

NEMS market research

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South Worcestershire Retail & Leisure Study

For



May 2007

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Picking all the right boxes

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Sample Questionnaire

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q01 Leaving aside food shopping for the moment, where would you regard as your household's main shopping centre ?																												
Worcester City Centre	47.4%	712	3.3%	2	6.3%	5	5.7%	4	21.0%	17	68.8%	55	88.7%	133	95.0%	190	98.7%	148	18.3%	11	40.7%	37	35.5%	71	4.9%	3	15.7%	11
Malvern / Great Malvern Town Centre	9.6%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	1.0%	2	0.0%	0	1.7%	1	31.9%	29	35.5%	71	4.9%	3	47.1%	33
Kidderminster Town Centre	8.8%	133	76.7%	46	67.5%	54	0.0%	0	25.9%	21	12.5%	10	0.0%	0	0.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	3.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.1%	1	1.5%	3	8.2%	5	5.7%	4
Hereford City Centre	3.8%	57	0.0%	0	0.0%	0	0.0%	0	11.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.3%	26	0.0%	0	0.0%	0	32.8%	20	2.9%	2
Malvern Link District Centre	3.7%	55	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	2	3.3%	5	0.0%	0	0.0%	0	0.0%	0	9.9%	9	15.0%	30	0.0%	0	5.7%	4
Tewkesbury Town Centre	3.6%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ledbury Town Centre	3.5%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.7%	1	9.9%	9	1.0%	2	39.3%	24	21.4%	15
Bromsgrove Town Centre	3.4%	51	0.0%	0	1.3%	1	64.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromyard	1.5%	23	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	25.0%	15	4.4%	4	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Town Centre	1.5%	22	0.0%	0	0.0%	0	0.0%	0	25.9%	21	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre	1.3%	19	1.7%	1	11.3%	9	7.1%	5	0.0%	0	1.3%	1	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.9%	13	11.7%	7	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton upon Severn Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.8%	12	1.7%	1	10.0%	8	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.7%	11	0.0%	0	0.0%	0	8.6%	6	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0	0.0%	0
Townsend Way Retail Park, Malvern	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	10	0.0%	0	0.0%	0
Redditch Town Centre	0.6%	9	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0
St Johns District Centre, Worcester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnards Green District Centre	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	1.4%	1
Other	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.6%	1	0.0%	0
Leominster Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.1%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Blackpole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	16	1.7%	1	2.5%	2	1.4%	1	0.0%	0	1.3%	1	1.3%	2	1.0%	2	0.7%	1	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q02 How do you usually travel to this centre?																													
Car / van (as driver)	64.3%	967	66.7%	40	62.5%	50	65.7%	46	69.1%	56	87.5%	70	60.0%	90	51.5%	103	40.7%	61	68.3%	41	91.2%	83	59.5%	119	62.3%	38	82.9%	58	
Car / van (as passenger)	10.8%	163	21.7%	13	13.8%	11	14.3%	10	11.1%	9	5.0%	4	8.0%	12	7.5%	15	11.3%	17	13.3%	8	6.6%	6	14.5%	29	16.4%	10	12.9%	9	
Walk	10.9%	164	1.7%	1	13.8%	11	8.6%	6	12.3%	10	0.0%	0	18.0%	27	12.0%	24	24.0%	36	11.7%	7	0.0%	0	12.0%	24	13.1%	8	0.0%	0	
Bus	10.4%	156	6.7%	4	5.0%	4	5.7%	4	7.4%	6	1.3%	1	10.0%	15	23.0%	46	22.0%	33	6.7%	4	2.2%	2	7.5%	15	6.6%	4	2.9%	2	
Taxi	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	
Cycle	0.5%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	2	1.5%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Train	0.4%	6	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.6%	1	1.4%	1	
Motorcycle	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Park and Ride	0.3%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Scooter	0.3%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
(Don't know)	1.0%	15	1.7%	1	0.0%	0	1.4%	1	0.0%	0	2.5%	2	2.0%	3	0.5%	1	0.7%	1	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0	
(Do not travel - goods delivered)	0.6%	9	1.7%	1	1.3%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70															

Q03 How often do you visit (DEPENDENT ON ZONE) for the following activities?*Those who do not live in Zones 1, 2, 3, 9, 12 or 15***Food shopping**

Everyday	4.0%	44	0.0%	0	0.0%	0	0.0%	0	22.2%	18	1.3%	1	0.0%	0	2.5%	5	4.7%	7	0.0%	0	0.0%	0	3.5%	7	0.0%	0	1.4%	1
More than once a week	18.8%	209	0.0%	0	0.0%	0	0.0%	0	35.8%	29	1.3%	1	12.0%	18	23.5%	47	18.7%	28	0.0%	0	2.2%	2	24.5%	49	0.0%	0	20.0%	14
Once a week	28.0%	311	0.0%	0	0.0%	0	0.0%	0	25.9%	21	26.3%	21	28.7%	43	27.5%	55	24.0%	36	0.0%	0	13.2%	12	31.0%	62	0.0%	0	50.0%	35
Once every two weeks	5.1%	57	0.0%	0	0.0%	0	0.0%	0	4.9%	4	12.5%	10	4.0%	6	4.5%	9	6.7%	10	0.0%	0	3.3%	3	4.5%	9	0.0%	0	2.9%	2
Once a month or less frequently	8.0%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	8.0%	12	8.5%	17	6.0%	9	0.0%	0	9.9%	9	8.0%	16	0.0%	0	14.3%	10
Never	35.4%	394	0.0%	0	0.0%	0	0.0%	0	9.9%	8	47.5%	38	47.3%	71	33.0%	66	38.7%	58	0.0%	0	71.4%	65	27.5%	55	0.0%	0	11.4%	8
(Don't know / varies / no particular pattern)	0.7%	8	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.5%	1	1.3%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Base:	1112	0	0	0	81	80	150	200	150	0	91	200	0	70														

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Non food shopping																														
Everyday	2.9%	32	0.0%	0	0.0%	0	0.0%	0	11.1%	9	5.0%	4	0.7%	1	3.0%	6	2.0%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1		
More than once a week	12.7%	141	0.0%	0	0.0%	0	0.0%	0	16.0%	13	3.8%	3	14.0%	21	18.5%	37	23.3%	35	0.0%	0	3.3%	3	5.0%	10	0.0%	0	11.4%	8		
Once a week	27.8%	309	0.0%	0	0.0%	0	0.0%	0	30.9%	25	20.0%	16	30.0%	45	35.0%	70	33.3%	50	0.0%	0	11.0%	10	26.5%	53	0.0%	0	32.9%	23		
Once every two weeks	11.1%	123	0.0%	0	0.0%	0	0.0%	0	6.2%	5	11.3%	9	15.3%	23	13.5%	27	16.7%	25	0.0%	0	11.0%	10	6.0%	12	0.0%	0	10.0%	7		
Once a month or less frequently	21.7%	241	0.0%	0	0.0%	0	0.0%	0	16.0%	13	37.5%	30	25.3%	38	16.5%	33	14.0%	21	0.0%	0	33.0%	30	19.0%	38	0.0%	0	17.1%	12		
Never	19.7%	219	0.0%	0	0.0%	0	0.0%	0	16.0%	13	20.0%	16	11.3%	17	10.0%	20	9.3%	14	0.0%	0	41.8%	38	32.0%	64	0.0%	0	25.7%	18		
(Don't know / varies / no particular pattern)	4.2%	47	0.0%	0	0.0%	0	0.0%	0	3.7%	3	2.5%	2	3.3%	5	3.5%	7	1.3%	2	0.0%	0	0.0%	0	11.0%	22	0.0%	0	1.4%	1		
Base:		1112		0		0		0		81		80		150		200		150		0		91		200		0		70		
Other services																														
Everyday	2.2%	24	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	2.0%	3	2.0%	4	1.3%	2	0.0%	0	0.0%	0	2.0%	4	0.0%	0	2.9%	2		
More than once a week	8.2%	91	0.0%	0	0.0%	0	0.0%	0	9.9%	8	2.5%	2	9.3%	14	9.5%	19	15.3%	23	0.0%	0	3.3%	3	6.5%	13	0.0%	0	7.1%	5		
Once a week	24.8%	276	0.0%	0	0.0%	0	0.0%	0	37.0%	30	17.5%	14	24.0%	36	32.0%	64	25.3%	38	0.0%	0	9.9%	9	22.5%	45	0.0%	0	28.6%	20		
Once every two weeks	10.0%	111	0.0%	0	0.0%	0	0.0%	0	11.1%	9	10.0%	8	10.7%	16	11.0%	22	14.7%	22	0.0%	0	6.6%	6	8.5%	17	0.0%	0	5.7%	4		
Once a month or less frequently	19.8%	220	0.0%	0	0.0%	0	0.0%	0	7.4%	6	28.8%	23	23.3%	35	22.0%	44	19.3%	29	0.0%	0	18.7%	17	16.5%	33	0.0%	0	21.4%	15		
Never	29.4%	327	0.0%	0	0.0%	0	0.0%	0	14.8%	12	35.0%	28	27.3%	41	18.5%	37	16.7%	25	0.0%	0	60.4%	55	35.0%	70	0.0%	0	32.9%	23		
(Don't know / varies / no particular pattern)	5.7%	63	0.0%	0	0.0%	0	0.0%	0	9.9%	8	6.3%	5	3.3%	5	5.0%	10	7.3%	11	0.0%	0	1.1%	1	9.0%	18	0.0%	0	1.4%	1		
Base:		1112		0		0		0		81		80		150		200		150		0		91		200		0		70		
Q03 How often do you visit (DEPENDENT ON ZONE) for the following activities?																														
<i>Those who were asked about Tenbury Wells</i>																														
Food shopping																														
Everyday	22.2%	18	0.0%	0	0.0%	0	0.0%	0	22.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	35.8%	29	0.0%	0	0.0%	0	0.0%	0	35.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	25.9%	21	0.0%	0	0.0%	0	0.0%	0	25.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	4.9%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	9.9%	8	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		81		0		0		0		81		0		0		0		0		0		0		0		0		0	0	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Non food shopping														
Everyday	11.1%	9	0.0%	0	0.0%	0	0.0%	0	11.1%	9	0.0%	0	0.0%	0
More than once a week	16.0%	13	0.0%	0	0.0%	0	0.0%	0	16.0%	13	0.0%	0	0.0%	0
Once a week	30.9%	25	0.0%	0	0.0%	0	0.0%	0	30.9%	25	0.0%	0	0.0%	0
Once every two weeks	6.2%	5	0.0%	0	0.0%	0	0.0%	0	6.2%	5	0.0%	0	0.0%	0
Once a month or less frequently	16.0%	13	0.0%	0	0.0%	0	0.0%	0	16.0%	13	0.0%	0	0.0%	0
Never (Don't know / varies / no particular pattern)	3.7%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0
Base:	81	0	0	0	81	0	0	0	0	0	0	0	0	0
Other services														
Everyday	9.9%	8	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	0.0%	0
More than once a week	9.9%	8	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	0.0%	0
Once a week	37.0%	30	0.0%	0	0.0%	0	0.0%	0	37.0%	30	0.0%	0	0.0%	0
Once every two weeks	11.1%	9	0.0%	0	0.0%	0	0.0%	0	11.1%	9	0.0%	0	0.0%	0
Once a month or less frequently	7.4%	6	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0
Never (Don't know / varies / no particular pattern)	14.8%	12	0.0%	0	0.0%	0	0.0%	0	14.8%	12	0.0%	0	0.0%	0
Base:	81	0	0	0	81	0	0	0	0	0	0	0	0	0
Q03 How often do you visit (DEPENDENT ON ZONE) for the following activities?														
<i>Those who were asked about Worcester City Centre</i>														
Food shopping														
Everyday	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
More than once a week	14.3%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	12.0%	18
Once a week	24.9%	167	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	21	28.7%	43
Once every two weeks	5.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	10	4.0%	6
Once a month or less frequently	8.2%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	8.0%	12
Never (Don't know / varies / no particular pattern)	44.4%	298	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.5%	38	47.3%	71
Base:	671	0	0	0	0	80	150	200	150	0	91	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13													
Non food shopping																											
Everyday	2.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.7%	1	3.0%	6	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
More than once a week	14.8%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	14.0%	21	18.5%	37	23.3%	35	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%
Once a week	28.5%	191	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	16	30.0%	45	35.0%	70	33.3%	50	0.0%	0	11.0%	10	0.0%	0	0.0%	0	0.0%
Once every two weeks	14.0%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	9	15.3%	23	13.5%	27	16.7%	25	0.0%	0	11.0%	10	0.0%	0	0.0%	0	0.0%
Once a month or less frequently	22.7%	152	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.5%	30	25.3%	38	16.5%	33	14.0%	21	0.0%	0	33.0%	30	0.0%	0	0.0%	0	0.0%
Never	15.6%	105	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	16	11.3%	17	10.0%	20	9.3%	14	0.0%	0	41.8%	38	0.0%	0	0.0%	0	0.0%
(Don't know / varies / no particular pattern)	2.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.3%	5	3.5%	7	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		671		0		0		0		0	80		150		200		150		0		91		0		0		0
Other services																											
Everyday	1.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	2.0%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More than once a week	9.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	9.3%	14	9.5%	19	15.3%	23	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%
Once a week	24.0%	161	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	14	24.0%	36	32.0%	64	25.3%	38	0.0%	0	9.9%	9	0.0%	0	0.0%	0	0.0%
Once every two weeks	11.0%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	8	10.7%	16	11.0%	22	14.7%	22	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%
Once a month or less frequently	22.1%	148	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.8%	23	23.3%	35	22.0%	44	19.3%	29	0.0%	0	18.7%	17	0.0%	0	0.0%	0	0.0%
Never	27.7%	186	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.0%	28	27.3%	41	18.5%	37	16.7%	25	0.0%	0	60.4%	55	0.0%	0	0.0%	0	0.0%
(Don't know / varies / no particular pattern)	4.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	3.3%	5	5.0%	10	7.3%	11	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Base:		671		0		0		0		0	80		150		200		150		0		91		0		0		0
Q03 How often do you visit (DEPENDENT ON ZONE) for the following activities? <i>Those who were asked about Malvern Town Centre</i>																											
Food shopping																											
Everyday	3.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	7	0.0%	0	1.4%	1	
More than once a week	23.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.5%	49	0.0%	0	20.0%	14	
Once a week	35.9%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	62	0.0%	0	50.0%	35	
Once every two weeks	4.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	9	0.0%	0	2.9%	2	
Once a month or less frequently	9.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	16	0.0%	0	14.3%	10	
Never	23.3%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.5%	55	0.0%	0	11.4%	8	
(Don't know / varies / no particular pattern)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	
Base:		270		0		0		0		0	0		0		0		0		0		200		0		0	70	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Non food shopping														
Everyday	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
More than once a week	6.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	8
Once a week	28.1%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	23
Once every two weeks	7.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	7
Once a month or less frequently	18.5%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12
Never	30.4%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	18
(Don't know / varies / no particular pattern)	8.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Base:	270	0	0	0	0	0	0	0	0	0	0	200	0	70
Other services														
Everyday	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
More than once a week	6.7%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5
Once a week	24.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	20
Once every two weeks	7.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4
Once a month or less frequently	17.8%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15
Never	34.4%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	23
(Don't know / varies / no particular pattern)	7.0%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Base:	270	0	0	0	0	0	0	0	0	0	0	200	0	70
Q03 How often do you visit (DEPENDENT ON ZONE) for the following activities?														
<i>Those who were asked about Upton</i>														
Food shopping														
Everyday	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	23.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	28.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	8.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	27.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	90	0	0	0	0	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Non food shopping														
Everyday	7.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	12.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	18.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	28.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	21.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0		0		0		0		0
Other services														
Everyday	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	22.2%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	7.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	20.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	40.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		90		0		0		0		0		0		0
Q03A How often do you visit (DEPENDENT ON ZONE) for the following activities?														
<i>Those who were asked about St Johns District Centre, Malvern Town Centre and Malvern Links District Centre</i>														
Food shopping														
Everyday	3.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0
More than once a week	16.8%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	29	0.0%	0
Once a week	20.2%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	24	0.0%	0
Once every two weeks	6.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0
Once a month or less frequently	9.5%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	14	0.0%	0
Never	42.2%	186	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.7%	67	0.0%	0
(Don't know / varies / no particular pattern)	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Base:		441		0		0		0		150		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Non food shopping																										
Everyday	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
More than once a week	7.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	0.0%	0	0.0%	0	0.0%	0	8.8%	8	7.0%	14	0.0%	0	0.0%	0
Once a week	9.3%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	10	0.0%	0	0.0%	0	0.0%	0	18.7%	17	7.0%	14	0.0%	0	0.0%	0
Once every two weeks	6.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	11.0%	10	5.0%	10	0.0%	0	0.0%	0
Once a month or less frequently	19.5%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.3%	26	0.0%	0	0.0%	0	0.0%	0	23.1%	21	19.5%	39	0.0%	0	0.0%	0
Never	52.4%	231	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.7%	88	0.0%	0	0.0%	0	0.0%	0	38.5%	35	54.0%	108	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	3.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	14	0.0%	0	0.0%	0
Base:		441		0		0		0		0		150		0		0		0		91		200		0		0
Other services																										
Everyday	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
More than once a week	5.9%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	10	0.0%	0	0.0%	0	0.0%	0	5.5%	5	5.5%	11	0.0%	0	0.0%	0
Once a week	12.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	18	0.0%	0	0.0%	0	0.0%	0	24.2%	22	8.5%	17	0.0%	0	0.0%	0
Once every two weeks	5.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.3%	11	0.0%	0	0.0%	0	0.0%	0	6.6%	6	3.0%	6	0.0%	0	0.0%	0
Once a month or less frequently	14.1%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	22	0.0%	0	0.0%	0	0.0%	0	14.3%	13	13.5%	27	0.0%	0	0.0%	0
Never	56.7%	250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.0%	84	0.0%	0	0.0%	0	0.0%	0	49.5%	45	60.5%	121	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	4.1%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	17	0.0%	0	0.0%	0
Base:		441		0		0		0		0		150		0		0		0		91		200		0		0
Q03A How often do you visit (DEPENDENT ON ZONE) for the following activities?																										
<i>Those who were asked about St Johns District Centre</i>																										
Food shopping																										
Everyday	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	19.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	16.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	9.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	44.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		0		0		0		0		150		0		0		0		0		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Non food shopping														
Everyday	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	7.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	6.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	17.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	58.7%	88	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		0		0		0		0		0		0
Other services														
Everyday	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	6.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	12.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	7.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	14.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	56.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		0		0		0		0		0		0
Q03A How often do you visit (DEPENDENT ON ZONE) for the following activities?														
<i>Those who were asked about Malvern Town Centre</i>														
Food shopping														
Everyday	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	15.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	31.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	13.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	31.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0		0		0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Non food shopping														
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	8.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	18.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	11.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	23.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	38.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0		0		0
Other services														
Everyday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	24.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	14.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	49.5%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0		0		0
Q03A How often do you visit (DEPENDENT ON ZONE) for the following activities?														
<i>Those who were asked about Malvern Link District Centre</i>														
Food shopping														
Everyday	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	15.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	18.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	4.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	11.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	45.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		200		0		0		0		0		0		0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Non food shopping														
Everyday	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	7.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	7.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	5.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	19.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	54.0%	108	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	7.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	200	0	0	0	0	0	0	0	0	0	0	200	0	0
Other services														
Everyday	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	8.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	3.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	13.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	60.5%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	8.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	200	0	0	0	0	0	0	0	0	0	0	200	0	0
Q03B How often do you visit Barnards Green District Centre for the following activities?														
<i>Those who were asked about Barnards Green District Centre</i>														
Food shopping														
Everyday	4.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More than once a week	15.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	11.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two weeks	5.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a month or less frequently	11.0%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	51.5%	103	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	200	0	0	0	0	0	0	0	0	0	0	200	0	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Non food shopping																												
Everyday	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
More than once a week	7.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Once a week	10.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Once every two weeks	2.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Once a month or less frequently	17.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Never	55.5%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
(Don't know / varies / no particular pattern)	6.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Base:	200	0	0	0	0	0	0	0	0	0	0	200	0	0														
Other services																												
Everyday	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
More than once a week	7.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Once a week	9.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Once every two weeks	2.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Once a month or less frequently	10.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Never	62.5%	125	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
(Don't know / varies / no particular pattern)	9.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Base:	200	0	0	0	0	0	0	0	0	0	0	200	0	0														
Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]																												
Q04 Overall, how do you rate the following aspects of (DEPENDENT ON ZONE) ?																												
<i>Those who visit Tenbury Wells, Worcester City Centre, Malvern Town Centre and Upton</i>																												
Range and choice of non-food shops																												
Very Good	11.8%	115	0.0%	0	0.0%	0	0.0%	0	16.0%	12	10.3%	7	16.8%	23	12.6%	24	14.5%	21	0.0%	0	16.4%	9	5.5%	9	0.0%	0	0.0%	0
Good	40.6%	394	0.0%	0	0.0%	0	0.0%	0	28.0%	21	55.9%	38	48.9%	67	48.7%	93	44.8%	65	0.0%	0	52.7%	29	18.4%	30	0.0%	0	33.9%	21
Average	28.8%	280	0.0%	0	0.0%	0	0.0%	0	36.0%	27	23.5%	16	27.7%	38	26.7%	51	25.5%	37	0.0%	0	29.1%	16	32.5%	53	0.0%	0	29.0%	18
Poor	14.6%	142	0.0%	0	0.0%	0	0.0%	0	18.7%	14	7.4%	5	5.8%	8	8.4%	16	11.0%	16	0.0%	0	1.8%	1	33.7%	55	0.0%	0	32.3%	20
Very Poor	3.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.1%	4	2.8%	4	0.0%	0	0.0%	0	9.8%	16	0.0%	0	3.2%	2
(Don't know)	1.1%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	1.6%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Mean:	0.44		0.00		0.00		0.00		0.42		0.63		0.77		0.62		0.58		0.00		0.84		-0.24		0.00		-0.05	
Base:	971	0	0	0	0	75	68	137	191	145	0	55	163	0	62													

