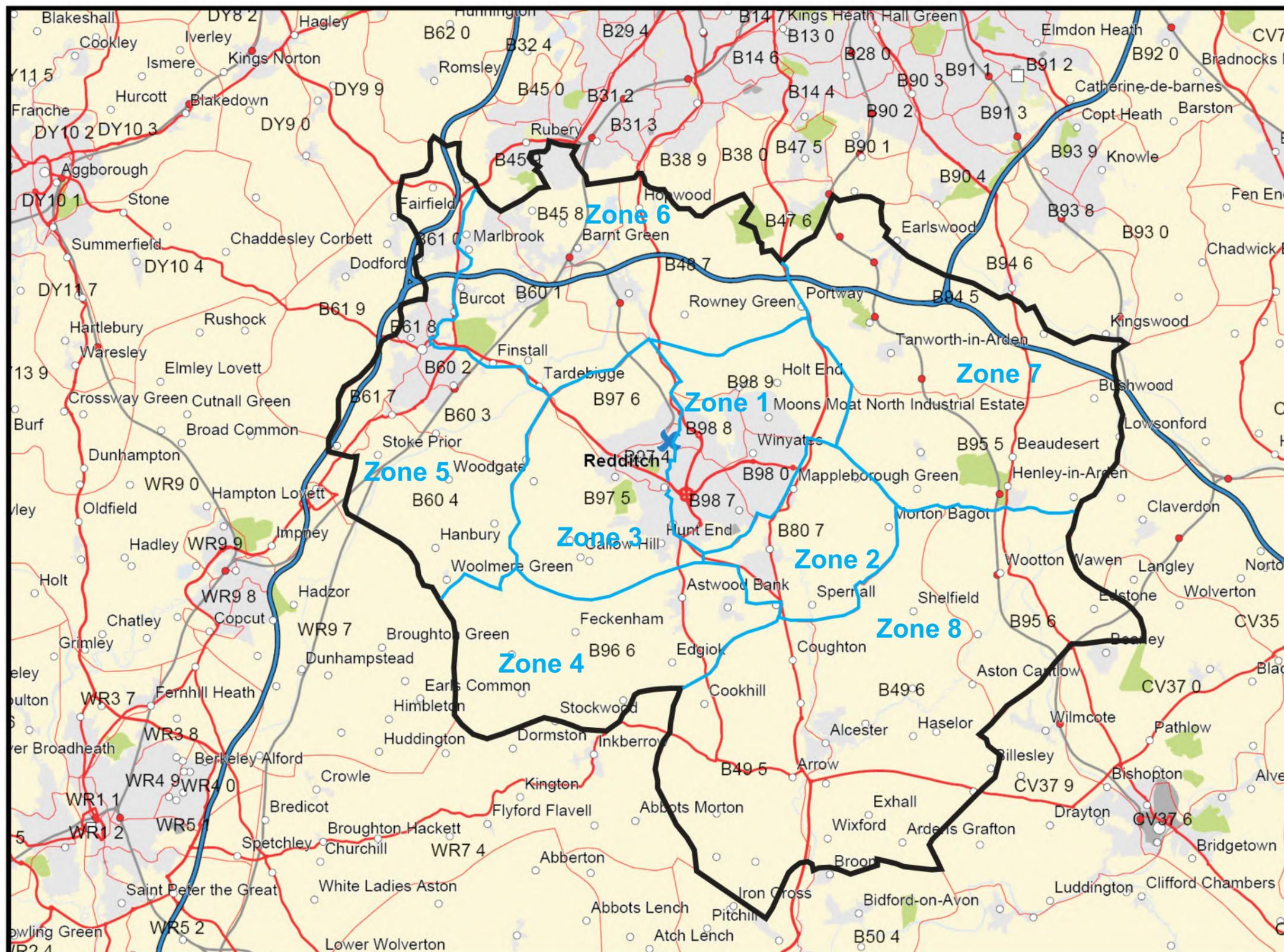


**REDDITCH RETAIL STUDY**  
**PLAN SHOWING SURVEY ZONES**



**KEY**

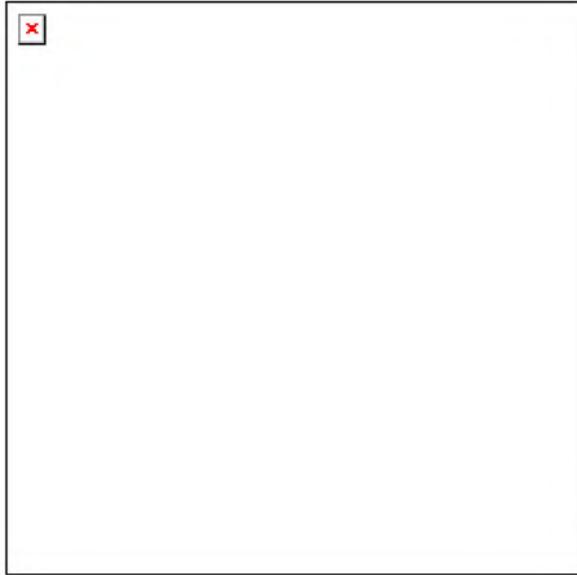
- EXTENT OF SURVEY ZONE**
- SAMPLE ZONES**

Ref : **A038912**  
 Scale : **NTS**  
 Date : **APRIL 2008**

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*Private & Confidential*

## **Redditch Household Survey**

**For**



April 2008

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# **Introduction**

# INTRODUCTION

## 1. RESEARCH BACKGROUND & OBJECTIVES

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To conduct a survey amongst residents in the Redditch area to assess shopping habits for main food and grocery, top-up and non-food shopping.

## 2. RESEARCH METHODOLOGY

---

A total of 1017 telephone interviews were conducted between Monday 21<sup>st</sup> April and Monday 12<sup>th</sup> May 2008. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend. All respondents were the main shopper in the household, determined using a preliminary filter question.

A random sample of live interviews were listened in to and assessed by our CATI Team Leaders to verify that the quality of interviewing was being maintained.

### 2.1. Sampling

Selection was done using random stratified sampling from all available telephone numbers within the defined survey area. The survey area was segmented into 8 zones. The zone details were:

Zone	Postcode Sectors	Interviews
1	B98 0, B98 7, B98 8, B98 9	306
2	B80 7	76
3	B97 4, B97 5, B97 6	184
4	B96 6	69
5	B60 2, B60 3, B60 4, B61 7, B61 8, B61 0	124
6	B60 1, B45 8, B48 7	101
7	B94 5, B95 5	77
8	B49 5, B49 6, B95 6	80
<b>Total area</b>		<b>1017</b>

## 2.2 Weightings

As sample sizes within each sector were not in proportion to population, the final tabulated data was weighted to make the overall results representative of the total population within the defined survey area. Details of those weightings are given in the table below:

<b>Zone</b>	<b>Postcode</b>	<b>Interviews Achieved</b>	<b>Weighting</b>
Zone 1	B98 0	84	1.0093
Zone 1	B98 7	112	0.9800
Zone 1	B98 8	61	0.9205
Zone 1	B98 9	48	0.9455
Zone 2	B80 7	76	0.5918
Zone 3	B97 4	36	0.8168
Zone 3	B97 5	106	0.9255
Zone 3	B97 6	43	0.9659
Zone 4	B96 6	71	0.3583
Zone 5	B60 2	22	1.6799
Zone 5	B60 3	25	2.0345
Zone 5	B60 4	8	1.6396
Zone 5	B61 7	17	1.3817
Zone 5	B61 8	23	1.2761
Zone 5	B61 0	29	1.9911
Zone 6	B60 1	34	1.5774
Zone 6	B45 8	33	1.7532
Zone 6	B48 7	34	1.0091
Zone 7	B94 5	31	0.7287
Zone 7	B95 5	45	0.5480
Zone 8	B49 5	21	1.1849
Zone 8	B49 6	44	0.8774
Zone 8	B95 6	14	0.9582

### 2.3 Statistical Reliability

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	±1.84
20	±2.46
30	±2.82
40	±3.01
50	±3.07

# **Data Tabulations By Demographics**

# Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q01 Where do you usually go for your main food and grocery shopping?</b>																		
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	25.3%	257	22.3%	59	26.3%	198	33.3%	42	26.9%	99	22.5%	115	24.4%	107	26.0%	133	25.3%	222
Morrisons, Warwick Highway, Redditch, B98 0SW	13.0%	132	11.0%	29	13.7%	103	13.5%	17	12.2%	45	13.7%	70	11.4%	50	15.1%	77	14.3%	125
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch B97	12.4%	126	13.6%	36	12.0%	90	13.5%	17	9.2%	34	14.3%	73	15.3%	67	10.0%	51	11.9%	104
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	6.7%	68	4.5%	12	7.4%	56	7.9%	10	6.8%	25	6.5%	33	6.8%	30	6.3%	32	6.6%	58
Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	5.3%	54	4.5%	12	5.6%	42	4.8%	6	6.5%	24	4.5%	23	5.9%	26	4.7%	24	5.5%	48
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	3.7%	38	4.9%	13	3.3%	25	3.2%	4	5.7%	21	2.5%	13	4.3%	19	3.3%	17	3.9%	34
Tesco, Birmingham Road, Stratford-upon-Avon	2.2%	22	1.5%	4	2.4%	18	0.8%	1	1.9%	7	2.7%	14	1.4%	6	3.1%	16	2.5%	22
Somerfield, Off Moorfield Road, Alcester B49 5DA	2.2%	22	1.5%	4	2.4%	18	0.0%	0	1.1%	4	3.3%	17	1.6%	7	2.3%	12	1.8%	16
Internet / Home Delivery	2.1%	21	2.7%	7	1.9%	14	4.0%	5	2.7%	10	1.0%	5	2.5%	11	1.8%	9	1.7%	15
Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB	2.0%	20	3.8%	10	1.3%	10	0.8%	1	2.4%	9	2.0%	10	1.4%	6	2.2%	11	2.2%	19
Morrisons, Alcester Road, Stratford-upon-Avon	1.5%	15	1.1%	3	1.6%	12	0.0%	0	1.1%	4	2.0%	10	1.1%	5	1.8%	9	1.6%	14
Morrisons, Bristol Road South, Rubery, B45 9NY	1.5%	15	1.5%	4	1.5%	11	1.6%	2	1.6%	6	1.4%	7	1.6%	7	1.6%	8	1.4%	12
Co-op, Alcester Road, Studley	1.2%	12	1.5%	4	1.1%	8	0.0%	0	0.3%	1	2.2%	11	0.2%	1	2.2%	11	1.1%	10
Sainsbury's, Stratford Road, Shirley	1.0%	10	0.8%	2	1.1%	8	0.0%	0	1.4%	5	1.0%	5	1.4%	6	0.4%	2	1.1%	10
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98	0.9%	9	1.5%	4	0.7%	5	2.4%	3	1.4%	5	0.2%	1	0.2%	1	1.4%	7	0.7%	6
Aldi, Trescott Road, Redditch, B98 7AH	0.8%	8	0.4%	1	0.9%	7	0.0%	0	0.8%	3	1.0%	5	0.9%	4	0.8%	4	0.6%	5
Tesco Express, Stratford Road, Shirley	0.8%	8	0.8%	2	0.8%	6	0.8%	1	0.8%	3	0.6%	3	1.4%	6	0.4%	2	0.8%	7
Waitrose, Droitwich	0.8%	8	0.8%	2	0.8%	6	0.8%	1	0.5%	2	1.0%	5	1.4%	6	0.4%	2	0.9%	8
Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD	0.7%	7	0.4%	1	0.8%	6	0.8%	1	0.3%	1	1.0%	5	0.9%	4	0.6%	3	0.7%	6
Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14	0.6%	6	1.1%	3	0.4%	3	0.0%	0	0.3%	1	1.0%	5	0.2%	1	0.8%	4	0.7%	6
Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL	0.5%	5	1.1%	3	0.3%	2	0.0%	0	0.3%	1	0.6%	3	0.2%	1	0.6%	3	0.5%	4
Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ	0.5%	5	0.4%	1	0.5%	4	0.0%	0	0.3%	1	0.8%	4	0.5%	2	0.6%	3	0.2%	2
Sainsbury's, Frankly Beeches Road, Northfield, B31 5AA	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	1	0.2%	1	0.3%	3
Somerfield, High Street, Henley-in-Arden	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.0%	0	0.6%	3	0.2%	1	0.4%	2	0.0%	0
Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.1%	1
Sainsbury's, Warwick	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tesco Extra, Worcester Road, Evesham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	1
Tesco, Hermitage Road, Solihull	0.2%	2	0.4%	1	0.1%	1	0.8%	1	0.3%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Marks and Spencers, Bridge Street, Stratford-upon-Avon	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	2

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Asda, Coventry Road, Small Heath, Birmingham	0.2%	2	0.0%	0	0.3%	2	0.8%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Farmfoods Freezer Centre, 1-3, Dev.1, Kingfisher Shopping Centre, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Norton House Retailing Ltd, 133, Golden Cross Lane, Catshill, Bromsgrove, B61 0LA	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Hillers, Dunnington Village	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Cost Cutters, 31 Woodrow Centre, Redditch, Worcestershire B98 7RY	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Local shops, Alvechurch	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Aldi, Pheasant Street, Worcester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Aldi, Stratford Road, Shirley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Local shops, Wooton Wawen	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Hancocks and Son, High Street, Ashwood Bank, Redditch	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Sainsbury's, Poplar Way, Solihull	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Sainsbury's, Reedswood Way, Walsall	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Sainsbury's, Rookery Street, Wolverhampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco Express, Barnt Green, Birmingham, B45	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, Redditch	0.1%	1	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Tesco Express, Studley Express, Studley, Warwickshire, B80 7LL	0.1%	1	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Local shops, Alcester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tesco, Warbler Place, Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Local shops, Barnt Green	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Waitrose, Shirley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
(Don't know / varies)	10.1%	103	11.0%	29	9.8%	74	7.9%	10	10.6%	39	10.2%	52	10.7%	47	9.0%	46	10.5%	92
(Don't do main food shopping)	0.5%	5	1.1%	3	0.3%	2	0.8%	1	0.5%	2	0.4%	2	0.5%	2	0.6%	3	0.6%	5
Base:		1017		264		753		126		368		511		438		511		876

### Q02 Which retailer do you usually purchase your main food internet/ home delivery shopping from?

Only those who buy their main food shopping via the internet at Q01

Tesco	76.2%	16	57.1%	4	85.7%	12	80.0%	4	80.0%	8	60.0%	3	81.8%	9	66.7%	6	73.3%	11
Waitrose	14.3%	3	28.6%	2	7.1%	1	0.0%	0	20.0%	2	20.0%	1	18.2%	2	11.1%	1	20.0%	3
Iceland	4.8%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	11.1%	1	0.0%	0
(Don't know / varies)	4.8%	1	14.3%	1	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	6.7%	1
Base:		21		7		14		5		10		5		11		9		15

### Q03 How frequently do you buy main food and grocery shopping trips from...? (Store/destination mentioned at Q01)

Only those who do main food shopping at Q01

Two or more times a week	21.8%	221	25.7%	67	20.5%	154	14.4%	18	23.2%	85	23.0%	117	22.9%	100	22.0%	112	22.0%	192
At least once a week	63.3%	641	63.2%	165	63.4%	476	64.8%	81	62.6%	229	63.9%	325	62.6%	273	64.4%	327	64.3%	560
At least once a fortnight	8.5%	86	6.1%	16	9.3%	70	14.4%	18	7.9%	29	7.5%	38	9.6%	42	7.1%	36	8.4%	73
At least once a month	4.1%	41	1.5%	4	4.9%	37	4.8%	6	4.4%	16	3.3%	17	3.0%	13	4.5%	23	3.3%	29
At least every two months	0.4%	4	0.8%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.5%	2	0.4%	2	0.1%	1
Less often	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	18	2.3%	6	1.6%	12	1.6%	2	1.4%	5	1.8%	9	1.1%	5	1.6%	8	1.8%	16
Base:		1012		261		751		125		366		509		436		508		871

# Redditch Retail and Leisure Survey

## For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q04 How do you normally travel to...? (Store/destination mentioned at Q01)</b>																		
<i>Only those who buy their main food shopping at a store at Q01</i>																		
Car/van (as driver)	66.7%	661	76.4%	194	63.4%	467	66.7%	80	75.6%	269	60.5%	305	79.3%	337	58.1%	290	76.4%	654
Car/van (as passenger)	18.1%	179	6.7%	17	22.0%	162	20.0%	24	14.0%	50	20.8%	105	10.6%	45	23.0%	115	16.2%	139
Bus, minibus or coach	3.8%	38	2.0%	5	4.5%	33	4.2%	5	1.1%	4	5.8%	29	0.7%	3	6.2%	31	0.7%	6
Motorcycle, scooter or moped	0.5%	5	0.8%	2	0.4%	3	1.7%	2	0.0%	0	0.4%	2	0.2%	1	0.6%	3	0.1%	1
Walk	6.5%	64	9.1%	23	5.6%	41	5.8%	7	5.9%	21	6.9%	35	4.9%	21	7.4%	37	3.4%	29
Taxi	1.0%	10	1.2%	3	1.0%	7	0.0%	0	0.8%	3	1.4%	7	1.2%	5	0.8%	4	0.2%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.8%	2	0.3%	2	0.8%	1	0.3%	1	0.4%	2	0.2%	1	0.6%	3	0.2%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.6%	2	0.4%	2	0.5%	2	0.4%	2	0.1%	1
(Don't know / varies)	2.6%	26	2.8%	7	2.6%	19	0.8%	1	1.7%	6	3.4%	17	2.4%	10	2.8%	14	2.6%	22
Base:		991		254		737		120		356		504		425		499		856
<b>Q05 When do you usually do your main food shopping?</b>																		
<i>Only those who do main food shopping at Q01</i>																		
Weekdays during the day	47.6%	482	41.0%	107	49.9%	375	32.0%	40	36.6%	134	59.9%	305	39.0%	170	54.7%	278	45.2%	394
Weekdays during the evening	14.3%	145	17.6%	46	13.2%	99	24.0%	30	19.4%	71	8.3%	42	19.5%	85	10.6%	54	15.2%	132
Saturday	10.0%	101	11.9%	31	9.3%	70	12.0%	15	11.7%	43	8.4%	43	10.8%	47	9.3%	47	10.2%	89
Sunday	2.8%	28	3.4%	9	2.5%	19	5.6%	7	4.6%	17	0.8%	4	3.2%	14	2.6%	13	3.0%	26
(Don't know / varies)	25.3%	256	26.1%	68	25.0%	188	26.4%	33	27.6%	101	22.6%	115	27.5%	120	22.8%	116	26.4%	230
Base:		1012		261		751		125		366		509		436		508		871
<b>Q06 When you go main food shopping is your trip linked with any other activity?</b>																		
<i>Only those who buy their main food shopping at a store at Q01</i>																		
Yes – non-food shopping	5.9%	58	4.7%	12	6.2%	46	3.3%	4	5.6%	20	6.5%	33	6.1%	26	5.2%	26	5.8%	50
Yes – leisure activity	4.9%	49	4.3%	11	5.2%	38	3.3%	4	4.8%	17	5.6%	28	4.7%	20	5.2%	26	4.9%	42
Yes – visiting services such as banks and other financial institutions	2.5%	25	2.8%	7	2.4%	18	1.7%	2	1.4%	5	3.6%	18	1.2%	5	3.4%	17	2.5%	21
Yes – travelling to/from work	4.3%	43	4.3%	11	4.3%	32	5.8%	7	4.5%	16	3.6%	18	5.9%	25	2.6%	13	4.6%	39
Yes – travelling to/from school/college	1.0%	10	1.6%	4	0.8%	6	1.7%	2	1.4%	5	0.6%	3	1.6%	7	0.6%	3	1.1%	9
Yes – other activity	0.8%	8	0.8%	2	0.8%	6	0.0%	0	0.3%	1	1.4%	7	0.9%	4	0.8%	4	0.9%	8
No	77.2%	765	76.0%	193	77.6%	572	80.0%	96	79.2%	282	75.4%	380	76.9%	327	78.8%	393	76.9%	658
Yes - Visiting friends / family	0.9%	9	0.4%	1	1.1%	8	1.7%	2	0.6%	2	1.0%	5	0.0%	0	1.4%	7	0.9%	8
Yes - To get petrol	0.5%	5	1.2%	3	0.3%	2	0.8%	1	0.3%	1	0.4%	2	0.5%	2	0.4%	2	0.5%	4
Yes - Recycling	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.3%	1	0.6%	3	0.9%	4	0.0%	0	0.4%	3
Yes - Eating out e.g. fast food	0.6%	6	1.2%	3	0.4%	3	0.8%	1	0.3%	1	0.8%	4	0.2%	1	1.0%	5	0.7%	6
(Don't know / Varies)	2.8%	28	3.9%	10	2.4%	18	1.7%	2	2.5%	9	3.4%	17	2.4%	10	2.8%	14	2.9%	25
Base:		991		254		737		120		356		504		425		499		856
<b>Q07 Where do you normally do this non-food shopping? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Only those who link their main food shopping trip with non-food shopping at Q01</i>																		
Redditch	53.4%	31	66.7%	8	50.0%	23	50.0%	2	65.0%	13	45.5%	15	57.7%	15	42.3%	11	52.0%	26
Stratford upon Avon	13.8%	8	16.7%	2	13.0%	6	50.0%	2	10.0%	2	12.1%	4	7.7%	2	23.1%	6	16.0%	8
Bromsgrove	8.6%	5	8.3%	1	8.7%	4	0.0%	0	0.0%	0	15.2%	5	3.8%	1	11.5%	3	6.0%	3
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	5.2%	3	0.0%	0	6.5%	3	0.0%	0	15.0%	3	0.0%	0	3.8%	1	7.7%	2	6.0%	3
Alcester	3.4%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	6.1%	2	3.8%	1	3.8%	1	4.0%	2
Droitwich	1.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.0%	1	3.8%	1	0.0%	0	2.0%	1
Kidderminster	1.7%	1	0.0%	0	2.2%	1	0.0%	0	5.0%	1	0.0%	0	3.8%	1	0.0%	0	2.0%	1
Birmingham City Centre	1.7%	1	0.0%	0	2.2%	1	0.0%	0	5.0%	1	0.0%	0	3.8%	1	0.0%	0	2.0%	1
Touchwood Shopping Centre, Solihull	1.7%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	3.8%	1	0.0%	0	2.0%	1
Barnt Green	1.7%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	3.8%	1	0.0%	0
(Don't know / varies)	6.9%	4	0.0%	0	8.7%	4	0.0%	0	0.0%	0	12.1%	4	7.7%	2	7.7%	2	8.0%	4
Base:		58		12		46		4		20		33		26		26		50

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q08 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?</b>																		
Yes	65.2%	663	57.6%	152	67.9%	511	71.4%	90	73.4%	270	57.3%	293	70.1%	307	60.9%	311	64.5%	565
No	34.8%	354	42.4%	112	32.1%	242	28.6%	36	26.6%	98	42.7%	218	29.9%	131	39.1%	200	35.5%	311
Base:		1017		264		753		126		368		511		438		511		876

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q09 Where do you go for this 'top-up' shopping?</b>																		
<i>Only those who do top-up food shopping at Q08</i>																		
Morrisons, Warwick Highway, Redditch, B98 OSW	10.9%	72	8.6%	13	11.5%	59	13.3%	12	12.6%	34	8.9%	26	9.4%	29	12.5%	39	12.6%	71
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	8.4%	56	7.2%	11	8.8%	45	7.8%	7	10.7%	29	6.8%	20	9.1%	28	8.4%	26	9.4%	53
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97	7.2%	48	6.6%	10	7.4%	38	15.6%	14	6.7%	18	5.1%	15	9.1%	28	5.5%	17	8.1%	46
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	3.9%	26	2.6%	4	4.3%	22	3.3%	3	5.9%	16	2.4%	7	4.6%	14	3.5%	11	4.1%	23
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	3.3%	22	1.3%	2	3.9%	20	5.6%	5	3.7%	10	2.4%	7	3.9%	12	2.9%	9	3.2%	18
Somerfield, High St, Henley-in-Arden	3.3%	22	2.0%	3	3.7%	19	0.0%	0	1.1%	3	6.1%	18	2.0%	6	4.2%	13	3.0%	17
Somerfield, Off Moorfield Road, Alcester B49 5DA	2.6%	17	3.3%	5	2.3%	12	2.2%	2	1.9%	5	3.4%	10	2.0%	6	2.9%	9	2.5%	14
Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB	2.4%	16	2.6%	4	2.3%	12	1.1%	1	3.7%	10	1.4%	4	2.3%	7	2.3%	7	2.3%	13
Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ	2.4%	16	0.7%	1	2.9%	15	0.0%	0	0.7%	2	4.8%	14	2.0%	6	3.2%	10	1.4%	8
Co-op, Alcester Road, Studley	2.1%	14	2.6%	4	2.0%	10	1.1%	1	2.2%	6	2.4%	7	1.3%	4	2.6%	8	2.3%	13
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB	1.8%	12	3.3%	5	1.4%	7	3.3%	3	1.1%	3	2.0%	6	2.3%	7	1.3%	4	1.6%	9
Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.8%	12	0.7%	1	2.2%	11	2.2%	2	2.2%	6	1.4%	4	2.0%	6	1.9%	6	1.8%	10
Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester	1.8%	12	2.6%	4	1.6%	8	2.2%	2	1.1%	3	2.0%	6	1.3%	4	1.9%	6	1.6%	9
Tesco Express, Barnt Green Express, Barnt Green, Birmingham, B45	1.7%	11	3.3%	5	1.2%	6	0.0%	0	1.5%	4	2.4%	7	2.9%	9	0.6%	2	1.9%	11
Local shops, Redditch	1.5%	10	1.3%	2	1.6%	8	5.6%	5	0.4%	1	1.0%	3	1.0%	3	2.3%	7	0.9%	5
Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD	1.4%	9	2.0%	3	1.2%	6	0.0%	0	1.9%	5	1.4%	4	1.6%	5	1.3%	4	1.4%	8
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98	1.4%	9	1.3%	2	1.4%	7	0.0%	0	1.1%	3	2.0%	6	0.0%	0	2.9%	9	1.4%	8
Aldi, Trescott Road, Redditch, B98 7AH	1.2%	8	0.7%	1	1.4%	7	2.2%	2	0.7%	2	1.4%	4	1.0%	3	1.3%	4	1.1%	6
Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL	1.1%	7	2.0%	3	0.8%	4	2.2%	2	1.5%	4	0.3%	1	1.3%	4	1.0%	3	1.2%	7
Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL	1.1%	7	2.0%	3	0.8%	4	0.0%	0	1.1%	3	1.4%	4	1.3%	4	1.0%	3	1.2%	7
Morrisons, Bristol Road South, Rubery, B45 9NY	1.1%	7	0.7%	1	1.2%	6	0.0%	0	1.9%	5	0.7%	2	1.0%	3	1.0%	3	1.2%	7
Tesco Express, Studley Express, Studley, Warwickshire, B80 7LL	0.8%	5	2.0%	3	0.4%	2	1.1%	1	1.1%	3	0.3%	1	1.0%	3	0.3%	1	0.7%	4
Spar Stores Batchley, 193, Batchley Rd, Redditch, Worcestershire B97 6JB	0.8%	5	0.0%	0	1.0%	5	1.1%	1	0.0%	0	1.4%	4	0.7%	2	1.0%	3	0.7%	4
Farmfoods Freezer Centre, 1, 3, Dev.1, Kingfisher Shopping Centre, Redditch	0.8%	5	1.3%	2	0.6%	3	1.1%	1	0.4%	1	1.0%	3	0.3%	1	1.3%	4	0.4%	2
Internet/ Home Delivery	0.8%	5	0.7%	1	0.8%	4	0.0%	0	1.5%	4	0.3%	1	1.3%	4	0.3%	1	0.7%	4
Co-op, The Square, Alvechurch	0.6%	4	0.0%	0	0.8%	4	0.0%	0	0.4%	1	0.7%	2	0.3%	1	0.6%	2	0.2%	1
Tesco, Birmingham Road, Stratford-upon-Avon	0.6%	4	0.7%	1	0.6%	3	0.0%	0	0.7%	2	0.7%	2	0.0%	0	1.3%	4	0.7%	4
Local shops, Bromsgrove	0.6%	4	2.6%	4	0.0%	0	1.1%	1	0.4%	1	0.7%	2	1.0%	3	0.3%	1	0.5%	3

Column % ges.

# Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Hancocks, Astwood Bank	0.5%	3	0.7%	1	0.4%	2	0.0%	0	0.0%	0	1.0%	3	1.0%	3	0.0%	0	0.4%	2
Hillers Farm Shop, Dunnington	0.5%	3	0.7%	1	0.4%	2	1.1%	1	0.4%	1	0.3%	1	0.7%	2	0.3%	1	0.5%	3
Co-op, New Road, Rubery	0.5%	3	0.0%	0	0.6%	3	1.1%	1	0.0%	0	0.7%	2	0.7%	2	0.3%	1	0.4%	2
Post Office, Redditch	0.5%	3	0.0%	0	0.6%	3	0.0%	0	0.7%	2	0.3%	1	0.3%	1	0.6%	2	0.5%	3
Local shops, Studley	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.3%	1	0.3%	1	0.2%	1
Local shops, Astwood Bank	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.6%	2	0.2%	1
Rays, Dowlers Crescent, Redditch	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.6%	2	0.0%	0
McColls, Redditch	0.3%	2	0.7%	1	0.2%	1	0.0%	0	0.4%	1	0.3%	1	0.3%	1	0.3%	1	0.2%	1
Local shops, Alvechurch	0.3%	2	0.7%	1	0.2%	1	0.0%	0	0.4%	1	0.3%	1	0.3%	1	0.3%	1	0.4%	2
Spar, Earlswood	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.3%	1	0.3%	1	0.4%	2
Morrisons, Alcester Road, Stratford-upon-Avon	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.3%	1	0.3%	1	0.4%	2
Tesco, Alcester Road, Studley	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.7%	2	0.0%	0	0.4%	2
Cost Cutters, 31, Woodrow Centre, Redditch, Worcestershire B98 7RY	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Co-op, Mill Lane, Bromsgrove	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Sian Stores, 73, Poplar Rd, Redditch, Worcestershire B97 6NY	0.2%	1	0.0%	0	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Local shops, Birmingham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Somerfield, 1876, Pershore Rd, Kings Norton, Birmingham, B30 3AS	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Somerfield, Alcester Road, Wythall, B47 6AP	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Local shops, Headless Cross	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Local shops, Barnt Green	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Local market, Henley in Arden	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Local shops, Rednal	0.2%	1	0.0%	0	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Co-op, Hazelwell Street, Stirchley, Birmingham	0.2%	1	0.0%	0	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Local shops, Webheath	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Local shops, Wooton Wawen	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Marks and Spencers, Bridge Street, Stratford-upon- Avon	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Local shops, Crabbs Cross	0.2%	1	0.0%	0	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Greggs, Redditch	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Budgets Supermarket, Brooklyn Garage, Batters Drive, Redditch, B98 0LJ	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Post Office, Astwood Bank	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Post Office, Blackwell	0.2%	1	0.0%	0	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Iceland, 12 Grosvenor Centre, Northfield, B31 2JU	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Sainsbury's, Stratford Road, Shirley	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1
Shop n Save, Edward Road, Rednal	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Marks and Spencers, Mill Lane, Solihull	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1
Spar, Golden Cross Lane, Catshill	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Spar, Whistle, Birmingham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Local shops, Henley in Arden	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Local shops, Knowle	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Tesco, Hermitage Road, Solihull	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Tesco, Hewell Road, Barnt Green	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Tesco, Stratford Road, Shirley	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Tesco, Worcester Road, Evesham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Waitrose, Hall Green, Birmingham	0.2%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1
(Don't know / varies)	23.4%	155	30.3%	46	21.3%	109	20.0%	18	24.1%	65	23.2%	68	24.8%	76	20.3%	63	23.0%	130
Base:		663		152		511		90		270		293		307		311		565

### Q10 How often do you make 'top up' shopping trips to...? (Store/destination mentioned at Q09)

*Only those who do top-up food shopping at Q08*

Daily	4.8%	32	7.9%	12	3.9%	20	2.2%	2	4.1%	11	6.1%	18	4.6%	14	4.2%	13	4.4%	25
Two or more times a week	44.2%	293	42.8%	65	44.6%	228	37.8%	34	46.7%	126	43.7%	128	46.3%	142	42.8%	133	46.5%	263
At least once a week	29.7%	197	29.6%	45	29.7%	152	36.7%	33	31.1%	84	27.0%	79	31.6%	97	28.9%	90	29.6%	167
At least once a fortnight	5.4%	36	3.3%	5	6.1%	31	2.2%	2	4.4%	12	7.2%	21	4.9%	15	6.1%	19	4.6%	26
At least once a month	2.3%	15	4.6%	7	1.6%	8	1.1%	1	2.6%	7	2.4%	7	2.3%	7	2.3%	7	2.1%	12
Less often	0.5%	3	0.0%	0	0.6%	3	0.0%	0	0.4%	1	0.7%	2	0.3%	1	0.6%	2	0.4%	2
Have only visited once	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
(Don't know / varies)	13.0%	86	11.8%	18	13.3%	68	20.0%	18	10.7%	29	12.6%	37	10.1%	31	14.8%	46	12.2%	69
Base:		663		152		511		90		270		293		307		311		565

### Q12 Of all the money you spend on food and household groceries what share goes to your main food shop?

Over ¾	52.9%	351	55.9%	85	52.1%	266	57.8%	52	57.4%	155	47.4%	139	55.4%	170	52.4%	163	55.0%	311
½ to ¾	27.9%	185	24.3%	37	29.0%	148	28.9%	26	27.8%	75	27.6%	81	30.0%	92	26.7%	83	28.1%	159
¼ to ½	6.3%	42	8.6%	13	5.7%	29	4.4%	4	7.0%	19	6.5%	19	4.9%	15	6.8%	21	6.4%	36
Less than ¼	1.7%	11	2.6%	4	1.4%	7	2.2%	2	1.5%	4	1.4%	4	2.0%	6	1.0%	3	1.2%	7
None	0.3%	2	0.7%	1	0.2%	1	0.0%	0	0.7%	2	0.0%	0	0.7%	2	0.0%	0	0.4%	2
(Don't know)	10.9%	72	7.9%	12	11.7%	60	6.7%	6	5.6%	15	17.1%	50	7.2%	22	13.2%	41	8.9%	50
Mean:		74.9		74.0		75.2		76.1		75.1		74.5		75.1		75.6		75.4
Base:		663		152		511		90		270		293		307		311		565

# Redditch Retail and Leisure Survey

## For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q13 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	53.1%	540	48.1%	127	54.8%	413	57.9%	73	57.6%	212	48.7%	249	49.8%	218	56.8%	290	52.4%	459
Stratford upon Avon	7.2%	73	7.2%	19	7.2%	54	3.2%	4	6.5%	24	8.4%	43	7.8%	34	6.7%	34	7.5%	66
Birmingham City Centre	5.9%	60	8.3%	22	5.0%	38	11.9%	15	6.3%	23	4.3%	22	7.3%	32	4.5%	23	6.2%	54
Internet / Home Delivery	4.8%	49	4.5%	12	4.9%	37	5.6%	7	4.3%	16	5.1%	26	3.4%	15	6.1%	31	4.0%	35
Touchwood Shopping Centre, Solihull	3.5%	36	1.5%	4	4.3%	32	4.0%	5	4.1%	15	3.1%	16	5.0%	22	2.2%	11	4.0%	35
Bromsgrove	3.0%	30	3.8%	10	2.7%	20	3.2%	4	3.3%	12	2.7%	14	1.8%	8	4.1%	21	2.9%	25
Merry Hill Shopping Centre	3.0%	30	1.9%	5	3.3%	25	3.2%	4	4.1%	15	2.2%	11	5.0%	22	1.6%	8	3.3%	29
Other	2.1%	21	2.7%	7	1.9%	14	1.6%	2	1.4%	5	2.5%	13	2.5%	11	1.4%	7	1.9%	17
Worcester City Centre	2.0%	20	2.7%	7	1.7%	13	0.0%	0	1.4%	5	2.9%	15	2.3%	10	1.6%	8	2.1%	18
Alcester	1.4%	14	1.5%	4	1.3%	10	0.0%	0	0.8%	3	2.2%	11	1.8%	8	0.8%	4	1.6%	14
In-store in a supermarket	1.3%	13	2.3%	6	0.9%	7	0.0%	0	2.4%	9	0.8%	4	2.1%	9	0.8%	4	1.4%	12
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	1.3%	13	1.9%	5	1.1%	8	0.8%	1	1.9%	7	1.0%	5	0.9%	4	1.6%	8	1.1%	10
Evesham	0.7%	7	1.1%	3	0.5%	4	0.0%	0	0.3%	1	1.2%	6	0.5%	2	0.6%	3	0.8%	7
Cheltenham	0.5%	5	0.8%	2	0.4%	3	0.8%	1	0.0%	0	0.8%	4	0.7%	3	0.4%	2	0.6%	5
Leamington Spa	0.5%	5	0.4%	1	0.5%	4	0.8%	1	0.3%	1	0.6%	3	0.5%	2	0.6%	3	0.6%	5
Abroad	0.4%	4	0.8%	2	0.3%	2	0.0%	0	0.3%	1	0.6%	3	0.5%	2	0.2%	1	0.5%	4
Kidderminster	0.4%	4	0.8%	2	0.3%	2	0.0%	0	0.3%	1	0.6%	3	0.5%	2	0.4%	2	0.5%	4
London	0.4%	4	0.0%	0	0.5%	4	0.8%	1	0.0%	0	0.4%	2	0.7%	3	0.2%	1	0.5%	4
Manchester	0.3%	3	0.0%	0	0.4%	3	0.8%	1	0.5%	2	0.0%	0	0.7%	3	0.0%	0	0.3%	3
Milton Keynes	0.3%	3	0.4%	1	0.3%	2	1.6%	2	0.3%	1	0.0%	0	0.2%	1	0.4%	2	0.3%	3
Lichfield	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.2%	2
Warwick	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.2%	2
Droitwich	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Dudley	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Boundary Mill, Walsall	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.2%	2
Worcester	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.2%	2
Shirley Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.0%	0	0.2%	2
Barnt Green	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Wythall	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tanworth in Arden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Wolverhampton City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Feckenham Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
(Don't know / can't remember)	4.0%	41	5.7%	15	3.5%	26	4.0%	5	2.4%	9	5.1%	26	3.4%	15	4.1%	21	4.0%	35
(Don't do this type of shopping)	2.3%	23	2.7%	7	2.1%	16	0.0%	0	0.3%	1	4.1%	21	0.7%	3	3.5%	18	1.6%	14
Base:	1017	264	753	126	368	511	438	511	876									

# Redditch Retail and Leisure Survey

## For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q14 Why do you shop at (Answer to Q13) and not in Redditch Town Centre?</b>																		
<i>Only those who did not visit Redditch on their last shopping trip for clothing and footwear at Q13</i>																		
Nearer to home	16.7%	69	17.4%	20	16.4%	49	8.3%	4	19.2%	28	12.2%	37	16.3%	33	18.7%	34	17.4%	64
Choice of shops selling non food goods	15.3%	63	11.3%	13	16.8%	50	25.0%	12	15.1%	22	13.0%	28	19.8%	40	12.1%	22	16.6%	61
Choice of non food goods available	12.6%	52	11.3%	13	13.1%	39	12.5%	6	12.3%	18	12.6%	27	13.9%	28	9.9%	18	12.5%	46
Other	7.0%	29	6.1%	7	7.4%	22	0.0%	0	5.5%	8	9.8%	21	4.5%	9	9.9%	18	6.5%	24
Quality of non food goods available	5.6%	23	5.2%	6	5.7%	17	8.3%	4	4.1%	6	6.0%	13	6.4%	13	3.8%	7	6.0%	22
Quality of shops selling non food goods	5.1%	21	6.1%	7	4.7%	14	8.3%	4	2.1%	3	6.5%	14	6.9%	14	3.8%	7	5.7%	21
Shopping environment	4.8%	20	3.5%	4	5.4%	16	4.2%	2	4.8%	7	5.1%	11	5.9%	12	3.8%	7	5.2%	19
Nearer to work	4.6%	19	5.2%	6	4.4%	13	8.3%	4	6.8%	10	2.3%	5	6.9%	14	2.2%	4	5.2%	19
Convenience	3.9%	16	2.6%	3	4.4%	13	6.3%	3	4.8%	7	2.8%	6	2.0%	4	6.6%	12	3.3%	12
Poor accessibility to Redditch Town Centre	3.4%	14	2.6%	3	3.7%	11	4.2%	2	1.4%	2	4.7%	10	1.5%	3	5.5%	10	2.7%	10
Car parking prices	3.4%	14	3.5%	4	3.4%	10	4.2%	2	3.4%	5	3.3%	7	2.5%	5	4.4%	8	3.8%	14
On a day trip / holiday there	3.4%	14	4.3%	5	3.0%	9	8.3%	4	2.1%	3	3.3%	7	3.0%	6	3.3%	6	3.5%	13
Visiting friends / relatives	2.9%	12	5.2%	6	2.0%	6	0.0%	0	2.7%	4	3.7%	8	2.5%	5	3.8%	7	3.0%	11
Car parking provision	2.7%	11	2.6%	3	2.7%	8	4.2%	2	3.4%	5	1.9%	4	4.0%	8	1.1%	2	3.0%	11
Preference for another town / location	2.2%	9	3.5%	4	1.7%	5	0.0%	0	0.7%	1	3.3%	7	1.5%	3	2.2%	4	2.2%	8
Cleanliness	2.2%	9	2.6%	3	2.0%	6	4.2%	2	2.7%	4	1.4%	3	4.0%	8	0.5%	1	2.2%	8
Dislike Redditch town centre	1.7%	7	1.7%	2	1.7%	5	0.0%	0	2.1%	3	1.9%	4	2.5%	5	0.5%	1	1.9%	7
Accessibility by public transport	1.7%	7	0.9%	1	2.0%	6	2.1%	1	0.0%	0	2.8%	6	1.0%	2	2.2%	4	0.5%	2
Safety (during the day)	1.2%	5	0.9%	1	1.3%	4	2.1%	1	0.7%	1	1.4%	3	1.5%	3	1.1%	2	1.4%	5
Prefer to have goods delivered	1.2%	5	2.6%	3	0.7%	2	0.0%	0	2.1%	3	0.9%	2	1.0%	2	1.6%	3	1.4%	5
Goods are cheaper / Better value for money	1.2%	5	1.7%	2	1.0%	3	2.1%	1	0.7%	1	1.4%	3	1.5%	3	1.1%	2	1.4%	5
Choice of shops nearby selling food goods	1.0%	4	1.7%	2	0.7%	2	0.0%	0	0.7%	1	1.4%	3	1.5%	3	0.5%	1	0.8%	3
Better / Cheaper parking	1.0%	4	2.6%	3	0.3%	1	0.0%	0	2.1%	3	0.5%	1	2.0%	4	0.0%	0	1.1%	4
Provision of leisure facilities nearby	0.5%	2	0.9%	1	0.3%	1	2.1%	1	0.7%	1	0.0%	0	1.0%	2	0.0%	0	0.5%	2
Provision of services nearby, such as banks and other financial services	0.5%	2	0.0%	0	0.7%	2	2.1%	1	0.0%	0	0.5%	1	0.5%	1	0.5%	1	0.5%	2
Safety (during the evening/night time)	0.2%	1	0.0%	0	0.3%	1	2.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.3%	1
Public information, signposts and public facilities	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	1	0.0%	0	0.3%	1
(No reason in particular) (Don't know)	15.5%	64	16.5%	19	15.1%	45	12.5%	6	14.4%	21	16.7%	36	13.9%	28	14.8%	27	14.7%	54
Base:	2.4%	10	1.7%	2	2.7%	8	0.0%	0	2.7%	4	2.8%	6	2.0%	4	2.7%	5	2.4%	9
Base:		413		115		298		48		146		215		202		182		368
<b>Q15 How do you normally travel to...? (DESTINATION MENTIONED AT Q13)</b>																		
<i>Only those who recall a specific location for their last purchase of clothing and footwear at Q13</i>																		
Car / van (as driver)	60.7%	578	70.7%	171	57.2%	407	57.0%	69	71.0%	254	53.7%	249	73.1%	307	52.1%	246	69.3%	573
Car / van (as passenger)	10.4%	99	3.3%	8	12.8%	91	9.1%	11	7.8%	28	12.9%	60	6.7%	28	12.3%	58	10.3%	85
Bus, minibus or coach	13.3%	127	6.2%	15	15.8%	112	14.9%	18	6.1%	22	18.3%	85	6.4%	27	19.1%	90	7.1%	59
Motorcycle, scooter or moped	0.3%	3	0.8%	2	0.1%	1	0.8%	1	0.3%	1	0.0%	0	0.2%	1	0.2%	1	0.1%	1
Walk	4.9%	47	6.6%	16	4.4%	31	6.6%	8	5.3%	19	4.3%	20	3.6%	15	6.4%	30	4.0%	33
Taxi	0.5%	5	1.2%	3	0.3%	2	0.0%	0	0.6%	2	0.6%	3	0.7%	3	0.2%	1	0.1%	1
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.6%	15	1.7%	4	1.5%	11	4.1%	5	0.8%	3	1.3%	6	2.4%	10	0.8%	4	1.6%	13
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.4%	2	0.2%	2
Other (Don't know / varies)	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Not applicable, goods delivered)	2.9%	28	3.7%	9	2.7%	19	1.7%	2	3.1%	11	3.2%	15	3.3%	14	1.9%	9	3.1%	26
Base:	5.0%	48	5.0%	12	5.1%	36	5.8%	7	4.5%	16	5.4%	25	3.3%	14	6.6%	31	4.0%	33
Base:		953		242		711		121		358		464		420		472		827

# Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q16 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>																		
<i>Only those who recall a specific location for their last purchase of clothing and footwear at Q13 and travelled to their destination at Q15</i>																		
Yes – non-food shopping	7.1%	64	10.9%	25	5.8%	39	6.1%	7	7.3%	25	7.1%	31	7.9%	32	6.1%	27	7.2%	57
Yes – leisure activity	10.7%	97	9.6%	22	11.1%	75	15.8%	18	10.5%	36	9.6%	42	14.3%	58	7.3%	32	11.2%	89
Yes – visiting services such as banks and other financial institutions	3.1%	28	3.9%	9	2.8%	19	2.6%	3	2.9%	10	3.2%	14	3.0%	12	2.9%	13	3.3%	26
Yes – other activity	1.0%	9	1.7%	4	0.7%	5	0.0%	0	0.6%	2	1.6%	7	1.5%	6	0.2%	1	1.0%	8
No	68.2%	617	67.0%	154	68.6%	463	64.0%	73	66.1%	226	71.1%	312	62.1%	252	75.7%	334	67.3%	534
Yes - Browsing	0.9%	8	1.3%	3	0.7%	5	0.0%	0	0.9%	3	1.1%	5	0.7%	3	0.7%	3	0.9%	7
Yes - Café, Restaurant, Pub	4.3%	39	3.5%	8	4.6%	31	5.3%	6	4.4%	15	3.9%	17	4.7%	19	4.3%	19	4.4%	35
Yes - Food shopping	1.4%	13	1.7%	4	1.3%	9	1.8%	2	2.0%	7	0.9%	4	2.5%	10	0.7%	3	1.4%	11
Yes - Meet family / friends	1.8%	16	1.7%	4	1.8%	12	2.6%	3	2.0%	7	1.4%	6	1.7%	7	1.6%	7	1.9%	15
Yes - Work	0.8%	7	0.0%	0	1.0%	7	0.9%	1	1.2%	4	0.5%	2	1.2%	5	0.0%	0	0.8%	6
(Don't Know / varies)	3.4%	31	2.6%	6	3.7%	25	1.8%	2	5.0%	17	2.7%	12	4.2%	17	2.0%	9	3.7%	29
Base:		905		230		675		114		342		439		406		441		794
<b>Q17 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	33.5%	341	25.4%	67	36.4%	274	40.5%	51	34.0%	125	31.5%	161	33.6%	147	33.9%	173	34.0%	298
Internet / Home Delivery	16.7%	170	17.4%	46	16.5%	124	27.0%	34	22.6%	83	9.6%	49	21.9%	96	12.5%	64	17.6%	154
Stratford upon Avon	5.1%	52	7.2%	19	4.4%	33	0.8%	1	4.6%	17	6.5%	33	5.5%	24	4.5%	23	5.4%	47
Bromsgrove	4.8%	49	6.8%	18	4.1%	31	5.6%	7	6.3%	23	3.7%	19	5.3%	23	4.7%	24	4.6%	40
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	3.6%	37	1.9%	5	4.3%	32	4.0%	5	5.4%	20	2.3%	12	3.4%	15	4.1%	21	4.1%	36
Birmingham City Centre	2.6%	26	5.3%	14	1.6%	12	5.6%	7	3.8%	14	1.0%	5	3.7%	16	1.6%	8	2.9%	25
In-store in a supermarket	2.0%	20	1.1%	3	2.3%	17	3.2%	4	3.3%	12	0.8%	4	2.3%	10	1.6%	8	2.1%	18
Touchwood Shopping Centre, Solihull	1.6%	16	1.9%	5	1.5%	11	0.8%	1	2.4%	9	1.2%	6	2.3%	10	0.8%	4	1.7%	15
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.4%	14	0.8%	2	1.6%	12	0.0%	0	1.9%	7	1.4%	7	2.1%	9	1.0%	5	1.4%	12
Other	1.3%	13	1.9%	5	1.1%	8	0.0%	0	0.8%	3	2.0%	10	1.6%	7	1.2%	6	1.4%	12
Merry Hill Shopping Centre	1.0%	10	1.5%	4	0.8%	6	0.8%	1	1.1%	4	1.0%	5	1.6%	7	0.6%	3	1.1%	10
Worcester City Centre	0.7%	7	1.1%	3	0.5%	4	0.0%	0	0.5%	2	1.0%	5	0.7%	3	0.4%	2	0.7%	6
Leamington Spa	0.4%	4	0.8%	2	0.3%	2	0.0%	0	0.3%	1	0.6%	3	0.2%	1	0.6%	3	0.5%	4
Droitwich	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.0%	0	0.8%	4	0.2%	1	0.6%	3	0.5%	4
Abroad	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.2%	1	0.3%	3
Studley	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.4%	2	0.3%	3
Cheltenham	0.2%	2	0.0%	0	0.3%	2	0.8%	1	0.0%	0	0.2%	1	0.5%	2	0.0%	0	0.2%	2
Local book club	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.1%	1
Solihull	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.2%	2
Alcester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Dudley	0.1%	1	0.0%	0	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Shirley Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Evesham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Manchester	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
(Don't do this type of shopping)	17.2%	175	19.3%	51	16.5%	124	7.1%	9	6.5%	24	27.2%	139	8.0%	35	24.5%	125	14.4%	126
(Don't know / can't remember)	6.0%	61	6.1%	16	6.0%	45	3.2%	4	5.7%	21	7.0%	36	6.2%	27	5.7%	29	6.1%	53
Base:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey

## For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q18 Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	36.0%	366	31.8%	84	37.5%	282	39.7%	50	35.6%	131	35.0%	179	32.9%	144	38.4%	196	36.5%	320
Bromsgrove	5.0%	51	6.1%	16	4.6%	35	4.8%	6	5.7%	21	4.7%	24	4.6%	20	5.9%	30	4.8%	42
Touchwood Shopping Centre, Solihull	4.8%	49	4.2%	11	5.0%	38	3.2%	4	4.6%	17	5.3%	27	6.2%	27	3.7%	19	5.4%	47
Internet / Home Delivery	4.1%	42	3.4%	9	4.4%	33	5.6%	7	5.2%	19	2.9%	15	4.8%	21	3.9%	20	3.9%	34
Stratford upon Avon	3.0%	31	4.2%	11	2.7%	20	0.8%	1	2.7%	10	3.7%	19	3.0%	13	3.3%	17	3.1%	27
Birmingham City Centre	3.0%	30	3.0%	8	2.9%	22	5.6%	7	4.9%	18	1.0%	5	4.8%	21	1.4%	7	3.4%	30
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	2.9%	29	2.3%	6	3.1%	23	3.2%	4	3.8%	14	2.2%	11	3.2%	14	2.9%	15	2.7%	24
In-store in a supermarket Other	1.7%	17	1.1%	3	1.9%	14	3.2%	4	2.7%	10	0.6%	3	1.6%	7	1.6%	8	1.9%	17
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.5%	15	1.5%	4	1.5%	11	1.6%	2	0.8%	3	2.0%	10	1.6%	7	1.4%	7	1.5%	13
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.1%	11	0.4%	1	1.3%	10	1.6%	2	1.1%	4	1.0%	5	1.4%	6	0.8%	4	1.1%	10
Alcester	0.9%	9	0.8%	2	0.9%	7	0.0%	0	0.3%	1	1.4%	7	0.9%	4	1.0%	5	0.9%	8
Solihull	0.8%	8	0.4%	1	0.9%	7	1.6%	2	0.8%	3	0.6%	3	1.4%	6	0.4%	2	0.9%	8
Merry Hill Shopping Centre	0.7%	7	0.8%	2	0.7%	5	1.6%	2	1.4%	5	0.0%	0	1.1%	5	0.4%	2	0.8%	7
Droitwich	0.6%	6	0.4%	1	0.7%	5	0.0%	0	0.8%	3	0.6%	3	0.9%	4	0.2%	1	0.6%	5
IKEA, Park Lane, Wednesbury	0.6%	6	0.0%	0	0.8%	6	3.2%	4	0.3%	1	0.2%	1	1.4%	6	0.0%	0	0.7%	6
Wolverhampton City Centre	0.5%	5	0.8%	2	0.4%	3	0.0%	0	1.1%	4	0.2%	1	0.9%	4	0.2%	1	0.6%	5
Evesham	0.5%	5	1.1%	3	0.3%	2	0.0%	0	0.5%	2	0.6%	3	0.2%	1	0.6%	3	0.6%	5
Shirley Centre	0.4%	4	0.4%	1	0.4%	3	0.0%	0	1.1%	4	0.0%	0	0.7%	3	0.2%	1	0.5%	4
Worcester City Centre	0.4%	4	0.8%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.7%	3	0.2%	1	0.5%	4
Coventry	0.4%	4	0.0%	0	0.5%	4	0.8%	1	0.8%	3	0.0%	0	0.7%	3	0.0%	0	0.3%	3
Leamington Spa	0.4%	4	0.0%	0	0.5%	4	0.8%	1	0.0%	0	0.6%	3	0.5%	2	0.4%	2	0.5%	4
Kidderminster	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.5%	2	0.2%	1	0.2%	2
Cheltenham	0.3%	3	0.4%	1	0.3%	2	0.8%	1	0.0%	0	0.4%	2	0.7%	3	0.0%	0	0.3%	3
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	2
Walsall	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.2%	2
Dudley	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	2
Worcester	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.1%	1
London	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.2%	2
Warwick	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Matchborough District Centre, Matchborough Way, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Catshill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Studley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
(Don't do this type of shopping)	15.3%	156	16.3%	43	15.0%	113	8.7%	11	11.1%	41	20.0%	102	10.5%	46	18.4%	94	13.4%	117
(Don't know / can't remember)	13.5%	137	17.4%	46	12.1%	91	13.5%	17	12.2%	45	14.7%	75	13.2%	58	13.5%	69	13.5%	118
Base:	1017	264	753	126	368	511	438	511	876									

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q19 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	20.2%	205	16.3%	43	21.5%	162	25.4%	32	25.8%	95	14.3%	73	19.0%	83	21.1%	108	20.1%	176
Internet / Home Delivery	4.9%	50	6.4%	17	4.4%	33	4.8%	6	8.2%	30	2.7%	14	7.3%	32	3.5%	18	5.1%	45
Touchwood Shopping Centre, Solihull	4.3%	44	4.5%	12	4.3%	32	5.6%	7	8.2%	30	1.4%	7	5.9%	26	2.5%	13	4.8%	42
Bromsgrove	2.9%	29	3.4%	9	2.7%	20	3.2%	4	4.9%	18	1.4%	7	3.7%	16	2.3%	12	3.2%	28
Stratford upon Avon	2.1%	21	3.0%	8	1.7%	13	1.6%	2	2.2%	8	2.2%	11	2.3%	10	1.6%	8	2.2%	19
Shirley Centre	1.9%	19	1.9%	5	1.9%	14	3.2%	4	2.7%	10	1.0%	5	2.5%	11	1.6%	8	2.2%	19
Birmingham City Centre	1.6%	16	1.1%	3	1.7%	13	4.8%	6	1.4%	5	1.0%	5	2.5%	11	0.6%	3	1.7%	15
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	1.5%	15	0.8%	2	1.7%	13	2.4%	3	1.1%	4	1.6%	8	2.1%	9	1.0%	5	1.4%	12
In-store in a supermarket Solihull	1.4%	14	0.4%	1	1.7%	13	3.2%	4	2.2%	8	0.4%	2	1.6%	7	1.4%	7	1.5%	13
Merry Hill Shopping Centre	1.0%	10	0.4%	1	1.2%	9	2.4%	3	1.4%	5	0.4%	2	1.8%	8	0.0%	0	0.9%	8
Other	0.9%	9	0.0%	0	1.2%	9	0.8%	1	1.1%	4	0.8%	4	0.9%	4	0.8%	4	1.0%	9
Alcester	0.6%	6	1.1%	3	0.4%	3	2.4%	3	0.3%	1	0.4%	2	0.7%	3	0.6%	3	0.7%	6
Worcester City Centre	0.5%	5	0.4%	1	0.5%	4	0.8%	1	0.3%	1	0.6%	3	0.0%	0	1.0%	5	0.6%	5
Droitwich	0.5%	5	0.4%	1	0.5%	4	0.8%	1	0.3%	1	0.6%	3	0.7%	3	0.4%	2	0.6%	5
Oldbury	0.4%	4	0.4%	1	0.4%	3	0.8%	1	0.3%	1	0.4%	2	0.7%	3	0.2%	1	0.5%	4
Rubery	0.4%	4	0.4%	1	0.4%	3	0.8%	1	0.5%	2	0.2%	1	0.5%	2	0.4%	2	0.5%	4
Northfield	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.2%	1	0.3%	3
Toys R Us, Wolverhampton Road, Oldbury	0.2%	2	0.0%	0	0.3%	2	0.8%	1	0.3%	1	0.0%	0	0.5%	2	0.0%	0	0.1%	1
Dudley	0.2%	2	0.8%	2	0.0%	0	0.8%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Wythall	0.1%	1	0.0%	0	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Studley	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Kings Heath	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
(Don't do this type of shopping)	45.7%	465	50.0%	132	44.2%	333	23.0%	29	29.9%	110	62.6%	320	38.8%	170	52.4%	268	44.2%	387
(Don't know / can't remember)	8.2%	83	6.8%	18	8.6%	65	11.9%	15	8.4%	31	7.0%	36	7.8%	34	7.6%	39	7.6%	67
Base:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q20 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	46.2%	470	41.3%	109	47.9%	361	57.9%	73	43.5%	160	45.2%	231	45.0%	197	47.2%	241	45.2%	396
Bromsgrove	9.6%	98	9.8%	26	9.6%	72	10.3%	13	11.1%	41	8.6%	44	9.6%	42	10.4%	53	9.9%	87
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	6.4%	65	6.1%	16	6.5%	49	6.3%	8	9.5%	35	4.3%	22	6.2%	27	6.8%	35	6.5%	57
In-store in a supermarket Alcester	4.1%	42	4.2%	11	4.1%	31	1.6%	2	6.3%	23	3.3%	17	5.3%	23	3.5%	18	4.6%	40
Stratford upon Avon	3.8%	39	4.5%	12	3.6%	27	3.2%	4	3.0%	11	4.5%	23	3.2%	14	3.3%	17	3.9%	34
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	3.7%	38	4.2%	11	3.6%	27	0.8%	1	3.0%	11	4.9%	25	4.6%	20	3.3%	17	3.9%	34
Birmingham City Centre	1.8%	18	1.1%	3	2.0%	15	2.4%	3	3.0%	11	0.8%	4	2.3%	10	1.4%	7	1.9%	17
In-store in a supermarket - Morrisons, Warwick Highway, Redditch, B98 0SW	1.7%	17	1.5%	4	1.7%	13	2.4%	3	3.0%	11	0.6%	3	3.2%	14	0.6%	3	1.7%	15
Internet / Home Delivery Studley	1.6%	16	1.1%	3	1.7%	13	0.8%	1	1.9%	7	1.6%	8	1.4%	6	2.0%	10	1.7%	15
Touchwood Shopping Centre, Solihull	1.5%	15	0.8%	2	1.7%	13	0.8%	1	2.2%	8	1.2%	6	0.9%	4	2.0%	10	1.6%	14
Henley in Arden	1.3%	13	2.7%	7	0.8%	6	0.8%	1	1.1%	4	1.6%	8	0.2%	1	2.2%	11	1.4%	12
Other	1.3%	13	0.8%	2	1.5%	11	1.6%	2	1.9%	7	0.8%	4	1.6%	7	1.0%	5	1.4%	12
Alvechurch	1.2%	12	0.8%	2	1.3%	10	0.0%	0	0.0%	0	2.3%	12	0.5%	2	1.8%	9	0.8%	7
Shirley Centre	1.0%	10	0.8%	2	1.1%	8	1.6%	2	0.5%	2	1.0%	5	1.1%	5	0.6%	3	0.9%	8
Droitwich	1.0%	10	1.5%	4	0.8%	6	0.0%	0	0.8%	3	1.4%	7	1.4%	6	0.8%	4	0.9%	8
Solihull	0.9%	9	0.0%	0	1.2%	9	1.6%	2	1.1%	4	0.4%	2	1.4%	6	0.4%	2	1.0%	9
Merry Hill Shopping Centre	0.6%	6	0.4%	1	0.7%	5	0.0%	0	0.0%	0	1.2%	6	0.5%	2	0.4%	2	0.7%	6
Rubery	0.4%	4	0.8%	2	0.3%	2	0.0%	0	0.3%	1	0.6%	3	0.7%	3	0.2%	1	0.5%	4
Worcester City Centre	0.4%	4	0.4%	1	0.4%	3	0.8%	1	0.3%	1	0.4%	2	0.5%	2	0.4%	2	0.5%	4
Church Hill District Centre, Tanhouse Lane, Redditch	0.4%	4	0.4%	1	0.4%	3	0.8%	1	0.0%	0	0.6%	3	0.7%	3	0.2%	1	0.3%	3
Barnt Green	0.4%	4	0.4%	1	0.4%	3	0.8%	1	0.0%	0	0.6%	3	0.7%	3	0.2%	1	0.3%	3
Evesham	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.5%	2	0.2%	1	0.2%	2
Catshill	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.5%	2	0.2%	1	0.2%	2
Winyates District Centre, Winyates Way, Redditch	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.4%	2	0.1%	1
Manchester	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.2%	2
Bidford-upon-Avon	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.1%	1
Headless Cross District Centre, Evesham Road, Redditch	0.2%	2	0.4%	1	0.1%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.1%	1
Kidderminster	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Warwick	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Woodrow District Centre, Studley Road, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Leamington Spa	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Coventry	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't do this type of shopping)	4.7%	48	10.2%	27	2.8%	21	0.0%	0	2.2%	8	7.4%	38	2.3%	10	6.8%	35	4.0%	35
(Don't know / can't remember)	3.6%	37	3.4%	9	3.7%	28	3.2%	4	3.3%	12	4.1%	21	4.6%	20	2.3%	12	4.1%	36
Base:	1017	264	753	126	368	511	438	511	876									

# Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q21 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	35.7%	363	33.0%	87	36.7%	276	36.5%	46	34.8%	128	36.0%	184	31.7%	139	38.6%	197	36.0%	315
Internet / Home Delivery	11.4%	116	13.3%	35	10.8%	81	15.1%	19	15.5%	57	7.4%	38	14.6%	64	8.6%	44	12.1%	106
Touchwood Shopping Centre, Solihull	5.6%	57	4.2%	11	6.1%	46	4.8%	6	7.1%	26	4.5%	23	7.8%	34	3.7%	19	6.1%	53
Bromsgrove	4.0%	41	3.4%	9	4.3%	32	4.0%	5	2.7%	10	5.1%	26	3.7%	16	3.9%	20	3.9%	34
Stratford upon Avon	2.6%	26	3.8%	10	2.1%	16	0.8%	1	1.4%	5	3.7%	19	1.6%	7	3.3%	17	2.4%	21
Birmingham City Centre	2.6%	26	4.5%	12	1.9%	14	4.8%	6	3.8%	14	1.2%	6	4.6%	20	1.0%	5	2.9%	25
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	2.4%	24	3.0%	8	2.1%	16	3.2%	4	3.0%	11	1.8%	9	1.4%	6	3.5%	18	2.5%	22
Shirley Centre	1.8%	18	0.8%	2	2.1%	16	2.4%	3	1.9%	7	1.6%	8	1.8%	8	1.6%	8	2.1%	18
Other	1.6%	16	2.7%	7	1.2%	9	1.6%	2	1.1%	4	2.0%	10	2.1%	9	1.2%	6	1.5%	13
Merry Hill Shopping Centre	1.4%	14	1.9%	5	1.2%	9	1.6%	2	2.2%	8	0.8%	4	2.1%	9	1.0%	5	1.6%	14
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.4%	14	0.4%	1	1.7%	13	1.6%	2	1.4%	5	1.4%	7	1.8%	8	1.2%	6	1.1%	10
Solihull	1.2%	12	1.1%	3	1.2%	9	1.6%	2	1.4%	5	1.0%	5	1.6%	7	1.0%	5	1.4%	12
Droitwich	1.1%	11	1.9%	5	0.8%	6	0.0%	0	0.3%	1	2.0%	10	0.7%	3	1.6%	8	1.1%	10
Kidderminster	1.0%	10	0.8%	2	1.1%	8	2.4%	3	1.4%	5	0.4%	2	0.9%	4	1.0%	5	1.1%	10
Worcester City Centre	0.6%	6	0.8%	2	0.5%	4	0.0%	0	1.1%	4	0.4%	2	0.7%	3	0.4%	2	0.7%	6
In-store in a supermarket Selly Oak, Birmingham	0.6%	6	0.4%	1	0.7%	5	0.0%	0	1.1%	4	0.4%	2	1.1%	5	0.2%	1	0.6%	5
Sears Retail Park, Shirley	0.3%	3	0.0%	0	0.4%	3	0.8%	1	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.3%	3
Evesham	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Alcester	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.2%	2
Dudley	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	2
Halesowen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Wolverhampton City Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Barnt Green	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Headless Cross District Centre, Evesham Road, Redditch	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Matalan, Jinnah Road, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Apollo 2000, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Leamington Spa	0.1%	1	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't do this type of shopping)	14.3%	145	13.6%	36	14.5%	109	8.7%	11	10.1%	37	18.6%	95	11.0%	48	17.2%	88	12.2%	107
(Don't know / can't remember)	8.9%	90	8.7%	23	8.9%	67	9.5%	12	8.2%	30	9.4%	48	9.4%	41	8.4%	43	8.6%	75
Base:		1017		264		753		126		368		511		438		511		876

**Q22 How do you normally travel to...? (CENTRE MENTIONED AT Q22)**

*Only those who purchase electrical items, such as televisions, washing machines and computers not via the internet at Q21*

Car/van (as driver)	65.3%	435	78.2%	133	60.9%	302	65.5%	55	72.5%	177	59.7%	197	74.4%	212	60.4%	203	73.1%	430
Car/van (as passenger)	18.2%	121	4.7%	8	22.8%	113	17.9%	15	14.8%	36	21.2%	70	15.1%	43	19.6%	66	17.3%	102
Bus, minibus or coach	7.2%	48	4.1%	7	8.3%	41	6.0%	5	4.5%	11	9.4%	31	3.9%	11	9.5%	32	2.7%	16
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Walk	4.5%	30	5.3%	9	4.2%	21	9.5%	8	3.3%	8	4.2%	14	3.2%	9	5.7%	19	3.1%	18
Taxi	0.5%	3	1.2%	2	0.2%	1	0.0%	0	0.4%	1	0.6%	2	0.4%	1	0.3%	1	0.0%	0
Train	0.6%	4	2.4%	4	0.0%	0	0.0%	0	1.2%	3	0.3%	1	0.7%	2	0.6%	2	0.5%	3
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.2%	1	0.6%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1
(Don't know / varies)	3.3%	22	2.9%	5	3.4%	17	0.0%	0	2.5%	6	4.5%	15	2.1%	6	3.3%	11	2.9%	17
Base:		666		170		496		84		244		330		285		336		588

# Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q23 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER	40.8%	415	35.6%	94	42.6%	321	51.6%	65	44.6%	164	35.6%	182	43.8%	192	38.0%	194	44.2%	387
Redditch	7.4%	75	9.5%	25	6.6%	50	5.6%	7	8.4%	31	7.0%	36	6.8%	30	8.2%	42	6.2%	54
Homebase- Abbey Trading Centre, Alvechurch Highway, Redditch, B97 6RF	5.9%	60	6.1%	16	5.8%	44	2.4%	3	6.5%	24	6.5%	33	7.3%	32	4.9%	25	6.6%	58
Focus (with Garden Centre)- 54 Birmingham Road, Bromsgrove, B61 0DD	4.8%	49	4.2%	11	5.0%	38	5.6%	7	6.3%	23	3.7%	19	5.9%	26	4.3%	22	5.4%	47
B & Q- Unit A, The Maybird Centre, Birmingham Rd, Stratford-upon-Avon	2.7%	27	3.0%	8	2.5%	19	0.8%	1	2.4%	9	3.1%	16	2.7%	12	2.7%	14	2.7%	24
Bromsgrove	2.4%	24	3.8%	10	1.9%	14	2.4%	3	3.5%	13	1.6%	8	2.7%	12	2.3%	12	2.5%	22
Wickes- Redditch, Redditch Ringway, St Georges, Redditch, B98 8DU	1.6%	16	1.5%	4	1.6%	12	3.2%	4	2.4%	9	0.6%	3	1.4%	6	2.0%	10	1.6%	14
Other	1.1%	11	1.5%	4	0.9%	7	2.4%	3	0.8%	3	1.0%	5	1.4%	6	1.0%	5	0.9%	8
Alcester	1.0%	10	1.5%	4	0.8%	6	0.0%	0	0.5%	2	1.4%	7	0.9%	4	0.6%	3	1.0%	9
Stratford upon Avon	0.8%	8	1.5%	4	0.5%	4	0.0%	0	1.4%	5	0.6%	3	1.6%	7	0.2%	1	0.9%	8
Focus (with Garden centre)- Parsonage Drive, Rednal, Longbridge, B45 8AS	0.8%	8	0.8%	2	0.8%	6	0.0%	0	0.5%	2	1.2%	6	1.1%	5	0.6%	3	0.7%	6
Internet / Home Delivery	0.6%	6	1.5%	4	0.3%	2	0.0%	0	1.1%	4	0.4%	2	0.9%	4	0.4%	2	0.6%	5
Birmingham City Centre	0.5%	5	1.1%	3	0.3%	2	1.6%	2	0.3%	1	0.4%	2	0.7%	3	0.4%	2	0.3%	3
Touchwood Shopping Centre, Solihull	0.5%	5	0.0%	0	0.7%	5	0.0%	0	1.4%	5	0.0%	0	0.7%	3	0.2%	1	0.5%	4
Homebase- Roman Way Retail Park, Kidderminster Rd, Droitwich, WR9 9AY	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.3%	1	0.6%	3	0.2%	1	0.2%	1	0.5%	4
Homebase- Avon Ind. Est., Birmingham Rd, Stratford-upon-Avon, CV37 0AE	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.5%	2	0.4%	2	0.7%	3	0.2%	1	0.5%	4
B & Q, Marshall Lake Retail Park, Shirley	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.4%	2	0.3%	3
Homebase- Sears Ret Pk, Oakenshaw Rd, Shirley, Solihull, West M., B90 4QY	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.3%	1	0.4%	2	0.5%	2	0.2%	1	0.3%	3
B & Q- Mucklow Hill, Halesowen, Dudley, West Midlands, B62 8EP	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.0%	0	0.4%	2	0.3%	3
Shirley	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.5%	2	0.2%	1	0.5%	2	0.2%	1	0.3%	3
B & Q- Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.4%	2	0.2%	2
In-store in a supermarket	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.1%	1
Worcester City Centre	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.2%	1	0.0%	0	0.2%	2
Evesham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Homebase- Findlay Rd, High Street, Kings Heath, Birmingham, B14 7SN	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
B & Q- Green Street, Kidderminster, Worcs, DY10 1AX	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Barnt Green	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Headless Cross, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Solihull	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Tony Handyman, Barnt Green	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tony Handyman, Redditch	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
(Don't do this type of shopping)	19.3%	196	16.3%	43	20.3%	153	16.7%	21	10.3%	38	26.0%	133	12.8%	56	24.5%	125	15.6%	137
(Don't know / can't remember)	6.6%	67	7.6%	20	6.2%	47	7.9%	10	6.0%	22	6.7%	34	5.9%	26	6.5%	33	6.5%	57
Base:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q24 How do you normally travel to...? (CENTRE MENTIONED AT Q24)</b>																		
<i>Only those who purchase DIY goods not via the internet at Q23</i>																		
Car/van (as driver)	69.1%	517	82.2%	162	64.4%	355	65.3%	62	78.0%	237	62.9%	215	78.4%	276	61.8%	217	75.9%	514
Car/van (as passenger)	19.1%	143	4.1%	8	24.5%	135	22.1%	21	12.8%	39	24.0%	82	14.2%	50	22.2%	78	17.7%	120
Bus, minibus or coach	3.5%	26	3.0%	6	3.6%	20	2.1%	2	1.0%	3	5.8%	20	0.9%	3	6.6%	23	1.0%	7
Motorcycle, scooter or moped	0.3%	2	0.5%	1	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Walk	5.7%	43	8.1%	16	4.9%	27	7.4%	7	6.6%	20	4.4%	15	4.8%	17	6.6%	23	3.5%	24
Taxi	0.4%	3	0.5%	1	0.4%	2	0.0%	0	0.0%	0	0.9%	3	0.3%	1	0.6%	2	0.1%	1
Train	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	12	0.5%	1	2.0%	11	2.1%	2	1.6%	5	1.5%	5	1.4%	5	1.4%	5	1.5%	10
Base:		748		197		551		95		304		342		352		351		677
<b>Q25 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	25.7%	261	24.2%	64	26.2%	197	29.4%	37	25.5%	94	24.7%	126	24.2%	106	27.4%	140	25.7%	225
Bromsgrove	6.1%	62	6.8%	18	5.8%	44	4.8%	6	6.0%	22	6.7%	34	6.6%	29	5.7%	29	6.1%	53
Birmingham City Centre	5.7%	58	5.3%	14	5.8%	44	9.5%	12	6.0%	22	4.5%	23	6.4%	28	5.3%	27	6.4%	56
Touchwood Shopping Centre, Solihull	3.6%	37	3.8%	10	3.6%	27	5.6%	7	4.6%	17	2.3%	12	5.5%	24	1.8%	9	4.0%	35
Droitwich	3.4%	35	1.1%	3	4.3%	32	0.8%	1	5.4%	20	2.7%	14	4.1%	18	2.9%	15	3.5%	31
Stratford upon Avon	3.1%	32	1.9%	5	3.6%	27	0.0%	0	3.3%	12	3.7%	19	2.3%	10	3.7%	19	3.3%	29
Alcester	3.0%	30	5.3%	14	2.1%	16	0.8%	1	3.3%	12	3.3%	17	4.1%	18	1.4%	7	3.4%	30
Internet / Home Delivery	2.8%	28	2.7%	7	2.8%	21	4.0%	5	4.1%	15	1.4%	7	2.7%	12	2.9%	15	2.5%	22
Other	2.2%	22	1.1%	3	2.5%	19	1.6%	2	3.3%	12	1.6%	8	3.0%	13	1.4%	7	2.5%	22
Shirley Centre	1.6%	16	1.9%	5	1.5%	11	2.4%	3	2.4%	9	0.8%	4	1.8%	8	1.6%	8	1.7%	15
Worcester City Centre	1.2%	12	2.3%	6	0.8%	6	0.0%	0	1.4%	5	1.4%	7	1.1%	5	1.4%	7	1.0%	9
Kidderminster	0.9%	9	0.8%	2	0.9%	7	1.6%	2	0.5%	2	1.0%	5	1.8%	8	0.2%	1	1.0%	9
Merry Hill Shopping Centre	0.8%	8	0.4%	1	0.9%	7	0.8%	1	1.1%	4	0.6%	3	1.1%	5	0.6%	3	0.9%	8
Solihull	0.6%	6	0.0%	0	0.8%	6	1.6%	2	0.8%	3	0.2%	1	0.9%	4	0.4%	2	0.7%	6
Evesham	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.3%	1	0.6%	3	0.2%	1	0.6%	3	0.3%	3
IKEA, Park Lane, Wednesbury	0.4%	4	0.4%	1	0.4%	3	1.6%	2	0.3%	1	0.2%	1	0.7%	3	0.2%	1	0.5%	4
Stratford upon Avon	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.5%	2	0.4%	2	0.5%	2	0.4%	2	0.5%	4
Dudley	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.4%	2	0.2%	2
Studley	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.4%	2	0.1%	1
Cheltenham	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.2%	2
Greenland's District Centre, Studley Road, Redditch	0.2%	2	0.0%	0	0.3%	2	0.8%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	2	0.1%	1
Warwick	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Longbridge	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Batchley District Centre, Batchley Road	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Coventry	0.1%	1	0.0%	0	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Leamington Spa	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
In-store in a supermarket	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Stourbridge	0.1%	1	0.0%	0	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Catshill	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Barnt Green	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Allied Carpets, Abbey Trading Centre, Alvechurch Highway, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Carpet Right, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Halesowen	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Homebase, Abbey Trading Centre, Alvechurch Highway, Redditch, B97 6RF	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Wythall	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Kings Heath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
(Don't do this type of shopping)	23.6%	240	27.7%	73	22.2%	167	18.3%	23	17.9%	66	28.8%	147	19.2%	84	27.6%	141	21.2%	186
(Don't know / can't remember)	12.4%	126	12.9%	34	12.2%	92	15.1%	19	10.9%	40	13.1%	67	12.1%	53	11.7%	60	12.8%	112
Base:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey

## For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q26 How do you normally travel to...? (CENTRE MENTIONED AT Q26)</b>																		
<i>Only those who purchase furniture, carpets and floor coverings not via the internet at Q25</i>																		
Car/van (as driver)	67.3%	419	84.0%	126	61.9%	293	63.3%	50	76.9%	190	60.0%	174	78.5%	227	58.3%	172	74.3%	413
Car/van (as passenger)	19.9%	124	4.7%	7	24.7%	117	19.0%	15	13.8%	34	25.5%	74	11.8%	34	25.4%	75	17.3%	96
Bus, minibus or coach	4.7%	29	4.7%	7	4.7%	22	5.1%	4	2.8%	7	6.2%	18	2.8%	8	6.4%	19	1.3%	7
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Walk	3.4%	21	5.3%	8	2.7%	13	6.3%	5	1.6%	4	4.1%	12	2.1%	6	4.7%	14	2.9%	16
Taxi	0.3%	2	0.0%	0	0.4%	2	1.3%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	1	0.2%	1
Train	0.5%	3	0.7%	1	0.4%	2	1.3%	1	0.8%	2	0.0%	0	0.3%	1	0.3%	1	0.5%	3
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	1.0%	6	0.0%	0	1.3%	6	1.3%	1	0.8%	2	1.0%	3	0.7%	2	1.4%	4	0.7%	4
(Don't know / varies)	2.9%	18	0.7%	1	3.6%	17	2.5%	2	3.2%	8	2.4%	7	3.5%	10	2.7%	8	2.7%	15
Base:		623		150		473		79		247		290		289		295		556
<b>Q27 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?</b>																		
Yes, Internet	40.5%	412	38.6%	102	41.2%	310	68.3%	86	57.1%	210	22.1%	113	57.3%	251	27.8%	142	44.2%	387
Yes, TV Shopping	1.9%	19	2.3%	6	1.7%	13	0.0%	0	1.9%	7	2.3%	12	1.6%	7	2.0%	10	1.6%	14
Yes, both	3.4%	35	3.4%	9	3.5%	26	3.2%	4	4.9%	18	2.5%	13	3.9%	17	2.7%	14	3.9%	34
No	54.2%	551	55.7%	147	53.7%	404	28.6%	36	36.1%	133	73.0%	373	37.2%	163	67.5%	345	50.3%	441
Base:		1017		264		753		126		368		511		438		511		876
<b>Q28 Which goods or services does your household currently purchase via electronic home shopping?</b>																		
<i>Only those who currently purchase goods via electronic home shopping at Q27</i>																		
Food	12.0%	56	14.5%	17	11.2%	39	13.3%	12	14.9%	35	6.5%	9	11.6%	32	14.5%	24	11.5%	50
Clothes	22.7%	106	18.8%	22	24.1%	84	28.9%	26	23.8%	56	17.4%	24	24.0%	66	20.5%	34	22.8%	99
Furniture/Carpets	4.9%	23	6.0%	7	4.6%	16	5.6%	5	5.1%	12	3.6%	5	3.3%	9	7.2%	12	5.1%	22
Major electrical items	18.2%	85	18.8%	22	18.1%	63	17.8%	16	17.0%	40	20.3%	28	18.5%	51	17.5%	29	19.3%	84
Small household goods	9.9%	46	10.3%	12	9.7%	34	13.3%	12	8.9%	21	8.7%	12	11.3%	31	7.8%	13	9.7%	42
DIY goods	1.9%	9	4.3%	5	1.1%	4	2.2%	2	2.6%	6	0.7%	1	1.8%	5	2.4%	4	2.1%	9
Garden items	2.4%	11	1.7%	2	2.6%	9	1.1%	1	2.1%	5	3.6%	5	2.5%	7	2.4%	4	2.3%	10
Books	30.0%	140	28.2%	33	30.7%	107	33.3%	30	30.6%	72	26.8%	37	36.0%	99	23.5%	39	30.6%	133
CD's, music, videos	41.2%	192	45.3%	53	39.8%	139	44.4%	40	47.2%	111	29.0%	40	44.0%	121	38.6%	64	40.9%	178
Toys	7.7%	36	5.1%	6	8.6%	30	8.9%	8	8.9%	21	5.1%	7	7.3%	20	9.6%	16	8.0%	35
Sports goods	5.2%	24	5.1%	6	5.2%	18	7.8%	7	5.5%	13	2.9%	4	6.5%	18	3.6%	6	5.1%	22
Banking	3.4%	16	4.3%	5	3.2%	11	2.2%	2	3.8%	9	3.6%	5	4.0%	11	3.0%	5	3.4%	15
Holiday and/or Travel Tickets	9.9%	46	11.1%	13	9.5%	33	5.6%	5	11.9%	28	8.7%	12	13.1%	36	5.4%	9	10.3%	45
Jewellery	4.7%	22	4.3%	5	4.9%	17	1.1%	1	5.1%	12	6.5%	9	3.6%	10	6.0%	10	4.8%	21
Small electrical items	20.0%	93	28.2%	33	17.2%	60	16.7%	15	23.4%	55	15.9%	22	24.4%	67	13.3%	22	20.7%	90
Other	6.0%	28	3.4%	4	6.9%	24	8.9%	8	4.3%	10	7.2%	10	5.8%	16	6.6%	11	6.2%	27
Automotives / Automotive parts	2.1%	10	1.7%	2	2.3%	8	1.1%	1	2.6%	6	2.2%	3	2.5%	7	1.8%	3	2.1%	9
Cosmetics / beauty products	2.4%	11	0.0%	0	3.2%	11	1.1%	1	3.4%	8	1.4%	2	2.2%	6	2.4%	4	2.5%	11
Insurances	0.6%	3	0.9%	1	0.6%	2	0.0%	0	0.9%	2	0.7%	1	0.4%	1	1.2%	2	0.7%	3
Arts and Craft items	1.7%	8	2.6%	3	1.4%	5	0.0%	0	1.3%	3	3.6%	5	2.2%	6	1.2%	2	1.8%	8
(Don't know)	5.4%	25	3.4%	4	6.0%	21	10.0%	9	2.1%	5	7.2%	10	2.9%	8	6.6%	11	4.6%	20
Base:		466		117		349		90		235		138		275		166		435

# Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q29 Which goods or services might your household purchase in the future via electronic home shopping?</b>																		
Food	4.2%	43	3.8%	10	4.4%	33	5.6%	7	8.4%	31	1.0%	5	5.7%	25	3.5%	18	4.5%	39
Clothes	7.5%	76	4.5%	12	8.5%	64	13.5%	17	12.2%	45	2.7%	14	11.9%	52	3.9%	20	8.4%	74
Furniture/Carpets	2.1%	21	0.8%	2	2.5%	19	3.2%	4	3.0%	11	1.0%	5	2.1%	9	2.2%	11	2.3%	20
Major electrical items	5.4%	55	5.7%	15	5.3%	40	8.7%	11	7.1%	26	3.1%	16	7.8%	34	3.3%	17	5.9%	52
Small household goods	2.2%	22	3.0%	8	1.9%	14	3.2%	4	2.7%	10	1.6%	8	3.0%	13	1.6%	8	2.3%	20
DIY goods	0.6%	6	1.1%	3	0.4%	3	1.6%	2	0.3%	1	0.6%	3	0.9%	4	0.4%	2	0.7%	6
Garden items	0.7%	7	0.4%	1	0.8%	6	0.0%	0	1.1%	4	0.6%	3	1.1%	5	0.4%	2	0.8%	7
Books	9.1%	93	7.6%	20	9.7%	73	14.3%	18	15.2%	56	3.5%	18	15.1%	66	5.1%	26	10.2%	89
CD's, music, videos	11.3%	115	11.0%	29	11.4%	86	17.5%	22	18.8%	69	4.5%	23	16.2%	71	7.6%	39	12.3%	108
Toys	1.4%	14	1.1%	3	1.5%	11	3.2%	4	2.7%	10	0.0%	0	1.6%	7	1.4%	7	1.5%	13
Sports goods	1.5%	15	1.5%	4	1.5%	11	3.2%	4	2.4%	9	0.4%	2	2.5%	11	0.8%	4	1.6%	14
Banking	1.1%	11	1.1%	3	1.1%	8	2.4%	3	1.1%	4	0.8%	4	2.1%	9	0.4%	2	1.1%	10
Holiday and/or Travel Tickets	6.5%	66	3.8%	10	7.4%	56	8.7%	11	8.4%	31	4.3%	22	10.5%	46	3.9%	20	7.2%	63
Jewellery	0.8%	8	0.4%	1	0.9%	7	1.6%	2	0.5%	2	0.8%	4	1.1%	5	0.4%	2	0.7%	6
Small electrical items	5.1%	52	6.8%	18	4.5%	34	5.6%	7	8.7%	32	2.3%	12	8.9%	39	1.8%	9	5.6%	49
Other	1.4%	14	0.8%	2	1.6%	12	2.4%	3	1.6%	6	1.0%	5	2.1%	9	1.0%	5	1.6%	14
Automotives / Automotive parts	0.4%	4	0.8%	2	0.3%	2	0.8%	1	0.5%	2	0.2%	1	0.5%	2	0.2%	1	0.5%	4
Cosmetics / beauty products	0.5%	5	0.0%	0	0.7%	5	0.0%	0	1.4%	5	0.0%	0	0.9%	4	0.2%	1	0.6%	5
Flowers	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.3%	1	0.6%	3	0.5%	2	0.4%	2	0.5%	4
(Don't know)	23.4%	238	26.5%	70	22.3%	168	36.5%	46	24.7%	91	19.4%	99	24.4%	107	21.5%	110	23.3%	204
(Nothing)	45.8%	466	46.2%	122	45.7%	344	19.0%	24	30.2%	111	63.4%	324	31.1%	136	57.9%	296	43.2%	378
Base:		1017		264		753		126		368		511		438		511		876
<b>Q30 Which of the following leisure activities do you or your family participate in, in your spare time?</b>																		
Cinema	42.9%	436	36.7%	97	45.0%	339	66.7%	84	58.2%	214	25.8%	132	54.6%	239	32.5%	166	46.1%	404
Ten Pin Bowling	21.8%	222	17.4%	46	23.4%	176	44.4%	56	38.0%	140	4.7%	24	30.1%	132	14.7%	75	23.3%	204
Bingo	8.4%	85	4.5%	12	9.7%	73	7.1%	9	8.7%	32	8.2%	42	6.2%	27	9.8%	50	7.8%	68
Health and Fitness	23.1%	235	17.0%	45	25.2%	190	41.3%	52	29.6%	109	14.3%	73	34.2%	150	14.9%	76	26.0%	228
Theatre/concert hall	50.5%	514	45.8%	121	52.2%	393	39.7%	50	54.9%	202	49.9%	255	62.8%	275	38.9%	199	53.5%	469
Pub	60.9%	619	70.1%	185	57.6%	434	76.2%	96	68.8%	253	52.3%	267	69.0%	302	55.6%	284	63.7%	558
Restaurant	80.0%	814	77.7%	205	80.9%	609	84.1%	106	84.0%	309	76.3%	390	89.7%	393	72.6%	371	83.0%	727
Nightclub	11.7%	119	10.2%	27	12.2%	92	43.7%	55	14.7%	54	2.0%	10	14.2%	62	10.2%	52	11.8%	103
Social Club	19.1%	194	25.4%	67	16.9%	127	15.9%	20	18.8%	69	20.5%	105	15.5%	68	22.1%	113	18.2%	159
Leisure Centre Activities	25.8%	262	15.5%	41	29.3%	221	47.6%	60	37.0%	136	11.9%	61	32.0%	140	20.5%	105	27.9%	244
Walking/Cycling	63.9%	650	60.6%	160	65.1%	490	77.8%	98	68.5%	252	57.7%	295	70.5%	309	57.7%	295	65.8%	576
Museum/Art Galleries	32.3%	328	34.5%	91	31.5%	237	27.8%	35	35.3%	130	31.1%	159	42.9%	188	21.7%	111	34.5%	302
(Don't know)	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
(None of the above)	4.9%	50	5.7%	15	4.6%	35	0.8%	1	2.4%	9	7.2%	37	1.1%	5	7.8%	40	3.4%	30
Base:		1017		264		753		126		368		511		438		511		876

