.2%	26	16.6%	6	9.1%	18	1.0%	2
Mean:		0.48		0.40		0.51		0.16		0.32		0.63		0.51		0.44		0.47		0.61		0.57		0.39
Weighted base:		444		105		339		30		170		242		250		190		426		39		197		208
Sample:		448		107		341		31		170		244		255		189		429		38		192		218
Choice and quality of supermarkets																								
Very good	3.3%	15	5.7%	6	2.6%	9	0.0%	0	3.2%	5	3.9%	9	2.5%	6	4.6%	9	3.0%	13	5.1%	2	1.5%	3	4.7%	10
Good	20.4%	91	20.8%	22	20.3%	69	28.3%	9	15.2%	26	22.8%	55	15.6%	39	26.1%	50	19.4%	83	17.2%	7	20.0%	39	21.4%	44
Average	31.0%	138	26.5%	28	32.4%	110	25.7%	8	32.9%	56	30.3%	73	31.4%	78	30.6%	58	31.6%	135	38.3%	15	26.3%	52	34.0%	71
Poor	28.8%	128	32.7%	35	27.6%	94	42.7%	13	33.8%	57	23.9%	58	31.2%	78	26.4%	50	29.5%	126	17.4%	7	27.7%	55	32.0%	67
Very poor	3.0%	13	3.3%	3	2.9%	10	0.0%	0	3.8%	6	2.8%	7	3.6%	9	2.1%	4	3.1%	13	0.0%	0	1.8%	4	4.6%	9
(Don't know)	13.5%	60	11.1%	12	14.3%	48	3.3%	1	11.2%	19	16.2%	39	15.7%	39	10.3%	20	13.4%	57	22.0%	9	22.7%	45	3.2%	7
Mean:		-0.09		-0.08		-0.09		-0.15		-0.22		0.01		-0.21		0.05		-0.12		0.13		-0.11		-0.11
Weighted base:		444		105		339		30		170		242		250		190		426		39		197		208
Sample:		448		107		341		31		170		244		255		189		429		38		192		218
Choice and quality of service facilities (eg. Banks, building societies, and travel agents)																								
Very good	6.4%	28	5.7%	6	6.6%	22	10.0%	3	2.3%	4	8.9%	21	5.9%	15	7.2%	14	5.9%	25	7.7%	3	3.8%	8	8.6%	18
Good	43.0%	191	42.1%	44	43.3%	147	37.9%	11	43.5%	74	43.8%	106	46.6%	116	38.7%	74	43.3%	184	29.6%	12	34.8%	69	53.3%	111
Average	22.4%	100	28.9%	31	20.4%	69	16.0%	5	29.8%	51	18.3%	44	20.4%	51	25.6%	49	22.4%	95	22.5%	9	18.6%	37	26.0%	54
Poor	6.8%	30	8.5%	9	6.3%	21	18.2%	5	10.3%	17	3.0%	7	6.7%	17	7.2%	14	7.1%	30	5.1%	2	5.7%	11	8.2%	17
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	21.3%	95	14.7%	16	23.4%	79	17.9%	5	14.0%	24	26.1%	63	20.5%	51	21.3%	41	21.2%	90	35.2%	14	37.0%	73	3.9%	8
Mean:		0.62		0.53		0.66		0.48		0.44		0.79		0.65		0.58		0.61		0.61		0.58		0.65
Weighted base:		444		105		339		30		170		242		250		190		426		39		197		208
Sample:		448		107		341		31		170		244		255		189		429		38		192		218

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Droitwich		Evesham		Pershore		
Range and choice of leisure / entertainment facilities																								
Very good	11.5%	51	11.2%	12	11.6%	39	3.6%	1	7.0%	12	15.8%	38	11.9%	30	11.2%	21	11.3%	48	2.7%	1	8.0%	16	16.5%	34
Good	41.5%	184	41.7%	44	41.4%	140	39.8%	12	44.1%	75	40.2%	97	46.9%	117	34.6%	66	41.2%	175	26.4%	10	38.3%	76	47.3%	98
Average	16.4%	73	17.1%	18	16.2%	55	25.3%	8	21.5%	37	11.8%	29	15.2%	38	18.3%	35	17.1%	73	10.9%	4	14.2%	28	19.5%	41
Poor	7.9%	35	8.7%	9	7.7%	26	24.1%	7	13.0%	22	2.4%	6	4.9%	12	12.1%	23	8.1%	34	7.3%	3	6.5%	13	9.4%	19
Very poor	0.7%	3	1.7%	2	0.3%	1	0.0%	0	1.3%	2	0.3%	1	0.4%	1	1.0%	2	0.7%	3	0.0%	0	0.4%	1	1.1%	2
(Don't know)	22.1%	98	19.6%	21	22.8%	77	7.2%	2	13.0%	22	29.4%	71	20.6%	51	22.8%	43	21.7%	92	52.5%	21	32.6%	64	6.4%	13
Mean:		0.71		0.65		0.73		0.25		0.49		0.98		0.82		0.56		0.69		0.52		0.70		0.73
Weighted base:		444		105		339		30		170		242		250		190		426		39		197		208
Sample:		448		107		341		31		170		244		255		189		429		38		192		218

Accessibility by public transport																								
Very good	4.3%	19	7.7%	8	3.3%	11	9.0%	3	3.1%	5	4.7%	11	4.0%	10	4.9%	9	4.0%	17	0.0%	0	3.7%	7	5.8%	12
Good	27.0%	120	27.8%	29	26.7%	91	21.5%	6	26.0%	44	28.7%	69	21.2%	53	34.6%	66	26.4%	112	19.2%	8	21.3%	42	33.8%	70
Average	10.7%	48	8.2%	9	11.5%	39	9.9%	3	15.2%	26	7.5%	18	10.5%	26	11.3%	21	10.8%	46	7.2%	3	9.6%	19	12.5%	26
Poor	12.6%	56	10.1%	11	13.4%	45	22.1%	7	10.2%	17	13.2%	32	14.1%	35	10.8%	21	12.6%	54	16.2%	6	13.1%	26	11.4%	24
Very poor	4.4%	19	7.1%	8	3.5%	12	3.3%	1	2.7%	5	5.7%	14	4.5%	11	4.4%	8	4.4%	19	0.0%	0	3.0%	6	6.5%	13
(Don't know)	41.0%	182	39.0%	41	41.6%	141	34.2%	10	42.8%	73	40.2%	97	45.8%	114	34.0%	65	41.9%	178	57.4%	22	49.3%	97	30.0%	62
Mean:		0.24		0.31		0.22		0.16		0.29		0.22		0.11		0.38		0.22		0.07		0.19		0.30
Weighted base:		444		105		339		30		170		242		250		190		426		39		197		208
Sample:		448		107		341		31		170		244		255		189		429		38		192		218

Accessibility by car																								
Very good	12.7%	56	10.5%	11	13.4%	45	9.0%	3	8.0%	13	16.6%	40	13.4%	33	12.1%	23	13.0%	55	5.4%	2	11.4%	22	15.3%	32
Good	70.7%	314	68.9%	73	71.3%	241	61.6%	19	74.7%	127	68.7%	166	69.2%	173	73.8%	140	71.6%	305	56.8%	22	76.4%	151	67.9%	141
Average	10.4%	46	16.7%	18	8.4%	28	25.8%	8	10.6%	18	8.4%	20	11.7%	29	8.3%	16	10.6%	45	18.5%	7	8.1%	16	11.0%	23
Poor	1.3%	6	1.8%	2	1.2%	4	3.6%	1	2.2%	4	0.5%	1	2.0%	5	0.6%	1	1.4%	6	0.0%	0	1.1%	2	1.8%	4
Very poor	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.4%	1	0.0%	0
(Don't know)	4.7%	21	2.0%	2	5.6%	19	0.0%	0	4.5%	8	5.5%	13	3.7%	9	5.0%	9	3.3%	14	19.3%	8	2.6%	5	4.0%	8
Mean:		0.99		0.90		1.02		0.76		0.93		1.07		0.98		1.02		0.99		0.84		1.00		1.01
Weighted base:		444		105		339		30		170		242		250		190		426		39		197		208
Sample:		448		107		341		31		170		244		255		189		429		38		192		218

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Adequacy of parking arrangements																								
Very good	8.6%	38	8.3%	9	8.7%	29	3.6%	1	5.9%	10	11.2%	27	7.7%	19	10.0%	19	8.4%	36	5.4%	2	7.2%	14	10.5%	22
Good	51.6%	229	48.0%	51	52.7%	178	49.1%	15	47.9%	81	54.2%	131	52.0%	130	52.2%	99	52.0%	221	40.6%	16	58.3%	115	47.3%	98
Average	22.2%	99	23.0%	24	22.0%	75	26.5%	8	25.3%	43	19.5%	47	24.8%	62	18.9%	36	22.7%	97	27.6%	11	22.2%	44	21.3%	44
Poor	11.0%	49	16.6%	18	9.3%	31	18.1%	5	13.2%	22	8.7%	21	10.5%	26	11.4%	22	11.3%	48	9.3%	4	7.7%	15	14.5%	30
Very poor	1.8%	8	3.1%	3	1.4%	5	2.7%	1	3.2%	5	0.7%	2	0.8%	2	3.1%	6	1.9%	8	0.0%	0	0.9%	2	3.0%	6
(Don't know)	4.8%	21	1.0%	1	6.0%	20	0.0%	0	4.5%	8	5.6%	14	4.2%	11	4.4%	8	3.6%	15	17.0%	7	3.7%	7	3.5%	7
Mean:	0.57		0.42		0.62		0.33		0.42		0.71		0.58		0.57		0.56		0.51		0.66		0.49	
Weighted base:	444		105		339		30		170		242		250		190		426		39		197		208	
Sample:	448		107		341		31		170		244		255		189		429		38		192		218	
Quality of the environment																								
Very good	18.0%	80	22.9%	24	16.4%	56	15.0%	5	12.5%	21	22.3%	54	21.0%	52	13.9%	27	17.7%	75	24.7%	10	13.0%	26	21.4%	45
Good	64.6%	287	63.2%	67	65.0%	220	64.7%	20	65.2%	111	64.1%	155	63.6%	159	66.8%	127	64.6%	275	64.2%	25	65.3%	129	64.0%	133
Average	12.3%	55	12.9%	14	12.1%	41	16.7%	5	16.2%	27	9.2%	22	11.3%	28	13.4%	25	12.3%	53	2.7%	1	14.8%	29	11.8%	24
Poor	1.5%	7	1.0%	1	1.7%	6	3.6%	1	2.4%	4	0.7%	2	1.1%	3	2.1%	4	1.6%	7	0.0%	0	1.0%	2	2.3%	5
Very poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	3.6%	16	0.0%	0	4.7%	16	0.0%	0	3.7%	6	3.7%	9	3.0%	8	3.8%	7	3.7%	16	8.4%	3	5.9%	12	0.5%	1
Mean:	1.03		1.08		1.01		0.91		0.91		1.12		1.08		0.96		1.02		1.24		0.96		1.05	
Weighted base:	444		105		339		30		170		242		250		190		426		39		197		208	
Sample:	448		107		341		31		170		244		255		189		429		38		192		218	
Ease of pedestrian movement around the centre																								
Very good	10.8%	48	13.7%	14	9.9%	33	11.7%	4	4.8%	8	15.0%	36	10.7%	27	11.1%	21	10.8%	46	8.3%	3	7.2%	14	14.6%	30
Good	49.2%	219	47.7%	50	49.7%	168	42.9%	13	51.4%	87	48.5%	117	49.8%	124	47.9%	91	48.7%	207	53.3%	21	47.8%	94	49.9%	104
Average	27.6%	122	29.8%	31	26.8%	91	28.8%	9	29.6%	50	26.0%	63	28.9%	72	26.4%	50	27.6%	117	21.7%	8	29.1%	57	27.2%	57
Poor	8.9%	40	8.7%	9	9.0%	30	16.7%	5	11.0%	19	6.5%	16	8.0%	20	10.3%	20	9.3%	40	5.4%	2	11.9%	23	6.7%	14
Very poor	0.7%	3	0.0%	0	0.9%	3	0.0%	0	0.0%	0	1.2%	3	0.0%	0	1.5%	3	0.7%	3	0.0%	0	0.9%	2	0.5%	1
(Don't know)	2.9%	13	0.0%	0	3.8%	13	0.0%	0	3.1%	5	2.8%	7	2.6%	7	2.7%	5	3.0%	13	11.3%	4	3.1%	6	1.0%	2
Mean:	0.62		0.67		0.61		0.50		0.52		0.72		0.65		0.58		0.61		0.73		0.50		0.72	
Weighted base:	444		105		339		30		170		242		250		190		426		39		197		208	
Sample:	448		107		341		31		170		244		255		189		429		38		192		218	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
The level of personal security and safety																								
Very good	12.1%	54	16.6%	17	10.7%	36	6.2%	2	10.4%	18	14.2%	34	14.0%	35	9.8%	19	12.1%	51	2.9%	1	6.9%	14	18.8%	39
Good	54.8%	243	54.1%	57	55.0%	186	51.6%	16	58.0%	99	53.1%	128	57.2%	143	52.3%	100	54.7%	233	62.1%	24	51.8%	102	56.3%	117
Average	18.6%	83	19.6%	21	18.3%	62	27.3%	8	18.6%	32	17.4%	42	15.5%	39	22.6%	43	18.5%	79	8.5%	3	24.9%	49	14.5%	30
Poor	3.8%	17	6.2%	7	3.0%	10	8.7%	3	4.7%	8	2.6%	6	3.6%	9	4.1%	8	3.8%	16	2.7%	1	3.0%	6	4.8%	10
Very poor	0.4%	2	0.8%	1	0.3%	1	0.0%	0	1.1%	2	0.0%	0	0.3%	1	0.6%	1	0.4%	2	0.0%	0	0.0%	0	0.9%	2
(Don't know)	10.3%	46	2.6%	3	12.7%	43	6.2%	2	7.2%	12	12.8%	31	9.3%	23	10.6%	20	10.5%	45	23.7%	9	13.5%	27	4.8%	10
Mean:	0.83		0.82		0.83		0.59		0.77		0.90		0.89		0.75		0.83		0.85		0.72		0.92	
Weighted base:	444		105		339		30		170		242		250		190		426		39		197		208	
Sample:	448		107		341		31		170		244		255		189		429		38		192		218	

