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South Worcestershire Retail & Leisure Study

For



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Picking all the right boxes

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Other Responses

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Appendix

Sample Questionnaire

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 14		Zone 15		
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	27.8%	25	0.0%	0
Malvern / Great Malvern Town Centre	9.6%	145	4.4%	4	0.0%	0
Kidderminster Town Centre	8.8%	133	0.0%	0	0.0%	0
Cheltenham Town Centre	3.8%	57	13.3%	12	51.7%	31
Hereford City Centre	3.8%	57	0.0%	0	0.0%	0
Malvern Link District Centre	3.7%	55	4.4%	4	0.0%	0
Tewkesbury Town Centre	3.6%	54	30.0%	27	45.0%	27
Ledbury Town Centre	3.5%	52	0.0%	0	0.0%	0
Bromsgrove Town Centre	3.4%	51	0.0%	0	0.0%	0
Bromyard	1.5%	23	0.0%	0	0.0%	0
Tenbury Wells Town Centre	1.5%	22	0.0%	0	0.0%	0
Merry Hill Shopping Centre	1.3%	19	1.1%	1	0.0%	0
Ludlow Town Centre	0.9%	13	0.0%	0	0.0%	0
Upton upon Severn Town Centre	0.8%	12	13.3%	12	0.0%	0
Stourport on Severn Town Centre	0.8%	12	0.0%	0	0.0%	0
Birmingham City Centre	0.7%	11	1.1%	1	0.0%	0
Townsend Way Retail Park, Malvern	0.7%	10	0.0%	0	0.0%	0
Redditch Town Centre	0.6%	9	0.0%	0	0.0%	0
Gloucester Town Centre	0.5%	8	1.1%	1	3.3%	2
St Johns District Centre, Worcester	0.5%	8	0.0%	0	0.0%	0
Barnards Green District Centre	0.4%	6	1.1%	1	0.0%	0
Other	0.3%	5	0.0%	0	0.0%	0
Leominster Town Centre	0.3%	5	0.0%	0	0.0%	0
Droitwich Town Centre	0.1%	2	0.0%	0	0.0%	0
Cleobury Mortimer Town Centre	0.1%	2	0.0%	0	0.0%	0
Internet	0.1%	2	0.0%	0	0.0%	0
Blackpole	0.1%	1	0.0%	0	0.0%	0
Weavers Wharf, Kidderminster	0.1%	1	0.0%	0	0.0%	0
(Don't know)	1.1%	16	2.2%	2	0.0%	0
Base:		1503		90		60

Q02 How do you usually travel to this centre?

Car / van (as driver)	64.3%	967	81.1%	73	65.0%	39
Car / van (as passenger)	10.8%	163	7.8%	7	5.0%	3
Walk	10.9%	164	5.6%	5	8.3%	5
Bus	10.4%	156	3.3%	3	21.7%	13
Taxi	0.3%	4	0.0%	0	0.0%	0
Cycle	0.5%	7	0.0%	0	0.0%	0
Train	0.4%	6	0.0%	0	0.0%	0
Motorcycle	0.1%	1	0.0%	0	0.0%	0
Park and Ride	0.3%	4	0.0%	0	0.0%	0
Other	0.2%	3	0.0%	0	0.0%	0
Scooter	0.3%	4	0.0%	0	0.0%	0
(Don't know)	1.0%	15	2.2%	2	0.0%	0
(Do not travel - goods delivered)	0.6%	9	0.0%	0	0.0%	0
Base:		1503		90		60

Total Zone 14 Zone 15

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	5.6%	5	0.0%	0
More than once a week	18.8%	209	23.3%	21	0.0%	0
Once a week	28.0%	311	28.9%	26	0.0%	0
Once every two weeks	5.1%	57	4.4%	4	0.0%	0
Once a month or less frequently	8.0%	89	8.9%	8	0.0%	0
Never	35.4%	394	27.8%	25	0.0%	0
(Don't know / varies / no particular pattern)	0.7%	8	1.1%	1	0.0%	0
Base:		1112		90		0

Non food shopping

Everyday	2.9%	32	7.8%	7	0.0%	0
More than once a week	12.7%	141	12.2%	11	0.0%	0
Once a week	27.8%	309	18.9%	17	0.0%	0
Once every two weeks	11.1%	123	5.6%	5	0.0%	0
Once a month or less frequently	21.7%	241	28.9%	26	0.0%	0
Never	19.7%	219	21.1%	19	0.0%	0
(Don't know / varies / no particular pattern)	4.2%	47	5.6%	5	0.0%	0
Base:		1112		90		0

Other services

Everyday	2.2%	24	1.1%	1	0.0%	0
More than once a week	8.2%	91	4.4%	4	0.0%	0
Once a week	24.8%	276	22.2%	20	0.0%	0
Once every two weeks	10.0%	111	7.8%	7	0.0%	0
Once a month or less frequently	19.8%	220	20.0%	18	0.0%	0
Never	29.4%	327	40.0%	36	0.0%	0
(Don't know / varies / no particular pattern)	5.7%	63	4.4%	4	0.0%	0
Base:		1112		90		0

Q03 How often do you visit (DEPENDENT ON ZONE) for the following activities?

Those who were asked about Tenbury Wells

Food shopping

Everyday	22.2%	18	0.0%	0	0.0%	0
More than once a week	35.8%	29	0.0%	0	0.0%	0
Once a week	25.9%	21	0.0%	0	0.0%	0
Once every two weeks	4.9%	4	0.0%	0	0.0%	0
Once a month or less frequently	0.0%	0	0.0%	0	0.0%	0
Never	9.9%	8	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.2%	1	0.0%	0	0.0%	0
Base:		81		0		0

Non food shopping

Everyday	11.1%	9	0.0%	0	0.0%	0
More than once a week	16.0%	13	0.0%	0	0.0%	0
Once a week	30.9%	25	0.0%	0	0.0%	0
Once every two weeks	6.2%	5	0.0%	0	0.0%	0
Once a month or less frequently	16.0%	13	0.0%	0	0.0%	0
Never	16.0%	13	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	3.7%	3	0.0%	0	0.0%	0
Base:		81		0		0

	Total	Zone 14	Zone 15			
Other services						
Everyday	9.9%	8	0.0%	0	0.0%	0
More than once a week	9.9%	8	0.0%	0	0.0%	0
Once a week	37.0%	30	0.0%	0	0.0%	0
Once every two weeks	11.1%	9	0.0%	0	0.0%	0
Once a month or less frequently	7.4%	6	0.0%	0	0.0%	0
Never	14.8%	12	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	9.9%	8	0.0%	0	0.0%	0
Base:		81		0		0

Q03 How often do you visit (DEPENDENT ON ZONE) for the following activities?

Those who were asked about Worcester City Centre

	Total	Zone 14	Zone 15			
Food shopping						
Everyday	1.9%	13	0.0%	0	0.0%	0
More than once a week	14.3%	96	0.0%	0	0.0%	0
Once a week	24.9%	167	0.0%	0	0.0%	0
Once every two weeks	5.7%	38	0.0%	0	0.0%	0
Once a month or less frequently	8.2%	55	0.0%	0	0.0%	0
Never	44.4%	298	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.6%	4	0.0%	0	0.0%	0
Base:		671		0		0

	Total	Zone 14	Zone 15			
Non food shopping						
Everyday	2.1%	14	0.0%	0	0.0%	0
More than once a week	14.8%	99	0.0%	0	0.0%	0
Once a week	28.5%	191	0.0%	0	0.0%	0
Once every two weeks	14.0%	94	0.0%	0	0.0%	0
Once a month or less frequently	22.7%	152	0.0%	0	0.0%	0
Never	15.6%	105	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	2.4%	16	0.0%	0	0.0%	0
Base:		671		0		0

	Total	Zone 14	Zone 15			
Other services						
Everyday	1.3%	9	0.0%	0	0.0%	0
More than once a week	9.1%	61	0.0%	0	0.0%	0
Once a week	24.0%	161	0.0%	0	0.0%	0
Once every two weeks	11.0%	74	0.0%	0	0.0%	0
Once a month or less frequently	22.1%	148	0.0%	0	0.0%	0
Never	27.7%	186	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	4.8%	32	0.0%	0	0.0%	0
Base:		671		0		0

Q03 How often do you visit (DEPENDENT ON ZONE) for the following activities?

Those who were asked about Malvern Town Centre

	Total	Zone 14	Zone 15			
Food shopping						
Everyday	3.0%	8	0.0%	0	0.0%	0
More than once a week	23.3%	63	0.0%	0	0.0%	0
Once a week	35.9%	97	0.0%	0	0.0%	0
Once every two weeks	4.1%	11	0.0%	0	0.0%	0
Once a month or less frequently	9.6%	26	0.0%	0	0.0%	0
Never	23.3%	63	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.7%	2	0.0%	0	0.0%	0
Base:		270		0		0

	Total	Zone 14		Zone 15		
Non food shopping						
Everyday	0.7%	2	0.0%	0	0.0%	0
More than once a week	6.7%	18	0.0%	0	0.0%	0
Once a week	28.1%	76	0.0%	0	0.0%	0
Once every two weeks	7.0%	19	0.0%	0	0.0%	0
Once a month or less frequently	18.5%	50	0.0%	0	0.0%	0
Never	30.4%	82	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	8.5%	23	0.0%	0	0.0%	0
Base:		270		0		0

	Total	Zone 14		Zone 15		
Other services						
Everyday	2.2%	6	0.0%	0	0.0%	0
More than once a week	6.7%	18	0.0%	0	0.0%	0
Once a week	24.1%	65	0.0%	0	0.0%	0
Once every two weeks	7.8%	21	0.0%	0	0.0%	0
Once a month or less frequently	17.8%	48	0.0%	0	0.0%	0
Never	34.4%	93	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	7.0%	19	0.0%	0	0.0%	0
Base:		270		0		0

Q03 How often do you visit (DEPENDENT ON ZONE) for the following activities?

Those who were asked about Upton

	Total	Zone 14		Zone 15		
Food shopping						
Everyday	5.6%	5	5.6%	5	0.0%	0
More than once a week	23.3%	21	23.3%	21	0.0%	0
Once a week	28.9%	26	28.9%	26	0.0%	0
Once every two weeks	4.4%	4	4.4%	4	0.0%	0
Once a month or less frequently	8.9%	8	8.9%	8	0.0%	0
Never	27.8%	25	27.8%	25	0.0%	0
(Don't know / varies / no particular pattern)	1.1%	1	1.1%	1	0.0%	0
Base:		90		90		0

	Total	Zone 14		Zone 15		
Non food shopping						
Everyday	7.8%	7	7.8%	7	0.0%	0
More than once a week	12.2%	11	12.2%	11	0.0%	0
Once a week	18.9%	17	18.9%	17	0.0%	0
Once every two weeks	5.6%	5	5.6%	5	0.0%	0
Once a month or less frequently	28.9%	26	28.9%	26	0.0%	0
Never	21.1%	19	21.1%	19	0.0%	0
(Don't know / varies / no particular pattern)	5.6%	5	5.6%	5	0.0%	0
Base:		90		90		0

	Total	Zone 14		Zone 15		
Other services						
Everyday	1.1%	1	1.1%	1	0.0%	0
More than once a week	4.4%	4	4.4%	4	0.0%	0
Once a week	22.2%	20	22.2%	20	0.0%	0
Once every two weeks	7.8%	7	7.8%	7	0.0%	0
Once a month or less frequently	20.0%	18	20.0%	18	0.0%	0
Never	40.0%	36	40.0%	36	0.0%	0
(Don't know / varies / no particular pattern)	4.4%	4	4.4%	4	0.0%	0
Base:		90		90		0

Total Zone 14 Zone 15

Q03A How often do you visit (DEPENDENT ON ZONE) for the following activities?

Those who were asked about St Johns District Centre, Malvern Town Centre and Malvern Links District Centre

Food shopping

Everyday	3.6%	16	0.0%	0	0.0%	0
More than once a week	16.8%	74	0.0%	0	0.0%	0
Once a week	20.2%	89	0.0%	0	0.0%	0
Once every two weeks	6.6%	29	0.0%	0	0.0%	0
Once a month or less frequently	9.5%	42	0.0%	0	0.0%	0
Never	42.2%	186	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.1%	5	0.0%	0	0.0%	0
Base:		441		0		0

Non food shopping

Everyday	1.4%	6	0.0%	0	0.0%	0
More than once a week	7.5%	33	0.0%	0	0.0%	0
Once a week	9.3%	41	0.0%	0	0.0%	0
Once every two weeks	6.1%	27	0.0%	0	0.0%	0
Once a month or less frequently	19.5%	86	0.0%	0	0.0%	0
Never	52.4%	231	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	3.9%	17	0.0%	0	0.0%	0
Base:		441		0		0

Other services

Everyday	1.1%	5	0.0%	0	0.0%	0
More than once a week	5.9%	26	0.0%	0	0.0%	0
Once a week	12.9%	57	0.0%	0	0.0%	0
Once every two weeks	5.2%	23	0.0%	0	0.0%	0
Once a month or less frequently	14.1%	62	0.0%	0	0.0%	0
Never	56.7%	250	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	4.1%	18	0.0%	0	0.0%	0
Base:		441		0		0

Q03A How often do you visit (DEPENDENT ON ZONE) for the following activities?

Those who were asked about St Johns District Centre

Food shopping

Everyday	4.7%	7	0.0%	0	0.0%	0
More than once a week	19.3%	29	0.0%	0	0.0%	0
Once a week	16.0%	24	0.0%	0	0.0%	0
Once every two weeks	5.3%	8	0.0%	0	0.0%	0
Once a month or less frequently	9.3%	14	0.0%	0	0.0%	0
Never	44.7%	67	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.7%	1	0.0%	0	0.0%	0
Base:		150		0		0

Non food shopping

Everyday	3.3%	5	0.0%	0	0.0%	0
More than once a week	7.3%	11	0.0%	0	0.0%	0
Once a week	6.7%	10	0.0%	0	0.0%	0
Once every two weeks	4.7%	7	0.0%	0	0.0%	0
Once a month or less frequently	17.3%	26	0.0%	0	0.0%	0
Never	58.7%	88	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	2.0%	3	0.0%	0	0.0%	0
Base:		150		0		0

	Total	Zone 14	Zone 15			
Other services						
Everyday	2.7%	4	0.0%	0	0.0%	0
More than once a week	6.7%	10	0.0%	0	0.0%	0
Once a week	12.0%	18	0.0%	0	0.0%	0
Once every two weeks	7.3%	11	0.0%	0	0.0%	0
Once a month or less frequently	14.7%	22	0.0%	0	0.0%	0
Never	56.0%	84	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.7%	1	0.0%	0	0.0%	0
Base:		150		0		0

Q03A How often do you visit (DEPENDENT ON ZONE) for the following activities?

Those who were asked about Malvern Town Centre

Food shopping						
Everyday	1.1%	1	0.0%	0	0.0%	0
More than once a week	15.4%	14	0.0%	0	0.0%	0
Once a week	31.9%	29	0.0%	0	0.0%	0
Once every two weeks	13.2%	12	0.0%	0	0.0%	0
Once a month or less frequently	5.5%	5	0.0%	0	0.0%	0
Never	31.9%	29	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.1%	1	0.0%	0	0.0%	0
Base:		91		0		0

Non food shopping						
Everyday	0.0%	0	0.0%	0	0.0%	0
More than once a week	8.8%	8	0.0%	0	0.0%	0
Once a week	18.7%	17	0.0%	0	0.0%	0
Once every two weeks	11.0%	10	0.0%	0	0.0%	0
Once a month or less frequently	23.1%	21	0.0%	0	0.0%	0
Never	38.5%	35	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0

Other services						
Everyday	0.0%	0	0.0%	0	0.0%	0
More than once a week	5.5%	5	0.0%	0	0.0%	0
Once a week	24.2%	22	0.0%	0	0.0%	0
Once every two weeks	6.6%	6	0.0%	0	0.0%	0
Once a month or less frequently	14.3%	13	0.0%	0	0.0%	0
Never	49.5%	45	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0

Q03A How often do you visit (DEPENDENT ON ZONE) for the following activities?

Those who were asked about Malvern Link District Centre

Food shopping						
Everyday	4.0%	8	0.0%	0	0.0%	0
More than once a week	15.5%	31	0.0%	0	0.0%	0
Once a week	18.0%	36	0.0%	0	0.0%	0
Once every two weeks	4.5%	9	0.0%	0	0.0%	0
Once a month or less frequently	11.5%	23	0.0%	0	0.0%	0
Never	45.0%	90	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.5%	3	0.0%	0	0.0%	0
Base:		200		0		0

	Total	Zone 14	Zone 15			
Non food shopping						
Everyday	0.5%	1	0.0%	0	0.0%	0
More than once a week	7.0%	14	0.0%	0	0.0%	0
Once a week	7.0%	14	0.0%	0	0.0%	0
Once every two weeks	5.0%	10	0.0%	0	0.0%	0
Once a month or less frequently	19.5%	39	0.0%	0	0.0%	0
Never	54.0%	108	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	7.0%	14	0.0%	0	0.0%	0
Base:		200		0		0

Other services						
Everyday	0.5%	1	0.0%	0	0.0%	0
More than once a week	5.5%	11	0.0%	0	0.0%	0
Once a week	8.5%	17	0.0%	0	0.0%	0
Once every two weeks	3.0%	6	0.0%	0	0.0%	0
Once a month or less frequently	13.5%	27	0.0%	0	0.0%	0
Never	60.5%	121	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	8.5%	17	0.0%	0	0.0%	0
Base:		200		0		0

Q03B How often do you visit Barnards Green District Centre for the following activities?