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q31 Where do you go to the cinema?</b>																		
<i>Only those who visit the cinema at Q30</i>																		
Empire Cinemas, Bristol Rd South, Rubery Great Park, Rednal, Birmingham, West Midlands B45 9JL	43.8%	191	41.2%	40	44.5%	151	45.2%	38	47.7%	102	37.1%	49	49.4%	118	39.2%	65	45.3%	183
Apollo Cinema, Kingfisher Square, Redditch, B97 4EQ	33.0%	144	28.9%	28	34.2%	116	36.9%	31	33.2%	71	31.1%	41	28.0%	67	40.4%	67	31.4%	127
Cineworld, Mill Lane Arcade, Touchwood, Solihull	6.7%	29	4.1%	4	7.4%	25	4.8%	4	7.5%	16	6.8%	9	7.5%	18	6.0%	10	7.2%	29
Straford Picture House, Stratford-upon-Avon	1.6%	7	4.1%	4	0.9%	3	1.2%	1	1.9%	4	0.8%	1	1.7%	4	1.8%	3	1.5%	6
Atrix, Bromsgrove	0.7%	3	0.0%	0	0.9%	3	0.0%	0	0.0%	0	2.3%	3	0.8%	2	0.6%	1	0.7%	3
Vue, Friar Street, Worcester	0.7%	3	0.0%	0	0.9%	3	0.0%	0	1.4%	3	0.0%	0	1.3%	3	0.0%	0	0.7%	3
Merry Hill Shopping Centre	0.5%	2	1.0%	1	0.3%	1	0.0%	0	0.5%	1	0.8%	1	0.4%	1	0.6%	1	0.5%	2
Showcase, Castle Gate Park, Birmingham Road, Dudley	0.5%	2	0.0%	0	0.6%	2	1.2%	1	0.0%	0	0.8%	1	0.0%	0	1.2%	2	0.5%	2
Cineworld, Broad Street, Birmingham	0.5%	2	1.0%	1	0.3%	1	2.4%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.5%	2
Odeon, New Street, Birmingham	0.5%	2	0.0%	0	0.6%	2	2.4%	2	0.0%	0	0.0%	0	0.4%	1	0.6%	1	0.2%	1
Number 8, High Street, Pershore	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.2%	1
Longbridge	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.2%	1
Gaumont Cinema, Church Street, Worcester	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.2%	1
Bromsgrove	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, Foregate Street, Worcester	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.2%	1
The Mac, Edgbaston Road, At Cannon Hill Park, Birmingham	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.2%	1
Leamington Spa	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.2%	1
Warwick Art Centre, Coventry	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.8%	1	0.4%	1	0.0%	0	0.2%	1
(Don't know)	9.9%	43	17.5%	17	7.7%	26	6.0%	5	7.9%	17	14.4%	19	8.0%	19	7.8%	13	9.7%	39
Base:		436		97		339		84		214		132		239		166		404

**Q32 How often do you visit...? (CINEMA MENTIONED AT Q31)***Only those who visit the cinema at Q30*

More than once a week	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.6%	1	0.2%	1
Once a week	4.1%	18	5.2%	5	3.8%	13	4.8%	4	4.7%	10	3.0%	4	2.5%	6	6.0%	10	3.7%	15
Less than once a week, but more than once a fortnight	1.8%	8	3.1%	3	1.5%	5	2.4%	2	0.9%	2	3.0%	4	3.3%	8	0.0%	0	2.0%	8
Once a fortnight	3.0%	13	3.1%	3	3.0%	10	2.4%	2	4.2%	9	1.5%	2	2.9%	7	2.4%	4	2.7%	11
Less than once a fortnight, but more than once a month	19.3%	84	22.7%	22	18.3%	62	27.4%	23	19.2%	41	15.2%	20	23.8%	57	15.7%	26	19.6%	79
Less than once a month, but more than once in two months	11.9%	52	8.2%	8	13.0%	44	17.9%	15	11.7%	25	7.6%	10	11.7%	28	12.0%	20	12.6%	51
Once in two months	13.5%	59	12.4%	12	13.9%	47	9.5%	8	17.3%	37	10.6%	14	14.6%	35	11.4%	19	13.6%	55
Less often	33.5%	146	32.0%	31	33.9%	115	22.6%	19	31.3%	67	43.2%	57	33.1%	79	32.5%	54	32.9%	133
(Don't know / varies / no particular pattern)	12.6%	55	12.4%	12	12.7%	43	13.1%	11	10.3%	22	15.9%	21	8.0%	19	19.3%	32	12.6%	51
Base:		436		97		339		84		214		132		239		166		404

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q33 Which ten pin bowling facility do you use?</b>																		
<i>Only those who go ten-pin bowling at Q30</i>																		
Hollywood Bowl plc, Park Way, Rubery, Rednal, Birmingham, West Midlands B45 9WA	78.8%	175	78.3%	36	79.0%	139	85.7%	48	75.7%	106	79.2%	19	79.5%	105	81.3%	61	78.4%	160
Hewell Bowling Club, Holyoakes Lane, Bentley, Redditch, Worcestershire B97 5SR	3.6%	8	4.3%	2	3.4%	6	1.8%	1	5.0%	7	0.0%	0	3.8%	5	2.7%	2	3.9%	8
Tenpin, Shires Retail Park, Tachbrook Park Drive, Leamington Spa	1.8%	4	2.2%	1	1.7%	3	1.8%	1	2.1%	3	0.0%	0	0.8%	1	2.7%	2	2.0%	4
Lakeside Bowling, Pershore Road, Birmingham	1.4%	3	0.0%	0	1.7%	3	1.8%	1	1.4%	2	0.0%	0	1.5%	2	1.3%	1	1.5%	3
Bowl Extreme, Droitwich Road, Worcester	1.4%	3	0.0%	0	1.7%	3	0.0%	0	2.1%	3	0.0%	0	2.3%	3	0.0%	0	1.5%	3
Eastbourne	0.5%	1	2.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.8%	1	0.0%	0	0.5%	1
Megabowl, Solihull	0.5%	1	0.0%	0	0.6%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.5%	1
Strike, Tamworth	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know)	11.7%	26	13.0%	6	11.4%	20	7.1%	4	12.1%	17	20.8%	5	11.4%	15	9.3%	7	11.8%	24
Base:		222		46		176		56		140		24		132		75		204

**Q34 How often do you visit...? (BOWLING FACILITY MENTIONED AT Q33)***Only those who go ten-pin bowling at Q30*

More than once a week	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.5%	1
Once a week	0.9%	2	0.0%	0	1.1%	2	1.8%	1	0.7%	1	0.0%	0	0.0%	0	1.3%	1	1.0%	2
Less than once a week, but more than once a fortnight	0.9%	2	0.0%	0	1.1%	2	0.0%	0	1.4%	2	0.0%	0	1.5%	2	0.0%	0	1.0%	2
Once a fortnight	1.8%	4	2.2%	1	1.7%	3	3.6%	2	1.4%	2	0.0%	0	0.0%	0	5.3%	4	0.5%	1
Less than once a fortnight, but more than once a month	9.0%	20	10.9%	5	8.5%	15	10.7%	6	8.6%	12	8.3%	2	6.8%	9	12.0%	9	9.8%	20
Less than once a month, but more than once in two months	7.7%	17	15.2%	7	5.7%	10	7.1%	4	8.6%	12	4.2%	1	7.6%	10	8.0%	6	8.3%	17
Once in two months	11.3%	25	2.2%	1	13.6%	24	10.7%	6	13.6%	19	0.0%	0	13.6%	18	9.3%	7	12.3%	25
Less often	57.2%	127	58.7%	27	56.8%	100	53.6%	30	54.3%	76	79.2%	19	59.1%	78	54.7%	41	56.4%	115
(Don't know / varies / no particular pattern)	10.8%	24	10.9%	5	10.8%	19	12.5%	7	10.7%	15	8.3%	2	11.4%	15	8.0%	6	10.3%	21
Base:		222		46		176		56		140		24		132		75		204

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q35 Which bingo hall do you visit?</b>																		
<i>Only those who go to play bingo at Q30</i>																		
Shipleys Luxury Bingo Club, Unit 1d, The South East Quadrant, 17, Alcester St, Redditch, Worcestershire B98 8AE	54.1%	46	41.7%	5	56.2%	41	66.7%	6	62.5%	20	47.6%	20	63.0%	17	50.0%	25	55.9%	38
Gala Bingo, Great Park, Rubery	5.9%	5	8.3%	1	5.5%	4	11.1%	1	6.3%	2	4.8%	2	3.7%	1	8.0%	4	5.9%	4
Batchleys Social Club, Redditch	4.7%	4	8.3%	1	4.1%	3	0.0%	0	3.1%	1	7.1%	3	3.7%	1	6.0%	3	5.9%	4
Studley Social Club, Studley	3.5%	3	8.3%	1	2.7%	2	0.0%	0	3.1%	1	4.8%	2	0.0%	0	6.0%	3	1.5%	1
Alcester Members Club, Alcester	2.4%	2	8.3%	1	1.4%	1	0.0%	0	0.0%	0	4.8%	2	0.0%	0	2.0%	1	1.5%	1
Arrow Valley Social Club, Redditch	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.0%	1	0.0%	0
British Legion Club, Wythall	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.0%	1	1.5%	1
Gala Bingo, Banbury	1.2%	1	0.0%	0	1.4%	1	0.0%	0	3.1%	1	0.0%	0	3.7%	1	0.0%	0	1.5%	1
Astwood Bank	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.4%	1	3.7%	1	0.0%	0	1.5%	1
Cross keys, Alcester	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Jubilee Court, St. Faiths Road, Alcester	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.0%	1	1.5%	1
Labour Club, Bromsgrove	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.4%	1	3.7%	1	0.0%	0	1.5%	1
South Redditch Sports and Social Club, Redditch	1.2%	1	0.0%	0	1.4%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.0%	1	1.5%	1
Gala Bingo, Birmingham	1.2%	1	0.0%	0	1.4%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Wooton Woven	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	2.0%	1	1.5%	1
(Don't know)	17.6%	15	25.0%	3	16.4%	12	11.1%	1	18.8%	6	14.3%	6	18.5%	5	16.0%	8	19.1%	13
Base:		85		12		73		9		32		42		27		50		68

**Q36 How often do you visit...? (BINGO FACILITY MENTIONED AT Q35)***Only those who go to play bingo at Q30*

More than once a week	12.9%	11	16.7%	2	12.3%	9	0.0%	0	3.1%	1	23.8%	10	7.4%	2	16.0%	8	13.2%	9
Once a week	42.4%	36	41.7%	5	42.5%	31	33.3%	3	34.4%	11	52.4%	22	40.7%	11	42.0%	21	42.6%	29
Less than once a week, but more than once a fortnight	2.4%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	4.0%	2	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight, but more than once a month	11.8%	10	16.7%	2	11.0%	8	22.2%	2	15.6%	5	7.1%	3	11.1%	3	14.0%	7	13.2%	9
Less than once a month, but more than once in two months	8.2%	7	8.3%	1	8.2%	6	11.1%	1	9.4%	3	7.1%	3	7.4%	2	10.0%	5	8.8%	6
Once in two months	3.5%	3	0.0%	0	4.1%	3	11.1%	1	6.3%	2	0.0%	0	0.0%	0	6.0%	3	4.4%	3
Less often	9.4%	8	0.0%	0	11.0%	8	22.2%	2	15.6%	5	2.4%	1	11.1%	3	8.0%	4	7.4%	5
(Don't know / varies / no particular pattern)	9.4%	8	16.7%	2	8.2%	6	0.0%	0	15.6%	5	2.4%	1	22.2%	6	0.0%	0	10.3%	7
Base:		85		12		73		9		32		42		27		50		68

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q37 Which health and fitness facilities do you use?</b> <i>Only those who use a health and fitness facility at Q30</i>																		
David Lloyd Leisure, Slideslow Drive, Bromsgrove, B60 1GJ	14.5%	34	13.3%	6	14.7%	28	17.3%	9	19.3%	21	5.5%	4	18.0%	27	9.2%	7	14.9%	34
Abbey Stadium, Birmingham Rd, Redditch, Worcestershire B97 6EJ	8.5%	20	11.1%	5	7.9%	15	11.5%	6	10.1%	11	4.1%	3	6.7%	10	11.8%	9	8.8%	20
Other	6.0%	14	2.2%	1	6.8%	13	0.0%	0	3.7%	4	13.7%	10	2.7%	4	11.8%	9	6.1%	14
Energie Fitness, Battens Drive, South Moons Moat, Redditch, Worcestershire B98 0LJ	6.0%	14	2.2%	1	6.8%	13	5.8%	3	7.3%	8	4.1%	3	4.7%	7	7.9%	6	6.1%	14
Eze Fitness, The South East Quadrant, 17, Alcester St, Redditch, Worcestershire B98 8AE	5.1%	12	4.4%	2	5.3%	10	7.7%	4	3.7%	4	5.5%	4	6.0%	9	2.6%	2	5.3%	12
Greg Hall Centre, Alcester The Dolphin Centre, School Drive, Bromsgrove, Worcestershire B60 1AY	4.7%	11	4.4%	2	4.7%	9	1.9%	1	4.6%	5	6.8%	5	4.0%	6	6.6%	5	4.8%	11
Abbey Hotel, Dagnell Road, Redditch	4.7%	11	0.0%	0	5.8%	11	7.7%	4	3.7%	4	4.1%	3	6.0%	9	2.6%	2	4.4%	10
Abbey Hotel, Dagnell Road, Redditch	4.3%	10	4.4%	2	4.2%	8	3.8%	2	2.8%	3	6.8%	5	5.3%	8	2.6%	2	4.4%	10
Fitness Unlimited, Millsborough House, Ipsley St, Redditch, Worcestershire B98 7AL	3.0%	7	6.7%	3	2.1%	4	1.9%	1	4.6%	5	1.4%	1	1.3%	2	6.6%	5	2.6%	6
Gymnophobics, Mills Court, Albert St, Redditch, Worcestershire B97 4DA	3.0%	7	2.2%	1	3.2%	6	1.9%	1	0.9%	1	6.8%	5	3.3%	5	2.6%	2	3.1%	7
Kingsley Sports Centre, Woodrow Drive, Redditch, Worcestershire B98 7UH	2.6%	6	0.0%	0	3.2%	6	5.8%	3	1.8%	2	1.4%	1	2.7%	4	2.6%	2	2.6%	6
Arrow Vale Sports & Leisure Centre, Green Sward Lane, Matchborough West, Redditch, Worcestershire B98 0EN	2.1%	5	2.2%	1	2.1%	4	1.9%	1	2.8%	3	1.4%	1	2.7%	4	1.3%	1	1.8%	4
Greens Health & Fitness Club, 20, Ashbrook Drive, Rubery, Birmingham, West Midlands B45 9FN	2.1%	5	2.2%	1	2.1%	4	0.0%	0	3.7%	4	1.4%	1	2.7%	4	1.3%	1	2.2%	5
Virgin Active, Blythe Gate, Shirley, Solihull	1.7%	4	2.2%	1	1.6%	3	1.9%	1	1.8%	2	0.0%	0	1.3%	2	2.6%	2	1.8%	4
Bromsgrove Hotel, Bromsgrove	1.7%	4	4.4%	2	1.1%	2	7.7%	4	0.0%	0	0.0%	0	2.0%	3	1.3%	1	1.3%	3
David Lloyd, Cranmore Boulevard, Shirley, Solihull	1.7%	4	0.0%	0	2.1%	4	1.9%	1	1.8%	2	1.4%	1	2.7%	4	0.0%	0	1.8%	4
Hewell Road Swimming Pool, Redditch	1.3%	3	0.0%	0	1.6%	3	3.8%	2	0.9%	1	0.0%	0	0.7%	1	2.6%	2	0.9%	2
Altered Images Fitness Club, 80, Worcester Rd, Bromsgrove, Worcestershire B61 7AG	0.9%	2	4.4%	2	0.0%	0	0.0%	0	0.9%	1	1.4%	1	0.7%	1	1.3%	1	0.9%	2
Lifestyle Body Toning Suite, Unit 3, Tudor Business Centre, Marsden Rd, Redditch, Worcestershire B98 7AY	0.9%	2	0.0%	0	1.1%	2	1.9%	1	0.9%	1	0.0%	0	0.0%	0	2.6%	2	0.9%	2
Curves, Unit 4, Silver Birches Business Park, Aston Rd, Bromsgrove, Worcestershire B60 3EU	0.9%	2	2.2%	1	0.5%	1	0.0%	0	1.8%	2	0.0%	0	1.3%	2	0.0%	0	0.9%	2
Stratford Leisure Centre, Stratford-upon-Avon	0.9%	2	0.0%	0	1.1%	2	0.0%	0	1.8%	2	0.0%	0	1.3%	2	0.0%	0	0.9%	2
Wild Moor, Alcester Road, Stratford Upon Avon	0.9%	2	0.0%	0	1.1%	2	0.0%	0	1.8%	2	0.0%	0	1.3%	2	0.0%	0	0.9%	2
Coxsmall Wood, Birmingham	0.9%	2	0.0%	0	1.1%	2	0.0%	0	1.8%	2	0.0%	0	0.7%	1	1.3%	1	0.9%	2
LivingWell Health Clubs, within Hilton Hotel, Birmingham Rd,	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1

## Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Marlbrooke, Bromsgrove, Worcestershire B61 0JB	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.4%	1
Bodyline Studios, Barnet Green	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.4%	1
Kingsley College, Redditch Shape Up, 83, Mason Rd, Redditch, Worcestershire B97 5DQ	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.4%	1
Barnet Green Sports Club, Barnet Green	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.4%	1
The Youth House, Redditch	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.4%	1
Trinity High School, Redditch	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1
Club Venture, Redditch	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.4%	1
Local tennis club, Barnet Green	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.7%	1	0.0%	0	0.4%	1
(Don't know)	18.3%	43	31.1%	14	15.3%	29	15.4%	8	14.7%	16	26.0%	19	17.3%	26	17.1%	13	18.0%	41
Base:		235		45		190		52		109		73		150		76		228

**Q38 How often do you visit...? (HEALTH & FITNESS FACILITY MENTIONED AT Q37)***Only those who use a health and fitness facility at Q30*

More than once a week	58.3%	137	57.8%	26	58.4%	111	61.5%	32	66.1%	72	45.2%	33	60.7%	91	55.3%	42	59.2%	135
Once a week	23.8%	56	22.2%	10	24.2%	46	19.2%	10	17.4%	19	35.6%	26	21.3%	32	26.3%	20	23.7%	54
Less than once a week, but more than once a fortnight	1.7%	4	0.0%	0	2.1%	4	3.8%	2	0.9%	1	1.4%	1	1.3%	2	2.6%	2	1.8%	4
Once a fortnight	3.4%	8	2.2%	1	3.7%	7	1.9%	1	2.8%	3	5.5%	4	4.0%	6	1.3%	1	3.5%	8
Less than once a fortnight, but more than once a month	3.8%	9	2.2%	1	4.2%	8	7.7%	4	3.7%	4	1.4%	1	4.0%	6	3.9%	3	3.1%	7
Less than once a month, but more than once in two months	1.3%	3	4.4%	2	0.5%	1	0.0%	0	0.9%	1	2.7%	2	0.7%	1	2.6%	2	1.3%	3
Once in two months	0.9%	2	2.2%	1	0.5%	1	1.9%	1	0.9%	1	0.0%	0	0.7%	1	1.3%	1	0.9%	2
Less often	1.7%	4	0.0%	0	2.1%	4	3.8%	2	1.8%	2	0.0%	0	2.7%	4	0.0%	0	1.8%	4
(Don't know / varies / no particular pattern)	5.1%	12	8.9%	4	4.2%	8	0.0%	0	5.5%	6	8.2%	6	4.7%	7	6.6%	5	4.8%	11
Base:		235		45		190		52		109		73		150		76		228

**Q39 Which leisure facilities would you like to see more of in the Redditch area?**

Swimming pool	15.8%	161	14.8%	39	16.2%	122	23.0%	29	20.4%	75	11.0%	56	19.6%	86	14.1%	72	17.4%	152
Bowling Alley	9.4%	96	7.2%	19	10.2%	77	16.7%	21	16.0%	59	2.9%	15	11.2%	49	7.8%	40	9.8%	86
Ice Rink	8.7%	88	4.5%	12	10.1%	76	12.7%	16	14.4%	53	3.7%	19	10.3%	45	7.8%	40	9.4%	82
Leisure Centre	3.6%	37	2.3%	6	4.1%	31	4.0%	5	5.2%	19	2.5%	13	4.6%	20	3.3%	17	3.7%	32
Other	3.6%	37	4.9%	13	3.2%	24	4.8%	6	4.1%	15	3.1%	16	4.8%	21	2.9%	15	3.9%	34
Paintballing	1.7%	17	2.3%	6	1.5%	11	2.4%	3	2.4%	9	1.0%	5	2.3%	10	1.0%	5	1.9%	17
Cinema	1.7%	17	2.3%	6	1.5%	11	5.6%	7	0.8%	3	1.2%	6	1.4%	6	1.8%	9	1.6%	14
Health and Fitness (Gym)	1.2%	12	0.8%	2	1.3%	10	2.4%	3	1.9%	7	0.4%	2	2.1%	9	0.4%	2	1.0%	9
Youth Centre	1.1%	11	0.8%	2	1.2%	9	0.8%	1	1.6%	6	0.8%	4	0.5%	2	1.6%	8	0.9%	8
Karting	1.1%	11	2.7%	7	0.5%	4	0.8%	1	1.6%	6	0.8%	4	1.4%	6	1.0%	5	1.3%	11
Restaurants	1.1%	11	1.5%	4	0.9%	7	1.6%	2	1.6%	6	0.6%	3	1.8%	8	0.6%	3	1.0%	9
Childrens playground facilities	1.0%	10	0.8%	2	1.1%	8	2.4%	3	1.6%	6	0.2%	1	0.9%	4	1.2%	6	0.8%	7
Extreme Sports	0.9%	9	1.5%	4	0.7%	5	1.6%	2	0.8%	3	0.8%	4	1.1%	5	0.8%	4	1.0%	9
Tennis Courts	0.9%	9	0.8%	2	0.9%	7	2.4%	3	0.8%	3	0.6%	3	1.6%	7	0.4%	2	0.9%	8
Theatre	0.6%	6	1.5%	4	0.3%	2	0.0%	0	0.5%	2	0.8%	4	0.9%	4	0.2%	1	0.6%	5
Bars/pubs	0.5%	5	1.5%	4	0.1%	1	0.8%	1	0.8%	3	0.2%	1	0.9%	4	0.2%	1	0.5%	4
More parks	0.4%	4	0.0%	0	0.5%	4	0.8%	1	0.5%	2	0.2%	1	0.2%	1	0.6%	3	0.3%	3
Water park	0.3%	3	0.4%	1	0.3%	2	0.8%	1	0.5%	2	0.0%	0	0.2%	1	0.4%	2	0.3%	3
Bingo	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.4%	2	0.2%	2
Ski slope	0.3%	3	0.4%	1	0.3%	2	0.8%	1	0.5%	2	0.0%	0	0.2%	1	0.4%	2	0.2%	2
Musuems	0.3%	3	0.4%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.2%	1	0.4%	2	0.2%	2
Classes for yoga / pilates	0.3%	3	0.0%	0	0.4%	3	0.8%	1	0.3%	1	0.2%	1	0.7%	3	0.0%	0	0.3%	3
Football pitches	0.3%	3	0.8%	2	0.1%	1	0.0%	0	0.0%	0	0.6%	3	0.2%	1	0.4%	2	0.3%	3
Hotels	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.2%	2
(None)	47.2%	480	51.5%	136	45.7%	344	28.6%	36	36.7%	135	59.1%	302	44.1%	193	48.7%	249	45.4%	398
(Don't know)	14.9%	152	14.4%	38	15.1%	114	14.3%	18	12.0%	44	17.0%	87	11.9%	52	16.6%	85	14.7%	129
Base:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>GEN Gender of respondent:</b>																		
Male	26.0%	264	100.0%	264	0.0%	0	19.0%	24	23.9%	88	29.2%	149	23.7%	104	26.8%	137	26.1%	229
Female	74.0%	753	0.0%	0	100.0%	753	81.0%	102	76.1%	280	70.8%	362	76.3%	334	73.2%	374	73.9%	647
Base:		1017		264		753		126		368		511		438		511		876
<b>AGE Age of respondent:</b>																		
18-24 years	2.5%	25	2.3%	6	2.5%	19	19.8%	25	0.0%	0	0.0%	0	2.3%	10	2.2%	11	2.3%	20
25-34 years	9.9%	101	6.8%	18	11.0%	83	80.2%	101	0.0%	0	0.0%	0	13.0%	57	8.2%	42	10.4%	91
35-44 years	17.3%	176	15.5%	41	17.9%	135	0.0%	0	47.8%	176	0.0%	0	24.2%	106	11.5%	59	18.7%	164
45-54 years	18.9%	192	17.8%	47	19.3%	145	0.0%	0	52.2%	192	0.0%	0	24.2%	106	15.1%	77	20.4%	179
55-64 years	22.4%	228	26.5%	70	21.0%	158	0.0%	0	0.0%	0	44.6%	228	19.9%	87	23.9%	122	24.0%	210
65+	27.8%	283	29.9%	79	27.1%	204	0.0%	0	0.0%	0	55.4%	283	15.8%	69	38.7%	198	23.5%	206
(Refused)	1.2%	12	1.1%	3	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.7%	3	0.4%	2	0.7%	6
Base:		1017		264		753		126		368		511		438		511		876
<b>SEG Socio Economic Grouping</b>																		
A	4.7%	48	5.3%	14	4.5%	34	3.2%	4	6.0%	22	4.1%	21	11.0%	48	0.0%	0	5.4%	47
B	16.7%	170	14.0%	37	17.7%	133	16.7%	21	22.6%	83	12.7%	65	38.8%	170	0.0%	0	18.5%	162
C1	21.6%	220	20.1%	53	22.2%	167	33.3%	42	29.1%	107	13.7%	70	50.2%	220	0.0%	0	23.6%	207
C2	14.8%	151	18.6%	49	13.5%	102	19.0%	24	15.2%	56	13.7%	70	0.0%	0	29.6%	151	15.9%	139
D	14.0%	142	12.9%	34	14.3%	108	14.3%	18	17.9%	66	11.4%	58	0.0%	0	27.8%	142	13.8%	121
E	21.4%	218	20.5%	54	21.8%	164	8.7%	11	3.8%	14	37.6%	192	0.0%	0	42.7%	218	17.5%	153
(Refused)	6.7%	68	8.7%	23	6.0%	45	4.8%	6	5.4%	20	6.8%	35	0.0%	0	0.0%	0	5.4%	47
Base:		1017		264		753		126		368		511		438		511		876
<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>																		
One	30.9%	314	34.8%	92	29.5%	222	19.8%	25	23.1%	85	39.3%	201	26.3%	115	35.8%	183	25.1%	220
Two	52.6%	535	50.0%	132	53.5%	403	67.5%	85	51.4%	189	50.3%	257	54.3%	238	51.5%	263	57.2%	501
Three	10.8%	110	9.8%	26	11.2%	84	9.5%	12	15.5%	57	8.0%	41	12.8%	56	9.6%	49	12.3%	108
Four	4.0%	41	3.0%	8	4.4%	33	2.4%	3	8.2%	30	1.6%	8	5.0%	22	2.7%	14	4.5%	39
Five	0.5%	5	0.8%	2	0.4%	3	0.0%	0	0.8%	3	0.4%	2	0.7%	3	0.4%	2	0.6%	5
Six or more	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.5%	2	0.0%	0	0.2%	2
(Refused)	1.0%	10	1.5%	4	0.8%	6	0.8%	1	0.5%	2	0.4%	2	0.5%	2	0.0%	0	0.1%	1
Base:		1017		264		753		126		368		511		438		511		876
<b>CHI How many children live in your household, aged 15 years and under?</b>																		
None	72.9%	741	81.8%	216	69.7%	525	43.7%	55	50.8%	187	96.7%	494	66.2%	290	79.3%	405	72.0%	631
One	12.3%	125	9.1%	24	13.4%	101	27.8%	35	22.6%	83	1.2%	6	15.8%	69	10.6%	54	12.7%	111
Two	10.6%	108	5.7%	15	12.4%	93	23.0%	29	20.1%	74	1.0%	5	14.8%	65	7.0%	36	11.5%	101
Three	2.6%	26	1.1%	3	3.1%	23	3.2%	4	4.6%	17	0.8%	4	2.1%	9	2.5%	13	2.9%	25
Four	0.8%	8	0.8%	2	0.8%	6	1.6%	2	1.6%	6	0.0%	0	0.9%	4	0.6%	3	0.9%	8
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	9	1.5%	4	0.7%	5	0.8%	1	0.3%	1	0.4%	2	0.2%	1	0.0%	0	0.0%	0
Base:		1017		264		753		126		368		511		438		511		876
<b>CAR How many cars does your household own or have the use of?</b>																		
None	12.8%	130	11.4%	30	13.3%	100	11.1%	14	6.5%	24	17.8%	91	4.8%	21	19.2%	98	0.0%	0
One	42.5%	432	45.5%	120	41.4%	312	37.3%	47	34.5%	127	49.9%	255	32.9%	144	52.1%	266	49.3%	432
Two	33.9%	345	30.3%	80	35.2%	265	42.1%	53	42.9%	158	25.6%	131	48.6%	213	22.5%	115	39.4%	345
Three or more	9.7%	99	11.0%	29	9.3%	70	8.7%	11	15.8%	58	5.9%	30	13.5%	59	6.3%	32	11.3%	99
(Refused)	1.1%	11	1.9%	5	0.8%	6	0.8%	1	0.3%	1	0.8%	4	0.2%	1	0.0%	0	0.0%	0
Base:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey

## For White Young Green

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>ETH For the purpose of the survey, could I ask to which ethnic group you consider yourself to belong to?</b>																		
White	96.2%	978	93.6%	247	97.1%	731	89.7%	113	97.3%	358	97.8%	500	97.0%	425	97.7%	499	97.1%	851
Indian	0.3%	3	1.1%	3	0.0%	0	0.8%	1	0.3%	1	0.2%	1	0.0%	0	0.6%	3	0.2%	2
Pakistani	0.3%	3	0.4%	1	0.3%	2	0.8%	1	0.5%	2	0.0%	0	0.2%	1	0.2%	1	0.3%	3
Bangladeshi	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Other Asian	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Black Caribbean	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Black African	0.1%	1	0.0%	0	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Other Black	0.2%	2	0.4%	1	0.1%	1	0.8%	1	0.3%	1	0.0%	0	0.5%	2	0.0%	0	0.2%	2
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.7%	7	0.8%	2	0.7%	5	4.0%	5	0.0%	0	0.4%	2	0.9%	4	0.4%	2	0.6%	5
Other Ethnic Group (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1017		264		753		126		368		511		438		511		876
<b>QUOTA Zone:</b>																		
Zone 1	30.1%	306	25.4%	67	31.7%	239	34.9%	44	32.6%	120	27.2%	139	26.7%	117	33.1%	169	29.0%	254
Zone 2	7.5%	76	9.5%	25	6.8%	51	5.6%	7	6.0%	22	8.8%	45	6.6%	29	8.2%	42	7.5%	66
Zone 3	18.1%	184	18.9%	50	17.8%	134	29.4%	37	17.1%	63	15.9%	81	19.0%	83	17.2%	88	17.8%	156
Zone 4	6.8%	69	8.0%	21	6.4%	48	3.2%	4	6.3%	23	8.2%	42	9.4%	41	5.3%	27	7.4%	65
Zone 5	12.2%	124	14.0%	37	11.6%	87	15.9%	20	15.2%	56	9.4%	48	12.8%	56	11.5%	59	12.4%	109
Zone 6	9.9%	101	9.5%	25	10.1%	76	5.6%	7	9.2%	34	11.5%	59	12.1%	53	8.4%	43	9.9%	87
Zone 7	7.6%	77	5.7%	15	8.2%	62	2.4%	3	6.3%	23	9.8%	50	6.8%	30	8.0%	41	7.6%	67
Zone 8	7.9%	80	9.1%	24	7.4%	56	3.2%	4	7.3%	27	9.2%	47	6.6%	29	8.2%	42	8.2%	72
Base:		1017		264		753		126		368		511		438		511		876
<b>PC Could I record your postcode please?</b>																		
B45 8	3.2%	33	3.4%	9	3.2%	24	1.6%	2	2.7%	10	4.1%	21	3.9%	17	2.7%	14	3.3%	29
B48 7	3.3%	34	3.4%	9	3.3%	25	1.6%	2	3.8%	14	3.3%	17	3.7%	16	2.9%	15	3.2%	28
B49 5	2.1%	21	2.3%	6	2.0%	15	0.8%	1	1.9%	7	2.3%	12	2.1%	9	2.0%	10	2.3%	20
B49 6	4.3%	44	4.5%	12	4.3%	32	2.4%	3	4.9%	18	4.3%	22	3.4%	15	4.3%	22	4.3%	38
B60 1	3.3%	34	2.7%	7	3.6%	27	2.4%	3	2.7%	10	4.1%	21	4.6%	20	2.7%	14	3.4%	30
B60 2	2.2%	22	1.9%	5	2.3%	17	2.4%	3	3.5%	13	1.2%	6	3.9%	17	1.0%	5	2.5%	22
B60 3	2.5%	25	1.5%	4	2.8%	21	3.2%	4	4.1%	15	1.2%	6	2.3%	10	2.2%	11	2.2%	19
B60 4	0.8%	8	1.5%	4	0.5%	4	0.0%	0	1.1%	4	0.8%	4	0.7%	3	0.8%	4	0.9%	8
B61 0	2.9%	29	3.8%	10	2.5%	19	6.3%	8	3.0%	11	2.0%	10	3.2%	14	2.7%	14	3.0%	26
B61 7	1.7%	17	2.3%	6	1.5%	11	4.0%	5	1.4%	5	1.4%	7	1.6%	7	1.6%	8	1.6%	14
B61 8	2.3%	23	3.0%	8	2.0%	15	0.0%	0	2.2%	8	2.9%	15	1.1%	5	3.3%	17	2.3%	20
B80 7	7.5%	76	9.5%	25	6.8%	51	5.6%	7	6.0%	22	8.8%	45	6.6%	29	8.2%	42	7.5%	66
B94 5	3.0%	31	1.9%	5	3.5%	26	1.6%	2	3.0%	11	3.3%	17	3.2%	14	2.7%	14	3.2%	28
B95 5	4.4%	45	3.8%	10	4.6%	35	0.8%	1	3.0%	11	6.5%	33	3.7%	16	5.1%	26	4.3%	38
B95 6	1.4%	14	1.9%	5	1.2%	9	0.0%	0	0.8%	3	2.2%	11	0.7%	3	2.2%	11	1.5%	13
B96 6	7.0%	71	8.3%	22	6.5%	49	3.2%	4	6.3%	23	8.6%	44	9.8%	43	5.3%	27	7.6%	67
B97 4	3.5%	36	6.4%	17	2.5%	19	7.1%	9	2.2%	8	3.7%	19	2.3%	10	4.1%	21	3.3%	29
B97 5	10.4%	106	9.5%	25	10.8%	81	10.3%	13	11.7%	43	9.2%	47	12.1%	53	9.0%	46	10.7%	94
B97 6	4.2%	43	3.4%	9	4.5%	34	11.9%	15	3.5%	13	2.9%	15	4.6%	20	4.3%	22	3.9%	34
B98 0	8.3%	84	8.3%	22	8.2%	62	11.9%	15	8.2%	30	7.2%	37	7.3%	32	9.0%	46	8.4%	74
B98 7	11.0%	112	5.3%	14	13.0%	98	14.3%	18	11.1%	41	10.2%	52	9.8%	43	11.9%	61	9.9%	87
B98 8	6.0%	61	6.8%	18	5.7%	43	4.8%	6	7.9%	29	5.1%	26	3.9%	17	7.6%	39	5.7%	50
B98 9	4.7%	48	4.5%	12	4.8%	36	4.0%	5	5.2%	19	4.7%	24	5.7%	25	4.3%	22	4.8%	42
Base:		1017		264		753		126		368		511		438		511		876

## **Data Tabulations By Zone**

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q01 Where do you usually go for your main food and grocery shopping?</b>																		
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	25.3%	257	31.7%	97	27.6%	21	45.1%	83	40.6%	28	5.6%	7	6.9%	7	2.6%	2	15.0%	12
Morrisons, Warwick Highway, Redditch, B98 0SW	13.0%	132	28.1%	86	21.1%	16	6.0%	11	7.2%	5	0.0%	0	3.0%	3	9.1%	7	5.0%	4
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch B97	12.4%	126	13.4%	41	3.9%	3	22.8%	42	13.0%	9	2.4%	3	21.8%	22	6.5%	5	1.3%	1
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	6.7%	68	1.0%	3	0.0%	0	0.5%	1	0.0%	0	40.3%	50	13.9%	14	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	5.3%	54	7.2%	22	11.8%	9	4.9%	9	11.6%	8	1.6%	2	3.0%	3	0.0%	0	1.3%	1
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	3.7%	38	0.3%	1	0.0%	0	0.5%	1	1.4%	1	22.6%	28	6.9%	7	0.0%	0	0.0%	0
Tesco, Birmingham Road, Stratford-upon-Avon	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.9%	13	11.3%	9
Somerfield, Off Moorfield Road, Alcester B49 5DA	2.2%	22	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	21
Internet / Home Delivery	2.1%	21	2.0%	6	0.0%	0	2.7%	5	1.4%	1	4.8%	6	2.0%	2	1.3%	1	0.0%	0
Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB	2.0%	20	2.6%	8	2.6%	2	4.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Morrisons, Alcester Road, Stratford-upon-Avon	1.5%	15	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	12.5%	10
Morrisons, Bristol Road South, Rubery, B45 9NY	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	13.9%	14	0.0%	0	0.0%	0
Co-op, Alcester Road, Studley	1.2%	12	0.0%	0	15.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Stratford Road, Shirley	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	9	1.3%	1
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98	0.9%	9	2.3%	7	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch, B98 7AH	0.8%	8	1.3%	4	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Express, Stratford Road, Shirley	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8	0.0%	0
Waitrose, Droitwich	0.8%	8	0.0%	0	0.0%	0	0.0%	0	7.2%	5	1.6%	2	1.0%	1	0.0%	0	0.0%	0
Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	3.0%	3	0.0%	0	0.0%	0
Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	2	2.6%	2	1.3%	1
Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL	0.5%	5	1.0%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ	0.5%	5	0.7%	2	1.3%	1	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Frankly Beeches Road, Northfield, B31 5AA	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Somerfield, High Street, Henley-in-Arden	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Warwick	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Extra, Worcester Road, Evesham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco, Hermitage Road, Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Marks and Spencers, Bridge Street, Stratford-upon-Avon	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Asda, Coventry Road, Small Heath, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Farmfoods Freezer Centre, 1-3, Dev.1, Kingfisher Shopping Centre, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norton House Retailing Ltd, 133, Golden Cross Lane, Catshill, Bromsgrove, B61 0LA	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Hillers, Dunnington Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Cost Cutters, 31 Woodrow Centre, Redditch, Worcestershire B98 7RY	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alvechurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Aldi, Pheasant Street, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Stratford Road, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Local shops, Wooton Wawen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Hancocks and Son, High Street, Ashwood Bank, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Poplar Way, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sainsbury's, Reedswood Way, Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Rookery Street, Wolverhampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Barnt Green Express, Barnt Green, Birmingham, B45	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local shops, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tesco Express, Studley Express, Studley, Warwickshire, B80 7LL	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco, Warbler Place, Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Barnt Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Waitrose, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know / varies)	10.1%	103	6.2%	19	7.9%	6	7.6%	14	13.0%	9	11.3%	14	11.9%	12	22.1%	17	15.0%	12
(Don't do main food shopping)	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	2.0%	2	0.0%	0	0.0%	0
Base:		1017		306		76		184		69		124		101		77		80

### Q02 Which retailer do you usually purchase your main food internet/ home delivery shopping from?

Only those who buy their main food shopping via the internet at Q01

Tesco	76.2%	16	100.0%	6	0.0%	0	80.0%	4	100.0%	1	66.7%	4	50.0%	1	0.0%	0	0.0%	0
Waitrose	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	50.0%	1	100.0%	1	0.0%	0
Iceland	4.8%	1	0.0%	0	0.0%	0	20.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
Base:		21		6		0		5		1		6		2		1		0

### Q03 How frequently do you buy main food and grocery shopping trips from...? (Store/destination mentioned at Q01)

Only those who do main food shopping at Q01

Two or more times a week	21.8%	221	23.0%	70	26.3%	20	22.8%	42	18.8%	13	23.0%	28	21.2%	21	14.3%	11	20.0%	16
At least once a week	63.3%	641	63.9%	195	63.2%	48	59.8%	110	71.0%	49	62.3%	76	65.7%	65	67.5%	52	57.5%	46
At least once a fortnight	8.5%	86	5.9%	18	3.9%	3	10.9%	20	7.2%	5	8.2%	10	8.1%	8	14.3%	11	13.8%	11
At least once a month	4.1%	41	5.2%	16	3.9%	3	3.3%	6	2.9%	2	4.1%	5	3.0%	3	2.6%	2	5.0%	4
At least every two months	0.4%	4	0.3%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	18	1.6%	5	2.6%	2	1.6%	3	0.0%	0	2.5%	3	1.0%	1	1.3%	1	3.8%	3
Base:		1012		305		76		184		69		122		99		77		80