Q17 What would encourage you to visit Pershore Town Centre more often ?*Those who visit Pershore at Q15*

More leisure facilities generally	0.6%	3	0.0%	0	0.8%	3	3.3%	1	0.6%	1	0.3%	1	0.0%	0	1.5%	3	0.5%	2	0.0%	0	0.9%	2	0.5%	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	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	4.4%	19	3.1%	3	4.8%	16	3.7%	1	5.2%	9	3.9%	10	6.1%	15	2.2%	4	4.6%	19	0.0%	0	4.3%	9	5.2%	11
Better or more nightclub / pub facilities	0.7%	3	1.0%	1	0.7%	2	0.0%	0	1.3%	2	0.5%	1	1.3%	3	0.0%	0	0.8%	3	0.0%	0	0.6%	1	1.1%	2
Better theatre facilities	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0
Better or more cafes / restaurants	0.8%	4	0.7%	1	0.9%	3	2.5%	1	0.0%	0	1.2%	3	1.5%	4	0.0%	0	0.6%	3	2.9%	1	0.6%	1	0.7%	2
Cheaper public transport	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.6%	1	0.3%	1	0.0%	0	0.5%	1	0.0%	0
More parking	4.1%	18	3.6%	4	4.3%	14	12.6%	4	3.5%	6	3.5%	9	4.8%	12	3.3%	6	4.3%	18	0.0%	0	3.3%	6	5.7%	12
More pedestrianisation	0.7%	3	2.1%	2	0.3%	1	0.0%	0	1.3%	2	0.5%	1	0.4%	1	1.2%	2	0.8%	3	0.0%	0	1.1%	2	0.5%	1
Better market facilities	0.6%	3	0.0%	0	0.8%	3	0.0%	0	1.6%	3	0.0%	0	0.6%	2	0.6%	1	0.6%	3	0.0%	0	0.0%	0	1.3%	3
Broader range of shops	15.7%	70	10.2%	11	17.4%	59	26.0%	8	22.2%	38	10.0%	24	16.0%	40	15.7%	30	15.4%	66	5.6%	2	13.1%	26	20.1%	42
Better or more cinemas	1.2%	5	2.1%	2	0.9%	3	0.0%	0	2.0%	3	0.8%	2	0.8%	2	1.7%	3	1.2%	5	0.0%	0	2.2%	4	0.4%	1
Less expensive parking	1.8%	8	2.1%	2	1.7%	6	0.0%	0	3.0%	5	1.2%	3	1.9%	5	1.7%	3	1.9%	8	0.0%	0	0.0%	0	3.9%	8
Other	4.0%	18	4.9%	5	3.7%	13	9.9%	3	3.7%	6	3.5%	9	3.5%	9	4.7%	9	4.2%	18	0.0%	0	2.3%	4	6.4%	13
Better provision of supermarkets	4.2%	19	4.7%	5	4.0%	14	0.0%	0	6.6%	11	3.1%	7	5.5%	14	2.6%	5	4.4%	19	0.0%	0	1.5%	3	7.6%	16
Better provision of public transport	0.9%	4	1.0%	1	0.8%	3	2.7%	1	0.6%	1	0.9%	2	0.4%	1	1.5%	3	0.4%	2	0.0%	0	1.6%	3	0.4%	1
Improved traffic congestion	1.9%	8	4.8%	5	1.0%	3	0.0%	0	1.3%	2	2.5%	6	2.5%	6	1.2%	2	2.0%	8	0.0%	0	1.1%	2	3.0%	6
Nothing	66.7%	296	71.5%	75	65.2%	221	51.7%	16	60.0%	102	73.0%	176	64.9%	162	68.8%	131	66.9%	285	89.3%	35	70.4%	139	59.0%	123
(Don't know / varies)	3.2%	14	0.8%	1	3.9%	13	0.0%	0	3.5%	6	3.4%	8	3.1%	8	2.7%	5	3.1%	13	7.9%	3	4.8%	9	0.8%	2
Weighted base:	444		105		339		30		170		242		250		190		426		39		197		208	
Sample:	448		107		341		31		170		244		255		189		429		38		192		218	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q18 What do you dislike about Pershore Town Centre ?																								
<i>Those who visit Pershore at Q15</i>																								
Too far from home	1.4%	6	0.0%	0	1.9%	6	7.2%	2	1.3%	2	0.9%	2	1.7%	4	1.1%	2	1.5%	6	5.3%	2	2.2%	4	0.0%	0
Not enough choice of shops / clothes shops	3.7%	16	3.7%	4	3.7%	12	6.1%	2	7.9%	13	0.5%	1	3.5%	9	4.0%	8	3.8%	16	0.0%	0	3.2%	6	4.9%	10
Poor quality shops / charity shops	2.9%	13	2.5%	3	3.0%	10	0.0%	0	3.0%	5	3.1%	8	2.6%	6	3.3%	6	2.7%	12	2.9%	1	1.1%	2	4.5%	9
Prices too high	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs / restaurants / eating places	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.5%	1
Poor accessibility / difficult to get to	0.2%	1	0.0%	0	0.2%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.4%	1	0.0%	0
Traffic congestion	11.4%	51	10.8%	11	11.6%	39	15.0%	5	10.5%	18	11.8%	28	13.2%	33	8.7%	17	11.0%	47	5.1%	2	11.8%	23	12.3%	26
Lack / cost of parking	5.2%	23	4.2%	4	5.4%	18	6.3%	2	6.6%	11	4.0%	10	5.5%	14	4.8%	9	5.4%	23	4.2%	2	3.6%	7	6.8%	14
Poor bus services	0.2%	1	0.0%	0	0.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	1
Difficult to cross roads	1.0%	4	0.0%	0	1.3%	4	0.0%	0	0.6%	1	1.4%	3	1.7%	4	0.0%	0	0.7%	3	2.9%	1	1.0%	2	0.5%	1
Too busy / crowded / small	1.8%	8	1.1%	1	2.0%	7	10.1%	3	2.3%	4	0.5%	1	2.4%	6	1.0%	2	1.9%	8	2.2%	1	2.8%	6	0.8%	2
Unattractive environment / streets dirty / litter	1.4%	6	1.0%	1	1.5%	5	3.6%	1	0.6%	1	1.7%	4	1.3%	3	1.6%	3	1.5%	6	0.0%	0	0.5%	1	2.5%	5
Lack of safety / personal security / hooligans	1.6%	7	1.0%	1	1.8%	6	7.3%	2	1.3%	2	1.2%	3	0.8%	2	2.8%	5	1.7%	7	0.0%	0	0.6%	1	3.0%	6
Poor facilities (e.g. seating, toilets)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor sign posting	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of covered areas / weather protection	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	3.5%	16	3.6%	4	3.5%	12	0.0%	0	4.7%	8	3.1%	8	4.7%	12	2.0%	4	3.7%	16	2.7%	1	1.5%	3	5.6%	12
Excessive parking on double yellow lines / people park anywhere	1.9%	9	1.0%	1	2.2%	8	2.7%	1	1.7%	3	2.0%	5	3.5%	9	0.0%	0	2.0%	9	0.0%	0	1.6%	3	2.6%	5
Not enough for children to do	0.7%	3	0.0%	0	0.9%	3	3.6%	1	1.1%	2	0.0%	0	0.0%	0	1.6%	3	0.7%	3	0.0%	0	0.0%	0	1.4%	3
Nothing	68.1%	303	75.2%	79	65.9%	223	45.5%	14	65.4%	111	72.6%	175	65.6%	164	71.9%	137	68.5%	291	69.0%	27	73.7%	145	62.7%	130
(None mentioned)	1.3%	6	0.7%	1	1.4%	5	0.0%	0	0.0%	0	2.3%	6	0.9%	2	1.7%	3	0.8%	3	0.0%	0	0.9%	2	1.8%	4
(Don't know)	1.2%	6	0.0%	0	1.6%	6	7.3%	2	0.6%	1	0.9%	2	1.8%	4	0.0%	0	1.3%	6	8.5%	3	1.1%	2	0.0%	0
Weighted base:		444		105		339		30		170		242		250		190		426		39		197		208
Sample:		448		107		341		31		170		244		255		189		429		38		192		218