Those who were asked about Barnards Green District Centre

Food shopping						
Everyday	4.0%	8	0.0%	0	0.0%	0
More than once a week	15.5%	31	0.0%	0	0.0%	0
Once a week	11.0%	22	0.0%	0	0.0%	0
Once every two weeks	5.5%	11	0.0%	0	0.0%	0
Once a month or less frequently	11.0%	22	0.0%	0	0.0%	0
Never	51.5%	103	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	1.5%	3	0.0%	0	0.0%	0
Base:		200		0		0

Non food shopping						
Everyday	1.0%	2	0.0%	0	0.0%	0
More than once a week	7.5%	15	0.0%	0	0.0%	0
Once a week	10.0%	20	0.0%	0	0.0%	0
Once every two weeks	2.5%	5	0.0%	0	0.0%	0
Once a month or less frequently	17.5%	35	0.0%	0	0.0%	0
Never	55.5%	111	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	6.0%	12	0.0%	0	0.0%	0
Base:		200		0		0

Other services						
Everyday	0.5%	1	0.0%	0	0.0%	0
More than once a week	7.0%	14	0.0%	0	0.0%	0
Once a week	9.0%	18	0.0%	0	0.0%	0
Once every two weeks	2.0%	4	0.0%	0	0.0%	0
Once a month or less frequently	10.0%	20	0.0%	0	0.0%	0
Never	62.5%	125	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	9.0%	18	0.0%	0	0.0%	0
Base:		200		0		0

Total Zone 14 Zone 15

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, Worcester City Centre, Malvern Town Centre and Upton

Range and choice of non-food shops

Very Good	11.8%	115	13.3%	10	0.0%	0
Good	40.6%	394	40.0%	30	0.0%	0
Average	28.8%	280	32.0%	24	0.0%	0
Poor	14.6%	142	9.3%	7	0.0%	0
Very Poor	3.0%	29	1.3%	1	0.0%	0
(Don't know)	1.1%	11	4.0%	3	0.0%	0
<i>Mean:</i>		<i>0.44</i>		<i>0.57</i>		<i>0.00</i>
<i>Base:</i>		971		75		0

Choice and quality of supermarkets

Very Good	11.9%	116	10.7%	8	0.0%	0
Good	34.2%	332	34.7%	26	0.0%	0
Average	19.8%	192	29.3%	22	0.0%	0
Poor	24.3%	236	22.7%	17	0.0%	0
Very Poor	6.4%	62	0.0%	0	0.0%	0
(Don't know)	3.4%	33	2.7%	2	0.0%	0
<i>Mean:</i>		<i>0.22</i>		<i>0.34</i>		<i>0.00</i>
<i>Base:</i>		971		75		0

Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)

Very Good	19.3%	187	10.7%	8	0.0%	0
Good	55.1%	535	44.0%	33	0.0%	0
Average	17.1%	166	24.0%	18	0.0%	0
Poor	3.5%	34	6.7%	5	0.0%	0
Very Poor	0.5%	5	1.3%	1	0.0%	0
(Don't know)	4.5%	44	13.3%	10	0.0%	0
<i>Mean:</i>		<i>0.93</i>		<i>0.65</i>		<i>0.00</i>
<i>Base:</i>		971		75		0

Range and choice of leisure / entertainment facilities

Very Good	9.3%	90	2.7%	2	0.0%	0
Good	33.5%	325	34.7%	26	0.0%	0
Average	27.3%	265	17.3%	13	0.0%	0
Poor	13.4%	130	13.3%	10	0.0%	0
Very Poor	3.0%	29	10.7%	8	0.0%	0
(Don't know)	13.6%	132	21.3%	16	0.0%	0
<i>Mean:</i>		<i>0.38</i>		<i>0.07</i>		<i>0.00</i>
<i>Base:</i>		971		75		0

Accessibility by public transport

Very Good	8.3%	81	1.3%	1	0.0%	0
Good	33.9%	329	18.7%	14	0.0%	0
Average	17.2%	167	17.3%	13	0.0%	0
Poor	15.7%	152	25.3%	19	0.0%	0
Very Poor	5.7%	55	9.3%	7	0.0%	0
(Don't know)	19.3%	187	28.0%	21	0.0%	0
<i>Mean:</i>		<i>0.29</i>		<i>-0.31</i>		<i>0.00</i>
<i>Base:</i>		971		75		0

	Total	Zone 14		Zone 15		
Accessibility by car						
Very Good	8.4%	82	9.3%	7	0.0%	0
Good	54.6%	530	68.0%	51	0.0%	0
Average	21.7%	211	16.0%	12	0.0%	0
Poor	8.3%	81	2.7%	2	0.0%	0
Very Poor	1.4%	14	1.3%	1	0.0%	0
(Don't know)	5.5%	53	2.7%	2	0.0%	0
Mean:		0.64		0.84		0.00
Base:		971		75		0

Adequacy of parking arrangements						
Very Good	5.7%	55	5.3%	4	0.0%	0
Good	33.8%	328	42.7%	32	0.0%	0
Average	28.4%	276	22.7%	17	0.0%	0
Poor	21.3%	207	21.3%	16	0.0%	0
Very Poor	5.5%	53	8.0%	6	0.0%	0
(Don't know)	5.4%	52	0.0%	0	0.0%	0
Mean:		0.14		0.16		0.00
Base:		971		75		0

Quality of the environment						
Very Good	17.8%	173	21.3%	16	0.0%	0
Good	52.9%	514	61.3%	46	0.0%	0
Average	23.7%	230	17.3%	13	0.0%	0
Poor	3.9%	38	0.0%	0	0.0%	0
Very Poor	0.8%	8	0.0%	0	0.0%	0
(Don't know)	0.8%	8	0.0%	0	0.0%	0
Mean:		0.84		1.04		0.00
Base:		971		75		0

Ease of pedestrian movement around the centre						
Very Good	14.8%	144	9.3%	7	0.0%	0
Good	62.0%	602	58.7%	44	0.0%	0
Average	16.3%	158	21.3%	16	0.0%	0
Poor	5.5%	53	8.0%	6	0.0%	0
Very Poor	0.7%	7	0.0%	0	0.0%	0
(Don't know)	0.7%	7	2.7%	2	0.0%	0
Mean:		0.85		0.71		0.00
Base:		971		75		0

The level of personal security and safety						
Very Good	14.0%	136	10.7%	8	0.0%	0
Good	57.4%	557	54.7%	41	0.0%	0
Average	20.8%	202	25.3%	19	0.0%	0
Poor	4.4%	43	4.0%	3	0.0%	0
Very Poor	0.9%	9	2.7%	2	0.0%	0
(Don't know)	2.5%	24	2.7%	2	0.0%	0
Mean:		0.81		0.68		0.00
Base:		971		75		0

Total Zone 14 Zone 15

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

Choice and quality of supermarkets

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

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
Good	37.3%	28	0.0%	0	0.0%	0
Average	18.7%	14	0.0%	0	0.0%	0
Poor	14.7%	11	0.0%	0	0.0%	0
Very Poor	2.7%	2	0.0%	0	0.0%	0
(Don't know)	4.0%	3	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.65</i>		<i>0.00</i>		<i>0.00</i>
<i>Base:</i>		<i>75</i>		<i>0</i>		<i>0</i>

Range and choice of leisure / entertainment facilities

Very Good	8.0%	6	0.0%	0	0.0%	0
Good	29.3%	22	0.0%	0	0.0%	0
Average	24.0%	18	0.0%	0	0.0%	0
Poor	24.0%	18	0.0%	0	0.0%	0
Very Poor	6.7%	5	0.0%	0	0.0%	0
(Don't know)	8.0%	6	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.09</i>		<i>0.00</i>		<i>0.00</i>
<i>Base:</i>		<i>75</i>		<i>0</i>		<i>0</i>

Accessibility by public transport

Very Good	4.0%	3	0.0%	0	0.0%	0
Good	17.3%	13	0.0%	0	0.0%	0
Average	25.3%	19	0.0%	0	0.0%	0
Poor	25.3%	19	0.0%	0	0.0%	0
Very Poor	14.7%	11	0.0%	0	0.0%	0
(Don't know)	13.3%	10	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.34</i>		<i>0.00</i>		<i>0.00</i>
<i>Base:</i>		<i>75</i>		<i>0</i>		<i>0</i>

	Total	Zone 14	Zone 15			
Accessibility by car						
Very Good	9.3%	7	0.0%	0	0.0%	0
Good	53.3%	40	0.0%	0	0.0%	0
Average	20.0%	15	0.0%	0	0.0%	0
Poor	10.7%	8	0.0%	0	0.0%	0
Very Poor	1.3%	1	0.0%	0	0.0%	0
(Don't know)	5.3%	4	0.0%	0	0.0%	0
Mean:		0.62		0.00		0.00
Base:		75		0		0

Adequacy of parking arrangements						
Very Good	5.3%	4	0.0%	0	0.0%	0
Good	30.7%	23	0.0%	0	0.0%	0
Average	33.3%	25	0.0%	0	0.0%	0
Poor	24.0%	18	0.0%	0	0.0%	0
Very Poor	5.3%	4	0.0%	0	0.0%	0
(Don't know)	1.3%	1	0.0%	0	0.0%	0
Mean:		0.07		0.00		0.00
Base:		75		0		0

Quality of the environment						
Very Good	32.0%	24	0.0%	0	0.0%	0
Good	46.7%	35	0.0%	0	0.0%	0
Average	20.0%	15	0.0%	0	0.0%	0
Poor	1.3%	1	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Mean:		1.09		0.00		0.00
Base:		75		0		0

Ease of pedestrian movement around the centre						
Very Good	18.7%	14	0.0%	0	0.0%	0
Good	57.3%	43	0.0%	0	0.0%	0
Average	21.3%	16	0.0%	0	0.0%	0
Poor	1.3%	1	0.0%	0	0.0%	0
Very Poor	1.3%	1	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Mean:		0.91		0.00		0.00
Base:		75		0		0

The level of personal security and safety						
Very Good	26.7%	20	0.0%	0	0.0%	0
Good	48.0%	36	0.0%	0	0.0%	0
Average	24.0%	18	0.0%	0	0.0%	0
Poor	1.3%	1	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Mean:		1.00		0.00		0.00
Base:		75		0		0

Total Zone 14 Zone 15

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 Worcester City Centre

Range and choice of non-food shops

Very Good	14.1%	84	0.0%	0	0.0%	0
Good	49.0%	292	0.0%	0	0.0%	0
Average	26.5%	158	0.0%	0	0.0%	0
Poor	7.7%	46	0.0%	0	0.0%	0
Very Poor	1.7%	10	0.0%	0	0.0%	0
(Don't know)	1.0%	6	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.67</i>		<i>0.00</i>		<i>0.00</i>
Base:		596		0		0

Choice and quality of supermarkets

Very Good	7.7%	46	0.0%	0	0.0%	0
Good	25.8%	154	0.0%	0	0.0%	0
Average	20.5%	122	0.0%	0	0.0%	0
Poor	32.0%	191	0.0%	0	0.0%	0
Very Poor	9.4%	56	0.0%	0	0.0%	0
(Don't know)	4.5%	27	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.10</i>		<i>0.00</i>		<i>0.00</i>
Base:		596		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
Good	58.1%	346	0.0%	0	0.0%	0
Average	16.4%	98	0.0%	0	0.0%	0
Poor	2.2%	13	0.0%	0	0.0%	0
Very Poor	0.3%	2	0.0%	0	0.0%	0
(Don't know)	3.4%	20	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.98</i>		<i>0.00</i>		<i>0.00</i>
Base:		596		0		0

Range and choice of leisure / entertainment facilities

Very Good	6.5%	39	0.0%	0	0.0%	0
Good	33.6%	200	0.0%	0	0.0%	0
Average	29.9%	178	0.0%	0	0.0%	0
Poor	11.4%	68	0.0%	0	0.0%	0
Very Poor	2.0%	12	0.0%	0	0.0%	0
(Don't know)	16.6%	99	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.37</i>		<i>0.00</i>		<i>0.00</i>
Base:		596		0		0

Accessibility by public transport

Very Good	10.1%	60	0.0%	0	0.0%	0
Good	40.8%	243	0.0%	0	0.0%	0
Average	16.1%	96	0.0%	0	0.0%	0
Poor	12.9%	77	0.0%	0	0.0%	0
Very Poor	4.4%	26	0.0%	0	0.0%	0
(Don't know)	15.8%	94	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.47</i>		<i>0.00</i>		<i>0.00</i>
Base:		596		0		0

	Total	Zone 14	Zone 15			
Accessibility by car						
Very Good	7.6%	45	0.0%	0	0.0%	0
Good	50.8%	303	0.0%	0	0.0%	0
Average	23.8%	142	0.0%	0	0.0%	0
Poor	10.6%	63	0.0%	0	0.0%	0
Very Poor	1.5%	9	0.0%	0	0.0%	0
(Don't know)	5.7%	34	0.0%	0	0.0%	0
Mean:		0.56		0.00		0.00
Base:		596		0		0

Adequacy of parking arrangements						
Very Good	6.5%	39	0.0%	0	0.0%	0
Good	34.7%	207	0.0%	0	0.0%	0
Average	28.7%	171	0.0%	0	0.0%	0
Poor	19.6%	117	0.0%	0	0.0%	0
Very Poor	4.0%	24	0.0%	0	0.0%	0
(Don't know)	6.4%	38	0.0%	0	0.0%	0
Mean:		0.22		0.00		0.00
Base:		596		0		0

Quality of the environment						
Very Good	11.4%	68	0.0%	0	0.0%	0
Good	52.3%	312	0.0%	0	0.0%	0
Average	28.4%	169	0.0%	0	0.0%	0
Poor	5.4%	32	0.0%	0	0.0%	0
Very Poor	1.2%	7	0.0%	0	0.0%	0
(Don't know)	1.3%	8	0.0%	0	0.0%	0
Mean:		0.68		0.00		0.00
Base:		596		0		0

Ease of pedestrian movement around the centre						
Very Good	17.1%	102	0.0%	0	0.0%	0
Good	67.3%	401	0.0%	0	0.0%	0
Average	10.9%	65	0.0%	0	0.0%	0
Poor	3.5%	21	0.0%	0	0.0%	0
Very Poor	0.7%	4	0.0%	0	0.0%	0
(Don't know)	0.5%	3	0.0%	0	0.0%	0
Mean:		0.97		0.00		0.00
Base:		596		0		0

The level of personal security and safety						
Very Good	10.6%	63	0.0%	0	0.0%	0
Good	58.2%	347	0.0%	0	0.0%	0
Average	21.6%	129	0.0%	0	0.0%	0
Poor	5.5%	33	0.0%	0	0.0%	0
Very Poor	1.2%	7	0.0%	0	0.0%	0
(Don't know)	2.9%	17	0.0%	0	0.0%	0
Mean:		0.74		0.00		0.00
Base:		596		0		0

Total Zone 14 Zone 15

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 Malvern Town Centre

Range and choice of non-food shops

Very Good	4.0%	9	0.0%	0	0.0%	0
Good	22.7%	51	0.0%	0	0.0%	0
Average	31.6%	71	0.0%	0	0.0%	0
Poor	33.3%	75	0.0%	0	0.0%	0
Very Poor	8.0%	18	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.19</i>		<i>0.00</i>		<i>0.00</i>
Base:		225		0		0

Choice and quality of supermarkets

Very Good	21.8%	49	0.0%	0	0.0%	0
Good	56.4%	127	0.0%	0	0.0%	0
Average	12.9%	29	0.0%	0	0.0%	0
Poor	6.2%	14	0.0%	0	0.0%	0
Very Poor	1.8%	4	0.0%	0	0.0%	0
(Don't know)	0.9%	2	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.91</i>		<i>0.00</i>		<i>0.00</i>
Base:		225		0		0

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
Good	56.9%	128	0.0%	0	0.0%	0
Average	16.0%	36	0.0%	0	0.0%	0
Poor	2.2%	5	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.9%	11	0.0%	0	0.0%	0
<i>Mean:</i>		<i>1.00</i>		<i>0.00</i>		<i>0.00</i>
Base:		225		0		0

Range and choice of leisure / entertainment facilities

Very Good	19.1%	43	0.0%	0	0.0%	0
Good	34.2%	77	0.0%	0	0.0%	0
Average	24.9%	56	0.0%	0	0.0%	0
Poor	15.1%	34	0.0%	0	0.0%	0
Very Poor	1.8%	4	0.0%	0	0.0%	0
(Don't know)	4.9%	11	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.57</i>		<i>0.00</i>		<i>0.00</i>
Base:		225		0		0

Accessibility by public transport

Very Good	7.6%	17	0.0%	0	0.0%	0
Good	26.2%	59	0.0%	0	0.0%	0
Average	17.3%	39	0.0%	0	0.0%	0
Poor	16.4%	37	0.0%	0	0.0%	0
Very Poor	4.9%	11	0.0%	0	0.0%	0
(Don't know)	27.6%	62	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.21</i>		<i>0.00</i>		<i>0.00</i>
Base:		225		0		0

	Total	Zone 14	Zone 15			
Accessibility by car						
Very Good	10.2%	23	0.0%	0	0.0%	0
Good	60.4%	136	0.0%	0	0.0%	0
Average	18.7%	42	0.0%	0	0.0%	0
Poor	3.6%	8	0.0%	0	0.0%	0
Very Poor	1.3%	3	0.0%	0	0.0%	0
(Don't know)	5.8%	13	0.0%	0	0.0%	0
Mean:		0.79		0.00		0.00
Base:		225		0		0

Adequacy of parking arrangements						
Very Good	3.6%	8	0.0%	0	0.0%	0
Good	29.3%	66	0.0%	0	0.0%	0
Average	28.0%	63	0.0%	0	0.0%	0
Poor	24.9%	56	0.0%	0	0.0%	0
Very Poor	8.4%	19	0.0%	0	0.0%	0
(Don't know)	5.8%	13	0.0%	0	0.0%	0
Mean:		-0.06		0.00		0.00
Base:		225		0		0

Quality of the environment						
Very Good	28.9%	65	0.0%	0	0.0%	0
Good	53.8%	121	0.0%	0	0.0%	0
Average	14.7%	33	0.0%	0	0.0%	0
Poor	2.2%	5	0.0%	0	0.0%	0
Very Poor	0.4%	1	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Mean:		1.08		0.00		0.00
Base:		225		0		0

Ease of pedestrian movement around the centre						
Very Good	9.3%	21	0.0%	0	0.0%	0
Good	50.7%	114	0.0%	0	0.0%	0
Average	27.1%	61	0.0%	0	0.0%	0
Poor	11.1%	25	0.0%	0	0.0%	0
Very Poor	0.9%	2	0.0%	0	0.0%	0
(Don't know)	0.9%	2	0.0%	0	0.0%	0
Mean:		0.57		0.00		0.00
Base:		225		0		0

The level of personal security and safety						
Very Good	20.0%	45	0.0%	0	0.0%	0
Good	59.1%	133	0.0%	0	0.0%	0
Average	16.0%	36	0.0%	0	0.0%	0
Poor	2.7%	6	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.2%	5	0.0%	0	0.0%	0
Mean:		0.99		0.00		0.00
Base:		225		0		0