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Choice and quality of supermarkets																												
Very Good	11.9%	116	0.0%	0	0.0%	0	0.0%	0	17.3%	13	4.4%	3	8.8%	12	9.9%	19	7.6%	11	0.0%	0	1.8%	1	20.2%	33	0.0%	0	25.8%	16
Good	34.2%	332	0.0%	0	0.0%	0	0.0%	0	33.3%	25	32.4%	22	22.6%	31	29.3%	56	22.1%	32	0.0%	0	23.6%	13	56.4%	92	0.0%	0	56.5%	35
Average	19.8%	192	0.0%	0	0.0%	0	0.0%	0	25.3%	19	26.5%	18	16.8%	23	20.9%	40	17.9%	26	0.0%	0	27.3%	15	13.5%	22	0.0%	0	11.3%	7
Poor	24.3%	236	0.0%	0	0.0%	0	0.0%	0	18.7%	14	20.6%	14	36.5%	50	27.7%	53	41.4%	60	0.0%	0	25.5%	14	6.7%	11	0.0%	0	4.8%	3
Very Poor	6.4%	62	0.0%	0	0.0%	0	0.0%	0	2.7%	2	8.8%	6	12.4%	17	7.9%	15	11.0%	16	0.0%	0	3.6%	2	1.8%	3	0.0%	0	1.6%	1
(Don't know)	3.4%	33	0.0%	0	0.0%	0	0.0%	0	2.7%	2	7.4%	5	2.9%	4	4.2%	8	0.0%	0	0.0%	0	18.2%	10	1.2%	2	0.0%	0	0.0%	0
Mean:	0.22		0.00	0.00	0.00	0.00	0.45	0.03	-0.22	0.06	-0.26	0.00	-0.07	0.88	0.00													1.00
Base:	971	0	0	0	75	68	137	191	145	0	55	163	0	62														
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)																												
Very Good	19.3%	187	0.0%	0	0.0%	0	0.0%	0	22.7%	17	11.8%	8	20.4%	28	18.8%	36	26.2%	38	0.0%	0	12.7%	7	22.1%	36	0.0%	0	14.5%	9
Good	55.1%	535	0.0%	0	0.0%	0	0.0%	0	37.3%	28	58.8%	40	58.4%	80	59.7%	114	56.6%	82	0.0%	0	54.5%	30	57.7%	94	0.0%	0	54.8%	34
Average	17.1%	166	0.0%	0	0.0%	0	0.0%	0	18.7%	14	16.2%	11	17.5%	24	16.2%	31	13.8%	20	0.0%	0	21.8%	12	14.7%	24	0.0%	0	19.4%	12
Poor	3.5%	34	0.0%	0	0.0%	0	0.0%	0	14.7%	11	5.9%	4	2.2%	3	2.1%	4	1.4%	2	0.0%	0	0.0%	0	1.8%	3	0.0%	0	3.2%	2
Very Poor	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	44	0.0%	0	0.0%	0	0.0%	0	4.0%	3	7.4%	5	0.7%	1	2.6%	5	2.1%	3	0.0%	0	10.9%	6	3.7%	6	0.0%	0	8.1%	5
Mean:	0.93		0.00	0.00	0.00	0.65	0.83	0.96	0.97	1.10	0.00	0.90	1.04	0.00	0.88	0.00												0.88
Base:	971	0	0	0	75	68	137	191	145	0	55	163	0	62														
Range and choice of leisure / entertainment facilities																												
Very Good	9.3%	90	0.0%	0	0.0%	0	0.0%	0	8.0%	6	4.4%	3	8.8%	12	4.7%	9	9.0%	13	0.0%	0	3.6%	2	20.9%	34	0.0%	0	14.5%	9
Good	33.5%	325	0.0%	0	0.0%	0	0.0%	0	29.3%	22	36.8%	25	32.8%	45	33.5%	64	33.1%	48	0.0%	0	32.7%	18	33.1%	54	0.0%	0	37.1%	23
Average	27.3%	265	0.0%	0	0.0%	0	0.0%	0	24.0%	18	26.5%	18	27.0%	37	36.1%	69	26.9%	39	0.0%	0	27.3%	15	27.0%	44	0.0%	0	19.4%	12
Poor	13.4%	130	0.0%	0	0.0%	0	0.0%	0	24.0%	18	8.8%	6	11.7%	16	11.5%	22	11.7%	17	0.0%	0	12.7%	7	13.5%	22	0.0%	0	19.4%	12
Very Poor	3.0%	29	0.0%	0	0.0%	0	0.0%	0	6.7%	5	1.5%	1	3.7%	5	0.5%	1	2.8%	4	0.0%	0	1.8%	1	2.5%	4	0.0%	0	0.0%	0
(Don't know)	13.6%	132	0.0%	0	0.0%	0	0.0%	0	8.0%	6	22.1%	15	16.1%	22	13.6%	26	16.6%	24	0.0%	0	21.8%	12	3.1%	5	0.0%	0	9.7%	6
Mean:	0.38		0.00	0.00	0.00	0.09	0.43	0.37	0.35	0.40	0.00	0.30	0.58	0.00	0.52	0.00												0.52
Base:	971	0	0	0	75	68	137	191	145	0	55	163	0	62														
Accessibility by public transport																												
Very Good	8.3%	81	0.0%	0	0.0%	0	0.0%	0	4.0%	3	8.8%	6	13.9%	19	7.9%	15	12.4%	18	0.0%	0	3.6%	2	8.6%	14	0.0%	0	4.8%	3
Good	33.9%	329	0.0%	0	0.0%	0	0.0%	0	17.3%	13	19.1%	13	46.7%	64	49.2%	94	40.0%	58	0.0%	0	25.5%	14	27.6%	45	0.0%	0	22.6%	14
Average	17.2%	167	0.0%	0	0.0%	0	0.0%	0	25.3%	19	17.6%	12	13.9%	19	17.8%	34	17.2%	25	0.0%	0	10.9%	6	13.5%	22	0.0%	0	27.4%	17
Poor	15.7%	152	0.0%	0	0.0%	0	0.0%	0	25.3%	19	20.6%	14	11.7%	16	9.9%	19	13.8%	20	0.0%	0	14.5%	8	14.1%	23	0.0%	0	22.6%	14
Very Poor	5.7%	55	0.0%	0	0.0%	0	0.0%	0	14.7%	11	14.7%	10	2.2%	3	2.1%	4	4.1%	6	0.0%	0	5.5%	3	4.9%	8	0.0%	0	4.8%	3
(Don't know)	19.3%	187	0.0%	0	0.0%	0	0.0%	0	13.3%	10	19.1%	13	11.7%	16	13.1%	25	12.4%	18	0.0%	0	40.0%	22	31.3%	51	0.0%	0	17.7%	11
Mean:	0.29		0.00	0.00	0.00	-0.34	-0.16	0.66	0.58	0.49	0.00	0.12	0.30	0.00	0.00													0.00
Base:	971	0	0	0	75	68	137	191	145	0	55	163	0	62														

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Accessibility by car																													
Very Good	8.4%	82	0.0%	0	0.0%	0	0.0%	0	9.3%	7	5.9%	4	10.9%	15	5.2%	10	7.6%	11	0.0%	0	9.1%	5	9.8%	16	0.0%	0	11.3%	7	
Good	54.6%	530	0.0%	0	0.0%	0	0.0%	0	53.3%	40	63.2%	43	48.2%	66	49.2%	94	48.3%	70	0.0%	0	54.5%	30	61.4%	100	0.0%	0	58.1%	36	
Average	21.7%	211	0.0%	0	0.0%	0	0.0%	0	20.0%	15	23.5%	16	19.7%	27	27.2%	52	23.4%	34	0.0%	0	23.6%	13	16.6%	27	0.0%	0	24.2%	15	
Poor	8.3%	81	0.0%	0	0.0%	0	0.0%	0	10.7%	8	5.9%	4	13.1%	18	9.9%	19	11.0%	16	0.0%	0	10.9%	6	3.1%	5	0.0%	0	4.8%	3	
Very Poor	1.4%	14	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	2	2.1%	4	1.4%	2	0.0%	0	1.8%	1	1.8%	3	0.0%	0	0.0%	0	
(Don't know)	5.5%	53	0.0%	0	0.0%	0	0.0%	0	5.3%	4	1.5%	1	6.6%	9	6.3%	12	8.3%	12	0.0%	0	0.0%	0	7.4%	12	0.0%	0	1.6%	1	
Mean:	0.64		0.00	0.00	0.00	0.00	0.62	0.70	0.58	0.49	0.54	0.00	0.58	0.80	0.00	0.77													
Base:	971	0	0	0	75	68	137	191	145	0	55	163	0	62															
Adequacy of parking arrangements																													
Very Good	5.7%	55	0.0%	0	0.0%	0	0.0%	0	5.3%	4	1.5%	1	8.8%	12	5.2%	10	8.3%	12	0.0%	0	7.3%	4	3.7%	6	0.0%	0	3.2%	2	
Good	33.8%	328	0.0%	0	0.0%	0	0.0%	0	30.7%	23	47.1%	32	31.4%	43	35.1%	67	31.0%	45	0.0%	0	36.4%	20	30.7%	50	0.0%	0	25.8%	16	
Average	28.4%	276	0.0%	0	0.0%	0	0.0%	0	33.3%	25	29.4%	20	25.5%	35	27.2%	52	31.0%	45	0.0%	0	34.5%	19	26.4%	43	0.0%	0	32.3%	20	
Poor	21.3%	207	0.0%	0	0.0%	0	0.0%	0	24.0%	18	17.6%	12	21.9%	30	20.9%	40	17.2%	25	0.0%	0	18.2%	10	25.2%	41	0.0%	0	24.2%	15	
Very Poor	5.5%	53	0.0%	0	0.0%	0	0.0%	0	5.3%	4	1.5%	1	5.1%	7	4.7%	9	3.4%	5	0.0%	0	3.6%	2	6.7%	11	0.0%	0	12.9%	8	
(Don't know)	5.4%	52	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	2	7.3%	10	6.8%	13	9.0%	13	0.0%	0	0.0%	0	7.4%	12	0.0%	0	1.6%	1	
Mean:	0.14		0.00	0.00	0.00	0.07	0.30	0.18	0.16	0.26	0.00	0.25	-0.01	0.00	-0.18														
Base:	971	0	0	0	75	68	137	191	145	0	55	163	0	62															
Quality of the environment																													
Very Good	17.8%	173	0.0%	0	0.0%	0	0.0%	0	32.0%	24	7.4%	5	16.8%	23	10.5%	20	9.7%	14	0.0%	0	10.9%	6	30.1%	49	0.0%	0	25.8%	16	
Good	52.9%	514	0.0%	0	0.0%	0	0.0%	0	46.7%	35	52.9%	36	52.6%	72	54.5%	104	53.1%	77	0.0%	0	41.8%	23	54.0%	88	0.0%	0	53.2%	33	
Average	23.7%	230	0.0%	0	0.0%	0	0.0%	0	20.0%	15	27.9%	19	21.2%	29	26.7%	51	32.4%	47	0.0%	0	41.8%	23	12.9%	21	0.0%	0	19.4%	12	
Poor	3.9%	38	0.0%	0	0.0%	0	0.0%	0	1.3%	1	7.4%	5	5.1%	7	5.8%	11	4.1%	6	0.0%	0	5.5%	3	2.5%	4	0.0%	0	1.6%	1	
Very Poor	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	4	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	
(Don't know)	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%	2	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	0.84		0.00	0.00	0.00	1.09	0.59	0.76	0.70	0.67	0.00	0.58	1.10	0.00	1.03														
Base:	971	0	0	0	75	68	137	191	145	0	55	163	0	62															
Ease of pedestrian movement around the centre																													
Very Good	14.8%	144	0.0%	0	0.0%	0	0.0%	0	18.7%	14	17.6%	12	17.5%	24	17.3%	33	15.9%	23	0.0%	0	18.2%	10	11.0%	18	0.0%	0	4.8%	3	
Good	62.0%	602	0.0%	0	0.0%	0	0.0%	0	57.3%	43	73.5%	50	65.7%	90	66.0%	126	65.5%	95	0.0%	0	72.7%	40	52.8%	86	0.0%	0	45.2%	28	
Average	16.3%	158	0.0%	0	0.0%	0	0.0%	0	21.3%	16	8.8%	6	13.1%	18	10.5%	20	11.7%	17	0.0%	0	7.3%	4	23.9%	39	0.0%	0	35.5%	22	
Poor	5.5%	53	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.9%	4	4.7%	9	4.8%	7	0.0%	0	1.8%	1	11.0%	18	0.0%	0	11.3%	7	
Very Poor	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.5%	1	1.4%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	
(Don't know)	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	
Mean:	0.85		0.00	0.00	0.00	0.91	1.09	0.96	0.96	0.90	0.00	1.07	0.61	0.00	0.45														
Base:	971	0	0	0	75	68	137	191	145	0	55	163	0	62															

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
The level of personal security and safety																												
Very Good	14.0%	136	0.0%	0	0.0%	0	0.0%	0	26.7%	20	8.8%	6	12.4%	17	11.5%	22	9.0%	13	0.0%	0	9.1%	5	23.9%	39	0.0%	0	9.7%	6
Good	57.4%	557	0.0%	0	0.0%	0	0.0%	0	48.0%	36	66.2%	45	59.1%	81	56.0%	107	56.6%	82	0.0%	0	58.2%	32	56.4%	92	0.0%	0	66.1%	41
Average	20.8%	202	0.0%	0	0.0%	0	0.0%	0	24.0%	18	14.7%	10	20.4%	28	21.5%	41	24.8%	36	0.0%	0	25.5%	14	14.7%	24	0.0%	0	19.4%	12
Poor	4.4%	43	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.4%	3	4.4%	6	6.8%	13	6.2%	9	0.0%	0	3.6%	2	3.1%	5	0.0%	0	1.6%	1
Very Poor	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%	2	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.2%	3	3.1%	6	2.8%	4	0.0%	0	3.6%	2	1.8%	3	0.0%	0	3.2%	2
Mean:		0.81		0.00		0.00		0.00		1.00		0.76		0.78		0.72		0.69		0.00		0.75		1.03		0.00		0.87
Base:		971		0		0		0		75		68		137		191		145		0		55		163		0		62

Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]

Q04 Overall, how do you rate the following aspects of (DEPENDENT ON ZONE) ?

Those who visit Tenbury Wells

Range and choice of non-food shops

Very Good	16.0%	12	0.0%	0	0.0%	0	0.0%	0	16.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	28.0%	21	0.0%	0	0.0%	0	0.0%	0	28.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	36.0%	27	0.0%	0	0.0%	0	0.0%	0	36.0%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	18.7%	14	0.0%	0	0.0%	0	0.0%	0	18.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.42		0.00		0.00		0.00		0.42		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.00	
Base:		75		0		0		0		75		0		0		0		0		0		0		0		0		0	0	