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q19 Is Pershore your first choice destination for leisure and entertainment facilities ?																								
<i>Those who visit Pershore at Q15</i>																								
Yes	29.6%	131	27.8%	29	30.1%	102	9.3%	3	27.9%	47	33.6%	81	31.7%	79	27.4%	52	29.5%	125	7.7%	3	13.7%	27	48.8%	101
No	67.4%	300	69.6%	73	66.8%	226	90.7%	27	70.5%	120	62.0%	150	65.5%	163	69.8%	133	67.8%	289	87.2%	34	83.6%	165	48.4%	101
(Don't know)	3.0%	13	2.6%	3	3.1%	10	0.0%	0	1.6%	3	4.4%	11	2.8%	7	2.8%	5	2.7%	11	5.1%	2	2.7%	5	2.8%	6
Weighted base:		444		105		339		30		170		242		250		190		426		39		197		208
Sample:		448		107		341		31		170		244		255		189		429		38		192		218
Q20 Have you used facilities in Pershore for the following in the last 12 months...?																								
<i>Those who visit Pershore at Q15</i>																								
Pubs / night clubs	34.2%	152	45.6%	48	30.7%	104	42.0%	13	43.2%	73	27.3%	66	33.0%	82	36.0%	69	35.0%	149	26.6%	10	20.1%	40	49.1%	102
Restaurants	48.0%	213	49.5%	52	47.5%	161	37.8%	11	50.8%	86	47.4%	115	54.2%	135	39.6%	75	47.8%	204	44.6%	17	31.5%	62	64.3%	134
Cinema	24.5%	109	22.6%	24	25.1%	85	6.3%	2	23.8%	40	27.5%	66	29.0%	72	19.0%	36	24.6%	105	0.0%	0	16.7%	33	36.4%	76
Theatre or concert	28.2%	125	21.5%	23	30.3%	102	3.6%	1	28.2%	48	31.6%	76	36.9%	92	17.4%	33	28.8%	123	13.1%	5	20.0%	39	38.8%	81
Bingo	0.9%	4	1.0%	1	0.9%	3	0.0%	0	0.0%	0	1.7%	4	1.2%	3	0.6%	1	1.0%	4	2.2%	1	0.0%	0	1.6%	3
Ten pin bowling	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.4%	1	0.4%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1
Sports facilities or a healthclub or gym	28.0%	124	24.6%	26	29.0%	98	55.1%	17	39.7%	67	16.6%	40	29.9%	75	25.5%	49	28.5%	121	10.9%	4	15.0%	30	43.5%	90
Museum / art gallery / exhibition	14.8%	66	14.3%	15	15.0%	51	0.0%	0	11.1%	19	19.4%	47	18.9%	47	9.7%	19	14.9%	64	2.9%	1	11.2%	22	20.5%	43
(None of these)	30.8%	137	24.6%	26	32.8%	111	25.9%	8	26.9%	46	33.8%	82	23.2%	58	40.5%	77	31.3%	133	49.8%	19	45.0%	89	13.8%	29
Weighted base:		444		105		339		30		170		242		250		190		426		39		197		208
Sample:		448		107		341		31		170		244		255		189		429		38		192		218

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore
Q21 Where did you last buy clothing, footwear or other fashion goods ?												
Alcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bengeworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	2.3%	23	3.4%	9	1.9%	14	6.8%	7	2.5%	9	1.2%	7
Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	2	0.0%	0	0.3%	2	1.0%	1	0.0%	0	0.2%	1
Broadway	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	2	0.4%	2
Bromsgrove	1.4%	14	1.7%	5	1.3%	9	1.1%	1	1.2%	4	1.7%	9
Cheltenham	13.7%	137	16.5%	45	12.6%	91	16.0%	17	14.9%	54	12.3%	64
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Spa town centre	5.7%	57	4.5%	12	6.2%	45	2.6%	3	3.7%	13	7.7%	40
Dudley	0.3%	3	0.4%	1	0.3%	2	2.0%	2	0.3%	1	0.0%	0
Evesham town centre	16.0%	160	12.3%	34	17.4%	127	14.2%	16	14.6%	53	17.4%	91
Fladbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.5%	15	1.1%	3	1.7%	12	0.0%	0	1.2%	4	2.1%	11
Malvern	1.1%	11	1.6%	4	0.9%	7	1.6%	2	1.1%	4	1.0%	5
Merry Hill Birmingham	0.7%	7	1.0%	3	0.7%	5	1.8%	2	1.1%	4	0.3%	2
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore town centre	5.7%	57	6.0%	16	5.6%	41	1.7%	2	4.3%	16	7.6%	39
Redditch	3.5%	35	2.5%	7	3.9%	28	1.0%	1	3.8%	14	3.9%	20
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	6.2%	62	8.9%	24	5.2%	38	7.4%	8	7.3%	27	4.6%	24
Swindon	0.3%	3	0.4%	1	0.3%	2	0.7%	1	0.0%	0	0.5%	2
Tewkesbury	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.2%	1	0.6%	3
Upton-upon-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	28.4%	284	24.0%	66	30.0%	218	34.7%	38	31.4%	114	25.2%	132
Internet / mail order / catalogue	4.2%	42	5.3%	14	3.8%	28	1.7%	2	4.5%	16	4.6%	24
Other	2.8%	28	2.5%	7	2.9%	21	3.8%	4	2.0%	7	3.2%	16
Abroad	0.9%	9	1.8%	5	0.6%	4	1.0%	1	1.0%	4	0.8%	4
London	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.5%	2	0.4%	2
Solihull	0.4%	4	1.1%	3	0.1%	1	0.0%	0	1.0%	4	0.0%	0
Tamworth	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2
Weston-super-Mare	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.3%	1	0.6%	3
Asda, Bromsgrove	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Tesco, Evesham	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.2%	1
(Don't buy these goods)	1.1%	11	2.2%	6	0.6%	4	0.0%	0	0.0%	0	2.0%	11
(Don't know)	0.8%	8	0.6%	2	0.9%	7	0.9%	1	1.1%	4	0.6%	3
(Varies)	0.6%	6	0.9%	3	0.5%	4	0.0%	0	0.9%	3	0.6%	3
Weighted base:	1000		273		727		109		363		522	
Sample:	1008		275		733		109		366		527	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q22 Where do you buy most of your DIY goods (including paints wallpaper etc, tools, garden goods, etc, but not carpets) ?																								
Evesham Town Centre	6.0%	60	7.1%	19	5.6%	41	4.0%	4	5.8%	21	6.5%	34	5.0%	27	7.2%	31	5.9%	54	0.0%	0	10.9%	48	5.1%	12
B&Q, Four Pools / The Link	25.2%	252	27.8%	76	24.2%	176	30.0%	33	30.9%	112	20.5%	107	24.1%	132	27.1%	116	26.3%	237	0.0%	0	42.1%	185	27.6%	67
Focus, Four Pools / The link	14.1%	141	9.2%	25	16.0%	116	11.3%	12	11.1%	40	16.3%	85	12.8%	70	16.1%	69	14.5%	131	0.0%	0	26.4%	116	10.4%	25
Droitwich Town Centre	4.2%	42	4.3%	12	4.1%	30	4.4%	5	3.0%	11	4.9%	26	5.0%	28	3.3%	14	3.9%	35	12.8%	41	0.0%	0	0.4%	1
Market Choice	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Roman Way Retail Park	14.8%	148	16.3%	45	14.2%	103	19.1%	21	13.1%	48	15.3%	80	16.8%	92	12.9%	55	14.3%	130	45.7%	145	0.0%	0	1.2%	3
Alcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Bengeworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.4%	2	0.2%	2	0.4%	1	0.2%	1	0.5%	1
Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway	0.7%	7	1.1%	3	0.6%	4	1.0%	1	0.3%	1	1.0%	5	1.1%	6	0.0%	0	0.7%	6	0.0%	0	1.6%	7	0.0%	0
Bromsgrove	1.0%	10	0.8%	2	1.1%	8	1.0%	1	0.8%	3	1.2%	6	0.5%	3	1.7%	7	0.9%	9	3.3%	10	0.0%	0	0.0%	0
Cheltenham	1.5%	15	1.9%	5	1.3%	10	1.8%	2	1.8%	6	1.3%	7	2.1%	11	0.6%	3	1.7%	15	0.0%	0	2.1%	9	2.3%	6
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fladbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	2.4%	24	2.6%	7	2.3%	17	6.1%	7	2.8%	10	1.3%	7	3.0%	17	1.6%	7	2.6%	24	6.9%	22	0.0%	0	0.7%	2
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore town centre	1.5%	15	0.8%	2	1.7%	12	1.7%	2	0.8%	3	1.9%	10	1.9%	11	0.9%	4	1.6%	15	0.0%	0	0.3%	1	5.5%	13
Redditch	3.9%	39	4.6%	13	3.6%	26	3.2%	4	4.4%	16	3.8%	20	4.6%	25	3.1%	13	4.1%	37	4.6%	15	1.7%	8	7.0%	17
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.7%	7	0.4%	1	0.8%	5	0.0%	0	1.5%	5	0.2%	1	0.4%	2	1.0%	4	0.7%	7	0.0%	0	1.2%	5	0.5%	1
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Upton-upon-Severn	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Worcester	10.3%	103	10.0%	27	10.5%	76	10.0%	11	12.2%	44	9.2%	48	10.5%	58	10.7%	46	10.7%	97	12.4%	39	0.0%	0	26.5%	64
Internet / Mail order	0.5%	5	0.8%	2	0.4%	3	0.9%	1	0.6%	2	0.4%	2	0.7%	4	0.3%	1	0.6%	5	1.0%	3	0.2%	1	0.4%	1
Other	0.5%	5	0.4%	1	0.6%	4	0.0%	0	0.0%	0	1.0%	5	0.4%	2	0.7%	3	0.6%	5	0.3%	1	0.7%	3	0.4%	1
Other, Droitwich	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Halesowen	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	0.3%	1	0.0%	0	0.0%	0
Jewsons, Evesham	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	0.0%	0	0.2%	1	0.0%	0
Stourport	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.6%	2	0.2%	1	0.4%	2	0.2%	1	0.3%	3	0.9%	3	0.0%	0	0.0%	0
Tesco, Evesham	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	0.0%	0	0.2%	1	0.0%	0
Blackpole Retail Park, Worcester	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.8%	3	0.2%	1	0.4%	2	0.5%	2	0.4%	3	1.3%	4	0.0%	0	0.0%	0
Four Pools / The Link, Evesham	1.9%	19	2.3%	6	1.7%	12	1.0%	1	2.5%	9	1.6%	8	1.1%	6	3.0%	13	1.9%	18	0.0%	0	2.8%	12	2.6%	6
(Don't buy these goods)	5.3%	53	3.9%	11	5.9%	43	3.0%	3	2.0%	7	8.0%	42	5.9%	33	3.1%	13	3.9%	35	5.6%	18	6.0%	27	3.7%	9