Total Zone 14 Zone 15

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 Upton

Range and choice of non-food shops

Very Good	13.3%	10	13.3%	10	0.0%	0
Good	40.0%	30	40.0%	30	0.0%	0
Average	32.0%	24	32.0%	24	0.0%	0
Poor	9.3%	7	9.3%	7	0.0%	0
Very Poor	1.3%	1	1.3%	1	0.0%	0
(Don't know)	4.0%	3	4.0%	3	0.0%	0
<i>Mean:</i>		<i>0.57</i>		<i>0.57</i>		<i>0.00</i>
<i>Base:</i>		<i>75</i>		<i>75</i>		<i>0</i>

Choice and quality of supermarkets

Very Good	10.7%	8	10.7%	8	0.0%	0
Good	34.7%	26	34.7%	26	0.0%	0
Average	29.3%	22	29.3%	22	0.0%	0
Poor	22.7%	17	22.7%	17	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	2	2.7%	2	0.0%	0
<i>Mean:</i>		<i>0.34</i>		<i>0.34</i>		<i>0.00</i>
<i>Base:</i>		<i>75</i>		<i>75</i>		<i>0</i>

Choice and quality of service facilities (e.g. Banks, Building Societies, and travel agents)

Very Good	10.7%	8	10.7%	8	0.0%	0
Good	44.0%	33	44.0%	33	0.0%	0
Average	24.0%	18	24.0%	18	0.0%	0
Poor	6.7%	5	6.7%	5	0.0%	0
Very Poor	1.3%	1	1.3%	1	0.0%	0
(Don't know)	13.3%	10	13.3%	10	0.0%	0
<i>Mean:</i>		<i>0.65</i>		<i>0.65</i>		<i>0.00</i>
<i>Base:</i>		<i>75</i>		<i>75</i>		<i>0</i>

Range and choice of leisure / entertainment facilities

Very Good	2.7%	2	2.7%	2	0.0%	0
Good	34.7%	26	34.7%	26	0.0%	0
Average	17.3%	13	17.3%	13	0.0%	0
Poor	13.3%	10	13.3%	10	0.0%	0
Very Poor	10.7%	8	10.7%	8	0.0%	0
(Don't know)	21.3%	16	21.3%	16	0.0%	0
<i>Mean:</i>		<i>0.07</i>		<i>0.07</i>		<i>0.00</i>
<i>Base:</i>		<i>75</i>		<i>75</i>		<i>0</i>

Accessibility by public transport

Very Good	1.3%	1	1.3%	1	0.0%	0
Good	18.7%	14	18.7%	14	0.0%	0
Average	17.3%	13	17.3%	13	0.0%	0
Poor	25.3%	19	25.3%	19	0.0%	0
Very Poor	9.3%	7	9.3%	7	0.0%	0
(Don't know)	28.0%	21	28.0%	21	0.0%	0
<i>Mean:</i>		<i>-0.31</i>		<i>-0.31</i>		<i>0.00</i>
<i>Base:</i>		<i>75</i>		<i>75</i>		<i>0</i>

	Total	Zone 14		Zone 15		
Accessibility by car						
Very Good	9.3%	7	9.3%	7	0.0%	0
Good	68.0%	51	68.0%	51	0.0%	0
Average	16.0%	12	16.0%	12	0.0%	0
Poor	2.7%	2	2.7%	2	0.0%	0
Very Poor	1.3%	1	1.3%	1	0.0%	0
(Don't know)	2.7%	2	2.7%	2	0.0%	0
Mean:		0.84		0.84		0.00
Base:		75		75		0

Adequacy of parking arrangements						
Very Good	5.3%	4	5.3%	4	0.0%	0
Good	42.7%	32	42.7%	32	0.0%	0
Average	22.7%	17	22.7%	17	0.0%	0
Poor	21.3%	16	21.3%	16	0.0%	0
Very Poor	8.0%	6	8.0%	6	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Mean:		0.16		0.16		0.00
Base:		75		75		0

Quality of the environment						
Very Good	21.3%	16	21.3%	16	0.0%	0
Good	61.3%	46	61.3%	46	0.0%	0
Average	17.3%	13	17.3%	13	0.0%	0
Poor	0.0%	0	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Mean:		1.04		1.04		0.00
Base:		75		75		0

Ease of pedestrian movement around the centre						
Very Good	9.3%	7	9.3%	7	0.0%	0
Good	58.7%	44	58.7%	44	0.0%	0
Average	21.3%	16	21.3%	16	0.0%	0
Poor	8.0%	6	8.0%	6	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.7%	2	2.7%	2	0.0%	0
Mean:		0.71		0.71		0.00
Base:		75		75		0

The level of personal security and safety						
Very Good	10.7%	8	10.7%	8	0.0%	0
Good	54.7%	41	54.7%	41	0.0%	0
Average	25.3%	19	25.3%	19	0.0%	0
Poor	4.0%	3	4.0%	3	0.0%	0
Very Poor	2.7%	2	2.7%	2	0.0%	0
(Don't know)	2.7%	2	2.7%	2	0.0%	0
Mean:		0.68		0.68		0.00
Base:		75		75		0

Total Zone 14 Zone 15

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) ?

Those who visit St Johns District Centre, Malvern Town Centre and Malvern Links District Centre

Range and choice of non-food shops

Very Good	8.1%	23	0.0%	0	0.0%	0
Good	23.2%	66	0.0%	0	0.0%	0
Average	25.7%	73	0.0%	0	0.0%	0
Poor	33.5%	95	0.0%	0	0.0%	0
Very Poor	6.7%	19	0.0%	0	0.0%	0
(Don't know)	2.8%	8	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.08</i>		<i>0.00</i>		<i>0.00</i>
Base:		284		0		0

Choice and quality of supermarkets

Very Good	14.1%	40	0.0%	0	0.0%	0
Good	35.9%	102	0.0%	0	0.0%	0
Average	23.9%	68	0.0%	0	0.0%	0
Poor	19.0%	54	0.0%	0	0.0%	0
Very Poor	3.2%	9	0.0%	0	0.0%	0
(Don't know)	3.9%	11	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.40</i>		<i>0.00</i>		<i>0.00</i>
Base:		284		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
Good	35.6%	101	0.0%	0	0.0%	0
Average	23.2%	66	0.0%	0	0.0%	0
Poor	16.9%	48	0.0%	0	0.0%	0
Very Poor	4.9%	14	0.0%	0	0.0%	0
(Don't know)	13.0%	37	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.25</i>		<i>0.00</i>		<i>0.00</i>
Base:		284		0		0

Range and choice of leisure / entertainment facilities

Very Good	6.3%	18	0.0%	0	0.0%	0
Good	21.1%	60	0.0%	0	0.0%	0
Average	12.3%	35	0.0%	0	0.0%	0
Poor	29.6%	84	0.0%	0	0.0%	0
Very Poor	13.0%	37	0.0%	0	0.0%	0
(Don't know)	17.6%	50	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.26</i>		<i>0.00</i>		<i>0.00</i>
Base:		284		0		0

Accessibility by public transport

Very Good	6.3%	18	0.0%	0	0.0%	0
Good	32.7%	93	0.0%	0	0.0%	0
Average	12.0%	34	0.0%	0	0.0%	0
Poor	11.6%	33	0.0%	0	0.0%	0
Very Poor	7.4%	21	0.0%	0	0.0%	0
(Don't know)	29.9%	85	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.27</i>		<i>0.00</i>		<i>0.00</i>
Base:		284		0		0

	Total	Zone 14	Zone 15			
Accessibility by car						
Very Good	10.6%	30	0.0%	0	0.0%	0
Good	59.5%	169	0.0%	0	0.0%	0
Average	16.5%	47	0.0%	0	0.0%	0
Poor	6.7%	19	0.0%	0	0.0%	0
Very Poor	0.7%	2	0.0%	0	0.0%	0
(Don't know)	6.0%	17	0.0%	0	0.0%	0
Mean:		0.77		0.00		0.00
Base:		284		0		0

Adequacy of parking arrangements						
Very Good	8.1%	23	0.0%	0	0.0%	0
Good	34.2%	97	0.0%	0	0.0%	0
Average	22.5%	64	0.0%	0	0.0%	0
Poor	27.5%	78	0.0%	0	0.0%	0
Very Poor	2.8%	8	0.0%	0	0.0%	0
(Don't know)	4.9%	14	0.0%	0	0.0%	0
Mean:		0.18		0.00		0.00
Base:		284		0		0

Quality of the environment						
Very Good	16.2%	46	0.0%	0	0.0%	0
Good	51.1%	145	0.0%	0	0.0%	0
Average	22.9%	65	0.0%	0	0.0%	0
Poor	6.7%	19	0.0%	0	0.0%	0
Very Poor	1.8%	5	0.0%	0	0.0%	0
(Don't know)	1.4%	4	0.0%	0	0.0%	0
Mean:		0.74		0.00		0.00
Base:		284		0		0

Ease of pedestrian movement around the centre						
Very Good	9.5%	27	0.0%	0	0.0%	0
Good	55.3%	157	0.0%	0	0.0%	0
Average	22.2%	63	0.0%	0	0.0%	0
Poor	10.6%	30	0.0%	0	0.0%	0
Very Poor	0.7%	2	0.0%	0	0.0%	0
(Don't know)	1.8%	5	0.0%	0	0.0%	0
Mean:		0.63		0.00		0.00
Base:		284		0		0

The level of personal security and safety						
Very Good	12.7%	36	0.0%	0	0.0%	0
Good	58.8%	167	0.0%	0	0.0%	0
Average	20.1%	57	0.0%	0	0.0%	0
Poor	4.9%	14	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.5%	10	0.0%	0	0.0%	0
Mean:		0.82		0.00		0.00
Base:		284		0		0

Total Zone 14 Zone 15

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) ?

Those who visit St Johns District Centre

Range and choice of non-food shops

Very Good	8.8%	8	0.0%	0	0.0%	0
Good	18.7%	17	0.0%	0	0.0%	0
Average	30.8%	28	0.0%	0	0.0%	0
Poor	31.9%	29	0.0%	0	0.0%	0
Very Poor	9.9%	9	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.15</i>		<i>0.00</i>		<i>0.00</i>
Base:		91		0		0

Choice and quality of supermarkets

Very Good	2.2%	2	0.0%	0	0.0%	0
Good	14.3%	13	0.0%	0	0.0%	0
Average	36.3%	33	0.0%	0	0.0%	0
Poor	35.2%	32	0.0%	0	0.0%	0
Very Poor	7.7%	7	0.0%	0	0.0%	0
(Don't know)	4.4%	4	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.33</i>		<i>0.00</i>		<i>0.00</i>
Base:		91		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
Good	30.8%	28	0.0%	0	0.0%	0
Average	30.8%	28	0.0%	0	0.0%	0
Poor	24.2%	22	0.0%	0	0.0%	0
Very Poor	6.6%	6	0.0%	0	0.0%	0
(Don't know)	3.3%	3	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.02</i>		<i>0.00</i>		<i>0.00</i>
Base:		91		0		0

Range and choice of leisure / entertainment facilities

Very Good	5.5%	5	0.0%	0	0.0%	0
Good	22.0%	20	0.0%	0	0.0%	0
Average	15.4%	14	0.0%	0	0.0%	0
Poor	34.1%	31	0.0%	0	0.0%	0
Very Poor	8.8%	8	0.0%	0	0.0%	0
(Don't know)	14.3%	13	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.22</i>		<i>0.00</i>		<i>0.00</i>
Base:		91		0		0

Accessibility by public transport

Very Good	7.7%	7	0.0%	0	0.0%	0
Good	51.6%	47	0.0%	0	0.0%	0
Average	16.5%	15	0.0%	0	0.0%	0
Poor	11.0%	10	0.0%	0	0.0%	0
Very Poor	1.1%	1	0.0%	0	0.0%	0
(Don't know)	12.1%	11	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.61</i>		<i>0.00</i>		<i>0.00</i>
Base:		91		0		0

	Total	Zone 14	Zone 15			
Accessibility by car						
Very Good	8.8%	8	0.0%	0	0.0%	0
Good	56.0%	51	0.0%	0	0.0%	0
Average	17.6%	16	0.0%	0	0.0%	0
Poor	9.9%	9	0.0%	0	0.0%	0
Very Poor	2.2%	2	0.0%	0	0.0%	0
(Don't know)	5.5%	5	0.0%	0	0.0%	0
Mean:		0.63		0.00		0.00
Base:		91		0		0

Adequacy of parking arrangements						
Very Good	6.6%	6	0.0%	0	0.0%	0
Good	28.6%	26	0.0%	0	0.0%	0
Average	28.6%	26	0.0%	0	0.0%	0
Poor	29.7%	27	0.0%	0	0.0%	0
Very Poor	2.2%	2	0.0%	0	0.0%	0
(Don't know)	4.4%	4	0.0%	0	0.0%	0
Mean:		0.08		0.00		0.00
Base:		91		0		0

Quality of the environment						
Very Good	7.7%	7	0.0%	0	0.0%	0
Good	51.6%	47	0.0%	0	0.0%	0
Average	23.1%	21	0.0%	0	0.0%	0
Poor	12.1%	11	0.0%	0	0.0%	0
Very Poor	4.4%	4	0.0%	0	0.0%	0
(Don't know)	1.1%	1	0.0%	0	0.0%	0
Mean:		0.47		0.00		0.00
Base:		91		0		0

Ease of pedestrian movement around the centre						
Very Good	9.9%	9	0.0%	0	0.0%	0
Good	57.1%	52	0.0%	0	0.0%	0
Average	16.5%	15	0.0%	0	0.0%	0
Poor	14.3%	13	0.0%	0	0.0%	0
Very Poor	2.2%	2	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Mean:		0.58		0.00		0.00
Base:		91		0		0

The level of personal security and safety						
Very Good	9.9%	9	0.0%	0	0.0%	0
Good	60.4%	55	0.0%	0	0.0%	0
Average	20.9%	19	0.0%	0	0.0%	0
Poor	5.5%	5	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.3%	3	0.0%	0	0.0%	0
Mean:		0.77		0.00		0.00
Base:		91		0		0

Total Zone 14 Zone 15

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) ?

Those who visit Malvern Town Centre

Range and choice of non-food shops

Very Good	4.5%	3	0.0%	0	0.0%	0
Good	29.9%	20	0.0%	0	0.0%	0
Average	19.4%	13	0.0%	0	0.0%	0
Poor	40.3%	27	0.0%	0	0.0%	0
Very Poor	3.0%	2	0.0%	0	0.0%	0
(Don't know)	3.0%	2	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.08</i>		<i>0.00</i>		<i>0.00</i>
Base:		67		0		0

Choice and quality of supermarkets

Very Good	26.9%	18	0.0%	0	0.0%	0
Good	49.3%	33	0.0%	0	0.0%	0
Average	10.4%	7	0.0%	0	0.0%	0
Poor	11.9%	8	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.92</i>		<i>0.00</i>		<i>0.00</i>
Base:		67		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
Good	52.2%	35	0.0%	0	0.0%	0
Average	20.9%	14	0.0%	0	0.0%	0
Poor	7.5%	5	0.0%	0	0.0%	0
Very Poor	1.5%	1	0.0%	0	0.0%	0
(Don't know)	9.0%	6	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.66</i>		<i>0.00</i>		<i>0.00</i>
Base:		67		0		0

Range and choice of leisure / entertainment facilities

Very Good	11.9%	8	0.0%	0	0.0%	0
Good	43.3%	29	0.0%	0	0.0%	0
Average	11.9%	8	0.0%	0	0.0%	0
Poor	14.9%	10	0.0%	0	0.0%	0
Very Poor	4.5%	3	0.0%	0	0.0%	0
(Don't know)	13.4%	9	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.50</i>		<i>0.00</i>		<i>0.00</i>
Base:		67		0		0

Accessibility by public transport

Very Good	1.5%	1	0.0%	0	0.0%	0
Good	13.4%	9	0.0%	0	0.0%	0
Average	4.5%	3	0.0%	0	0.0%	0
Poor	17.9%	12	0.0%	0	0.0%	0
Very Poor	22.4%	15	0.0%	0	0.0%	0
(Don't know)	40.3%	27	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.78</i>		<i>0.00</i>		<i>0.00</i>
Base:		67		0		0

	Total	Zone 14	Zone 15			
Accessibility by car						
Very Good	9.0%	6	0.0%	0	0.0%	0
Good	65.7%	44	0.0%	0	0.0%	0
Average	13.4%	9	0.0%	0	0.0%	0
Poor	10.4%	7	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0
Mean:		0.74		0.00		0.00
Base:		67		0		0

Adequacy of parking arrangements						
Very Good	7.5%	5	0.0%	0	0.0%	0
Good	35.8%	24	0.0%	0	0.0%	0
Average	22.4%	15	0.0%	0	0.0%	0
Poor	28.4%	19	0.0%	0	0.0%	0
Very Poor	4.5%	3	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0
Mean:		0.14		0.00		0.00
Base:		67		0		0

Quality of the environment						
Very Good	23.9%	16	0.0%	0	0.0%	0
Good	56.7%	38	0.0%	0	0.0%	0
Average	14.9%	10	0.0%	0	0.0%	0
Poor	3.0%	2	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0
Mean:		1.03		0.00		0.00
Base:		67		0		0

Ease of pedestrian movement around the centre						
Very Good	4.5%	3	0.0%	0	0.0%	0
Good	49.3%	33	0.0%	0	0.0%	0
Average	25.4%	17	0.0%	0	0.0%	0
Poor	17.9%	12	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	2	0.0%	0	0.0%	0
Mean:		0.42		0.00		0.00
Base:		67		0		0

The level of personal security and safety						
Very Good	7.5%	5	0.0%	0	0.0%	0
Good	68.7%	46	0.0%	0	0.0%	0
Average	16.4%	11	0.0%	0	0.0%	0
Poor	4.5%	3	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.0%	2	0.0%	0	0.0%	0
Mean:		0.82		0.00		0.00
Base:		67		0		0

Total Zone 14 Zone 15

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) ?