Choice and quality of supermarkets

Very Good	17.3%	13	0.0%	0	0.0%	0	0.0%	0	17.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	33.3%	25	0.0%	0	0.0%	0	0.0%	0	33.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	25.3%	19	0.0%	0	0.0%	0	0.0%	0	25.3%	19	0.0%	0	0.0%	0	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	18.7%	14	0.0%	0	0.0%	0	0.0%	0	18.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.45		0.00		0.00		0.00		0.45		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00	0.00	
Base:		75		0		0		0		75		0		0		0		0		0		0		0		0		0	0	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)														
Very Good	22.7%	17	0.0%	0	0.0%	0	0.0%	0	22.7%	17	0.0%	0	0.0%	0
Good	37.3%	28	0.0%	0	0.0%	0	0.0%	0	37.3%	28	0.0%	0	0.0%	0
Average	18.7%	14	0.0%	0	0.0%	0	0.0%	0	18.7%	14	0.0%	0	0.0%	0
Poor	14.7%	11	0.0%	0	0.0%	0	0.0%	0	14.7%	11	0.0%	0	0.0%	0
Very Poor	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
(Don't know)	4.0%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Mean:	0.65	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
Range and choice of leisure / entertainment facilities														
Very Good	8.0%	6	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0
Good	29.3%	22	0.0%	0	0.0%	0	0.0%	0	29.3%	22	0.0%	0	0.0%	0
Average	24.0%	18	0.0%	0	0.0%	0	0.0%	0	24.0%	18	0.0%	0	0.0%	0
Poor	24.0%	18	0.0%	0	0.0%	0	0.0%	0	24.0%	18	0.0%	0	0.0%	0
Very Poor	6.7%	5	0.0%	0	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0
(Don't know)	8.0%	6	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0
Mean:	0.09	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
Accessibility by public transport														
Very Good	4.0%	3	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0
Good	17.3%	13	0.0%	0	0.0%	0	0.0%	0	17.3%	13	0.0%	0	0.0%	0
Average	25.3%	19	0.0%	0	0.0%	0	0.0%	0	25.3%	19	0.0%	0	0.0%	0
Poor	25.3%	19	0.0%	0	0.0%	0	0.0%	0	25.3%	19	0.0%	0	0.0%	0
Very Poor	14.7%	11	0.0%	0	0.0%	0	0.0%	0	14.7%	11	0.0%	0	0.0%	0
(Don't know)	13.3%	10	0.0%	0	0.0%	0	0.0%	0	13.3%	10	0.0%	0	0.0%	0
Mean:	-0.34	0.00	0.00	0.00	-0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
Accessibility by car														
Very Good	9.3%	7	0.0%	0	0.0%	0	0.0%	0	9.3%	7	0.0%	0	0.0%	0
Good	53.3%	40	0.0%	0	0.0%	0	0.0%	0	53.3%	40	0.0%	0	0.0%	0
Average	20.0%	15	0.0%	0	0.0%	0	0.0%	0	20.0%	15	0.0%	0	0.0%	0
Poor	10.7%	8	0.0%	0	0.0%	0	0.0%	0	10.7%	8	0.0%	0	0.0%	0
Very Poor	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Don't know)	5.3%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Mean:	0.62	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Adequacy of parking arrangements														
Very Good	5.3%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Good	30.7%	23	0.0%	0	0.0%	0	0.0%	0	30.7%	23	0.0%	0	0.0%	0
Average	33.3%	25	0.0%	0	0.0%	0	0.0%	0	33.3%	25	0.0%	0	0.0%	0
Poor	24.0%	18	0.0%	0	0.0%	0	0.0%	0	24.0%	18	0.0%	0	0.0%	0
Very Poor	5.3%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
(Don't know)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Mean:	0.07	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
Quality of the environment														
Very Good	32.0%	24	0.0%	0	0.0%	0	0.0%	0	32.0%	24	0.0%	0	0.0%	0
Good	46.7%	35	0.0%	0	0.0%	0	0.0%	0	46.7%	35	0.0%	0	0.0%	0
Average	20.0%	15	0.0%	0	0.0%	0	0.0%	0	20.0%	15	0.0%	0	0.0%	0
Poor	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.09	0.00	0.00	0.00	1.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
Ease of pedestrian movement around the centre														
Very Good	18.7%	14	0.0%	0	0.0%	0	0.0%	0	18.7%	14	0.0%	0	0.0%	0
Good	57.3%	43	0.0%	0	0.0%	0	0.0%	0	57.3%	43	0.0%	0	0.0%	0
Average	21.3%	16	0.0%	0	0.0%	0	0.0%	0	21.3%	16	0.0%	0	0.0%	0
Poor	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Very Poor	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.91	0.00	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
The level of personal security and safety														
Very Good	26.7%	20	0.0%	0	0.0%	0	0.0%	0	26.7%	20	0.0%	0	0.0%	0
Good	48.0%	36	0.0%	0	0.0%	0	0.0%	0	48.0%	36	0.0%	0	0.0%	0
Average	24.0%	18	0.0%	0	0.0%	0	0.0%	0	24.0%	18	0.0%	0	0.0%	0
Poor	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.00	0.00	0.00	0.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]																												
Q04 Overall, how do you rate the following aspects of (DEPENDENT ON ZONE) ?																												
<i>Those who visit Worcester City Centre</i>																												
Range and choice of non-food shops																												
Very Good	14.1%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	7	16.8%	23	12.6%	24	14.5%	21	0.0%	0	16.4%	9	0.0%	0	0.0%	0	0.0%	0
Good	49.0%	292	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.9%	38	48.9%	67	48.7%	93	44.8%	65	0.0%	0	52.7%	29	0.0%	0	0.0%	0	0.0%	0
Average	26.5%	158	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	16	27.7%	38	26.7%	51	25.5%	37	0.0%	0	29.1%	16	0.0%	0	0.0%	0	0.0%	0
Poor	7.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	5.8%	8	8.4%	16	11.0%	16	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.1%	4	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.6%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		0.67		0.00		0.00		0.00		0.00		0.63		0.77		0.62		0.58		0.00		0.84		0.00		0.00		0.00
Base:		596		0		0		0		0		68		137		191		145		0		55		0		0		0
Choice and quality of supermarkets																												
Very Good	7.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	8.8%	12	9.9%	19	7.6%	11	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Good	25.8%	154	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	22	22.6%	31	29.3%	56	22.1%	32	0.0%	0	23.6%	13	0.0%	0	0.0%	0	0.0%	0
Average	20.5%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	18	16.8%	23	20.9%	40	17.9%	26	0.0%	0	27.3%	15	0.0%	0	0.0%	0	0.0%	0
Poor	32.0%	191	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	14	36.5%	50	27.7%	53	41.4%	60	0.0%	0	25.5%	14	0.0%	0	0.0%	0	0.0%	0
Very Poor	9.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	12.4%	17	7.9%	15	11.0%	16	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	2.9%	4	4.2%	8	0.0%	0	0.0%	0	18.2%	10	0.0%	0	0.0%	0	0.0%	0
Mean:		-0.10		0.00		0.00		0.00		0.00		0.03		-0.22		0.06		-0.26		0.00		-0.07		0.00		0.00		0.00
Base:		596		0		0		0		0		68		137		191		145		0		55		0		0		0
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)																												
Very Good	19.6%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	8	20.4%	28	18.8%	36	26.2%	38	0.0%	0	12.7%	7	0.0%	0	0.0%	0	0.0%	0
Good	58.1%	346	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.8%	40	58.4%	80	59.7%	114	56.6%	82	0.0%	0	54.5%	30	0.0%	0	0.0%	0	0.0%	0
Average	16.4%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.2%	11	17.5%	24	16.2%	31	13.8%	20	0.0%	0	21.8%	12	0.0%	0	0.0%	0	0.0%	0
Poor	2.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	2.2%	3	2.1%	4	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	0.7%	1	2.6%	5	2.1%	3	0.0%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0
Mean:		0.98		0.00		0.00		0.00		0.00		0.83		0.96		0.97		1.10		0.00		0.90		0.00		0.00		0.00
Base:		596		0		0		0		0		68		137		191		145		0		55		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Range and choice of leisure / entertainment facilities																												
Very Good	6.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	8.8%	12	4.7%	9	9.0%	13	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Good	33.6%	200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.8%	25	32.8%	45	33.5%	64	33.1%	48	0.0%	0	32.7%	18	0.0%	0	0.0%	0	0.0%	0
Average	29.9%	178	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	18	27.0%	37	36.1%	69	26.9%	39	0.0%	0	27.3%	15	0.0%	0	0.0%	0	0.0%	0
Poor	11.4%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	11.7%	16	11.5%	22	11.7%	17	0.0%	0	12.7%	7	0.0%	0	0.0%	0	0.0%	0
Very Poor	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.7%	5	0.5%	1	2.8%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.6%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	15	16.1%	22	13.6%	26	16.6%	24	0.0%	0	21.8%	12	0.0%	0	0.0%	0	0.0%	0
Mean:	0.37		0.00		0.00		0.00		0.00		0.43		0.37		0.35		0.40		0.00		0.30		0.00		0.00		0.00	0.00
Base:	596		0		0		0		0		68		137		191		145		0		55		0		0		0	0
Accessibility by public transport																												
Very Good	10.1%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	13.9%	19	7.9%	15	12.4%	18	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Good	40.8%	243	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	13	46.7%	64	49.2%	94	40.0%	58	0.0%	0	25.5%	14	0.0%	0	0.0%	0	0.0%	0
Average	16.1%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	12	13.9%	19	17.8%	34	17.2%	25	0.0%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0
Poor	12.9%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	14	11.7%	16	9.9%	19	13.8%	20	0.0%	0	14.5%	8	0.0%	0	0.0%	0	0.0%	0
Very Poor	4.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	10	2.2%	3	2.1%	4	4.1%	6	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
(Don't know)	15.8%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.1%	13	11.7%	16	13.1%	25	12.4%	18	0.0%	0	40.0%	22	0.0%	0	0.0%	0	0.0%	0
Mean:	0.47		0.00		0.00		0.00		0.00		-0.16		0.66		0.58		0.49		0.00		0.12		0.00		0.00		0.00	0.00
Base:	596		0		0		0		0		68		137		191		145		0		55		0		0		0	0
Accessibility by car																												
Very Good	7.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	10.9%	15	5.2%	10	7.6%	11	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0
Good	50.8%	303	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.2%	43	48.2%	66	49.2%	94	48.3%	70	0.0%	0	54.5%	30	0.0%	0	0.0%	0	0.0%	0
Average	23.8%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	16	19.7%	27	27.2%	52	23.4%	34	0.0%	0	23.6%	13	0.0%	0	0.0%	0	0.0%	0
Poor	10.6%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	13.1%	18	9.9%	19	11.0%	16	0.0%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.1%	4	1.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	6.6%	9	6.3%	12	8.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.56		0.00		0.00		0.00		0.00		0.70		0.58		0.49		0.54		0.00		0.58		0.00		0.00		0.00	0.00
Base:	596		0		0		0		0		68		137		191		145		0		55		0		0		0	0
Adequacy of parking arrangements																												
Very Good	6.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	8.8%	12	5.2%	10	8.3%	12	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0
Good	34.7%	207	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.1%	32	31.4%	43	35.1%	67	31.0%	45	0.0%	0	36.4%	20	0.0%	0	0.0%	0	0.0%	0
Average	28.7%	171	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	20	25.5%	35	27.2%	52	31.0%	45	0.0%	0	34.5%	19	0.0%	0	0.0%	0	0.0%	0
Poor	19.6%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	12	21.9%	30	20.9%	40	17.2%	25	0.0%	0	18.2%	10	0.0%	0	0.0%	0	0.0%	0
Very Poor	4.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.1%	7	4.7%	9	3.4%	5	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	7.3%	10	6.8%	13	9.0%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.22		0.00		0.00		0.00		0.00		0.30		0.18		0.16		0.26		0.00		0.25		0.00		0.00		0.00	0.00
Base:	596		0		0		0		0		68		137		191		145		0		55		0		0		0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Quality of the environment																												
Very Good	11.4%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	16.8%	23	10.5%	20	9.7%	14	0.0%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0
Good	52.3%	312	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.9%	36	52.6%	72	54.5%	104	53.1%	77	0.0%	0	41.8%	23	0.0%	0	0.0%	0	0.0%	0
Average	28.4%	169	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.9%	19	21.2%	29	26.7%	51	32.4%	47	0.0%	0	41.8%	23	0.0%	0	0.0%	0	0.0%	0
Poor	5.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	5.1%	7	5.8%	11	4.1%	6	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	4	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%	2	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.68		0.00		0.00		0.00		0.00		0.59		0.76		0.70		0.67		0.00		0.58		0.00		0.00		0.00	0.00
Base:	596		0		0		0		0		68		137		191		145		0		55		0		0		0	
Ease of pedestrian movement around the centre																												
Very Good	17.1%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	12	17.5%	24	17.3%	33	15.9%	23	0.0%	0	18.2%	10	0.0%	0	0.0%	0	0.0%	0
Good	67.3%	401	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.5%	50	65.7%	90	66.0%	126	65.5%	95	0.0%	0	72.7%	40	0.0%	0	0.0%	0	0.0%	0
Average	10.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	13.1%	18	10.5%	20	11.7%	17	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0
Poor	3.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4	4.7%	9	4.8%	7	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.97		0.00		0.00		0.00		0.00		1.09		0.96		0.96		0.90		0.00		1.07		0.00		0.00		0.00	0.00
Base:	596		0		0		0		0		68		137		191		145		0		55		0		0		0	
The level of personal security and safety																												
Very Good	10.6%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	12.4%	17	11.5%	22	9.0%	13	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0
Good	58.2%	347	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.2%	45	59.1%	81	56.0%	107	56.6%	82	0.0%	0	58.2%	32	0.0%	0	0.0%	0	0.0%	0
Average	21.6%	129	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	10	20.4%	28	21.5%	41	24.8%	36	0.0%	0	25.5%	14	0.0%	0	0.0%	0	0.0%	0
Poor	5.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	4.4%	6	6.8%	13	6.2%	9	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.5%	2	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.2%	3	3.1%	6	2.8%	4	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Mean:	0.74		0.00		0.00		0.00		0.00		0.76		0.78		0.72		0.69		0.00		0.75		0.00		0.00		0.00	0.00
Base:	596		0		0		0		0		68		137		191		145		0		55		0		0		0	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13													
Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]																											
Q04 Overall, how do you rate the following aspects of (DEPENDENT ON ZONE) ?																											
<i>Those who visit Malvern Town Centre</i>																											
Range and choice of non-food shops																											
Very Good	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	9	0.0%	0	0.0%	0	
Good	22.7%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.4%	30	0.0%	0	33.9%	21	
Average	31.6%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	53	0.0%	0	29.0%	18	
Poor	33.3%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	55	0.0%	0	32.3%	20	
Very Poor	8.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	16	0.0%	0	3.2%	2	
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	
Mean:	-0.19		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		-0.24		0.00		-0.05
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0		62
Choice and quality of supermarkets																											
Very Good	21.8%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	33	0.0%	0	25.8%	16	
Good	56.4%	127	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.4%	92	0.0%	0	56.5%	35	
Average	12.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	22	0.0%	0	11.3%	7	
Poor	6.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	11	0.0%	0	4.8%	3	
Very Poor	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.6%	1	
(Don't know)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	
Mean:	0.91		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.88		0.00		1.00
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0		62
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)																											
Very Good	20.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.1%	36	0.0%	0	14.5%	9	
Good	56.9%	128	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	57.7%	94	0.0%	0	54.8%	34	
Average	16.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	24	0.0%	0	19.4%	12	
Poor	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	3.2%	2	
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	0.0%	0	
(Don't know)	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	8.1%	5	
Mean:	1.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1.04		0.00		0.88
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0		62

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Range and choice of leisure / entertainment facilities																										
Very Good	19.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	34	0.0%	0	14.5%	9
Good	34.2%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	54	0.0%	0	37.1%	23
Average	24.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.0%	44	0.0%	0	19.4%	12
Poor	15.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	22	0.0%	0	19.4%	12
Very Poor	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	0.0%	0
(Don't know)	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	9.7%	6
Mean:	0.57		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.58		0.00	0.52
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0	62
Accessibility by public transport																										
Very Good	7.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	14	0.0%	0	4.8%	3
Good	26.2%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.6%	45	0.0%	0	22.6%	14
Average	17.3%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.5%	22	0.0%	0	27.4%	17
Poor	16.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	23	0.0%	0	22.6%	14
Very Poor	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0	4.8%	3
(Don't know)	27.6%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	51	0.0%	0	17.7%	11
Mean:	0.21		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.30		0.00	0.00
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0	62
Accessibility by car																										
Very Good	10.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	16	0.0%	0	11.3%	7
Good	60.4%	136	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.4%	100	0.0%	0	58.1%	36
Average	18.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	27	0.0%	0	24.2%	15
Poor	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	4.8%	3
Very Poor	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
(Don't know)	5.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	12	0.0%	0	1.6%	1
Mean:	0.79		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.80		0.00	0.77
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0	62
Adequacy of parking arrangements																										
Very Good	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	3.2%	2
Good	29.3%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.7%	50	0.0%	0	25.8%	16
Average	28.0%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.4%	43	0.0%	0	32.3%	20
Poor	24.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.2%	41	0.0%	0	24.2%	15
Very Poor	8.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	11	0.0%	0	12.9%	8
(Don't know)	5.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	12	0.0%	0	1.6%	1
Mean:	-0.06		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		-0.01		0.00	-0.18
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0	62

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Quality of the environment																										
Very Good	28.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.1%	49	0.0%	0	25.8%	16
Good	53.8%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	88	0.0%	0	53.2%	33
Average	14.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	21	0.0%	0	19.4%	12
Poor	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	1.6%	1
Very Poor	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.08		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1.10		0.00	1.03
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0	62
Ease of pedestrian movement around the centre																										
Very Good	9.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	18	0.0%	0	4.8%	3
Good	50.7%	114	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.8%	86	0.0%	0	45.2%	28
Average	27.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	39	0.0%	0	35.5%	22
Poor	11.1%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	18	0.0%	0	11.3%	7
Very Poor	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
(Don't know)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Mean:	0.57		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.61		0.00	0.45
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0	62
The level of personal security and safety																										
Very Good	20.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	39	0.0%	0	9.7%	6
Good	59.1%	133	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.4%	92	0.0%	0	66.1%	41
Average	16.0%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	24	0.0%	0	19.4%	12
Poor	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	1.6%	1
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	0.0%	0
(Don't know)	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	3.2%	2
Mean:	0.99		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1.03		0.00	0.87
Base:	225		0		0		0		0		0		0		0		0		0		0		163		0	62

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]														
Q04 Overall, how do you rate the following aspects of (DEPENDENT ON ZONE) ?														
<i>Those who visit Upton</i>														
Range and choice of non-food shops														
Very Good	13.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	40.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	32.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Choice and quality of supermarkets														
Very Good	10.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	34.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	29.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	22.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)														
Very Good	10.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	44.0%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	24.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Range and choice of leisure / entertainment facilities														
Very Good	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	34.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	17.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	13.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	10.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	21.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Accessibility by public transport														
Very Good	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	18.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	17.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	25.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	28.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Accessibility by car														
Very Good	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	68.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	16.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Adequacy of parking arrangements														
Very Good	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	42.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	22.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	21.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Quality of the environment														
Very Good	21.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	61.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	17.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Ease of pedestrian movement around the centre														
Very Good	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	58.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	21.3%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	8.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
The level of personal security and safety														
Very Good	10.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	54.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	25.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13													
Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]																											
Q04A Overall, how do you rate the following aspects of (DEPENDENT ON ZONE) ?																											
<i>Those who visit St Johns District Centre, Malvern Town Centre and Malvern Links District Centre</i>																											
Range and choice of non-food shops																											
Very Good	8.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	3	9.5%	12	0.0%	0	0.0%	0	
Good	23.2%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	17	0.0%	0	0.0%	0	0.0%	0	29.9%	20	23.0%	29	0.0%	0	0.0%	0	
Average	25.7%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	28	0.0%	0	0.0%	0	0.0%	0	19.4%	13	25.4%	32	0.0%	0	0.0%	0	
Poor	33.5%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.9%	29	0.0%	0	0.0%	0	0.0%	0	40.3%	27	31.0%	39	0.0%	0	0.0%	0	
Very Poor	6.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	9	0.0%	0	0.0%	0	0.0%	0	3.0%	2	6.3%	8	0.0%	0	0.0%	0	
(Don't know)	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	4.8%	6	0.0%	0	0.0%	0	
Mean:	-0.08		0.00		0.00		0.00		0.00		0.00		-0.15		0.00		0.00		0.00		-0.08		-0.02		0.00		0.00
Base:	284		0		0		0		0		91		0		0		0		67		126		0		0		
Choice and quality of supermarkets																											
Very Good	14.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	26.9%	18	15.9%	20	0.0%	0	0.0%	0	
Good	35.9%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	13	0.0%	0	0.0%	0	0.0%	0	49.3%	33	44.4%	56	0.0%	0	0.0%	0	
Average	23.9%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.3%	33	0.0%	0	0.0%	0	0.0%	0	10.4%	7	22.2%	28	0.0%	0	0.0%	0	
Poor	19.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.2%	32	0.0%	0	0.0%	0	0.0%	0	11.9%	8	11.1%	14	0.0%	0	0.0%	0	
Very Poor	3.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	
(Don't know)	3.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.8%	6	0.0%	0	0.0%	0	
Mean:	0.40		0.00		0.00		0.00		0.00		0.00		-0.33		0.00		0.00		0.00		0.92		0.65		0.00		0.00
Base:	284		0		0		0		0		91		0		0		0		67		126		0		0		
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)																											
Very Good	6.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	9.0%	6	6.3%	8	0.0%	0	0.0%	0	
Good	35.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	28	0.0%	0	0.0%	0	0.0%	0	52.2%	35	30.2%	38	0.0%	0	0.0%	0	
Average	23.2%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.8%	28	0.0%	0	0.0%	0	0.0%	0	20.9%	14	19.0%	24	0.0%	0	0.0%	0	
Poor	16.9%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	22	0.0%	0	0.0%	0	0.0%	0	7.5%	5	16.7%	21	0.0%	0	0.0%	0	
Very Poor	4.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	5.6%	7	0.0%	0	0.0%	0	
(Don't know)	13.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	9.0%	6	22.2%	28	0.0%	0	0.0%	0	
Mean:	0.25		0.00		0.00		0.00		0.00		0.02		0.00		0.00		0.00		0.66		0.19		0.00		0.00		0.00
Base:	284		0		0		0		0		91		0		0		0		67		126		0		0		