Wychavon Telephone Survey for DPDS

Weighted:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Droitwich		Evesham		Pershore	
(Don't know)	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.7%	3	0.2%	2	0.3%	1	0.2%	1	0.5%	1
(Varies)	3.3%	33	3.7%	10	3.1%	23	1.5%	2	3.8%	14	3.3%	17	2.7%	15	3.7%	16	3.4%	31	3.5%	11	2.8%	12	3.9%	9
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q23 Where did you last buy furniture, carpets or other floor coverings ?																								
Evesham Town Centre	17.8%	178	14.9%	41	19.0%	138	11.0%	12	14.3%	52	21.5%	112	15.0%	83	21.0%	90	17.2%	156	0.3%	1	32.8%	145	13.5%	33
B&Q, Four Pools / The Link	1.1%	11	0.0%	0	1.5%	11	3.9%	4	1.2%	4	0.4%	2	0.4%	2	1.8%	8	1.1%	10	0.0%	0	2.5%	11	0.0%	0
Focus, Four Pools / The Link	1.0%	10	0.8%	2	1.1%	8	1.0%	1	1.7%	6	0.6%	3	0.4%	2	1.9%	8	1.1%	10	0.0%	0	2.1%	9	0.3%	1
Droitwich Town Centre	7.2%	72	7.7%	21	7.0%	51	3.7%	4	5.5%	20	9.2%	48	7.8%	43	6.6%	28	6.5%	59	20.9%	66	0.5%	2	1.5%	4
DFS, Roman way Retail Park	1.5%	15	1.6%	4	1.5%	11	2.9%	3	1.9%	7	1.1%	6	1.9%	11	1.1%	5	1.3%	12	4.9%	15	0.0%	0	0.0%	0
Pershore Town Centre	2.9%	29	1.7%	5	3.3%	24	0.0%	0	1.2%	5	4.7%	25	4.3%	24	1.2%	5	3.1%	28	0.3%	1	1.0%	4	9.8%	24
AHL Furniture Sales	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester	0.7%	7	0.3%	1	0.9%	6	2.0%	2	0.5%	2	0.6%	3	0.5%	3	1.0%	4	0.8%	7	0.0%	0	1.4%	6	0.3%	1
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bengeworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.9%	19	3.0%	8	1.5%	11	3.2%	3	3.2%	12	0.7%	4	2.9%	16	0.7%	3	2.1%	19	2.0%	6	1.6%	7	2.2%	5
Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.5%	5	0.6%	2	0.4%	3	2.6%	3	0.3%	1	0.2%	1	0.3%	2	0.7%	3	0.5%	5	0.3%	1	0.5%	2	0.7%	2
Broadway	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Bromsgrove	1.9%	19	2.0%	6	1.8%	13	2.1%	2	1.2%	4	2.4%	12	1.2%	7	2.6%	11	1.9%	17	5.7%	18	0.0%	0	0.4%	1
Cheltenham	8.6%	86	11.3%	31	7.6%	56	6.5%	7	13.2%	48	6.0%	32	8.5%	47	9.3%	40	9.4%	85	0.0%	0	16.4%	72	6.0%	14
Cribbs Causeway, Bristol	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.3%	1
Dudley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fladbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.7%	3	0.4%	3	0.0%	0	1.0%	4	0.0%	0
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	3.2%	32	4.8%	13	2.6%	19	2.8%	3	2.7%	10	3.7%	19	3.3%	18	3.0%	13	3.4%	31	7.8%	25	0.0%	0	2.9%	7
Malvern	0.5%	5	0.3%	1	0.5%	4	0.0%	0	0.0%	0	0.9%	5	0.7%	4	0.0%	0	0.4%	4	0.0%	0	0.5%	2	1.1%	3
Merry Hill Birmingham	0.2%	2	0.2%	1	0.2%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.1%	1	0.2%	2	0.5%	2	0.0%	0	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	1.6%	16	1.0%	3	1.9%	14	1.7%	2	1.9%	7	1.5%	8	1.9%	10	1.3%	5	1.6%	14	1.3%	4	1.7%	8	1.9%	5
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	2.4%	24	2.3%	6	2.4%	18	3.9%	4	3.4%	12	1.4%	7	2.1%	12	2.7%	11	2.5%	23	0.0%	0	5.3%	23	0.4%	1
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.4%	4	0.8%	2	0.3%	2	0.0%	0	0.0%	0	0.8%	4	0.3%	2	0.5%	2	0.4%	4	0.0%	0	0.5%	2	0.7%	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	0.0%	0	0.0%	0	0.0%	0
Worcester	19.5%	195	18.9%	51	19.8%	144	17.3%	19	23.6%	86	17.4%	91	21.1%	116	18.4%	79	20.2%	182	29.3%	93	4.9%	21	33.4%	81
Internet / Mail order	1.9%	19	1.9%	5	2.0%	14	0.9%	1	3.6%	13	1.0%	5	1.8%	10	2.2%	10	2.0%	18	2.1%	7	1.6%	7	2.3%	6
Other	2.2%	22	2.9%	8	1.9%	14	3.7%	4	2.1%	7	2.0%	10	2.5%	14	1.8%	8	2.4%	22	2.9%	9	2.2%	10	1.2%	3
Wednesbury	0.4%	4	0.3%	1	0.5%	3	1.7%	2	0.0%	0	0.4%	2	0.7%	4	0.0%	0	0.4%	4	0.4%	1	0.7%	3	0.0%	0
Carpentright, Evesham	0.7%	7	0.3%	1	0.9%	7	1.0%	1	1.4%	5	0.2%	1	0.4%	2	1.2%	5	0.8%	7	0.0%	0	1.2%	5	0.9%	2
Evesham Carpets, Four Pools / The Link	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Homebase, Droitwich	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1	0.6%	2	0.0%	0	0.0%	0
Ikea, Cardiff	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	0.0%	0	0.2%	1	0.0%	0
Ikea, Warrington	0.1%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Ikea, Wednesbury	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.6%	2	0.2%	1	0.6%	3	0.0%	0	0.3%	3	0.7%	2	0.0%	0	0.4%	1
The Pine Shop, Four Pools / The Link	0.1%	1	0.0%	0	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.3%	1	0.0%	0	0.0%	0

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Blackminster	0.4%	4	0.0%	0	0.6%	4	1.0%	1	0.0%	0	0.4%	2	0.4%	2	0.5%	2	0.5%	4	0.0%	0	0.7%	3	0.4%	1
Blackpole Retail Park, Worcester	1.1%	11	0.0%	0	1.5%	11	1.0%	1	1.2%	4	1.0%	5	1.2%	7	1.0%	4	1.0%	9	3.1%	10	0.3%	1	0.0%	0
Four Pools / The Link, Evesham	0.9%	9	1.2%	3	0.7%	5	0.7%	1	0.6%	2	1.1%	6	0.9%	5	0.9%	4	0.9%	9	0.0%	0	1.3%	6	1.1%	3
Solihull	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.3%	1	0.6%	3	0.6%	3	0.3%	1	0.5%	4	0.0%	0	0.7%	3	0.4%	1
(Don't buy these goods)	8.9%	89	9.2%	25	8.7%	64	15.4%	17	4.5%	16	10.4%	54	8.0%	44	9.4%	40	8.0%	72	9.4%	30	10.2%	45	5.7%	14
(Don't know)	7.7%	77	9.8%	27	6.9%	50	8.3%	9	7.5%	27	7.8%	41	7.9%	43	7.2%	31	7.3%	66	6.5%	21	7.3%	32	10.0%	24
(Varies)	0.8%	8	1.1%	3	0.7%	5	0.0%	0	0.8%	3	1.0%	5	1.1%	6	0.5%	2	0.9%	8	0.4%	1	0.5%	2	2.0%	5
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q24 Where did you last buy one the following large electrical items:- fridges, freezers, dishwashers, cookers, washing machines, microwaves, vacuum cleaners ?																								
Evesham Town Centre	19.0%	190	16.0%	44	20.1%	146	11.3%	12	12.7%	46	24.7%	129	15.8%	87	22.3%	96	18.4%	166	0.3%	1	40.1%	177	5.1%	12
Powerhouse, High Street	2.3%	23	1.9%	5	2.5%	18	1.0%	1	2.5%	9	2.2%	12	1.4%	7	3.4%	15	2.2%	20	0.0%	0	4.9%	21	0.7%	2
Dixons, Bridge Street	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Currys, High Street	9.3%	93	9.9%	27	9.1%	66	12.8%	14	10.6%	39	7.8%	41	7.6%	42	11.8%	51	9.8%	88	0.0%	0	17.8%	78	6.3%	15
Droitwich Town Centre	5.6%	56	6.0%	16	5.5%	40	4.1%	4	5.0%	18	6.5%	34	6.4%	35	4.7%	20	4.9%	45	16.8%	53	0.0%	0	1.2%	3
Miller Brothers, Bayliss Road / Roman Way Retail Park	7.6%	76	8.3%	23	7.3%	53	4.8%	5	6.4%	23	9.0%	47	9.0%	49	6.0%	26	7.1%	64	22.3%	71	0.0%	0	1.9%	5
Alcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bengeworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.6%	6	0.8%	2	0.5%	4	1.6%	2	0.9%	3	0.2%	1	0.9%	5	0.2%	1	0.7%	6	1.2%	4	0.2%	1	0.4%	1
Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.4%	4	1.0%	3	0.2%	1	0.7%	1	0.3%	1	0.4%	2	0.7%	4	0.0%	0	0.4%	4	0.0%	0	0.2%	1	1.1%	3
Broadway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.1%	11	1.8%	5	0.8%	6	0.5%	1	0.5%	2	1.7%	9	0.5%	3	1.9%	8	1.0%	9	3.1%	10	0.0%	0	0.5%	1
Cheltenham	5.4%	54	7.1%	19	4.8%	35	5.9%	6	7.2%	26	4.0%	21	6.0%	33	4.7%	20	5.9%	53	0.0%	0	10.1%	44	4.1%	10
Cribbs Causeway, Bristol	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.2%	1	0.5%	3	0.0%	0	0.3%	3	0.0%	0	0.0%	0	1.1%	3
Dudley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Fladbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	2	0.7%	2	0.0%	2	0.0%	0	0.0%	0
Malvern	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	0.3%	1	0.0%	0	0.0%	0
Merry Hill Birmingham	0.4%	4	0.8%	2	0.2%	2	1.0%	1	0.5%	2	0.1%	1	0.2%	1	0.6%	3	0.4%	4	0.5%	2	0.2%	1	0.4%	1
Oxford	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Pershore Town Centre	1.2%	12	1.2%	3	1.2%	9	0.0%	0	1.0%	3	1.6%	9	1.5%	8	0.9%	4	1.3%	12	0.0%	0	0.3%	1	4.5%	11
Redditch	2.7%	27	3.0%	8	2.5%	18	2.7%	3	3.9%	14	1.8%	10	3.4%	19	1.9%	8	2.7%	24	2.8%	9	1.9%	8	3.8%	9
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.4%	14	0.8%	2	1.6%	12	2.0%	2	2.4%	9	0.6%	3	1.6%	9	1.0%	4	1.5%	14	0.0%	0	2.9%	13	0.4%	1
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Upton-upon-Severn	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	0.0%	0	0.0%	0	0.5%	1
Worcester	24.6%	246	25.3%	69	24.3%	177	26.6%	29	28.8%	104	21.5%	112	24.8%	137	24.9%	107	25.8%	234	34.3%	109	3.7%	16	49.8%	121
Internet / Mail order	6.4%	64	3.8%	10	7.5%	54	11.5%	13	9.6%	35	3.0%	16	7.6%	42	4.9%	21	7.0%	63	5.7%	18	6.9%	30	6.5%	16
Other	0.8%	8	1.0%	3	0.8%	5	2.0%	2	0.2%	1	1.0%	5	1.3%	7	0.3%	1	0.9%	8	0.5%	2	0.9%	4	1.1%	3
Blackpole Retail Park, Worcester	0.9%	9	0.4%	1	1.1%	8	2.0%	2	0.0%	0	1.3%	7	1.2%	7	0.6%	2	0.9%	8	2.8%	9	0.0%	0	0.0%	0
Argos, Solihull	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	0.3%	1	0.0%	0	0.0%	0
DFS, Droitwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Other, Evesham	0.5%	5	0.4%	1	0.5%	4	1.0%	1	0.0%	0	0.7%	4	0.7%	4	0.2%	1	0.5%	5	0.0%	0	0.8%	4	0.4%	1
Solihull	0.3%	3	0.7%	2	0.1%	1	0.0%	0	0.8%	3	0.0%	0	0.4%	2	0.2%	1	0.3%	3	0.0%	0	0.2%	1	0.7%	2
Tesco, Evesham	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	0.0%	0	0.3%	1	0.0%	0
(Don't buy these goods)	4.9%	49	6.2%	17	4.4%	32	5.0%	5	3.0%	11	6.3%	33	5.1%	28	4.6%	20	4.2%	38	6.2%	20	4.4%	19	4.1%	10
(Don't know)	2.6%	26	1.2%	3	3.1%	23	2.8%	3	1.7%	6	3.2%	17	2.3%	13	2.6%	11	1.8%	16	1.4%	4	3.1%	14	3.2%	8

Wychavon Telephone Survey for DPDS

Weighted:

	Total		Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		Droitwich		Evesham		Pershore	
(Varies)	0.6%	6	0.3%	1	0.7%	5	0.7%	1	0.6%	2	0.6%	3	0.5%	3	0.7%	3	0.7%	6	0.0%	0	0.7%	3	1.2%	3
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q25 Where did you last buy any of the following small electrical items:- radios, personal stereos, TV's, video/DVD players, Hi Fi equipment, computers or computer equipment ?																								
Evesham Town Centre	18.3%	183	17.1%	47	18.8%	136	14.1%	15	16.4%	60	20.3%	106	15.6%	86	20.7%	89	18.0%	163	0.6%	2	35.2%	155	10.8%	26
Evesham Appliance Centre, Market Place	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	0.0%	0	0.0%	0	0.4%	1
Currys, High Street	7.5%	75	5.5%	15	8.2%	60	5.5%	6	9.8%	36	6.4%	33	6.2%	34	9.5%	41	7.8%	70	0.0%	0	14.8%	65	4.1%	10
Abbey Appliances, High Street	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Powerhouse, High Street	0.7%	7	0.7%	2	0.8%	5	0.0%	0	0.9%	3	0.8%	4	0.7%	4	0.8%	3	0.8%	7	0.0%	0	1.5%	7	0.3%	1
Dixons, Bridge Street	1.3%	13	1.4%	4	1.3%	10	2.7%	3	1.9%	7	0.7%	4	1.3%	7	1.5%	6	1.4%	12	0.0%	0	2.4%	10	1.2%	3
DMG Computers Ltd, Cadbury Courtyard	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 Laptops, Bond Industrial Estate	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.3%	1	0.2%	2	0.0%	0	0.4%	2	0.0%	0
Cartridge World, Avon 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	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	5.8%	58	5.7%	16	5.8%	42	1.6%	2	3.7%	13	8.2%	43	5.9%	33	5.5%	23	5.1%	46	16.8%	53	0.0%	0	1.9%	5
Miller Brothers, Bayliss Road / Roman Way Retail Park	4.5%	45	4.0%	11	4.7%	34	3.8%	4	3.8%	14	5.3%	27	4.9%	27	4.2%	18	4.4%	40	13.3%	42	0.0%	0	1.3%	3
Bowkett's Retail, Queens 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	0.0%	0	0.0%	0	0.0%	0
Pershore Town Centre	1.7%	17	1.4%	4	1.9%	13	1.0%	1	1.5%	6	2.0%	11	2.2%	12	1.2%	5	1.9%	17	0.0%	0	0.5%	2	6.2%	15
Sparkys Electronics, Central Market	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.5%	1
Bredon TV, Racecourse Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clifford Sharp, Broad Street Alcester	0.5%	5	1.0%	3	0.3%	2	0.0%	0	0.3%	1	0.8%	4	0.7%	4	0.3%	1	0.6%	5	0.0%	0	0.0%	0	2.1%	5
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bengeworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.1%	11	1.6%	4	1.0%	7	1.4%	2	1.9%	7	0.4%	2	1.7%	9	0.5%	2	1.1%	10	0.7%	2	1.6%	7	0.8%	2
Bishops Cleeve	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	0.0%	0	0.0%	0	0.3%	1
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Bromsgrove	1.6%	16	1.7%	5	1.5%	11	2.1%	2	1.3%	5	1.7%	9	1.0%	6	2.3%	10	1.6%	14	4.6%	15	0.0%	0	0.5%	1
Cheltenham	4.9%	49	6.4%	18	4.3%	31	7.6%	8	6.6%	24	3.1%	16	5.3%	29	3.8%	16	5.1%	46	0.7%	2	8.5%	37	3.8%	9
Cribbs Causeway, Bristol	0.3%	3	0.4%	1	0.2%	2	0.0%	0	0.7%	3	0.0%	0	0.3%	2	0.3%	1	0.3%	3	0.0%	0	0.2%	1	0.7%	2
Dudley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Fladbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	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	0.0%	0	0.3%	1	0.0%	0
Hampton	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Kidderminster	1.0%	10	1.1%	3	1.0%	7	0.8%	1	1.1%	4	1.0%	5	1.1%	6	1.0%	4	0.9%	8	3.3%	10	0.0%	0	0.0%	0
Malvern	1.2%	12	0.3%	1	1.5%	11	0.0%	0	2.3%	8	0.7%	4	0.9%	5	1.7%	7	1.2%	11	0.7%	2	0.0%	0	4.0%	10
Merry Hill Birmingham	0.5%	5	1.0%	3	0.4%	3	1.0%	1	1.0%	4	0.1%	1	0.2%	1	1.0%	4	0.6%	5	0.7%	2	0.5%	2	0.4%	1
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	2.3%	23	2.8%	8	2.2%	16	2.9%	3	3.4%	12	1.5%	8	2.6%	14	2.1%	9	2.5%	22	2.0%	6	1.7%	8	3.8%	9

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	1.7%	17	0.8%	2	2.0%	14	2.5%	3	1.5%	5	1.6%	8
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1
Upton-upon-Severn	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Worcester	17.3%	173	18.9%	52	16.7%	121	27.3%	30	19.4%	70	13.9%	73
Internet / Mail order	6.6%	66	8.9%	24	5.8%	42	7.8%	8	8.3%	30	5.1%	27
Other	0.6%	6	1.1%	3	0.5%	4	0.9%	1	0.2%	1	0.9%	5
Abroad	0.3%	3	0.0%	0	0.4%	3	1.9%	2	0.3%	1	0.0%	0
B&Q, Evesham	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.2%	1
Currys, Droitwich	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Heathrow	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Homebase, Droitwich	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.3%	1	0.1%	1
Oldbury	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0
Other, Evesham	0.9%	9	0.7%	2	1.0%	7	1.0%	1	1.1%	4	0.8%	4
Solihull	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.7%	3	0.4%	2
St Ives	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.2%	1
Tesco, Evesham	2.0%	20	2.3%	6	2.0%	14	5.6%	6	1.0%	4	2.0%	11
Wednesbury	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.2%	1
Wigan	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Blackpole Retail Park, Worcester	0.7%	7	0.4%	1	0.9%	6	0.0%	0	0.0%	0	1.4%	7
London	0.3%	3	0.8%	2	0.1%	1	1.0%	1	0.6%	2	0.0%	0
London (Don't buy these goods)	9.4%	94	6.4%	17	10.5%	76	4.9%	5	4.4%	16	13.5%	71
London (Don't know)	2.9%	29	2.7%	7	3.0%	22	0.8%	1	1.7%	6	4.2%	22
London (Varies)	1.1%	11	1.4%	4	1.0%	7	1.8%	2	1.7%	6	0.6%	3
Weighted base:	1000		273		727		109		363		522	
Sample:	1008		275		733		109		366		527	
											550	
											429	
											904	
											317	
											440	
											243	
											425	
											255	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore
Q26 Where do you usually shop for other non-food items like books, jewellery, CDs, DVDs, toys, and gifts ?												
Iceland Foods, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Worcester Road	2.4%	24	2.0%	6	2.6%	19	2.9%	3	3.2%	12	1.9%	10
Somerfield Stores, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Four Pools / The Link	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1
Marks and Spencer Simply Food, Riverside Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison Supermarket, St Andrews Centre	0.5%	5	0.8%	2	0.4%	3	0.0%	0	0.3%	1	0.9%	5
Waitrose, Saltway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter Supermarkets, Hurst Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield Stores, Racecourse Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bengeworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	1.4%	14	2.2%	6	1.1%	8	3.0%	3	1.7%	6	0.8%	4
Bishops Cleeve	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0
Broadway	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Bromsgrove	1.7%	17	1.2%	3	1.8%	13	1.9%	2	1.6%	6	1.7%	9
Cheltenham	7.9%	79	8.0%	22	7.9%	57	6.3%	7	9.6%	35	6.8%	36
Cribbs Causeway, Bristol	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	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Fladbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.3%	3	0.3%	1	0.3%	2	0.0%	0	0.6%	3	0.4%	2
Malvern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Birmingham	1.1%	11	1.3%	4	1.1%	8	1.0%	1	2.1%	8	0.5%	3
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	2.0%	20	1.2%	3	2.3%	17	1.8%	2	2.4%	9	1.9%	10
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford upon Avon	3.1%	31	3.8%	10	2.8%	20	1.6%	2	4.3%	16	2.5%	13
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.2%	1	0.5%	3
Upton-upon-Severn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	24.1%	241	22.8%	62	24.6%	179	38.0%	42	27.0%	98	19.5%	102
Evesham town centre	20.2%	202	16.8%	46	21.5%	156	15.2%	17	18.7%	68	22.3%	116
Droitwich town centre	6.0%	60	4.5%	12	6.5%	47	4.8%	5	3.4%	12	8.1%	42
Pershore town centre	3.6%	36	2.6%	7	4.0%	29	0.0%	0	1.4%	5	5.9%	31
Internet / Mail order /	9.2%	92	14.6%	40	7.2%	52	12.5%	14	11.9%	43	6.4%	33

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
catalogue /																								
Other	0.5%	5	1.1%	3	0.3%	2	1.0%	1	0.3%	1	0.6%	3	0.2%	1	1.0%	4	0.3%	3	0.7%	2	0.7%	3	0.0%	0
Abroad	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.4%	2	0.0%	0	0.2%	2	0.3%	1	0.0%	0	0.4%	1
(Don't buy these goods)	6.9%	69	7.4%	20	6.7%	49	1.0%	1	2.2%	8	11.3%	59	5.6%	31	8.5%	37	5.9%	53	7.3%	23	7.0%	31	6.3%	15
(Don't know)	0.5%	5	0.9%	2	0.3%	2	1.0%	1	0.5%	2	0.4%	2	0.5%	3	0.4%	2	0.4%	3	0.0%	0	0.8%	4	0.4%	1
(Varies)	7.4%	74	7.5%	20	7.4%	54	6.1%	7	8.9%	32	6.8%	35	8.1%	45	6.7%	29	7.9%	71	4.9%	16	8.1%	36	9.5%	23
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	

Q27 If we can turn to food shopping, how often do you do your main food shop ?