# Redditch Retail and Leisure Survey

## For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q04 How do you normally travel to...? (Store/destination mentioned at Q01)</b>																		
<i>Only those who buy their main food shopping at a store at Q01</i>																		
Car/van (as driver)	66.7%	661	57.9%	173	76.3%	58	69.3%	124	77.9%	53	72.4%	84	68.0%	66	68.4%	52	63.8%	51
Car/van (as passenger)	18.1%	179	23.7%	71	10.5%	8	19.0%	34	14.7%	10	10.3%	12	15.5%	15	21.1%	16	16.3%	13
Bus, minibus or coach	3.8%	38	6.4%	19	0.0%	0	3.9%	7	4.4%	3	2.6%	3	3.1%	3	2.6%	2	1.3%	1
Motorcycle, scooter or moped	0.5%	5	0.7%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%	1
Walk	6.5%	64	6.0%	18	6.6%	5	3.9%	7	0.0%	0	10.3%	12	9.3%	9	2.6%	2	13.8%	11
Taxi	1.0%	10	1.3%	4	1.3%	1	1.1%	2	0.0%	0	0.9%	1	2.1%	2	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.3%	1	1.3%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.4%	4	0.3%	1	0.0%	0	0.0%	0	2.9%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.6%	26	3.7%	11	3.9%	3	2.2%	4	0.0%	0	1.7%	2	1.0%	1	3.9%	3	2.5%	2
Base:		991		299		76		179		68		116		97		76		80
<b>Q05 When do you usually do your main food shopping?</b>																		
<i>Only those who do main food shopping at Q01</i>																		
Weekdays during the day	47.6%	482	47.9%	146	60.5%	46	45.7%	84	47.8%	33	42.6%	52	47.5%	47	53.2%	41	41.3%	33
Weekdays during the evening	14.3%	145	16.7%	51	6.6%	5	15.2%	28	15.9%	11	13.9%	17	12.1%	12	10.4%	8	16.3%	13
Saturday	10.0%	101	9.5%	29	5.3%	4	7.6%	14	4.3%	3	18.0%	22	10.1%	10	11.7%	9	12.5%	10
Sunday	2.8%	28	2.0%	6	3.9%	3	3.3%	6	0.0%	0	5.7%	7	5.1%	5	0.0%	0	1.3%	1
(Don't know / varies)	25.3%	256	23.9%	73	23.7%	18	28.3%	52	31.9%	22	19.7%	24	25.3%	25	24.7%	19	28.8%	23
Base:		1012		305		76		184		69		122		99		77		80
<b>Q06 When you go main food shopping is your trip linked with any other activity?</b>																		
<i>Only those who buy their main food shopping at a store at Q01</i>																		
Yes – non-food shopping	5.9%	58	4.7%	14	3.9%	3	1.7%	3	4.4%	3	8.6%	10	8.2%	8	11.8%	9	10.0%	8
Yes – leisure activity	4.9%	49	4.0%	12	10.5%	8	1.7%	3	8.8%	6	4.3%	5	3.1%	3	9.2%	7	6.3%	5
Yes – visiting services such as banks and other financial institutions	2.5%	25	0.3%	1	0.0%	0	1.1%	2	7.4%	5	5.2%	6	5.2%	5	3.9%	3	3.8%	3
Yes – travelling to/from work	4.3%	43	3.7%	11	3.9%	3	3.4%	6	5.9%	4	5.2%	6	6.2%	6	2.6%	2	6.3%	5
Yes – travelling to/from school/college	1.0%	10	0.3%	1	1.3%	1	1.1%	2	1.5%	1	0.9%	1	4.1%	4	0.0%	0	0.0%	0
Yes – other activity	0.8%	8	0.7%	2	0.0%	0	0.0%	0	1.5%	1	0.9%	1	2.1%	2	0.0%	0	2.5%	2
No	77.2%	765	84.3%	252	75.0%	57	83.8%	150	69.1%	47	73.3%	85	71.1%	69	68.4%	52	66.3%	53
Yes - Visiting friends / family	0.9%	9	1.0%	3	0.0%	0	1.1%	2	1.5%	1	0.9%	1	0.0%	0	1.3%	1	1.3%	1
Yes - To get petrol	0.5%	5	0.3%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Yes - Recycling	0.4%	4	0.0%	0	1.3%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - Eating out e.g. fast food	0.6%	6	0.7%	2	1.3%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
(Don't know / Varies)	2.8%	28	2.0%	6	2.6%	2	2.8%	5	4.4%	3	1.7%	2	3.1%	3	3.9%	3	5.0%	4
Base:		991		299		76		179		68		116		97		76		80
<b>Q07 Where do you normally do this non-food shopping? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Only those who link their main food shopping trip with non-food shopping at Q01</i>																		
Redditch	53.4%	31	78.6%	11	66.7%	2	66.7%	2	66.7%	2	60.0%	6	50.0%	4	44.4%	4	0.0%	0
Stratford upon Avon	13.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	3	62.5%	5
Bromsgrove	8.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	4	12.5%	1	0.0%	0	0.0%	0
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	5.2%	3	14.3%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester	3.4%	2	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Droitwich	1.7%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
Birmingham City Centre	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Touchwood Shopping Centre, Solihull	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0
Bart Green	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0
(Don't know / varies)	6.9%	4	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	11.1%	1	12.5%	1
Base:		58		14		3		3		3		10		8		9		8

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q08 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?</b>									
Yes	65.2% 663	68.0% 208	60.5% 46	66.8% 123	53.6% 37	62.1% 77	61.4% 62	76.6% 59	63.8% 51
No	34.8% 354	32.0% 98	39.5% 30	33.2% 61	46.4% 32	37.9% 47	38.6% 39	23.4% 18	36.3% 29
Base:	1017	306	76	184	69	124	101	77	80

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q09 Where do you go for this 'top-up' shopping?</b>																		
<i>Only those who do top-up food shopping at Q08</i>																		
Morrisons, Warwick Highway, Redditch, B98 OSW	10.9%	72	26.4%	55	15.2%	7	4.1%	5	10.8%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	8.4%	56	12.0%	25	4.3%	2	17.1%	21	16.2%	6	0.0%	0	1.6%	1	0.0%	0	2.0%	1
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97	7.2%	48	8.2%	17	4.3%	2	17.9%	22	2.7%	1	0.0%	0	8.1%	5	1.7%	1	0.0%	0
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	3.9%	26	0.0%	0	0.0%	0	0.0%	0	2.7%	1	28.6%	22	3.2%	2	1.7%	1	0.0%	0
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	3.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	19	4.8%	3	0.0%	0	0.0%	0
Somerfield, High St, Henley-in-Arden	3.3%	22	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	35.6%	21	0.0%	0
Somerfield, Off Moorfield Road, Alcester B49 5DA	2.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	31.4%	16
Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB	2.4%	16	5.8%	12	0.0%	0	2.4%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ	2.4%	16	4.3%	9	0.0%	0	4.1%	5	2.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Co-op, Alcester Road, Studley	2.1%	14	0.0%	0	30.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB	1.8%	12	0.5%	1	4.3%	2	5.7%	7	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.8%	12	3.4%	7	0.0%	0	1.6%	2	5.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	12
Tesco Express, Barnt Green Express, Barnt Green, Birmingham, B45	1.7%	11	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	14.5%	9	0.0%	0	0.0%	0
Local shops, Redditch	1.5%	10	2.4%	5	0.0%	0	3.3%	4	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD	1.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8	1.6%	1	0.0%	0	0.0%	0
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98	1.4%	9	2.9%	6	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch, B98 7AH	1.2%	8	1.4%	3	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL	1.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	8.1%	5	0.0%	0	0.0%	0
Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL	1.1%	7	1.9%	4	0.0%	0	0.8%	1	2.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Morrisons, Bristol Road South, Rubery, B45 9NY	1.1%	7	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.8%	3	0.0%	0	2.0%	1
Tesco Express, Studley Express, Studley, Warwickshire, B80 7LL	0.8%	5	0.5%	1	8.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores Batchley, 193, Batchley Rd, Redditch, Worcestershire B97 6JB	0.8%	5	0.5%	1	0.0%	0	2.4%	3	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Centre, 1, 3, Dev.1, Kingfisher Shopping Centre, Redditch	0.8%	5	1.0%	2	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet/ Home Delivery	0.8%	5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	2.0%	1
Co-op, The Square, Alvechurch	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	4	0.0%	0	0.0%	0
Tesco, Birmingham Road, Stratford-upon-Avon	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.7%	1	3.9%	2
Local shops, Bromsgrove	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0	0.0%	0	0.0%	0

Column % ges.

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Hancocks, Astwood Bank	0.5%	3	0.0%	0	0.0%	0	0.0%	0	8.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hillers Farm Shop, Dunnington	0.5%	3	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Co-op, New Road, Rubery	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Post Office, Redditch	0.5%	3	0.5%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Studley	0.3%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Astwood Bank	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rays, Dowlers Crescent, Redditch	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
McColls, Redditch	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alvechurch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0
Spar, Earlswood	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon	0.3%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco, Alcester Road, Studley	0.3%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost Cutters, 31, Woodrow Centre, Redditch, Worcestershire B98 7RY	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Mill Lane, Bromsgrove	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Sian Stores, 73, Poplar Rd, Redditch, Worcestershire B97 6NY	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, 1876, Pershore Rd, Kings Norton, Birmingham, B30 3AS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Somerfield, Alcester Road, Wythall, B47 6AP	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Headless Cross	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barnt Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local market, Henley in Arden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Local shops, Rednal	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Webheath	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wooton Wawen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Marks and Spencers, Bridge Street, Stratford-upon- Avon	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local shops, Crabbs Cross	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greggs, Redditch	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgets Supermarket, Brooklyn Garage, Battens Drive, Redditch, B98 0LJ	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Post Office, Astwood Bank	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Blackwell	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Iceland, 12 Grosvenor Centre, Northfield, B31 2JU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Sainsbury's, Stratford Road, Shirley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Shop n Save, Edward Road, Rednal	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Marks and Spencers, Mill Lane, Solihull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Spar, Golden Cross Lane, Catshill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Spar, Whistle, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Local shops, Henley in Arden	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local shops, Knowle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco, Hermitage Road, Solihull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco, Hewell Road, Barnt Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Tesco, Stratford Road, Shirley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco, Worcester Road, Evesham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Waitrose, Hall Green, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
(Don't know / varies)	23.4%	155	23.1%	48	21.7%	10	26.0%	32	21.6%	8	19.5%	15	16.1%	10	37.3%	22	19.6%	10
Base:	663		208		46		123		37		77		62		59		51	

### Q10 How often do you make 'top up' shopping trips to...? (Store/destination mentioned at Q09)

*Only those who do top-up food shopping at Q08*

Daily	4.8%	32	3.4%	7	4.3%	2	5.7%	7	2.7%	1	3.9%	3	4.8%	3	5.1%	3	11.8%	6
Two or more times a week	44.2%	293	45.2%	94	47.8%	22	34.1%	42	21.6%	8	51.9%	40	46.8%	29	54.2%	32	51.0%	26
At least once a week	29.7%	197	27.4%	57	32.6%	15	32.5%	40	48.6%	18	28.6%	22	33.9%	21	22.0%	13	21.6%	11
At least once a fortnight	5.4%	36	7.2%	15	2.2%	1	8.9%	11	8.1%	3	0.0%	0	6.5%	4	1.7%	1	2.0%	1
At least once a month	2.3%	15	2.4%	5	2.2%	1	1.6%	2	5.4%	2	2.6%	2	0.0%	0	1.7%	1	3.9%	2
Less often	0.5%	3	0.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Have only visited once	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	13.0%	86	13.9%	29	10.9%	5	17.1%	21	10.8%	4	11.7%	9	6.5%	4	15.3%	9	9.8%	5
Base:	663		208		46		123		37		77		62		59		51	

### Q12 Of all the money you spend on food and household groceries what share goes to your main food shop?

Over ¾	52.9%	351	51.9%	108	47.8%	22	56.9%	70	56.8%	21	57.1%	44	56.5%	35	50.8%	30	41.2%	21
½ to ¾	27.9%	185	28.4%	59	37.0%	17	27.6%	34	21.6%	8	33.8%	26	27.4%	17	18.6%	11	25.5%	13
¼ to ½	6.3%	42	6.7%	14	4.3%	2	6.5%	8	8.1%	3	3.9%	3	4.8%	3	3.4%	2	13.7%	7
Less than ¼	1.7%	11	1.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.6%	1	8.5%	5	2.0%	1
None	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	10.9%	72	11.1%	23	10.9%	5	7.3%	9	13.5%	5	5.2%	4	9.7%	6	18.6%	11	17.6%	9
Mean:	74.9		74.5		75.2		75.7		77.1		77.0		76.4		72.4		70.1	
Base:	663		208		46		123		37		77		62		59		51	

# Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q13 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	53.1%	540	75.8%	232	55.3%	42	71.2%	131	44.9%	31	29.0%	36	40.6%	41	19.5%	15	15.0%	12
Stratford upon Avon	7.2%	73	1.3%	4	9.2%	7	1.6%	3	8.7%	6	1.6%	2	0.0%	0	23.4%	18	41.3%	33
Birmingham City Centre	5.9%	60	4.2%	13	2.6%	2	4.9%	9	10.1%	7	9.7%	12	14.9%	15	1.3%	1	1.3%	1
Internet / Home Delivery	4.8%	49	5.9%	18	2.6%	2	2.2%	4	4.3%	3	3.2%	4	7.9%	8	7.8%	6	5.0%	4
Touchwood Shopping Centre, Solihull	3.5%	36	1.0%	3	2.6%	2	2.2%	4	1.4%	1	3.2%	4	4.0%	4	19.5%	15	3.8%	3
Bromsgrove	3.0%	30	0.7%	2	0.0%	0	0.0%	0	0.0%	0	20.2%	25	3.0%	3	0.0%	0	0.0%	0
Merry Hill Shopping Centre	3.0%	30	1.3%	4	0.0%	0	1.6%	3	1.4%	1	8.9%	11	8.9%	9	0.0%	0	2.5%	2
Other	2.1%	21	0.7%	2	6.6%	5	1.1%	2	0.0%	0	3.2%	4	4.0%	4	2.6%	2	2.5%	2
Worcester City Centre	2.0%	20	0.0%	0	1.3%	1	1.1%	2	4.3%	3	5.6%	7	4.0%	4	0.0%	0	3.8%	3
Alcester	1.4%	14	0.0%	0	3.9%	3	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	10.0%	8
In-store in a supermarket	1.3%	13	1.3%	4	1.3%	1	0.0%	0	0.0%	0	3.2%	4	1.0%	1	3.9%	3	0.0%	0
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	1.3%	13	1.6%	5	1.3%	1	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Evesham	0.7%	7	0.7%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	3
Cheltenham	0.5%	5	0.3%	1	1.3%	1	0.0%	0	1.4%	1	0.0%	0	1.0%	1	1.3%	1	0.0%	0
Leamington Spa	0.5%	5	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.0%	1	2.6%	2	1.3%	1
Abroad	0.4%	4	0.3%	1	0.0%	0	0.5%	1	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Kidderminster	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0	0.0%	0
London	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	1.0%	1	1.3%	1	0.0%	0
Manchester	0.3%	3	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Milton Keynes	0.3%	3	0.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Warwick	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Droitwich	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Walsall	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Worcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Shirley Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Barnt Green	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tanworth in Arden	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Feckenham Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.0%	41	2.0%	6	6.6%	5	5.4%	10	7.2%	5	2.4%	3	5.0%	5	6.5%	5	2.5%	2
(Don't do this type of shopping)	2.3%	23	1.6%	5	1.3%	1	2.2%	4	2.9%	2	1.6%	2	2.0%	2	6.5%	5	2.5%	2
Base:	1017	306	76	184	69	124	101	77	80									

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q14 Why do you shop at (Answer to Q13) and not in Redditch Town Centre?</b>																		
<i>Only those who did not visit Redditch on their last shopping trip for clothing and footwear at Q13</i>																		
Nearer to home	16.7%	69	1.6%	1	14.3%	4	2.6%	1	6.5%	2	33.7%	28	11.3%	6	23.1%	12	23.4%	15
Choice of shops selling non food goods	15.3%	63	15.9%	10	14.3%	4	25.6%	10	19.4%	6	13.3%	11	24.5%	13	5.8%	3	9.4%	6
Choice of non food goods available	12.6%	52	22.2%	14	10.7%	3	23.1%	9	22.6%	7	7.2%	6	11.3%	6	7.7%	4	4.7%	3
Other	7.0%	29	14.3%	9	3.6%	1	2.6%	1	6.5%	2	4.8%	4	7.5%	4	7.7%	4	6.3%	4
Quality of non food goods available	5.6%	23	7.9%	5	3.6%	1	12.8%	5	9.7%	3	2.4%	2	3.8%	2	7.7%	4	1.6%	1
Quality of shops selling non food goods	5.1%	21	7.9%	5	3.6%	1	12.8%	5	12.9%	4	2.4%	2	1.9%	1	3.8%	2	1.6%	1
Shopping environment	4.8%	20	1.6%	1	14.3%	4	12.8%	5	9.7%	3	1.2%	1	1.9%	1	1.9%	1	6.3%	4
Nearer to work	4.6%	19	6.3%	4	10.7%	3	5.1%	2	3.2%	1	4.8%	4	1.9%	1	0.0%	0	6.3%	4
Convenience	3.9%	16	6.3%	4	3.6%	1	0.0%	0	3.2%	1	2.4%	2	11.3%	6	3.8%	2	0.0%	0
Poor accessibility to Redditch Town Centre	3.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	7	1.9%	1	7.7%	4	3.1%	2
Car parking prices	3.4%	14	1.6%	1	7.1%	2	5.1%	2	6.5%	2	3.6%	3	1.9%	1	5.8%	3	0.0%	0
On a day trip / holiday there	3.4%	14	6.3%	4	3.6%	1	7.7%	3	3.2%	1	1.2%	1	3.8%	2	1.9%	1	1.6%	1
Visiting friends / relatives	2.9%	12	0.0%	0	10.7%	3	0.0%	0	3.2%	1	6.0%	5	1.9%	1	3.8%	2	0.0%	0
Car parking provision	2.7%	11	3.2%	2	3.6%	1	0.0%	0	3.2%	1	6.0%	5	1.9%	1	1.9%	1	0.0%	0
Preference for another town / location	2.2%	9	0.0%	0	7.1%	2	0.0%	0	0.0%	0	2.4%	2	5.7%	3	1.9%	1	1.6%	1
Cleanliness	2.2%	9	0.0%	0	0.0%	0	2.6%	1	6.5%	2	1.2%	1	0.0%	0	1.9%	1	6.3%	4
Dislike Redditch town centre	1.7%	7	1.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	4.7%	3
Accessibility by public transport	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	5.8%	3	3.1%	2
Safety (during the day)	1.2%	5	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	1.9%	1	0.0%	0	3.1%	2
Prefer to have goods delivered	1.2%	5	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	1.6%	1
Goods are cheaper / Better value for money	1.2%	5	3.2%	2	3.6%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Choice of shops nearby selling food goods	1.0%	4	3.2%	2	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better / Cheaper parking	1.0%	4	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.9%	1	1.6%	1
Provision of leisure facilities nearby	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.5%	2	0.0%	0	0.0%	0	2.6%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening/night time)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
(No reason in particular) (Don't know)	15.5%	64	12.7%	8	14.3%	4	17.9%	7	16.1%	5	9.6%	8	13.2%	7	19.2%	10	23.4%	15
Base:		413		63		28		39		31		83		53		52		64

**Q15 How do you normally travel to...? (DESTINATION MENTIONED AT Q13)***Only those who recall a specific location for their last purchase of clothing and footwear at Q13*

Car / van (as driver)	60.7%	578	52.2%	154	67.1%	47	65.3%	111	75.8%	47	67.2%	80	56.4%	53	58.2%	39	61.8%	47
Car / van (as passenger)	10.4%	99	11.2%	33	5.7%	4	7.6%	13	9.7%	6	9.2%	11	14.9%	14	13.4%	9	11.8%	9
Bus, minibus or coach	13.3%	127	18.0%	53	18.6%	13	12.9%	22	8.1%	5	5.9%	7	12.8%	12	10.4%	7	10.5%	8
Motorcycle, scooter or moped	0.3%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Walk	4.9%	47	6.4%	19	1.4%	1	6.5%	11	0.0%	0	8.4%	10	0.0%	0	1.5%	1	6.6%	5
Taxi	0.5%	5	1.0%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.6%	15	1.0%	3	1.4%	1	1.8%	3	0.0%	0	1.7%	2	5.3%	5	1.5%	1	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
(Not applicable, goods delivered)	2.9%	28	3.4%	10	1.4%	1	2.9%	5	1.6%	1	2.5%	3	2.1%	2	4.5%	3	3.9%	3
Base:		953		295		70		170		62		119		94		67		76

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q16 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>																		
<i>Only those who recall a specific location for their last purchase of clothing and footwear at Q13 and travelled to their destination at Q15</i>																		
Yes – non-food shopping	7.1%	64	7.6%	21	5.9%	4	7.8%	13	8.5%	5	6.1%	7	8.1%	7	9.8%	6	1.4%	1
Yes – leisure activity	10.7%	97	8.7%	24	8.8%	6	9.0%	15	16.9%	10	13.9%	16	12.8%	11	9.8%	6	12.5%	9
Yes – visiting services such as banks and other financial institutions	3.1%	28	4.3%	12	2.9%	2	2.4%	4	5.1%	3	1.7%	2	3.5%	3	0.0%	0	2.8%	2
Yes – other activity	1.0%	9	0.4%	1	1.5%	1	0.6%	1	1.7%	1	0.0%	0	3.5%	3	0.0%	0	2.8%	2
No	68.2%	617	69.3%	192	69.1%	47	68.9%	115	66.1%	39	69.6%	80	67.4%	58	68.9%	42	61.1%	44
Yes - Browsing	0.9%	8	0.4%	1	1.5%	1	1.8%	3	0.0%	0	0.9%	1	0.0%	0	1.6%	1	1.4%	1
Yes - Café, Restaurant, Pub	4.3%	39	4.7%	13	4.4%	3	6.6%	11	0.0%	0	0.9%	1	3.5%	3	1.6%	1	9.7%	7
Yes - Food shopping	1.4%	13	0.7%	2	1.5%	1	0.6%	1	1.7%	1	0.9%	1	3.5%	3	4.9%	3	1.4%	1
Yes - Meet family / friends	1.8%	16	0.7%	2	4.4%	3	0.6%	1	1.7%	1	4.3%	5	0.0%	0	1.6%	1	4.2%	3
Yes - Work	0.8%	7	1.1%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.3%	2	1.6%	1	0.0%	0
(Don't Know / varies)	3.4%	31	4.0%	11	2.9%	2	2.4%	4	0.0%	0	2.6%	3	2.3%	2	6.6%	4	6.9%	5
Base:		905		277		68		167		59		115		86		61		72
<b>Q17 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	33.5%	341	45.8%	140	35.5%	27	48.4%	89	44.9%	31	10.5%	13	18.8%	19	16.9%	13	11.3%	9
Internet / Home Delivery	16.7%	170	18.0%	55	11.8%	9	19.0%	35	13.0%	9	22.6%	28	15.8%	16	10.4%	8	12.5%	10
Stratford upon Avon	5.1%	52	0.3%	1	9.2%	7	1.1%	2	2.9%	2	0.0%	0	1.0%	1	20.8%	16	28.8%	23
Bromsgrove	4.8%	49	0.0%	0	3.9%	3	1.1%	2	0.0%	0	27.4%	34	9.9%	10	0.0%	0	0.0%	0
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	3.6%	37	5.2%	16	2.6%	2	6.5%	12	0.0%	0	1.6%	2	1.0%	1	0.0%	0	5.0%	4
Birmingham City Centre	2.6%	26	1.6%	5	3.9%	3	1.6%	3	4.3%	3	4.0%	5	4.0%	4	1.3%	1	2.5%	2
In-store in a supermarket	2.0%	20	1.0%	3	0.0%	0	1.1%	2	0.0%	0	1.6%	2	4.0%	4	9.1%	7	2.5%	2
Touchwood Shopping Centre, Solihull	1.6%	16	0.3%	1	2.6%	2	0.0%	0	1.4%	1	0.0%	0	2.0%	2	10.4%	8	2.5%	2
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.4%	14	2.3%	7	1.3%	1	0.0%	0	5.8%	4	0.0%	0	1.0%	1	0.0%	0	1.3%	1
Other	1.3%	13	0.0%	0	0.0%	0	1.6%	3	0.0%	0	1.6%	2	4.0%	4	2.6%	2	2.5%	2
Merry Hill Shopping Centre	1.0%	10	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.0%	5	4.0%	4	0.0%	0	0.0%	0
Worcester City Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.4%	3	1.0%	1	0.0%	0	1.3%	1
Leamington Spa	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	1.3%	1	1.3%	1
Droitwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Abroad	0.3%	3	0.0%	0	0.0%	0	0.5%	1	1.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Studley	0.3%	3	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Local book club	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Alcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Shirley Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
(Don't do this type of shopping)	17.2%	175	18.3%	56	22.4%	17	13.6%	25	15.9%	11	12.9%	16	19.8%	20	22.1%	17	16.3%	13
(Don't know / can't remember)	6.0%	61	6.5%	20	0.0%	0	4.9%	9	2.9%	2	9.7%	12	7.9%	8	1.3%	1	11.3%	9
Base:		1017		306		76		184		69		124		101		77		80

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q18 Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	36.0%	366	52.6%	161	34.2%	26	52.2%	96	39.1%	27	9.7%	12	18.8%	19	16.9%	13	15.0%	12
Bromsgrove	5.0%	51	0.3%	1	0.0%	0	1.1%	2	0.0%	0	32.3%	40	7.9%	8	0.0%	0	0.0%	0
Touchwood Shopping Centre, Solihull	4.8%	49	2.9%	9	6.6%	5	3.8%	7	4.3%	3	0.8%	1	3.0%	3	20.8%	16	6.3%	5
Internet / Home Delivery	4.1%	42	4.2%	13	2.6%	2	3.8%	7	4.3%	3	3.2%	4	8.9%	9	0.0%	0	5.0%	4
Stratford upon Avon	3.0%	31	0.7%	2	3.9%	3	0.0%	0	1.4%	1	1.6%	2	1.0%	1	10.4%	8	17.5%	14
Birmingham City Centre	3.0%	30	2.6%	8	1.3%	1	2.7%	5	4.3%	3	4.0%	5	5.0%	5	2.6%	2	1.3%	1
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	2.9%	29	4.2%	13	3.9%	3	3.8%	7	4.3%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0
In-store in a supermarket Other	1.7%	17	1.3%	4	0.0%	0	0.5%	1	0.0%	0	1.6%	2	1.0%	1	9.1%	7	2.5%	2
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.5%	15	1.0%	3	1.3%	1	1.1%	2	1.4%	1	0.0%	0	3.0%	3	3.9%	3	2.5%	2
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.1%	11	1.3%	4	2.6%	2	1.1%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	1
Alcester	0.9%	9	0.7%	2	3.9%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.8%	3
Solihull	0.8%	8	1.3%	4	1.3%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	1.3%	1	0.0%	0
Merry Hill Shopping Centre	0.7%	7	0.0%	0	0.0%	0	0.0%	0	2.9%	2	2.4%	3	2.0%	2	0.0%	0	0.0%	0
Droitwich	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.0%	5	0.0%	0	0.0%	0	0.0%	0
IKEA, Park Lane, Wednesbury	0.6%	6	0.7%	2	1.3%	1	0.5%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Wolverhampton City Centre	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	3	1.0%	1	0.0%	0	0.0%	0
Evesham	0.5%	5	0.0%	0	0.0%	0	0.5%	1	1.4%	1	0.0%	0	1.0%	1	0.0%	0	2.5%	2
Shirley Centre	0.4%	4	0.3%	1	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Worcester City Centre	0.4%	4	0.3%	1	1.3%	1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Coventry	0.4%	4	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Leamington Spa	0.4%	4	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1
Kidderminster	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.3%	3	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER	0.2%	2	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%	1
Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	2	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Matchborough District Centre, Matchborough Way, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Studley	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	15.3%	156	13.1%	40	15.8%	12	13.6%	25	13.0%	9	10.5%	13	28.7%	29	19.5%	15	16.3%	13
(Don't know / can't remember)	13.5%	137	10.5%	32	11.8%	9	14.7%	27	11.6%	8	21.0%	26	9.9%	10	11.7%	9	20.0%	16
Base:		1017		306		76		184		69		124		101		77		80

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q19 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	20.2%	205	31.0%	95	19.7%	15	24.5%	45	23.2%	16	12.9%	16	10.9%	11	5.2%	4	3.8%	3
Internet / Home Delivery	4.9%	50	4.6%	14	2.6%	2	4.9%	9	7.2%	5	7.3%	9	5.0%	5	2.6%	2	5.0%	4
Touchwood Shopping Centre, Solihull	4.3%	44	4.2%	13	2.6%	2	6.5%	12	2.9%	2	0.0%	0	3.0%	3	9.1%	7	6.3%	5
Bromsgrove	2.9%	29	0.0%	0	0.0%	0	1.1%	2	2.9%	2	16.1%	20	4.0%	4	0.0%	0	1.3%	1
Stratford upon Avon	2.1%	21	0.0%	0	2.6%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	6	15.0%	12
Shirley Centre	1.9%	19	2.6%	8	1.3%	1	0.5%	1	1.4%	1	1.6%	2	1.0%	1	6.5%	5	0.0%	0
Birmingham City Centre	1.6%	16	1.6%	5	0.0%	0	1.1%	2	1.4%	1	2.4%	3	1.0%	1	1.3%	1	3.8%	3
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	1.5%	15	2.6%	8	1.3%	1	1.6%	3	1.4%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	1
In-store in a supermarket Solihull	1.4%	14	1.3%	4	0.0%	0	1.6%	3	2.9%	2	1.6%	2	0.0%	0	1.3%	1	2.5%	2
Merry Hill Shopping Centre	1.0%	10	1.6%	5	1.3%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Other	0.9%	9	0.7%	2	0.0%	0	1.1%	2	1.4%	1	2.4%	3	1.0%	1	0.0%	0	0.0%	0
Alcester	0.6%	6	0.7%	2	0.0%	0	0.5%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	1.3%	1
Worcester City Centre	0.5%	5	0.0%	0	2.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Droitwich	0.5%	5	0.3%	1	0.0%	0	0.0%	0	1.4%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Rubery	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.0%	3	0.0%	0	0.0%	0
Northfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Toys R Us, Wolverhampton Road, Oldbury	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Dudley	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wythall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	45.7%	465	41.2%	126	60.5%	46	46.7%	86	42.0%	29	35.5%	44	59.4%	60	51.9%	40	42.5%	34
(Don't know / can't remember)	8.2%	83	7.2%	22	5.3%	4	7.1%	13	5.8%	4	10.5%	13	5.9%	6	11.7%	9	15.0%	12
Base:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q20 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	46.2%	470	70.9%	217	50.0%	38	66.3%	122	58.0%	40	8.1%	10	22.8%	23	14.3%	11	11.3%	9
Bromsgrove	9.6%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	59.7%	74	23.8%	24	0.0%	0	0.0%	0
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	6.4%	65	8.5%	26	5.3%	4	14.1%	26	4.3%	3	1.6%	2	3.0%	3	0.0%	0	1.3%	1
In-store in a supermarket Alcester	4.1%	42	1.0%	3	3.9%	3	1.6%	3	1.4%	1	5.6%	7	10.9%	11	11.7%	9	6.3%	5
Stratford upon Avon	3.8%	39	0.0%	0	2.6%	2	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0	42.5%	34
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	3.7%	38	0.3%	1	2.6%	2	0.5%	1	4.3%	3	0.8%	1	2.0%	2	16.9%	13	18.8%	15
Birmingham City Centre	1.8%	18	2.3%	7	2.6%	2	1.1%	2	5.8%	4	0.8%	1	2.0%	2	0.0%	0	0.0%	0
In-store in a supermarket - Morrisons, Warwick Highway, Redditch, B98 0SW	1.7%	17	1.3%	4	0.0%	0	2.2%	4	0.0%	0	2.4%	3	4.0%	4	0.0%	0	2.5%	2
Internet / Home Delivery Studley	1.6%	16	4.2%	13	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.3%	1	0.0%	0
Touchwood Shopping Centre, Solihull	1.5%	15	1.3%	4	2.6%	2	1.1%	2	2.9%	2	2.4%	3	0.0%	0	1.3%	1	1.3%	1
Henley in Arden	1.3%	13	0.0%	0	17.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	1.3%	13	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	2	1.0%	1	11.7%	9	0.0%	0
Alvechurch	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	11	1.3%	1
Shirley Centre	1.0%	10	0.7%	2	0.0%	0	1.1%	2	0.0%	0	0.8%	1	2.0%	2	1.3%	1	2.5%	2
Droitwich	1.0%	10	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.9%	9	0.0%	0	0.0%	0
Solihull	0.9%	9	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8	0.0%	0
Merry Hill Shopping Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	5.8%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Rubery	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
Worcester City Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	1.0%	1	0.0%	0
Church Hill District Centre, Tanhouse Lane, Redditch	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0
Barnt Green	0.4%	4	0.0%	0	1.3%	1	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Evesham	0.3%	3	0.7%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catshill	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	3	0.0%	0	0.0%	0
Winyates District Centre, Winyates Way, Redditch	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Manchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bidford-upon-Avon	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.0%	1	0.0%	0	0.0%	0
Headless Cross District Centre, Evesham Road, Redditch	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%	1
Warwick	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Woodrow District Centre, Studley Road, Redditch	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	4.7%	48	5.2%	16	5.3%	4	5.4%	10	4.3%	3	4.0%	5	5.0%	5	2.6%	2	3.8%	3
Base:	3.6%	37	1.3%	4	2.6%	2	5.4%	10	2.9%	2	5.6%	7	4.0%	4	9.1%	7	1.3%	1
		1017		306		76		184		69		124		101		77		80

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q21 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	35.7%	363	48.0%	147	36.8%	28	53.8%	99	39.1%	27	18.5%	23	18.8%	19	9.1%	7	16.3%	13
Internet / Home Delivery	11.4%	116	12.7%	39	7.9%	6	12.5%	23	11.6%	8	13.7%	17	9.9%	10	2.6%	2	13.8%	11
Touchwood Shopping Centre, Solihull	5.6%	57	4.6%	14	9.2%	7	2.2%	4	0.0%	0	2.4%	3	7.9%	8	20.8%	16	6.3%	5
Bromsgrove	4.0%	41	0.0%	0	2.6%	2	2.7%	5	1.4%	1	16.1%	20	12.9%	13	0.0%	0	0.0%	0
Stratford upon Avon	2.6%	26	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	14.3%	11	15.0%	12
Birmingham City Centre	2.6%	26	2.0%	6	3.9%	3	1.1%	2	5.8%	4	4.0%	5	5.0%	5	0.0%	0	1.3%	1
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	2.4%	24	2.9%	9	5.3%	4	2.2%	4	1.4%	1	2.4%	3	1.0%	1	0.0%	0	2.5%	2
Shirley Centre	1.8%	18	0.7%	2	2.6%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	14.3%	11	1.3%	1
Other	1.6%	16	0.7%	2	0.0%	0	0.0%	0	1.4%	1	1.6%	2	5.0%	5	2.6%	2	5.0%	4
Merry Hill Shopping Centre	1.4%	14	0.7%	2	1.3%	1	1.1%	2	1.4%	1	2.4%	3	4.0%	4	0.0%	0	1.3%	1
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.4%	14	2.9%	9	1.3%	1	1.1%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	1.2%	12	0.7%	2	2.6%	2	0.0%	0	1.4%	1	0.0%	0	1.0%	1	6.5%	5	1.3%	1
Droitwich	1.1%	11	0.0%	0	0.0%	0	0.5%	1	4.3%	3	4.8%	6	1.0%	1	0.0%	0	0.0%	0
Kidderminster	1.0%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.8%	6	2.0%	2	0.0%	0	1.3%	1
Worcester City Centre	0.6%	6	0.0%	0	0.0%	0	0.5%	1	1.4%	1	2.4%	3	1.0%	1	0.0%	0	0.0%	0
In-store in a supermarket	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	1.3%	1	2.5%	2
Selly Oak, Birmingham	0.6%	6	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	3.0%	3	0.0%	0	0.0%	0
Sears Retail Park, Shirley	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Evesham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Alcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Dudley	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Barnt Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Headless Cross District Centre, Evesham Road, Redditch	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Jinnah Road, Redditch	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Don't do this type of shopping)	14.3%	145	14.4%	44	13.2%	10	12.0%	22	14.5%	10	13.7%	17	18.8%	19	15.6%	12	13.8%	11
(Don't know / can't remember)	8.9%	90	7.8%	24	11.8%	9	8.2%	15	11.6%	8	8.9%	11	5.9%	6	10.4%	8	11.3%	9
Base:		1017		306		76		184		69		124		101		77		80

**Q22 How do you normally travel to...? (CENTRE MENTIONED AT Q22)**

*Only those who purchase electrical items, such as televisions, washing machines and computers not via the internet at Q21*

Car/van (as driver)	65.3%	435	58.8%	117	68.6%	35	62.9%	78	79.1%	34	70.9%	56	66.7%	44	70.9%	39	65.3%	32
Car/van (as passenger)	18.2%	121	22.1%	44	13.7%	7	14.5%	18	16.3%	7	11.4%	9	24.2%	16	18.2%	10	20.4%	10
Bus, minibus or coach	7.2%	48	10.6%	21	9.8%	5	8.9%	11	2.3%	1	3.8%	3	4.5%	3	1.8%	1	6.1%	3
Motorcycle, scooter or moped	0.2%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.5%	30	5.0%	10	0.0%	0	9.7%	12	0.0%	0	6.3%	5	3.0%	2	0.0%	0	2.0%	1
Taxi	0.5%	3	0.5%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.6%	4	0.5%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	1.5%	1	0.0%	0	2.0%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.2%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.3%	22	2.0%	4	5.9%	3	2.4%	3	0.0%	0	6.3%	5	0.0%	0	9.1%	5	4.1%	2
Base:		666		199		51		124		43		79		66		55		49