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13													
Range and choice of leisure / entertainment facilities																											
Very Good	6.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	11.9%	8	4.0%	5	0.0%	0	0.0%	0	
Good	21.1%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	20	0.0%	0	0.0%	0	0.0%	0	43.3%	29	8.7%	11	0.0%	0	0.0%	0	
Average	12.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	14	0.0%	0	0.0%	0	0.0%	0	11.9%	8	10.3%	13	0.0%	0	0.0%	0	
Poor	29.6%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.1%	31	0.0%	0	0.0%	0	0.0%	0	14.9%	10	34.1%	43	0.0%	0	0.0%	0	
Very Poor	13.0%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	8	0.0%	0	0.0%	0	0.0%	0	4.5%	3	20.6%	26	0.0%	0	0.0%	0	
(Don't know)	17.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	13	0.0%	0	0.0%	0	0.0%	0	13.4%	9	22.2%	28	0.0%	0	0.0%	0	
Mean:	-0.26		0.00		0.00		0.00		0.00		0.00		-0.22		0.00		0.00		0.00		0.50		-0.76		0.00		0.00
Base:	284		0		0		0		0		91		0		0		0		67		126		0		0		0
Accessibility by public transport																											
Very Good	6.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	7	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.9%	10	0.0%	0	0.0%	0	
Good	32.7%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.6%	47	0.0%	0	0.0%	0	0.0%	0	13.4%	9	29.4%	37	0.0%	0	0.0%	0	
Average	12.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.5%	15	0.0%	0	0.0%	0	0.0%	0	4.5%	3	12.7%	16	0.0%	0	0.0%	0	
Poor	11.6%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	10	0.0%	0	0.0%	0	0.0%	0	17.9%	12	8.7%	11	0.0%	0	0.0%	0	
Very Poor	7.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	22.4%	15	4.0%	5	0.0%	0	0.0%	0	
(Don't know)	29.9%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	11	0.0%	0	0.0%	0	0.0%	0	40.3%	27	37.3%	47	0.0%	0	0.0%	0	
Mean:	0.27		0.00		0.00		0.00		0.00		0.61		0.00		0.00		0.00		0.00		-0.78		0.46		0.00		0.00
Base:	284		0		0		0		0		91		0		0		0		67		126		0		0		0
Accessibility by car																											
Very Good	10.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	8	0.0%	0	0.0%	0	0.0%	0	9.0%	6	12.7%	16	0.0%	0	0.0%	0	
Good	59.5%	169	0.0%	0	0.0%	0	0.0%	0	0.0%	0	56.0%	51	0.0%	0	0.0%	0	0.0%	0	65.7%	44	58.7%	74	0.0%	0	0.0%	0	
Average	16.5%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	16	0.0%	0	0.0%	0	0.0%	0	13.4%	9	17.5%	22	0.0%	0	0.0%	0	
Poor	6.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	9	0.0%	0	0.0%	0	0.0%	0	10.4%	7	2.4%	3	0.0%	0	0.0%	0	
Very Poor	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	6.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0	0.0%	0	0.0%	0	1.5%	1	8.7%	11	0.0%	0	0.0%	0	
Mean:	0.77		0.00		0.00		0.00		0.00		0.63		0.00		0.00		0.00		0.00		0.74		0.90		0.00		0.00
Base:	284		0		0		0		0		91		0		0		0		67		126		0		0		0
Adequacy of parking arrangements																											
Very Good	8.1%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	0.0%	0	0.0%	0	0.0%	0	7.5%	5	9.5%	12	0.0%	0	0.0%	0	
Good	34.2%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	26	0.0%	0	0.0%	0	0.0%	0	35.8%	24	37.3%	47	0.0%	0	0.0%	0	
Average	22.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.6%	26	0.0%	0	0.0%	0	0.0%	0	22.4%	15	18.3%	23	0.0%	0	0.0%	0	
Poor	27.5%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	27	0.0%	0	0.0%	0	0.0%	0	28.4%	19	25.4%	32	0.0%	0	0.0%	0	
Very Poor	2.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	3	2.4%	3	0.0%	0	0.0%	0	
(Don't know)	4.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	7.1%	9	0.0%	0	0.0%	0	
Mean:	0.18		0.00		0.00		0.00		0.00		0.08		0.00		0.00		0.00		0.00		0.14		0.28		0.00		0.00
Base:	284		0		0		0		0		91		0		0		0		67		126		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Quality of the environment														
Very Good	16.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	51.1%	145	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	22.9%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	6.7%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.74	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	1.03	0.79	0.00	0.00
Base:	284	0	0	0	0	0	91	0	0	0	67	126	0	0
Ease of pedestrian movement around the centre														
Very Good	9.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	55.3%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	22.2%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	10.6%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.63	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.00	0.00	0.42	0.79	0.00	0.00
Base:	284	0	0	0	0	0	91	0	0	0	67	126	0	0
The level of personal security and safety														
Very Good	12.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	58.8%	167	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	20.1%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.82	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.82	0.86	0.00	0.00
Base:	284	0	0	0	0	0	91	0	0	0	67	126	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]														
Q04A Overall, how do you rate the following aspects of (DEPENDENT ON ZONE) ?														
<i>Those who visit St Johns District Centre</i>														
Range and choice of non-food shops														
Very Good	8.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	18.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	30.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	31.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	9.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.15		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	91		0		0		0		0		0		0	
Choice and quality of supermarkets														
Very Good	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	14.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	36.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	35.2%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.33		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	91		0		0		0		0		0		0	
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)														
Very Good	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	30.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	30.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	24.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.02		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	91		0		0		0		0		0		0	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Range and choice of leisure / entertainment facilities														
Very Good	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	22.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	15.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	34.1%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	8.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	14.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.22	0.00	0.00	0.00	0.00	0.00	-0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	91	0	0	0	0	0	91	0	0	0	0	0	0	0
Accessibility by public transport														
Very Good	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	51.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	16.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	11.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.61	0.00	0.00	0.00	0.00	0.00	0.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	91	0	0	0	0	0	91	0	0	0	0	0	0	0
Accessibility by car														
Very Good	8.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	56.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	17.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	9.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.63	0.00	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	91	0	0	0	0	0	91	0	0	0	0	0	0	0
Adequacy of parking arrangements														
Very Good	6.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	28.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	28.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	29.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.08	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	91	0	0	0	0	0	91	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Quality of the environment														
Very Good	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	51.6%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	23.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.47	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	91	0	0	0	0	0	91	0	0	0	0	0	0	0
Ease of pedestrian movement around the centre														
Very Good	9.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	57.1%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	16.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	14.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.58	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	91	0	0	0	0	0	91	0	0	0	0	0	0	0
The level of personal security and safety														
Very Good	9.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	60.4%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	20.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.77	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	91	0	0	0	0	0	91	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]														
Q04A Overall, how do you rate the following aspects of (DEPENDENT ON ZONE) ?														
<i>Those who visit Malvern Town Centre</i>														
Range and choice of non-food shops														
Very Good	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	29.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	19.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	40.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.08		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	67		0		0		0		0		0		0	
Choice and quality of supermarkets														
Very Good	26.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	49.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	10.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.92		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	67		0		0		0		0		0		0	
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)														
Very Good	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	52.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	20.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.66		0.00		0.00		0.00		0.00		0.00		0.00	
Base:	67		0		0		0		0		0		0	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Range and choice of leisure / entertainment facilities														
Very Good	11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	43.3%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	11.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	14.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	13.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	67	0	0	0	0	0	0	0	0	0	67	0	0	0
Accessibility by public transport														
Very Good	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	13.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	17.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	22.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	40.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.78	0.00	0.00	0.00
Base:	67	0	0	0	0	0	0	0	0	0	67	0	0	0
Accessibility by car														
Very Good	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	65.7%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	13.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	10.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.00	0.00
Base:	67	0	0	0	0	0	0	0	0	0	67	0	0	0
Adequacy of parking arrangements														
Very Good	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	35.8%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	22.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	28.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00
Base:	67	0	0	0	0	0	0	0	0	0	67	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Quality of the environment														
Very Good	23.9%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	56.7%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	14.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	1.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	67	0	0	0	0	0	0	0	0	0	0	0	0	0
Ease of pedestrian movement around the centre														
Very Good	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	49.3%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	25.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	17.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	67	0	0	0	0	0	0	0	0	0	0	0	0	0
The level of personal security and safety														
Very Good	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	68.7%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	16.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	67	0	0	0	0	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13											
Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]																									
Q04A Overall, how do you rate the following aspects of (DEPENDENT ON ZONE) ?																									
<i>Those who visit Malvern Link District Centre</i>																									
Range and choice of non-food shops																									
Very Good	9.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good	23.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Average	25.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor	31.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Very Poor	6.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	-0.02		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00
Base:	126		0		0		0		0		0		0		0		0		0		0		0		0
Choice and quality of supermarkets																									
Very Good	15.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good	44.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Average	22.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor	11.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Very Poor	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	0.65		0.00		0.00		0.00		0.00		0.00		0.00		0.65		0.00		0.00		0.00		0.00		0.00
Base:	126		0		0		0		0		0		0		0		0		0		0		0		0
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)																									
Very Good	6.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Good	30.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Average	19.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Poor	16.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Very Poor	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know)	22.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Mean:	0.19		0.00		0.00		0.00		0.00		0.00		0.00		0.19		0.00		0.00		0.00		0.00		0.00
Base:	126		0		0		0		0		0		0		0		0		0		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Range and choice of leisure / entertainment facilities														
Very Good	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	8.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	10.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	34.1%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	20.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	22.2%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.76	0.00
Base:	126	0	0	0	0	0	0	0	0	0	0	0	126	0
Accessibility by public transport														
Very Good	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	29.4%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	12.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	8.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	37.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00
Base:	126	0	0	0	0	0	0	0	0	0	0	0	126	0
Accessibility by car														
Very Good	12.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	58.7%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	17.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.00
Base:	126	0	0	0	0	0	0	0	0	0	0	0	126	0
Adequacy of parking arrangements														
Very Good	9.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	37.3%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	18.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	25.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	7.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00
Base:	126	0	0	0	0	0	0	0	0	0	0	0	126	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Quality of the environment														
Very Good	18.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	47.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	27.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	126	0	0	0	0	0	0	0	0	0	0	0	0	0
Ease of pedestrian movement around the centre														
Very Good	11.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	57.1%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	24.6%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	126	0	0	0	0	0	0	0	0	0	0	0	0	0
The level of personal security and safety														
Very Good	17.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	52.4%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	21.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	126	0	0	0	0	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Mean Score: [Very Good=2, Good=1, Average=0, Poor=-1, Very Poor=-2]														
Q04B Overall, how do you rate the following aspects of Barnards Green District Centre ?														
<i>Those who visit Barnards Green District Centre</i>														
Range and choice of non-food shops														
Very Good	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	41.4%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	27.9%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	23.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0
Choice and quality of supermarkets														
Very Good	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	16.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	36.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	36.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	7.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.32	0.00	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0
Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)														
Very Good	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	36.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	34.2%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	8.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	16.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.00	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Range and choice of leisure / entertainment facilities														
Very Good	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	8.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	31.5%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	39.6%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	19.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-1.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-1.37	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	0	111	0
Accessibility by public transport														
Very Good	7.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	29.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	10.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	11.7%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	36.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	0	111	0
Accessibility by car														
Very Good	9.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	57.7%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	14.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	9.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.59	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	0	111	0
Adequacy of parking arrangements														
Very Good	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	24.3%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	21.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	35.1%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	13.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	-0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.33	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	0	111	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Quality of the environment														
Very Good	13.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	61.3%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	18.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	5.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	0	0	0
Ease of pedestrian movement around the centre														
Very Good	10.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	66.7%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	18.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	4.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	0	0	0
The level of personal security and safety														
Very Good	14.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good	59.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average	20.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Very Poor	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%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	0.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Base:	111	0	0	0	0	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q05 What would encourage you to visit(DEPENDENT ON ZONE) more often ?																												
<i>Those who visit Tenbury Wells, Worcester City Centre, Malvern Town Centre and Upton</i>																												
1st mention																												
Nothing	55.7%	541	0.0%	0	0.0%	0	0.0%	0	54.7%	41	58.8%	40	63.5%	87	60.2%	115	51.0%	74	0.0%	0	56.4%	31	41.1%	67	0.0%	0	51.6%	32
Broader range of shops	15.2%	148	0.0%	0	0.0%	0	0.0%	0	13.3%	10	13.2%	9	6.6%	9	12.0%	23	9.7%	14	0.0%	0	10.9%	6	33.7%	55	0.0%	0	30.6%	19
More parking	3.7%	36	0.0%	0	0.0%	0	0.0%	0	2.7%	2	4.4%	3	5.1%	7	1.6%	3	0.7%	1	0.0%	0	7.3%	4	6.1%	10	0.0%	0	3.2%	2
Less expensive parking	3.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	4.4%	6	4.7%	9	2.1%	3	0.0%	0	5.5%	3	1.8%	3	0.0%	0	0.0%	0
Better or more niche / specialist shops	2.9%	28	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.7%	1	2.1%	4	6.2%	9	0.0%	0	0.0%	0	6.1%	10	0.0%	0	1.6%	1
Cheaper public transport	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.6%	5	2.8%	4	0.0%	0	1.8%	1	0.6%	1	0.0%	0	1.6%	1
Better or more cafés / restaurants	1.5%	15	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	1.5%	2	1.6%	3	1.4%	2	0.0%	0	1.8%	1	1.2%	2	0.0%	0	4.8%	3
Improved supermarket	1.3%	13	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	2	3.4%	5	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Better environment	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	2.2%	3	0.0%	0	3.4%	5	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
More leisure facilities generally	1.2%	12	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.5%	1	2.2%	3	1.6%	3	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.6%	1
Other	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	4	2.1%	4	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Improve public transport	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.9%	2	0.7%	1	0.5%	1	1.4%	2	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Better market facilities	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.6%	1
Better theatre facilities	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	2.1%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
If the stores were cheaper	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities in general	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Better security	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Fewer crowds	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cinemas (Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		971		0		0		0		75		68		137		191		145		0		55		163		0		62

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
2nd mention																												
Broader range of shops	2.7%	26	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	2.2%	3	0.5%	1	3.4%	5	0.0%	0	0.0%	0	9.2%	15	0.0%	0	0.0%	0
More parking	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	2	0.5%	1	1.4%	2	0.0%	0	0.0%	0	4.9%	8	0.0%	0	1.6%	1
Better or more cafés / restaurants	1.4%	14	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.5%	1	0.7%	1	1.6%	3	3.4%	5	0.0%	0	1.8%	1	0.6%	1	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	2	2.1%	3	0.0%	0	3.6%	2	1.8%	3	0.0%	0	0.0%	0
Less expensive parking	1.1%	11	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	1.8%	1	2.5%	4	0.0%	0	0.0%	0
More leisure facilities generally	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	1.8%	3	0.0%	0	3.2%	2
Improve public transport	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
More pedestrianisation	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Cheaper public transport	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Other	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Improved supermarket	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market facilities	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Better environment	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Better theatre facilities	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Better or more cinemas	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities in general	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
If the stores were cheaper (Nothing else)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	87.1%	846	0.0%	0	0.0%	0	0.0%	0	90.7%	68	92.6%	63	90.5%	124	91.1%	174	85.5%	124	0.0%	0	89.1%	49	74.2%	121	0.0%	0	93.5%	58
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	
3rd mention																												
Broader range of shops	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
More parking	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0
Better theatre facilities	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
More leisure facilities generally	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Better or more niche / specialist shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Less expensive parking	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Better facilities in general	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Nothing else)	97.9%	951	0.0%	0	0.0%	0	0.0%	0	98.7%	74	100.0%	68	99.3%	136	99.0%	189	97.2%	141	0.0%	0	100.0%	55	93.3%	152	0.0%	0	98.4%	61
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q05 What would encourage you to visit(DEPENDENT ON ZONE) more often ?														
<i>Those who visit Tenbury Wells</i>														
1st mention														
Nothing	54.7%	41	0.0%	0	0.0%	0	0.0%	0	54.7%	41	0.0%	0	0.0%	0
Broader range of shops	13.3%	10	0.0%	0	0.0%	0	0.0%	0	13.3%	10	0.0%	0	0.0%	0
More parking	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
More leisure facilities generally	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Better or more niche / specialist shops	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Better or more cafés / restaurants	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Better or more cinemas	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Better environment	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Better market facilities	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Improved supermarket	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Improve public transport	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Better facilities in general	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
If the stores were cheaper (Don't know)	13.3%	10	0.0%	0	0.0%	0	0.0%	0	13.3%	10	0.0%	0	0.0%	0
Base:		75		0		0		0		75		0		0
2nd mention														
Better or more cafés / restaurants	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Broader range of shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Less expensive parking	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Other	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Cheaper public transport (Nothing else)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Base:		75		0		0		0		75		0		0
3rd mention														
Broader range of shops (Nothing else)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Base:		75		0		0		0		75		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q05 What would encourage you to visit(DEPENDENT ON ZONE) more often ?																												
<i>Those who visit Worcester City Centre</i>																												
1st mention																												
Nothing	58.2%	347	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.8%	40	63.5%	87	60.2%	115	51.0%	74	0.0%	0	56.4%	31	0.0%	0	0.0%	0	0.0%	0
Broader range of shops	10.2%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	9	6.6%	9	12.0%	23	9.7%	14	0.0%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0
Less expensive parking	4.4%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	5	4.4%	6	4.7%	9	2.1%	3	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
More parking	3.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	5.1%	7	1.6%	3	0.7%	1	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	2.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.1%	4	6.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	2.6%	5	2.8%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.9%	4	2.1%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved supermarket	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	3.4%	5	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Better environment	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.2%	3	0.0%	0	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.7%	1	0.5%	1	1.4%	2	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0
Better or more cafés / restaurants	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	2	1.6%	3	1.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
More leisure facilities generally	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.2%	3	1.6%	3	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better theatre facilities	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	2.1%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Better security	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If the stores were cheaper	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Better facilities in general	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cinemas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer crowds	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	6.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	6.6%	9	4.7%	9	9.7%	14	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0		68		137		191		145		0		55		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
2nd mention																												
Better or more cafés / restaurants	1.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	1.6%	3	3.4%	5	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Broader range of shops	1.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.2%	3	0.5%	1	3.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	2.1%	3	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
More parking	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	2	0.5%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities generally	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less expensive parking	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Improved supermarket	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better theatre facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Better or more cinemas	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nothing	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities in general	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If the stores were cheaper (Nothing else)	89.6%	534	0.0%	0	0.0%	0	0.0%	0	0.0%	0	92.6%	63	90.5%	124	91.1%	174	85.5%	124	0.0%	0	89.1%	49	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0		68		137		191		145		0		55		0		0		0
3rd mention																												
Broader range of shops	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better theatre facilities	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	98.8%	589	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	68	99.3%	136	99.0%	189	97.2%	141	0.0%	0	100.0%	55	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0		68		137		191		145		0		55		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q05 What would encourage you to visit(DEPENDENT ON ZONE) more often ?														
<i>Those who visit Malvern Town Centre</i>														
1st mention														
Nothing	44.0%	99	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	32
Broader range of shops	32.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19
More parking	5.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Better or more niche / specialist shops	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Better or more cafés / restaurants	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3
Less expensive parking	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market facilities	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
More leisure facilities generally	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Better environment	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Other	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better facilities in general	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Base:	225	0	0	0	0	0	0	0	0	0	0	163	0	62
2nd mention														
Broader range of shops	6.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	4.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
More leisure facilities generally	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2
Less expensive parking	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market facilities	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cafés / restaurants	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Better security	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	79.6%	179	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	58
Base:	225	0	0	0	0	0	0	0	0	0	0	163	0	62

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
3rd mention														
More parking	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities generally	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broader range of shops	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better theatre facilities	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less expensive parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Better facilities in general	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	94.7%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	61
Base:		225		0		0		0		0		0		62

Q05 What would encourage you to visit(DEPENDENT ON ZONE) more often ?

Those who visit Upton

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
1st mention														
Nothing	72.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broader range of shops	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved supermarket	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less expensive parking	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fewer crowds	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If the stores were cheaper	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better market facilities	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
2nd mention														
Less expensive parking	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more cinemas	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities generally	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More pedestrianisation	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport (Nothing else)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	86.7%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
		75	0	0	0	0	0	0	0	0	0	0	0	0
3rd mention														
(Nothing else)	100.0%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75	0	0	0	0	0	0	0	0	0	0	0	0
Q05A What would encourage you to visit Malvern Town Centre more often ?														
<i>Those who visit Malvern Town Centre</i>														
1st mention														
Nothing	55.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broader range of shops	17.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better or more niche / specialist shops	10.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less expensive parking	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport (Don't know)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67	0	0	0	0	0	0	0	0	0	0	0	0
2nd mention														
Broader range of shops (Nothing else)	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	92.5%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67	0	0	0	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
3rd mention																												
(Nothing else)	100.0%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Base:		67		0		0		0		0		0		0														
Q06 What do you dislike about (DEPENDENT ON ZONE)?																												
<i>Those who visit Tenbury Wells, Worcester City Centre, Malvern Town Centre and Upton</i>																												
1st mention																												
Nothing	54.6%	530	0.0%	0	0.0%	0	0.0%	0	80.0%	60	44.1%	30	50.4%	69	53.4%	102	52.4%	76	0.0%	0	56.4%	31	42.3%	69	0.0%	0	67.7%	42
Unattractive environment / streets dirty / litter	6.7%	65	0.0%	0	0.0%	0	0.0%	0	5.3%	4	11.8%	8	10.2%	14	10.5%	20	8.3%	12	0.0%	0	7.3%	4	0.0%	0	0.0%	0	1.6%	1
Lack / cost of parking	6.2%	60	0.0%	0	0.0%	0	0.0%	0	2.7%	2	13.2%	9	8.0%	11	6.3%	12	4.1%	6	0.0%	0	3.6%	2	7.4%	12	0.0%	0	3.2%	2
Not enough choice of shops / clothes shops	6.0%	58	0.0%	0	0.0%	0	0.0%	0	1.3%	1	5.9%	4	7.3%	10	6.3%	12	4.1%	6	0.0%	0	9.1%	5	11.0%	18	0.0%	0	3.2%	2
Traffic congestion	4.7%	46	0.0%	0	0.0%	0	0.0%	0	2.7%	2	8.8%	6	2.2%	3	5.2%	10	5.5%	8	0.0%	0	9.1%	5	2.5%	4	0.0%	0	1.6%	1
Poor quality shops / charity shops	4.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	3.1%	6	2.1%	3	0.0%	0	1.8%	1	17.2%	28	0.0%	0	8.1%	5
Lack of safety / personal security / hooligans	2.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.4%	6	4.2%	8	2.8%	4	0.0%	0	1.8%	1	1.8%	3	0.0%	0	1.6%	1
Too busy / crowded	2.7%	26	0.0%	0	0.0%	0	0.0%	0	2.7%	2	2.9%	2	2.2%	3	3.1%	6	3.4%	5	0.0%	0	5.5%	3	0.6%	1	0.0%	0	1.6%	1
Poor accessibility / difficult to get to	2.0%	19	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.7%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	8.6%	14	0.0%	0	0.0%	0
Other	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	2	1.0%	2	1.4%	2	0.0%	0	1.8%	1	3.1%	5	0.0%	0	4.8%	3
Poor facilities (e.g. seating, toilets)	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.7%	1	1.0%	2	0.7%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Poor bus services	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.6%	3	0.0%	0	0.0%	0	1.8%	1	0.6%	1	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Too few pubs / restaurants / eating places	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.6%	1
Lack of covered areas / weather protection	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless people	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of entertainment	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of supermarkets	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.2%	2	0.0%	0	0.0%	0
Prices too high	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to cross roads	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Too far from home	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	3.1%	30	0.0%	0	0.0%	0	0.0%	0	2.7%	2	4.4%	3	7.3%	10	1.6%	3	6.2%	9	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.6%	1
Base:		971		0		0		0		75		68		137		191		145		0		55		163		0		62

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Other mentions																												
Nothing	3.5%	34	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	11.7%	16	0.0%	0	7.6%	11	0.0%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	2.2%	21	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	2.2%	3	1.0%	2	2.1%	3	0.0%	0	0.0%	0	6.7%	11	0.0%	0	0.0%	0
Lack / cost of parking	1.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.1%	4	0.7%	1	0.0%	0	1.8%	1	4.3%	7	0.0%	0	1.6%	1
Poor quality shops / charity shops	1.2%	12	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	1.6%	1
Too few pubs / restaurants / eating places	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.1%	4	0.0%	0	0.0%	0	1.8%	1	1.2%	2	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.0%	2	0.7%	1	0.0%	0	1.8%	1	0.6%	1	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	3.6%	2	1.8%	3	0.0%	0	0.0%	0
Too busy / crowded	0.7%	7	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.7%	1	1.0%	2	1.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.1%	3	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Poor bus services	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Difficult to cross roads	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Lack of covered areas / weather protection	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Poor sign posting	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of supermarkets	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless people	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
(Nothing else)	86.4%	839	0.0%	0	0.0%	0	0.0%	0	94.7%	71	95.6%	65	78.8%	108	89.5%	171	82.8%	120	0.0%	0	76.4%	42	81.0%	132	0.0%	0	95.2%	59
Base:		971		0		0		0		75		68		137		191		145		0		55		163		0		62