Those who visit Malvern Link District Centre

Range and choice of non-food shops

Very Good	9.5%	12	0.0%	0	0.0%	0
Good	23.0%	29	0.0%	0	0.0%	0
Average	25.4%	32	0.0%	0	0.0%	0
Poor	31.0%	39	0.0%	0	0.0%	0
Very Poor	6.3%	8	0.0%	0	0.0%	0
(Don't know)	4.8%	6	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.02</i>		<i>0.00</i>		<i>0.00</i>
Base:		126		0		0

Choice and quality of supermarkets

Very Good	15.9%	20	0.0%	0	0.0%	0
Good	44.4%	56	0.0%	0	0.0%	0
Average	22.2%	28	0.0%	0	0.0%	0
Poor	11.1%	14	0.0%	0	0.0%	0
Very Poor	1.6%	2	0.0%	0	0.0%	0
(Don't know)	4.8%	6	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.65</i>		<i>0.00</i>		<i>0.00</i>
Base:		126		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
Good	30.2%	38	0.0%	0	0.0%	0
Average	19.0%	24	0.0%	0	0.0%	0
Poor	16.7%	21	0.0%	0	0.0%	0
Very Poor	5.6%	7	0.0%	0	0.0%	0
(Don't know)	22.2%	28	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.19</i>		<i>0.00</i>		<i>0.00</i>
Base:		126		0		0

Range and choice of leisure / entertainment facilities

Very Good	4.0%	5	0.0%	0	0.0%	0
Good	8.7%	11	0.0%	0	0.0%	0
Average	10.3%	13	0.0%	0	0.0%	0
Poor	34.1%	43	0.0%	0	0.0%	0
Very Poor	20.6%	26	0.0%	0	0.0%	0
(Don't know)	22.2%	28	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.76</i>		<i>0.00</i>		<i>0.00</i>
Base:		126		0		0

Accessibility by public transport

Very Good	7.9%	10	0.0%	0	0.0%	0
Good	29.4%	37	0.0%	0	0.0%	0
Average	12.7%	16	0.0%	0	0.0%	0
Poor	8.7%	11	0.0%	0	0.0%	0
Very Poor	4.0%	5	0.0%	0	0.0%	0
(Don't know)	37.3%	47	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.46</i>		<i>0.00</i>		<i>0.00</i>
Base:		126		0		0

	Total	Zone 14	Zone 15			
Accessibility by car						
Very Good	12.7%	16	0.0%	0	0.0%	0
Good	58.7%	74	0.0%	0	0.0%	0
Average	17.5%	22	0.0%	0	0.0%	0
Poor	2.4%	3	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.7%	11	0.0%	0	0.0%	0
Mean:		0.90		0.00		0.00
Base:		126		0		0

Adequacy of parking arrangements						
Very Good	9.5%	12	0.0%	0	0.0%	0
Good	37.3%	47	0.0%	0	0.0%	0
Average	18.3%	23	0.0%	0	0.0%	0
Poor	25.4%	32	0.0%	0	0.0%	0
Very Poor	2.4%	3	0.0%	0	0.0%	0
(Don't know)	7.1%	9	0.0%	0	0.0%	0
Mean:		0.28		0.00		0.00
Base:		126		0		0

Quality of the environment						
Very Good	18.3%	23	0.0%	0	0.0%	0
Good	47.6%	60	0.0%	0	0.0%	0
Average	27.0%	34	0.0%	0	0.0%	0
Poor	4.8%	6	0.0%	0	0.0%	0
Very Poor	0.8%	1	0.0%	0	0.0%	0
(Don't know)	1.6%	2	0.0%	0	0.0%	0
Mean:		0.79		0.00		0.00
Base:		126		0		0

Ease of pedestrian movement around the centre						
Very Good	11.9%	15	0.0%	0	0.0%	0
Good	57.1%	72	0.0%	0	0.0%	0
Average	24.6%	31	0.0%	0	0.0%	0
Poor	4.0%	5	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.4%	3	0.0%	0	0.0%	0
Mean:		0.79		0.00		0.00
Base:		126		0		0

The level of personal security and safety						
Very Good	17.5%	22	0.0%	0	0.0%	0
Good	52.4%	66	0.0%	0	0.0%	0
Average	21.4%	27	0.0%	0	0.0%	0
Poor	4.8%	6	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	4.0%	5	0.0%	0	0.0%	0
Mean:		0.86		0.00		0.00
Base:		126		0		0

Total Zone 14 Zone 15

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 ?

Those who visit Barnards Green District Centre

Range and choice of non-food shops

Very Good	3.6%	4	0.0%	0	0.0%	0
Good	41.4%	46	0.0%	0	0.0%	0
Average	27.9%	31	0.0%	0	0.0%	0
Poor	23.4%	26	0.0%	0	0.0%	0
Very Poor	2.7%	3	0.0%	0	0.0%	0
(Don't know)	0.9%	1	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.20</i>		<i>0.00</i>		<i>0.00</i>
Base:		111		0		0

Choice and quality of supermarkets

Very Good	1.8%	2	0.0%	0	0.0%	0
Good	16.2%	18	0.0%	0	0.0%	0
Average	36.0%	40	0.0%	0	0.0%	0
Poor	36.9%	41	0.0%	0	0.0%	0
Very Poor	7.2%	8	0.0%	0	0.0%	0
(Don't know)	1.8%	2	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-0.32</i>		<i>0.00</i>		<i>0.00</i>
Base:		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
Good	36.9%	41	0.0%	0	0.0%	0
Average	34.2%	38	0.0%	0	0.0%	0
Poor	8.1%	9	0.0%	0	0.0%	0
Very Poor	0.9%	1	0.0%	0	0.0%	0
(Don't know)	16.2%	18	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.41</i>		<i>0.00</i>		<i>0.00</i>
Base:		111		0		0

Range and choice of leisure / entertainment facilities

Very Good	0.0%	0	0.0%	0	0.0%	0
Good	0.9%	1	0.0%	0	0.0%	0
Average	8.1%	9	0.0%	0	0.0%	0
Poor	31.5%	35	0.0%	0	0.0%	0
Very Poor	39.6%	44	0.0%	0	0.0%	0
(Don't know)	19.8%	22	0.0%	0	0.0%	0
<i>Mean:</i>		<i>-1.37</i>		<i>0.00</i>		<i>0.00</i>
Base:		111		0		0

Accessibility by public transport

Very Good	7.2%	8	0.0%	0	0.0%	0
Good	29.7%	33	0.0%	0	0.0%	0
Average	10.8%	12	0.0%	0	0.0%	0
Poor	11.7%	13	0.0%	0	0.0%	0
Very Poor	3.6%	4	0.0%	0	0.0%	0
(Don't know)	36.9%	41	0.0%	0	0.0%	0
<i>Mean:</i>		<i>0.40</i>		<i>0.00</i>		<i>0.00</i>
Base:		111		0		0

	Total	Zone 14	Zone 15			
Accessibility by car						
Very Good	9.0%	10	0.0%	0	0.0%	0
Good	57.7%	64	0.0%	0	0.0%	0
Average	14.4%	16	0.0%	0	0.0%	0
Poor	9.9%	11	0.0%	0	0.0%	0
Very Poor	4.5%	5	0.0%	0	0.0%	0
(Don't know)	4.5%	5	0.0%	0	0.0%	0
Mean:		0.59		0.00		0.00
Base:		111		0		0

Adequacy of parking arrangements						
Very Good	2.7%	3	0.0%	0	0.0%	0
Good	24.3%	27	0.0%	0	0.0%	0
Average	21.6%	24	0.0%	0	0.0%	0
Poor	35.1%	39	0.0%	0	0.0%	0
Very Poor	13.5%	15	0.0%	0	0.0%	0
(Don't know)	2.7%	3	0.0%	0	0.0%	0
Mean:		-0.33		0.00		0.00
Base:		111		0		0

Quality of the environment						
Very Good	13.5%	15	0.0%	0	0.0%	0
Good	61.3%	68	0.0%	0	0.0%	0
Average	18.9%	21	0.0%	0	0.0%	0
Poor	5.4%	6	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	1	0.0%	0	0.0%	0
Mean:		0.84		0.00		0.00
Base:		111		0		0

Ease of pedestrian movement around the centre						
Very Good	10.8%	12	0.0%	0	0.0%	0
Good	66.7%	74	0.0%	0	0.0%	0
Average	18.0%	20	0.0%	0	0.0%	0
Poor	4.5%	5	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Mean:		0.84		0.00		0.00
Base:		111		0		0

The level of personal security and safety						
Very Good	14.4%	16	0.0%	0	0.0%	0
Good	59.5%	66	0.0%	0	0.0%	0
Average	20.7%	23	0.0%	0	0.0%	0
Poor	1.8%	2	0.0%	0	0.0%	0
Very Poor	0.0%	0	0.0%	0	0.0%	0
(Don't know)	3.6%	4	0.0%	0	0.0%	0
Mean:		0.90		0.00		0.00
Base:		111		0		0

Total Zone 14 Zone 15

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

Those who visit Tenbury Wells, Worcester City Centre, Malvern Town Centre and Upton

1st mention

Nothing	55.7%	541	72.0%	54	0.0%	0
Broader range of shops	15.2%	148	4.0%	3	0.0%	0
More parking	3.7%	36	5.3%	4	0.0%	0
Less expensive parking	3.2%	31	2.7%	2	0.0%	0
Better or more niche / specialist shops	2.9%	28	1.3%	1	0.0%	0
Cheaper public transport	1.6%	16	2.7%	2	0.0%	0
Better or more cafés / restaurants	1.5%	15	0.0%	0	0.0%	0
Improved supermarket	1.3%	13	2.7%	2	0.0%	0
Better environment	1.2%	12	0.0%	0	0.0%	0
More leisure facilities generally	1.2%	12	0.0%	0	0.0%	0
Other	1.2%	12	1.3%	1	0.0%	0
Improve public transport	1.0%	10	0.0%	0	0.0%	0
Better market facilities	0.7%	7	1.3%	1	0.0%	0
Better theatre facilities	0.6%	6	0.0%	0	0.0%	0
More pedestrianisation	0.6%	6	0.0%	0	0.0%	0
If the stores were cheaper	0.5%	5	1.3%	1	0.0%	0
Better facilities in general	0.5%	5	0.0%	0	0.0%	0
Better security	0.5%	5	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.3%	3	0.0%	0	0.0%	0
Fewer crowds	0.3%	3	2.7%	2	0.0%	0
Better or more cinemas	0.2%	2	0.0%	0	0.0%	0
(Don't know)	5.7%	55	2.7%	2	0.0%	0
Base:		971		75		0

2nd mention

Broader range of shops	2.7%	26	0.0%	0	0.0%	0
More parking	1.8%	17	2.7%	2	0.0%	0
Better or more cafés / restaurants	1.4%	14	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.2%	12	1.3%	1	0.0%	0
Less expensive parking	1.1%	11	4.0%	3	0.0%	0
More leisure facilities generally	1.0%	10	1.3%	1	0.0%	0
Improve public transport	0.6%	6	1.3%	1	0.0%	0
More pedestrianisation	0.5%	5	1.3%	1	0.0%	0
Cheaper public transport	0.4%	4	0.0%	0	0.0%	0
Other	0.4%	4	0.0%	0	0.0%	0
Improved supermarket	0.3%	3	0.0%	0	0.0%	0
Better market facilities	0.3%	3	0.0%	0	0.0%	0
Better environment	0.2%	2	0.0%	0	0.0%	0
Better theatre facilities	0.2%	2	0.0%	0	0.0%	0
Better or more cinemas	0.2%	2	1.3%	1	0.0%	0
Nothing	0.1%	1	0.0%	0	0.0%	0
Better facilities in general	0.1%	1	0.0%	0	0.0%	0
Better security	0.1%	1	0.0%	0	0.0%	0
If the stores were cheaper	0.1%	1	0.0%	0	0.0%	0
(Nothing else)	87.1%	846	86.7%	65	0.0%	0
Base:		971		75		0

	Total	Zone 14		Zone 15		
3rd mention						
Broader range of shops	0.5%	5	0.0%	0	0.0%	0
More parking	0.4%	4	0.0%	0	0.0%	0
Better theatre facilities	0.3%	3	0.0%	0	0.0%	0
More leisure facilities generally	0.2%	2	0.0%	0	0.0%	0
Better or more niche / specialist shops	0.1%	1	0.0%	0	0.0%	0
Better environment	0.1%	1	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.1%	1	0.0%	0	0.0%	0
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0
Less expensive parking	0.1%	1	0.0%	0	0.0%	0
Better facilities in general	0.1%	1	0.0%	0	0.0%	0
(Nothing else)	97.9%	951	100.0%	75	0.0%	0
Base:		971		75		0

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

Those who visit Tenbury Wells

1st mention						
Nothing	54.7%	41	0.0%	0	0.0%	0
Broader range of shops	13.3%	10	0.0%	0	0.0%	0
More parking	2.7%	2	0.0%	0	0.0%	0
More leisure facilities generally	2.7%	2	0.0%	0	0.0%	0
Better or more niche / specialist shops	2.7%	2	0.0%	0	0.0%	0
Better or more cafés / restaurants	1.3%	1	0.0%	0	0.0%	0
Better or more cinemas	1.3%	1	0.0%	0	0.0%	0
Better environment	1.3%	1	0.0%	0	0.0%	0
Better market facilities	1.3%	1	0.0%	0	0.0%	0
Improved supermarket	1.3%	1	0.0%	0	0.0%	0
Improve public transport	1.3%	1	0.0%	0	0.0%	0
Better facilities in general	1.3%	1	0.0%	0	0.0%	0
If the stores were cheaper	1.3%	1	0.0%	0	0.0%	0
(Don't know)	13.3%	10	0.0%	0	0.0%	0
Base:		75		0		0

2nd mention						
Better or more cafés / restaurants	2.7%	2	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.3%	1	0.0%	0	0.0%	0
Broader range of shops	1.3%	1	0.0%	0	0.0%	0
Less expensive parking	1.3%	1	0.0%	0	0.0%	0
Other	1.3%	1	0.0%	0	0.0%	0
Cheaper public transport	1.3%	1	0.0%	0	0.0%	0
(Nothing else)	90.7%	68	0.0%	0	0.0%	0
Base:		75		0		0

3rd mention						
Broader range of shops	1.3%	1	0.0%	0	0.0%	0
(Nothing else)	98.7%	74	0.0%	0	0.0%	0
Base:		75		0		0

Total Zone 14 Zone 15

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

Those who visit Worcester City Centre

1st mention

Nothing	58.2%	347	0.0%	0	0.0%	0
Broader range of shops	10.2%	61	0.0%	0	0.0%	0
Less expensive parking	4.4%	26	0.0%	0	0.0%	0
More parking	3.0%	18	0.0%	0	0.0%	0
Better or more niche / specialist shops	2.3%	14	0.0%	0	0.0%	0
Cheaper public transport	2.0%	12	0.0%	0	0.0%	0
Other	1.7%	10	0.0%	0	0.0%	0
Improved supermarket	1.7%	10	0.0%	0	0.0%	0
Better environment	1.5%	9	0.0%	0	0.0%	0
Improve public transport	1.5%	9	0.0%	0	0.0%	0
Better or more cafés / restaurants	1.5%	9	0.0%	0	0.0%	0
More leisure facilities generally	1.3%	8	0.0%	0	0.0%	0
Better theatre facilities	1.0%	6	0.0%	0	0.0%	0
Better security	0.7%	4	0.0%	0	0.0%	0
More pedestrianisation	0.5%	3	0.0%	0	0.0%	0
If the stores were cheaper	0.5%	3	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.5%	3	0.0%	0	0.0%	0
Better facilities in general	0.5%	3	0.0%	0	0.0%	0
Better market facilities	0.3%	2	0.0%	0	0.0%	0
Better or more cinemas	0.2%	1	0.0%	0	0.0%	0
Fewer crowds	0.2%	1	0.0%	0	0.0%	0
(Don't know)	6.2%	37	0.0%	0	0.0%	0
Base:		596		0		0

2nd mention

Better or more cafés / restaurants	1.8%	11	0.0%	0	0.0%	0
Broader range of shops	1.7%	10	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.2%	7	0.0%	0	0.0%	0
More parking	1.0%	6	0.0%	0	0.0%	0
Improve public transport	0.7%	4	0.0%	0	0.0%	0
More leisure facilities generally	0.7%	4	0.0%	0	0.0%	0
Less expensive parking	0.5%	3	0.0%	0	0.0%	0
Improved supermarket	0.5%	3	0.0%	0	0.0%	0
Other	0.3%	2	0.0%	0	0.0%	0
Better environment	0.3%	2	0.0%	0	0.0%	0
Cheaper public transport	0.3%	2	0.0%	0	0.0%	0
Better theatre facilities	0.3%	2	0.0%	0	0.0%	0
Better or more cinemas	0.2%	1	0.0%	0	0.0%	0
Nothing	0.2%	1	0.0%	0	0.0%	0
More pedestrianisation	0.2%	1	0.0%	0	0.0%	0
Better market facilities	0.2%	1	0.0%	0	0.0%	0
Better facilities in general	0.2%	1	0.0%	0	0.0%	0
If the stores were cheaper	0.2%	1	0.0%	0	0.0%	0
(Nothing else)	89.6%	534	0.0%	0	0.0%	0
Base:		596		0		0

3rd mention

Broader range of shops	0.3%	2	0.0%	0	0.0%	0
Better theatre facilities	0.3%	2	0.0%	0	0.0%	0
Better or more niche / specialist shops	0.2%	1	0.0%	0	0.0%	0
Better environment	0.2%	1	0.0%	0	0.0%	0
More parking	0.2%	1	0.0%	0	0.0%	0
(Nothing else)	98.8%	589	0.0%	0	0.0%	0
Base:		596		0		0

Total Zone 14 Zone 15

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

Those who visit Malvern Town Centre

1st mention

Nothing	44.0%	99	0.0%	0	0.0%	0
Broader range of shops	32.9%	74	0.0%	0	0.0%	0
More parking	5.3%	12	0.0%	0	0.0%	0
Better or more niche / specialist shops	4.9%	11	0.0%	0	0.0%	0
Better or more cafés / restaurants	2.2%	5	0.0%	0	0.0%	0
Less expensive parking	1.3%	3	0.0%	0	0.0%	0
More pedestrianisation	1.3%	3	0.0%	0	0.0%	0
Better market facilities	1.3%	3	0.0%	0	0.0%	0
More leisure facilities generally	0.9%	2	0.0%	0	0.0%	0
Better environment	0.9%	2	0.0%	0	0.0%	0
Cheaper public transport	0.9%	2	0.0%	0	0.0%	0
Other	0.4%	1	0.0%	0	0.0%	0
Better facilities in general	0.4%	1	0.0%	0	0.0%	0
Better security	0.4%	1	0.0%	0	0.0%	0
(Don't know)	2.7%	6	0.0%	0	0.0%	0
Base:		225		0		0

2nd mention

Broader range of shops	6.7%	15	0.0%	0	0.0%	0
More parking	4.0%	9	0.0%	0	0.0%	0
More leisure facilities generally	2.2%	5	0.0%	0	0.0%	0
Less expensive parking	1.8%	4	0.0%	0	0.0%	0
More pedestrianisation	1.3%	3	0.0%	0	0.0%	0
Better or more niche / specialist shops	1.3%	3	0.0%	0	0.0%	0
Better market facilities	0.9%	2	0.0%	0	0.0%	0
Better or more cafés / restaurants	0.4%	1	0.0%	0	0.0%	0
Other	0.4%	1	0.0%	0	0.0%	0
Cheaper public transport	0.4%	1	0.0%	0	0.0%	0
Improve public transport	0.4%	1	0.0%	0	0.0%	0
Better security	0.4%	1	0.0%	0	0.0%	0
(Nothing else)	79.6%	179	0.0%	0	0.0%	0
Base:		225		0		0

3rd mention

More parking	1.3%	3	0.0%	0	0.0%	0
More leisure facilities generally	0.9%	2	0.0%	0	0.0%	0
Broader range of shops	0.9%	2	0.0%	0	0.0%	0
Cheaper public transport	0.4%	1	0.0%	0	0.0%	0
Better or more nightclub / pub facilities	0.4%	1	0.0%	0	0.0%	0
Better theatre facilities	0.4%	1	0.0%	0	0.0%	0
Less expensive parking	0.4%	1	0.0%	0	0.0%	0
Better facilities in general	0.4%	1	0.0%	0	0.0%	0
(Nothing else)	94.7%	213	0.0%	0	0.0%	0
Base:		225		0		0

Total Zone 14 Zone 15

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

Those who visit Upton

1st mention

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

2nd mention

Less expensive parking	4.0%	3	4.0%	3	0.0%	0
More parking	2.7%	2	2.7%	2	0.0%	0
Better or more cinemas	1.3%	1	1.3%	1	0.0%	0
More leisure facilities generally	1.3%	1	1.3%	1	0.0%	0
More pedestrianisation	1.3%	1	1.3%	1	0.0%	0
Better or more niche / specialist shops	1.3%	1	1.3%	1	0.0%	0
Improve public transport	1.3%	1	1.3%	1	0.0%	0
(Nothing else)	86.7%	65	86.7%	65	0.0%	0
Base:		75		75		0

3rd mention

(Nothing else)	100.0%	75	100.0%	75	0.0%	0
Base:		75		75		0

Q05A What would encourage you to visit Malvern Town Centre more often ?