Everyday	1.9%	19	3.4%	9	1.4%	10	0.0%	0	1.1%	4	2.9%	15	1.3%	7	2.3%	10	1.5%	14	2.3%	7	2.5%	11	0.5%	1
2 or 3 times a week	12.6%	125	14.5%	39	11.8%	86	3.8%	4	11.3%	41	15.0%	79	13.4%	74	10.8%	46	12.3%	111	11.8%	37	12.6%	55	13.4%	33
Once a week	68.5%	685	58.7%	160	72.2%	525	71.8%	78	69.5%	252	67.2%	350	66.8%	368	71.7%	308	68.5%	619	68.3%	217	70.0%	308	66.1%	160
Once a fortnight	8.3%	83	11.2%	31	7.3%	53	15.6%	17	8.8%	32	6.6%	34	8.6%	47	8.2%	35	8.9%	80	8.7%	28	7.5%	33	9.4%	23
Once a month	4.3%	43	4.6%	13	4.1%	30	5.8%	6	4.8%	17	3.6%	19	5.1%	28	3.4%	15	4.2%	38	4.2%	13	3.1%	13	6.5%	16
Less frequently	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.3%	2	0.0%	0	0.2%	2	0.3%	1	0.0%	0	0.3%	1
(Don't do main food shopping)	4.1%	41	7.3%	20	2.9%	21	3.0%	3	4.3%	16	4.3%	22	4.3%	23	3.6%	16	4.3%	39	4.1%	13	4.3%	19	3.8%	9
(Don't know)	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
Q28 Where did you last do your household's main food shopping ?																								
<i>Those who do main food shopping at Q27</i>																								
Iceland Foods, High Street	0.9%	8	1.6%	4	0.6%	4	3.1%	3	1.2%	4	0.2%	1	0.0%	0	2.0%	8	0.3%	3	0.0%	0	1.7%	7	0.5%	1
Tesco, Worcester Road	32.7%	314	28.3%	72	34.4%	242	38.7%	41	34.5%	120	30.1%	150	30.5%	161	35.0%	145	34.2%	296	0.3%	1	55.0%	232	34.8%	81
Somerfield Stores, High Street	1.8%	17	0.9%	2	2.1%	15	1.0%	1	1.2%	4	2.4%	12	1.2%	7	2.3%	9	1.2%	10	0.0%	0	4.1%	17	0.0%	0
Morrisons, Four Pools / The Link	12.6%	121	14.0%	36	12.1%	86	4.8%	5	12.5%	43	14.2%	71	9.8%	52	16.8%	70	12.8%	110	0.0%	0	25.5%	108	5.9%	14
Marks and Spencer Simply Food, Riverside Centre	0.6%	6	0.8%	2	0.6%	4	0.0%	0	0.4%	2	0.9%	4	0.5%	3	0.3%	1	0.4%	4	0.0%	0	1.2%	5	0.3%	1
Co-op, High Street	2.5%	24	3.6%	9	2.2%	15	0.0%	0	1.8%	6	3.6%	18	2.1%	11	3.2%	13	2.5%	22	0.0%	0	0.3%	1	10.0%	23
Costcutter Supermarkets, Hurst Road	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	1
Somerfield Stores, Racecourse Road	2.7%	26	2.3%	6	2.8%	20	3.6%	4	2.3%	8	2.8%	14	3.8%	20	1.4%	6	2.9%	25	0.0%	0	0.3%	1	10.6%	25
Morrison Supermarket, St Andrews Centre	10.6%	102	10.7%	27	10.6%	75	8.2%	9	9.5%	33	12.0%	60	10.1%	53	11.7%	48	8.6%	75	32.5%	99	0.0%	0	1.2%	3
Waitrose, Saltway	5.3%	51	7.1%	18	4.7%	33	4.0%	4	4.2%	15	6.2%	31	9.0%	47	0.9%	4	5.6%	49	15.9%	48	0.0%	0	1.2%	3
Alcester	0.2%	2	0.0%	0	0.3%	2	0.9%	1	0.3%	1	0.0%	0	0.4%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.8%	2
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bengeworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.1%	1	0.0%	0	0.1%	1	0.9%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Bishops Cleeve	0.4%	3	0.6%	2	0.3%	2	1.5%	2	0.3%	1	0.1%	1	0.3%	2	0.5%	2	0.4%	3	0.0%	0	0.4%	2	0.7%	2
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.4%	2	0.0%	0	0.2%	2	0.0%	0	0.5%	2	0.0%	0
Bromsgrove	5.1%	49	5.6%	14	5.0%	35	8.3%	9	4.5%	16	5.0%	25	4.6%	24	6.0%	25	5.3%	45	15.9%	48	0.0%	0	0.4%	1
Cheltenham	1.2%	12	1.5%	4	1.1%	8	1.1%	1	1.1%	4	1.4%	7	1.9%	10	0.2%	1	1.4%	12	0.0%	0	2.0%	8	1.5%	4
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fladbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	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	0.0%	0	0.3%	1	0.0%	0
Hampton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.6%	6	0.8%	2	0.6%	4	2.0%	2	0.6%	2	0.4%	2	0.7%	4	0.5%	2	0.7%	6	2.0%	6	0.0%	0	0.0%	0
Malvern	0.6%	6	0.3%	1	0.7%	5	0.0%	0	0.6%	2	0.7%	4	0.5%	3	0.8%	3	0.7%	6	0.3%	1	0.0%	0	2.1%	5
Merry Hill Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	2.7%	26	3.4%	9	2.4%	17	1.9%	2	3.1%	11	2.5%	13	3.8%	20	1.1%	5	2.8%	24	2.8%	8	1.8%	8	4.0%	9
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.6%	6	0.8%	2	0.6%	4	0.0%	0	0.6%	2	0.8%	4	0.6%	3	0.8%	3	0.7%	6	0.3%	1	0.8%	3	0.9%	2
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.6%	6	1.4%	4	0.3%	2	0.8%	1	0.8%	3	0.5%	2	0.5%	2	0.8%	3	0.7%	6	0.0%	0	0.0%	0	2.5%	6
Upton-upon-Severn	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	2	0.1%	1	0.2%	1	0.2%	2	0.0%	0	0.0%	0	0.6%	2
Worcester	13.2%	126	10.6%	27	14.1%	99	16.3%	17	15.9%	55	10.7%	54	14.3%	75	11.7%	48	13.8%	120	25.5%	78	0.5%	2	19.8%	46
Internet / mail order	1.9%	18	1.7%	4	1.9%	14	3.0%	3	2.7%	9	1.1%	5	2.5%	13	1.1%	4	1.9%	17	1.8%	5	2.5%	10	0.9%	2
Other	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.6%	2	0.2%	1	0.6%	3	0.0%	0	0.4%	3	0.3%	1	0.5%	2	0.0%	0
Budgens, Bidford-on-Avon	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore		
Budgens, Broadway	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Hiller's Farm Shop, Alcester	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0
Kwik Save, Evesham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.2%	1	0.5%	1
Local shops, Evesham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.3%	1
Other, Droitwich Town Centre	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Other, Pershore	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0
Reading	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Witney	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0
(Don't know)	0.6%	6	0.7%	2	0.6%	4	0.0%	0	0.3%	3	0.5%	2	0.3%	1
Weighted base:	959	253	706	106	348	500	527	414	865	304	421	233		
Sample:	968	256	712	106	351	505	533	417	875	315	407	246		

Q29 How did you travel to (RESPONSE GIVEN AT Q28) to do your main food shopping ?*Those who do main food shopping at Q27*

Car / van (as driver)	69.4%	665	77.9%	197	66.3%	468	77.9%	83	76.7%	267	62.3%	311	75.5%	398	63.0%	260	76.7%	663	65.0%	198	67.3%	283	78.9%	184
Car / van (as passenger)	17.4%	167	9.0%	23	20.4%	144	10.5%	11	14.0%	49	21.2%	106	13.5%	71	21.9%	91	16.1%	139	18.0%	55	19.2%	81	13.1%	31
Walk	5.2%	50	6.8%	17	4.6%	33	6.0%	6	3.2%	11	6.5%	33	3.4%	18	7.0%	29	3.1%	27	5.4%	16	6.2%	26	3.2%	7
Bus	3.5%	34	1.2%	3	4.4%	31	0.0%	0	1.6%	6	5.7%	28	2.9%	15	3.7%	15	0.7%	6	5.3%	16	2.8%	12	2.5%	6
Taxi	0.8%	8	0.0%	0	1.2%	8	0.5%	1	0.6%	2	1.1%	5	0.5%	3	1.3%	5	0.2%	2	2.0%	6	0.5%	2	0.0%	0
Cycle	0.3%	3	0.4%	1	0.3%	2	1.0%	1	0.0%	0	0.4%	2	0.4%	2	0.3%	1	0.3%	2	0.0%	0	0.3%	1	0.9%	2
Train	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.3%	1	0.0%	0	0.7%	2	0.0%	0	0.0%	0
Motorbike / moped	0.2%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.3%	1	0.1%	1	0.4%	1	0.0%	0	0.5%	1
Park & Ride	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.4%	1	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	0.0%	0	0.0%	0	0.0%	0
Internet / delivered	2.0%	19	2.0%	5	1.9%	14	3.0%	3	2.6%	9	1.3%	6	2.1%	11	1.8%	8	1.9%	17	2.1%	7	2.4%	10	0.9%	2
(Don't know / can't remember)	0.8%	8	1.7%	4	0.5%	3	1.0%	1	0.9%	3	0.7%	3	1.0%	5	0.5%	2	0.9%	8	0.7%	2	1.3%	5	0.0%	0
Weighted base:	959	253	706	106	348	500	527	414	865	304	421	233												
Sample:	968	256	712	106	351	505	533	417	875	315	407	246												

Q30 Is (RESPONSE GIVEN AT Q28) your usual destination for main food store ?*Those who do main food shopping at Q27*

Yes	83.4%	800	83.1%	210	83.6%	590	88.2%	93	81.6%	284	84.1%	420	82.7%	436	84.1%	348	83.1%	719	82.7%	252	86.5%	364	78.9%	184
No	16.6%	159	16.9%	43	16.4%	116	11.8%	13	18.4%	64	15.9%	80	17.3%	91	15.9%	66	16.9%	146	17.3%	53	13.5%	57	21.1%	49
Weighted base:	959	253	706	106	348	500	527	414	865	304	421	233												
Sample:	968	256	712	106	351	505	533	417	875	315	407	246												

Wychavon Telephone Survey for DPDS

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	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore
Q31 Where do you do most of your top-up shopping (i.e. between main food shopping trips) ?												
Bretforton Post office and Stores, Main Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Honeybourne Stores, Stratford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland Foods, High Street	1.8%	18	1.1%	3	2.0%	15	1.0%	1	3.1%	11	1.1%	5
Marks and Spencer Simply Food, Riverside Centre	3.1%	31	1.4%	4	3.7%	27	3.6%	4	1.8%	7	3.7%	19
Morrisons, Four Pools / The Link	7.2%	72	6.8%	18	7.3%	53	4.7%	5	8.3%	30	6.5%	34
One Stop, High Street	0.1%	1	0.0%	0	0.1%	1	1.0%	1	0.0%	0	0.0%	0
Somerfield Stores, High Street	3.4%	34	3.4%	9	3.5%	25	4.6%	5	2.8%	10	3.6%	19
Spar, High Street, Badsley	0.6%	6	0.4%	1	0.7%	5	1.9%	2	0.6%	2	0.4%	2
Spar, Leys Road	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.4%	0	0.4%	2
Spar, Mayfair	0.4%	4	0.8%	2	0.3%	2	1.0%	1	0.6%	2	0.2%	1
Tesco, Worcester Road	8.0%	80	9.5%	26	7.4%	54	9.2%	10	10.4%	38	6.2%	32
The Co-op, Davies Road	0.9%	9	1.2%	3	0.8%	6	0.0%	0	0.8%	3	1.2%	6
The Co-op, Offenham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Bishampton Stores, Main Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Food stores, King George Way	5.0%	50	6.5%	18	4.4%	32	0.7%	1	4.9%	18	5.9%	31
Costcutter Supermarkets, Hurst Road	0.4%	4	0.0%	0	0.6%	4	1.0%	1	0.6%	2	0.2%	1
Drakes Broughton Post Office, Shrubbery Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eckington Stores, Church Street	0.4%	4	0.6%	2	0.3%	2	0.0%	0	0.4%	2	0.5%	2
Somerfield Stores, Racecourse Road	2.1%	21	1.6%	4	2.2%	16	2.8%	3	2.3%	8	1.8%	9
Brightons Store, Worcester Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter supermarket, Worcester Road	0.3%	3	0.6%	2	0.2%	2	0.8%	1	0.2%	1	0.3%	2
Cutnall Green Post Office and Stores, New Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison Supermarket, St Andrews Centre	8.3%	83	6.3%	17	9.1%	66	10.1%	11	7.6%	27	8.6%	45
Oakland Stores, Oakland Avenue	0.1%	1	0.0%	0	0.1%	1	1.0%	1	0.0%	0	0.0%	0
Renes Happy Shopper, Robeson Close	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Spa Stores, Ombersley Street East	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.0%	0	0.4%	2
Spar, Blake Avenue	0.9%	9	0.4%	1	1.0%	7	1.7%	2	0.6%	2	0.9%	5