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q23 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER	40.8%	415	57.2%	175	56.6%	43	48.9%	90	49.3%	34	16.9%	21	22.8%	23	7.8%	6	28.8%	23
Redditch	7.4%	75	9.8%	30	5.3%	4	13.0%	24	8.7%	6	1.6%	2	5.0%	5	2.6%	2	2.5%	2
Homebase- Abbey Trading Centre, Alvechurch Highway, Redditch, B97 6RF	5.9%	60	4.9%	15	3.9%	3	8.7%	16	11.6%	8	3.2%	4	12.9%	13	1.3%	1	0.0%	0
Focus (with Garden Centre)- 54 Birmingham Road, Bromsgorve, B61 0DD	4.8%	49	0.3%	1	0.0%	0	0.0%	0	0.0%	0	29.8%	37	10.9%	11	0.0%	0	0.0%	0
B & Q- Unit A, The Maybird Centre, Birmingham Rd, Stratford-upon-Avon	2.7%	27	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	0.0%	0	19.5%	15	12.5%	10
Bromsgrove	2.4%	24	0.0%	0	0.0%	0	0.5%	1	0.0%	0	12.1%	15	7.9%	8	0.0%	0	0.0%	0
Wickes- Redditch, Redditch Ringway, St Georges, Redditch, B98 8DU	1.6%	16	2.6%	8	1.3%	1	2.2%	4	0.0%	0	1.6%	2	0.0%	0	1.3%	1	0.0%	0
Other	1.1%	11	0.7%	2	2.6%	2	0.0%	0	0.0%	0	2.4%	3	2.0%	2	1.3%	1	1.3%	1
Alcester	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	10
Stratford upon Avon	0.8%	8	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.9%	3	3.8%	3
Focus (with Garden centre)- Parsonage Drive, Rednal, Longbridge, B45 8AS	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	8	0.0%	0	0.0%	0
Internet / Home Delivery	0.6%	6	1.0%	3	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Birmingham City Centre	0.5%	5	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.3%	1
Touchwood Shopping Centre, Solihull	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	5	0.0%	0
Homebase- Roman Way Retail Park, Kidderminster Rd, Droitwich, WR9 9AY	0.4%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.4%	3	0.0%	0	0.0%	0	0.0%	0
Homebase- Avon Ind. Est., Birmingham Rd, Stratford-upon-Avon, CV37 0AE	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.5%	2
B & Q, Marshall Lake Retail Park, Shirley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	1.3%	1
Homebase- Sears Ret Pk, Oakenshaw Rd, Shirley, Solihull, West M., B90 4QY	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
B & Q- Mucklow Hill, Halesowen, Dudley, West Midlands, B62 8EP	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.0%	2	0.0%	0	0.0%	0
Shirley	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0
B & Q- Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1
In-store in a supermarket	0.2%	2	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Evesham	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase- Findlay Rd, High Street, Kings Heath, Birmingham, B14 7SN	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
B & Q- Green Street, Kidderminster, Worcs, DY10 1AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Barnt Green	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headless Cross, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Tony Handyman, Barnt Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Tony Handyman, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	19.3%	196	16.0%	49	18.4%	14	20.7%	38	23.2%	16	17.7%	22	18.8%	19	26.0%	20	22.5%	18
(Don't know / can't remember)	6.6%	67	5.9%	18	5.3%	4	4.9%	9	4.3%	3	7.3%	9	5.9%	6	15.6%	12	7.5%	6
Base:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q24 How do you normally travel to...? (CENTRE MENTIONED AT Q24)</b>																		
<i>Only those who purchase DIY goods not via the internet at Q23</i>																		
Car/van (as driver)	69.1%	517	63.1%	149	75.9%	44	68.4%	93	82.0%	41	72.0%	67	71.1%	54	77.8%	35	63.0%	34
Car/van (as passenger)	19.1%	143	25.0%	59	15.5%	9	17.6%	24	12.0%	6	11.8%	11	22.4%	17	13.3%	6	20.4%	11
Bus, minibus or coach	3.5%	26	3.8%	9	6.9%	4	5.1%	7	4.0%	2	0.0%	0	0.0%	0	4.4%	2	3.7%	2
Motorcycle, scooter or moped	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.7%	43	5.1%	12	0.0%	0	5.1%	7	2.0%	1	16.1%	15	6.6%	5	0.0%	0	5.6%	3
Taxi	0.4%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.6%	12	0.8%	2	0.0%	0	3.7%	5	0.0%	0	0.0%	0	0.0%	0	4.4%	2	5.6%	3
Base:		748		236		58		136		50		93		76		45		54
<b>Q25 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	25.7%	261	38.9%	119	32.9%	25	37.0%	68	26.1%	18	4.8%	6	12.9%	13	6.5%	5	8.8%	7
Bromsgrove	6.1%	62	3.3%	10	1.3%	1	1.6%	3	0.0%	0	27.4%	34	12.9%	13	0.0%	0	1.3%	1
Birmingham City Centre	5.7%	58	6.5%	20	1.3%	1	8.2%	15	7.2%	5	3.2%	4	5.0%	5	9.1%	7	1.3%	1
Touchwood Shopping Centre, Solihull	3.6%	37	1.6%	5	6.6%	5	3.8%	7	4.3%	3	3.2%	4	5.0%	5	7.8%	6	2.5%	2
Droitwich	3.4%	35	2.9%	9	0.0%	0	3.8%	7	7.2%	5	9.7%	12	0.0%	0	1.3%	1	1.3%	1
Stratford upon Avon	3.1%	32	0.0%	0	3.9%	3	0.5%	1	2.9%	2	0.8%	1	0.0%	0	16.9%	13	15.0%	12
Alcester	3.0%	30	2.6%	8	3.9%	3	1.1%	2	1.4%	1	0.0%	0	1.0%	1	1.3%	1	17.5%	14
Internet / Home Delivery	2.8%	28	3.9%	12	1.3%	1	2.7%	5	4.3%	3	0.0%	0	3.0%	3	2.6%	2	2.5%	2
Other	2.2%	22	3.3%	10	0.0%	0	1.1%	2	1.4%	1	0.8%	1	4.0%	4	2.6%	2	2.5%	2
Shirley Centre	1.6%	16	0.3%	1	2.6%	2	1.6%	3	5.8%	4	0.0%	0	0.0%	0	7.8%	6	0.0%	0
Worcester City Centre	1.2%	12	1.0%	3	0.0%	0	1.6%	3	1.4%	1	2.4%	3	0.0%	0	1.3%	1	1.3%	1
Kidderminster	0.9%	9	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.6%	2	3.0%	3	0.0%	0	0.0%	0
Merry Hill Shopping Centre	0.8%	8	0.7%	2	0.0%	0	0.0%	0	2.9%	2	1.6%	2	1.0%	1	0.0%	0	1.3%	1
Solihull	0.6%	6	0.3%	1	0.0%	0	1.1%	2	1.4%	1	0.8%	1	0.0%	0	0.0%	0	1.3%	1
Evesham	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
IKEA, Park Lane, Wednesbury	0.4%	4	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.3%	1
Stratford upon Avon	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.5%	2
Dudley	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Studley	0.2%	2	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Greenland's District Centre, Studley Road, Redditch	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Longbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Batchley District Centre, Batchley Road	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
In-store in a supermarket	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Catshill	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Barnt Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Allied Carpets, Abbey Trading Centre, Alvechurch Highway, Redditch	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Right, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Abbey Trading Centre, Alvechurch Highway, Redditch, B97 6RF	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Kings Heath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	23.6%	240	18.6%	57	32.9%	25	21.7%	40	21.7%	15	25.0%	31	39.6%	40	22.1%	17	18.8%	15
(Don't know / can't remember)	12.4%	126	12.7%	39	7.9%	6	11.4%	21	10.1%	7	13.7%	17	10.9%	11	18.2%	14	13.8%	11
Base:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q26 How do you normally travel to...? (CENTRE MENTIONED AT Q26)</b>																		
<i>Only those who purchase furniture, carpets and floor coverings not via the internet at Q25</i>																		
Car/van (as driver)	67.3%	419	62.1%	123	68.2%	30	65.3%	77	75.0%	33	77.6%	59	74.5%	35	70.5%	31	59.6%	31
Car/van (as passenger)	19.9%	124	24.2%	48	15.9%	7	17.8%	21	18.2%	8	13.2%	10	19.1%	9	22.7%	10	21.2%	11
Bus, minibus or coach	4.7%	29	6.6%	13	13.6%	6	5.1%	6	2.3%	1	0.0%	0	2.1%	1	2.3%	1	1.9%	1
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.4%	21	2.0%	4	0.0%	0	5.1%	6	0.0%	0	7.9%	6	2.1%	1	0.0%	0	7.7%	4
Taxi	0.3%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	2.1%	1	2.3%	1	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	1.0%	6	1.0%	2	0.0%	0	1.7%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1
(Don't know / varies)	2.9%	18	3.5%	7	2.3%	1	4.2%	5	0.0%	0	0.0%	0	0.0%	0	2.3%	1	7.7%	4
Base:		623		198		44		118		44		76		47		44		52
<b>Q27 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?</b>																		
Yes, Internet	40.5%	412	41.5%	127	32.9%	25	43.5%	80	44.9%	31	45.2%	56	39.6%	40	31.2%	24	36.3%	29
Yes, TV Shopping	1.9%	19	2.6%	8	1.3%	1	3.3%	6	0.0%	0	1.6%	2	1.0%	1	1.3%	1	0.0%	0
Yes, both	3.4%	35	3.3%	10	3.9%	3	3.8%	7	2.9%	2	4.0%	5	1.0%	1	2.6%	2	6.3%	5
No	54.2%	551	52.6%	161	61.8%	47	49.5%	91	52.2%	36	49.2%	61	58.4%	59	64.9%	50	57.5%	46
Base:		1017		306		76		184		69		124		101		77		80
<b>Q28 Which goods or services does your household currently purchase via electronic home shopping?</b>																		
<i>Only those who currently purchase goods via electronic home shopping at Q27</i>																		
Food	12.0%	56	15.2%	22	3.4%	1	10.8%	10	6.1%	2	15.9%	10	14.3%	6	11.1%	3	5.9%	2
Clothes	22.7%	106	23.4%	34	24.1%	7	21.5%	20	21.2%	7	23.8%	15	28.6%	12	14.8%	4	20.6%	7
Furniture/Carpets	4.9%	23	6.9%	10	6.9%	2	3.2%	3	6.1%	2	4.8%	3	7.1%	3	0.0%	0	0.0%	0
Major electrical items	18.2%	85	16.6%	24	10.3%	3	19.4%	18	27.3%	9	19.0%	12	19.0%	8	11.1%	3	23.5%	8
Small household goods	9.9%	46	9.0%	13	3.4%	1	9.7%	9	9.1%	3	9.5%	6	14.3%	6	11.1%	3	14.7%	5
DIY goods	1.9%	9	3.4%	5	0.0%	0	2.2%	2	3.0%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Garden items	2.4%	11	0.7%	1	0.0%	0	3.2%	3	3.0%	1	4.8%	3	2.4%	1	3.7%	1	2.9%	1
Books	30.0%	140	26.2%	38	34.5%	10	29.0%	27	39.4%	13	36.5%	23	33.3%	14	29.6%	8	20.6%	7
CD's, music, videos	41.2%	192	45.5%	66	51.7%	15	40.9%	38	30.3%	10	44.4%	28	38.1%	16	25.9%	7	35.3%	12
Toys	7.7%	36	9.0%	13	0.0%	0	6.5%	6	6.1%	2	14.3%	9	2.4%	1	7.4%	2	8.8%	3
Sports goods	5.2%	24	5.5%	8	6.9%	2	1.1%	1	12.1%	4	6.3%	4	4.8%	2	3.7%	1	5.9%	2
Banking	3.4%	16	2.8%	4	0.0%	0	5.4%	5	3.0%	1	7.9%	5	0.0%	0	0.0%	0	2.9%	1
Holiday and/or Travel Tickets	9.9%	46	9.7%	14	3.4%	1	6.5%	6	15.2%	5	9.5%	6	16.7%	7	11.1%	3	11.8%	4
Jewellery	4.7%	22	7.6%	11	6.9%	2	2.2%	2	0.0%	0	1.6%	1	7.1%	3	7.4%	2	2.9%	1
Small electrical items	20.0%	93	17.9%	26	13.8%	4	28.0%	26	24.2%	8	22.2%	14	4.8%	2	22.2%	6	20.6%	7
Other	6.0%	28	6.2%	9	0.0%	0	9.7%	9	0.0%	0	6.3%	4	7.1%	3	3.7%	1	5.9%	2
Automotives / Automotive parts	2.1%	10	0.7%	1	3.4%	1	1.1%	1	0.0%	0	4.8%	3	2.4%	1	3.7%	1	5.9%	2
Cosmetics / beauty products	2.4%	11	2.8%	4	3.4%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	3
Insurances	0.6%	3	1.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arts and Craft items	1.7%	8	0.0%	0	3.4%	1	2.2%	2	0.0%	0	1.6%	1	4.8%	2	3.7%	1	2.9%	1
(Don't know)	5.4%	25	4.1%	6	3.4%	1	5.4%	5	6.1%	2	9.5%	6	0.0%	0	14.8%	4	2.9%	1
Base:		466		145		29		93		33		63		42		27		34

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q29 Which goods or services might your household purchase in the future via electronic home shopping?</b>																		
Food	4.2%	43	5.6%	17	1.3%	1	6.0%	11	1.4%	1	3.2%	4	5.0%	5	2.6%	2	2.5%	2
Clothes	7.5%	76	8.8%	27	3.9%	3	8.2%	15	11.6%	8	8.1%	10	6.9%	7	5.2%	4	2.5%	2
Furniture/Carpets	2.1%	21	3.3%	10	0.0%	0	1.6%	3	2.9%	2	0.8%	1	3.0%	3	1.3%	1	1.3%	1
Major electrical items	5.4%	55	4.6%	14	3.9%	3	7.6%	14	10.1%	7	4.8%	6	2.0%	2	3.9%	3	7.5%	6
Small household goods	2.2%	22	1.3%	4	1.3%	1	1.6%	3	4.3%	3	3.2%	4	3.0%	3	2.6%	2	2.5%	2
DIY goods	0.6%	6	1.0%	3	0.0%	0	0.5%	1	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Garden items	0.7%	7	0.7%	2	0.0%	0	1.1%	2	1.4%	1	0.0%	0	1.0%	1	1.3%	1	0.0%	0
Books	9.1%	93	8.2%	25	7.9%	6	10.3%	19	11.6%	8	12.1%	15	8.9%	9	9.1%	7	5.0%	4
CD's, music, videos	11.3%	115	13.1%	40	10.5%	8	12.5%	23	10.1%	7	12.1%	15	8.9%	9	11.7%	9	5.0%	4
Toys	1.4%	14	2.0%	6	0.0%	0	1.1%	2	1.4%	1	0.8%	1	1.0%	1	2.6%	2	1.3%	1
Sports goods	1.5%	15	1.3%	4	2.6%	2	0.5%	1	5.8%	4	0.0%	0	2.0%	2	1.3%	1	1.3%	1
Banking	1.1%	11	0.7%	2	0.0%	0	1.1%	2	2.9%	2	1.6%	2	1.0%	1	0.0%	0	2.5%	2
Holiday and/or Travel Tickets	6.5%	66	6.5%	20	2.6%	2	8.7%	16	4.3%	3	4.8%	6	7.9%	8	9.1%	7	5.0%	4
Jewellery	0.8%	8	0.7%	2	1.3%	1	0.5%	1	0.0%	0	0.8%	1	2.0%	2	1.3%	1	0.0%	0
Small electrical items	5.1%	52	4.6%	14	3.9%	3	7.6%	14	5.8%	4	8.1%	10	2.0%	2	3.9%	3	2.5%	2
Other	1.4%	14	1.3%	4	0.0%	0	2.2%	4	1.4%	1	1.6%	2	1.0%	1	1.3%	1	1.3%	1
Automotives / Automotive parts	0.4%	4	0.7%	2	1.3%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Cosmetics / beauty products	0.5%	5	0.0%	0	2.6%	2	0.5%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.3%	1
Flowers	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.6%	2	0.0%	0
(Don't know)	23.4%	238	25.8%	79	25.0%	19	26.1%	48	15.9%	11	23.4%	29	21.8%	22	13.0%	10	25.0%	20
(Nothing)	45.8%	466	42.2%	129	51.3%	39	38.0%	70	50.7%	35	48.4%	60	49.5%	50	53.2%	41	52.5%	42
Base:		1017		306		76		184		69		124		101		77		80
<b>Q30 Which of the following leisure activities do you or your family participate in, in your spare time?</b>																		
Cinema	42.9%	436	40.2%	123	39.5%	30	45.7%	84	37.7%	26	47.6%	59	49.5%	50	44.2%	34	37.5%	30
Ten Pin Bowling	21.8%	222	22.9%	70	17.1%	13	23.9%	44	11.6%	8	26.6%	33	29.7%	30	14.3%	11	16.3%	13
Bingo	8.4%	85	11.8%	36	9.2%	7	5.4%	10	4.3%	3	4.8%	6	4.0%	4	7.8%	6	16.3%	13
Health and Fitness	23.1%	235	21.2%	65	19.7%	15	26.1%	48	24.6%	17	23.4%	29	27.7%	28	19.5%	15	22.5%	18
Theatre/concert hall	50.5%	514	45.1%	138	52.6%	40	52.7%	97	55.1%	38	49.2%	61	63.4%	64	51.9%	40	45.0%	36
Pub	60.9%	619	54.9%	168	61.8%	47	68.5%	126	60.9%	42	63.7%	79	60.4%	61	62.3%	48	60.0%	48
Restaurant	80.0%	814	77.8%	238	77.6%	59	81.5%	150	84.1%	58	83.9%	104	81.2%	82	79.2%	61	77.5%	62
Nightclub	11.7%	119	15.0%	46	6.6%	5	17.4%	32	8.7%	6	12.9%	16	7.9%	8	2.6%	2	5.0%	4
Social Club	19.1%	194	20.9%	64	22.4%	17	17.4%	32	15.9%	11	18.5%	23	14.9%	15	16.9%	13	23.8%	19
Leisure Centre Activities	25.8%	262	24.8%	76	21.1%	16	31.0%	57	18.8%	13	29.0%	36	18.8%	19	33.8%	26	23.8%	19
Walking/Cycling	63.9%	650	58.8%	180	63.2%	48	65.2%	120	68.1%	47	69.4%	86	70.3%	71	62.3%	48	62.5%	50
Museum/Art Galleries	32.3%	328	22.9%	70	38.2%	29	32.6%	60	50.7%	35	25.8%	32	46.5%	47	37.7%	29	32.5%	26
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None of the above)	4.9%	50	6.2%	19	6.6%	5	4.9%	9	1.4%	1	4.8%	6	1.0%	1	6.5%	5	5.0%	4
Base:		1017		306		76		184		69		124		101		77		80

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q31 Where do you go to the cinema?</b>																		
<i>Only those who visit the cinema at Q30</i>																		
Empire Cinemas, Bristol Rd South, Rubery Great Park, Rednal, Birmingham, West Midlands B45 9JL	43.8%	191	40.7%	50	43.3%	13	35.7%	30	19.2%	5	76.3%	45	74.0%	37	11.8%	4	23.3%	7
Apollo Cinema, Kingfisher Square, Redditch, B97 4EQ	33.0%	144	51.2%	63	36.7%	11	47.6%	40	53.8%	14	8.5%	5	6.0%	3	5.9%	2	20.0%	6
Cineworld, Mill Lane Arcade, Touchwood, Solihull	6.7%	29	2.4%	3	6.7%	2	7.1%	6	0.0%	0	0.0%	0	0.0%	0	44.1%	15	10.0%	3
Straford Picture House, Stratford-upon-Avon	1.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	16.7%	5
Atrix, Bromsgrove	0.7%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0
Vue, Friar Street, Worcester	0.7%	3	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Merry Hill Shopping Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.0%	1	0.0%	0	0.0%	0
Showcase, Castle Gate Park, Birmingham Road, Dudley	0.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Cineworld, Broad Street, Birmingham	0.5%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Odeon, New Street, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Number 8, High Street, Pershore	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Gaumont Cinema, Church Street, Worcester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, Foregate Street, Worcester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Mac, Edgbaston Road, At Cannon Hill Park, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Leamington Spa	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Warwick Art Centre, Coventry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
(Don't know)	9.9%	43	4.1%	5	13.3%	4	6.0%	5	15.4%	4	3.4%	2	14.0%	7	29.4%	10	20.0%	6
Base:		436		123		30		84		26		59		50		34		30

**Q32 How often do you visit...? (CINEMA MENTIONED AT Q31)***Only those who visit the cinema at Q30*

More than once a week	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	4.1%	18	7.3%	9	6.7%	2	6.0%	5	0.0%	0	1.7%	1	2.0%	1	0.0%	0	0.0%	0
Less than once a week, but more than once a fortnight	1.8%	8	2.4%	3	0.0%	0	3.6%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	3.3%	1
Once a fortnight	3.0%	13	4.9%	6	3.3%	1	3.6%	3	0.0%	0	1.7%	1	2.0%	1	2.9%	1	0.0%	0
Less than once a fortnight, but more than once a month	19.3%	84	17.9%	22	16.7%	5	21.4%	18	26.9%	7	25.4%	15	20.0%	10	14.7%	5	6.7%	2
Less than once a month, but more than once in two months	11.9%	52	12.2%	15	6.7%	2	20.2%	17	11.5%	3	11.9%	7	8.0%	4	5.9%	2	6.7%	2
Once in two months	13.5%	59	16.3%	20	23.3%	7	9.5%	8	11.5%	3	11.9%	7	12.0%	6	8.8%	3	16.7%	5
Less often	33.5%	146	30.1%	37	23.3%	7	22.6%	19	46.2%	12	37.3%	22	42.0%	21	44.1%	15	43.3%	13
(Don't know / varies / no particular pattern)	12.6%	55	8.1%	10	20.0%	6	13.1%	11	3.8%	1	10.2%	6	12.0%	6	23.5%	8	23.3%	7
Base:		436		123		30		84		26		59		50		34		30

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q33 Which ten pin bowling facility do you use?</b>																		
<i>Only those who go ten-pin bowling at Q30</i>																		
Hollywood Bowl plc, Park Way, Rubery, Rednal, Birmingham, West Midlands B45 9WA	78.8%	175	82.9%	58	69.2%	9	88.6%	39	75.0%	6	87.9%	29	90.0%	27	36.4%	4	23.1%	3
Hewell Bowling Club, Holyoakes Lane, Bentley, Redditch, Worcestershire B97 5SR	3.6%	8	5.7%	4	7.7%	1	2.3%	1	0.0%	0	3.0%	1	3.3%	1	0.0%	0	0.0%	0
Tenpin, Shires Retail Park, Tachbrook Park Drive, Leamington Spa	1.8%	4	0.0%	0	7.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	7.7%	1
Lakeside Bowling, Pershore Road, Birmingham	1.4%	3	1.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Bowl Extreme, Droitwich Road, Worcester	1.4%	3	0.0%	0	0.0%	0	0.0%	0	12.5%	1	3.0%	1	0.0%	0	9.1%	1	0.0%	0
Eastbourne	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Megabowl, Solihull	0.5%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Strike, Tamworth	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	11.7%	26	8.6%	6	7.7%	1	4.5%	2	12.5%	1	6.1%	2	3.3%	1	45.5%	5	61.5%	8
Base:		222		70		13		44		8		33		30		11		13

**Q34 How often do you visit...? (BOWLING FACILITY MENTIONED AT Q33)***Only those who go ten-pin bowling at Q30*

More than once a week	0.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.9%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0
Less than once a week, but more than once a fortnight	0.9%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Once a fortnight	1.8%	4	1.4%	1	7.7%	1	2.3%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight, but more than once a month	9.0%	20	15.7%	11	7.7%	1	4.5%	2	0.0%	0	12.1%	4	6.7%	2	0.0%	0	0.0%	0
Less than once a month, but more than once in two months	7.7%	17	14.3%	10	0.0%	0	6.8%	3	12.5%	1	9.1%	3	0.0%	0	0.0%	0	0.0%	0
Once in two months	11.3%	25	7.1%	5	7.7%	1	15.9%	7	25.0%	2	6.1%	2	13.3%	4	18.2%	2	15.4%	2
Less often	57.2%	127	51.4%	36	69.2%	9	56.8%	25	62.5%	5	57.6%	19	53.3%	16	63.6%	7	76.9%	10
(Don't know / varies / no particular pattern)	10.8%	24	8.6%	6	7.7%	1	9.1%	4	0.0%	0	12.1%	4	23.3%	7	18.2%	2	0.0%	0
Base:		222		70		13		44		8		33		30		11		13

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q35 Which bingo hall do you visit?</b>																		
<i>Only those who go to play bingo at Q30</i>																		
Shipleys Luxury Bingo Club, Unit 1d, The South East Quadrant, 17, Alcester St, Redditch, Worcestershire B98 8AE	54.1%	46	66.7%	24	57.1%	4	80.0%	8	0.0%	0	33.3%	2	25.0%	1	16.7%	1	46.2%	6
Gala Bingo, Great Park, Rubery	5.9%	5	0.0%	0	0.0%	0	0.0%	0	33.3%	1	50.0%	3	25.0%	1	0.0%	0	0.0%	0
Batchleys Social Club, Redditch	4.7%	4	5.6%	2	0.0%	0	10.0%	1	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Social Club, Studley	3.5%	3	5.6%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Members Club, Alcester	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2
Arrow Valley Social Club, Redditch	1.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
British Legion Club, Wythall	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0
Gala Bingo, Banbury	1.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Astwood Bank	1.2%	1	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross keys, Alcester	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Jubilee Court, St. Faiths Road, Alcester	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Labour Club, Bromsgrove	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0
South Redditch Sports and Social Club, Redditch	1.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gala Bingo, Birmingham	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	1	0.0%	0	0.0%	0
Wooton Woven	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
(Don't know)	17.6%	15	13.9%	5	28.6%	2	10.0%	1	0.0%	0	0.0%	0	25.0%	1	66.7%	4	15.4%	2
Base:		85		36		7		10		3		6		4		6		13

**Q36 How often do you visit...? (BINGO FACILITY MENTIONED AT Q35)***Only those who go to play bingo at Q30*

More than once a week	12.9%	11	11.1%	4	14.3%	1	0.0%	0	0.0%	0	16.7%	1	25.0%	1	0.0%	0	30.8%	4
Once a week	42.4%	36	41.7%	15	57.1%	4	30.0%	3	66.7%	2	50.0%	3	25.0%	1	50.0%	3	38.5%	5
Less than once a week, but more than once a fortnight	2.4%	2	5.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight, but more than once a month	11.8%	10	8.3%	3	14.3%	1	30.0%	3	33.3%	1	0.0%	0	0.0%	0	16.7%	1	7.7%	1
Less than once a month, but more than once in two months	8.2%	7	5.6%	2	14.3%	1	10.0%	1	0.0%	0	0.0%	0	25.0%	1	16.7%	1	7.7%	1
Once in two months	3.5%	3	8.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	9.4%	8	8.3%	3	0.0%	0	20.0%	2	0.0%	0	16.7%	1	0.0%	0	16.7%	1	7.7%	1
(Don't know / varies / no particular pattern)	9.4%	8	11.1%	4	0.0%	0	10.0%	1	0.0%	0	16.7%	1	25.0%	1	0.0%	0	7.7%	1
Base:		85		36		7		10		3		6		4		6		13

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q37 Which health and fitness facilities do you use?</b>																		
<i>Only those who use a health and fitness facility at Q30</i>																		
David Lloyd Leisure, Slideslow Drive, Bromsgrove, B60 1GJ	14.5%	34	6.2%	4	0.0%	0	18.8%	9	5.9%	1	34.5%	10	35.7%	10	0.0%	0	0.0%	0
Abbey Stadium, Birmingham Rd, Redditch, Worcestershire B97 6EJ	8.5%	20	7.7%	5	0.0%	0	25.0%	12	5.9%	1	3.4%	1	3.6%	1	0.0%	0	0.0%	0
Other	6.0%	14	0.0%	0	6.7%	1	0.0%	0	5.9%	1	10.3%	3	7.1%	2	26.7%	4	16.7%	3
Energie Fitness, Battens Drive, South Moons Moat, Redditch, Worcestershire B98 0LJ	6.0%	14	7.7%	5	6.7%	1	6.3%	3	17.6%	3	0.0%	0	0.0%	0	6.7%	1	5.6%	1
Eze Fitness, The South East Quadrant, 17, Alcester St, Redditch, Worcestershire B98 8AE	5.1%	12	12.3%	8	0.0%	0	4.2%	2	0.0%	0	0.0%	0	3.6%	1	0.0%	0	5.6%	1
Greg Hall Centre, Alcester	4.7%	11	0.0%	0	20.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.4%	8
The Dolphin Centre, School Drive, Bromsgrove, Worcestershire B60 1AY	4.7%	11	0.0%	0	0.0%	0	4.2%	2	0.0%	0	24.1%	7	7.1%	2	0.0%	0	0.0%	0
Abbey Hotel, Dagnell Road, Redditch	4.3%	10	10.8%	7	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Fitness Unlimited, Millsborough House, Ipsley St, Redditch, Worcestershire B98 7AL	3.0%	7	7.7%	5	6.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymnophobics, Mills Court, Albert St, Redditch, Worcestershire B97 4DA	3.0%	7	3.1%	2	6.7%	1	0.0%	0	23.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsley Sports Centre, Woodrow Drive, Redditch, Worcestershire B98 7UH	2.6%	6	6.2%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Arrow Vale Sports & Leisure Centre, Green Sward Lane, Matchborough West, Redditch, Worcestershire B98 0EN	2.1%	5	6.2%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greens Health & Fitness Club, 20, Ashbrook Drive, Rubery, Birmingham, West Midlands B45 9FN	2.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.9%	5	0.0%	0	0.0%	0
Virgin Active, Blythe Gate, Shirley, Solihull	1.7%	4	1.5%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Bromsgrove Hotel, Bromsgrove	1.7%	4	0.0%	0	6.7%	1	0.0%	0	0.0%	0	6.9%	2	3.6%	1	0.0%	0	0.0%	0
David Lloyd, Cranmore Boulevard, Shirley, Solihull	1.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	20.0%	3	0.0%	0
Hewell Road Swimming Pool, Redditch	1.3%	3	1.5%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altered Images Fitness Club, 80, Worcester Rd, Bromsgrove, Worcestershire B61 7AG	0.9%	2	0.0%	0	0.0%	0	2.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Lifestyle Body Toning Suite, Unit 3, Tudor Business Centre, Marsden Rd, Redditch, Worcestershire B98 7AY	0.9%	2	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curves, Unit 4, Silver Birches Business Park, Aston Rd, Bromsgrove, Worcestershire B60 3EU	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	0.0%	0	0.0%	0
Stratford Leisure Centre, Stratford-upon-Avon	0.9%	2	0.0%	0	0.0%	0	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Wild Moor, Alcester Road, Stratford Upon Avon	0.9%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1
Coxsmall Wood, Birmingham	0.9%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
LivingWell Health Clubs, within Hilton Hotel, Birmingham Rd,	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Marlbrooke, Bromsgrove, Worcestershire B61 0JB	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
Bodyline Studios, Barnet Green	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsley College, Redditch Shape Up, 83, Mason Rd, Redditch, Worcestershire B97 5DQ	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnet Green Sports Club, Barnet Green	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0
The Youth House, Redditch	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trinity High School, Redditch	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Club Venture, Redditch	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local tennis club, Barnet Green	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	18.3%	43	20.0%	13	33.3%	5	14.6%	7	35.3%	6	10.3%	3	7.1%	2	33.3%	5	11.1%	2
Base:		235		65		15		48		17		29		28		15		18

### Q38 How often do you visit...? (HEALTH & FITNESS FACILITY MENTIONED AT Q37)

*Only those who use a health and fitness facility at Q30*

More than once a week	58.3%	137	60.0%	39	53.3%	8	54.2%	26	64.7%	11	65.5%	19	64.3%	18	33.3%	5	61.1%	11
Once a week	23.8%	56	24.6%	16	33.3%	5	16.7%	8	23.5%	4	17.2%	5	28.6%	8	33.3%	5	27.8%	5
Less than once a week, but more than once a fortnight	1.7%	4	3.1%	2	0.0%	0	2.1%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	3.4%	8	3.1%	2	0.0%	0	4.2%	2	0.0%	0	6.9%	2	3.6%	1	6.7%	1	0.0%	0
Less than once a fortnight, but more than once a month	3.8%	9	0.0%	0	6.7%	1	6.3%	3	0.0%	0	6.9%	2	0.0%	0	13.3%	2	5.6%	1
Less than once a month, but more than once in two months	1.3%	3	1.5%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once in two months	0.9%	2	1.5%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.7%	4	1.5%	1	6.7%	1	2.1%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	5.1%	12	4.6%	3	0.0%	0	8.3%	4	5.9%	1	0.0%	0	3.6%	1	13.3%	2	5.6%	1
Base:		235		65		15		48		17		29		28		15		18

### Q39 Which leisure facilities would you like to see more of in the Redditch area?

Swimming pool	15.8%	161	18.3%	56	11.8%	9	21.2%	39	21.7%	15	8.9%	11	9.9%	10	14.3%	11	12.5%	10
Bowling Alley	9.4%	96	13.1%	40	13.2%	10	13.0%	24	14.5%	10	4.0%	5	4.0%	4	1.3%	1	2.5%	2
Ice Rink	8.7%	88	11.4%	35	7.9%	6	11.4%	21	7.2%	5	9.7%	12	4.0%	4	2.6%	2	3.8%	3
Leisure Centre	3.6%	37	3.9%	12	2.6%	2	4.9%	9	5.8%	4	2.4%	3	4.0%	4	2.6%	2	1.3%	1
Other	3.6%	37	3.6%	11	3.9%	3	4.9%	9	1.4%	1	3.2%	4	5.9%	6	0.0%	0	3.8%	3
Paintballing	1.7%	17	1.3%	4	2.6%	2	1.6%	3	2.9%	2	3.2%	4	1.0%	1	1.3%	1	0.0%	0
Cinema	1.7%	17	0.7%	2	1.3%	1	2.2%	4	0.0%	0	5.6%	7	1.0%	1	1.3%	1	1.3%	1
Health and Fitness (Gym)	1.2%	12	1.3%	4	1.3%	1	0.5%	1	2.9%	2	1.6%	2	1.0%	1	1.3%	1	0.0%	0
Youth Centre	1.1%	11	1.6%	5	0.0%	0	1.6%	3	1.4%	1	0.8%	1	0.0%	0	1.3%	1	0.0%	0
Karting	1.1%	11	1.0%	3	0.0%	0	1.1%	2	2.9%	2	2.4%	3	0.0%	0	0.0%	0	1.3%	1
Restaurants	1.1%	11	1.0%	3	1.3%	1	2.2%	4	1.4%	1	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Childrens playground facilities	1.0%	10	0.7%	2	0.0%	0	1.6%	3	1.4%	1	0.8%	1	1.0%	1	0.0%	0	2.5%	2
Extreme Sports	0.9%	9	0.7%	2	0.0%	0	1.6%	3	2.9%	2	0.8%	1	0.0%	0	0.0%	0	1.3%	1
Tennis Courts	0.9%	9	0.3%	1	1.3%	1	1.1%	2	0.0%	0	1.6%	2	3.0%	3	0.0%	0	0.0%	0
Theatre	0.6%	6	0.3%	1	1.3%	1	0.0%	0	2.9%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Bars/pubs	0.5%	5	0.3%	1	1.3%	1	0.5%	1	1.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
More parks	0.4%	4	0.7%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Water park	0.3%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Bingo	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.0%	1	0.0%	0	0.0%	0
Ski slope	0.3%	3	0.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Musuems	0.3%	3	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Classes for yoga / pilates	0.3%	3	0.0%	0	0.0%	0	1.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Football pitches	0.3%	3	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0
Hotels	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(None)	47.2%	480	42.2%	129	55.3%	42	37.0%	68	49.3%	34	51.6%	64	62.4%	63	51.9%	40	50.0%	40
(Don't know)	14.9%	152	12.4%	38	11.8%	9	11.4%	21	10.1%	7	20.2%	25	12.9%	13	26.0%	20	23.8%	19
Base:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>GEN Gender of respondent:</b>																		
Male	26.0%	264	21.9%	67	32.9%	25	27.2%	50	30.4%	21	29.8%	37	24.8%	25	19.5%	15	30.0%	24
Female	74.0%	753	78.1%	239	67.1%	51	72.8%	134	69.6%	48	70.2%	87	75.2%	76	80.5%	62	70.0%	56
Base:		1017		306		76		184		69		124		101		77		80
<b>AGE Age of respondent:</b>																		
18-24 years	2.5%	25	2.9%	9	2.6%	2	4.3%	8	1.4%	1	1.6%	2	2.0%	2	0.0%	0	1.3%	1
25-34 years	9.9%	101	11.4%	35	6.6%	5	15.8%	29	4.3%	3	14.5%	18	5.0%	5	3.9%	3	3.8%	3
35-44 years	17.3%	176	19.9%	61	11.8%	9	16.8%	31	15.9%	11	24.2%	30	16.8%	17	9.1%	7	12.5%	10
45-54 years	18.9%	192	19.3%	59	17.1%	13	17.4%	32	17.4%	12	21.0%	26	16.8%	17	20.8%	16	21.3%	17
55-64 years	22.4%	228	24.8%	76	27.6%	21	21.7%	40	24.6%	17	17.7%	22	23.8%	24	10.4%	8	25.0%	20
65+	27.8%	283	20.6%	63	31.6%	24	22.3%	41	36.2%	25	21.0%	26	34.7%	35	54.5%	42	33.8%	27
(Refused)	1.2%	12	1.0%	3	2.6%	2	1.6%	3	0.0%	0	0.0%	0	1.0%	1	1.3%	1	2.5%	2
Base:		1017		306		76		184		69		124		101		77		80
<b>SEG Socio Economic Grouping</b>																		
A	4.7%	48	1.6%	5	6.6%	5	2.7%	5	8.7%	6	5.6%	7	7.9%	8	10.4%	8	5.0%	4
B	16.7%	170	13.1%	40	14.5%	11	20.7%	38	21.7%	15	16.1%	20	22.8%	23	13.0%	10	16.3%	13
C1	21.6%	220	23.5%	72	17.1%	13	21.7%	40	29.0%	20	23.4%	29	21.8%	22	15.6%	12	15.0%	12
C2	14.8%	151	14.7%	45	14.5%	11	16.3%	30	14.5%	10	16.1%	20	15.8%	16	11.7%	9	12.5%	10
D	14.0%	142	21.9%	67	18.4%	14	6.0%	11	7.2%	5	16.9%	21	5.9%	6	7.8%	6	15.0%	12
E	21.4%	218	18.6%	57	22.4%	17	25.5%	47	17.4%	12	14.5%	18	20.8%	21	33.8%	26	25.0%	20
(Refused)	6.7%	68	6.5%	20	6.6%	5	7.1%	13	1.4%	1	7.3%	9	5.0%	5	7.8%	6	11.3%	9
Base:		1017		306		76		184		69		124		101		77		80
<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>																		
One	30.9%	314	28.8%	88	28.9%	22	28.3%	52	33.3%	23	30.6%	38	33.7%	34	31.2%	24	41.3%	33
Two	52.6%	535	54.9%	168	52.6%	40	53.8%	99	49.3%	34	51.6%	64	46.5%	47	54.5%	42	51.3%	41
Three	10.8%	110	10.1%	31	15.8%	12	10.3%	19	13.0%	9	12.1%	15	11.9%	12	11.7%	9	3.8%	3
Four	4.0%	41	4.2%	13	1.3%	1	5.4%	10	4.3%	3	4.0%	5	5.9%	6	1.3%	1	2.5%	2
Five	0.5%	5	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.0%	1	0.0%	0	0.0%	0
Six or more	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
(Refused)	1.0%	10	1.0%	3	1.3%	1	1.6%	3	0.0%	0	0.8%	1	1.0%	1	1.3%	1	0.0%	0
Base:		1017		306		76		184		69		124		101		77		80
<b>CHI How many children live in your household, aged 15 years and under?</b>																		
None	72.9%	741	71.2%	218	81.6%	62	70.1%	129	78.3%	54	69.4%	86	71.3%	72	76.6%	59	76.3%	61
One	12.3%	125	12.4%	38	7.9%	6	12.0%	22	14.5%	10	17.7%	22	11.9%	12	6.5%	5	12.5%	10
Two	10.6%	108	12.7%	39	5.3%	4	12.0%	22	5.8%	4	8.9%	11	11.9%	12	11.7%	9	8.8%	7
Three	2.6%	26	2.3%	7	3.9%	3	2.7%	5	1.4%	1	1.6%	2	4.0%	4	3.9%	3	1.3%	1
Four	0.8%	8	0.7%	2	0.0%	0	1.6%	3	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.3%	1
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	9	0.7%	2	1.3%	1	1.6%	3	0.0%	0	0.8%	1	1.0%	1	1.3%	1	0.0%	0
Base:		1017		306		76		184		69		124		101		77		80
<b>CAR How many cars does your household own or have the use of?</b>																		
None	12.8%	130	16.3%	50	10.5%	8	13.6%	25	5.8%	4	10.5%	13	12.9%	13	11.7%	9	10.0%	8
One	42.5%	432	46.1%	141	43.4%	33	37.0%	68	39.1%	27	38.7%	48	46.5%	47	40.3%	31	46.3%	37
Two	33.9%	345	30.1%	92	36.8%	28	39.7%	73	40.6%	28	37.9%	47	23.8%	24	32.5%	25	35.0%	28
Three or more	9.7%	99	6.9%	21	6.6%	5	8.2%	15	14.5%	10	11.3%	14	15.8%	16	14.3%	11	8.8%	7
(Refused)	1.1%	11	0.7%	2	2.6%	2	1.6%	3	0.0%	0	1.6%	2	1.0%	1	1.3%	1	0.0%	0
Base:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey For White Young Green

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>ETH For the purpose of the survey, could I ask to which ethnic group you consider yourself to belong to?</b>																		
White	96.2%	978	95.1%	291	94.7%	72	95.7%	176	98.6%	68	96.0%	119	97.0%	98	97.4%	75	98.8%	79
Indian	0.3%	3	0.3%	1	1.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.3%	3	0.7%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Black Caribbean	0.2%	2	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.7%	7	1.0%	3	1.3%	1	0.0%	0	0.0%	0	0.8%	1	1.0%	1	1.3%	1	0.0%	0
Other Ethnic Group (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1017		306		76		184		69		124		101		77		80

**QUOTA Zone:**

Zone 1	30.1%	306	100.0%	306	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	7.5%	76	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	18.1%	184	0.0%	0	0.0%	0	100.0%	184	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	6.8%	69	0.0%	0	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	12.2%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	124	0.0%	0	0.0%	0	0.0%	0
Zone 6	9.9%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	101	0.0%	0	0.0%	0
Zone 7	7.6%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	77	0.0%	0
Zone 8	7.9%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	80
Base:		1017		306		76		184		69		124		101		77		80

**PC Could I record your postcode please?**

B45 8	3.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.7%	33	0.0%	0	0.0%	0
B48 7	3.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	34	0.0%	0	0.0%	0
B49 5	2.1%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.3%	21
B49 6	4.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	53.8%	43
B60 1	3.3%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	33.7%	34	0.0%	0	0.0%	0
B60 2	2.2%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.7%	22	0.0%	0	0.0%	0	0.0%	0
B60 3	2.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	25	0.0%	0	0.0%	0	0.0%	0
B60 4	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	8	0.0%	0	0.0%	0	0.0%	0
B61 0	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.4%	29	0.0%	0	0.0%	0	0.0%	0
B61 7	1.7%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	17	0.0%	0	0.0%	0	0.0%	0
B61 8	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.5%	23	0.0%	0	0.0%	0	0.0%	0
B80 7	7.5%	76	0.0%	0	100.0%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B94 5	3.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.3%	31	0.0%	0
B95 5	4.4%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.4%	45	0.0%	0
B95 6	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	14
B96 6	7.0%	71	0.0%	0	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	2.5%	2
B97 4	3.5%	36	0.3%	1	0.0%	0	19.0%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B97 5	10.4%	106	0.0%	0	0.0%	0	57.6%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B97 6	4.2%	43	0.0%	0	0.0%	0	23.4%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B98 0	8.3%	84	27.5%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B98 7	11.0%	112	36.6%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B98 8	6.0%	61	19.9%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B98 9	4.7%	48	15.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Base:		1017		306		76		184		69		124		101		77		80

**Data Tabulations  
By Demographics (Weighted)**

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q01 Where do you usually go for your main food and grocery shopping?</b>																		
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	22.2%	226	19.1%	50	23.3%	176	27.3%	37	23.8%	91	19.8%	97	21.2%	94	23.4%	118	22.0%	192
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch B97	11.7%	119	12.4%	32	11.5%	87	11.9%	16	8.5%	32	14.1%	69	14.9%	66	9.1%	46	11.5%	100
Morrisons, Warwick Highway, Redditch, B98 0SW	11.5%	117	9.2%	24	12.3%	93	12.4%	17	10.7%	41	12.1%	59	9.6%	43	13.7%	69	12.6%	110
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	10.6%	108	7.0%	18	11.9%	90	13.6%	18	10.0%	38	10.5%	52	11.0%	49	9.7%	49	10.5%	92
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	6.2%	63	8.3%	22	5.4%	41	5.0%	7	8.8%	34	4.6%	22	6.8%	30	5.8%	29	6.4%	56
Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	4.4%	45	3.4%	9	4.8%	36	3.9%	5	5.9%	22	3.4%	17	5.0%	22	3.8%	19	4.5%	39
Morrisons, Bristol Road South, Rubery, B45 9NY	2.6%	27	2.7%	7	2.6%	20	2.6%	4	2.8%	11	2.5%	12	2.8%	13	2.8%	14	2.4%	21
Internet / Home Delivery	2.5%	25	3.7%	10	2.0%	15	5.4%	7	3.0%	11	1.1%	5	3.1%	14	2.0%	10	2.1%	18
Somerfield, Off Moorfield Road, Alcester B49 5DA	2.0%	20	1.4%	4	2.2%	17	0.0%	0	1.0%	4	3.2%	16	1.3%	6	2.3%	11	1.7%	15
Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB	1.8%	18	3.4%	9	1.2%	9	0.7%	1	2.1%	8	1.8%	9	1.2%	5	1.9%	10	1.9%	17
Tesco, Birmingham Road, Stratford-upon-Avon	1.6%	17	1.0%	3	1.8%	14	0.9%	1	1.4%	5	2.1%	10	1.1%	5	2.4%	12	1.9%	17
Morrisons, Alcester Road, Stratford-upon-Avon	1.2%	13	1.0%	3	1.3%	10	0.0%	0	0.9%	3	1.7%	8	0.9%	4	1.5%	7	1.3%	12
Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD	1.1%	11	0.5%	1	1.3%	10	1.5%	2	0.3%	1	1.6%	8	1.4%	6	0.9%	5	1.0%	9
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98	0.8%	8	1.4%	4	0.6%	5	2.1%	3	1.2%	5	0.2%	1	0.2%	1	1.3%	6	0.6%	6
Aldi, Trescott Road, Redditch, B98 7AH	0.7%	7	0.4%	1	0.8%	6	0.0%	0	0.7%	3	0.9%	5	0.8%	4	0.7%	4	0.6%	5
Sainsbury's, Stratford Road, Shirley	0.7%	7	0.6%	2	0.7%	5	0.0%	0	0.9%	3	0.8%	4	0.9%	4	0.3%	2	0.8%	7
Co-op, Alcester Road, Studley	0.7%	7	0.9%	2	0.6%	5	0.0%	0	0.2%	1	1.3%	7	0.1%	1	1.3%	7	0.7%	6
Waitrose, Droitwich	0.7%	7	0.7%	2	0.7%	5	1.5%	2	0.5%	2	0.6%	3	1.2%	5	0.4%	2	0.8%	7
Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14	0.6%	6	1.3%	3	0.4%	3	0.0%	0	0.3%	1	1.1%	5	0.2%	1	0.7%	4	0.7%	6
Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL	0.5%	6	1.1%	3	0.4%	3	0.0%	0	0.2%	1	0.7%	4	0.2%	1	0.7%	4	0.5%	5
Tesco Express, Stratford Road, Shirley	0.5%	5	0.5%	1	0.6%	4	0.5%	1	0.5%	2	0.4%	2	0.9%	4	0.3%	1	0.5%	5
Sainsbury's, Frankly Beeches Road, Northfield, B31 5AA	0.4%	5	0.7%	2	0.4%	3	0.0%	0	0.7%	3	0.4%	2	0.2%	1	0.3%	2	0.5%	5
Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ	0.4%	4	0.4%	1	0.4%	3	0.0%	0	0.2%	1	0.7%	3	0.4%	2	0.4%	2	0.2%	2
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB	0.2%	2	0.2%	1	0.2%	2	0.0%	0	0.0%	0	0.5%	2	0.4%	2	0.1%	1	0.2%	2
Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG	0.2%	2	0.5%	1	0.1%	1	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.1%	1
Marks and Spencers, Bridge Street, Stratford-upon-Avon	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2
Sainsbury's, Reedswood Way, Walsall	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.4%	2	0.0%	0	0.2%	2
Tesco, Warbler Place, Kidderminster	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	2
Local shops, Barnt Green	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Tesco Express, Barnt Green Express, Barnt Green,	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.3%	2	0.0%	0