Those who visit Malvern Town Centre

1st mention

Nothing	55.2%	37	0.0%	0	0.0%	0
Broader range of shops	17.9%	12	0.0%	0	0.0%	0
Better or more niche / specialist shops	10.4%	7	0.0%	0	0.0%	0
More parking	9.0%	6	0.0%	0	0.0%	0
Cheaper public transport	1.5%	1	0.0%	0	0.0%	0
Less expensive parking	1.5%	1	0.0%	0	0.0%	0
Other	1.5%	1	0.0%	0	0.0%	0
Improve public transport	1.5%	1	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0
Base:		67		0		0

2nd mention

Broader range of shops	7.5%	5	0.0%	0	0.0%	0
(Nothing else)	92.5%	62	0.0%	0	0.0%	0
Base:		67		0		0

3rd mention

(Nothing else)	100.0%	67	0.0%	0	0.0%	0
Base:		67		0		0

South Worcestershire Retail & Leisure Study For DPDS

Total Zone 14 Zone 15

Q06 What do you dislike about (DEPENDENT ON ZONE)?

Those who visit Tenbury Wells, Worcester City Centre, Malvern Town Centre and Upton

1st mention

Nothing	54.6%	530	68.0%	51	0.0%	0
Unattractive environment / streets dirty / litter	6.7%	65	2.7%	2	0.0%	0
Lack / cost of parking	6.2%	60	5.3%	4	0.0%	0
Not enough choice of shops / clothes shops	6.0%	58	0.0%	0	0.0%	0
Traffic congestion	4.7%	46	9.3%	7	0.0%	0
Poor quality shops / charity shops	4.6%	45	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	2.8%	27	4.0%	3	0.0%	0
Too busy / crowded	2.7%	26	4.0%	3	0.0%	0
Poor accessibility / difficult to get to	2.0%	19	0.0%	0	0.0%	0
Other	1.8%	17	1.3%	1	0.0%	0
Poor facilities (e.g. seating, toilets)	1.0%	10	2.7%	2	0.0%	0
Poor bus services	0.7%	7	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.5%	5	0.0%	0	0.0%	0
Too few pubs / restaurants / eating places	0.4%	4	0.0%	0	0.0%	0
Lack of covered areas / weather protection	0.4%	4	0.0%	0	0.0%	0
Too many homeless people	0.4%	4	0.0%	0	0.0%	0
Lack of entertainment	0.4%	4	1.3%	1	0.0%	0
Lack of supermarkets	0.3%	3	0.0%	0	0.0%	0
Too small	0.3%	3	0.0%	0	0.0%	0
Prices too high	0.2%	2	1.3%	1	0.0%	0
Difficult to cross roads	0.1%	1	0.0%	0	0.0%	0
Too far from home	0.1%	1	0.0%	0	0.0%	0
(Nothing else)	3.1%	30	0.0%	0	0.0%	0
Base:		971		75		0

	Total	Zone 14		Zone 15		
Other mentions						
Nothing	3.5%	34	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	2.2%	21	0.0%	0	0.0%	0
Lack / cost of parking	1.8%	17	0.0%	0	0.0%	0
Poor quality shops / charity shops	1.2%	12	1.3%	1	0.0%	0
Too few pubs / restaurants / eating places	0.8%	8	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	0.8%	8	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	0.7%	7	2.7%	2	0.0%	0
Traffic congestion	0.7%	7	0.0%	0	0.0%	0
Too busy / crowded	0.7%	7	0.0%	0	0.0%	0
Other	0.6%	6	0.0%	0	0.0%	0
Poor bus services	0.2%	2	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	0.2%	2	0.0%	0	0.0%	0
Difficult to cross roads	0.2%	2	0.0%	0	0.0%	0
Lack of covered areas / weather protection	0.1%	1	0.0%	0	0.0%	0
Poor sign posting	0.1%	1	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.1%	1	0.0%	0	0.0%	0
Too far from home	0.1%	1	1.3%	1	0.0%	0
Lack of supermarkets	0.1%	1	0.0%	0	0.0%	0
Too many homeless people	0.1%	1	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.1%	1	0.0%	0	0.0%	0
Too small	0.1%	1	0.0%	0	0.0%	0
(Nothing else)	86.4%	839	94.7%	71	0.0%	0
Base:		971		75		0

Q06 What do you dislike about (DEPENDENT ON ZONE)?

Those who visit Tenbury Wells

1st mention						
Nothing	80.0%	60	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	5.3%	4	0.0%	0	0.0%	0
Lack / cost of parking	2.7%	2	0.0%	0	0.0%	0
Too busy / crowded	2.7%	2	0.0%	0	0.0%	0
Traffic congestion	2.7%	2	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	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
Poor accessibility / difficult to get to	1.3%	1	0.0%	0	0.0%	0
(Nothing else)	2.7%	2	0.0%	0	0.0%	0
Base:		75		0		0
Other mentions						
Nothing	1.3%	1	0.0%	0	0.0%	0
Poor quality shops / charity shops	1.3%	1	0.0%	0	0.0%	0
Too busy / crowded	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
(Nothing else)	94.7%	71	0.0%	0	0.0%	0
Base:		75		0		0

	Total	Zone 14	Zone 15			
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
Unattractive environment / streets dirty / litter	9.7%	58	0.0%	0	0.0%	0
Lack / cost of parking	6.7%	40	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	6.2%	37	0.0%	0	0.0%	0
Traffic congestion	5.4%	32	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	3.4%	20	0.0%	0	0.0%	0
Too busy / crowded	3.2%	19	0.0%	0	0.0%	0
Poor quality shops / charity shops	2.0%	12	0.0%	0	0.0%	0
Other	1.3%	8	0.0%	0	0.0%	0
Poor bus services	1.0%	6	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.8%	5	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	0.7%	4	0.0%	0	0.0%	0
Lack of covered areas / weather protection	0.7%	4	0.0%	0	0.0%	0
Too many homeless people	0.7%	4	0.0%	0	0.0%	0
Lack of entertainment	0.5%	3	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.5%	3	0.0%	0	0.0%	0
Lack of supermarkets	0.5%	3	0.0%	0	0.0%	0
Too few pubs / restaurants / eating places	0.3%	2	0.0%	0	0.0%	0
Too far from home	0.2%	1	0.0%	0	0.0%	0
Prices too high	0.2%	1	0.0%	0	0.0%	0
Too small	0.2%	1	0.0%	0	0.0%	0
(Nothing else)	4.2%	25	0.0%	0	0.0%	0
Base:		596		0		0
Other mentions						
Nothing	5.5%	33	0.0%	0	0.0%	0
Lack / cost of parking	1.5%	9	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	1.5%	9	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	1.2%	7	0.0%	0	0.0%	0
Too busy / crowded	1.0%	6	0.0%	0	0.0%	0
Too few pubs / restaurants / eating places	1.0%	6	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	0.8%	5	0.0%	0	0.0%	0
Traffic congestion	0.7%	4	0.0%	0	0.0%	0
Other	0.7%	4	0.0%	0	0.0%	0
Poor quality shops / charity shops	0.5%	3	0.0%	0	0.0%	0
Poor bus services	0.3%	2	0.0%	0	0.0%	0
Poor sign posting	0.2%	1	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	0.2%	1	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.2%	1	0.0%	0	0.0%	0
Lack of supermarkets	0.2%	1	0.0%	0	0.0%	0
Too many homeless people	0.2%	1	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.2%	1	0.0%	0	0.0%	0
(Nothing else)	84.9%	506	0.0%	0	0.0%	0
Base:		596		0		0

	Total	Zone 14	Zone 15			
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
Poor quality shops / charity shops	14.7%	33	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	8.9%	20	0.0%	0	0.0%	0
Lack / cost of parking	6.2%	14	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	6.2%	14	0.0%	0	0.0%	0
Other	3.6%	8	0.0%	0	0.0%	0
Traffic congestion	2.2%	5	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	1.8%	4	0.0%	0	0.0%	0
Too few pubs / restaurants / eating places	0.9%	2	0.0%	0	0.0%	0
Poor facilities (e.g. seating, toilets)	0.9%	2	0.0%	0	0.0%	0
Lack of / poor pedestrianisation	0.9%	2	0.0%	0	0.0%	0
Too small	0.9%	2	0.0%	0	0.0%	0
Too busy / crowded	0.9%	2	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	0.4%	1	0.0%	0	0.0%	0
Poor bus services	0.4%	1	0.0%	0	0.0%	0
Difficult to cross roads	0.4%	1	0.0%	0	0.0%	0
(Nothing else)	1.3%	3	0.0%	0	0.0%	0
Base:		225		0		0

Other mentions						
Not enough choice of shops / clothes shops	4.9%	11	0.0%	0	0.0%	0
Lack / cost of parking	3.6%	8	0.0%	0	0.0%	0
Poor quality shops / charity shops	3.1%	7	0.0%	0	0.0%	0
Traffic congestion	1.3%	3	0.0%	0	0.0%	0
Other	0.9%	2	0.0%	0	0.0%	0
Too few pubs / restaurants / eating places	0.9%	2	0.0%	0	0.0%	0
Difficult to cross roads	0.9%	2	0.0%	0	0.0%	0
Unattractive environment / streets dirty / litter	0.4%	1	0.0%	0	0.0%	0
Lack of covered areas / weather protection	0.4%	1	0.0%	0	0.0%	0
Poor accessibility / difficult to get to	0.4%	1	0.0%	0	0.0%	0
Too small	0.4%	1	0.0%	0	0.0%	0
(Nothing else)	84.9%	191	0.0%	0	0.0%	0
Base:		225		0		0

Total Zone 14 Zone 15

Q06 What do you dislike about (DEPENDENT ON ZONE)?

Those who visit Upton

1st mention

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

Other mentions

Lack of safety / personal security / hooligans	2.7%	2	2.7%	2	0.0%	0
Poor quality shops / charity shops	1.3%	1	1.3%	1	0.0%	0
Too far from home	1.3%	1	1.3%	1	0.0%	0
(Nothing else)	94.7%	71	94.7%	71	0.0%	0
Base:		75		75		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
Poor quality shops / charity shops	13.4%	9	0.0%	0	0.0%	0
Not enough choice of shops / clothes shops	10.4%	7	0.0%	0	0.0%	0
Lack / cost of parking	7.5%	5	0.0%	0	0.0%	0
Too many hills	4.5%	3	0.0%	0	0.0%	0
Traffic congestion	1.5%	1	0.0%	0	0.0%	0
Other	1.5%	1	0.0%	0	0.0%	0
Prices too high	1.5%	1	0.0%	0	0.0%	0
Base:		67		0		0

Other mentions

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

Q07 Is (Tenbury Wells / Worcester / Malvern / Upton) your first choice destination for leisure and entertainment facilities ?

Those who visit Tenbury Wells, Worcester City Centre, Malvern Town Centre and Upton

Yes	60.5%	587	25.3%	19	0.0%	0
No	37.0%	359	74.7%	56	0.0%	0
(Don't know)	2.6%	25	0.0%	0	0.0%	0
Base:		971		75		0

	Total	Zone 14		Zone 15		
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
No	52.0%	39	0.0%	0	0.0%	0
(Don't know)	2.7%	2	0.0%	0	0.0%	0
Base:		75		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
No	30.4%	181	0.0%	0	0.0%	0
(Don't know)	2.9%	17	0.0%	0	0.0%	0
Base:		596		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
No	36.9%	83	0.0%	0	0.0%	0
(Don't know)	2.7%	6	0.0%	0	0.0%	0
Base:		225		0		0
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	25.3%	19	0.0%	0
No	74.7%	56	74.7%	56	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		75		0
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
No	62.7%	94	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		150		0		0
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
No	83.3%	25	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		30		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
No	31.5%	17	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		54		0		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
No	78.8%	52	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		66		0		0

Total Zone 14 Zone 15

Q07BIs Barnards Green Centre your first choice destination for leisure and entertainment facilities ?
Those who visit Barnards Green District Centre

Yes	0.9%	1	0.0%	0	0.0%	0
No	99.1%	110	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0

Q08 Have you used facilities in (Tenbury Wells / Worcester / Malvern / Upton) for the following in the last 12 months...?
Those who visit Tenbury Wells, Worcester City Centre, Malvern Town Centre and Upton
Pubs / Night Clubs

Yes	43.7%	424	46.7%	35	0.0%	0
No	56.1%	545	53.3%	40	0.0%	0
(Don't know)	0.2%	2	0.0%	0	0.0%	0
Base:		971		75		0

Restaurants

Yes	65.2%	633	60.0%	45	0.0%	0
No	34.7%	337	40.0%	30	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0
Base:		971		75		0

Cinema

Yes	48.3%	469	14.7%	11	0.0%	0
No	51.5%	500	85.3%	64	0.0%	0
(Don't know)	0.2%	2	0.0%	0	0.0%	0
Base:		971		75		0

Theatre or Concert

Yes	39.3%	382	25.3%	19	0.0%	0
No	60.5%	587	74.7%	56	0.0%	0
(Don't know)	0.2%	2	0.0%	0	0.0%	0
Base:		971		75		0

Bingo

Yes	4.5%	44	2.7%	2	0.0%	0
No	95.4%	926	97.3%	73	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0
Base:		971		75		0

Ten Pin Bowling

Yes	17.8%	173	6.7%	5	0.0%	0
No	82.1%	797	93.3%	70	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0
Base:		971		75		0

Sports facilities or a health club or gym

Yes	21.6%	210	6.7%	5	0.0%	0
No	78.3%	760	93.3%	70	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0
Base:		971		75		0

Museum / art gallery / exhibition

Yes	26.7%	259	22.7%	17	0.0%	0
No	73.2%	711	77.3%	58	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0
Base:		971		75		0

Total Zone 14 Zone 15

Q08 Have you used facilities in (Tenbury Wells / Worcester / Malvern / Upton) for the following in the last 12 months...?

Those who visit Tenbury Wells

Pubs / Night Clubs

Yes	61.3%	46	0.0%	0	0.0%	0
No	38.7%	29	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0

Restaurants

Yes	76.0%	57	0.0%	0	0.0%	0
No	24.0%	18	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0

Cinema

Yes	40.0%	30	0.0%	0	0.0%	0
No	60.0%	45	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0

Theatre or Concert

Yes	26.7%	20	0.0%	0	0.0%	0
No	73.3%	55	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0

Bingo

Yes	8.0%	6	0.0%	0	0.0%	0
No	92.0%	69	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0

Ten Pin Bowling

Yes	0.0%	0	0.0%	0	0.0%	0
No	100.0%	75	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0

Sports facilities or a health club or gym

Yes	32.0%	24	0.0%	0	0.0%	0
No	68.0%	51	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0

Museum / art gallery / exhibition

Yes	25.3%	19	0.0%	0	0.0%	0
No	74.7%	56	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		0		0

Q08 Have you used facilities in (Tenbury Wells / Worcester / Malvern / Upton) for the following in the last 12 months...?