Wychavon Telephone Survey for DPDS

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Waitrose Ltd, Saltway	3.6%	36	3.3%	9	3.7%	27	7.7%	8	2.3%	8	3.7%	19	4.8%	27	1.9%	8	3.7%	34	10.5%	33	0.0%	0	1.1%	3
Westland Costcutter, Farmers Way	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	0.3%	1	0.0%	0	0.0%	0
Alcester	1.0%	10	1.1%	3	1.0%	7	0.0%	0	1.4%	5	1.0%	5	1.5%	8	0.5%	2	1.1%	10	0.0%	0	1.3%	6	1.9%	5
Bath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bengeworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.3%	3	0.4%	1	0.2%	2	0.9%	1	0.2%	1	0.2%	1	0.5%	3	0.0%	0	0.3%	3	0.7%	2	0.0%	0	0.3%	1
Bishops Cleeve	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	0.0%	0	0.2%	1	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadway	2.2%	22	2.2%	6	2.2%	16	3.8%	4	1.7%	6	2.3%	12	2.9%	16	1.2%	5	2.3%	21	0.0%	0	5.1%	22	0.0%	0
Bromsgrove	2.5%	25	3.0%	8	2.3%	17	1.6%	2	2.9%	10	2.4%	13	2.1%	11	3.1%	13	2.7%	25	7.8%	25	0.0%	0	0.0%	0
Cheltenham	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.0%	0	0.6%	3	0.2%	1	0.4%	2	0.3%	3	0.0%	0	0.5%	2	0.3%	1
Cribbs Causeway, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fladbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hampton	0.7%	7	0.4%	1	0.8%	6	1.0%	1	0.6%	2	0.6%	3	0.2%	1	1.3%	6	0.6%	6	0.0%	0	1.5%	7	0.0%	0
Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Malvern	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.3%	2	0.1%	1	0.2%	1	0.2%	2	0.0%	0	0.0%	0	0.6%	2
Merry Hill Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oxford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	1.1%	11	1.4%	4	1.0%	7	0.0%	0	0.9%	3	1.5%	8	1.2%	7	1.0%	4	0.9%	8	0.4%	1	0.7%	3	2.7%	7
Stow on the Wold	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.0%	10	1.2%	3	0.9%	7	1.0%	1	1.5%	5	0.6%	3	0.8%	4	1.0%	4	1.1%	10	0.0%	0	2.0%	9	0.5%	1
Swindon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.1%	1	0.2%	1	0.2%	2	0.0%	0	0.0%	0	0.6%	2
Upton-upon-Severn	0.3%	3	0.6%	2	0.2%	2	0.0%	0	0.0%	0	0.6%	3	0.4%	2	0.2%	1	0.3%	3	0.0%	0	0.0%	0	1.2%	3
Worcester	3.8%	38	2.9%	8	4.2%	31	4.9%	5	5.2%	19	2.7%	14	4.4%	24	3.1%	13	3.9%	35	4.0%	13	0.2%	1	10.2%	25
Internet / mail order	0.1%	1	0.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Other	0.4%	4	0.8%	2	0.3%	2	1.0%	1	0.3%	1	0.4%	2	0.6%	3	0.0%	0	0.4%	3	0.7%	2	0.5%	2	0.0%	0
Budgens, Bidford-on-Avon	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	0.0%	0	0.2%	1	0.0%	0
Budgens, Broadway	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%	1	0.0%	0	0.5%	2	0.0%	0
Co-Op, Broadway	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	0.0%	0	0.2%	1	0.0%	0
Local shops, Badsey	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	0.0%	0	0.2%	1	0.0%	0
Local shops, Beckington	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	0.0%	0	0.0%	0	0.3%	1
Local shops, Bentworth	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.3%	2	0.0%	0	0.1%	1	0.0%	0	0.4%	2	0.0%	0
Local shops, Bidford-on-Avon	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.3%	1	0.2%	2	0.0%	0	0.5%	2	0.0%	0
Local shops, Bretforton	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	0.0%	0	0.2%	1	0.0%	0
Local shops, Chaddesley Corbett	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	0.3%	1	0.0%	0	0.0%	0
Local shops, Cutnall Green	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Local shops, Droitwich	1.2%	12	2.0%	5	0.9%	6	1.0%	1	1.1%	4	1.2%	6	1.4%	7	1.0%	4	0.8%	7	3.4%	11	0.0%	0	0.4%	1
Local shops, Dunnington	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	0.0%	0	0.2%	1	0.0%	0
Local shops, Evesham	1.0%	10	0.8%	2	1.1%	8	0.0%	0	1.4%	5	1.0%	5	1.1%	6	1.0%	4	1.1%	10	0.0%	0	2.3%	10	0.0%	0
Local shops, Harvington	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, Inkberrow	0.3%	3	0.0%	0	0.4%	3	0.9%	1	0.3%	1	0.2%	1	0.3%	2	0.2%	1	0.3%	3	0.0%	0	0.0%	0	1.2%	3

Wychavon Telephone Survey for DPDS

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Local shops, Lower Moor	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	0.0%	0	0.0%	0	0.4%	1
Local shops, Offenham	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	0.0%	0	0.2%	1	0.0%	0
Local shops, Ombersley	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.5%	2	0.2%	2	0.6%	2	0.0%	0	0.0%	0
Local shops, Pershore	0.6%	6	0.9%	2	0.5%	4	0.0%	0	0.8%	3	0.6%	3	0.9%	5	0.3%	1	0.7%	6	0.0%	0	0.0%	0	2.6%	6
Local shops, Salford Priors	0.2%	2	0.4%	1	0.2%	1	1.0%	1	0.0%	0	0.2%	1	0.4%	2	0.0%	0	0.2%	2	0.0%	0	0.5%	2	0.0%	0
Local shops, Littleton	0.3%	3	0.8%	2	0.2%	1	1.0%	1	0.0%	0	0.4%	2	0.2%	1	0.5%	2	0.1%	1	0.0%	0	0.7%	3	0.0%	0
Local shops, Stoke Prior	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.1%	1	0.1%	1	0.4%	1	0.0%	0	0.0%	0
Local shops, Upton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.3%	1
Local shops, Willersey	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.6%	2	0.0%	0	0.2%	1	0.0%	0	0.2%	2	0.0%	0	0.5%	2	0.0%	0
Basingstoke	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Drakes Broughton	0.4%	4	0.0%	0	0.6%	4	0.0%	0	0.0%	0	0.8%	4	0.8%	4	0.0%	0	0.5%	4	0.0%	0	0.2%	1	1.3%	3
Fairfield	0.1%	1	0.0%	0	0.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Harvington	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.3%	1	0.4%	2	0.0%	0	0.8%	3	0.4%	3	0.0%	0	0.7%	3	0.0%	0
Honeybourne	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.9%	3	0.0%	0	0.0%	0	0.5%	2	0.4%	3	0.0%	0	0.7%	3	0.0%	0
Oldbury	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.2%	1	0.3%	1	0.2%	2	0.4%	1	0.0%	0	0.5%	1
Ombersley	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.3%	1	0.6%	3	0.5%	3	0.2%	1	0.4%	4	1.3%	4	0.0%	0	0.0%	0
Pinvin	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	0.0%	0	0.0%	0	0.4%	1
Stourbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.3%	1	0.0%	0	0.0%	0
Stourport	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	0.3%	1	0.0%	0	0.0%	0
Stoke Prior	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	2	0.7%	2	0.0%	0	0.0%	0
Other, Droitwich	5.9%	59	7.5%	20	5.3%	39	9.8%	11	7.7%	28	3.9%	20	7.1%	39	4.6%	20	6.2%	56	18.0%	57	0.0%	0	0.8%	2
Other, Evesham	1.0%	10	0.8%	2	1.1%	8	0.0%	0	1.2%	4	1.2%	6	0.4%	2	1.7%	7	0.9%	8	0.0%	0	2.1%	9	0.4%	1
Other, Pershore	2.0%	20	1.1%	3	2.3%	17	1.7%	2	2.0%	7	2.0%	10	2.1%	11	1.9%	8	2.2%	20	0.0%	0	0.0%	0	8.0%	20
(Don't know)	0.6%	6	1.1%	3	0.4%	3	0.0%	0	0.0%	0	1.2%	6	0.8%	4	0.5%	2	0.7%	6	1.3%	4	0.5%	2	0.0%	0
(Varies)	7.1%	71	9.3%	25	6.3%	46	6.6%	7	7.4%	27	7.0%	37	8.8%	48	4.6%	20	7.8%	70	3.3%	11	8.8%	39	9.2%	22
(Don't do top-up shopping)	13.3%	133	11.7%	32	13.9%	101	8.9%	10	10.3%	38	16.3%	85	11.7%	64	14.9%	64	12.4%	112	13.2%	42	15.3%	67	9.9%	24
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	

Q32 Which of the following markets have you used in the last 2 months:

Evesham	25.0%	250	24.1%	66	25.3%	184	18.9%	21	24.0%	87	26.9%	141	18.7%	103	31.6%	136	23.9%	216	2.1%	7	47.9%	211	13.2%	32
Pershore	23.5%	235	20.0%	55	24.8%	181	8.7%	10	23.2%	84	27.1%	141	23.5%	129	24.4%	105	24.8%	224	4.2%	13	15.5%	68	63.4%	154
Droitwich	9.2%	92	10.7%	29	8.6%	63	13.0%	14	7.7%	28	9.4%	49	11.1%	61	6.7%	29	8.5%	77	25.6%	81	0.5%	2	3.5%	9
Any other market	1.6%	16	1.7%	5	1.6%	12	1.0%	1	1.3%	5	2.0%	10	1.3%	7	2.1%	9	1.4%	13	1.6%	5	1.6%	7	1.6%	4
Bromsgrove	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.3%	2	0.4%	2	0.3%	2	1.1%	3	0.0%	0	0.0%	0
Moreton-in-Marsh	0.4%	4	1.1%	3	0.1%	1	0.0%	0	0.8%	3	0.2%	1	0.5%	3	0.2%	1	0.4%	4	0.0%	0	0.7%	3	0.3%	1
Redditch	0.4%	4	0.0%	0	0.5%	4	0.7%	1	0.3%	1	0.4%	2	0.2%	1	0.6%	3	0.2%	2	0.3%	1	0.4%	2	0.4%	1
Stratford upon Avon	0.6%	6	0.3%	1	0.7%	5	0.9%	1	1.1%	4	0.2%	1	0.6%	3	0.7%	3	0.7%	6	0.3%	1	1.2%	5	0.0%	0
Tewkesbury	0.8%	8	0.6%	2	0.8%	6	0.0%	0	0.4%	2	1.1%	6	0.9%	5	0.6%	3	0.7%	7	0.0%	0	0.5%	2	2.2%	5
Worcester	1.1%	11	0.3%	1	1.4%	10	1.7%	2	0.9%	3	1.2%	6	1.6%	9	0.6%	2	0.9%	8	2.2%	7	0.3%	1	1.1%	3
(Don't visit any markets)	47.3%	473	51.0%	139	45.9%	334	60.7%	66	49.8%	181	42.6%	222	50.4%	277	43.9%	188	48.2%	436	65.1%	207	45.2%	199	27.8%	68
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	

Wychavon Telephone Survey for DPDS

Weighted:

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
SEX Sex of respondent:																								
Male	27.3%	273	100.0%	273	0.0%	0	26.9%	29	28.9%	105	26.6%	139	27.4%	151	28.3%	121	28.5%	258	29.5%	93	25.5%	112	27.8%	68
Female	72.7%	727	0.0%	0	100.0%	727	73.1%	80	71.1%	258	73.4%	383	72.6%	400	71.7%	308	71.5%	646	70.5%	224	74.5%	328	72.2%	175
Weighted base:	1000	273	727	109	363	522	550	429	904	317	440	243												
Sample:	1008	275	733	109	366	527	556	432	913	328	425	255												

AGE In which of the following age bands do you fall ?