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q06 What do you dislike about (DEPENDENT ON ZONE)?														
<i>Those who visit Tenbury Wells</i>														
1st mention														
Nothing	80.0%	60	0.0%	0	0.0%	0	0.0%	0	80.0%	60	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	5.3%	4	0.0%	0	0.0%	0	0.0%	0	5.3%	4	0.0%	0	0.0%	0
Lack / cost of parking	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Too busy / crowded	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Traffic congestion	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Nothing else)	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Base:		75		0		0		0		75		0		0
Other mentions														
Nothing	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Poor quality shops / charity shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Too busy / crowded	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
(Nothing else)	94.7%	71	0.0%	0	0.0%	0	0.0%	0	94.7%	71	0.0%	0	0.0%	0
Base:		75		0		0		0		75		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Q06 What do you dislike about (DEPENDENT ON ZONE)?																														
<i>Those who visit Worcester City Centre</i>																														
1st mention																														
Nothing	51.7%	308	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.1%	30	50.4%	69	53.4%	102	52.4%	76	0.0%	0	56.4%	31	0.0%	0	0.0%	0	0.0%	0		
Unattractive environment / streets dirty / litter	9.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	8	10.2%	14	10.5%	20	8.3%	12	0.0%	0	7.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / cost of parking	6.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.2%	9	8.0%	11	6.3%	12	4.1%	6	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	6.2%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	7.3%	10	6.3%	12	4.1%	6	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	5.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	6	2.2%	3	5.2%	10	5.5%	8	0.0%	0	9.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	3.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	4.4%	6	4.2%	8	2.8%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	3.2%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.2%	3	3.1%	6	3.4%	5	0.0%	0	5.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops / charity shops	2.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	3.1%	6	2.1%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	2	1.0%	2	1.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus services	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	1.6%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.7%	1	1.0%	2	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	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless people	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of entertainment	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of supermarkets	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too few pubs / restaurants / eating places	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	4.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	7.3%	10	1.6%	3	6.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0		68		137		191		145		0		55		0		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Other mentions																										
Nothing	5.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	16	0.0%	0	7.6%	11	0.0%	0	10.9%	6	0.0%	0	0.0%	0	0.0%	0
Lack / cost of parking	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	2.1%	4	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	1.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.2%	3	1.0%	2	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	3	1.0%	2	0.7%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.0%	2	1.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Too few pubs / restaurants / eating places	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.1%	4	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.4%	2	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops / charity shops	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus services	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor sign posting	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of supermarkets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many homeless people	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	84.9%	506	0.0%	0	0.0%	0	0.0%	0	0.0%	0	95.6%	65	78.8%	108	89.5%	171	82.8%	120	0.0%	0	76.4%	42	0.0%	0	0.0%	0
Base:		596		0		0		0		0		68		137		191		145		0		55		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Q06 What do you dislike about (DEPENDENT ON ZONE)?																										
<i>Those who visit Malvern Town Centre</i>																										
1st mention																										
Nothing	49.3%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	42.3%	69	0.0%	0	67.7%	42
Poor quality shops / charity shops	14.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.2%	28	0.0%	0	8.1%	5
Not enough choice of shops / clothes shops	8.9%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	18	0.0%	0	3.2%	2
Lack / cost of parking	6.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	12	0.0%	0	3.2%	2
Poor accessibility / difficult to get to	6.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	14	0.0%	0	0.0%	0
Other	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	4.8%	3
Traffic congestion	2.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	1.6%	1
Lack of safety / personal security / hooligans	1.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3	0.0%	0	1.6%	1
Too few pubs / restaurants / eating places	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.6%	1
Poor facilities (e.g. seating, toilets)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Too small	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Too busy / crowded	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.6%	1
Unattractive environment / streets dirty / litter	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Poor bus services	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Difficult to cross roads	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
(Nothing else)	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.6%	1
Base:		225		0		0		0		0		0		0		0		0		0		163		0		62

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Other mentions														
Not enough choice of shops / clothes shops	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / cost of parking	3.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	7
Poor quality shops / charity shops	3.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6
Traffic congestion	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	3
Other	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Too few pubs / restaurants / eating places	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Difficult to cross roads	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2
Unattractive environment / streets dirty / litter	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Lack of covered areas / weather protection	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Poor accessibility / difficult to get to	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Too small	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	84.9%	191	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	81.0%	132
Base:		225		0		0		0		0		0		163

Q06 What do you dislike about (DEPENDENT ON ZONE)?*Those who visit Upton***1st mention**

Nothing	68.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	9.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack / cost of parking	5.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too busy / crowded	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prices too high	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of entertainment	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Other mentions														
Lack of safety / personal security / hooligans	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality shops / charity shops	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too far from home	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	94.7%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0		0		0		0

Q06A What do you dislike about Malvern Town Centre ?*Those who visit Malvern Town Centre***1st mention**

Nothing	59.7%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.7%	40	0.0%	0	0.0%	0	0.0%	0
Poor quality shops / charity shops	13.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	9	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	10.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	7	0.0%	0	0.0%	0	0.0%	0
Lack / cost of parking	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0
Too many hills	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Traffic congestion	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Other	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Prices too high	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0		0		0		0		0		67		0		0		0

Other mentions

Lack / cost of parking	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0
Nothing	7.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	5	0.0%	0	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Poor quality shops / charity shops	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
(Nothing else)	74.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	74.6%	50	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0		0		0		0		0		67		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Q07 Is (Tenbury Wells / Worcester / Malvern / Upton) your first choice destination for leisure and entertainment facilities ?																														
<i>Those who visit Tenbury Wells, Worcester City Centre, Malvern Town Centre and Upton</i>																														
Yes	60.5%	587	0.0%	0	0.0%	0	0.0%	0	45.3%	34	48.5%	33	71.5%	98	72.3%	138	71.0%	103	0.0%	0	47.3%	26	63.2%	103	0.0%	0	53.2%	33		
No	37.0%	359	0.0%	0	0.0%	0	0.0%	0	52.0%	39	47.1%	32	26.3%	36	23.6%	45	26.9%	39	0.0%	0	52.7%	29	33.1%	54	0.0%	0	46.8%	29		
(Don't know)	2.6%	25	0.0%	0	0.0%	0	0.0%	0	2.7%	2	4.4%	3	2.2%	3	4.2%	8	2.1%	3	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0		
Base:		971		0		0		0		75		68		137		191		145		0		55		163		0		62		
Q07 Is (Tenbury Wells / Worcester / Malvern / Upton) your first choice destination for leisure and entertainment facilities ?																														
<i>Those who visit Tenbury Wells</i>																														
Yes	45.3%	34	0.0%	0	0.0%	0	0.0%	0	45.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	52.0%	39	0.0%	0	0.0%	0	0.0%	0	52.0%	39	0.0%	0	0.0%	0	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)	2.7%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0		75		0		0		0		0		0		0		0		0		0	0	
Q07 Is (Tenbury Wells / Worcester / Malvern / Upton) your first choice destination for leisure and entertainment facilities ?																														
<i>Those who visit Worcester City Centre</i>																														
Yes	66.8%	398	0.0%	0	0.0%	0	0.0%	0	0.0%	0	48.5%	33	71.5%	98	72.3%	138	71.0%	103	0.0%	0	47.3%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	30.4%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.1%	32	26.3%	36	23.6%	45	26.9%	39	0.0%	0	52.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	2.2%	3	4.2%	8	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0		68		137		191		145		0		55		0		0		0	0	
Q07 Is (Tenbury Wells / Worcester / Malvern / Upton) your first choice destination for leisure and entertainment facilities ?																														
<i>Those who visit Malvern Town Centre</i>																														
Yes	60.4%	136	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	63.2%	103	0.0%	0	53.2%	33		
No	36.9%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	54	0.0%	0	46.8%	29		
(Don't know)	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0		
Base:		225		0		0		0		0		0		0		0		0		0		0		163		0		62		
Q07 Is (Tenbury Wells / Worcester / Malvern / Upton) your first choice destination for leisure and entertainment facilities ?																														
<i>Those who visit Upton</i>																														
Yes	25.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	74.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0		0		0		0		0		0		0		0		0		0		0	0	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q07AIs (DEPENDENT ON ZONE) your first choice destination for leisure and entertainment facilities ?														
<i>Those who visit St Johns District Centre, Malvern Town Centre and Malvern Links District Centre</i>														
Yes	37.3%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	62.7%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		150		0		0		0		0		54		66
Q07AIs (DEPENDENT ON ZONE) your first choice destination for leisure and entertainment facilities ?														
<i>Those who visit St Johns District Centre and no other centre is their first choice for leisure and entertainment</i>														
Yes	16.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	83.3%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		30		0		0		0		0		0		0
Q07AIs (DEPENDENT ON ZONE) your first choice destination for leisure and entertainment facilities ?														
<i>Those who visit Malvern Town Centre and no other centre is their first choice for leisure and entertainment</i>														
Yes	68.5%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	31.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		54		0		0		0		0		54		0
Q07AIs (DEPENDENT ON ZONE) your first choice destination for leisure and entertainment facilities ?														
<i>Those who visit Malvern Link District Centre and no other centre is their first choice for leisure and entertainment</i>														
Yes	21.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	78.8%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		66		0		0		0		0		66		0
Q07BIs Barnards Green Centre your first choice destination for leisure and entertainment facilities ?														
<i>Those who visit Barnards Green District Centre</i>														
Yes	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.1%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0		0		0		111		0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q08 Have you used facilities in (Tenbury Wells / Worcester / Malvern / Upton) for the following in the last 12 months...?																												
<i>Those who visit Tenbury Wells, Worcester City Centre, Malvern Town Centre and Upton</i>																												
Pubs / Night Clubs																												
Yes	43.7%	424	0.0%	0	0.0%	0	0.0%	0	61.3%	46	29.4%	20	40.1%	55	55.0%	105	47.6%	69	0.0%	0	23.6%	13	36.2%	59	0.0%	0	35.5%	22
No	56.1%	545	0.0%	0	0.0%	0	0.0%	0	38.7%	29	70.6%	48	59.9%	82	45.0%	86	52.4%	76	0.0%	0	76.4%	42	62.6%	102	0.0%	0	64.5%	40
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	
Restaurants																												
Yes	65.2%	633	0.0%	0	0.0%	0	0.0%	0	76.0%	57	58.8%	40	63.5%	87	70.7%	135	73.8%	107	0.0%	0	54.5%	30	59.5%	97	0.0%	0	56.5%	35
No	34.7%	337	0.0%	0	0.0%	0	0.0%	0	24.0%	18	41.2%	28	36.5%	50	29.3%	56	26.2%	38	0.0%	0	45.5%	25	39.9%	65	0.0%	0	43.5%	27
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	
Cinema																												
Yes	48.3%	469	0.0%	0	0.0%	0	0.0%	0	40.0%	30	60.3%	41	52.6%	72	52.4%	100	56.6%	82	0.0%	0	47.3%	26	45.4%	74	0.0%	0	53.2%	33
No	51.5%	500	0.0%	0	0.0%	0	0.0%	0	60.0%	45	39.7%	27	47.4%	65	47.6%	91	42.8%	62	0.0%	0	52.7%	29	54.0%	88	0.0%	0	46.8%	29
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	
Theatre or Concert																												
Yes	39.3%	382	0.0%	0	0.0%	0	0.0%	0	26.7%	20	33.8%	23	29.9%	41	36.1%	69	33.1%	48	0.0%	0	27.3%	15	66.3%	108	0.0%	0	62.9%	39
No	60.5%	587	0.0%	0	0.0%	0	0.0%	0	73.3%	55	66.2%	45	70.1%	96	63.9%	122	66.2%	96	0.0%	0	72.7%	40	33.1%	54	0.0%	0	37.1%	23
(Don't know)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	
Bingo																												
Yes	4.5%	44	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	4.4%	6	9.4%	18	5.5%	8	0.0%	0	1.8%	1	1.2%	2	0.0%	0	1.6%	1
No	95.4%	926	0.0%	0	0.0%	0	0.0%	0	92.0%	69	100.0%	68	95.6%	131	90.6%	173	94.5%	137	0.0%	0	98.2%	54	98.2%	160	0.0%	0	98.4%	61
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	
Ten Pin Bowling																												
Yes	17.8%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	18	24.1%	33	31.4%	60	24.1%	35	0.0%	0	20.0%	11	5.5%	9	0.0%	0	3.2%	2
No	82.1%	797	0.0%	0	0.0%	0	0.0%	0	100.0%	75	73.5%	50	75.9%	104	68.6%	131	75.9%	110	0.0%	0	80.0%	44	93.9%	153	0.0%	0	96.8%	60
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Sports facilities or a health club or gym																												
Yes	21.6%	210	0.0%	0	0.0%	0	0.0%	0	32.0%	24	20.6%	14	19.0%	26	27.2%	52	23.4%	34	0.0%	0	12.7%	7	19.6%	32	0.0%	0	25.8%	16
No	78.3%	760	0.0%	0	0.0%	0	0.0%	0	68.0%	51	79.4%	54	81.0%	111	72.8%	139	76.6%	111	0.0%	0	87.3%	48	79.8%	130	0.0%	0	74.2%	46
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	
Museum / art gallery / exhibition																												
Yes	26.7%	259	0.0%	0	0.0%	0	0.0%	0	25.3%	19	23.5%	16	27.7%	38	36.6%	70	33.1%	48	0.0%	0	18.2%	10	21.5%	35	0.0%	0	9.7%	6
No	73.2%	711	0.0%	0	0.0%	0	0.0%	0	74.7%	56	76.5%	52	72.3%	99	63.4%	121	66.9%	97	0.0%	0	81.8%	45	77.9%	127	0.0%	0	90.3%	56
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		971		0		0		0	75		68		137		191		145		0		55		163		0		62	
Q08 Have you used facilities in (Tenbury Wells / Worcester / Malvern / Upton) for the following in the last 12 months...?																												
<i>Those who visit Tenbury Wells</i>																												
Pubs / Night Clubs																												
Yes	61.3%	46	0.0%	0	0.0%	0	0.0%	0	61.3%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	38.7%	29	0.0%	0	0.0%	0	0.0%	0	38.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0	75		0		0		0		0		0		0		0		0		0	
Restaurants																												
Yes	76.0%	57	0.0%	0	0.0%	0	0.0%	0	76.0%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	24.0%	18	0.0%	0	0.0%	0	0.0%	0	24.0%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0	75		0		0		0		0		0		0		0		0		0	
Cinema																												
Yes	40.0%	30	0.0%	0	0.0%	0	0.0%	0	40.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	60.0%	45	0.0%	0	0.0%	0	0.0%	0	60.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0	75		0		0		0		0		0		0		0		0		0	
Theatre or Concert																												
Yes	26.7%	20	0.0%	0	0.0%	0	0.0%	0	26.7%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	73.3%	55	0.0%	0	0.0%	0	0.0%	0	73.3%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0	75		0		0		0		0		0		0		0		0		0	

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bingo														
Yes	8.0%	6	0.0%	0	0.0%	0	0.0%	0	8.0%	6	0.0%	0	0.0%	0
No	92.0%	69	0.0%	0	0.0%	0	0.0%	0	92.0%	69	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
Ten Pin Bowling														
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	75	0.0%	0	0.0%	0	0.0%	0	100.0%	75	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
Sports facilities or a health club or gym														
Yes	32.0%	24	0.0%	0	0.0%	0	0.0%	0	32.0%	24	0.0%	0	0.0%	0
No	68.0%	51	0.0%	0	0.0%	0	0.0%	0	68.0%	51	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
Museum / art gallery / exhibition														
Yes	25.3%	19	0.0%	0	0.0%	0	0.0%	0	25.3%	19	0.0%	0	0.0%	0
No	74.7%	56	0.0%	0	0.0%	0	0.0%	0	74.7%	56	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	75	0	0	0	75	0	0	0	0	0	0	0	0	0
Q08 Have you used facilities in (Tenbury Wells / Worcester / Malvern / Upton) for the following in the last 12 months...?														
<i>Those who visit Worcester City Centre</i>														
Pubs / Night Clubs														
Yes	44.0%	262	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.4%	20	40.1%	55
No	56.0%	334	0.0%	0	0.0%	0	0.0%	0	0.0%	0	70.6%	48	59.9%	82
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	596	0	0	0	0	68	137	191	145	0	55	0	0	0
Restaurants														
Yes	66.9%	399	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.8%	40	63.5%	87
No	33.1%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.2%	28	36.5%	50
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	596	0	0	0	0	68	137	191	145	0	55	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Cinema																												
Yes	53.9%	321	0.0%	0	0.0%	0	0.0%	0	0.0%	0	60.3%	41	52.6%	72	52.4%	100	56.6%	82	0.0%	0	47.3%	26	0.0%	0	0.0%	0	0.0%	0
No	46.0%	274	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.7%	27	47.4%	65	47.6%	91	42.8%	62	0.0%	0	52.7%	29	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0	68		137		191		145		0		55		0		0		0	
Theatre or Concert																												
Yes	32.9%	196	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.8%	23	29.9%	41	36.1%	69	33.1%	48	0.0%	0	27.3%	15	0.0%	0	0.0%	0	0.0%	0
No	66.9%	399	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.2%	45	70.1%	96	63.9%	122	66.2%	96	0.0%	0	72.7%	40	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0	68		137		191		145		0		55		0		0		0	
Bingo																												
Yes	5.5%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	6	9.4%	18	5.5%	8	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
No	94.5%	563	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	68	95.6%	131	90.6%	173	94.5%	137	0.0%	0	98.2%	54	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0	68		137		191		145		0		55		0		0		0	
Ten Pin Bowling																												
Yes	26.3%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.5%	18	24.1%	33	31.4%	60	24.1%	35	0.0%	0	20.0%	11	0.0%	0	0.0%	0	0.0%	0
No	73.7%	439	0.0%	0	0.0%	0	0.0%	0	0.0%	0	73.5%	50	75.9%	104	68.6%	131	75.9%	110	0.0%	0	80.0%	44	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0	68		137		191		145		0		55		0		0		0	
Sports facilities or a health club or gym																												
Yes	22.3%	133	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	14	19.0%	26	27.2%	52	23.4%	34	0.0%	0	12.7%	7	0.0%	0	0.0%	0	0.0%	0
No	77.7%	463	0.0%	0	0.0%	0	0.0%	0	0.0%	0	79.4%	54	81.0%	111	72.8%	139	76.6%	111	0.0%	0	87.3%	48	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0	68		137		191		145		0		55		0		0		0	
Museum / art gallery / exhibition																												
Yes	30.5%	182	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	16	27.7%	38	36.6%	70	33.1%	48	0.0%	0	18.2%	10	0.0%	0	0.0%	0	0.0%	0
No	69.5%	414	0.0%	0	0.0%	0	0.0%	0	0.0%	0	76.5%	52	72.3%	99	63.4%	121	66.9%	97	0.0%	0	81.8%	45	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0		0		0	68		137		191		145		0		55		0		0		0	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Q08 Have you used facilities in (Tenbury Wells / Worcester / Malvern / Upton) for the following in the last 12 months...?																										
<i>Those who visit Malvern Town Centre</i>																										
Pubs / Night Clubs																										
Yes	36.0%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.2%	59	0.0%	0	35.5%	22
No	63.1%	142	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	62.6%	102	0.0%	0	64.5%	40
(Don't know)	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Base:		225		0		0		0		0		0		0		0		0		0		163		0		62
Restaurants																										
Yes	58.7%	132	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.5%	97	0.0%	0	56.5%	35
No	40.9%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.9%	65	0.0%	0	43.5%	27
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		225		0		0		0		0		0		0		0		0		0		163		0		62
Cinema																										
Yes	47.6%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.4%	74	0.0%	0	53.2%	33
No	52.0%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	88	0.0%	0	46.8%	29
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		225		0		0		0		0		0		0		0		0		0		163		0		62
Theatre or Concert																										
Yes	65.3%	147	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	66.3%	108	0.0%	0	62.9%	39
No	34.2%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.1%	54	0.0%	0	37.1%	23
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		225		0		0		0		0		0		0		0		0		0		163		0		62
Bingo																										
Yes	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.6%	1
No	98.2%	221	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	98.2%	160	0.0%	0	98.4%	61
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		225		0		0		0		0		0		0		0		0		0		163		0		62
Ten Pin Bowling																										
Yes	4.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	9	0.0%	0	3.2%	2
No	94.7%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	93.9%	153	0.0%	0	96.8%	60
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Base:		225		0		0		0		0		0		0		0		0		0		163		0		62