Those who visit Worcester City Centre

Pubs / Night Clubs

Yes	44.0%	262	0.0%	0	0.0%	0
No	56.0%	334	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total		Zone 14		Zone 15	
Restaurants						
Yes	66.9%	399	0.0%	0	0.0%	0
No	33.1%	197	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0
Cinema						
Yes	53.9%	321	0.0%	0	0.0%	0
No	46.0%	274	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0
Base:		596		0		0
Theatre or Concert						
Yes	32.9%	196	0.0%	0	0.0%	0
No	66.9%	399	0.0%	0	0.0%	0
(Don't know)	0.2%	1	0.0%	0	0.0%	0
Base:		596		0		0
Bingo						
Yes	5.5%	33	0.0%	0	0.0%	0
No	94.5%	563	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0
Ten Pin Bowling						
Yes	26.3%	157	0.0%	0	0.0%	0
No	73.7%	439	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0
Sports facilities or a health club or gym						
Yes	22.3%	133	0.0%	0	0.0%	0
No	77.7%	463	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0
Museum / art gallery / exhibition						
Yes	30.5%	182	0.0%	0	0.0%	0
No	69.5%	414	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		596		0		0

Q08 Have you used facilities in (Tenbury Wells / Worcester / Malvern / Upton) for the following in the last 12 months...?
Those who visit Malvern Town Centre

Pubs / Night Clubs						
Yes	36.0%	81	0.0%	0	0.0%	0
No	63.1%	142	0.0%	0	0.0%	0
(Don't know)	0.9%	2	0.0%	0	0.0%	0
Base:		225		0		0
Restaurants						
Yes	58.7%	132	0.0%	0	0.0%	0
No	40.9%	92	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
Base:		225		0		0

South Worcestershire Retail & Leisure Study For DPDS

	Total	Zone 14		Zone 15		
Cinema						
Yes	47.6%	107	0.0%	0	0.0%	0
No	52.0%	117	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
Base:		225		0		0
Theatre or Concert						
Yes	65.3%	147	0.0%	0	0.0%	0
No	34.2%	77	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
Base:		225		0		0
Bingo						
Yes	1.3%	3	0.0%	0	0.0%	0
No	98.2%	221	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
Base:		225		0		0
Ten Pin Bowling						
Yes	4.9%	11	0.0%	0	0.0%	0
No	94.7%	213	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
Base:		225		0		0
Sports facilities or a health club or gym						
Yes	21.3%	48	0.0%	0	0.0%	0
No	78.2%	176	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
Base:		225		0		0
Museum / art gallery / exhibition						
Yes	18.2%	41	0.0%	0	0.0%	0
No	81.3%	183	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
Base:		225		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 Upton</i>						
Pubs / Night Clubs						
Yes	46.7%	35	46.7%	35	0.0%	0
No	53.3%	40	53.3%	40	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		75		0
Restaurants						
Yes	60.0%	45	60.0%	45	0.0%	0
No	40.0%	30	40.0%	30	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		75		0
Cinema						
Yes	14.7%	11	14.7%	11	0.0%	0
No	85.3%	64	85.3%	64	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		75		0

	Total	Zone 14		Zone 15		
Theatre or Concert						
Yes	25.3%	19	25.3%	19	0.0%	0
No	74.7%	56	74.7%	56	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		75		0
Bingo						
Yes	2.7%	2	2.7%	2	0.0%	0
No	97.3%	73	97.3%	73	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		75		0
Ten Pin Bowling						
Yes	6.7%	5	6.7%	5	0.0%	0
No	93.3%	70	93.3%	70	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		75		0
Sports facilities or a health club or gym						
Yes	6.7%	5	6.7%	5	0.0%	0
No	93.3%	70	93.3%	70	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		75		0
Museum / art gallery / exhibition						
Yes	22.7%	17	22.7%	17	0.0%	0
No	77.3%	58	77.3%	58	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		75		75		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
No	69.4%	197	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0
Restaurants						
Yes	35.2%	100	0.0%	0	0.0%	0
No	64.4%	183	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
Base:		284		0		0
Cinema						
Yes	13.4%	38	0.0%	0	0.0%	0
No	86.6%	246	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0
Theatre or Concert						
Yes	19.0%	54	0.0%	0	0.0%	0
No	81.0%	230	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0

	Total	Zone 14		Zone 15		
Bingo						
Yes	1.4%	4	0.0%	0	0.0%	0
No	98.6%	280	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0

Ten Pin Bowling						
Yes	13.4%	38	0.0%	0	0.0%	0
No	86.6%	246	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0

Sports facilities or a health club or gym						
Yes	14.8%	42	0.0%	0	0.0%	0
No	85.2%	242	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		284		0		0

Museum / art gallery / exhibition						
Yes	5.3%	15	0.0%	0	0.0%	0
No	94.4%	268	0.0%	0	0.0%	0
(Don't know)	0.4%	1	0.0%	0	0.0%	0
Base:		284		0		0

Q08A Have you used facilities in (DEPENDENT ON ZONE) for the following in the last 12 months...?

Those who visit St Johns District Centre

Pubs / Night Clubs						
Yes	40.7%	37	0.0%	0	0.0%	0
No	59.3%	54	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0

Restaurants						
Yes	29.7%	27	0.0%	0	0.0%	0
No	69.2%	63	0.0%	0	0.0%	0
(Don't know)	1.1%	1	0.0%	0	0.0%	0
Base:		91		0		0

Cinema						
Yes	0.0%	0	0.0%	0	0.0%	0
No	100.0%	91	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0

Theatre or Concert						
Yes	5.5%	5	0.0%	0	0.0%	0
No	94.5%	86	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0

Bingo						
Yes	1.1%	1	0.0%	0	0.0%	0
No	98.9%	90	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0

	Total	Zone 14	Zone 15			
Ten Pin Bowling						
Yes	24.2%	22	0.0%	0	0.0%	0
No	75.8%	69	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0
Sports facilities or a health club or gym						
Yes	22.0%	20	0.0%	0	0.0%	0
No	78.0%	71	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		0
Museum / art gallery / exhibition						
Yes	4.4%	4	0.0%	0	0.0%	0
No	95.6%	87	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		91		0		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
No	61.2%	41	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0
Restaurants						
Yes	58.2%	39	0.0%	0	0.0%	0
No	41.8%	28	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0
Cinema						
Yes	53.7%	36	0.0%	0	0.0%	0
No	46.3%	31	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0
Theatre or Concert						
Yes	67.2%	45	0.0%	0	0.0%	0
No	32.8%	22	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0
Bingo						
Yes	1.5%	1	0.0%	0	0.0%	0
No	98.5%	66	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0
Ten Pin Bowling						
Yes	9.0%	6	0.0%	0	0.0%	0
No	91.0%	61	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0

	Total	Zone 14	Zone 15			
Sports facilities or a health club or gym						
Yes	25.4%	17	0.0%	0	0.0%	0
No	74.6%	50	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		67		0		0
Museum / art gallery / exhibition						
Yes	16.4%	11	0.0%	0	0.0%	0
No	82.1%	55	0.0%	0	0.0%	0
(Don't know)	1.5%	1	0.0%	0	0.0%	0
Base:		67		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
No	81.0%	102	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0
Restaurants						
Yes	27.0%	34	0.0%	0	0.0%	0
No	73.0%	92	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0
Cinema						
Yes	1.6%	2	0.0%	0	0.0%	0
No	98.4%	124	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0
Theatre or Concert						
Yes	3.2%	4	0.0%	0	0.0%	0
No	96.8%	122	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0
Bingo						
Yes	1.6%	2	0.0%	0	0.0%	0
No	98.4%	124	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0
Ten Pin Bowling						
Yes	7.9%	10	0.0%	0	0.0%	0
No	92.1%	116	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0
Sports facilities or a health club or gym						
Yes	4.0%	5	0.0%	0	0.0%	0
No	96.0%	121	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0

	Total	Zone 14		Zone 15		
Museum / art gallery / exhibition						
Yes	0.0%	0	0.0%	0	0.0%	0
No	100.0%	126	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		126		0		0

Q08B Have you used facilities in Barnards Green District Centre for the following in the last 12 months...?

Those who visit Barnards Green District Centre

Pubs / Night Clubs						
Yes	14.4%	16	0.0%	0	0.0%	0
No	85.6%	95	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0

Restaurants						
Yes	15.3%	17	0.0%	0	0.0%	0
No	84.7%	94	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0

Cinema						
Yes	0.0%	0	0.0%	0	0.0%	0
No	100.0%	111	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0

Theatre or Concert						
Yes	0.0%	0	0.0%	0	0.0%	0
No	100.0%	111	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0

Bingo						
Yes	0.0%	0	0.0%	0	0.0%	0
No	100.0%	111	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0

Ten Pin Bowling						
Yes	0.0%	0	0.0%	0	0.0%	0
No	100.0%	111	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0

Sports facilities or a health club or gym						
Yes	0.9%	1	0.0%	0	0.0%	0
No	99.1%	110	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0

Museum / art gallery / exhibition						
Yes	0.9%	1	0.0%	0	0.0%	0
No	99.1%	110	0.0%	0	0.0%	0
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		111		0		0

	Total	Zone 14		Zone 15		
Q09 Where did you last buy clothing, footwear or other fashion goods?						
Worcester City Centre	39.2%	589	21.1%	19	0.0%	0
Kidderminster Town Centre	8.6%	130	0.0%	0	1.7%	1
Cheltenham Town Centre	5.7%	86	25.6%	23	51.7%	31
Internet / Mail order	5.2%	78	5.6%	5	5.0%	3
Malvern / Great Malvern Town Centre	5.1%	76	6.7%	6	0.0%	0
Malvern Link District Centre	4.3%	65	3.3%	3	0.0%	0
Hereford City Centre	4.1%	62	0.0%	0	0.0%	0
Other	3.5%	52	2.2%	2	3.3%	2
Townsend Way Retail Park, Malvern	3.1%	47	3.3%	3	0.0%	0
Birmingham City Centre	2.9%	43	2.2%	2	0.0%	0
Merry Hill Shopping Centre	2.7%	41	0.0%	0	0.0%	0
Tewkesbury Town Centre	1.4%	21	11.1%	10	15.0%	9
Ledbury Town Centre	1.3%	20	0.0%	0	0.0%	0
Redditch Town Centre	1.3%	19	0.0%	0	0.0%	0
Gloucester Town Centre	0.9%	14	1.1%	1	10.0%	6
Bromsgrove Town Centre	0.9%	14	0.0%	0	0.0%	0
Tenbury Wells Town Centre	0.8%	12	0.0%	0	0.0%	0
Retail Park in Worcester	0.5%	8	0.0%	0	0.0%	0
Ludlow Town Centre	0.5%	7	0.0%	0	0.0%	0
Bromyard Town Centre	0.5%	7	0.0%	0	0.0%	0
Retail Park in Kidderminster	0.4%	6	0.0%	0	0.0%	0
Bristol	0.3%	4	0.0%	0	1.7%	1
Upton upon Severn Town Centre	0.3%	4	4.4%	4	0.0%	0
Retail Park in Cheltenham	0.3%	4	0.0%	0	6.7%	4
St Johns District Centre, Worcester	0.2%	3	0.0%	0	0.0%	0
Evesham	0.2%	3	1.1%	1	1.7%	1
Pershore Town Centre	0.2%	3	1.1%	1	0.0%	0
Ross on Wye	0.2%	3	2.2%	2	0.0%	0
Stratford-upon-Avon	0.2%	3	0.0%	0	0.0%	0
Leominster Town Centre	0.2%	3	0.0%	0	0.0%	0
Touchwood Centre, Solihull	0.2%	3	0.0%	0	0.0%	0
Barnards Green District Centre	0.1%	2	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.1%	2	0.0%	0	0.0%	0
Droitwich Town Centre	0.1%	2	0.0%	0	0.0%	0
Exeter	0.1%	2	0.0%	0	0.0%	0
Tesco, St Peters Drive, Worcester	0.1%	2	0.0%	0	0.0%	0
Retail Park in Hereford	0.1%	1	0.0%	0	0.0%	0
Retail Park in Bromsgrove	0.1%	1	0.0%	0	0.0%	0
Broadway Town Centre	0.1%	1	1.1%	1	0.0%	0
Hay-on-ye	0.1%	1	0.0%	0	0.0%	0
Retail Park in Redditch	0.1%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	3.1%	46	5.6%	5	3.3%	2
(Don't do such shopping)	0.8%	12	2.2%	2	0.0%	0
Base:		1503		90		60

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	Total	Zone 14		Zone 15		
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	8.9%	8	0.0%	0
Worcester City Centre	13.6%	205	11.1%	10	1.7%	1
Malvern Link District Centre	9.6%	144	6.7%	6	0.0%	0
Kidderminster Town Centre	7.7%	115	0.0%	0	0.0%	0
Ledbury Town Centre	4.5%	67	0.0%	0	0.0%	0
Retail Park in Kidderminster	3.1%	46	0.0%	0	0.0%	0
Townsend Way Retail Park, Malvern	3.0%	45	5.6%	5	0.0%	0
St Johns District Centre, Worcester	2.8%	42	0.0%	0	0.0%	0
Malvern / Great Malvern Town Centre	2.7%	41	1.1%	1	0.0%	0
Hereford City Centre	2.6%	39	0.0%	0	0.0%	0
Bromsgrove Town Centre	2.5%	37	0.0%	0	0.0%	0
Retail Park in Cheltenham	1.9%	29	11.1%	10	30.0%	18
Cheltenham Town Centre	1.7%	26	8.9%	8	25.0%	15
Tenbury Wells Town Centre	1.5%	22	0.0%	0	0.0%	0
Tewkesbury Town Centre	1.4%	21	12.2%	11	16.7%	10
Upton upon Severn Town Centre	1.3%	20	20.0%	18	0.0%	0
Retail Park in Hereford	1.0%	15	0.0%	0	0.0%	0
Retail Park in Redditch	0.6%	9	0.0%	0	0.0%	0
Barnards Green District Centre	0.6%	9	0.0%	0	0.0%	0
Other	0.6%	9	0.0%	0	3.3%	2
Droitwich Town Centre	0.5%	7	0.0%	0	0.0%	0
Leominster	0.5%	7	0.0%	0	0.0%	0
Retail Park in Bromsgrove	0.4%	6	0.0%	0	0.0%	0
Redditch Town Centre	0.4%	6	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.3%	5	0.0%	0	0.0%	0
Bromyard	0.3%	5	0.0%	0	0.0%	0
Gloucester Town Centre	0.3%	5	1.1%	1	5.0%	3
Retail Park in Evesham	0.3%	4	0.0%	0	3.3%	2
Internet / Mail order	0.3%	4	0.0%	0	1.7%	1
Retail Park in Ledbury	0.3%	4	0.0%	0	0.0%	0
Focus, Spring Lane, Malvern	0.2%	3	0.0%	0	0.0%	0
Merry Hill Shopping Centre	0.2%	3	0.0%	0	0.0%	0
Birmingham City Centre	0.1%	2	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0
Retail Park in Gloucester	0.1%	2	0.0%	0	1.7%	1
Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0
Evesham Town Centre	0.1%	1	0.0%	0	1.7%	1
St Peters Garden Centre, Worcester	0.1%	1	0.0%	0	0.0%	0
Travis Perkins, Bromyard	0.1%	1	0.0%	0	0.0%	0
(Don't do such shopping)	8.6%	130	8.9%	8	6.7%	4
(Don't know / can't remember)	3.7%	55	4.4%	4	3.3%	2
Base:	1503			90		60

	Total	Zone 14	Zone 15			
Q11 Where did you last buy furniture, carpets or other floor coverings?						
Worcester City Centre	18.3%	275	8.9%	8	0.0%	0
Retail Park in Worcester	11.9%	179	6.7%	6	0.0%	0
Kidderminster Town Centre	7.0%	105	1.1%	1	0.0%	0
Malvern Link District Centre	5.5%	83	1.1%	1	0.0%	0
Malvern / Great Malvern Town Centre	3.3%	49	4.4%	4	0.0%	0
Cheltenham Town Centre	2.8%	42	8.9%	8	31.7%	19
Hereford City Centre	2.7%	41	1.1%	1	0.0%	0
Internet / Mail order	2.5%	38	4.4%	4	5.0%	3
Retail Park in Cheltenham	2.4%	36	10.0%	9	33.3%	20
Birmingham City Centre	2.0%	30	0.0%	0	1.7%	1
Retail Park in Kidderminster	1.9%	28	0.0%	0	0.0%	0
Other	1.9%	28	0.0%	0	3.3%	2
Ledbury Town Centre	1.5%	22	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.3%	20	0.0%	0	0.0%	0
Droitwich Town Centre	1.3%	19	0.0%	0	0.0%	0
Tenbury Wells Town Centre	1.1%	17	0.0%	0	0.0%	0
Bromyard	1.0%	15	0.0%	0	0.0%	0
Tewkesbury Town Centre	0.9%	14	8.9%	8	3.3%	2
St Johns District Centre, Worcester	0.9%	13	0.0%	0	0.0%	0
Upton upon Severn Town Centre	0.7%	11	10.0%	9	0.0%	0
Townsend Way Retail Park, Malvern	0.7%	10	0.0%	0	0.0%	0
Retail Park in Hereford	0.7%	10	0.0%	0	0.0%	0
Ikea, Wednesbury Park Lane, Wednesbury	0.5%	8	3.3%	3	1.7%	1
Merry Hill Shopping Centre	0.5%	8	0.0%	0	0.0%	0
Gloucester Town Centre	0.5%	7	4.4%	4	1.7%	1
Redditch Town Centre	0.3%	5	0.0%	0	0.0%	0
Retail Park in Droitwich	0.3%	5	0.0%	0	0.0%	0
Retail Park in Ledbury	0.3%	4	0.0%	0	0.0%	0
Retail Park in Bromsgrove	0.3%	4	0.0%	0	0.0%	0
Bristol City Centre	0.3%	4	0.0%	0	1.7%	1
Pershore Town Centre	0.3%	4	3.3%	3	0.0%	0
Retail Park in Redditch	0.2%	3	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.2%	3	0.0%	0	0.0%	0
Retail Park in Evesham	0.2%	3	0.0%	0	1.7%	1
Evesham Town Centre	0.1%	2	0.0%	0	0.0%	0
Leominster Town Centre	0.1%	2	0.0%	0	0.0%	0
Retail Park in Wednesbury	0.1%	2	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0
Bristol	0.1%	1	0.0%	0	1.7%	1
(Don't do such shopping)	14.8%	222	12.2%	11	11.7%	7
(Don't know / can't remember)	8.6%	129	11.1%	10	1.7%	1
Base:		1503		90		60