18-24 years	3.2%	32	4.7%	13	2.7%	19	29.4%	32	0.0%	0	0.0%	0	3.2%	18	3.1%	13	3.3%	30	4.8%	15	2.4%	11	2.6%	6
25-34 years	7.7%	77	6.1%	17	8.3%	60	70.6%	77	0.0%	0	0.0%	0	7.7%	42	7.9%	34	8.0%	72	9.2%	29	8.7%	38	3.9%	10
35-44 years	17.7%	177	18.2%	50	17.5%	128	0.0%	0	48.8%	177	0.0%	0	17.8%	98	17.8%	76	18.9%	171	18.9%	60	15.6%	69	20.0%	49
45-54 years	18.6%	186	20.2%	55	18.0%	131	0.0%	0	51.2%	186	0.0%	0	18.4%	101	19.2%	82	19.8%	179	13.8%	44	19.8%	87	22.8%	55
55-64 years	25.3%	253	23.3%	63	26.1%	190	0.0%	0	0.0%	0	48.5%	253	24.3%	134	26.7%	114	26.4%	239	24.4%	77	24.7%	109	27.7%	67
65+ years	26.9%	269	27.6%	75	26.6%	193	0.0%	0	0.0%	0	51.5%	269	28.1%	154	24.8%	106	22.9%	207	28.7%	91	27.7%	122	23.0%	56
(Refused)	0.6%	6	0.0%	0	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.5%	3	0.7%	3	0.6%	6	0.3%	1	1.1%	5	0.0%	0
Weighted base:	1000	273	727	109	363	522	550	429	904	317	440	243												
Sample:	1008	275	733	109	366	527	556	432	913	328	425	255												

CAR How many cars does your household own or have the use of ?

None	9.1%	91	5.1%	14	10.7%	78	5.5%	6	3.6%	13	13.9%	72	5.8%	32	12.7%	55	0.0%	0	13.1%	41	9.6%	42	3.3%	8
One	41.0%	410	47.1%	129	38.7%	282	27.7%	30	32.5%	118	49.5%	258	38.4%	211	44.7%	192	45.4%	410	39.0%	124	42.2%	186	41.4%	100
Two	37.2%	372	34.1%	93	38.3%	278	45.9%	50	48.3%	175	27.7%	144	42.1%	232	32.0%	137	41.1%	372	37.3%	118	36.9%	162	37.6%	91
Three or more	12.3%	123	13.3%	36	11.9%	86	20.0%	22	15.7%	57	8.4%	44	13.8%	76	10.4%	45	13.6%	123	10.6%	34	10.4%	46	17.7%	43
(Refused)	0.4%	4	0.4%	1	0.4%	3	1.0%	1	0.0%	0	0.6%	3	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.9%	4	0.0%	0
Weighted base:	1000	273	727	109	363	522	550	429	904	317	440	243												
Sample:	1008	275	733	109	366	527	556	432	913	328	425	255												

ADU How many adults, including yourself, live in your household (16 years and above) ?

One	25.9%	259	29.5%	81	24.5%	178	16.2%	18	16.7%	61	34.3%	179	25.8%	142	25.3%	109	21.8%	198	28.8%	91	25.6%	113	22.7%	55
Two	55.1%	551	52.9%	145	55.9%	406	59.0%	64	54.8%	199	54.5%	285	57.3%	315	53.4%	229	57.8%	523	53.3%	169	56.3%	248	55.1%	134
Three	12.0%	120	11.9%	32	12.0%	87	6.8%	7	19.3%	70	8.0%	42	10.7%	59	14.0%	60	12.9%	116	11.2%	36	12.0%	53	12.8%	31
Four	5.8%	58	4.5%	12	6.3%	46	14.6%	16	8.3%	30	2.3%	12	5.7%	31	5.8%	25	6.4%	58	5.6%	18	4.6%	20	8.2%	20
Five	0.6%	6	0.8%	2	0.5%	4	1.7%	2	0.9%	3	0.1%	1	0.4%	2	0.8%	4	0.6%	6	0.9%	3	0.2%	1	0.8%	2
Six or more	0.1%	1	0.0%	0	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1	0.3%	1	0.0%	0	0.0%	0
(Refused)	0.6%	6	0.4%	1	0.7%	5	1.0%	1	0.0%	0	0.7%	4	0.1%	1	0.5%	2	0.3%	3	0.0%	0	1.2%	5	0.3%	1
Weighted base:	1000	273	727	109	363	522	550	429	904	317	440	243												
Sample:	1008	275	733	109	366	527	556	432	913	328	425	255												

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
CHI How many children live in your household (15 years and under) ?																								
None	75.3%	753	80.9%	221	73.2%	532	47.0%	51	52.0%	189	97.4%	509	75.5%	415	75.2%	323	74.1%	670	74.7%	237	75.6%	333	75.8%	184
One	10.9%	109	9.3%	25	11.5%	83	22.8%	25	21.6%	78	1.1%	6	10.9%	60	10.9%	47	11.5%	104	12.9%	41	9.5%	42	10.9%	26
Two	10.2%	102	7.1%	19	11.4%	83	21.4%	23	20.8%	75	0.7%	3	10.5%	58	9.9%	42	11.0%	99	9.5%	30	11.0%	48	9.8%	24
Three	2.0%	20	1.6%	4	2.2%	16	3.2%	3	3.8%	14	0.6%	3	2.2%	12	1.9%	8	2.1%	19	1.7%	5	2.0%	9	2.5%	6
Four	0.9%	9	0.4%	1	1.1%	8	3.8%	4	1.4%	5	0.0%	0	0.6%	3	1.4%	6	0.9%	8	1.0%	3	1.0%	4	0.7%	2
Five	0.2%	2	0.3%	1	0.1%	1	0.9%	1	0.2%	1	0.0%	0	0.3%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.3%	1
Six or more	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	1	0.0%	1	0.0%	0	0.0%	0
(Refused)	0.3%	3	0.4%	1	0.3%	2	1.0%	1	0.0%	0	0.2%	1	0.0%	0	0.5%	2	0.1%	1	0.0%	0	0.7%	3	0.0%	0
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	
SEG Socio-economic Group																								
A	7.8%	78	8.5%	23	7.6%	55	7.6%	8	5.7%	21	9.3%	49	14.2%	78	0.0%	0	8.7%	78	9.6%	30	4.9%	21	10.9%	26
B	19.2%	192	19.8%	54	19.0%	138	22.2%	24	22.9%	83	16.1%	84	35.0%	192	0.0%	0	20.7%	187	18.7%	59	16.2%	71	25.5%	62
C1	27.9%	279	26.9%	73	28.4%	206	25.2%	27	26.2%	95	29.8%	156	50.8%	279	0.0%	0	28.0%	253	31.7%	100	26.3%	116	26.1%	63
C2	29.5%	295	32.5%	89	28.4%	207	30.3%	33	31.2%	113	28.0%	146	0.0%	0	68.8%	295	30.2%	273	21.8%	69	36.2%	159	27.4%	67
D	11.6%	116	10.6%	29	12.0%	87	9.5%	10	11.3%	41	12.4%	65	0.0%	0	27.0%	116	9.9%	89	15.2%	48	11.3%	50	7.4%	18
E	1.8%	18	1.4%	4	2.0%	14	3.3%	4	1.2%	4	1.9%	10	0.0%	0	4.2%	18	1.2%	11	2.0%	6	1.4%	6	2.2%	5
(Refused)	2.0%	20	0.4%	1	2.7%	19	2.0%	2	1.4%	5	2.5%	13	0.0%	0	0.0%	0	1.3%	12	1.1%	3	3.6%	16	0.5%	1
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	
ZON Zone																								
Droitwich	31.7%	317	34.2%	93	30.8%	224	40.7%	45	28.5%	104	32.3%	168	34.6%	190	28.8%	124	30.5%	276	100.0%	317	0.0%	0	0.0%	0
Evesham	44.0%	440	41.0%	112	45.1%	328	44.9%	49	42.9%	156	44.2%	230	37.9%	209	50.2%	216	43.5%	394	0.0%	0	100.0%	440	0.0%	0
Pershore	24.3%	243	24.7%	68	24.1%	175	14.4%	16	28.6%	104	23.6%	123	27.6%	152	20.9%	90	25.9%	235	0.0%	0	0.0%	0	100.0%	243
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	

Wychavon Telephone Survey for DPDS

Weighted:

July 2006

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold	Droitwich	Evesham	Pershore												
SEC Sector																								
B60 4	3.0%	30	3.0%	8	3.0%	22	1.6%	2	3.2%	12	3.2%	17	2.3%	13	3.9%	17	3.0%	27	9.5%	30	0.0%	0	0.0%	0
WR9 9	4.3%	43	4.5%	12	4.2%	31	9.6%	10	3.1%	11	4.0%	21	3.3%	18	5.3%	23	4.0%	36	13.5%	43	0.0%	0	0.0%	0
WR9 8	10.4%	104	9.1%	25	10.8%	79	12.4%	14	7.8%	28	11.9%	62	11.1%	61	9.7%	42	9.3%	84	32.6%	104	0.0%	0	0.0%	0
WR9 7	8.8%	88	13.0%	35	7.2%	53	10.8%	12	10.0%	36	7.6%	40	11.5%	63	5.7%	25	9.0%	81	27.7%	88	0.0%	0	0.0%	0
WR9 0	5.3%	53	4.8%	13	5.5%	40	6.4%	7	4.4%	16	5.6%	29	6.4%	35	4.2%	18	5.2%	47	16.7%	53	0.0%	0	0.0%	0
WR118	7.3%	73	7.2%	20	7.4%	54	9.0%	10	7.5%	27	6.9%	36	6.8%	37	7.9%	34	7.3%	66	0.0%	0	16.7%	73	0.0%	0
WR117	8.0%	80	8.1%	22	8.0%	58	7.7%	8	7.5%	27	8.1%	42	6.3%	35	9.1%	39	8.0%	73	0.0%	0	18.2%	80	0.0%	0
WR114	6.8%	68	4.9%	13	7.5%	54	4.1%	4	6.1%	22	7.6%	40	5.4%	30	8.3%	35	6.1%	55	0.0%	0	15.4%	68	0.0%	0
WR113	3.7%	37	2.4%	7	4.2%	31	3.4%	4	3.4%	12	3.8%	20	3.7%	21	3.9%	17	3.6%	32	0.0%	0	8.5%	37	0.0%	0
WR112	6.8%	68	7.4%	20	6.6%	48	8.2%	9	7.4%	27	6.2%	32	5.5%	30	8.6%	37	7.0%	64	0.0%	0	15.5%	68	0.0%	0
WR111	6.1%	61	5.9%	16	6.2%	45	8.9%	10	6.2%	23	5.6%	29	4.7%	26	8.3%	35	6.3%	57	0.0%	0	13.9%	61	0.0%	0
WR127	5.2%	52	5.2%	14	5.3%	38	3.7%	4	4.7%	17	6.0%	31	5.5%	30	4.2%	18	5.2%	47	0.0%	0	11.9%	52	0.0%	0
WR103	4.4%	44	4.7%	13	4.2%	31	3.7%	4	4.7%	17	4.3%	23	5.4%	30	3.2%	14	4.7%	43	0.0%	0	0.0%	0	18.0%	44
WR7 4	4.9%	49	5.1%	14	4.9%	35	3.4%	4	5.9%	21	4.6%	24	5.9%	33	3.9%	17	5.5%	49	0.0%	0	0.0%	0	20.4%	49
WR8 9	2.3%	23	3.0%	8	2.0%	14	1.4%	2	2.3%	8	2.5%	13	3.2%	17	1.2%	5	2.4%	22	0.0%	0	0.0%	0	9.3%	23
WR102	5.9%	59	5.0%	14	6.2%	45	2.9%	3	6.7%	24	6.0%	32	7.4%	41	4.2%	18	6.2%	56	0.0%	0	0.0%	0	24.2%	59
WR101	6.8%	68	6.8%	19	6.8%	49	3.0%	3	9.1%	33	6.1%	32	5.6%	31	8.4%	36	7.2%	65	0.0%	0	0.0%	0	28.0%	68
Weighted base:	1000		273		727		109		363		522		550		429		904		317		440		243	
Sample:	1008		275		733		109		366		527		556		432		913		328		425		255	