Column % ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Birmingham, B45																		
Somerfield, High Street, Henley-in-Arden	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.1%	1	0.2%	1	0.0%	0
Norton House Retailing Ltd, 133, Golden Cross Lane, Catshill, Bromsgrove, B61 0LA	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.3%	2	0.2%	2
Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.0%	0
Asda, Coventry Road, Small Heath, Birmingham	0.2%	2	0.0%	0	0.2%	2	0.6%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Tesco Extra, Worcester Road, Evesham	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.3%	1	0.1%	0	0.3%	1	0.1%	0	0.2%	2
Sainsbury's, Warwick	0.1%	1	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
Tesco, Hermitage Road, Solihull	0.1%	1	0.3%	1	0.1%	1	0.5%	1	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.2%	1
Hilliers, Dunnington Village	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Cost Cutters, 31 Woodrow Centre, Redditch, Worcestershire B98 7RY	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Local shops, Alvechurch	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Local shops, Redditch	0.1%	1	0.4%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Aldi, Pheasant Street, Worcester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Farmfoods Freezer Centre, 1-3, Dev.1, Kingfisher Shopping Centre, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Local shops, Wooton Wawen	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Sainsbury's, Rookery Street, Wolverhampton	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Local shops, Alcester	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Aldi, Stratford Road, Shirley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Sainsbury's, Poplar Way, Solihull	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Waitrose, Shirley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Tesco Express, Studley Express, Studley, Warwickshire, B80 7LL	0.1%	1	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0
Hancocks and Son, High Street, Ashwood Bank, Redditch	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.1%	0	0.0%	0
(Don't know / varies)	9.9%	101	10.9%	29	9.5%	72	6.8%	9	10.6%	41	10.1%	49	10.0%	44	9.4%	48	10.5%	91
(Don't do main food shopping)	0.7%	7	1.8%	5	0.3%	3	1.5%	2	0.5%	2	0.7%	3	0.7%	3	0.8%	4	0.8%	7
Weighted base:	1017	261	756	135	382	490	444	504	875									
Sample:	1017	264	753	126	368	511	438	511	876									

**Q02 Which retailer do you usually purchase your main food internet/ home delivery shopping from?***Only those who buy their main food shopping via the internet at Q01*

Tesco	75.3%	19	60.9%	6	84.4%	13	72.7%	5	81.3%	9	61.5%	3	84.7%	12	59.9%	6	70.7%	13
Waitrose	13.5%	3	18.7%	2	10.3%	2	0.0%	0	18.7%	2	23.5%	1	15.3%	2	12.5%	1	18.5%	3
Iceland	3.3%	1	0.0%	0	5.3%	1	0.0%	0	0.0%	0	15.0%	1	0.0%	0	8.0%	1	0.0%	0
(Don't know / varies)	7.9%	2	20.4%	2	0.0%	0	27.3%	2	0.0%	0	0.0%	0	0.0%	0	19.5%	2	10.8%	2
Weighted base:	25	10	15	7	11	5	14	10	18									
Sample:	21	7	14	5	10	5	11	9	15									

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q03 How frequently do you buy main food and grocery shopping trips from...? (Store/destination mentioned at Q01)</b>																		
<i>Only those who do main food shopping at Q01</i>																		
Two or more times a week	22.5%	227	26.0%	67	21.2%	160	14.2%	19	23.4%	89	24.3%	118	23.7%	105	22.4%	112	22.9%	199
At least once a week	62.7%	633	63.9%	164	62.2%	469	66.6%	88	61.6%	234	62.7%	305	61.0%	269	64.5%	323	63.6%	552
At least once a fortnight	8.5%	86	5.3%	14	9.6%	72	13.6%	18	8.5%	32	7.1%	35	9.8%	43	6.9%	34	8.1%	71
At least once a month	4.1%	42	1.9%	5	4.9%	37	4.5%	6	4.5%	17	3.5%	17	3.4%	15	4.4%	22	3.4%	29
At least every two months	0.4%	4	0.7%	2	0.3%	2	0.0%	0	0.5%	2	0.4%	2	0.5%	2	0.4%	2	0.1%	1
Less often	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	18	1.9%	5	1.8%	13	1.2%	2	1.5%	6	1.9%	9	1.4%	6	1.4%	7	1.9%	16
Weighted base:		1010		257		753		133		380		487		441		500		868
Sample:		1012		261		751		125		366		509		436		508		871

**Q04 How do you normally travel to...? (Store/destination mentioned at Q01)***Only those who buy their main food shopping at a store at Q01*

Car/van (as driver)	66.6%	656	76.9%	190	63.1%	466	65.5%	82	75.9%	280	59.7%	287	78.1%	333	58.9%	288	76.5%	649
Car/van (as passenger)	17.5%	172	6.0%	15	21.3%	157	18.7%	23	12.9%	48	21.0%	101	10.5%	45	22.0%	108	15.6%	132
Bus, minibus or coach	3.8%	37	1.7%	4	4.5%	33	4.6%	6	1.0%	4	5.8%	28	0.4%	2	6.3%	31	0.8%	7
Motorcycle, scooter or moped	0.5%	5	0.7%	2	0.5%	3	1.4%	2	0.0%	0	0.5%	2	0.4%	2	0.5%	3	0.1%	1
Walk	7.3%	71	9.8%	24	6.4%	47	8.6%	11	6.3%	23	7.6%	37	6.2%	26	8.0%	39	4.0%	34
Taxi	1.1%	10	1.1%	3	1.0%	8	0.0%	0	0.8%	3	1.6%	7	1.2%	5	0.9%	4	0.3%	2
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	1.0%	3	0.2%	1	0.5%	1	0.5%	2	0.3%	1	0.2%	1	0.6%	3	0.3%	3
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.4%	4	0.1%	0	0.4%	3	0.0%	0	0.8%	3	0.1%	1	0.6%	2	0.3%	1	0.0%	0
(Don't know / varies)	2.5%	25	2.6%	6	2.5%	18	0.7%	1	1.7%	6	3.4%	16	2.5%	11	2.5%	12	2.4%	21
Weighted base:		985		247		738		125		368		481		427		490		849
Sample:		991		254		737		120		356		504		425		499		856

**Q05 When do you usually do your main food shopping?***Only those who do main food shopping at Q01*

Weekdays during the day	46.8%	473	40.1%	103	49.1%	370	33.6%	45	36.3%	138	59.2%	288	37.9%	167	53.8%	269	44.4%	385
Weekdays during the evening	14.4%	146	18.1%	46	13.2%	99	23.7%	31	19.0%	72	8.3%	40	19.3%	85	11.0%	55	15.2%	132
Saturday	10.7%	109	13.6%	35	9.8%	74	11.8%	16	12.9%	49	9.0%	44	11.3%	50	10.5%	52	10.9%	95
Sunday	3.3%	33	4.0%	10	3.0%	23	5.8%	8	5.6%	21	0.8%	4	4.3%	19	2.5%	12	3.6%	31
(Don't know / varies)	24.7%	250	24.2%	62	24.9%	188	25.2%	33	26.2%	99	22.7%	111	27.1%	120	22.2%	111	25.9%	225
Weighted base:		1010		257		753		133		380		487		441		500		868
Sample:		1012		261		751		125		366		509		436		508		871

**Q06 When you go main food shopping is your trip linked with any other activity?***Only those who buy their main food shopping at a store at Q01*

Yes – non-food shopping	6.1%	60	4.4%	11	6.6%	49	3.2%	4	5.6%	21	7.0%	34	6.2%	27	5.3%	26	6.0%	51
Yes – leisure activity	4.4%	43	4.5%	11	4.4%	32	3.1%	4	4.1%	15	5.1%	25	4.1%	18	4.7%	23	4.5%	38
Yes – visiting services such as banks and other financial institutions	2.6%	25	2.6%	6	2.5%	19	1.9%	2	1.7%	6	3.4%	16	1.0%	4	3.6%	18	2.5%	21
Yes – travelling to/from work	4.6%	46	4.0%	10	4.9%	36	5.4%	7	5.2%	19	3.8%	18	5.9%	25	3.1%	15	4.9%	42
Yes – travelling to/from school/college	1.2%	12	2.2%	6	0.8%	6	2.1%	3	1.8%	7	0.5%	2	1.8%	8	0.8%	4	1.2%	10
Yes – other activity	1.0%	9	0.9%	2	1.0%	7	0.0%	0	0.6%	2	1.5%	7	1.0%	4	1.1%	5	1.1%	9
No	77.3%	761	77.1%	190	77.4%	571	80.9%	101	78.6%	290	75.7%	364	77.9%	333	78.1%	383	77.0%	654
Yes - Visiting friends / family	0.8%	8	0.4%	1	0.9%	7	1.1%	1	0.5%	2	1.0%	5	0.0%	0	1.2%	6	0.8%	7
Yes - To get petrol	0.5%	5	1.4%	3	0.3%	2	0.7%	1	0.3%	1	0.5%	3	0.4%	2	0.5%	3	0.5%	4
Yes - Recycling	0.3%	3	0.2%	1	0.3%	2	0.0%	0	0.3%	1	0.4%	2	0.7%	3	0.0%	0	0.2%	2
Yes - Eating out e.g. fast food	0.5%	5	1.0%	2	0.4%	3	0.7%	1	0.3%	1	0.7%	3	0.2%	1	0.9%	4	0.6%	5
(Don't know / Varies)	2.5%	25	3.1%	8	2.3%	17	1.3%	2	2.3%	9	3.0%	15	2.1%	9	2.7%	13	2.6%	22
Weighted base:		985		247		738		125		368		481		427		490		849
Sample:		991		254		737		120		356		504		425		499		856

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q07 Where do you normally do this non-food shopping? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Only those who link their main food shopping trip with non-food shopping at Q01</i>																		
Redditch	51.2%	31	68.8%	7	47.3%	23	48.1%	2	64.4%	13	41.9%	14	56.6%	15	40.4%	11	52.4%	27
Bromsgrove	13.8%	8	12.9%	1	14.1%	7	0.0%	0	0.0%	0	24.4%	8	5.9%	2	17.8%	5	9.9%	5
Stratford upon Avon	10.8%	6	13.3%	1	10.2%	5	51.9%	2	8.4%	2	7.7%	3	6.6%	2	17.8%	5	12.7%	6
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	4.8%	3	0.0%	0	5.9%	3	0.0%	0	13.9%	3	0.0%	0	3.7%	1	7.3%	2	5.7%	3
Barnt Green	2.9%	2	0.0%	0	3.6%	2	0.0%	0	0.0%	0	5.2%	2	0.0%	0	6.7%	2	0.0%	0
Kidderminster	2.6%	2	0.0%	0	3.2%	2	0.0%	0	7.6%	2	0.0%	0	5.9%	2	0.0%	0	3.1%	2
Alcester	2.5%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	4.3%	1	2.2%	1	3.4%	1	2.9%	1
Birmingham City Centre	2.0%	1	0.0%	0	2.4%	1	0.0%	0	5.7%	1	0.0%	0	4.5%	1	0.0%	0	2.3%	1
Touchwood Shopping Centre, Solihull	0.9%	1	5.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.1%	1	0.0%	0	1.1%	1
Droitwich	0.6%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.1%	0	1.3%	0	0.0%	0	0.7%	0
(Don't know / varies)	7.8%	5	0.0%	0	9.6%	5	0.0%	0	0.0%	0	13.8%	5	11.1%	3	6.6%	2	9.2%	5
Weighted base:		60		11		49		4		21		34		27		26		51
Sample:		58		12		46		4		20		33		26		26		50

**Q08 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?**

Yes	65.3%	664	57.8%	151	67.9%	513	71.2%	96	74.1%	283	56.5%	277	70.8%	314	60.5%	305	64.6%	565
No	34.7%	353	42.2%	110	32.1%	242	28.8%	39	25.9%	99	43.5%	213	29.2%	130	39.5%	199	35.4%	309
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q09 Where do you go for this 'top-up' shopping?</b>																		
<i>Only those who do top-up food shopping at Q08</i>																		
Morrisons, Warwick Highway, Redditch, B98 OSW	9.8%	65	8.0%	12	10.4%	53	11.4%	11	10.9%	31	8.6%	24	8.4%	26	11.5%	35	11.4%	64
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	7.3%	49	6.3%	10	7.6%	39	6.5%	6	8.8%	25	6.4%	18	7.4%	23	7.8%	24	8.1%	46
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97	6.7%	44	6.2%	9	6.8%	35	13.5%	13	6.0%	17	4.8%	13	8.5%	27	4.9%	15	7.5%	42
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	6.5%	43	4.0%	6	7.2%	37	5.6%	5	9.8%	28	3.6%	10	7.4%	23	5.8%	18	7.1%	40
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	5.4%	36	2.0%	3	6.4%	33	9.5%	9	5.7%	16	3.8%	11	6.2%	20	4.6%	14	5.1%	29
Tesco Express, Barnt Green Express, Barnt Green, Birmingham, B45	2.6%	17	5.0%	8	1.9%	10	0.0%	0	2.1%	6	4.0%	11	4.4%	14	1.1%	3	3.0%	17
Somerfield, Off Moorfield Road, Alcester B49 5DA	2.5%	17	3.7%	6	2.2%	11	2.2%	2	1.5%	4	3.7%	10	2.0%	6	2.8%	8	2.4%	14
Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD	2.3%	15	3.5%	5	2.0%	10	0.0%	0	3.3%	9	2.2%	6	2.9%	9	2.1%	7	2.5%	14
Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB	2.2%	15	2.6%	4	2.1%	11	1.0%	1	3.2%	9	1.4%	4	1.9%	6	2.2%	7	2.1%	12
Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ	2.2%	14	0.6%	1	2.6%	13	0.0%	0	0.5%	1	4.7%	13	1.5%	5	3.1%	10	1.2%	7
Somerfield, High St, Henley-in-Arden	1.9%	12	1.3%	2	2.0%	10	0.0%	0	0.6%	2	3.6%	10	1.0%	3	2.3%	7	1.6%	9
Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL	1.8%	12	3.4%	5	1.3%	7	3.7%	4	2.4%	7	0.6%	2	2.1%	7	1.7%	5	2.1%	12
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB	1.7%	12	3.3%	5	1.3%	7	3.0%	3	1.4%	4	1.7%	5	2.2%	7	1.2%	4	1.5%	9
Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.7%	11	0.6%	1	2.0%	10	2.0%	2	2.1%	6	1.2%	3	1.8%	6	1.7%	5	1.6%	9
Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester	1.6%	11	2.3%	4	1.4%	7	1.8%	2	0.9%	3	1.9%	5	1.1%	4	1.7%	5	1.4%	8
Morrisons, Bristol Road South, Rubery, B45 9NY	1.5%	10	0.6%	1	1.7%	9	0.0%	0	2.5%	7	1.0%	3	1.4%	4	1.2%	4	1.8%	10
Local shops, Redditch	1.4%	9	1.3%	2	1.4%	7	5.1%	5	0.3%	1	0.8%	2	0.7%	2	2.2%	7	0.7%	4
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98	1.3%	8	1.3%	2	1.3%	6	0.0%	0	1.0%	3	2.0%	6	0.0%	0	2.7%	8	1.3%	7
Co-op, Alcester Road, Studley	1.2%	8	1.6%	2	1.2%	6	0.6%	1	1.3%	4	1.5%	4	0.8%	2	1.6%	5	1.4%	8
Aldi, Trescott Road, Redditch, B98 7AH	1.1%	7	0.6%	1	1.2%	6	1.9%	2	0.6%	2	1.4%	4	0.8%	3	1.3%	4	0.9%	5
Local shops, Bromsgrove	1.0%	6	4.3%	6	0.0%	0	1.4%	1	0.7%	2	1.1%	3	1.4%	4	0.7%	2	0.9%	5
Internet/ Home Delivery	1.0%	6	0.5%	1	1.1%	6	0.0%	0	2.0%	6	0.3%	1	1.7%	5	0.3%	1	0.8%	4
Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL	0.9%	6	1.5%	2	0.7%	4	0.0%	0	1.0%	3	1.2%	3	1.2%	4	0.7%	2	1.1%	6
Co-op, New Road, Rubery	0.8%	5	0.0%	0	1.0%	5	1.8%	2	0.0%	0	1.3%	4	1.1%	4	0.6%	2	0.6%	4
Farmfoods Freezer Centre, 1, 3, Dev.1, Kingfisher Shopping Centre, Redditch	0.7%	5	1.3%	2	0.5%	3	1.0%	1	0.3%	1	1.0%	3	0.3%	1	1.2%	4	0.3%	2
Spar Stores Batchley, 193, Batchley Rd, Redditch, Worcestershire B97 6JB	0.6%	4	0.0%	0	0.8%	4	1.0%	1	0.0%	0	1.2%	3	0.4%	1	1.0%	3	0.6%	3
Tesco, Birmingham Road, Stratford-upon-Avon	0.6%	4	0.6%	1	0.6%	3	0.0%	0	0.6%	2	0.8%	2	0.0%	0	1.3%	4	0.7%	4
Co-op, The Square, Alvechurch	0.6%	4	0.0%	0	0.8%	4	0.0%	0	0.4%	1	0.7%	2	0.3%	1	0.7%	2	0.2%	1
Tesco Express, Studley Express, Studley,	0.5%	3	1.2%	2	0.3%	2	0.6%	1	0.8%	2	0.2%	1	0.7%	2	0.2%	1	0.5%	3

Column % ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Warwickshire, B80 7LL																		
Post Office, Redditch	0.4%	3	0.0%	0	0.6%	3	0.0%	0	0.7%	2	0.4%	1	0.3%	1	0.6%	2	0.5%	3
Co-op, Hazelwell Street, Stirchley, Birmingham	0.3%	2	0.0%	0	0.4%	2	2.1%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.4%	2
Co-op, Mill Lane, Bromsgrove	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.7%	2	0.0%	0	0.0%	0	0.7%	2	0.4%	2
Local shops, Alvechurch	0.3%	2	0.7%	1	0.2%	1	0.0%	0	0.4%	1	0.4%	1	0.3%	1	0.3%	1	0.4%	2
Rays, Dowlers Crescent, Redditch	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.7%	2	0.0%	0	0.6%	2	0.0%	0
Cost Cutters, 31, Woodrow Centre, Redditch, Worcestershire B98 7RY	0.3%	2	0.0%	0	0.4%	2	0.0%	0	0.3%	1	0.4%	1	0.0%	0	0.3%	1	0.2%	1
Hilliers Farm Shop, Dunnington	0.3%	2	0.2%	0	0.3%	2	0.4%	0	0.1%	0	0.4%	1	0.5%	2	0.1%	0	0.3%	2
McColls, Redditch	0.3%	2	0.6%	1	0.2%	1	0.0%	0	0.3%	1	0.3%	1	0.3%	1	0.3%	1	0.2%	1
Local shops, Barnt Green	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.6%	2	0.0%	0	0.3%	2
Shop n Save, Edward Road, Rednal	0.3%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.6%	2	0.0%	0
Local shops, Rednal	0.3%	2	0.0%	0	0.3%	2	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.6%	2	0.3%	2
Post Office, Blackwell	0.2%	2	0.0%	0	0.3%	2	1.6%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.3%	2
Spar, Golden Cross Lane, Catshill	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.5%	2	0.0%	0
Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.6%	2	0.0%	0	0.5%	2	0.0%	0
Tesco, Hewell Road, Barnt Green	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.5%	2	0.0%	0	0.3%	2
Morrisons, Alcester Road, Stratford-upon-Avon	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.3%	1	0.2%	1	0.3%	1	0.3%	2
Spar, Earlswood	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.3%	1	0.2%	1	0.2%	1	0.3%	1
Tesco, Worcester Road, Evesham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.4%	1	0.0%	0	0.2%	1
Local shops, Studley	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	1	0.1%	1
Tesco, Alcester Road, Studley	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.2%	1	0.4%	1	0.0%	0	0.2%	1
Hancocks, Astwood Bank	0.2%	1	0.2%	0	0.1%	1	0.0%	0	0.0%	0	0.4%	1	0.3%	1	0.0%	0	0.1%	1
Spar, Whistle, Birmingham	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.2%	1
Iceland, 12 Grosvenor Centre, Northfield, B31 2JU	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Somerfield, 1876, Pershore Rd, Kings Norton, Birmingham, B30 3AS	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Greggs, Redditch	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.3%	1	0.0%	0
Sian Stores, 73, Poplar Rd, Redditch, Worcestershire B97 6NY	0.1%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.2%	1
Local shops, Henley in Arden	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Marks and Spencers, Bridge Street, Stratford-upon- Avon	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Local shops, Wooton Waven	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Local shops, Crabbs Cross	0.1%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Local shops, Webbeath	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1
Local shops, Headless Cross	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Budgens Supermarket, Brooklyn Garage, Battens Drive, Redditch, B98 0LJ	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Local shops, Knowle	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.1%	1
Sainsbury's, Stratford Road, Shirley	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.1%	1
Tesco, Hermitage Road, Solihull	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Tesco, Stratford Road, Shirley	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Local shops, Astwood Bank	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.1%	0
Marks and Spencers, Mill Lane, Solihull	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Waitrose, Hall Green, Birmingham	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1

Column % ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male		Female		18 to 34		35 to 54		55+		ABC1		C2DE		Car in hhold		
Local market, Henley in Arden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Post Office, Astwood Bank	0.1%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.1%	0	0.1%	0
Local shops, Birmingham	0.1%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.1%	0	0.1%	0
Somerfield, Alcester Road, Wythall, B47 6AP (Don't know / varies)	22.5%	150	28.4%	43	20.8%	107	18.5%	18	22.3%	63	23.7%	66	22.6%	71	20.4%	62	22.0%	124
Weighted base:		664		151		513		96		283		277		314		305		565
Sample:		663		152		511		90		270		293		307		311		565

**Q10 How often do you make 'top up' shopping trips to...? (Store/destination mentioned at Q09)***Only those who do top-up food shopping at Q08*

Daily	4.6%	31	7.5%	11	3.8%	19	2.1%	2	4.7%	13	5.1%	14	4.4%	14	3.9%	12	4.1%	23
Two or more times a week	45.6%	303	44.2%	67	46.1%	237	40.0%	38	48.7%	138	44.3%	123	47.2%	148	45.5%	139	48.8%	276
At least once a week	29.2%	194	30.1%	45	28.9%	148	36.8%	35	29.6%	84	26.8%	74	31.2%	98	28.2%	86	28.5%	161
At least once a fortnight	5.1%	34	3.1%	5	5.7%	29	2.0%	2	4.3%	12	6.8%	19	4.7%	15	5.7%	17	4.4%	25
At least once a month	2.1%	14	3.8%	6	1.6%	8	1.2%	1	2.6%	7	1.9%	5	2.3%	7	1.8%	6	2.1%	12
Less often	0.4%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	1	0.5%	1	0.1%	0	0.7%	2	0.2%	1
Have only visited once (Don't know / varies)	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.4%	1	0.2%	1
Weighted base:		664		151		513		96		283		277		314		305		565
Sample:		663		152		511		90		270		293		307		311		565

**Q12 Of all the money you spend on food and household groceries what share goes to your main food shop?**

Over ¾	53.1%	353	57.6%	87	51.8%	266	53.8%	52	58.0%	164	47.9%	132	54.5%	171	53.2%	163	55.1%	311
½ to ¾	29.1%	194	24.5%	37	30.5%	157	33.5%	32	28.3%	80	28.5%	79	32.6%	102	26.9%	82	29.6%	167
¼ to ½	6.0%	40	8.1%	12	5.4%	28	4.6%	4	6.4%	18	6.4%	18	4.4%	14	7.0%	21	6.0%	34
Less than ¼	1.5%	10	2.1%	3	1.3%	6	1.9%	2	1.3%	4	1.2%	3	1.7%	5	0.8%	2	1.0%	6
None (Don't know)	0.3%	2	0.6%	1	0.2%	1	0.0%	0	0.7%	2	0.0%	0	0.6%	2	0.0%	0	0.3%	2
Mean:		75.1		74.7		75.2		75.1		75.5		74.6		75.1		75.7		75.5
Weighted base:		664		151		513		96		283		277		314		305		565
Sample:		663		152		511		90		270		293		307		311		565

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q13 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	51.2%	521	47.2%	123	52.6%	397	53.7%	72	54.2%	207	48.2%	236	48.1%	213	54.5%	275	50.7%	443
Birmingham City Centre	6.9%	70	8.5%	22	6.3%	48	13.7%	18	7.2%	28	4.9%	24	8.6%	38	4.8%	24	7.1%	62
Stratford upon Avon	5.8%	59	6.2%	16	5.6%	42	3.3%	4	5.1%	19	6.7%	33	6.1%	27	5.4%	27	6.1%	53
Internet / Home Delivery	5.1%	51	5.0%	13	5.1%	38	6.8%	9	4.3%	16	5.3%	26	3.5%	15	6.4%	32	4.1%	36
Bromsgrove	4.5%	46	5.9%	16	4.1%	31	5.0%	7	4.9%	19	4.2%	21	2.6%	11	6.6%	33	4.3%	38
Merry Hill Shopping Centre	4.0%	41	2.8%	7	4.4%	33	2.8%	4	5.8%	22	3.0%	15	7.0%	31	1.9%	10	4.5%	40
Touchwood Shopping Centre, Solihull	3.2%	33	1.0%	3	4.0%	30	4.5%	6	3.7%	14	2.6%	13	4.9%	22	1.7%	9	3.7%	32
Worcester City Centre	2.3%	24	2.8%	7	2.2%	16	0.0%	0	1.6%	6	3.6%	18	2.2%	10	2.3%	11	2.6%	22
Other	2.3%	24	2.4%	6	2.3%	18	1.7%	2	1.7%	7	2.9%	14	3.0%	13	1.5%	8	2.2%	19
In-store in a supermarket	1.4%	15	2.3%	6	1.1%	9	0.0%	0	2.7%	10	0.9%	4	2.2%	10	1.0%	5	1.5%	13
In-store in a supermarket - Tesco Extra, Redditch	1.2%	12	1.8%	5	1.0%	8	0.7%	1	1.7%	7	1.0%	5	0.7%	3	1.6%	8	1.1%	9
Extra, Oakenshaw, Redditch, B98 7RU																		
Alcester	1.1%	11	1.2%	3	1.0%	8	0.0%	0	0.6%	2	1.8%	9	1.4%	6	0.6%	3	1.2%	11
Kidderminster	0.6%	6	1.3%	3	0.4%	3	0.0%	0	0.5%	2	0.8%	4	0.8%	3	0.5%	3	0.7%	6
Evesham	0.5%	5	0.8%	2	0.4%	3	0.0%	0	0.1%	0	1.0%	5	0.2%	1	0.6%	3	0.6%	5
London	0.5%	5	0.0%	0	0.6%	5	1.5%	2	0.0%	0	0.4%	2	1.0%	5	0.1%	0	0.6%	5
Leamington Spa	0.4%	5	0.2%	1	0.5%	4	0.7%	1	0.4%	2	0.4%	2	0.6%	3	0.4%	2	0.5%	5
Cheltenham	0.4%	4	0.5%	1	0.4%	3	0.4%	1	0.0%	0	0.8%	4	0.6%	3	0.3%	2	0.5%	4
Dudley	0.4%	4	0.0%	0	0.5%	4	0.0%	0	0.4%	2	0.4%	2	0.4%	2	0.4%	2	0.2%	2
Lichfield	0.3%	3	0.8%	2	0.1%	1	0.0%	0	0.5%	2	0.2%	1	0.7%	3	0.0%	0	0.3%	3
Abroad	0.3%	3	0.5%	1	0.2%	2	0.0%	0	0.2%	1	0.5%	2	0.2%	1	0.2%	1	0.3%	3
Worcester	0.3%	3	0.6%	2	0.2%	1	0.0%	0	0.0%	0	0.6%	3	0.0%	0	0.6%	3	0.3%	3
Manchester	0.3%	3	0.0%	0	0.4%	3	0.4%	1	0.6%	2	0.0%	0	0.6%	3	0.0%	0	0.3%	3
Milton Keynes	0.3%	3	0.4%	1	0.2%	2	1.5%	2	0.2%	1	0.0%	0	0.1%	1	0.4%	2	0.3%	3
Boundary Mill, Walsall	0.2%	3	0.0%	0	0.3%	3	0.0%	0	0.0%	0	0.5%	3	0.6%	3	0.0%	0	0.3%	3
Warwick	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.2%	2
Wolverhampton City Centre	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	2
Shirley Centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1	0.2%	1	0.0%	0	0.2%	1
Tanworth in Arden	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Wythall	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Barnt Green	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Droitwich	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.1%	0	0.1%	0	0.1%	1
Feckenham Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
(Don't know / can't remember)	3.6%	36	5.0%	13	3.1%	23	3.1%	4	2.3%	9	4.6%	22	2.9%	13	3.9%	20	3.5%	30
(Don't do this type of shopping)	2.0%	20	2.6%	7	1.8%	13	0.0%	0	0.4%	2	3.6%	18	0.5%	2	3.2%	16	1.5%	13
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q14 Why do you shop at (Answer to Q13) and not in Redditch Town Centre?</b>																		
<i>Only those who did not visit Redditch on their last shopping trip for clothing and footwear at Q13</i>																		
Nearer to home	18.4%	81	20.0%	24	17.8%	57	8.7%	5	21.9%	36	18.6%	40	16.2%	35	22.5%	44	19.0%	74
Choice of shops selling non food goods	15.5%	68	9.2%	11	17.9%	58	24.9%	14	15.0%	25	13.3%	28	20.1%	43	12.5%	24	16.6%	65
Choice of non food goods available	11.4%	50	10.8%	13	11.7%	38	13.0%	8	10.8%	18	11.4%	24	13.0%	28	8.7%	17	11.4%	44
Other	7.0%	31	5.6%	7	7.5%	24	0.0%	0	5.4%	9	10.3%	22	5.1%	11	8.7%	17	6.5%	25
Quality of non food goods available	4.9%	22	4.9%	6	4.9%	16	7.3%	4	2.9%	5	5.9%	13	6.4%	14	2.8%	5	5.3%	21
Nearer to work	4.8%	21	4.9%	6	4.8%	15	10.3%	6	6.5%	11	2.1%	4	8.0%	17	1.6%	3	5.4%	21
Convenience	4.4%	20	3.5%	4	4.8%	15	9.2%	5	4.6%	8	3.1%	7	2.4%	5	7.5%	14	3.5%	14
Poor accessibility to Redditch Town Centre	4.3%	19	3.6%	4	4.6%	15	7.0%	4	2.3%	4	5.2%	11	2.8%	6	6.3%	12	3.4%	13
Quality of shops selling non food goods	4.2%	18	5.9%	7	3.5%	11	7.3%	4	2.6%	4	4.6%	10	6.2%	13	2.6%	5	4.7%	18
Shopping environment	4.0%	17	2.3%	3	4.6%	15	4.0%	2	3.4%	6	4.5%	10	4.9%	11	2.9%	6	4.2%	16
On a day trip / holiday there	3.4%	15	3.8%	4	3.2%	10	7.9%	5	1.6%	3	3.5%	8	2.6%	6	3.7%	7	3.4%	13
Visiting friends / relatives	3.2%	14	5.6%	7	2.3%	8	0.0%	0	4.0%	7	3.5%	7	2.9%	6	4.0%	8	3.3%	13
Car parking provision	2.9%	13	2.8%	3	3.0%	10	5.1%	3	3.4%	6	2.1%	4	4.4%	10	1.5%	3	3.3%	13
Car parking prices	2.8%	13	2.1%	2	3.1%	10	3.3%	2	2.9%	5	2.7%	6	2.4%	5	3.5%	7	3.2%	13
Preference for another town / location	2.3%	10	3.8%	5	1.7%	5	0.0%	0	0.6%	1	3.8%	8	1.3%	3	2.1%	4	2.3%	9
Cleanliness	1.9%	8	2.2%	3	1.8%	6	4.0%	2	2.2%	4	1.1%	2	3.5%	7	0.5%	1	1.9%	7
Accessibility by public transport	1.7%	7	1.0%	1	1.9%	6	2.4%	1	0.0%	0	2.8%	6	0.5%	1	2.6%	5	0.4%	2
Dislike Redditch town centre	1.4%	6	1.1%	1	1.6%	5	0.0%	0	1.9%	3	1.5%	3	2.3%	5	0.3%	1	1.6%	6
Prefer to have goods delivered	1.2%	5	2.7%	3	0.6%	2	0.0%	0	1.4%	2	1.3%	3	0.7%	1	1.9%	4	1.3%	5
Better / Cheaper parking	1.0%	5	2.5%	3	0.5%	2	0.0%	0	2.0%	3	0.6%	1	2.1%	5	0.0%	0	1.2%	5
Safety (during the day)	1.0%	4	0.7%	1	1.1%	3	0.6%	0	1.0%	2	1.1%	2	1.1%	2	1.1%	2	1.1%	4
Goods are cheaper / Better value for money	0.9%	4	1.3%	2	0.8%	3	1.6%	1	0.4%	1	1.2%	3	1.2%	3	0.8%	2	1.1%	4
Choice of shops nearby selling food goods	0.6%	3	1.1%	1	0.4%	1	0.0%	0	0.2%	0	1.1%	2	0.8%	2	0.5%	1	0.6%	2
Provision of leisure facilities nearby	0.4%	2	1.3%	2	0.1%	0	0.6%	0	1.0%	2	0.0%	0	0.9%	2	0.0%	0	0.5%	2
Public information, signposts and public facilities	0.4%	2	0.0%	0	0.5%	2	0.0%	0	1.0%	2	0.0%	0	0.8%	2	0.0%	0	0.4%	2
Provision of services nearby, such as banks and other financial services	0.3%	1	0.0%	0	0.4%	1	1.6%	1	0.0%	0	0.2%	0	0.4%	1	0.2%	0	0.3%	1
Safety (during the evening/night time)	0.1%	0	0.0%	0	0.1%	0	0.6%	0	0.0%	0	0.0%	0	0.2%	0	0.0%	0	0.1%	0
(No reason in particular)	13.9%	61	14.7%	17	13.5%	44	8.4%	5	13.2%	22	15.5%	33	11.7%	25	13.5%	26	13.5%	52
(Don't know)	2.5%	11	1.3%	2	2.9%	9	0.0%	0	3.6%	6	2.4%	5	2.8%	6	2.0%	4	2.7%	10
Weighted base:		440		118		322		58		165		214		215		194		389
Sample:		413		115		298		48		146		215		202		182		368

**Q15 How do you normally travel to...? (DESTINATION MENTIONED AT Q13)***Only those who recall a specific location for their last purchase of clothing and footwear at Q13*

Car / van (as driver)	60.4%	580	69.7%	168	57.3%	412	57.1%	74	70.9%	263	52.6%	237	72.3%	310	52.2%	245	69.3%	576
Car / van (as passenger)	10.5%	101	2.7%	7	13.1%	94	7.3%	9	7.8%	29	13.9%	62	7.2%	31	12.1%	57	10.0%	83
Bus, minibus or coach	12.8%	122	5.8%	14	15.1%	109	14.7%	19	5.6%	21	18.0%	81	5.8%	25	18.5%	87	6.9%	57
Motorcycle, scooter or moped	0.4%	4	1.2%	3	0.1%	1	0.7%	1	0.5%	2	0.0%	0	0.5%	2	0.2%	1	0.2%	2
Walk	5.1%	49	6.9%	17	4.5%	32	7.3%	10	5.3%	20	4.3%	19	3.6%	16	6.7%	32	4.0%	34
Taxi	0.5%	5	1.1%	3	0.3%	2	0.0%	0	0.5%	2	0.6%	3	0.7%	3	0.2%	1	0.1%	1
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.8%	18	1.7%	4	1.9%	14	4.6%	6	1.0%	4	1.6%	7	2.9%	13	0.9%	4	1.8%	15
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	3	1.1%	3	0.0%	0	0.0%	0	0.5%	2	0.1%	1	0.0%	0	0.6%	3	0.3%	3
Other	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't know / varies)	2.9%	28	4.3%	10	2.5%	18	1.4%	2	3.1%	11	3.3%	15	3.5%	15	1.6%	7	3.1%	26
(Not applicable, goods delivered)	5.3%	51	5.5%	13	5.2%	37	7.0%	9	4.4%	16	5.6%	25	3.4%	14	7.0%	33	4.1%	34
Weighted base:		961		241		719		130		371		450		429		468		832
Sample:		953		242		711		121		358		464		420		472		827

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q16 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>																		
<i>Only those who recall a specific location for their last purchase of clothing and footwear at Q13 and travelled to their destination at Q15</i>																		
Yes – non-food shopping	7.0%	64	11.1%	25	5.6%	38	5.9%	7	6.7%	24	7.4%	32	7.5%	31	6.2%	27	7.0%	56
Yes – leisure activity	11.0%	100	10.3%	23	11.3%	77	16.4%	20	11.1%	39	9.4%	40	14.1%	59	7.8%	34	11.4%	91
Yes – visiting services such as banks and other financial institutions	3.0%	28	4.0%	9	2.7%	18	2.9%	4	2.8%	10	3.1%	13	2.7%	11	3.0%	13	3.2%	26
Yes – other activity	1.0%	9	1.5%	3	0.9%	6	0.0%	0	0.7%	3	1.6%	7	1.5%	6	0.2%	1	1.0%	8
No	68.1%	620	67.6%	154	68.3%	466	62.3%	76	66.9%	237	71.1%	302	62.5%	259	75.5%	329	67.4%	537
Yes - Browsing	0.8%	8	1.0%	2	0.8%	5	0.0%	0	0.7%	2	1.2%	5	0.6%	2	0.6%	2	0.8%	7
Yes - Café, Restaurant, Pub	4.2%	38	3.1%	7	4.5%	31	5.4%	7	4.3%	15	3.6%	15	4.4%	18	4.2%	18	4.2%	34
Yes - Food shopping	1.4%	13	1.1%	3	1.5%	10	1.5%	2	2.0%	7	0.8%	3	2.6%	11	0.4%	2	1.2%	10
Yes - Meet family / friends	1.9%	18	1.7%	4	2.0%	14	3.8%	5	2.1%	7	1.3%	6	2.1%	9	1.7%	7	2.1%	17
Yes - Work	0.9%	8	0.0%	0	1.2%	8	0.8%	1	1.2%	4	0.7%	3	1.6%	6	0.0%	0	0.9%	7
(Don't Know / varies)	3.4%	31	2.6%	6	3.7%	25	1.5%	2	4.6%	16	3.0%	13	4.6%	19	1.7%	8	3.7%	30
Weighted base:	910		228		682		121		355		425		414		436		798	
Sample:	905		230		675		114		342		439		406		441		794	

**Q17 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)**

Redditch	30.4%	309	21.9%	57	33.3%	252	36.0%	48	29.5%	113	29.6%	145	29.9%	133	31.1%	157	30.8%	270
Internet / Home Delivery	18.0%	183	18.0%	47	18.0%	136	27.5%	37	24.6%	94	9.9%	49	24.1%	107	13.3%	67	18.8%	164
Bromsgrove	7.5%	76	10.0%	26	6.6%	50	7.5%	10	9.5%	36	6.1%	30	8.5%	38	7.3%	37	7.3%	64
Stratford upon Avon	4.0%	41	6.3%	16	3.2%	24	0.4%	1	3.6%	14	5.2%	25	4.0%	18	3.7%	19	4.2%	37
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	3.6%	37	2.0%	5	4.2%	31	3.6%	5	5.4%	21	2.3%	11	3.5%	15	4.0%	20	4.1%	36
Birmingham City Centre	2.8%	28	5.0%	13	2.0%	15	7.4%	10	3.6%	14	0.9%	4	3.7%	16	1.6%	8	3.0%	26
In-store in a supermarket Other	2.1%	21	1.4%	4	2.3%	18	3.2%	4	3.4%	13	0.8%	4	2.5%	11	1.7%	9	2.3%	20
Merry Hill Shopping Centre	1.6%	16	2.3%	6	1.3%	10	0.0%	0	1.2%	4	2.3%	11	2.2%	10	1.2%	6	1.6%	14
Touchwood Shopping Centre, Solihull	1.4%	14	1.9%	5	1.2%	9	1.5%	2	1.5%	6	1.3%	6	2.1%	9	0.9%	5	1.6%	14
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.1%	11	1.2%	3	1.1%	8	0.5%	1	1.7%	6	0.9%	4	1.5%	7	0.6%	3	1.2%	11
Worcester City Centre	1.0%	10	0.5%	1	1.2%	9	0.0%	0	1.4%	5	1.0%	5	1.4%	6	0.8%	4	0.9%	8
Leamington Spa	0.8%	8	1.5%	4	0.6%	4	0.0%	0	0.6%	2	1.2%	6	0.5%	2	0.7%	3	0.8%	7
Droitwich	0.5%	5	1.0%	3	0.3%	2	0.0%	0	0.2%	1	0.8%	4	0.4%	2	0.6%	3	0.5%	5
Abroad	0.3%	3	0.0%	0	0.5%	3	0.0%	0	0.5%	2	0.3%	1	0.1%	0	0.4%	2	0.4%	3
Cheltenham	0.3%	3	0.0%	0	0.3%	2	0.4%	1	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.3%	2
Local book club	0.2%	2	0.4%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.1%	1
Studley	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.2%	1	0.2%	1	0.1%	1	0.2%	1	0.2%	2
Dudley	0.2%	2	0.0%	0	0.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.2%	2
Manchester	0.2%	2	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.3%	2	0.4%	2	0.0%	0	0.2%	2
Solihull	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	1
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Evesham	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Shirley Centre	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.2%	1	0.0%	0	0.0%	0
Alcester	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.1%	0	0.0%	0
(Don't do this type of shopping)	16.6%	169	19.3%	50	15.7%	118	7.4%	10	6.4%	25	26.8%	132	7.6%	34	23.4%	118	13.9%	121
(Don't know / can't remember)	6.7%	68	6.3%	16	6.8%	52	3.2%	4	6.4%	24	8.0%	39	6.6%	29	6.7%	34	6.8%	59
Weighted base:	1017		261		756		135		382		490		444		504		875	
Sample:	1017		264		753		126		368		511		438		511		876	