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	Total	Zone 14	Zone 15			
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	13.3%	12	0.0%	0
Worcester City Centre	18.6%	279	18.9%	17	0.0%	0
Internet / Mail order	7.7%	116	4.4%	4	13.3%	8
Kidderminster Town Centre	4.8%	72	0.0%	0	0.0%	0
Malvern Link District Centre	4.1%	61	2.2%	2	0.0%	0
Malvern / Great Malvern Town Centre	3.3%	50	6.7%	6	0.0%	0
Retail Park in Cheltenham	3.1%	46	14.4%	13	48.3%	29
Tenbury Wells Town Centre	2.9%	43	0.0%	0	0.0%	0
Retail Park in Kidderminster	2.4%	36	0.0%	0	0.0%	0
Cheltenham Town Centre	2.3%	35	16.7%	15	21.7%	13
Hereford City Centre	2.1%	32	0.0%	0	0.0%	0
Ledbury Town Centre	2.1%	32	1.1%	1	0.0%	0
Townsend Way Retail Park, Malvern	1.6%	24	1.1%	1	0.0%	0
Bromsgrove Town Centre	1.2%	18	0.0%	0	0.0%	0
Other	1.1%	17	0.0%	0	1.7%	1
Droitwich Town Centre	1.0%	15	0.0%	0	0.0%	0
Retail Park in Hereford	1.0%	15	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.5%	8	0.0%	0	0.0%	0
Merry Hill Shopping Centre	0.5%	7	0.0%	0	0.0%	0
The Wash House Ltd, Wilden Industrial Estate, Stourport-on-Severn	0.5%	7	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	7	0.0%	0	0.0%	0
St Johns District Centre, Worcester	0.5%	7	4.4%	4	0.0%	0
Gloucester Town Centre	0.5%	7	0.0%	0	0.0%	0
Retail Park in Redditch	0.4%	6	0.0%	0	0.0%	0
Redditch Town Centre	0.3%	4	0.0%	0	0.0%	0
Retail Park in Droitwich	0.3%	4	1.1%	1	0.0%	0
Bristol	0.3%	4	1.1%	1	1.7%	1
Bromyard	0.1%	2	0.0%	0	0.0%	0
Ludlow Town Centre	0.1%	2	0.0%	0	0.0%	0
Tewkesbury Town Centre	0.1%	2	1.1%	1	0.0%	0
Bristol City Centre	0.1%	2	0.0%	0	0.0%	0
Retail Park in Bromsgrove	0.1%	2	0.0%	0	0.0%	0
Upton upon Severn Town Centre	0.1%	1	1.1%	1	0.0%	0
Retail Park in Evesham	0.1%	1	0.0%	0	0.0%	0
Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0
Barnards Green District Centre	0.1%	1	0.0%	0	0.0%	0
Evesham	0.1%	1	0.0%	0	0.0%	0
Retail Park in Solihull	0.1%	1	0.0%	0	0.0%	0
Tesco, Mill Wood Drive, Warndon	0.1%	1	0.0%	0	0.0%	0
Wednesbury	0.1%	1	0.0%	0	0.0%	0
(Don't do such shopping)	7.1%	107	5.6%	5	8.3%	5
(Don't know / can't remember)	5.1%	76	6.7%	6	5.0%	3
Base:	1503	90	60			

	Total	Zone 14	Zone 15			
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	15.6%	14	0.0%	0
Retail Park in Worcester	15.6%	235	5.6%	5	0.0%	0
Internet / Mail order	7.9%	119	3.3%	3	16.7%	10
Kidderminster Town Centre	6.3%	95	0.0%	0	0.0%	0
Malvern Link District Centre	5.1%	77	6.7%	6	0.0%	0
Malvern / Great Malvern Town Centre	3.8%	57	7.8%	7	0.0%	0
Tenbury Wells Town Centre	2.7%	41	0.0%	0	0.0%	0
Hereford City Centre	2.7%	40	0.0%	0	0.0%	0
Townsend Way Retail Park, Malvern	2.5%	38	1.1%	1	0.0%	0
Ledbury Town Centre	2.5%	37	1.1%	1	0.0%	0
Retail Park in Cheltenham	2.4%	36	11.1%	10	36.7%	22
Bromsgrove Town Centre	2.2%	33	0.0%	0	0.0%	0
Cheltenham Town Centre	2.2%	33	12.2%	11	23.3%	14
Retail Park in Kidderminster	1.7%	25	0.0%	0	0.0%	0
Other	1.3%	20	0.0%	0	1.7%	1
Tewkesbury Town Centre	1.2%	18	11.1%	10	10.0%	6
Retail Park in Hereford	0.9%	13	0.0%	0	0.0%	0
St Johns District Centre, Worcester	0.8%	12	0.0%	0	0.0%	0
Merry Hill Shopping Centre	0.7%	11	0.0%	0	0.0%	0
Gloucester Town Centre	0.5%	8	3.3%	3	0.0%	0
Redditch Town Centre	0.5%	8	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.5%	8	0.0%	0	0.0%	0
Birmingham City Centre	0.5%	7	0.0%	0	0.0%	0
Tesco, St Peters Drive, Worcester	0.4%	6	0.0%	0	0.0%	0
Retail Park in Redditch	0.4%	6	0.0%	0	0.0%	0
Retail Park in Evesham	0.3%	5	0.0%	0	0.0%	0
Droitwich Town Centre	0.3%	5	0.0%	0	0.0%	0
Bromyard Town Centre	0.3%	5	0.0%	0	0.0%	0
Bristol	0.2%	3	0.0%	0	1.7%	1
Upton upon Severn Town Centre	0.1%	2	2.2%	2	0.0%	0
Evesham Town Centre	0.1%	2	0.0%	0	0.0%	0
Barnards Green District Centre	0.1%	2	0.0%	0	0.0%	0
Retail Park in Gloucester	0.1%	2	1.1%	1	1.7%	1
Retail Park in Bromsgrove	0.1%	1	0.0%	0	0.0%	0
Pershore Town Centre	0.1%	1	0.0%	0	0.0%	0
Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0
HJ Potts & Sons, High Street, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0
Homebase, Leadon Way, Ledbury	0.1%	1	1.1%	1	0.0%	0
Horace Preston, Link Top, Malvern	0.1%	1	0.0%	0	0.0%	0
Leominster	0.1%	1	0.0%	0	0.0%	0
Northway, Tewkesbury	0.1%	1	0.0%	0	1.7%	1
Spring Lane Industrial Park, Malvern	0.1%	1	0.0%	0	0.0%	0
Tesco, Mill Wood Drive, Warndon	0.1%	1	0.0%	0	0.0%	0
(Don't do such shopping)	7.7%	115	10.0%	9	3.3%	2
(Don't know / can't remember)	4.5%	67	6.7%	6	3.3%	2
Base:	1503		90		60	

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	Total	Zone 14		Zone 15		
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	16.7%	15	0.0%	0
Internet / Mail order	13.2%	199	6.7%	6	25.0%	15
Kidderminster Town Centre	6.1%	92	0.0%	0	0.0%	0
Malvern / Great Malvern Town Centre	4.8%	72	2.2%	2	0.0%	0
Hereford City Centre	3.2%	48	0.0%	0	0.0%	0
Cheltenham Town Centre	3.2%	48	12.2%	11	35.0%	21
Ledbury Town Centre	2.8%	42	1.1%	1	0.0%	0
Tewkesbury Town Centre	2.0%	30	18.9%	17	18.3%	11
Malvern Link District Centre	1.8%	27	0.0%	0	0.0%	0
Merry Hill Shopping Centre	1.7%	25	0.0%	0	0.0%	0
Bromsgrove Town Centre	1.6%	24	0.0%	0	0.0%	0
Birmingham City Centre	1.3%	19	1.1%	1	0.0%	0
Tenbury Wells Town Centre	1.0%	15	0.0%	0	0.0%	0
Gloucester Town Centre	0.9%	13	1.1%	1	8.3%	5
Retail Park in Worcester	0.7%	11	0.0%	0	0.0%	0
Redditch Town Centre	0.6%	9	0.0%	0	0.0%	0
Upton upon Severn Town Centre	0.5%	8	8.9%	8	0.0%	0
Townsend Way Retail Park, Malvern	0.5%	8	2.2%	2	0.0%	0
Other	0.5%	7	1.1%	1	0.0%	0
Ludlow Town Centre	0.4%	6	0.0%	0	0.0%	0
Stourport on Severn Town Centre	0.4%	6	0.0%	0	1.7%	1
St Johns District Centre, Worcester	0.3%	4	0.0%	0	0.0%	0
Retail Park in Cheltenham Bromyard	0.2%	3	0.0%	0	5.0%	3
Tesco, St. Peters Drive, Worcester	0.2%	3	0.0%	0	0.0%	0
Retail Park in Kidderminster	0.1%	1	0.0%	0	0.0%	0
Retail Park in Redditch	0.1%	1	0.0%	0	0.0%	0
Barnards Green District Centre	0.1%	1	0.0%	0	0.0%	0
Bewdley Town Centre	0.1%	1	0.0%	0	0.0%	0
Great Witley	0.1%	1	0.0%	0	0.0%	0
Morrisons, Ashchurch Road, Tewkesbury	0.1%	1	0.0%	0	1.7%	1
Tesco, Mill Wood Drive, Warndon	0.1%	1	0.0%	0	0.0%	0
Three Counties Garden Show, Worcester	0.1%	1	1.1%	1	0.0%	0
(Don't know / can't remember)	8.4%	126	15.6%	14	1.7%	1
(Don't do such shopping)	6.6%	99	11.1%	10	3.3%	2
Base:		1503		90		60

	Total	Zone 14		Zone 15		
Q15 Where did you last do your household's main food shopping?						
Tesco, St Peters Drive, Worcester	14.3%	215	14.4%	13	0.0%	0
Morrisons, Roman Way, Malvern	10.2%	154	11.1%	10	0.0%	0
Tesco, Millwood Drive, Warndon Village, Worcester	9.1%	137	3.3%	3	0.0%	0
Waitrose, Back Lane / Edith Walk, Malvern	7.9%	119	10.0%	9	0.0%	0
Sainsbury's, Windermere Drive, Blackpole, Worcester	4.5%	68	0.0%	0	0.0%	0
Tesco, Ledbury	4.5%	67	0.0%	0	0.0%	0
Morrisons, Tewkesbury	3.6%	54	23.3%	21	53.3%	32
Sainsbury's, Kidderminster	3.2%	48	0.0%	0	0.0%	0
Asda, Bromsgrove	3.1%	46	0.0%	0	0.0%	0
Internet / Mail order	2.9%	44	2.2%	2	1.7%	1
Tesco, Castle Road, Kidderminster	2.7%	41	0.0%	0	0.0%	0
Co-Op, Bromyard	2.2%	33	0.0%	0	0.0%	0
Co-Op Pioneer, Bullring / St Johns Road, Worcester	2.0%	30	0.0%	0	0.0%	0
Tesco, Ludlow	1.7%	25	0.0%	0	0.0%	0
GH Bowkett, Market Square, Tenbury Wells	1.5%	23	0.0%	0	0.0%	0
Morrisons, Kidderminster	1.4%	21	0.0%	0	0.0%	0
Somerfield, Ledbury	1.4%	21	0.0%	0	0.0%	0
Somerfield, Edith Walk, Malvern	1.3%	20	0.0%	0	0.0%	0
Morrisons, Bromsgrove	1.2%	18	0.0%	0	0.0%	0
Sainsbury's, Lychgate, Worcester	1.1%	16	0.0%	0	0.0%	0
Co-Op, Worcester Road, Malvern Link	1.0%	15	0.0%	0	0.0%	0
Morrisons, Leominster	1.0%	15	0.0%	0	0.0%	0
Somerfield, Angel Street, Worcester	0.9%	14	0.0%	0	0.0%	0
Tesco, Tewkesbury	0.9%	14	7.8%	7	11.7%	7
Aldi, Pheasant Street, Worcester	0.8%	12	1.1%	1	0.0%	0
Other	0.7%	11	1.1%	1	3.3%	2
Lidl, Worcester Road, Malvern	0.7%	10	1.1%	1	0.0%	0
Morrisons, Hereford	0.7%	10	0.0%	0	0.0%	0
Tesco, Cheltenham	0.6%	9	1.1%	1	10.0%	6
Iceland, Friary Walk, Worcester	0.6%	9	0.0%	0	0.0%	0
Tesco, Lombard Street, Stourport	0.5%	8	0.0%	0	0.0%	0
Marks & Spencer, High Street, Worcester	0.5%	8	0.0%	0	0.0%	0
Somerfield, Barnards Green, Malvern	0.5%	8	0.0%	0	0.0%	0
Co-Op Pioneer, Ombersley Road, Worcester	0.5%	8	0.0%	0	0.0%	0
Sainsbury's, Cheltenham	0.5%	7	2.2%	2	6.7%	4
Tesco, Evesham	0.4%	6	2.2%	2	3.3%	2
Asda, Hereford	0.4%	6	0.0%	0	0.0%	0
Co-Op, Stourport	0.4%	6	0.0%	0	0.0%	0
Morrisons, Droitwich Spa	0.4%	6	0.0%	0	0.0%	0
Lidl, Newton Road, Worcester	0.4%	6	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch	0.4%	6	0.0%	0	0.0%	0
Lidl, Blackpole Road, Worcester	0.3%	5	0.0%	0	0.0%	0
Aldi, Green Street, Kidderminster	0.3%	5	0.0%	0	0.0%	0
Tesco, Warbler Place, Kidderminster	0.3%	5	0.0%	0	0.0%	0
Waitrose, Droitwich	0.3%	4	0.0%	0	0.0%	0
Lidl, Vale Road, Stourport	0.3%	4	0.0%	0	0.0%	0

	Total	Zone 14		Zone 15		
Co-Op, Kidderminster	0.3%	4	0.0%	0	0.0%	0
Netto, New Road, Kidderminster	0.2%	3	0.0%	0	0.0%	0
Somerfield, Tewkesbury	0.2%	3	1.1%	1	3.3%	2
Somerfield, Bromsgrove	0.2%	3	0.0%	0	0.0%	0
Waitrose, Cheltenham	0.2%	3	2.2%	2	0.0%	0
Co-Op, Old Street, Upton upon Severn	0.2%	3	3.3%	3	0.0%	0
Spar, High Street, Upton upon Severn	0.2%	3	3.3%	3	0.0%	0
Tesco, Abbotsmead, Belmont Road, Hereford	0.1%	2	0.0%	0	0.0%	0
Lidl, Hereford	0.1%	2	0.0%	0	0.0%	0
Morrisons, Bristol Road, Rubery	0.1%	2	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, Lower Mill Street, Kidderminster	0.1%	2	0.0%	0	0.0%	0
Local shops, St Johns, Worcester	0.1%	2	0.0%	0	0.0%	0
Marks & Spencer, Tewkesbury	0.1%	2	2.2%	2	0.0%	0
Morrisons, Roman Way, Malvern	0.1%	2	0.0%	0	0.0%	0
Spar, Teme Street, Tenbury Wells	0.1%	2	0.0%	0	0.0%	0
Lidl, Evesham Road, Bishops Cleeve	0.1%	2	0.0%	0	3.3%	2
Local shops, High Street, Cleobury Mortimer	0.1%	2	0.0%	0	0.0%	0
Co-Op Price Challenge, Tewkesbury	0.1%	1	0.0%	0	1.7%	1
Co-Op Pioneer, Pershore	0.1%	1	1.1%	1	0.0%	0
Tesco, Bewell Street, Hereford	0.1%	1	0.0%	0	0.0%	0
Somerfield, Pershore	0.1%	1	1.1%	1	0.0%	0
Sainsbury's, Hereford	0.1%	1	0.0%	0	0.0%	0
Costcutter, Solitaire Avenue, St Johns, Worcester	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Redditch	0.1%	1	0.0%	0	0.0%	0
Local shops, Market Square, Tenbury	0.1%	1	0.0%	0	0.0%	0
Local shops, Tenbury Road, Bromyard	0.1%	1	0.0%	0	0.0%	0
Market, High Street, Ledbury	0.1%	1	0.0%	0	0.0%	0
Somerfield, Upper Galdeford, Ludlow	0.1%	1	0.0%	0	0.0%	0
Spar, Bewdley	0.1%	1	0.0%	0	0.0%	0
Spar, Cranham Drive, Worcester	0.1%	1	0.0%	0	0.0%	0
Tesco Metro, St. Johns Way, Knowle	0.1%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	1.7%	26	4.4%	4	1.7%	1
(Don't do main food shopping)	0.3%	4	0.0%	0	0.0%	0
Base:	1503		90		60	

Q16 How often do you do your main food shopping?*Those who do a main food shop at Q15*

Everyday	2.3%	34	0.0%	0	6.7%	4
2 or 3 times a week	13.2%	198	14.4%	13	6.7%	4
Once a week	65.4%	980	55.6%	50	66.7%	40
Once a fortnight	11.0%	165	13.3%	12	6.7%	4
Once a month	6.1%	92	10.0%	9	10.0%	6
Less frequently	0.3%	4	1.1%	1	0.0%	0
(Don't know / varies)	1.7%	26	5.6%	5	3.3%	2
Base:	1499		90		60	

Total Zone 14 Zone 15

Q17 How did you travel to this store to do your main food shopping?*Those who do a main food shop at Q15*

Car / van (as driver)	68.9%	1033	75.6%	68	70.0%	42
Car / van (as passenger)	14.9%	224	12.2%	11	13.3%	8
Walk	7.9%	119	4.4%	4	13.3%	8
Bus	2.7%	41	3.3%	3	1.7%	1
Taxi	0.2%	3	0.0%	0	0.0%	0
Cycle	0.2%	3	1.1%	1	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0
Motorcycle	0.1%	1	0.0%	0	0.0%	0
Park and Ride	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.3%	5	0.0%	0	0.0%	0
(Don't know)	0.1%	1	0.0%	0	0.0%	0
(Do not travel - goods delivered)	4.5%	68	3.3%	3	1.7%	1
Base:		1499		90		60

Q18 Is (STORE MENTIONED AT Q15) your usual main food store?*Those who do a main food shop at Q15*

Yes	82.7%	1239	77.8%	70	85.0%	51
No	15.6%	234	15.6%	14	13.3%	8
(Don't know)	1.7%	26	6.7%	6	1.7%	1
Base:		1499		90		60

Q19 Do you also carry out small-scale top-up food shopping in addition to your main food shop?