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Sports facilities or a health club or gym														
Yes	21.3%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	16
No	78.2%	176	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	46
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		225		0		0		0		0		163		62
Museum / art gallery / exhibition														
Yes	18.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	6
No	81.3%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	56
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		225		0		0		0		0		163		62
Q08 Have you used facilities in (Tenbury Wells / Worcester / Malvern / Upton) for the following in the last 12 months...?														
<i>Those who visit Upton</i>														
Pubs / Night Clubs														
Yes	46.7%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	53.3%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0		0		0		0
Restaurants														
Yes	60.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	40.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0		0		0		0
Cinema														
Yes	14.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	85.3%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0		0		0		0
Theatre or Concert														
Yes	25.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	74.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0		0		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bingo														
Yes	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	97.3%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Ten Pin Bowling														
Yes	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	93.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Sports facilities or a health club or gym														
Yes	6.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	93.3%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Museum / art gallery / exhibition														
Yes	22.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	77.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	75	0	0	0	0	0	0	0	0	0	0	0	0	0
Q08A Have you used facilities in (DEPENDENT ON ZONE) for the following in the last 12 months...?														
<i>Those who visit St Johns District Centre, Malvern Town Centre and Malvern Links District Centre</i>														
Pubs / Night Clubs														
Yes	30.6%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	37	0.0%	0
No	69.4%	197	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.3%	54	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	284	0	0	0	0	0	0	91	0	0	0	67	126	0
Restaurants														
Yes	35.2%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	29.7%	27	0.0%	0
No	64.4%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	69.2%	63	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Base:	284	0	0	0	0	0	0	91	0	0	0	67	126	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Cinema														
Yes	13.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	86.6%	246	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	91	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0		0		91		0		0
Theatre or Concert														
Yes	19.0%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5	0.0%	0
No	81.0%	230	0.0%	0	0.0%	0	0.0%	0	0.0%	0	94.5%	86	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0		0		91		0		0
Bingo														
Yes	1.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
No	98.6%	280	0.0%	0	0.0%	0	0.0%	0	0.0%	0	98.9%	90	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0		0		91		0		0
Ten Pin Bowling														
Yes	13.4%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.2%	22	0.0%	0
No	86.6%	246	0.0%	0	0.0%	0	0.0%	0	0.0%	0	75.8%	69	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0		0		91		0		0
Sports facilities or a health club or gym														
Yes	14.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	20	0.0%	0
No	85.2%	242	0.0%	0	0.0%	0	0.0%	0	0.0%	0	78.0%	71	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0		0		91		0		0
Museum / art gallery / exhibition														
Yes	5.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
No	94.4%	268	0.0%	0	0.0%	0	0.0%	0	0.0%	0	95.6%	87	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0		0		91		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q08A Have you used facilities in (DEPENDENT ON ZONE) for the following in the last 12 months...?														
<i>Those who visit St Johns District Centre</i>														
Pubs / Night Clubs														
Yes	40.7%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	59.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0		0		0
Restaurants														
Yes	29.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	69.2%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0		0		0
Cinema														
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0		0		0
Theatre or Concert														
Yes	5.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	94.5%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0		0		0
Bingo														
Yes	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	98.9%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0		0		0
Ten Pin Bowling														
Yes	24.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	75.8%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Sports facilities or a health club or gym														
Yes	22.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.0%	20	0.0%	0
No	78.0%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	78.0%	71	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0	91		0	
Museum / art gallery / exhibition														
Yes	4.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	4	0.0%	0
No	95.6%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	95.6%	87	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0		0		0	91		0	
Q08A Have you used facilities in (DEPENDENT ON ZONE) for the following in the last 12 months...?														
<i>Those who visit Malvern Town Centre</i>														
Pubs / Night Clubs														
Yes	38.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.8%	26	0.0%	0
No	61.2%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.2%	41	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0	67		0	
Restaurants														
Yes	58.2%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.2%	39	0.0%	0
No	41.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.8%	28	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0	67		0	
Cinema														
Yes	53.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	53.7%	36	0.0%	0
No	46.3%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.3%	31	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0	67		0	
Theatre or Concert														
Yes	67.2%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	67.2%	45	0.0%	0
No	32.8%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.8%	22	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0	67		0	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bingo														
Yes	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	98.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0		0		0
Ten Pin Bowling														
Yes	9.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	91.0%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0		0		0
Sports facilities or a health club or gym														
Yes	25.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	74.6%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0		0		0
Museum / art gallery / exhibition														
Yes	16.4%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	82.1%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0		0		0		0		0
Q08A Have you used facilities in (DEPENDENT ON ZONE) for the following in the last 12 months...?														
<i>Those who visit Malvern Link District Centre</i>														
Pubs / Night Clubs														
Yes	19.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	81.0%	102	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0		0		0		0		0
Restaurants														
Yes	27.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	73.0%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0		0		0		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Cinema														
Yes	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	98.4%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	126	0	0	0	0	0	0	0	0	0	0	0	0	0
Theatre or Concert														
Yes	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	96.8%	122	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	126	0	0	0	0	0	0	0	0	0	0	0	0	0
Bingo														
Yes	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	98.4%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	126	0	0	0	0	0	0	0	0	0	0	0	0	0
Ten Pin Bowling														
Yes	7.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	92.1%	116	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	126	0	0	0	0	0	0	0	0	0	0	0	0	0
Sports facilities or a health club or gym														
Yes	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	96.0%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	126	0	0	0	0	0	0	0	0	0	0	0	0	0
Museum / art gallery / exhibition														
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	126	0	0	0	0	0	0	0	0	0	0	0	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Q08B Have you used facilities in Barnards Green District Centre for the following in the last 12 months...?														
<i>Those who visit Barnards Green District Centre</i>														
Pubs / Night Clubs														
Yes	14.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	85.6%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0
Restaurants														
Yes	15.3%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	84.7%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0
Cinema														
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0
Theatre or Concert														
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0
Bingo														
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0
Ten Pin Bowling														
Yes	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	100.0%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Sports facilities or a health club or gym														
Yes	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.1%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0
Museum / art gallery / exhibition														
Yes	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.1%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	111	0	0	0	0	0	0	0	0	0	0	111	0	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q09 Where did you last buy clothing, footwear or other fashion goods?																												
Worcester City Centre	39.2%	589	6.7%	4	6.3%	5	8.6%	6	25.9%	21	57.5%	46	64.0%	96	71.5%	143	70.0%	105	15.0%	9	30.8%	28	39.0%	78	13.1%	8	30.0%	21
Kidderminster Town Centre	8.6%	130	53.3%	32	60.0%	48	1.4%	1	25.9%	21	12.5%	10	2.7%	4	4.0%	8	2.0%	3	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	5.7%	86	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	2	2.0%	4	2.0%	3	1.7%	1	5.5%	5	3.0%	6	8.2%	5	7.1%	5
Internet / Mail order	5.2%	78	11.7%	7	7.5%	6	2.9%	2	1.2%	1	6.3%	5	3.3%	5	5.0%	10	3.3%	5	6.7%	4	2.2%	2	8.0%	16	3.3%	2	7.1%	5
Malvern / Great Malvern Town Centre	5.1%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.3%	2	0.5%	1	1.3%	2	5.0%	3	17.6%	16	13.5%	27	3.3%	2	21.4%	15
Malvern Link District Centre	4.3%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.0%	9	1.5%	3	0.7%	1	10.0%	6	13.2%	12	10.0%	20	4.9%	3	10.0%	7
Hereford City Centre	4.1%	62	0.0%	0	0.0%	0	0.0%	0	12.3%	10	1.3%	1	0.7%	1	0.0%	0	0.7%	1	33.3%	20	5.5%	5	0.5%	1	34.4%	21	2.9%	2
Other	3.5%	52	5.0%	3	0.0%	0	4.3%	3	2.5%	2	2.5%	2	2.0%	3	3.5%	7	4.0%	6	3.3%	2	7.7%	7	5.0%	10	3.3%	2	1.4%	1
Townsend Way Retail Park, Malvern	3.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	3	2.0%	4	1.3%	2	1.7%	1	3.3%	3	14.0%	28	0.0%	0	2.9%	2
Birmingham City Centre	2.9%	43	0.0%	0	1.3%	1	15.7%	11	0.0%	0	0.0%	0	2.7%	4	4.5%	9	4.0%	6	0.0%	0	2.2%	2	3.0%	6	3.3%	2	0.0%	0
Merry Hill Shopping Centre	2.7%	41	8.3%	5	13.8%	11	12.9%	9	3.7%	3	1.3%	1	3.3%	5	1.0%	2	3.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Town Centre	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1
Ledbury Town Centre	1.3%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	3.3%	3	0.5%	1	14.8%	9	7.1%	5
Redditch Town Centre	1.3%	19	0.0%	0	0.0%	0	24.3%	17	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Town Centre	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	1.4%	1
Bromsgrove Town Centre	0.9%	14	0.0%	0	1.3%	1	17.1%	12	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Town Centre	0.8%	12	0.0%	0	0.0%	0	0.0%	0	14.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Worcester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	2.0%	3	1.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ludlow Town Centre	0.5%	7	5.0%	3	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bromyard Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Retail Park in Kidderminster	0.4%	6	3.3%	2	3.8%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Upton upon Severn Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Cheltenham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Johns District Centre, Worcester	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Pershore Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ross on Wye	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Stratford-upon-Avon	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leominster Town Centre	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Touchwood Centre, Solihull	0.2%	3	0.0%	0	0.0%	0	2.9%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnards Green District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Stourport on Severn Town Centre	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.1%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Peters Drive, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Bromsgrove	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Broadway Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hay-on-ye	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Retail Park in Redditch	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.1%	46	5.0%	3	2.5%	2	4.3%	3	2.5%	2	3.8%	3	2.0%	3
(Don't do such shopping)	0.8%	12	0.0%	0	1.3%	1	4.3%	3	0.0%	0	1.3%	1	0.7%	1
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q10 Where do you last buy your DIY goods (including paints wallpaper etc, tools, garden goods, etc, but not carpets) ?																												
Retail Park in Worcester	20.5%	308	0.0%	0	0.0%	0	1.4%	1	4.9%	4	32.5%	26	36.0%	54	49.0%	98	57.3%	86	5.0%	3	14.3%	13	5.5%	11	0.0%	0	5.7%	4
Worcester City Centre	13.6%	205	3.3%	2	0.0%	0	0.0%	0	2.5%	2	21.3%	17	19.3%	29	33.5%	67	25.3%	38	6.7%	4	17.6%	16	7.5%	15	0.0%	0	5.7%	4
Malvern Link District Centre	9.6%	144	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	4.7%	7	0.0%	0	1.3%	2	3.3%	2	15.4%	14	48.0%	96	1.6%	1	20.0%	14
Kidderminster Town Centre	7.7%	115	45.0%	27	63.8%	51	1.4%	1	16.0%	13	18.8%	15	1.3%	2	1.5%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Ledbury Town Centre	4.5%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	12.1%	11	0.5%	1	68.9%	42	15.7%	11
Retail Park in Kidderminster	3.1%	46	15.0%	9	21.3%	17	0.0%	0	7.4%	6	5.0%	4	0.7%	1	3.0%	6	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Townsend Way Retail Park, Malvern	3.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	4.4%	4	10.0%	20	0.0%	0	20.0%	14
St Johns District Centre, Worcester	2.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.0%	39	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Malvern / Great Malvern Town Centre	2.7%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	19.8%	18	6.0%	12	0.0%	0	11.4%	8
Hereford City Centre	2.6%	39	0.0%	0	0.0%	0	0.0%	0	8.6%	7	1.3%	1	0.0%	0	0.0%	0	0.0%	0	38.3%	23	3.3%	3	0.0%	0	4.9%	3	2.9%	2
Bromsgrove Town Centre	2.5%	37	0.0%	0	0.0%	0	50.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Cheltenham	1.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cheltenham Town Centre	1.7%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Tenbury Wells Town Centre	1.5%	22	1.7%	1	0.0%	0	0.0%	0	25.9%	21	0.0%	0	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 Town Centre	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton upon Severn Town Centre	1.3%	20	1.7%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Hereford	1.0%	15	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.0%	6	1.1%	1	0.0%	0	3.3%	2	0.0%	0
Retail Park in Redditch	0.6%	9	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnards Green District Centre	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	9	0.0%	0	0.0%	0
Other	0.6%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0	1.0%	2	1.6%	1	0.0%	0
Droitwich Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.8%	3	0.0%	0	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leominster	0.5%	7	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Bromsgrove	0.4%	6	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.4%	6	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.3%	5	3.3%	2	1.3%	1	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromyard	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Retail Park in Evesham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Retail Park in Ledbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0
Focus, Spring Lane, Malvern	0.2%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Merry Hill Shopping Centre	0.2%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Birmingham City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	1.7%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Cleobury Mortimer	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Garden Centre, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Travis Perkins, Bromyard (Don't do such shopping)	0.1% 1	0.0% 0	0.0% 0	0.0% 0	1.2% 1	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
(Don't know / can't remember)	8.6% 130	21.7% 13	8.8% 7	7.1% 5	7.4% 6	8.8% 7	7.3% 11	7.0% 14	6.0% 9	10.0% 6	8.8% 8	10.0% 20	4.9% 3	12.9% 9
	3.7% 55	5.0% 3	3.8% 3	7.1% 5	7.4% 6	2.5% 2	2.7% 4	2.0% 4	3.3% 5	8.3% 5	2.2% 2	3.0% 6	3.3% 2	2.9% 2
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q11 Where did you last buy furniture, carpets or other floor coverings?																												
Worcester City Centre	18.3%	275	1.7%	1	5.0%	4	4.3%	3	4.9%	4	10.0%	8	32.7%	49	36.5%	73	28.0%	42	6.7%	4	26.4%	24	21.0%	42	1.6%	1	17.1%	12
Retail Park in Worcester	11.9%	179	3.3%	2	0.0%	0	1.4%	1	2.5%	2	6.3%	5	21.3%	32	28.5%	57	30.7%	46	3.3%	2	3.3%	3	9.0%	18	1.6%	1	5.7%	4
Kidderminster Town Centre	7.0%	105	35.0%	21	45.0%	36	2.9%	2	13.6%	11	22.5%	18	1.3%	2	3.0%	6	2.0%	3	3.3%	2	1.1%	1	0.0%	0	0.0%	0	2.9%	2
Malvern Link District Centre	5.5%	83	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	3.3%	5	0.0%	0	0.7%	1	1.7%	1	8.8%	8	26.5%	53	4.9%	3	12.9%	9
Malvern / Great Malvern Town Centre	3.3%	49	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	2.0%	3	0.0%	0	2.0%	3	0.0%	0	12.1%	11	9.0%	18	1.6%	1	10.0%	7
Cheltenham Town Centre	2.8%	42	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	2.2%	2	1.5%	3	4.9%	3	5.7%	4
Hereford City Centre	2.7%	41	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	16	6.6%	6	1.0%	2	14.8%	9	1.4%	1
Internet / Mail order	2.5%	38	3.3%	2	3.8%	3	2.9%	2	2.5%	2	2.5%	2	3.3%	5	0.5%	1	5.3%	8	0.0%	0	0.0%	0	1.5%	3	3.3%	2	1.4%	1
Retail Park in Cheltenham	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	3.3%	2	0.0%	0
Birmingham City Centre	2.0%	30	1.7%	1	1.3%	1	5.7%	4	3.7%	3	2.5%	2	4.0%	6	2.5%	5	2.0%	3	0.0%	0	3.3%	3	0.5%	1	0.0%	0	0.0%	0
Retail Park in Kidderminster	1.9%	28	5.0%	3	12.5%	10	1.4%	1	4.9%	4	3.8%	3	1.3%	2	1.5%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.9%	28	1.7%	1	8.8%	7	2.9%	2	1.2%	1	2.5%	2	1.3%	2	1.5%	3	1.3%	2	1.7%	1	2.2%	2	0.5%	1	1.6%	1	1.4%	1
Ledbury Town Centre	1.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.1%	1	0.5%	1	19.7%	12	10.0%	7
Bromsgrove Town Centre	1.3%	20	0.0%	0	0.0%	0	24.3%	17	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich Town Centre	1.3%	19	3.3%	2	0.0%	0	5.7%	4	0.0%	0	2.5%	2	2.7%	4	3.0%	6	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenbury Wells Town Centre	1.1%	17	0.0%	0	0.0%	0	0.0%	0	21.0%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromyard	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	18.3%	11	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Town Centre	0.9%	14	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.4%	1
St Johns District Centre, Worcester	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	6.0%	9	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Upton upon Severn Town Centre	0.7%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Townsend Way Retail Park, Malvern	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.0%	4	0.0%	0	2.9%	2
Retail Park in Hereford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	1.1%	1	0.0%	0	6.6%	4	0.0%	0
Ikea, Wednesbury Park Lane, Wednesbury	0.5%	8	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Merry Hill Shopping Centre	0.5%	8	0.0%	0	1.3%	1	4.3%	3	1.2%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Gloucester Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%	1	0.0%	0
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Retail Park in Droitwich	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Ledbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.9%	3	0.0%	0
Retail Park in Bromsgrove	0.3%	4	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Pershore Town Centre	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Retail Park in Redditch	0.2%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.2%	3	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Evesham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leominster Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Wednesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
(Don't do such shopping)	14.8%	222	33.3%	20	7.5%	6	12.9%	9	14.8%	12	26.3%	21	10.0%	15	10.0%	20	16.7%	25	20.0%	12	14.3%	13	13.5%	27	14.8%	9	21.4%	15
(Don't know / can't remember)	8.6%	129	11.7%	7	11.3%	9	14.3%	10	11.1%	9	10.0%	8	8.0%	12	9.0%	18	4.7%	7	6.7%	4	9.9%	9	8.0%	16	8.2%	5	5.7%	4
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70														