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q18 Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	33.0%	335	28.9%	75	34.4%	260	36.8%	49	32.2%	123	32.2%	158	29.9%	133	35.4%	179	33.6%	294
Bromsgrove	8.0%	81	9.6%	25	7.4%	56	5.9%	8	9.5%	36	7.6%	37	7.3%	32	9.3%	47	7.6%	67
Internet / Home Delivery	4.3%	44	3.0%	8	4.7%	36	5.6%	8	5.0%	19	3.3%	16	4.9%	22	3.9%	20	3.9%	34
Touchwood Shopping Centre, Solihull	3.9%	40	3.0%	8	4.3%	32	3.7%	5	3.5%	14	4.3%	21	5.4%	24	2.7%	14	4.4%	38
Birmingham City Centre	3.3%	33	3.3%	9	3.3%	25	6.1%	8	5.0%	19	1.2%	6	5.2%	23	1.6%	8	3.8%	33
Stratford upon Avon	2.7%	27	4.0%	10	2.2%	17	0.7%	1	2.5%	10	3.2%	16	2.4%	11	3.1%	15	2.7%	24
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	2.6%	26	1.7%	4	2.9%	22	2.9%	4	3.5%	13	1.8%	9	3.1%	14	2.5%	13	2.5%	22
In-store in a supermarket	1.5%	15	1.5%	4	1.5%	12	2.7%	4	2.3%	9	0.7%	3	1.2%	5	1.6%	8	1.8%	15
Other	1.4%	14	1.6%	4	1.3%	10	1.7%	2	0.6%	2	1.9%	9	1.3%	6	1.5%	8	1.4%	12
Merry Hill Shopping Centre	0.9%	9	0.7%	2	1.0%	7	3.0%	4	1.3%	5	0.0%	0	1.3%	6	0.7%	4	1.0%	9
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	0.9%	9	0.2%	1	1.1%	8	1.4%	2	1.0%	4	0.6%	3	1.1%	5	0.6%	3	0.9%	8
Wolverhampton City Centre	0.8%	8	1.0%	3	0.8%	6	0.0%	0	1.8%	7	0.3%	2	1.5%	6	0.4%	2	1.0%	8
Droitwich	0.8%	8	0.5%	1	0.9%	7	0.0%	0	1.2%	5	0.8%	4	1.1%	5	0.4%	2	0.7%	6
Alcester	0.8%	8	1.0%	3	0.8%	6	0.0%	0	0.2%	1	1.4%	7	1.0%	4	0.8%	4	0.9%	8
Solihull	0.8%	8	0.4%	1	1.0%	7	1.9%	3	0.9%	4	0.4%	2	1.5%	7	0.3%	2	0.9%	8
IKEA, Park Lane, Wednesbury	0.6%	6	0.0%	0	0.8%	6	3.3%	4	0.2%	1	0.2%	1	1.4%	6	0.0%	0	0.7%	6
Kidderminster	0.5%	5	0.8%	2	0.4%	3	0.0%	0	0.5%	2	0.6%	3	0.9%	4	0.2%	1	0.5%	4
Evesham	0.5%	5	0.8%	2	0.4%	3	0.0%	0	0.5%	2	0.6%	3	0.2%	1	0.6%	3	0.5%	5
Worcester City Centre	0.4%	4	0.7%	2	0.3%	3	0.0%	0	0.4%	2	0.6%	3	0.6%	3	0.4%	2	0.5%	4
Dudley	0.4%	4	0.0%	0	0.5%	4	0.0%	0	1.0%	4	0.0%	0	0.4%	2	0.3%	2	0.4%	4
Leamington Spa	0.3%	3	0.0%	0	0.4%	3	0.4%	1	0.0%	0	0.5%	3	0.3%	1	0.4%	2	0.4%	3
Coventry	0.3%	3	0.0%	0	0.4%	3	0.3%	0	0.7%	3	0.0%	0	0.5%	2	0.0%	0	0.3%	2
Shirley Centre	0.3%	3	0.1%	0	0.3%	2	0.0%	0	0.7%	3	0.0%	0	0.4%	2	0.2%	1	0.3%	3
Cheltenham	0.2%	2	0.1%	0	0.2%	2	0.4%	1	0.0%	0	0.3%	2	0.5%	2	0.0%	0	0.2%	2
London	0.2%	2	0.1%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.5%	2	0.0%	0	0.2%	2
Catshill	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	2
Walsall	0.1%	1	0.1%	0	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.3%	1	0.0%	0	0.2%	1
Worcester	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Warwick	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0	0.1%	1
Matchborough District Centre, Matchborough Way, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Studley	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.0%	0
(Don't do this type of shopping)	15.3%	156	16.2%	42	15.0%	114	8.3%	11	10.9%	42	20.6%	101	10.5%	47	18.3%	92	13.3%	116
(Don't know / can't remember)	14.5%	147	19.5%	51	12.8%	96	15.1%	20	13.5%	51	15.4%	76	15.0%	66	14.1%	71	14.7%	129
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q19 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	19.1%	194	15.5%	40	20.3%	154	21.9%	30	24.4%	93	13.7%	67	17.4%	77	20.6%	104	18.9%	166
Internet / Home Delivery	5.3%	54	6.9%	18	4.7%	36	6.2%	8	8.9%	34	2.4%	12	7.5%	33	4.1%	21	5.6%	49
Bromsgrove	4.2%	43	5.1%	13	3.9%	29	5.0%	7	7.5%	28	1.5%	8	5.0%	22	3.9%	19	4.7%	42
Touchwood Shopping Centre, Solihull	3.8%	39	3.9%	10	3.8%	29	4.9%	7	7.0%	27	1.1%	5	5.4%	24	2.1%	11	4.2%	37
Shirley Centre	1.8%	18	1.8%	5	1.8%	14	2.5%	3	2.6%	10	1.0%	5	2.0%	9	1.9%	10	2.1%	18
Birmingham City Centre	1.7%	17	1.4%	4	1.8%	14	5.5%	7	1.3%	5	1.0%	5	2.6%	12	0.6%	3	1.9%	16
Stratford upon Avon	1.7%	17	2.6%	7	1.3%	10	1.3%	2	1.6%	6	1.8%	9	2.0%	9	1.2%	6	1.8%	15
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	1.4%	14	0.7%	2	1.6%	12	1.7%	2	1.2%	5	1.4%	7	1.9%	9	0.9%	4	1.3%	11
In-store in a supermarket Merry Hill Shopping Centre	1.3%	14	0.3%	1	1.7%	13	3.6%	5	2.0%	8	0.3%	1	1.8%	8	1.2%	6	1.5%	13
Solihull	1.0%	10	0.0%	0	1.4%	10	0.7%	1	1.1%	4	1.1%	5	1.0%	5	1.0%	5	1.2%	10
Other	0.8%	9	0.2%	1	1.1%	8	1.8%	2	1.1%	4	0.4%	2	1.5%	7	0.0%	0	0.8%	7
Oldbury	0.7%	8	1.5%	4	0.5%	4	3.5%	5	0.3%	1	0.4%	2	0.9%	4	0.7%	4	0.9%	8
Droitwich	0.6%	6	0.4%	1	0.7%	5	1.5%	2	0.7%	3	0.3%	2	0.8%	3	0.6%	3	0.7%	6
Worcester City Centre	0.6%	6	0.5%	1	0.6%	4	1.5%	2	0.5%	2	0.3%	2	1.0%	4	0.3%	1	0.6%	6
Rubery	0.5%	6	0.5%	1	0.6%	4	1.2%	2	0.3%	1	0.5%	3	0.9%	4	0.3%	2	0.6%	6
Alcester	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.5%	2	0.7%	4	0.4%	2	0.3%	2	0.6%	5
Toys R Us, Wolverhampton Road, Oldbury	0.4%	4	0.1%	0	0.4%	3	0.9%	1	0.1%	0	0.4%	2	0.0%	0	0.7%	4	0.4%	4
Northfield	0.3%	3	1.1%	3	0.0%	0	0.7%	1	0.0%	0	0.4%	2	0.4%	2	0.2%	1	0.3%	3
Kidderminster	0.3%	3	0.0%	0	0.4%	3	1.3%	2	0.3%	1	0.0%	0	0.6%	3	0.0%	0	0.1%	1
Dudley	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Wythall	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.0%	0	0.3%	2	0.2%	2
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Studley	0.1%	1	0.0%	0	0.1%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	1
Kings Heath	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.1%	0	0.0%	0
(Don't do this type of shopping)	44.9%	457	49.7%	130	43.2%	327	21.4%	29	28.8%	110	63.7%	312	37.9%	168	51.2%	258	43.1%	377
(Don't know / can't remember)	8.5%	86	6.4%	17	9.2%	70	12.1%	16	9.0%	34	7.1%	35	8.5%	38	7.7%	39	7.9%	69
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q20 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	41.5%	422	36.8%	96	43.1%	326	51.1%	69	38.5%	147	41.1%	201	40.0%	178	42.3%	213	40.4%	353
Bromsgrove	16.0%	162	16.2%	42	15.9%	120	16.3%	22	18.1%	69	14.6%	71	15.7%	70	17.4%	88	16.4%	143
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	6.0%	61	5.3%	14	6.3%	48	5.6%	8	8.9%	34	4.0%	20	5.9%	26	6.4%	32	6.2%	54
In-store in a supermarket Alcester	4.9%	50	5.1%	13	4.9%	37	3.0%	4	7.5%	29	3.6%	18	6.8%	30	3.7%	18	5.5%	48
Stratford upon Avon	3.4%	35	3.7%	10	3.3%	25	2.8%	4	2.7%	10	4.0%	19	2.6%	12	3.1%	16	3.4%	30
Birmingham City Centre	3.0%	31	4.1%	11	2.6%	20	0.7%	1	2.2%	8	4.1%	20	3.3%	15	3.0%	15	3.2%	28
In-store in a supermarket - Morrisons, Warwick Highway, Redditch, B98 0SW	2.1%	21	2.1%	5	2.1%	16	2.7%	4	3.5%	13	0.9%	5	3.6%	16	1.1%	6	2.2%	19
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.5%	16	1.4%	4	1.6%	12	0.7%	1	1.7%	6	1.7%	8	1.2%	5	2.0%	10	1.7%	15
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.5%	15	0.9%	2	1.7%	13	1.8%	2	2.6%	10	0.5%	3	1.8%	8	1.2%	6	1.6%	14
Internet / Home Delivery Touchwood Shopping Centre, Solihull	1.4%	15	1.4%	4	1.5%	11	1.5%	2	1.9%	7	1.1%	6	0.9%	4	2.0%	10	1.6%	14
Other	1.1%	11	0.4%	1	1.3%	10	2.0%	3	1.6%	6	0.5%	3	1.5%	7	0.7%	4	1.2%	11
Alvechurch	1.1%	11	0.7%	2	1.2%	9	2.8%	4	0.5%	2	0.9%	4	1.3%	6	0.7%	3	1.1%	9
Studley	1.0%	10	1.5%	4	0.8%	6	0.0%	0	0.8%	3	1.4%	7	1.4%	6	0.8%	4	0.9%	8
Rubery	0.8%	8	1.6%	4	0.5%	4	0.4%	1	0.6%	2	1.0%	5	0.1%	1	1.3%	7	0.8%	7
Henley in Arden	0.7%	7	0.7%	2	0.7%	5	1.3%	2	0.0%	0	1.1%	5	1.2%	5	0.3%	2	0.6%	5
Shirley Centre	0.7%	7	0.6%	2	0.7%	5	0.0%	0	0.0%	0	1.4%	7	0.2%	1	1.1%	5	0.4%	4
Merry Hill Shopping Centre	0.6%	7	0.0%	0	0.9%	7	1.2%	2	0.7%	3	0.3%	1	1.0%	5	0.3%	1	0.8%	7
Catshill	0.6%	6	0.5%	1	0.6%	5	1.0%	1	0.4%	2	0.6%	3	0.7%	3	0.6%	3	0.7%	6
Barnt Green	0.5%	6	0.8%	2	0.5%	4	0.0%	0	0.4%	2	0.8%	4	0.8%	4	0.4%	2	0.4%	4
Droitwich	0.5%	5	0.0%	0	0.7%	5	0.0%	0	0.0%	0	1.1%	5	0.8%	4	0.3%	2	0.4%	4
Manchester	0.4%	4	0.5%	1	0.4%	3	0.0%	0	0.0%	0	0.9%	4	0.2%	1	0.1%	1	0.5%	4
Church Hill District Centre, Tanhouse Lane, Redditch	0.3%	3	0.6%	2	0.2%	1	0.0%	0	0.3%	1	0.3%	2	0.6%	3	0.0%	0	0.3%	3
Evesham	0.3%	3	0.4%	1	0.2%	2	1.3%	2	0.0%	0	0.2%	1	0.2%	1	0.2%	1	0.2%	2
Worcester City Centre	0.3%	3	0.6%	1	0.2%	1	0.0%	0	0.0%	0	0.5%	3	0.1%	1	0.2%	1	0.3%	3
Solihull	0.2%	2	0.2%	1	0.3%	2	0.0%	0	0.2%	1	0.3%	2	0.2%	1	0.3%	2	0.3%	2
Winyates District Centre, Winyates Way, Redditch	0.2%	2	0.4%	1	0.2%	1	0.0%	0	0.2%	1	0.4%	2	0.4%	2	0.1%	1	0.3%	2
Kidderminster	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.3%	1	0.2%	1	0.0%	0	0.4%	2	0.1%	1
Headless Cross District Centre, Evesham Road, Redditch	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Bidford-upon-Avon	0.2%	2	0.3%	1	0.1%	1	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.4%	2	0.1%	1
Coventry	0.1%	1	0.1%	0	0.1%	1	0.0%	0	0.0%	0	0.3%	1	0.1%	0	0.2%	1	0.0%	0
Woodrow District Centre, Studley Road, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.1%	1
Warwick	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Leamington Spa	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
(Don't do this type of shopping)	4.5%	46	10.0%	26	2.6%	20	0.0%	0	1.8%	7	7.6%	37	1.8%	8	6.8%	34	3.7%	33
(Don't know / can't remember)	3.7%	38	2.5%	7	4.1%	31	2.3%	3	3.6%	14	4.3%	21	4.6%	21	2.3%	12	4.2%	37
Weighted base:	1017	261	756	135	382	490	444	504	875									
Sample:	1017	264	753	126	368	511	438	511	876									

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q21 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	33.2%	338	30.5%	80	34.1%	258	32.3%	43	33.1%	126	33.4%	164	29.8%	132	35.9%	181	33.6%	294
Internet / Home Delivery	12.1%	123	14.5%	38	11.3%	85	14.7%	20	16.5%	63	7.9%	38	14.6%	65	9.6%	48	12.9%	113
Bromsgrove	5.9%	60	5.3%	14	6.2%	47	6.4%	9	3.7%	14	7.7%	38	5.0%	22	6.0%	30	5.6%	49
Touchwood Shopping Centre, Solihull	5.3%	54	3.4%	9	5.9%	45	5.8%	8	6.2%	24	4.2%	21	7.7%	34	3.2%	16	5.7%	50
Birmingham City Centre	2.9%	29	4.4%	12	2.3%	17	4.4%	6	3.9%	15	1.7%	8	5.0%	22	1.2%	6	3.1%	27
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	2.3%	24	2.5%	7	2.2%	17	2.8%	4	3.4%	13	1.4%	7	1.3%	6	3.5%	18	2.5%	22
Stratford upon Avon	2.1%	21	3.6%	9	1.5%	11	0.9%	1	1.0%	4	3.1%	15	1.0%	4	3.0%	15	2.0%	17
Other	2.0%	20	3.2%	8	1.5%	12	2.6%	4	1.4%	5	2.2%	11	2.6%	11	1.5%	7	1.7%	15
Merry Hill Shopping Centre	1.7%	17	1.8%	5	1.6%	12	1.5%	2	2.8%	11	0.9%	4	2.2%	10	1.4%	7	1.9%	17
Kidderminster	1.5%	15	1.5%	4	1.5%	11	4.2%	6	2.0%	8	0.4%	2	1.4%	6	1.6%	8	1.7%	15
Shirley Centre	1.3%	13	0.6%	1	1.6%	12	1.9%	3	1.4%	5	1.1%	5	1.4%	6	1.1%	5	1.5%	13
Droitwich	1.2%	12	2.4%	6	0.8%	6	0.0%	0	0.5%	2	2.1%	10	0.8%	3	1.8%	9	1.2%	10
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.2%	12	0.4%	1	1.4%	11	1.2%	2	1.1%	4	1.2%	6	1.4%	6	1.1%	6	0.9%	8
Solihull	0.9%	9	0.7%	2	1.0%	8	1.9%	3	0.9%	3	0.7%	3	1.2%	5	0.8%	4	1.1%	9
Worcester City Centre	0.8%	8	0.5%	1	0.9%	7	0.0%	0	1.1%	4	0.7%	4	0.9%	4	0.4%	2	0.9%	8
Selly Oak, Birmingham	0.8%	8	0.6%	2	0.8%	6	0.0%	0	1.2%	5	0.7%	3	1.6%	7	0.2%	1	0.8%	7
In-store in a supermarket	0.6%	6	0.7%	2	0.5%	4	0.0%	0	0.5%	2	0.8%	4	0.6%	3	0.6%	3	0.6%	5
Sears Retail Park, Shirley	0.2%	2	0.0%	0	0.3%	2	0.8%	1	0.2%	1	0.1%	1	0.4%	2	0.0%	0	0.3%	2
Dudley	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	0.5%	2	0.3%	2
Alcester	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.3%	2	0.2%	2
Evesham	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.2%	1	0.2%	1	0.2%	2
Barnt Green	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.3%	2	0.0%	0
Halesowen	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	1
Wolverhampton City Centre	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Apollo 2000, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Leamington Spa	0.1%	1	0.3%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Matalan, Jinnah Road, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Headless Cross District Centre, Evesham Road, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
(Don't do this type of shopping)	14.3%	145	13.9%	36	14.4%	109	7.4%	10	10.2%	39	19.3%	95	11.3%	50	17.3%	87	12.4%	108
(Don't know / can't remember)	8.5%	86	8.4%	22	8.5%	64	10.6%	14	7.8%	30	8.6%	42	9.6%	43	7.5%	38	8.3%	73
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

**Q22 How do you normally travel to...? (CENTRE MENTIONED AT Q22)***Only those who purchase electrical items, such as televisions, washing machines and computers not via the internet at Q21*

Car/van (as driver)	64.9%	430	78.4%	130	60.5%	300	65.5%	59	72.5%	181	58.5%	184	73.8%	211	60.4%	200	73.3%	426
Car/van (as passenger)	18.1%	120	4.4%	7	22.7%	113	15.6%	14	14.8%	37	21.9%	69	15.1%	43	19.5%	65	17.2%	100
Bus, minibus or coach	7.2%	48	3.7%	6	8.3%	41	7.1%	6	4.6%	12	9.2%	29	4.2%	12	9.4%	31	2.7%	16
Motorcycle, scooter or moped	0.1%	1	0.0%	0	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Walk	4.9%	32	5.5%	9	4.6%	23	10.8%	10	3.2%	8	4.6%	14	3.3%	10	6.3%	21	2.9%	17
Taxi	0.4%	3	1.1%	2	0.2%	1	0.0%	0	0.4%	1	0.6%	2	0.3%	1	0.3%	1	0.0%	0
Train	0.6%	4	2.5%	4	0.0%	0	0.0%	0	1.2%	3	0.3%	1	1.0%	3	0.4%	1	0.5%	3
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	2	1.2%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.6%	2	0.3%	2
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.1%	1	0.4%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
(Don't know / varies)	3.3%	22	2.8%	5	3.5%	17	0.0%	0	2.3%	6	5.0%	16	2.1%	6	2.7%	9	2.9%	17
Weighted base:		662		165		497		90		250		315		286		331		581
Sample:		666		170		496		84		244		330		285		336		588

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q23 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER	37.5%	382	32.3%	84	39.3%	297	47.1%	63	40.7%	155	32.5%	159	39.3%	174	35.2%	177	40.6%	355
Focus (with Garden Centre)- 54 Birmingham Road, Bromsgorve, B61 0DD	8.3%	84	6.8%	18	8.8%	67	10.2%	14	10.8%	41	6.0%	29	10.4%	46	7.3%	37	9.3%	81
Redditch	6.7%	68	8.4%	22	6.1%	46	5.4%	7	7.3%	28	6.6%	32	6.5%	29	7.3%	37	5.7%	49
Homebase- Abbey Trading Centre, Alvechurch Highway, Redditch, B97 6RF	5.6%	57	5.1%	13	5.8%	44	2.2%	3	5.9%	22	6.5%	32	7.0%	31	4.8%	24	6.3%	55
Bromsgrove	3.8%	38	5.9%	16	3.0%	23	3.7%	5	5.4%	21	2.5%	12	4.3%	19	3.8%	19	3.9%	34
B & Q- Unit A, The Maybird Centre, Birmingham Rd, Stratford-upon-Avon	2.0%	21	2.7%	7	1.8%	14	1.5%	2	1.7%	7	2.3%	11	2.2%	10	2.0%	10	2.1%	18
Wickes- Redditch, Redditch Ringway, St Georges, Redditch, B98 8DU	1.5%	16	1.2%	3	1.6%	12	2.7%	4	2.4%	9	0.6%	3	1.4%	6	1.9%	9	1.6%	14
Focus (with Garden centre)- Parsonage Drive, Rednal, Longbridge, B45 8AS	1.4%	14	1.3%	4	1.4%	10	0.0%	0	0.9%	4	2.1%	10	1.9%	9	1.0%	5	1.2%	10
Other	1.2%	13	1.6%	4	1.1%	8	3.3%	4	0.9%	4	1.0%	5	1.7%	8	1.0%	5	1.0%	9
Alcester	1.0%	10	1.6%	4	0.7%	6	0.0%	0	0.5%	2	1.4%	7	0.8%	4	0.6%	3	1.0%	9
Stratford upon Avon	0.6%	6	1.2%	3	0.4%	3	0.0%	0	1.0%	4	0.5%	2	1.3%	6	0.1%	1	0.7%	6
Birmingham City Centre	0.6%	6	1.3%	3	0.4%	3	1.2%	2	0.5%	2	0.6%	3	0.7%	3	0.5%	3	0.5%	4
Internet / Home Delivery	0.6%	6	1.4%	4	0.3%	2	0.0%	0	1.0%	4	0.4%	2	0.8%	4	0.4%	2	0.5%	5
Homebase- Roman Way Retail Park, Kidderminster Rd, Droitwich, WR9 9AY	0.6%	6	0.0%	0	0.8%	6	0.0%	0	0.4%	2	0.8%	4	0.1%	0	0.3%	2	0.6%	6
B & Q- Mucklow Hill, Halesowen, Dudley, West Midlands, B62 8EP	0.5%	5	0.7%	2	0.4%	3	0.0%	0	0.5%	2	0.6%	3	0.0%	0	0.6%	3	0.5%	5
Touchwood Shopping Centre, Solihull	0.4%	4	0.0%	0	0.5%	4	0.0%	0	1.0%	4	0.0%	0	0.5%	2	0.1%	1	0.3%	3
Homebase- Avon Ind. Est., Birmingham Rd, Stratford-upon-Avon, CV37 0AE	0.3%	4	0.5%	1	0.3%	2	0.0%	0	0.4%	2	0.4%	2	0.6%	3	0.1%	1	0.4%	4
Worcester City Centre	0.3%	3	0.5%	1	0.2%	1	0.0%	0	0.4%	1	0.3%	1	0.3%	1	0.0%	0	0.3%	3
B & Q- Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.2%	3	1.0%	3	0.0%	0	0.0%	0	0.2%	1	0.3%	2	0.0%	0	0.5%	3	0.3%	3
B & Q, Marshall Lake Retail Park, Shirley	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.2%	1	0.3%	2	0.2%	1	0.3%	2	0.3%	2
Homebase- Sears Ret Pk, Oakenshaw Rd, Shirley, Solihull, West M., B90 4QY	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.1%	1	0.3%	1	0.3%	1	0.1%	1	0.2%	2
Shirley	0.2%	2	0.3%	1	0.1%	1	0.0%	0	0.3%	1	0.1%	1	0.3%	1	0.1%	1	0.2%	2
Tony Handyman, Barnet Green	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.4%	2	0.4%	2	0.0%	0	0.2%	2
Barnet Green	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
In-store in a supermarket	0.1%	2	0.0%	0	0.2%	2	0.0%	0	0.0%	0	0.3%	2	0.0%	0	0.3%	2	0.1%	1
B & Q- Green Street, Kidderminster, Worcs, DY10 1AX	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	1
Kidderminster	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Headless Cross, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Tony Handyman, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Solihull	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Homebase- Findlay Rd, High Street, Kings Heath, Birmingham, B14 7SN	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1	0.0%	0	0.1%	1
Evesham	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.1%	1	0.0%	0	0.1%	1
(Don't do this type of shopping)	18.8%	191	16.5%	43	19.6%	148	15.5%	21	10.3%	39	26.1%	128	12.1%	54	24.5%	124	14.9%	130
(Don't know / can't remember)	6.5%	66	8.3%	22	5.8%	44	7.3%	10	6.3%	24	6.4%	31	6.3%	28	6.1%	31	6.5%	57
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q24 How do you normally travel to...? (CENTRE MENTIONED AT Q24)</b>																		
<i>Only those who purchase DIY goods not via the internet at Q23</i>																		
Car/van (as driver)	68.7%	518	82.2%	158	64.0%	359	64.2%	67	77.3%	243	62.3%	205	76.9%	275	62.2%	216	75.5%	515
Car/van (as passenger)	18.9%	143	3.8%	7	24.1%	136	20.6%	21	12.2%	38	25.0%	82	14.2%	51	21.8%	76	17.5%	119
Bus, minibus or coach	2.8%	21	1.9%	4	3.2%	18	1.9%	2	0.9%	3	4.8%	16	0.6%	2	5.5%	19	0.8%	5
Motorcycle, scooter or moped	0.3%	2	0.5%	1	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0
Walk	7.3%	55	9.9%	19	6.4%	36	10.6%	11	8.2%	26	5.2%	17	6.6%	24	8.1%	28	4.7%	32
Taxi	0.4%	3	0.5%	1	0.3%	2	0.0%	0	0.0%	0	0.9%	3	0.3%	1	0.6%	2	0.1%	1
Train	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	10	0.4%	1	1.7%	10	1.7%	2	1.4%	4	1.3%	4	1.3%	5	1.2%	4	1.3%	9
Weighted base:		754		193		561		104		314		329		358		348		682
Sample:		748		197		551		95		304		342		352		351		677
<b>Q25 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	23.1%	235	22.6%	59	23.4%	176	25.1%	34	22.8%	87	22.7%	111	21.7%	97	24.8%	125	23.3%	204
Bromsgrove	9.0%	92	9.8%	25	8.8%	66	6.7%	9	8.9%	34	9.9%	49	9.6%	43	8.7%	44	9.1%	80
Birmingham City Centre	5.5%	55	4.1%	11	5.9%	45	8.7%	12	6.0%	23	4.1%	20	6.1%	27	5.1%	26	6.1%	54
Droitwich	3.9%	39	1.2%	3	4.8%	36	1.2%	2	5.8%	22	3.1%	15	4.0%	18	3.6%	18	3.8%	33
Touchwood Shopping Centre, Solihull	3.5%	36	3.2%	8	3.7%	28	6.7%	9	4.1%	16	2.1%	11	5.5%	25	1.7%	9	4.0%	35
Alcester	2.7%	27	4.9%	13	1.9%	14	0.9%	1	2.5%	10	3.3%	16	3.6%	16	1.3%	7	3.1%	27
Internet / Home Delivery	2.6%	26	2.5%	7	2.6%	20	4.6%	6	3.6%	14	1.1%	5	2.4%	11	3.0%	15	2.3%	20
Stratford upon Avon	2.4%	24	1.3%	3	2.8%	21	0.0%	0	2.6%	10	2.7%	13	1.7%	8	2.8%	14	2.6%	22
Other	2.2%	22	1.2%	3	2.5%	19	1.8%	2	3.2%	12	1.5%	7	2.9%	13	1.5%	7	2.5%	22
Worcester City Centre	1.3%	13	2.5%	6	0.9%	7	0.0%	0	1.8%	7	1.3%	7	1.0%	4	1.8%	9	1.3%	11
Kidderminster	1.2%	12	1.1%	3	1.2%	9	2.2%	3	0.9%	4	1.1%	6	2.3%	10	0.3%	2	1.4%	12
Shirley Centre	1.0%	10	1.1%	3	1.0%	7	1.9%	3	1.2%	5	0.6%	3	1.1%	5	1.0%	5	1.1%	9
Merry Hill Shopping Centre	0.8%	8	0.1%	0	1.1%	8	0.3%	0	1.2%	4	0.7%	4	1.1%	5	0.7%	4	1.0%	8
Solihull	0.6%	6	0.0%	0	0.8%	6	1.4%	2	0.8%	3	0.2%	1	0.9%	4	0.4%	2	0.7%	6
IKEA, Park Lane, Wednesbury	0.4%	4	0.3%	1	0.5%	4	2.2%	3	0.2%	1	0.1%	1	0.9%	4	0.1%	1	0.5%	4
Evesham	0.3%	4	0.3%	1	0.3%	3	0.0%	0	0.2%	1	0.5%	3	0.2%	1	0.5%	3	0.3%	3
Stratford upon Avon	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.6%	2	0.2%	1	0.3%	2	0.4%	2	0.4%	3
Dudley	0.3%	3	0.0%	0	0.4%	3	0.0%	0	0.4%	2	0.2%	1	0.0%	0	0.5%	3	0.3%	3
Cheltenham	0.2%	2	0.5%	1	0.1%	1	0.0%	0	0.3%	1	0.2%	1	0.5%	2	0.0%	0	0.3%	2
Longbridge	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Catshill	0.2%	2	0.0%	0	0.3%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.4%	2	0.0%	0
Greenland's District Centre, Studley Road, Redditch	0.2%	2	0.0%	0	0.3%	2	0.7%	1	0.0%	0	0.2%	1	0.0%	0	0.4%	2	0.1%	1
Bart Green	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.2%	2
Stourbridge	0.2%	2	0.0%	0	0.2%	2	1.2%	2	0.0%	0	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Studley	0.1%	2	0.2%	1	0.1%	1	0.0%	0	0.2%	1	0.1%	1	0.0%	0	0.3%	2	0.1%	1
Halesowen	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.1%	1
Warwick	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Wythall	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.2%	1	0.1%	1
Kings Heath	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0
Homebase, Abbey Trading Centre, Alvechurch Highway, Redditch, B97 6RF	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Batchley District Centre, Batchley Road	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
In-store in a supermarket	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.0%	0
Carpet Right, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0
Allied Carpets, Abbey Trading Centre, Alvechurch Highway, Redditch	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Leamington Spa	0.1%	1	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.1%	1	0.0%	0	0.1%	1	0.1%	1
Coventry	0.0%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	24.0%	245	29.3%	76	22.2%	168	19.2%	26	18.3%	70	29.7%	146	19.8%	88	27.9%	141	21.5%	188
(Don't know / can't remember)	12.6%	128	13.6%	35	12.2%	93	14.8%	20	12.3%	47	12.5%	61	13.0%	58	11.3%	57	13.0%	114
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

Column %ges.

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q26 How do you normally travel to...? (CENTRE MENTIONED AT Q26)</b>																		
<i>Only those who purchase furniture, carpets and floor coverings not via the internet at Q25</i>																		
Car/van (as driver)	68.3%	422	85.0%	121	63.3%	301	65.1%	54	77.7%	195	60.5%	168	79.4%	228	59.3%	173	75.4%	417
Car/van (as passenger)	19.4%	120	4.4%	6	23.9%	114	16.3%	13	13.6%	34	25.8%	72	11.2%	32	25.0%	73	16.2%	89
Bus, minibus or coach	4.0%	25	3.9%	6	4.0%	19	4.3%	4	2.7%	7	5.1%	14	2.3%	7	5.5%	16	1.1%	6
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.3%	1	0.0%	0	0.3%	1	0.2%	1
Walk	3.8%	24	5.8%	8	3.3%	16	6.4%	5	2.1%	5	4.7%	13	2.4%	7	5.5%	16	3.5%	19
Taxi	0.5%	3	0.0%	0	0.6%	3	2.4%	2	0.0%	0	0.4%	1	0.4%	1	0.7%	2	0.2%	1
Train	0.4%	2	0.3%	0	0.4%	2	1.9%	2	0.4%	1	0.0%	0	0.5%	2	0.1%	0	0.4%	2
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.8%	5	0.0%	0	1.1%	5	1.2%	1	0.5%	1	0.9%	3	0.5%	1	1.2%	4	0.6%	3
(Don't know / varies)	2.6%	16	0.7%	1	3.2%	15	2.3%	2	3.0%	8	2.2%	6	3.3%	9	2.3%	7	2.4%	13
Weighted base:		618		143		475		83		251		278		287		292		553
Sample:		623		150		473		79		247		290		289		295		556

**Q27 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?**

Yes, Internet	41.5%	422	38.7%	101	42.5%	321	69.1%	93	58.0%	221	21.4%	105	57.7%	256	29.6%	149	45.0%	393
Yes, TV Shopping	1.9%	20	2.5%	6	1.8%	13	0.0%	0	2.2%	8	2.4%	12	1.8%	8	2.1%	10	1.7%	14
Yes, both	3.5%	36	3.8%	10	3.5%	26	2.9%	4	5.0%	19	2.7%	13	3.6%	16	3.2%	16	4.0%	35
No	53.0%	539	55.0%	144	52.3%	395	28.0%	38	34.8%	133	73.5%	360	36.9%	164	65.1%	328	49.3%	431
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

**Q28 Which goods or services does your household currently purchase via electronic home shopping?***Only those who currently purchase goods via electronic home shopping at Q27*

Food	13.4%	64	17.0%	20	12.2%	44	15.4%	15	15.7%	39	7.7%	10	13.4%	38	15.0%	26	12.6%	56
Clothes	24.1%	115	20.7%	24	25.2%	91	30.5%	30	25.0%	62	18.1%	24	25.8%	72	21.4%	38	24.1%	107
Furniture/Carpets	4.8%	23	7.3%	9	3.9%	14	5.9%	6	4.9%	12	3.0%	4	2.7%	7	7.7%	13	4.9%	22
Major electrical items	18.3%	87	18.4%	22	18.2%	66	18.0%	17	18.0%	45	18.7%	24	18.8%	53	17.1%	30	19.3%	86
Small household goods	10.1%	48	11.4%	13	9.6%	35	11.4%	11	9.9%	25	8.9%	12	11.7%	33	7.9%	14	9.8%	44
DIY goods	1.9%	9	4.5%	5	1.1%	4	3.1%	3	2.1%	5	0.7%	1	1.5%	4	2.8%	5	2.1%	9
Garden items	2.7%	13	3.4%	4	2.4%	9	1.0%	1	2.7%	7	4.0%	5	2.8%	8	2.8%	5	2.4%	11
Books	30.7%	147	25.0%	29	32.6%	117	31.4%	30	31.8%	79	28.0%	36	36.4%	102	24.5%	43	30.9%	137
CD's, music, videos	42.3%	202	46.2%	54	41.0%	148	41.2%	40	49.0%	122	30.4%	39	45.1%	126	39.5%	69	41.7%	185
Toys	8.4%	40	6.7%	8	9.0%	32	9.5%	9	9.5%	24	5.7%	7	8.2%	23	9.8%	17	8.9%	39
Sports goods	5.1%	24	5.7%	7	4.9%	18	6.4%	6	5.9%	15	2.8%	4	5.9%	17	4.5%	8	4.8%	21
Banking	3.9%	19	5.0%	6	3.5%	13	2.0%	2	5.0%	13	3.2%	4	4.2%	12	3.9%	7	3.7%	17
Holiday and/or Travel Tickets	10.3%	49	12.8%	15	9.5%	34	5.0%	5	12.4%	31	9.9%	13	13.2%	37	5.9%	10	10.6%	47
Jewellery	4.7%	23	4.5%	5	4.8%	17	1.8%	2	5.3%	13	6.0%	8	3.9%	11	5.9%	10	5.0%	22
Small electrical items	19.4%	93	25.7%	30	17.3%	62	18.2%	18	22.2%	55	14.4%	19	23.8%	67	12.6%	22	20.0%	89
Other	6.4%	31	3.7%	4	7.3%	26	10.0%	10	4.4%	11	7.6%	10	7.0%	20	5.7%	10	6.7%	30
Automotives / Automotive parts	2.4%	11	2.2%	3	2.4%	9	0.6%	1	2.9%	7	2.7%	4	2.9%	8	1.8%	3	2.4%	11
Cosmetics / beauty products	2.1%	10	0.0%	0	2.8%	10	1.0%	1	2.9%	7	1.5%	2	1.9%	5	2.1%	4	2.3%	10
Insurances	0.6%	3	0.8%	1	0.5%	2	0.0%	0	0.8%	2	0.7%	1	0.4%	1	1.0%	2	0.6%	3
Arts and Craft items	1.7%	8	2.1%	2	1.6%	6	0.0%	0	1.3%	3	3.8%	5	2.4%	7	0.8%	1	1.8%	8
(Don't know)	5.3%	25	3.3%	4	5.9%	21	9.7%	9	2.8%	7	5.9%	8	2.6%	7	7.6%	13	4.5%	20
Weighted base:		478		118		360		97		249		130		280		176		443
Sample:		466		117		349		90		235		138		275		166		435

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q29 Which goods or services might your household purchase in the future via electronic home shopping?</b>																		
Food	4.4%	45	3.8%	10	4.7%	35	4.8%	6	8.9%	34	0.9%	5	6.1%	27	3.5%	18	4.6%	41
Clothes	7.8%	80	4.2%	11	9.1%	69	13.9%	19	12.1%	46	3.0%	15	12.1%	54	4.5%	23	8.9%	78
Furniture/Carpets	1.9%	19	0.7%	2	2.3%	17	2.5%	3	2.9%	11	0.8%	4	1.8%	8	2.0%	10	2.1%	18
Major electrical items	5.2%	53	5.2%	13	5.2%	40	7.8%	10	6.8%	26	3.1%	15	7.3%	33	3.3%	17	5.7%	50
Small household goods	2.3%	23	3.6%	9	1.8%	14	2.8%	4	3.0%	12	1.6%	8	3.2%	14	1.6%	8	2.5%	22
DIY goods	0.6%	6	1.4%	4	0.4%	3	1.5%	2	0.2%	1	0.7%	4	1.0%	5	0.4%	2	0.7%	6
Garden items	0.6%	6	0.4%	1	0.7%	5	0.0%	0	1.0%	4	0.5%	2	0.9%	4	0.4%	2	0.7%	6
Books	9.4%	96	6.6%	17	10.4%	78	14.4%	19	15.7%	60	3.1%	15	15.3%	68	5.3%	27	10.3%	90
CD's, music, videos	11.4%	116	10.8%	28	11.7%	88	16.8%	23	18.8%	72	4.3%	21	16.4%	73	7.8%	39	12.4%	108
Toys	1.3%	13	0.9%	2	1.5%	11	3.7%	5	2.2%	8	0.0%	0	1.2%	5	1.6%	8	1.4%	12
Sports goods	1.2%	12	1.1%	3	1.2%	9	2.3%	3	1.8%	7	0.4%	2	1.9%	9	0.6%	3	1.2%	11
Banking	1.0%	11	1.3%	3	1.0%	7	3.0%	4	1.0%	4	0.5%	3	1.7%	8	0.6%	3	1.1%	10
Holiday and/or Travel Tickets	6.5%	66	3.6%	9	7.5%	57	8.9%	12	8.3%	32	4.3%	21	10.5%	46	3.9%	20	7.3%	64
Jewellery	0.8%	8	0.4%	1	1.0%	7	2.0%	3	0.7%	3	0.6%	3	1.3%	6	0.4%	2	0.8%	7
Small electrical items	5.2%	53	7.0%	18	4.5%	34	5.9%	8	9.0%	34	1.9%	9	8.5%	38	2.1%	11	5.7%	50
Other	1.4%	15	0.8%	2	1.7%	13	2.1%	3	1.6%	6	1.1%	5	2.2%	10	0.9%	5	1.7%	15
Automotives / Automotive parts	0.4%	4	0.6%	2	0.3%	2	1.0%	1	0.4%	2	0.2%	1	0.4%	2	0.2%	1	0.4%	4
Cosmetics / beauty products	0.4%	5	0.0%	0	0.6%	5	0.0%	0	1.2%	5	0.0%	0	0.9%	4	0.1%	1	0.5%	5
Flowers	0.3%	3	0.2%	1	0.3%	2	0.0%	0	0.2%	1	0.4%	2	0.3%	1	0.3%	2	0.3%	3
(Don't know)	24.1%	245	28.3%	74	22.6%	171	37.2%	50	25.6%	98	19.5%	96	25.9%	115	21.7%	110	23.9%	209
(Nothing)	45.3%	461	46.9%	123	44.8%	338	18.0%	24	30.3%	116	64.2%	315	30.5%	135	57.4%	289	42.8%	375
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

**Q30 Which of the following leisure activities do you or your family participate in, in your spare time?**

Cinema	44.0%	448	36.9%	96	46.5%	352	67.8%	91	57.7%	220	26.7%	131	55.9%	248	33.8%	171	47.0%	412
Ten Pin Bowling	23.1%	235	17.7%	46	25.0%	189	46.1%	62	38.0%	145	5.3%	26	32.0%	142	15.9%	80	24.5%	214
Bingo	7.9%	81	4.6%	12	9.1%	69	7.1%	10	7.9%	30	8.0%	39	6.1%	27	9.2%	46	7.3%	64
Health and Fitness	23.9%	243	17.2%	45	26.2%	198	41.7%	56	30.9%	118	13.9%	68	35.4%	157	15.5%	78	27.0%	236
Theatre/concert hall	51.1%	520	45.5%	119	53.1%	401	37.7%	51	56.5%	216	50.4%	247	61.6%	273	40.7%	205	53.9%	471
Pub	61.0%	620	70.4%	184	57.7%	436	76.5%	103	68.8%	263	51.6%	253	68.9%	306	55.9%	282	63.8%	558
Restaurant	80.3%	817	77.8%	203	81.2%	614	82.3%	111	84.7%	323	76.6%	375	89.3%	396	73.2%	369	83.4%	729
Nightclub	12.1%	123	11.1%	29	12.4%	94	42.7%	57	14.6%	56	2.0%	10	15.2%	68	10.1%	51	12.2%	106
Social Club	18.7%	190	25.5%	67	16.3%	123	14.2%	19	18.5%	70	20.5%	100	14.9%	66	21.8%	110	17.8%	156
Leisure Centre Activities	26.3%	268	15.1%	40	30.2%	228	45.9%	62	38.2%	146	11.5%	56	31.4%	139	21.8%	110	28.1%	246
Walking/Cycling	64.6%	657	60.1%	157	66.2%	500	79.0%	106	69.3%	265	57.5%	282	71.6%	318	58.1%	293	66.5%	582
Museum/Art Galleries	31.6%	321	31.6%	83	31.6%	239	27.9%	38	34.0%	130	30.8%	151	41.3%	183	21.7%	109	33.8%	296
(Don't know)	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.2%	1	0.1%	1
(None of the above)	4.7%	47	5.3%	14	4.4%	34	0.4%	1	2.4%	9	7.1%	35	1.0%	4	7.3%	37	3.2%	28
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q31 Where do you go to the cinema?</b>																		
<i>Only those who visit the cinema at Q30</i>																		
Empire Cinemas, Bristol Rd South, Rubery Great Park, Rednal, Birmingham, West Midlands B45 9JL	50.8%	228	49.1%	47	51.3%	180	53.1%	48	55.6%	122	42.0%	55	57.6%	143	45.2%	77	52.8%	217
Apollo Cinema, Kingfisher Square, Redditch, B97 4EQ	29.0%	130	24.0%	23	30.4%	107	31.4%	29	29.4%	65	27.1%	35	24.4%	61	35.3%	60	27.5%	113
Cineworld, Mill Lane Arcade, Touchwood, Solihull	4.8%	21	3.4%	3	5.1%	18	4.0%	4	5.6%	12	4.2%	5	5.5%	14	4.1%	7	5.2%	21
Straford Picture House, Stratford-upon-Avon	1.4%	6	3.3%	3	0.9%	3	1.3%	1	1.4%	3	0.7%	1	1.3%	3	1.8%	3	1.3%	5
Atrix, Bromsgrove	1.0%	5	0.0%	0	1.3%	5	0.0%	0	0.0%	0	3.5%	5	1.1%	3	1.2%	2	1.1%	5
Merry Hill Shopping Centre	0.7%	3	1.4%	1	0.4%	2	0.0%	0	0.7%	2	1.1%	1	0.6%	2	0.8%	1	0.7%	3
Vue, Friar Street, Worcester	0.5%	2	0.0%	0	0.7%	2	0.0%	0	1.1%	2	0.0%	0	1.0%	2	0.0%	0	0.6%	2
Odeon, New Street, Birmingham	0.5%	2	0.0%	0	0.7%	2	2.6%	2	0.0%	0	0.0%	0	0.1%	0	1.2%	2	0.1%	0
Showcase, Castle Gate Park, Birmingham Road, Dudley	0.5%	2	0.0%	0	0.7%	2	1.1%	1	0.0%	0	1.0%	1	0.0%	0	1.3%	2	0.6%	2
Bromsgrove	0.5%	2	0.0%	0	0.6%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Cineworld, Broad Street, Birmingham	0.4%	2	1.0%	1	0.3%	1	2.1%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.5%	2
The Mac, Edgbaston Road, At Cannon Hill Park, Birmingham	0.4%	2	0.0%	0	0.5%	2	0.0%	0	0.0%	0	1.3%	2	0.7%	2	0.0%	0	0.4%	2
Gaumont Cinema, Church Street, Worcester	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.3%	1
Leamington Spa	0.2%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	1	0.2%	1
Longbridge	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.0%	0	0.2%	1
Warwick Art Centre, Coventry	0.2%	1	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.4%	1	0.0%	0	0.2%	1
Number 8, High Street, Pershore	0.1%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.1%	0	0.0%	0	0.1%	0
Odeon, Foregate Street, Worcester	0.1%	0	0.0%	0	0.1%	0	0.0%	0	0.0%	0	0.3%	0	0.0%	0	0.2%	0	0.1%	0
(Don't know)	8.4%	37	15.5%	15	6.4%	23	4.3%	4	6.2%	14	14.0%	18	6.1%	15	7.7%	13	8.1%	33
Weighted base:		448		96		352		91		220		131		248		171		412
Sample:		436		97		339		84		214		132		239		166		404