Yes	76.8%	1155	81.1%	73	88.3%	53
No	23.2%	348	18.9%	17	11.7%	7
Base:		1503		90		60

	Total	Zone 14		Zone 15		
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	2.7%	2	0.0%	0
Co-Op Pioneer, Bullring / St Johns Road, Worcester	4.2%	48	0.0%	0	0.0%	0
Waitrose, Back Lane / Edith Walk, Malvern	3.7%	43	4.1%	3	0.0%	0
Tesco, Millwood Drive, Warndon Village, Worcester	3.5%	40	0.0%	0	0.0%	0
Morrisons, Roman Way, Malvern	3.5%	40	1.4%	1	0.0%	0
Marks & Spencer, High Street, Worcester	3.1%	36	0.0%	0	0.0%	0
GH Bowkett, Market Square, Tenbury Wells	3.1%	36	0.0%	0	0.0%	0
Somerfield, Barnards Green, Malvern	3.0%	35	0.0%	0	0.0%	0
Co-Op, Bromyard	3.0%	35	0.0%	0	0.0%	0
Co-Op Pioneer, Ombersley Road, Worcester	2.5%	29	0.0%	0	0.0%	0
Tesco, Ledbury	2.2%	25	0.0%	0	0.0%	0
Co-Op, Worcester Road, Malvern Link	1.9%	22	0.0%	0	0.0%	0
Morrisons, Tewkesbury	1.9%	22	8.2%	6	30.2%	16
Local shops, Cleobury Mortimer	1.8%	21	0.0%	0	0.0%	0
Sainsbury's, Windermere Drive, Blackpole, Worcester	1.8%	21	0.0%	0	0.0%	0
Other	1.7%	20	1.4%	1	7.5%	4
Local shops, Worcester	1.5%	17	1.4%	1	0.0%	0
Somerfield, Edith Walk, Malvern	1.4%	16	0.0%	0	0.0%	0
Tesco, Tewkesbury	1.3%	15	5.5%	4	20.8%	11
Somerfield, Angel Street, Worcester	1.2%	14	0.0%	0	0.0%	0
Asda, Bromsgrove	1.1%	13	0.0%	0	0.0%	0
Somerfield, Ledbury	1.0%	12	0.0%	0	0.0%	0
Co-Op Price Challenge, Tewkesbury	1.0%	11	2.7%	2	17.0%	9
Tesco, Castle Road, Kidderminster	1.0%	11	0.0%	0	0.0%	0
Co-Op Pioneer, Newtown Road, Worcester	0.9%	10	0.0%	0	0.0%	0
Co-Op, Stourport	0.9%	10	1.4%	1	0.0%	0
Iceland, Friary Walk, Worcester	0.9%	10	0.0%	0	0.0%	0
Spar, Teme Street, Tenbury Wells	0.9%	10	0.0%	0	0.0%	0
Local shops, Colwall	0.9%	10	0.0%	0	0.0%	0
Tesco Express, London Road, Worcester	0.9%	10	0.0%	0	0.0%	0
Local shops, Bromsgrove	0.7%	8	0.0%	0	0.0%	0
Spar, High Street, Upton upon Severn	0.7%	8	9.6%	7	0.0%	0
Upton on Severn Town Centre	0.7%	8	11.0%	8	0.0%	0
Lidl, Blackpole Road, Worcester	0.7%	8	0.0%	0	0.0%	0
Local shops, Ledbury	0.6%	7	0.0%	0	0.0%	0
Tesco, Lombard Street, Stourport	0.6%	7	0.0%	0	0.0%	0
Spar, Cranham Drive, Worcester	0.6%	7	0.0%	0	0.0%	0
Twynning Village Store, Twynning Green, Twynning	0.6%	7	9.6%	7	0.0%	0
Local shops, Bromyard	0.5%	6	0.0%	0	0.0%	0
Tesco Express, Martley Road, Worcester	0.5%	6	0.0%	0	0.0%	0
Somerfield, Bromsgrove	0.5%	6	0.0%	0	0.0%	0
Morrisons, Bromsgrove	0.4%	5	0.0%	0	0.0%	0

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	Total	Zone 14		Zone 15		
Waitrose, Droitwich	0.4%	5	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch	0.4%	5	0.0%	0	0.0%	0
Lidl, Worcester Road, Malvern	0.4%	5	0.0%	0	0.0%	0
Lidl, Newton Road, Worcester	0.4%	5	0.0%	0	0.0%	0
Sainsbury's, Kidderminster	0.4%	5	0.0%	0	0.0%	0
Local shops, Market Square, Tenbury	0.3%	4	0.0%	0	0.0%	0
Local shops, Twynning	0.3%	4	5.5%	4	0.0%	0
Aldi, Pheasant Street, Worcester	0.3%	4	0.0%	0	0.0%	0
Co-Op, Kidderminster	0.3%	4	0.0%	0	0.0%	0
Marks & Spencer, Tewkesbury	0.3%	4	2.7%	2	3.8%	2
Morrisons, Kidderminster	0.3%	4	0.0%	0	0.0%	0
Local shops, Tewkesbury	0.3%	4	1.4%	1	3.8%	2
Local shops, Clifton-on-teme	0.3%	4	0.0%	0	0.0%	0
One Stop, Worcester Road, Bromsgrove	0.3%	4	0.0%	0	0.0%	0
Local shops, Tenbury Wells	0.3%	4	0.0%	0	0.0%	0
Tesco, Warbler Place, Kidderminster	0.3%	4	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Bromsgrove	0.3%	4	0.0%	0	0.0%	0
Costcutter, Solitaire Avenue, St Johns, Worcester	0.3%	3	0.0%	0	0.0%	0
Somerfield, Tewkesbury	0.3%	3	2.7%	2	1.9%	1
Local shops, Leigh Sinton	0.3%	3	0.0%	0	0.0%	0
Local shops, St Johns, Worcester	0.3%	3	0.0%	0	0.0%	0
Morrisons, Hereford	0.3%	3	0.0%	0	0.0%	0
Londis, Yates Hay Road, Malvern	0.3%	3	0.0%	0	0.0%	0
Morrisons, Leominster	0.3%	3	0.0%	0	0.0%	0
Local shops, Kidderminster	0.3%	3	0.0%	0	0.0%	0
Tesco, Ludlow	0.3%	3	0.0%	0	0.0%	0
Farmfoods, Ryemarket, Stourbridge	0.3%	3	0.0%	0	0.0%	0
Local shops, Cleehill	0.3%	3	0.0%	0	0.0%	0
Co-Op, Aston Field, Bromsgrove	0.3%	3	0.0%	0	0.0%	0
Local shops, Stourbridge Road, Iverley	0.3%	3	0.0%	0	0.0%	0
Kidderminster Town Centre	0.3%	3	0.0%	0	0.0%	0
Sainsbury's, Lychgate, Worcester	0.3%	3	0.0%	0	0.0%	0
Waitrose, Cheltenham	0.2%	2	2.7%	2	0.0%	0
Local shops, Bishops Frome	0.2%	2	0.0%	0	0.0%	0
Co-Op, Load Street, Bewdley	0.2%	2	0.0%	0	0.0%	0
Co-Op, Canada Way, Worcester	0.2%	2	0.0%	0	0.0%	0
Co-Op, Gresham Road, Worcester	0.2%	2	0.0%	0	0.0%	0
Costcutter, Tewkesbury	0.2%	2	0.0%	0	3.8%	2
Local shops, Upper Welland, Malvern	0.2%	2	1.4%	1	0.0%	0
Morrisons, Droitwich Spa	0.2%	2	0.0%	0	0.0%	0
Local shops, Ombersley	0.2%	2	0.0%	0	0.0%	0
Cooks Bakery, High Street, Upton Upon Severn	0.2%	2	0.0%	0	0.0%	0
Internet / Mail order	0.2%	2	1.4%	1	0.0%	0
Local shops, Hanley Swan	0.2%	2	2.7%	2	0.0%	0
Local shops, Alfrick	0.2%	2	0.0%	0	0.0%	0
Costcutter, Willowfield Drive, Kidderminster	0.2%	2	0.0%	0	0.0%	0
Legs, Tenbury Road, Bromyard	0.2%	2	0.0%	0	0.0%	0
Iceland, Bromsgrove	0.2%	2	0.0%	0	0.0%	0
Tesco, Evesham	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Hereford	0.1%	1	0.0%	0	0.0%	0

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	Total	Zone 14		Zone 15		
Sainsbury's, Cheltenham	0.1%	1	1.4%	1	0.0%	0
Aldi, Tewkesbury Road, Cheltenham	0.1%	1	0.0%	0	1.9%	1
Tesco, Bewell Street, Hereford	0.1%	1	0.0%	0	0.0%	0
Costcutter, Prestwich Avenue, Worcester	0.1%	1	0.0%	0	0.0%	0
Asda, Hereford	0.1%	1	0.0%	0	0.0%	0
Co-Op, New Road, Rubery	0.1%	1	0.0%	0	0.0%	0
Co-Op, Tan House Lane, Malvern	0.1%	1	0.0%	0	0.0%	0
Tesco, Cheltenham	0.1%	1	0.0%	0	1.9%	1
Co-Op, Canada Way, Worcester	0.1%	1	0.0%	0	0.0%	0
Co-Op, Gresham Road, Worcester	0.1%	1	0.0%	0	0.0%	0
Co-Op, New Road, Rubery	0.1%	1	0.0%	0	0.0%	0
Co-Op, Tan House Lane, Malvern	0.1%	1	0.0%	0	0.0%	0
Local shops, Stourport-on-Severn	0.1%	1	0.0%	0	0.0%	0
Cradley Stores, Cradley, Malvern	0.1%	1	0.0%	0	0.0%	0
Farmers market, Stourport-on-Severn	0.1%	1	0.0%	0	0.0%	0
Health Food Shop, Malvern Town Centre	0.1%	1	0.0%	0	0.0%	0
Cooks Bakery, High Street, Upton on Severn	0.1%	1	0.0%	0	0.0%	0
Local farm shop, Suckley Road, Leith	0.1%	1	0.0%	0	0.0%	0
Sainsbury's, Redditch	0.1%	1	0.0%	0	0.0%	0
Local shops, Abberley	0.1%	1	0.0%	0	0.0%	0
Local shops, Malvern Wells	0.1%	1	0.0%	0	0.0%	0
Countryside Butcher, Church Street, Malvern	0.1%	1	0.0%	0	0.0%	0
Local shops, Berrow Green Road, Martley	0.1%	1	0.0%	0	0.0%	0
Marks & Spencer, Cheltenham	0.1%	1	0.0%	0	0.0%	0
Local shops, Blakeshall, Wolverley	0.1%	1	0.0%	0	0.0%	0
Local shops, Broomhall	0.1%	1	0.0%	0	0.0%	0
Local shops, Callow End, Worcester	0.1%	1	0.0%	0	0.0%	0
Local shops, Church Street, Malvern	0.1%	1	0.0%	0	0.0%	0
Local shops, Cleobury Road, Far Forest	0.1%	1	0.0%	0	0.0%	0
Local shops, Cradley	0.1%	1	0.0%	0	0.0%	0
Local shops, Golden Cross Lane, Catshill	0.1%	1	0.0%	0	0.0%	0
Local shops, Hallow	0.1%	1	0.0%	0	0.0%	0
Local shops, High Street, Bromyard	0.1%	1	0.0%	0	0.0%	0
Local shops, Hopton Bank	0.1%	1	0.0%	0	0.0%	0
Local shops, Kempsey	0.1%	1	0.0%	0	0.0%	0
Local shops, Linthurst Newtown	0.1%	1	0.0%	0	0.0%	0
Local shops, Ludlow	0.1%	1	0.0%	0	0.0%	0
Local market, Ledbury	0.1%	1	0.0%	0	0.0%	0
Local shops, Ombersley Road, Bevere	0.1%	1	0.0%	0	0.0%	0
Lidl, Vale Road, Stourport	0.1%	1	0.0%	0	0.0%	0
Local shops, Astwood Road, Rainbow Hill	0.1%	1	0.0%	0	0.0%	0
Local shops, Upton	0.1%	1	1.4%	1	0.0%	0
Local shops, Yates Hay Road, Malvern	0.1%	1	0.0%	0	0.0%	0
Londis, Arley Close, Kidderminster	0.1%	1	0.0%	0	0.0%	0
Londis, Far Forest	0.1%	1	0.0%	0	0.0%	0
Martley	0.1%	1	0.0%	0	0.0%	0
Tewkesbury Town Centre	0.1%	1	0.0%	0	1.9%	1

	Total	Zone 14		Zone 15		
One Stop, St Peters Drive, Worcester	0.1%	1	0.0%	0	0.0%	0
P&Q, Worcester Road, Malvern	0.1%	1	0.0%	0	0.0%	0
Bromyard Town Centre	0.1%	1	0.0%	0	0.0%	0
Post Office, Cradley	0.1%	1	0.0%	0	0.0%	0
Post Office, Rushwick	0.1%	1	0.0%	0	0.0%	0
Spar, Church Street, Cleobury Mortimer	0.1%	1	0.0%	0	0.0%	0
Spar, Twyning	0.1%	1	1.4%	1	0.0%	0
Veg & Things, Malvern	0.1%	1	0.0%	0	0.0%	0
Worcester City Centre	0.1%	1	0.0%	0	0.0%	0
(Don't know / can't remember)	14.3%	165	16.4%	12	5.7%	3
Base:		1155		73		53

Q21 Have you used any of the following markets in the last 2 months:

Malvern Friday Market

Yes	2.9%	44	1.1%	1	0.0%	0
No	97.0%	1458	98.9%	89	100.0%	60
(Don't know)	0.1%	1	0.0%	0	0.0%	0
Base:		1503		90		60

Tenbury Round Market

Yes	3.9%	59	1.1%	1	0.0%	0
No	95.9%	1441	98.9%	89	100.0%	60
(Don't know)	0.2%	3	0.0%	0	0.0%	0
Base:		1503		90		60

Angel Place, Worcester

Yes	24.2%	363	13.3%	12	1.7%	1
No	75.6%	1137	86.7%	78	98.3%	59
(Don't know)	0.2%	3	0.0%	0	0.0%	0
Base:		1503		90		60

Any other town's market

Yes	1.1%	16	1.1%	1	1.7%	1
No	98.6%	1482	98.9%	89	98.3%	59
(Don't know)	0.3%	5	0.0%	0	0.0%	0
Base:		1503		90		60

Tewkesbury Market

Yes	4.5%	67	17.8%	16	45.0%	27
No	95.5%	1436	82.2%	74	55.0%	33
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

Ledbury

Yes	0.4%	6	0.0%	0	0.0%	0
No	99.6%	1497	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

Hereford

Yes	0.3%	4	0.0%	0	0.0%	0
No	99.7%	1499	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

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	Total	Zone 14		Zone 15		
Kidderminster Market						
Yes	1.2%	18	0.0%	0	0.0%	0
No	98.8%	1485	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Ludlow						
Yes	0.2%	3	0.0%	0	0.0%	0
No	99.8%	1500	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Pershore						
Yes	0.3%	4	0.0%	0	0.0%	0
No	99.7%	1499	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Bromsgrove						
Yes	0.7%	10	0.0%	0	0.0%	0
No	99.3%	1493	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Farmers Market, Malvern						
Yes	0.6%	9	0.0%	0	0.0%	0
No	99.4%	1494	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Birmingham						
Yes	0.3%	5	1.1%	1	0.0%	0
No	99.7%	1498	98.9%	89	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Droitwich						
Yes	0.3%	5	0.0%	0	0.0%	0
No	99.7%	1498	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Farmers Market, Worcester						
Yes	0.4%	6	0.0%	0	0.0%	0
No	99.6%	1497	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Leominster Market						
Yes	0.2%	3	0.0%	0	0.0%	0
No	99.8%	1500	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Bridgnorth						
Yes	0.1%	2	0.0%	0	0.0%	0
No	99.9%	1501	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

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	Total	Zone 14		Zone 15		
Farmers Market, Gloucester						
Yes	0.1%	2	0.0%	0	0.0%	0
No	99.9%	1501	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Farmers Market, Knightwick						
Yes	0.1%	2	0.0%	0	0.0%	0
No	99.9%	1501	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Knightwick Market						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
St Peter's Garden Centre, Worcester						
Yes	0.1%	2	0.0%	0	0.0%	0
No	99.9%	1501	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Bewdley Market						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Castle Square, Ludlow						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Country Market, Tenbury						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Evesham						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Farmers Market, Clifton-on-teme						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60
Farmers Market, Stourport-on-Severn						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

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	Total	Zone 14		Zone 15		
French Market, Tenbury Wells						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

Royal Worcester Farmers Market						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

Shire Hall, Ledbury						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

Stourbridge Market						
Yes	0.1%	1	0.0%	0	0.0%	0
No	99.9%	1502	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

The Shambles, Worcester City Centre						
Yes	0.1%	2	0.0%	0	0.0%	0
No	99.9%	1501	100.0%	90	100.0%	60
(Don't know)	0.0%	0	0.0%	0	0.0%	0
Base:		1503		90		60

SEX Sex of respondent

Male	27.4%	412	27.8%	25	35.0%	21
Female	72.6%	1091	72.2%	65	65.0%	39
Base:		1503		90		60

AGE Could I ask, which of the following age bands do you fall into ?

18-24 years	3.5%	52	1.1%	1	0.0%	0
25-34 years	7.8%	117	2.2%	2	15.0%	9
35-44 years	17.4%	261	11.1%	10	28.3%	17
45-54 years	22.9%	344	13.3%	12	31.7%	19
55-64 years	22.6%	339	28.9%	26	11.7%	7
65+ years	25.0%	375	42.2%	38	13.3%	8
(Refused)	1.0%	15	1.1%	1	0.0%	0
Base:		1503		90		60

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

None	9.1%	137	2.2%	2	8.3%	5
One	42.6%	640	47.8%	43	50.0%	30
Two	36.1%	543	35.6%	32	30.0%	18
Three or more	11.0%	166	13.3%	12	11.7%	7
(Refused)	1.1%	17	1.1%	1	0.0%	0
Base:		1503		90		60

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Total Zone 14 Zone 15

PEO Finally, how many people, including yourself are there living in your household ?

One	19.2%	289	28.9%	26	15.0%	9
Two	39.5%	593	47.8%	43	30.0%	18
Three	18.1%	272	12.2%	11	30.0%	18
Four	15.2%	229	10.0%	9	21.7%	13
Five	5.3%	80	0.0%	0	3.3%	2
Six or more	1.3%	20	1.1%	1	0.0%	0
(Refused)	1.3%	20	0.0%	0	0.0%	0
Base:		1503		90		60

SEG Socioeconomic Grouping:

A	7.1%	107	5.6%	5	3.3%	2
B	19.2%	288	24.4%	22	21.7%	13
C1	31.5%	473	36.7%	33	35.0%	21
C2	22.0%	331	22.2%	20	21.7%	13
D	8.6%	130	2.2%	2	11.7%	7
E	2.0%	30	1.1%	1	3.3%	2
(Refused)	9.6%	144	7.8%	7	3.3%	2
Base:		1503		90		60

QUOTA Zone:

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