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q12 Where did you last buy any of the following large electrical items:- fridges, freezers, dishwashers, cookers, washing machines, microwaves, vacuum cleaners?																												
Retail Park in Worcester	23.3%	350	0.0%	0	1.3%	1	2.9%	2	3.7%	3	26.3%	21	45.3%	68	48.0%	96	50.7%	76	8.3%	5	15.4%	14	21.5%	43	1.6%	1	11.4%	8
Worcester City Centre	18.6%	279	0.0%	0	3.8%	3	4.3%	3	3.7%	3	21.3%	17	24.0%	36	34.0%	68	32.0%	48	15.0%	9	28.6%	26	17.5%	35	1.6%	1	18.6%	13
Internet / Mail order	7.7%	116	15.0%	9	6.3%	5	8.6%	6	8.6%	7	12.5%	10	8.7%	13	3.0%	6	3.3%	5	13.3%	8	9.9%	9	7.5%	15	13.1%	8	4.3%	3
Kidderminster Town Centre	4.8%	72	38.3%	23	45.0%	36	0.0%	0	9.9%	8	5.0%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Malvern Link District Centre	4.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	2	0.0%	0	0.0%	0	3.3%	2	8.8%	8	18.5%	37	1.6%	1	11.4%	8
Malvern / Great Malvern	3.3%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	1.7%	1	8.8%	8	11.0%	22	0.0%	0	15.7%	11
Town Centre																												
Retail Park in Cheltenham	3.1%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%	1	2.9%	2
Tenbury Wells Town Centre	2.9%	43	1.7%	1	0.0%	0	0.0%	0	44.4%	36	5.0%	4	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Kidderminster	2.4%	36	16.7%	10	18.8%	15	1.4%	1	6.2%	5	5.0%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	2.3%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	5.7%	4
Hereford City Centre	2.1%	32	0.0%	0	0.0%	0	0.0%	0	6.2%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	30.0%	18	2.2%	2	0.0%	0	8.2%	5	1.4%	1
Ledbury Town Centre	2.1%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	4.4%	4	0.0%	0	34.4%	21	7.1%	5
Townsend Way Retail Park, Malvern	1.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	5	7.0%	14	1.6%	1	2.9%	2
Bromsgrove Town Centre	1.2%	18	0.0%	0	0.0%	0	22.9%	16	0.0%	0	1.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.1%	17	0.0%	0	2.5%	2	4.3%	3	1.2%	1	0.0%	0	0.0%	0	1.5%	3	0.0%	0	0.0%	0	2.2%	2	0.5%	1	4.9%	3	1.4%	1
Droitwich Town Centre	1.0%	15	0.0%	0	0.0%	0	8.6%	6	0.0%	0	2.5%	2	1.3%	2	1.5%	3	0.0%	0	1.7%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Retail Park in Hereford	1.0%	15	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	3.3%	3	0.0%	0	11.5%	7	1.4%	1
Stourport on Severn Town Centre	0.5%	8	1.7%	1	5.0%	4	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre	0.5%	7	0.0%	0	1.3%	1	5.7%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
The Wash House Ltd, Wilden Industrial Estate, Stourport-on-Severn	0.5%	7	0.0%	0	5.0%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	7	1.7%	1	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.7%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
St Johns District Centre, Worcester	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloucester Town Centre	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.4%	1
Retail Park in Redditch	0.4%	6	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	4	0.0%	0	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Droitwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	1.6%	1	0.0%	0
Bromyard	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	1.7%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tewkesbury Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol City Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.4%	1
Retail Park in Bromsgrove	0.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upton upon Severn Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Evesham	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleobury Mortimer	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnards Green District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Retail Park in Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Mill Wood Drive, Warndon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do such shopping)	7.1%	107	20.0%	12	6.3%	5	10.0%	7	7.4%	6	6.3%	5	4.0%	6
(Don't know / can't remember)	5.1%	76	0.0%	0	5.0%	4	14.3%	10	3.7%	3	5.0%	4	5.3%	8
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q13 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?																												
Worcester City Centre	20.1%	302	5.0%	3	2.5%	2	2.9%	2	3.7%	3	23.8%	19	34.0%	51	40.0%	80	42.0%	63	10.0%	6	19.8%	18	15.0%	30	0.0%	0	15.7%	11
Retail Park in Worcester	15.6%	235	0.0%	0	1.3%	1	1.4%	1	2.5%	2	13.8%	11	30.7%	46	37.5%	75	31.3%	47	3.3%	2	11.0%	10	15.0%	30	1.6%	1	5.7%	4
Internet / Mail order	7.9%	119	13.3%	8	3.8%	3	10.0%	7	2.5%	2	10.0%	8	10.7%	16	10.0%	20	5.3%	8	8.3%	5	7.7%	7	8.0%	16	8.2%	5	1.4%	1
Kidderminster Town Centre	6.3%	95	53.3%	32	46.3%	37	5.7%	4	12.3%	10	10.0%	8	0.0%	0	0.5%	1	0.7%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Malvern Link District Centre	5.1%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	13.2%	12	22.0%	44	0.0%	0	15.7%	11
Malvern / Great Malvern	3.8%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	16.5%	15	10.0%	20	1.6%	1	18.6%	13
Town Centre																												
Tenbury Wells Town Centre	2.7%	41	0.0%	0	0.0%	0	0.0%	0	46.9%	38	2.5%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford City Centre	2.7%	40	0.0%	0	0.0%	0	0.0%	0	6.2%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	20	1.1%	1	0.0%	0	19.7%	12	1.4%	1
Townsend Way Retail Park, Malvern	2.5%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.3%	2	0.0%	0	0.7%	1	0.0%	0	3.3%	3	13.0%	26	0.0%	0	4.3%	3
Ledbury Town Centre	2.5%	37	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	7.7%	7	0.5%	1	34.4%	21	7.1%	5
Retail Park in Cheltenham	2.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.9%	2
Bromsgrove Town Centre	2.2%	33	0.0%	0	0.0%	0	42.9%	30	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham Town Centre	2.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.3%	3	0.0%	0	3.3%	2	2.9%	2		
Retail Park in Kidderminster	1.7%	25	5.0%	3	16.3%	13	0.0%	0	6.2%	5	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	20	0.0%	0	1.3%	1	4.3%	3	0.0%	0	3.8%	3	0.0%	0	2.5%	5	1.3%	2	0.0%	0	0.0%	0	1.0%	2	1.6%	1	2.9%	2
Tewkesbury Town Centre	1.2%	18	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Retail Park in Hereford	0.9%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	1.1%	1	0.0%	0	9.8%	6	0.0%	0
St Johns District Centre, Worcester	0.8%	12	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	6.7%	10	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre	0.7%	11	1.7%	1	1.3%	1	8.6%	6	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Gloucester Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0
Redditch Town Centre	0.5%	8	0.0%	0	2.5%	2	7.1%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.5%	8	0.0%	0	7.5%	6	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	7	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.7%	1	2.2%	2	0.5%	1	0.0%	0	1.4%	1
Tesco, St Peters Drive, Worcester	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Redditch	0.4%	6	0.0%	0	0.0%	0	8.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Evesham	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0	1.4%	1
Droitwich Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromyard Town Centre	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Bristol	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0	0.0%	0
Upton upon Severn Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham Town Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnards Green District Centre	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Retail Park in Gloucester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Retail Park in Bromsgrove	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pershore Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cleobury Mortimer	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
HJ Potts & Sons, High Street, Cleobury Mortimer	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Homebase, Leadon Way, Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Horace Preston, Link Top, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Leominster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Northway, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spring Lane Industrial Park, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Tesco, Mill Wood Drive, Warndon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't do such shopping)	7.7%	115	16.7%	10	10.0%	8	4.3%	3	6.2%	5	13.8%	11	7.3%	11
(Don't know / can't remember)	4.5%	67	1.7%	1	7.5%	6	1.4%	1	4.9%	4	5.0%	4	3.3%	5
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13															
Q14 Where do you usually shop for other non-food items like books, jewellery, CDs, DVDs, toys, and gifts?																													
Worcester City Centre	36.5%	549	11.7%	7	7.5%	6	1.4%	1	16.0%	13	55.0%	44	64.0%	96	66.0%	132	66.7%	100	23.3%	14	33.0%	30	35.0%	70	6.6%	4	24.3%	17	
Internet / Mail order	13.2%	199	20.0%	12	5.0%	4	17.1%	12	8.6%	7	15.0%	12	12.0%	18	13.5%	27	14.7%	22	16.7%	10	13.2%	12	13.5%	27	9.8%	6	12.9%	9	
Kidderminster Town Centre	6.1%	92	41.7%	25	47.5%	38	0.0%	0	23.5%	19	8.8%	7	1.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Malvern / Great Malvern Town Centre	4.8%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	1.7%	1	12.1%	11	23.5%	47	0.0%	0	14.3%	10	
Hereford City Centre	3.2%	48	0.0%	0	0.0%	0	0.0%	0	9.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.3%	23	3.3%	3	0.0%	0	21.3%	13	1.4%	1	
Cheltenham Town Centre	3.2%	48	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	3	2.0%	4	3.3%	2	7.1%	5	
Ledbury Town Centre	2.8%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.6%	6	1.0%	2	37.7%	23	14.3%	10	
Tewkesbury Town Centre	2.0%	30	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	
Malvern Link District Centre	1.8%	27	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	2.7%	4	0.0%	0	0.0%	0	0.0%	0	5.5%	5	5.5%	11	0.0%	0	7.1%	5	
Merry Hill Shopping Centre	1.7%	25	0.0%	0	13.8%	11	12.9%	9	0.0%	0	2.5%	2	0.0%	0	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bromsgrove Town Centre	1.6%	24	0.0%	0	0.0%	0	32.9%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Birmingham City Centre	1.3%	19	0.0%	0	1.3%	1	10.0%	7	0.0%	0	1.3%	1	0.0%	0	1.5%	3	1.3%	2	0.0%	0	0.0%	0	1.5%	3	1.6%	1	0.0%	0	
Tenbury Wells Town Centre	1.0%	15	0.0%	0	0.0%	0	0.0%	0	17.3%	14	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Gloucester Town Centre	0.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	4	0.0%	0	
Retail Park in Worcester	0.7%	11	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	2	1.5%	3	2.0%	3	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	
Redditch Town Centre	0.6%	9	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Upton upon Severn Town Centre	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Townsend Way Retail Park, Malvern	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.5%	5	0.0%	0	0.0%	0	
Other	0.5%	7	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.3%	1	0.7%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Ludlow Town Centre	0.4%	6	6.7%	4	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stourport on Severn Town Centre	0.4%	6	1.7%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
St Johns District Centre, Worcester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Retail Park in Cheltenham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bromyard	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco, St. Peters Drive, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Retail Park in Kidderminster	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Retail Park in Redditch	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Barnards Green District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	
Bewdley Town Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Great Witley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Morrisons, Ashchurch Road, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tesco, Mill Wood Drive, Warndon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Three Counties Garden Show, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
(Don't know / can't remember)	8.4%	126	11.7%	7	10.0%	8	7.1%	5	13.6%	11	7.5%	6	6.7%	10	6.0%	12	8.0%	12	6.7%	4	13.2%	12	8.5%	17	9.8%	6	1.4%	1	

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
(Don't do such shopping)	6.6% 99	6.7% 4	3.8% 3	4.3% 3	4.9% 4	2.5% 2	7.3% 11	8.0% 16	5.3% 8	6.7% 4	6.6% 6	6.5% 13	3.3% 2	15.7% 11
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q15 Where did you last do your household's main food shopping?																												
Tesco, St Peters Drive, Worcester	14.3%	215	0.0%	0	0.0%	0	0.0%	0	2.5%	2	11.3%	9	48.0%	72	3.5%	7	54.0%	81	3.3%	2	12.1%	11	7.5%	15	1.6%	1	2.9%	2
Morrisons, Roman Way, Malvern	10.2%	154	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.5%	6	10.7%	16	2.0%	4	1.3%	2	10.0%	6	27.5%	25	35.5%	71	0.0%	0	18.6%	13
Tesco, Millwood Drive, Warndon Village, Worcester	9.1%	137	0.0%	0	1.3%	1	0.0%	0	0.0%	0	8.8%	7	1.3%	2	41.5%	83	23.3%	35	1.7%	1	2.2%	2	1.0%	2	0.0%	0	1.4%	1
Waitrose, Back Lane / Edith Walk, Malvern	7.9%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	1.3%	2	1.0%	2	0.7%	1	0.0%	0	25.3%	23	26.5%	53	3.3%	2	34.3%	24
Sainsbury's, Windermere Drive, Blackpole, Worcester	4.5%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	6.0%	9	24.5%	49	3.3%	5	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Ledbury	4.5%	67	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	4	6.6%	6	1.0%	2	62.3%	38	21.4%	15
Morrisons, Tewkesbury	3.6%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kidderminster	3.2%	48	30.0%	18	28.8%	23	0.0%	0	2.5%	2	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Bromsgrove	3.1%	46	0.0%	0	1.3%	1	55.7%	39	0.0%	0	0.0%	0	0.7%	1	1.5%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet / Mail order	2.9%	44	1.7%	1	1.3%	1	0.0%	0	7.4%	6	8.8%	7	2.7%	4	1.0%	2	2.0%	3	1.7%	1	3.3%	3	4.5%	9	3.3%	2	2.9%	2
Tesco, Castle Road, Kidderminster	2.7%	41	20.0%	12	18.8%	15	1.4%	1	8.6%	7	7.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Bromyard	2.2%	33	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	40.0%	24	5.5%	5	0.0%	0	0.0%	0	0.0%	0
Co-Op Pioneer, Bullring / St Johns Road, Worcester	2.0%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	16.0%	24	1.0%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ludlow	1.7%	25	16.7%	10	0.0%	0	0.0%	0	18.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GH Bowkett, Market Square, Tenbury Wells	1.5%	23	0.0%	0	0.0%	0	0.0%	0	28.4%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kidderminster	1.4%	21	5.0%	3	20.0%	16	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Ledbury	1.4%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	3	0.0%	0	19.7%	12	7.1%	5
Somerfield, Edith Walk, Malvern	1.3%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	8.5%	17	0.0%	0	2.9%	2
Morrisons, Bromsgrove	1.2%	18	0.0%	0	1.3%	1	22.9%	16	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lychgate, Worcester	1.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	6.0%	12	1.3%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Co-Op, Worcester Road, Malvern Link	1.0%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	7.0%	14	0.0%	0	0.0%	0
Morrisons, Leominster	1.0%	15	0.0%	0	0.0%	0	0.0%	0	14.8%	12	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0	0.0%	0
Somerfield, Angel Street, Worcester	0.9%	14	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	1	4.0%	8	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tewkesbury	0.9%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Pheasant Street, Worcester	0.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	2	1.0%	2	2.7%	4	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Other	0.7%	11	5.0%	3	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Lidl, Worcester Road, Malvern	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.0%	2	0.0%	0	2.9%	2
Morrisons, Hereford	0.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	9	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco, Cheltenham	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Iceland, Friary Walk, Worcester	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Lombard Street, Stourport	0.5%	8	1.7%	1	3.8%	3	0.0%	0	0.0%	0	5.0%	4	0.0%	0
Marks & Spencer, High Street, Worcester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	5	0.5%	1
Somerfield, Barnards Green, Malvern	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Pioneer, Ombersley Road, Worcester	0.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.5%	7
Sainsbury's, Cheltenham	0.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Evesham	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Asda, Hereford	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Co-Op, Stourport	0.4%	6	0.0%	0	6.3%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Droitwich Spa	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	0.0%	0
Lidl, Newton Road, Worcester	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.7%	1
Tesco, Coldfield Drive, Redditch	0.4%	6	0.0%	0	0.0%	0	7.1%	5	0.0%	0	0.0%	0	0.5%	1
Lidl, Blackpole Road, Worcester	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	5
Aldi, Green Street, Kidderminster	0.3%	5	1.7%	1	2.5%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco, Warbler Place, Kidderminster	0.3%	5	1.7%	1	0.0%	0	0.0%	0	1.2%	1	2.5%	2	0.0%	0
Waitrose, Droitwich	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Lidl, Vale Road, Stourport	0.3%	4	1.7%	1	2.5%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Co-Op, Kidderminster	0.3%	4	1.7%	1	3.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, Kidderminster	0.2%	3	1.7%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Somerfield, Tewkesbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Bromsgrove	0.2%	3	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Waitrose, Cheltenham	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Old Street, Upton upon Severn	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Upton upon Severn	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Abbotsmead, Belmont Road, Hereford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hereford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bristol Road, Rubery	0.1%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Johns, Worcester	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Marks & Spencer, Tewkesbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Roman Way, Malvern	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2
Spar, Teme Street, Tenbury Wells	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Lidl, Evesham Road, Bishops Cleeve	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, High Street, Cleobury Mortimer	0.1%	2	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Price Challenge, Tewkesbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Pioneer, Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bewell Street, Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Somerfield, Pershore	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Costcutter, Solitaire Avenue, St Johns, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
Sainsbury's, Redditch	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Market Square, Tenbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Local shops, Tenbury Road, Bromyard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Market, High Street, Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1
Somerfield, Upper Galdeford, Ludlow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Spar, Bewdley	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cranham Drive, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0
Tesco Metro, St. Johns Way, Knowle	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	26	5.0%	3	5.0%	4	1.4%	1	3.7%	3	3.8%	3	1.3%	2
(Don't do main food shopping)	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
Q16 How often do you do your main food shopping?																												
<i>Those who do a main food shop at Q15</i>																												
Everyday	2.3%	34	0.0%	0	6.3%	5	2.9%	2	3.7%	3	0.0%	0	1.3%	2	4.0%	8	2.7%	4	1.7%	1	0.0%	0	2.5%	5	0.0%	0	0.0%	0
2 or 3 times a week	13.2%	198	8.3%	5	7.5%	6	11.4%	8	9.9%	8	1.3%	1	15.3%	23	17.0%	34	14.9%	22	13.3%	8	13.2%	12	15.6%	31	26.2%	16	10.0%	7
Once a week	65.4%	980	55.0%	33	72.5%	58	75.7%	53	58.0%	47	57.0%	45	69.3%	104	62.0%	124	69.6%	103	66.7%	40	62.6%	57	65.3%	130	63.9%	39	81.4%	57
Once a fortnight	11.0%	165	21.7%	13	7.5%	6	7.1%	5	14.8%	12	21.5%	17	7.3%	11	10.0%	20	10.1%	15	8.3%	5	14.3%	13	11.6%	23	9.8%	6	4.3%	3
Once a month	6.1%	92	11.7%	7	5.0%	4	1.4%	1	12.3%	10	13.9%	11	4.7%	7	5.5%	11	2.0%	3	10.0%	6	8.8%	8	3.5%	7	0.0%	0	2.9%	2
Less frequently	0.3%	4	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
(Don't know / varies)	1.7%	26	1.7%	1	1.3%	1	1.4%	1	1.2%	1	5.1%	4	2.0%	3	1.5%	3	0.7%	1	0.0%	0	1.1%	1	1.0%	2	0.0%	0	1.4%	1
Base:	1499	60	80	70	81	79	150	200	148	60	91	199	61	70														
Q17 How did you travel to this store to do your main food shopping?																												
<i>Those who do a main food shop at Q15</i>																												
Car / van (as driver)	68.9%	1033	63.3%	38	65.0%	52	67.1%	47	65.4%	53	78.5%	62	73.3%	110	60.5%	121	59.5%	88	68.3%	41	85.7%	78	67.3%	134	72.1%	44	78.6%	55
Car / van (as passenger)	14.9%	224	26.7%	16	16.3%	13	15.7%	11	11.1%	9	8.9%	7	13.3%	20	16.0%	32	20.9%	31	16.7%	10	8.8%	8	16.1%	32	9.8%	6	14.3%	10
Walk	7.9%	119	1.7%	1	11.3%	9	7.1%	5	12.3%	10	0.0%	0	7.3%	11	13.0%	26	10.1%	15	8.3%	5	0.0%	0	8.5%	17	13.1%	8	0.0%	0
Bus	2.7%	41	3.3%	2	2.5%	2	2.9%	2	0.0%	0	1.3%	1	2.0%	3	5.5%	11	5.4%	8	1.7%	1	2.2%	2	2.0%	4	0.0%	0	1.4%	1
Taxi	0.2%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Cycle	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Motorcycle	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.3%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Do not travel - goods delivered)	4.5%	68	5.0%	3	3.8%	3	4.3%	3	11.1%	9	11.4%	9	4.0%	6	2.0%	4	4.1%	6	1.7%	1	3.3%	3	5.5%	11	4.9%	3	4.3%	3
Base:	1499	60	80	70	81	79	150	200	148	60	91	199	61	70														
Q18 Is (STORE MENTIONED AT Q15) your usual main food store?																												
<i>Those who do a main food shop at Q15</i>																												
Yes	82.7%	1239	80.0%	48	77.5%	62	82.9%	58	87.7%	71	82.3%	65	82.0%	123	88.0%	176	85.8%	127	81.7%	49	74.7%	68	80.4%	160	88.5%	54	81.4%	57
No	15.6%	234	15.0%	9	21.3%	17	15.7%	11	11.1%	9	15.2%	12	16.0%	24	10.5%	21	12.8%	19	15.0%	9	25.3%	23	19.1%	38	11.5%	7	18.6%	13
(Don't know)	1.7%	26	5.0%	3	1.3%	1	1.4%	1	1.2%	1	2.5%	2	2.0%	3	1.5%	3	1.4%	2	3.3%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0
Base:	1499	60	80	70	81	79	150	200	148	60	91	199	61	70														
Q19 Do you also carry out small-scale top-up food shopping in addition to your main food shop?																												
Yes	76.8%	1155	70.0%	42	82.5%	66	81.4%	57	82.7%	67	75.0%	60	76.7%	115	75.0%	150	76.7%	115	78.3%	47	70.3%	64	79.5%	159	73.8%	45	60.0%	42
No	23.2%	348	30.0%	18	17.5%	14	18.6%	13	17.3%	14	25.0%	20	23.3%	35	25.0%	50	23.3%	35	21.7%	13	29.7%	27	20.5%	41	26.2%	16	40.0%	28
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70														

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13																
Q20 Where do you do most of your top-up shopping (i.e. between main food shopping trips)?																														
<i>Those who top-up shop at Q19</i>																														
Tesco, St Peters Drive, Worcester	4.9%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	13.0%	15	3.3%	5	25.2%	29	2.1%	1	3.1%	2	0.6%	1	0.0%	0	0.0%	0		
Co-Op Pioneer, Bullring / St Johns Road, Worcester	4.2%	48	0.0%	0	1.5%	1	0.0%	0	0.0%	0	5.0%	3	36.5%	42	0.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Back Lane / Edith Walk, Malvern	3.7%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.9%	1	0.0%	0	0.9%	1	0.0%	0	7.8%	5	15.7%	25	4.4%	2	11.9%	5		
Tesco, Millwood Drive, Warndon Village, Worcester	3.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	19.3%	29	7.0%	8	0.0%	0	1.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Roman Way, Malvern	3.5%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	1.7%	2	0.0%	0	9.4%	6	14.5%	23	2.2%	1	7.1%	3		
Marks & Spencer, High Street, Worcester	3.1%	36	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.3%	2	7.8%	9	6.0%	9	11.3%	13	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
GH Bowkett, Market Square, Tenbury Wells	3.1%	36	2.4%	1	0.0%	0	0.0%	0	52.2%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Barnards Green, Malvern	3.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.8%	33	0.0%	0	4.8%	2		
Co-Op, Bromyard	3.0%	35	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	59.6%	28	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Pioneer, Ombersley Road, Worcester	2.5%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	18.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ledbury	2.2%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	7.8%	5	0.0%	0	37.8%	17	4.8%	2		
Co-Op, Worcester Road, Malvern Link	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	12.6%	20	0.0%	0	0.0%	0	0.0%	0
Morrisons, Tewkesbury	1.9%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Mortimer	1.8%	21	50.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Windermere Drive, Blackpole, Worcester	1.8%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3	1.7%	2	9.3%	14	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.7%	20	0.0%	0	0.0%	0	10.5%	6	0.0%	0	1.7%	1	0.9%	1	0.7%	1	0.9%	1	2.1%	1	0.0%	0	1.3%	2	4.4%	2	0.0%	0	0.0%	0
Local shops, Worcester	1.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	6.0%	9	3.5%	4	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Somerfield, Edith Walk, Malvern	1.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	3.1%	2	6.3%	10	0.0%	0	7.1%	3		
Tesco, Tewkesbury	1.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Angel Street, Worcester	1.2%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	3.3%	5	5.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Bromsgrove	1.1%	13	0.0%	0	0.0%	0	22.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Ledbury	1.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	12	0.0%	0	0.0%	0
Co-Op Price Challenge, Tewkesbury	1.0%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, Kidderminster	1.0%	11	0.0%	0	13.6%	9	0.0%	0	1.5%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op Pioneer, Newtown Road, Worcester	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.3%	2	6.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13												
Co-Op, Stourport	0.9%	10	0.0%	0	6.1%	4	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Friary Walk, Worcester	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.7%	2	1.3%	2	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Teme Street, Tenbury Wells	0.9%	10	0.0%	0	0.0%	0	0.0%	0	14.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Colwall	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	21.4%	9
Tesco Express, London Road, Worcester	0.9%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bromsgrove	0.7%	8	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	3
Spar, High Street, Upton upon Severn	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Upton on Severn Town Centre	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackpole Road, Worcester	0.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	4.0%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ledbury	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	13.3%	6	0.0%	0
Tesco, Lombard Street, Stourport	0.6%	7	0.0%	0	9.1%	6	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cranham Drive, Worcester	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	6	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Twynning Village Store, Twynning Green, Twynning	0.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bromyard	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	5	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Martley Road, Worcester	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Somerfield, Bromsgrove	0.5%	6	0.0%	0	0.0%	0	10.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Bromyard	0.4%	5	0.0%	0	0.0%	0	8.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Droitwich	0.4%	5	0.0%	0	1.5%	1	0.0%	0	0.0%	0	5.0%	3	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch	0.4%	5	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Worcester Road, Malvern	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.9%	3	0.0%	0	0.0%	0
Lidl, Newton Road, Worcester	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Kidderminster	0.4%	5	0.0%	0	6.1%	4	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Market Square, Tenbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Twynning	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Pheasant Street, Worcester	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.9%	1	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Kidderminster	0.3%	4	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Tewkesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Kidderminster	0.3%	4	0.0%	0	6.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Tewkesbury	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Local shops, Clifton-on-teme	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Worcester Road,	0.3%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Bromsgrove														
Local shops, Tenbury Wells	0.3%	4	0.0%	0	0.0%	0	0.0%	0	6.0%	4	0.0%	0	0.0%	0
Tesco, Warbler Place, Kidderminster	0.3%	4	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Tesco Express, Old Birmingham Road, Bromsgrove	0.3%	4	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0
Costcutter, Solitaire Avenue, St Johns, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Somerfield, Tewkesbury	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Leigh Sinton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, St Johns, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	3	0.0%	0
Morrisons, Hereford	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
Londis, Yates Hay Road, Malvern	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Leominster	0.3%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.7%	1	0.0%	0
Local shops, Kidderminster	0.3%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ludlow	0.3%	3	2.4%	1	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0
Farmfoods, Ryemarket, Stourbridge	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	3.3%	2	0.0%	0
Local shops, Cleehill	0.3%	3	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Aston Field, Bromsgrove	0.3%	3	0.0%	0	0.0%	0	3.5%	2	1.5%	1	0.0%	0	0.0%	0
Local shops, Stourbridge Road, Iverley	0.3%	3	0.0%	0	1.5%	1	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Kidderminster Town Centre	0.3%	3	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Lychgate, Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Waitrose, Cheltenham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bishops Frome	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Load Street, Bewdley	0.2%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Canada Way, Worcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Co-Op, Gresham Road, Worcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Tewkesbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Upper Welland, Malvern	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Droitwich Spa	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local shops, Ombersley	0.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cooks Bakery, High Street, Upton Upon Severn	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0
Internet / Mail order	0.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hanley Swan	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alfrick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Costcutter, Willowfield Drive, Kidderminster	0.2%	2	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Legs, Tenbury Road, Bromyard	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bromsgrove	0.2%	2	0.0%	0	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Tewkesbury Road, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bewell Street, Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Prestwich Avenue, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Hereford	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, New Road, Rubery	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Co-Op, Tan House Lane, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Tesco, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Canada Way, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-Op, Gresham Road, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Co-Op, New Road, Rubery	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-Op, Tan House Lane, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local shops, Stourport-on-Severn	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Stores, Cradley, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmers market, Stourport-on-Severn	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Health Food Shop, Malvern Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Cooks Bakery, High Street, Upton on Severn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Local farm shop, Suckley Road, Leith	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Sainsbury's, Redditch	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Abberley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Local shops, Malvern Wells	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Countryside Butcher, Church Street, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Local shops, Berrow Green Road, Martley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Marks & Spencer, Cheltenham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
Local shops, Blakeshall, Wolverley	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Broomhall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local shops, Callow End, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Church Street, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cleobury Road, Far Forest	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Cradley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Golden Cross Lane, Catshill	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Hallow	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Local shops, High Street, Bromyard	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Hopton Bank	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Kempsey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Local shops, Linthurst Newtown	0.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Ludlow	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local market, Ledbury	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Ombersley Road, Bevere	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Lidl, Vale Road, Stourport	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Astwood Road, Rainbow Hill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
Local shops, Upton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Yates Hay Road, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Arley Close, Kidderminster	0.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Londis, Far Forest	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Martley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tewkesbury Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, St Peters Drive, Worcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
P&Q, Worcester Road, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromyard Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Post Office, Cradley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Post Office, Rushwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Spar, Church Street, Cleobury Mortimer	0.1%	1	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Twyning	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Veg & Things, Malvern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Worcester City Centre (Don't know / can't	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0
	14.3%	165	26.2%	11	18.2%	12	3.5%	2	7.5%	5	21.7%	13	14.8%	17

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13														
remember)																												
Base:	1155	42	66	57	67	60	115	150	115	47	64	159	45	42														
Q21 Have you used any of the following markets in the last 2 months:																												
<i>Malvern Friday Market</i>																												
Yes	2.9%	44	0.0%	0	0.0%	0	2.9%	2	2.5%	2	0.0%	0	3.3%	5	5.0%	10	3.3%	5	0.0%	0	4.4%	4	5.0%	10	1.6%	1	5.7%	4
No	97.0%	1458	100.0%	60	100.0%	80	97.1%	68	97.5%	79	100.0%	80	96.0%	144	95.0%	190	96.7%	145	100.0%	60	95.6%	87	95.0%	190	98.4%	60	94.3%	66
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70														
<i>Tenbury Round Market</i>																												
Yes	3.9%	59	5.0%	3	1.3%	1	0.0%	0	49.4%	40	8.8%	7	0.0%	0	1.5%	3	0.0%	0	5.0%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0
No	95.9%	1441	95.0%	57	98.8%	79	100.0%	70	50.6%	41	91.3%	73	99.3%	149	98.5%	197	100.0%	150	95.0%	57	100.0%	91	98.5%	197	100.0%	61	100.0%	70
(Don't know)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70														
<i>Angel Place, Worcester</i>																												
Yes	24.2%	363	0.0%	0	7.5%	6	4.3%	3	7.4%	6	28.8%	23	48.7%	73	45.5%	91	46.7%	70	16.7%	10	19.8%	18	21.0%	42	6.6%	4	5.7%	4
No	75.6%	1137	100.0%	60	92.5%	74	95.7%	67	92.6%	75	71.3%	57	50.7%	76	54.5%	109	53.3%	80	83.3%	50	79.1%	72	78.5%	157	93.4%	57	94.3%	66
(Don't know)	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.5%	1	0.0%	0	0.0%	0
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70														
<i>Any other town's market</i>																												
Yes	1.1%	16	0.0%	0	2.5%	2	2.9%	2	0.0%	0	1.3%	1	1.3%	2	1.0%	2	0.7%	1	0.0%	0	0.0%	0	1.5%	3	1.6%	1	0.0%	0
No	98.6%	1482	100.0%	60	97.5%	78	97.1%	68	98.8%	80	97.5%	78	98.0%	147	99.0%	198	98.7%	148	100.0%	60	100.0%	91	98.5%	197	98.4%	60	98.6%	69
(Don't know)	0.3%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70														
<i>Tewkesbury Market</i>																												
Yes	4.5%	67	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	2	0.5%	1	1.3%	2	0.0%	0	2.2%	2	4.5%	9	0.0%	0	10.0%	7
No	95.5%	1436	100.0%	60	100.0%	80	100.0%	70	98.8%	80	100.0%	80	98.7%	148	99.5%	199	98.7%	148	100.0%	60	97.8%	89	95.5%	191	100.0%	61	90.0%	63
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70														

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		
Ledbury																												
Yes	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	3	1.0%	2	0.0%	0	0.0%	0
No	99.6%	1497	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	99.3%	149	100.0%	200	100.0%	150	100.0%	60	96.7%	88	99.0%	198	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Hereford																												
Yes	0.3%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	2	0.0%	0	0.0%	0
No	99.7%	1499	100.0%	60	100.0%	80	100.0%	70	98.8%	80	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	98.9%	90	99.0%	198	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Kidderminster Market																												
Yes	1.2%	18	6.7%	4	10.0%	8	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	98.8%	1485	93.3%	56	90.0%	72	100.0%	70	98.8%	80	98.8%	79	100.0%	150	100.0%	200	97.3%	146	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Ludlow																												
Yes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
No	99.8%	1500	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	99.3%	149	100.0%	60	100.0%	91	99.0%	198	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Pershore																												
Yes	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.7%	1499	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	97.3%	146	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Bromsgrove																												
Yes	0.7%	10	0.0%	0	2.5%	2	10.0%	7	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.3%	1493	100.0%	60	97.5%	78	90.0%	63	100.0%	81	100.0%	80	100.0%	150	99.5%	199	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		
Farmers Market, Malvern																												
Yes	0.6%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	3.0%	6	0.0%	0	1.4%	1
No	99.4%	1494	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	97.8%	89	97.0%	194	100.0%	61	98.6%	69
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Birmingham																												
Yes	0.3%	5	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.7%	1498	100.0%	60	98.8%	79	98.6%	69	100.0%	81	100.0%	80	99.3%	149	100.0%	200	99.3%	149	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Droitwich																												
Yes	0.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.7%	1498	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	100.0%	150	98.0%	196	99.3%	149	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Farmers Market, Worcester																												
Yes	0.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	3	0.5%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.6%	1497	100.0%	60	100.0%	80	100.0%	70	100.0%	81	98.8%	79	98.0%	147	99.5%	199	99.3%	149	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Leominster Market																												
Yes	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.8%	1500	100.0%	60	100.0%	80	100.0%	70	100.0%	81	98.8%	79	100.0%	150	100.0%	200	100.0%	150	96.7%	58	100.0%	91	100.0%	200	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
Bridgnorth																												
Yes	0.1%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.9%	1501	100.0%	60	98.8%	79	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	99.3%	149	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13				
Farmers Market, Gloucester																														
Yes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0		
No	99.9%	1501	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	96.7%	59	100.0%	70		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		
Farmers Market, Knightwick																														
Yes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.9%	1501	100.0%	60	100.0%	80	100.0%	70	100.0%	81	98.8%	79	100.0%	150	100.0%	200	100.0%	150	100.0%	60	98.9%	90	100.0%	200	100.0%	61	100.0%	70		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		
Knightwick Market																														
Yes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	60	100.0%	80	100.0%	70	100.0%	81	98.8%	79	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		
St Peter's Garden Centre, Worcester																														
Yes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.9%	1501	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	98.7%	148	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		
Bewdley Market																														
Yes	0.1%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.9%	1502	98.3%	59	100.0%	80	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		
Castle Square, Ludlow																														
Yes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	60	100.0%	80	100.0%	70	98.8%	80	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13					
Country Market, Tenbury																															
Yes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
No	99.9%	1502	100.0%	60	100.0%	80	100.0%	70	98.8%	80	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70	0.0%		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70			
Evesham																															
Yes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	99.9%	1502	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	100.0%	150	99.5%	199	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70	0.0%		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70			
Farmers Market, Clifton-on-teme																															
Yes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	99.9%	1502	100.0%	60	100.0%	80	100.0%	70	100.0%	81	98.8%	79	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70	0.0%		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70			
Farmers Market, Stourport-on-Severn																															
Yes	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	99.9%	1502	100.0%	60	98.8%	79	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70	0.0%		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70			
French Market, Tenbury Wells																															
Yes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	99.9%	1502	100.0%	60	100.0%	80	100.0%	70	98.8%	80	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70	0.0%		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70			
Royal Worcester Farmers Market																															
Yes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
No	99.9%	1502	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	99.3%	149	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70	0.0%		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70			

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13				
Shire Hall, Ledbury																														
Yes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
No	99.9%	1502	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	99.5%	199	100.0%	61	100.0%	70		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		
Stourbridge Market																														
Yes	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	60	98.8%	79	100.0%	70	100.0%	81	100.0%	80	100.0%	150	100.0%	200	100.0%	150	100.0%	60	100.0%	91	100.0%	200	100.0%	61	100.0%	70		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		
The Shambles, Worcester City Centre																														
Yes	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0		
No	99.9%	1501	100.0%	60	100.0%	80	100.0%	70	100.0%	81	100.0%	80	99.3%	149	100.0%	200	100.0%	150	100.0%	60	100.0%	91	99.5%	199	100.0%	61	100.0%	70		
(Don't know)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		
SEX Sex of respondent																														
Male	27.4%	412	28.3%	17	31.3%	25	30.0%	21	28.4%	23	20.0%	16	29.3%	44	29.0%	58	26.7%	40	26.7%	16	25.3%	23	24.5%	49	23.0%	14	28.6%	20		
Female	72.6%	1091	71.7%	43	68.8%	55	70.0%	49	71.6%	58	80.0%	64	70.7%	106	71.0%	142	73.3%	110	73.3%	44	74.7%	68	75.5%	151	77.0%	47	71.4%	50		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		
AGE Could I ask, which of the following age bands do you fall into ?																														
18-24 years	3.5%	52	5.0%	3	6.3%	5	12.9%	9	3.7%	3	3.8%	3	4.0%	6	3.5%	7	3.3%	5	1.7%	1	3.3%	3	1.0%	2	3.3%	2	2.9%	2		
25-34 years	7.8%	117	8.3%	5	8.8%	7	10.0%	7	4.9%	4	3.8%	3	12.0%	18	10.0%	20	13.3%	20	5.0%	3	4.4%	4	6.0%	12	4.9%	3	0.0%	0		
35-44 years	17.4%	261	13.3%	8	23.8%	19	30.0%	21	14.8%	12	15.0%	12	16.7%	25	16.5%	33	13.3%	20	16.7%	10	15.4%	14	14.5%	29	31.1%	19	17.1%	12		
45-54 years	22.9%	344	28.3%	17	32.5%	26	30.0%	21	18.5%	15	21.3%	17	14.0%	21	25.0%	50	19.3%	29	33.3%	20	24.2%	22	22.5%	45	29.5%	18	17.1%	12		
55-64 years	22.6%	339	21.7%	13	16.3%	13	10.0%	7	24.7%	20	33.8%	27	24.7%	37	16.0%	32	25.3%	38	18.3%	11	24.2%	22	28.0%	56	18.0%	11	27.1%	19		
65+ years	25.0%	375	21.7%	13	12.5%	10	5.7%	4	32.1%	26	21.3%	17	28.0%	42	28.0%	56	23.3%	35	23.3%	14	26.4%	24	28.0%	56	11.5%	7	35.7%	25		
(Refused)	1.0%	15	1.7%	1	0.0%	0	1.4%	1	1.2%	1	1.3%	1	0.7%	1	1.0%	2	2.0%	3	1.7%	1	2.2%	2	0.0%	0	1.6%	1	0.0%	0		
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70		

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	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		Zone 9		Zone 10		Zone 11		Zone 12		Zone 13		
CAR How many cars does your household own or have the use of ?																												
None	9.1%	137	8.3%	5	11.3%	9	10.0%	7	7.4%	6	2.5%	2	8.0%	12	18.5%	37	12.0%	18	8.3%	5	1.1%	1	11.0%	22	4.9%	3	4.3%	3
One	42.6%	640	33.3%	20	35.0%	28	22.9%	16	46.9%	38	27.5%	22	53.3%	80	42.5%	85	50.7%	76	36.7%	22	33.0%	30	48.0%	96	47.5%	29	35.7%	25
Two	36.1%	543	45.0%	27	37.5%	30	47.1%	33	32.1%	26	52.5%	42	31.3%	47	31.0%	62	29.3%	44	43.3%	26	40.7%	37	32.0%	64	36.1%	22	47.1%	33
Three or more	11.0%	166	11.7%	7	13.8%	11	18.6%	13	13.6%	11	16.3%	13	6.7%	10	6.5%	13	7.3%	11	11.7%	7	24.2%	22	8.5%	17	8.2%	5	10.0%	7
(Refused)	1.1%	17	1.7%	1	2.5%	2	1.4%	1	0.0%	0	1.3%	1	0.7%	1	1.5%	3	0.7%	1	0.0%	0	1.1%	1	0.5%	1	3.3%	2	2.9%	2
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
PEO Finally, how many people, including yourself are there living in your household ?																												
One	19.2%	289	21.7%	13	17.5%	14	12.9%	9	18.5%	15	13.8%	11	19.3%	29	20.5%	41	15.3%	23	20.0%	12	12.1%	11	25.5%	51	21.3%	13	17.1%	12
Two	39.5%	593	35.0%	21	22.5%	18	20.0%	14	45.7%	37	46.3%	37	38.7%	58	42.0%	84	44.7%	67	46.7%	28	42.9%	39	41.5%	83	27.9%	17	41.4%	29
Three	18.1%	272	21.7%	13	30.0%	24	20.0%	14	13.6%	11	17.5%	14	20.7%	31	16.0%	32	19.3%	29	11.7%	7	23.1%	21	14.0%	28	11.5%	7	17.1%	12
Four	15.2%	229	16.7%	10	16.3%	13	38.6%	27	8.6%	7	15.0%	12	14.0%	21	14.0%	28	13.3%	20	11.7%	7	15.4%	14	11.5%	23	24.6%	15	14.3%	10
Five	5.3%	80	3.3%	2	7.5%	6	7.1%	5	9.9%	8	3.8%	3	4.7%	7	5.0%	10	3.3%	5	5.0%	3	5.5%	5	6.5%	13	11.5%	7	5.7%	4
Six or more	1.3%	20	1.7%	1	1.3%	1	0.0%	0	3.7%	3	2.5%	2	1.3%	2	0.5%	1	2.0%	3	5.0%	3	0.0%	0	1.0%	2	0.0%	0	1.4%	1
(Refused)	1.3%	20	0.0%	0	5.0%	4	1.4%	1	0.0%	0	1.3%	1	1.3%	2	2.0%	4	2.0%	3	0.0%	0	1.1%	1	0.0%	0	3.3%	2	2.9%	2
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70
SEG Socioeconomic Grouping:																												
A	7.1%	107	10.0%	6	2.5%	2	4.3%	3	8.6%	7	10.0%	8	5.3%	8	6.5%	13	9.3%	14	8.3%	5	9.9%	9	7.0%	14	4.9%	3	11.4%	8
B	19.2%	288	16.7%	10	15.0%	12	25.7%	18	18.5%	15	21.3%	17	20.7%	31	18.0%	36	14.0%	21	11.7%	7	22.0%	20	18.5%	37	26.2%	16	18.6%	13
C1	31.5%	473	28.3%	17	36.3%	29	28.6%	20	27.2%	22	31.3%	25	30.0%	45	29.5%	59	37.3%	56	18.3%	11	36.3%	33	33.0%	66	37.7%	23	18.6%	13
C2	22.0%	331	16.7%	10	28.8%	23	17.1%	12	27.2%	22	17.5%	14	25.3%	38	26.5%	53	17.3%	26	41.7%	25	13.2%	12	20.5%	41	13.1%	8	20.0%	14
D	8.6%	130	8.3%	5	10.0%	8	8.6%	6	12.3%	10	10.0%	8	6.0%	9	8.0%	16	13.3%	20	10.0%	6	5.5%	5	7.5%	15	8.2%	5	11.4%	8
E	2.0%	30	0.0%	0	1.3%	1	1.4%	1	1.2%	1	1.3%	1	2.7%	4	2.5%	5	1.3%	2	3.3%	2	1.1%	1	4.5%	9	0.0%	0	0.0%	0
(Refused)	9.6%	144	20.0%	12	6.3%	5	14.3%	10	4.9%	4	8.8%	7	10.0%	15	9.0%	18	7.3%	11	6.7%	4	12.1%	11	9.0%	18	9.8%	6	20.0%	14
Base:		1503		60		80		70		81		80		150		200		150		60		91		200		61		70

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	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13
QUOTA Zone:														
Zone 1	4.0%	60	100.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	5.3%	80	0.0%	0	100.0%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	4.7%	70	0.0%	0	0.0%	0	100.0%	70	0.0%	0	0.0%	0	0.0%	0
Zone 4	5.4%	81	0.0%	0	0.0%	0	0.0%	0	100.0%	81	0.0%	0	0.0%	0
Zone 5	5.3%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	80	0.0%	0
Zone 6	10.0%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	150
Zone 7	13.3%	200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	200
Zone 8	10.0%	150	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	150
Zone 9	4.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	60
Zone 10	6.1%	91	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	91
Zone 11	13.3%	200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	200
Zone 12	4.1%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	61
Zone 13	4.7%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	70
Zone 14	6.0%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	90
Zone 15	4.0%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	60
Base:	1503	60	80	70	81	80	150	200	150	60	91	200	61	70