**Q32 How often do you visit...? (CINEMA MENTIONED AT Q31)***Only those who visit the cinema at Q30*

More than once a week	0.2%	1	1.0%	1	0.0%	0	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.5%	1	0.2%	1
Once a week	4.0%	18	4.9%	5	3.8%	13	5.0%	5	4.0%	9	3.6%	5	2.6%	7	5.8%	10	3.8%	16
Less than once a week, but more than once a fortnight	1.8%	8	3.0%	3	1.5%	5	2.1%	2	0.8%	2	3.4%	4	3.2%	8	0.0%	0	1.9%	8
Once a fortnight	3.0%	13	2.7%	3	3.1%	11	1.7%	2	4.5%	10	1.5%	2	2.9%	7	2.7%	5	2.8%	11
Less than once a fortnight, but more than once a month	19.9%	89	20.0%	19	19.8%	70	28.1%	26	20.1%	44	14.6%	19	24.6%	61	15.6%	27	20.0%	82
Less than once a month, but more than once in two months	12.0%	54	9.5%	9	12.6%	44	14.9%	14	13.3%	29	6.6%	9	11.0%	27	13.1%	22	12.8%	53
Once in two months	13.1%	58	9.8%	9	14.0%	49	9.4%	9	16.3%	36	10.7%	14	15.0%	37	10.4%	18	13.2%	54
Less often	34.1%	153	37.0%	36	33.3%	117	24.3%	22	31.3%	69	45.1%	59	32.4%	81	34.3%	59	33.1%	136
(Don't know / varies / no particular pattern)	12.0%	54	12.1%	12	12.0%	42	14.5%	13	9.4%	21	14.6%	19	8.2%	20	17.5%	30	12.2%	50
Weighted base:		448		96		352		91		220		131		248		171		412
Sample:		436		97		339		84		214		132		239		166		404

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q33 Which ten pin bowling facility do you use?</b>																		
<i>Only those who go ten-pin bowling at Q30</i>																		
Hollywood Bowl plc, Park Way, Rubery, Rednal, Birmingham, West Midlands B45 9WA	82.2%	193	82.9%	38	82.1%	155	87.4%	54	79.3%	115	84.8%	22	83.5%	119	82.8%	66	81.7%	175
Hewell Bowling Club, Holyoakes Lane, Bentley, Redditch, Worcestershire B97 5SR	3.3%	8	3.5%	2	3.3%	6	1.6%	1	4.7%	7	0.0%	0	3.2%	5	2.8%	2	3.6%	8
Tenpin, Shires Retail Park, Tachbrook Park Drive, Leamington Spa	1.4%	3	1.3%	1	1.4%	3	1.5%	1	1.6%	2	0.0%	0	0.7%	1	2.2%	2	1.5%	3
Lakeside Bowling, Pershore Road, Birmingham	1.3%	3	0.0%	0	1.6%	3	1.6%	1	1.4%	2	0.0%	0	1.4%	2	1.3%	1	1.4%	3
Bowl Extreme, Droitwich Road, Worcester	1.0%	2	0.0%	0	1.2%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	2	0.0%	0	1.1%	2
Strike, Tamworth	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Eastbourne	0.4%	1	1.9%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
Megabowl, Solihull	0.3%	1	0.0%	0	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.3%	1
(Don't know)	9.8%	23	10.5%	5	9.7%	18	7.0%	4	10.2%	15	15.2%	4	9.1%	13	9.1%	7	10.0%	21
Weighted base:		235		46		189		62		145		26		142		80		214
Sample:		222		46		176		56		140		24		132		75		204

**Q34 How often do you visit...? (BOWLING FACILITY MENTIONED AT Q33)***Only those who go ten-pin bowling at Q30*

More than once a week	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.5%	1
Once a week	0.8%	2	0.0%	0	1.0%	2	1.3%	1	0.7%	1	0.0%	0	0.0%	0	1.3%	1	0.9%	2
Less than once a week, but more than once a fortnight	0.8%	2	0.0%	0	1.0%	2	0.0%	0	1.2%	2	0.0%	0	1.3%	2	0.0%	0	0.8%	2
Once a fortnight	1.9%	4	1.8%	1	1.9%	4	4.6%	3	1.0%	2	0.0%	0	0.0%	0	5.5%	4	0.4%	1
Less than once a fortnight, but more than once a month	9.3%	22	10.3%	5	9.1%	17	12.3%	8	8.1%	12	9.9%	3	6.3%	9	13.4%	11	10.2%	22
Less than once a month, but more than once in two months	7.4%	17	13.2%	6	6.0%	11	6.1%	4	8.8%	13	3.1%	1	7.0%	10	8.1%	6	8.2%	17
Once in two months	9.8%	23	2.2%	1	11.7%	22	8.2%	5	12.4%	18	0.0%	0	11.9%	17	7.7%	6	10.8%	23
Less often	58.3%	137	60.3%	28	57.9%	109	53.0%	33	56.2%	82	79.6%	21	61.0%	87	55.5%	44	57.3%	123
(Don't know / varies / no particular pattern)	11.3%	27	12.3%	6	11.1%	21	14.5%	9	10.8%	16	7.4%	2	12.5%	18	7.3%	6	11.0%	24
Weighted base:		235		46		189		62		145		26		142		80		214
Sample:		222		46		176		56		140		24		132		75		204

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q35 Which bingo hall do you visit?</b>																		
<i>Only those who go to play bingo at Q30</i>																		
Shipleys Luxury Bingo Club, Unit 1d,The South East Quadrant,17, Alcester St, Redditch, Worcestershire B98 8AE	54.6%	44	39.0%	5	57.4%	39	58.4%	6	64.2%	19	49.0%	19	63.2%	17	51.1%	24	57.2%	37
Gala Bingo, Great Park, Rubery	9.4%	8	16.4%	2	8.2%	6	20.8%	2	7.8%	2	8.3%	3	5.9%	2	13.0%	6	8.7%	6
Batchleys Social Club, Redditch	3.9%	3	6.7%	1	3.4%	2	0.0%	0	1.2%	0	7.1%	3	3.6%	1	4.6%	2	4.9%	3
Studley Social Club, Studley	3.1%	3	4.9%	1	2.8%	2	0.0%	0	3.1%	1	4.0%	2	0.0%	0	5.4%	3	1.5%	1
Alcester Members Club, Alcester	2.6%	2	9.8%	1	1.3%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	1.9%	1	1.4%	1
Labour Club, Bromsgrove	1.7%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.5%	1	5.1%	1	0.0%	0	2.2%	1
Jubilee Court, St. Faiths Road, Alcester	1.5%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	2.6%	1	1.8%	1
Gala Bingo, Birmingham	1.3%	1	0.0%	0	1.5%	1	10.5%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0
South Redditch Sports and Social Club, Redditch	1.2%	1	0.0%	0	1.4%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	2.1%	1	1.5%	1
Arrow Valley Social Club, Redditch	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.1%	1	0.0%	0
Wooton Woven	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	2.1%	1	1.5%	1
Gala Bingo, Banbury	1.2%	1	0.0%	0	1.4%	1	0.0%	0	3.1%	1	0.0%	0	3.5%	1	0.0%	0	1.5%	1
Cross keys, Alcester	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
British Legion Club, Wythall	0.9%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.6%	1	1.1%	1
Astwood Bank	0.4%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.9%	0	1.3%	0	0.0%	0	0.6%	0
(Don't know)	14.8%	12	23.1%	3	13.3%	9	10.2%	1	17.4%	5	9.7%	4	17.4%	5	11.4%	5	16.2%	10
Weighted base:		81		12		69		10		30		39		27		46		64
Sample:		85		12		73		9		32		42		27		50		68

**Q36 How often do you visit...? (BINGO FACILITY MENTIONED AT Q35)***Only those who go to play bingo at Q30*

More than once a week	14.6%	12	17.4%	2	14.1%	10	0.0%	0	3.2%	1	27.7%	11	9.3%	2	17.5%	8	15.0%	10
Once a week	41.0%	33	44.0%	5	40.5%	28	30.1%	3	33.4%	10	51.6%	20	36.8%	10	42.7%	20	42.3%	27
Less than once a week, but more than once a fortnight	2.3%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	4.0%	2	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight, but more than once a month	10.0%	8	15.1%	2	9.1%	6	18.6%	2	14.0%	4	5.3%	2	10.9%	3	11.1%	5	11.3%	7
Less than once a month, but more than once in two months	7.5%	6	7.6%	1	7.5%	5	10.5%	1	9.1%	3	5.9%	2	7.1%	2	9.0%	4	7.9%	5
Once in two months	3.6%	3	0.0%	0	4.3%	3	10.2%	1	6.5%	2	0.0%	0	0.0%	0	6.3%	3	4.6%	3
Less often	10.1%	8	0.0%	0	11.9%	8	30.5%	3	14.4%	4	2.4%	1	10.8%	3	9.5%	4	6.9%	4
(Don't know / varies / no particular pattern)	10.8%	9	15.9%	2	9.9%	7	0.0%	0	19.4%	6	2.4%	1	25.0%	7	0.0%	0	12.0%	8
Weighted base:		81		12		69		10		30		39		27		46		64
Sample:		85		12		73		9		32		42		27		50		68

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>Q37 Which health and fitness facilities do you use?</b> <i>Only those who use a health and fitness facility at Q30</i>																		
David Lloyd Leisure, Slideslow Drive, Bromsgrove, B60 1GJ	19.2%	47	16.5%	7	19.9%	39	23.9%	13	24.5%	29	6.6%	4	23.7%	37	12.1%	9	19.8%	47
Abbey Stadium, Birmingham Rd, Redditch, Worcestershire B97 6EJ	7.9%	19	10.0%	4	7.4%	15	9.9%	6	9.6%	11	3.4%	2	5.6%	9	12.1%	9	8.1%	19
The Dolphin Centre, School Drive, Bromsgrove, Worcestershire B60 1AY	7.8%	19	0.0%	0	9.5%	19	11.7%	7	5.9%	7	7.8%	5	9.7%	15	4.7%	4	7.2%	17
Other	5.6%	14	2.0%	1	6.5%	13	0.0%	0	3.8%	4	13.5%	9	1.8%	3	12.8%	10	5.8%	14
Eze Fitness, The South East Quadrant, 17, Alcester St, Redditch, Worcestershire B98 8AE	4.7%	11	4.1%	2	4.9%	10	6.8%	4	3.8%	4	4.7%	3	5.5%	9	2.4%	2	4.9%	11
Energie Fitness, Battens Drive, South Moons Moat, Redditch, Worcestershire B98 0LJ	4.5%	11	0.8%	0	5.3%	10	4.3%	2	4.8%	6	4.0%	3	3.1%	5	6.6%	5	4.6%	11
Abbey Hotel, Dagnell Road, Redditch	3.9%	9	4.3%	2	3.8%	8	3.4%	2	2.4%	3	7.0%	5	4.8%	8	2.4%	2	4.0%	9
Greg Hall Centre, Alcester Greens Health & Fitness Club, 20, Ashbrook Drive, Rubery, Birmingham, West Midlands B45 9FN	3.9%	9	4.6%	2	3.7%	7	1.6%	1	3.7%	4	6.1%	4	3.2%	5	5.6%	4	4.0%	9
Fitness Unlimited, Millsborough House, Ipsley St, Redditch, Worcestershire B98 7AL	3.2%	8	3.5%	2	3.1%	6	0.0%	0	5.2%	6	2.3%	2	4.2%	7	1.3%	1	3.3%	8
Bromsgrove Hotel, Bromsgrove	2.6%	6	6.5%	3	1.7%	3	1.7%	1	3.8%	4	1.4%	1	1.3%	2	5.5%	4	2.3%	5
Kingsley Sports Centre, Woodrow Drive, Redditch, Worcestershire B98 7UH	2.3%	6	4.8%	2	1.7%	3	9.9%	6	0.0%	0	0.0%	0	2.6%	4	2.0%	2	2.1%	5
Arrow Vale Sports & Leisure Centre, Green Sward Lane, Matchborough West, Redditch, Worcestershire B98 0EN	2.2%	5	0.0%	0	2.7%	5	4.5%	3	1.6%	2	1.3%	1	2.2%	3	2.5%	2	2.3%	5
Gymphobics, Mills Court, Albert St, Redditch, Worcestershire B97 4DA	2.0%	5	2.2%	1	2.0%	4	1.6%	1	2.5%	3	1.5%	1	2.5%	4	1.3%	1	1.6%	4
Curves, Unit 4, Silver Birches Business Park, Aston Rd, Bromsgrove, Worcestershire B60 3EU	1.7%	4	0.8%	0	1.9%	4	1.8%	1	0.5%	1	3.6%	2	1.6%	2	2.0%	2	1.7%	4
Virgin Active, Blythe Gate, Shirley, Solihull	1.5%	4	3.7%	2	1.0%	2	0.0%	0	3.1%	4	0.0%	0	2.3%	4	0.0%	0	1.6%	4
David Lloyd, Cranmore Boulevard, Shirley, Solihull	1.4%	3	1.6%	1	1.3%	3	1.3%	1	1.6%	2	0.0%	0	1.1%	2	2.2%	2	1.4%	3
Hewell Road Swimming Pool, Redditch	1.2%	3	0.0%	0	1.5%	3	1.8%	1	1.2%	1	0.8%	1	1.9%	3	0.0%	0	1.3%	3
Altered Images Fitness Club, 80, Worcester Rd, Bromsgrove, Worcestershire B61 7AG	1.1%	3	0.0%	0	1.4%	3	3.2%	2	0.8%	1	0.0%	0	0.5%	1	2.4%	2	0.7%	2
Coxsmall Wood, Birmingham	1.1%	3	5.9%	3	0.0%	0	0.0%	0	0.8%	1	2.5%	2	0.6%	1	2.1%	2	1.1%	3
Lifestyle Body Toning Suite, Unit 3, Tudor Business Centre, Marsden Rd, Redditch, Worcestershire B98 7AY	0.8%	2	0.0%	0	1.0%	2	0.0%	0	1.7%	2	0.0%	0	0.6%	1	1.3%	1	0.8%	2
Wild Moor, Alcester Road, Stratford Upon Avon	0.8%	2	0.0%	0	0.9%	2	1.6%	1	0.8%	1	0.0%	0	0.0%	0	2.4%	2	0.8%	2
Barnt Green Sports Club, Barnt Green	0.7%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	2.6%	2	1.1%	2	0.0%	0	0.7%	2
Bodyline Studios, Barnt Green	0.7%	2	0.0%	0	0.9%	2	0.0%	0	0.0%	0	2.6%	2	1.1%	2	0.0%	0	0.7%	2
Stratford Leisure Centre,	0.5%	1	0.0%	0	0.6%	1	0.0%	0	1.0%	1	0.0%	0	0.8%	1	0.0%	0	0.5%	1

Column %ges.

Weighted:

## For White Young Green

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
Stratford-upon-Avon																		
The Youth House, Redditch	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.4%	1
Shape Up, 83, Mason Rd, Redditch, Worcestershire B97 5DQ	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.4%	1
Club Venture, Redditch	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
LivingWell Health Clubs, within Hilton Hotel, Birmingham Rd, Marlbrooke, Bromsgrove, Worcestershire B61 0JB	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
Kingsley College, Redditch	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.4%	1
Local tennis club, Barnt Green	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.4%	1	0.6%	1	0.0%	0	0.4%	1
Trinity High School, Redditch	0.4%	1	0.0%	0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.6%	1	0.0%	0	0.4%	1
(Don't know)	15.2%	37	28.7%	13	12.1%	24	10.9%	6	12.9%	15	22.9%	16	14.2%	22	15.0%	12	15.0%	35
Weighted base:		243		45		198		56		118		68		157		78		236
Sample:		235		45		190		52		109		73		150		76		228

## Q38 How often do you visit...? (HEALTH &amp; FITNESS FACILITY MENTIONED AT Q37)

Only those who use a health and fitness facility at Q30

More than once a week	60.0%	146	55.2%	25	61.0%	121	62.8%	35	67.2%	79	45.7%	31	60.6%	95	59.8%	47	61.1%	144
Once a week	22.8%	55	22.7%	10	22.8%	45	17.7%	10	17.6%	21	35.1%	24	21.5%	34	23.6%	18	22.8%	54
Less than once a week, but more than once a fortnight	1.7%	4	0.0%	0	2.1%	4	3.3%	2	0.8%	1	1.9%	1	1.2%	2	2.8%	2	1.7%	4
Once a fortnight	4.1%	10	3.5%	2	4.2%	8	3.5%	2	3.0%	4	6.4%	4	5.2%	8	1.2%	1	4.2%	10
Less than once a fortnight, but more than once a month	4.1%	10	2.6%	1	4.4%	9	7.5%	4	3.8%	4	1.7%	1	4.6%	7	3.4%	3	2.9%	7
Less than once a month, but more than once in two months	1.2%	3	4.1%	2	0.5%	1	0.0%	0	0.8%	1	2.7%	2	0.6%	1	2.4%	2	1.2%	3
Once in two months	0.8%	2	2.1%	1	0.5%	1	1.7%	1	0.8%	1	0.0%	0	0.6%	1	1.3%	1	0.8%	2
Less often	1.2%	3	0.0%	0	1.5%	3	3.4%	2	0.8%	1	0.0%	0	1.8%	3	0.0%	0	1.2%	3
(Don't know / varies / no particular pattern)	4.3%	11	9.9%	4	3.1%	6	0.0%	0	5.3%	6	6.4%	4	4.0%	6	5.5%	4	4.1%	10
Weighted base:		243		45		198		56		118		68		157		78		236
Sample:		235		45		190		52		109		73		150		76		228

## Q39 Which leisure facilities would you like to see more of in the Redditch area?

Swimming pool	14.6%	149	12.5%	33	15.4%	116	20.1%	27	19.2%	73	9.7%	48	18.5%	82	12.7%	64	15.9%	139
Ice Rink	8.7%	88	5.0%	13	10.0%	75	14.0%	19	13.6%	52	3.6%	18	9.8%	43	8.4%	42	9.4%	82
Bowling Alley	8.6%	87	6.4%	17	9.3%	70	16.1%	22	13.7%	52	2.4%	12	10.0%	44	7.2%	36	8.9%	78
Other	4.0%	40	4.4%	12	3.8%	29	5.8%	8	4.2%	16	3.3%	16	5.5%	24	2.9%	15	4.1%	36
Leisure Centre	3.4%	35	2.1%	5	3.9%	30	3.2%	4	4.7%	18	2.6%	13	4.0%	18	3.5%	17	3.6%	31
Cinema	2.1%	21	2.5%	7	2.0%	15	7.0%	9	0.9%	4	1.5%	7	1.9%	8	2.3%	11	2.1%	18
Paintballing	1.8%	18	2.8%	7	1.4%	10	3.7%	5	2.5%	10	0.7%	3	2.8%	12	0.8%	4	2.0%	18
Tennis Courts	1.2%	12	1.2%	3	1.2%	9	3.2%	4	1.3%	5	0.6%	3	2.3%	10	0.4%	2	1.3%	11
Health and Fitness (Gym)	1.1%	11	0.6%	2	1.3%	10	1.9%	3	1.8%	7	0.3%	2	1.9%	9	0.3%	2	1.0%	9
Karting	1.1%	11	2.9%	8	0.4%	3	1.0%	1	1.8%	7	0.5%	3	1.3%	6	1.0%	5	1.2%	11
Restaurants	1.1%	11	1.4%	4	1.0%	7	1.1%	2	1.8%	7	0.5%	2	1.8%	8	0.6%	3	1.1%	9
Childrens playground facilities	1.1%	11	0.9%	2	1.1%	8	2.7%	4	1.6%	6	0.2%	1	1.3%	6	1.0%	5	0.8%	7
Youth Centre	1.0%	10	0.6%	2	1.1%	8	0.7%	1	1.5%	6	0.7%	4	0.3%	1	1.6%	8	0.8%	7
Extreme Sports	0.8%	8	1.5%	4	0.5%	4	1.4%	2	0.9%	3	0.6%	3	1.0%	4	0.8%	4	0.9%	8
Theatre	0.6%	6	1.4%	4	0.3%	2	0.0%	0	1.0%	4	0.5%	2	1.0%	4	0.2%	1	0.6%	5
Bingo	0.5%	5	0.5%	1	0.5%	4	0.0%	0	0.4%	2	0.7%	3	0.4%	2	0.6%	3	0.4%	4
Bars/pubs	0.4%	5	1.4%	4	0.1%	1	0.4%	1	0.9%	4	0.1%	0	0.8%	4	0.2%	1	0.5%	4
More parks	0.4%	4	0.0%	0	0.5%	4	0.7%	1	0.5%	2	0.2%	1	0.2%	1	0.6%	3	0.3%	3
Football pitches	0.4%	4	1.0%	3	0.1%	1	0.0%	0	0.0%	0	0.7%	4	0.4%	2	0.4%	2	0.4%	4
Water park	0.3%	3	0.4%	1	0.3%	3	0.7%	1	0.7%	3	0.0%	0	0.4%	2	0.4%	2	0.4%	3
Ski slope	0.2%	3	0.2%	1	0.3%	2	0.7%	1	0.4%	2	0.0%	0	0.1%	1	0.4%	2	0.2%	2
Classes for yoga / pilates	0.2%	2	0.0%	0	0.3%	2	0.6%	1	0.3%	1	0.1%	0	0.5%	2	0.0%	0	0.2%	2
Hotels	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.4%	2	0.1%	0	0.5%	2	0.0%	0	0.2%	2
Musuems	0.2%	2	0.1%	0	0.2%	2	0.0%	0	0.2%	1	0.3%	1	0.1%	0	0.3%	2	0.1%	1
(None)	47.9%	487	52.2%	136	46.5%	351	27.8%	37	38.8%	148	60.5%	296	44.5%	198	49.1%	248	46.2%	404
(Don't know)	15.5%	158	16.0%	42	15.4%	116	16.1%	22	13.5%	51	16.7%	82	12.7%	57	17.4%	88	15.3%	134
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>GEN Gender of respondent:</b>																		
Male	25.7%	261	100.0%	261	0.0%	0	19.1%	26	23.3%	89	29.3%	144	22.6%	100	27.6%	139	26.3%	230
Female	74.3%	756	0.0%	0	100.0%	756	80.9%	109	76.7%	293	70.7%	346	77.5%	344	72.4%	365	73.7%	644
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876
<b>AGE Age of respondent:</b>																		
18-24 years	2.4%	25	2.2%	6	2.5%	19	18.4%	25	0.0%	0	0.0%	0	2.6%	11	2.0%	10	2.2%	19
25-34 years	10.8%	110	7.7%	20	11.9%	90	81.6%	110	0.0%	0	0.0%	0	14.4%	64	8.8%	44	11.3%	99
35-44 years	18.3%	186	15.9%	42	19.1%	144	0.0%	0	48.7%	186	0.0%	0	25.5%	113	12.4%	63	19.8%	173
45-54 years	19.3%	196	18.2%	48	19.6%	148	0.0%	0	51.3%	196	0.0%	0	24.2%	107	15.8%	80	20.9%	183
55-64 years	21.7%	221	26.6%	69	20.0%	151	0.0%	0	0.0%	0	45.0%	221	18.5%	82	23.5%	118	23.1%	202
65+	26.5%	269	28.4%	74	25.8%	195	0.0%	0	0.0%	0	55.0%	269	14.3%	63	37.2%	188	22.2%	194
(Refused)	1.1%	11	1.1%	3	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.6%	3	0.3%	1	0.6%	5
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876
<b>SEG Socio Economic Grouping</b>																		
A	4.8%	48	4.6%	12	4.8%	36	3.5%	5	6.5%	25	3.7%	18	10.9%	48	0.0%	0	5.4%	47
B	16.9%	172	13.2%	35	18.2%	137	17.1%	23	21.8%	83	13.2%	65	38.7%	172	0.0%	0	18.6%	163
C1	22.0%	224	20.5%	54	22.5%	170	35.2%	47	29.6%	113	12.7%	62	50.4%	224	0.0%	0	24.1%	211
C2	15.3%	155	20.5%	54	13.5%	102	19.1%	26	15.9%	61	14.0%	68	0.0%	0	30.8%	155	16.4%	144
D	14.0%	142	13.2%	35	14.2%	108	12.7%	17	18.1%	69	11.5%	56	0.0%	0	28.2%	142	14.0%	123
E	20.3%	207	19.5%	51	20.6%	156	8.8%	12	3.3%	13	37.0%	181	0.0%	0	41.0%	207	16.2%	141
(Refused)	6.8%	69	8.4%	22	6.2%	47	3.7%	5	4.9%	19	7.9%	39	0.0%	0	0.0%	0	5.3%	47
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876
<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>																		
One	30.8%	313	34.8%	91	29.4%	222	18.9%	25	22.7%	86	40.6%	199	25.9%	115	36.2%	183	25.2%	220
Two	52.3%	532	49.1%	128	53.4%	404	67.5%	91	51.9%	198	48.9%	240	54.8%	243	50.2%	253	56.8%	497
Three	10.8%	110	10.4%	27	11.0%	83	9.9%	13	15.3%	58	7.8%	38	12.5%	55	10.0%	50	12.3%	108
Four	4.3%	44	3.7%	10	4.6%	35	3.3%	4	8.3%	32	1.7%	8	5.2%	23	3.2%	16	4.7%	41
Five	0.6%	6	0.7%	2	0.5%	4	0.0%	0	1.0%	4	0.4%	2	0.9%	4	0.4%	2	0.7%	6
Six or more	0.2%	2	0.0%	0	0.2%	2	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
(Refused)	1.0%	10	1.3%	3	0.9%	7	0.4%	1	0.4%	2	0.6%	3	0.4%	2	0.0%	0	0.1%	1
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876
<b>CHI How many children live in your household, aged 15 years and under?</b>																		
None	72.0%	732	81.8%	214	68.5%	518	44.4%	60	51.9%	198	95.8%	470	65.6%	291	78.0%	393	71.1%	622
One	13.0%	132	9.9%	26	14.1%	106	28.9%	39	22.3%	85	1.5%	7	16.3%	72	11.6%	58	13.4%	117
Two	10.7%	109	5.1%	13	12.7%	96	22.4%	30	19.4%	74	1.1%	5	15.2%	67	7.1%	36	11.6%	102
Three	2.5%	25	0.8%	2	3.0%	23	2.6%	3	4.1%	16	1.0%	5	1.5%	6	2.8%	14	2.8%	24
Four	1.0%	10	1.1%	3	0.9%	7	1.3%	2	2.1%	8	0.0%	0	1.3%	6	0.6%	3	1.1%	10
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	9	1.3%	3	0.8%	6	0.4%	1	0.2%	1	0.6%	3	0.1%	1	0.0%	0	0.0%	0
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876
<b>CAR How many cars does your household own or have the use of?</b>																		
None	12.8%	130	10.3%	27	13.7%	104	12.1%	16	6.4%	25	18.1%	89	5.1%	23	19.1%	97	0.0%	0
One	42.1%	428	46.9%	123	40.5%	306	34.1%	46	34.2%	131	50.9%	249	32.9%	146	51.7%	261	49.0%	428
Two	33.9%	344	29.2%	76	35.5%	268	43.2%	58	43.4%	166	24.0%	118	47.5%	211	23.0%	116	39.4%	344
Three or more	10.0%	102	12.0%	31	9.4%	71	10.0%	14	15.7%	60	5.9%	29	14.4%	64	6.2%	31	11.7%	102
(Refused)	1.2%	12	1.5%	4	1.0%	8	0.4%	1	0.2%	1	1.1%	6	0.1%	1	0.0%	0	0.0%	0
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Male	Female	18 to 34	35 to 54	55+	ABC1	C2DE	Car in hhold									
<b>ETH For the purpose of the survey, could I ask to which ethnic group you consider yourself to belong to?</b>																		
White	96.0%	976	92.9%	243	97.1%	734	89.2%	120	97.3%	371	97.7%	479	96.4%	428	98.0%	494	97.0%	849
Indian	0.2%	2	1.0%	2	0.0%	0	0.7%	1	0.3%	1	0.1%	1	0.0%	0	0.5%	2	0.2%	2
Pakistani	0.2%	2	0.4%	1	0.2%	1	0.7%	1	0.3%	1	0.0%	0	0.1%	0	0.2%	1	0.3%	2
Bangladeshi	0.2%	2	0.8%	2	0.0%	0	0.0%	0	0.5%	2	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Other Asian	0.1%	1	0.0%	0	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Black Caribbean	0.1%	1	0.3%	1	0.1%	1	0.0%	0	0.2%	1	0.2%	1	0.0%	0	0.2%	1	0.1%	1
Black African	0.1%	1	0.0%	0	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.1%	1
Other Black	0.2%	2	0.4%	1	0.1%	1	0.7%	1	0.3%	1	0.0%	0	0.4%	2	0.0%	0	0.2%	2
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.7%	7	0.6%	1	0.8%	6	4.7%	6	0.0%	0	0.2%	1	1.2%	5	0.2%	1	0.6%	5
Other Ethnic Group (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876
<b>QUOTA Zone:</b>																		
Zone 1	29.2%	297	24.8%	65	30.7%	232	32.0%	43	30.4%	116	27.5%	135	25.6%	114	32.5%	164	28.2%	247
Zone 2	4.4%	45	5.7%	15	4.0%	30	3.1%	4	3.4%	13	5.4%	27	3.9%	17	4.9%	25	4.5%	39
Zone 3	16.5%	168	17.2%	45	16.3%	123	25.2%	34	15.2%	58	15.0%	74	17.2%	77	15.9%	80	16.3%	143
Zone 4	2.4%	25	2.9%	8	2.3%	17	1.1%	1	2.2%	8	3.1%	15	3.3%	15	1.9%	10	2.7%	23
Zone 5	20.8%	212	23.5%	62	19.8%	150	26.8%	36	25.7%	98	15.8%	78	22.0%	98	19.4%	98	21.2%	185
Zone 6	14.3%	146	13.7%	36	14.5%	110	7.6%	10	12.4%	47	17.8%	87	17.5%	77	12.2%	62	14.5%	126
Zone 7	4.7%	48	3.5%	9	5.2%	39	1.5%	2	3.9%	15	6.2%	30	4.3%	19	5.0%	25	4.8%	42
Zone 8	7.5%	77	8.7%	23	7.1%	54	2.8%	4	6.8%	26	9.1%	45	6.2%	27	8.1%	41	7.9%	69
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876
<b>PC Could I record your postcode please?</b>																		
B45 8	5.7%	58	6.0%	16	5.6%	42	2.6%	4	4.6%	18	7.5%	37	6.7%	30	4.9%	25	5.8%	51
B48 7	3.4%	34	3.5%	9	3.3%	25	1.5%	2	3.7%	14	3.5%	17	3.6%	16	3.0%	15	3.2%	28
B49 5	2.4%	25	2.7%	7	2.4%	18	0.9%	1	2.2%	8	2.9%	14	2.4%	11	2.4%	12	2.7%	24
B49 6	3.8%	39	4.0%	11	3.7%	28	2.0%	3	4.1%	16	3.9%	19	3.0%	13	3.8%	19	3.8%	33
B60 1	5.3%	54	4.2%	11	5.6%	43	3.5%	5	4.1%	16	6.8%	33	7.1%	32	4.4%	22	5.4%	47
B60 2	3.6%	37	3.2%	8	3.8%	29	3.7%	5	5.7%	22	2.1%	10	6.4%	29	1.7%	8	4.2%	37
B60 3	5.0%	51	3.1%	8	5.7%	43	6.0%	8	8.0%	31	2.5%	12	4.6%	20	4.4%	22	4.4%	39
B60 4	1.3%	13	2.5%	7	0.9%	7	0.0%	0	1.7%	7	1.3%	7	1.1%	5	1.3%	7	1.5%	13
B61 0	5.7%	58	7.6%	20	5.0%	38	11.8%	16	5.7%	22	4.1%	20	6.3%	28	5.5%	28	5.9%	52
B61 7	2.3%	23	3.2%	8	2.0%	15	5.1%	7	1.8%	7	2.0%	10	2.2%	10	2.2%	11	2.2%	19
B61 8	2.9%	29	3.9%	10	2.5%	19	0.0%	0	2.7%	10	3.9%	19	1.4%	6	4.3%	22	2.9%	26
B80 7	4.4%	45	5.7%	15	4.0%	30	3.1%	4	3.4%	13	5.4%	27	3.9%	17	4.9%	25	4.5%	39
B94 5	2.2%	23	1.4%	4	2.5%	19	1.1%	1	2.1%	8	2.5%	12	2.3%	10	2.0%	10	2.3%	20
B95 5	2.4%	25	2.1%	5	2.5%	19	0.4%	1	1.6%	6	3.7%	18	2.0%	9	2.8%	14	2.4%	21
B95 6	1.3%	13	1.8%	5	1.1%	9	0.0%	0	0.8%	3	2.2%	11	0.6%	3	2.1%	11	1.4%	12
B96 6	2.5%	25	3.0%	8	2.3%	18	1.1%	1	2.2%	8	3.2%	16	3.5%	15	1.9%	10	2.7%	24
B97 4	2.9%	29	5.3%	14	2.1%	16	5.5%	7	1.7%	7	3.2%	16	1.8%	8	3.4%	17	2.7%	24
B97 5	9.6%	98	8.9%	23	9.9%	75	8.9%	12	10.4%	40	8.9%	43	11.1%	49	8.4%	43	9.9%	87
B97 6	4.1%	42	3.3%	9	4.3%	33	10.8%	14	3.3%	13	3.0%	14	4.4%	19	4.2%	21	3.8%	33
B98 0	8.3%	85	8.5%	22	8.3%	63	11.3%	15	7.9%	30	7.6%	37	7.3%	32	9.2%	46	8.5%	75
B98 7	10.8%	110	5.3%	14	12.7%	96	13.1%	18	10.5%	40	10.4%	51	9.5%	42	11.9%	60	9.7%	85
B98 8	5.5%	56	6.3%	17	5.2%	40	4.1%	6	7.0%	27	4.9%	24	3.5%	16	7.1%	36	5.3%	46
B98 9	4.5%	45	4.3%	11	4.5%	34	3.5%	5	4.7%	18	4.6%	23	5.3%	24	4.1%	21	4.5%	40
Weighted base:		1017		261		756		135		382		490		444		504		875
Sample:		1017		264		753		126		368		511		438		511		876

## **Data Tabulations By Zone (Weighted)**

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q01 Where do you usually go for your main food and grocery shopping?</b>																		
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	22.2%	226	31.8%	94	27.6%	12	45.0%	76	40.6%	10	5.7%	12	6.1%	9	2.3%	1	14.5%	11
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch B97	11.7%	119	13.2%	39	3.9%	2	22.9%	39	13.0%	3	2.5%	5	18.6%	27	6.4%	3	1.5%	1
Morrisons, Warwick Highway, Redditch, B98 0SW	11.5%	117	28.4%	84	21.1%	9	6.1%	10	7.2%	2	0.0%	0	2.1%	3	8.3%	4	5.2%	4
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	10.6%	108	1.0%	3	0.0%	0	0.6%	1	0.0%	0	39.1%	83	14.9%	22	0.0%	0	0.0%	0
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	6.2%	63	0.3%	1	0.0%	0	0.5%	1	1.4%	0	23.8%	50	7.2%	10	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	4.4%	45	7.1%	21	11.8%	5	5.0%	8	11.6%	3	1.4%	3	2.9%	4	0.0%	0	0.5%	0
Morrisons, Bristol Road South, Rubery, B45 9NY	2.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	16.8%	25	0.0%	0	0.0%	0
Internet / Home Delivery	2.5%	25	2.0%	6	0.0%	0	2.7%	4	1.4%	0	5.0%	11	2.2%	3	1.1%	1	0.0%	0
Somerfield, Off Moorfield Road, Alcester B49 5DA	2.0%	20	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.7%	20
Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB	1.8%	18	2.6%	8	2.6%	1	4.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco, Birmingham Road, Stratford-upon-Avon	1.6%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.9%	8	11.6%	9
Morrisons, Alcester Road, Stratford-upon-Avon	1.2%	13	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	12.8%	10
Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6	3.5%	5	0.0%	0	0.0%	0
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98	0.8%	8	2.2%	6	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch, B98 7AH	0.7%	7	1.3%	4	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's, Stratford Road, Shirley	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	6	1.2%	1
Co-op, Alcester Road, Studley	0.7%	7	0.0%	0	15.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Droitwich	0.7%	7	0.0%	0	0.0%	0	0.0%	0	7.2%	2	1.7%	4	1.1%	2	0.0%	0	0.0%	0
Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.9%	3	3.0%	1	1.1%	1
Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL	0.5%	6	1.0%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Stratford Road, Shirley	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5	0.0%	0
Sainsbury's, Frankly Beeches Road, Northfield, B31 5AA	0.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	5	0.0%	0	0.0%	0
Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ	0.4%	4	0.7%	2	1.3%	1	0.6%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Bridge Street, Stratford-upon-Avon	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Reedswood Way, Walsall	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Tesco, Warbler Place, Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Barnt Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Tesco Express, Barnt Green Express, Barnt Green,	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0

Column % ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Birmingham, B45																		
Somerfield, High Street, Henley-in-Arden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Norton House Retailing Ltd, 133, Golden Cross Lane, Catshill, Bromsgrove, B61 0LA	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Asda, Coventry Road, Small Heath, Birmingham	0.2%	2	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Extra, Worcester Road, Evesham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Sainsbury's, Warwick	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Tesco, Hermitage Road, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Hilliers, Dunnington Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Cost Cutters, 31 Woodrow Centre, Redditch, Worcestershire B98 7RY	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alvechurch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Local shops, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Pheasant Street, Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Centre, 1-3, Dev.1, Kingfisher Shopping Centre, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Wooton Waven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsbury's, Rookery Street, Wolverhampton	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Alcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Aldi, Stratford Road, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Sainsbury's, Poplar Way, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Waitrose, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Tesco Express, Studley Express, Studley, Warwickshire, B80 7LL	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hancocks and Son, High Street, Ashwood Bank, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	9.9%	101	6.2%	19	7.9%	4	7.5%	13	13.0%	3	11.4%	24	11.4%	17	21.2%	10	15.3%	12
(Don't do main food shopping)	0.7%	7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	4	1.8%	3	0.0%	0	0.0%	0
Weighted base:	1017	297																
Sample:	1017	306																

**Q02 Which retailer do you usually purchase your main food internet/ home delivery shopping from?***Only those who buy their main food shopping via the internet at Q01*

Tesco	75.3%	19	100.0%	6	0.0%	0	81.8%	4	99.9%	0	69.4%	7	50.0%	2	0.0%	0	0.0%	0
Waitrose	13.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	1	50.0%	2	100.0%	1	0.0%	0
Iceland	3.3%	1	0.0%	0	0.0%	0	18.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	2	0.0%	0	0.0%	0	0.0%	0
Weighted base:	25	6										11	3		1			0
Sample:	21	6										6	2		1			0

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q03 How frequently do you buy main food and grocery shopping trips from...? (Store/destination mentioned at Q01)</b>																		
<i>Only those who do main food shopping at Q01</i>																		
Two or more times a week	22.5%	227	23.0%	68	26.3%	12	22.9%	39	18.8%	5	22.8%	47	23.2%	33	13.3%	6	21.7%	17
At least once a week	62.7%	633	63.8%	189	63.2%	28	59.8%	101	71.0%	18	62.2%	129	64.5%	92	68.9%	33	55.5%	43
At least once a fortnight	8.5%	86	5.9%	18	3.9%	2	10.9%	18	7.2%	2	8.9%	18	7.3%	11	13.7%	7	13.9%	11
At least once a month	4.1%	42	5.3%	16	3.9%	2	3.2%	5	2.9%	1	3.9%	8	3.2%	5	3.0%	1	5.4%	4
At least every two months	0.4%	4	0.3%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Less often	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.8%	18	1.6%	5	2.6%	1	1.6%	3	0.0%	0	2.2%	5	1.1%	2	1.1%	1	3.5%	3
Weighted base:		1010		296		45		168		25		208		143		48		77
Sample:		1012		305		76		184		69		122		99		77		80

**Q04 How do you normally travel to...? (Store/destination mentioned at Q01)***Only those who buy their main food shopping at a store at Q01*

Car/van (as driver)	66.6%	656	58.1%	169	76.3%	34	69.5%	114	77.9%	19	72.8%	144	67.4%	94	69.3%	33	63.9%	49
Car/van (as passenger)	17.5%	172	23.5%	68	10.5%	5	18.8%	31	14.7%	4	10.9%	21	15.4%	22	20.3%	10	16.0%	12
Bus, minibus or coach	3.8%	37	6.3%	18	0.0%	0	4.0%	7	4.4%	1	2.7%	5	2.7%	4	2.7%	1	1.1%	1
Motorcycle, scooter or moped	0.5%	5	0.7%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.1%	1
Walk	7.3%	71	6.0%	17	6.6%	3	3.8%	6	0.0%	0	9.2%	18	10.4%	15	2.3%	1	14.3%	11
Taxi	1.1%	10	1.4%	4	1.3%	1	1.1%	2	0.0%	0	0.7%	1	2.0%	3	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.4%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.2%	1	1.1%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.4%	4	0.3%	1	0.0%	0	0.0%	0	2.9%	1	1.0%	2	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	2.5%	25	3.7%	11	3.9%	2	2.3%	4	0.0%	0	1.7%	3	1.1%	2	4.2%	2	2.4%	2
Weighted base:		985		290		45		164		24		197		140		48		77
Sample:		991		299		76		179		68		116		97		76		80

**Q05 When do you usually do your main food shopping?***Only those who do main food shopping at Q01*

Weekdays during the day	46.8%	473	47.8%	141	60.5%	27	45.6%	77	47.8%	12	42.8%	89	48.3%	69	53.1%	26	42.1%	32
Weekdays during the evening	14.4%	146	16.8%	50	6.6%	3	15.3%	26	15.9%	4	14.1%	29	11.8%	17	10.2%	5	16.1%	12
Saturday	10.7%	109	9.5%	28	5.3%	2	7.5%	13	4.3%	1	17.9%	37	9.2%	13	11.0%	5	11.3%	9
Sunday	3.3%	33	2.0%	6	3.9%	2	3.3%	6	0.0%	0	5.2%	11	5.4%	8	0.0%	0	1.5%	1
(Don't know / varies)	24.7%	250	23.9%	71	23.7%	11	28.2%	48	31.9%	8	20.0%	42	25.5%	36	25.7%	12	29.0%	22
Weighted base:		1010		296		45		168		25		208		143		48		77
Sample:		1012		305		76		184		69		122		99		77		80

**Q06 When you go main food shopping is your trip linked with any other activity?***Only those who buy their main food shopping at a store at Q01*

Yes – non-food shopping	6.1%	60	4.7%	14	3.9%	2	1.7%	3	4.4%	1	8.3%	16	7.6%	11	11.1%	5	10.5%	8
Yes – leisure activity	4.4%	43	4.0%	11	10.5%	5	1.7%	3	8.8%	2	4.7%	9	3.0%	4	8.8%	4	6.1%	5
Yes – visiting services such as banks and other financial institutions	2.6%	25	0.3%	1	0.0%	0	1.2%	2	7.4%	2	4.4%	9	4.9%	7	4.2%	2	3.9%	3
Yes – travelling to/from work	4.6%	46	3.6%	11	3.9%	2	3.4%	6	5.9%	1	5.7%	11	6.3%	9	2.7%	1	6.5%	5
Yes – travelling to/from school/college	1.2%	12	0.3%	1	1.3%	1	1.2%	2	1.5%	0	1.0%	2	4.2%	6	0.0%	0	0.0%	0
Yes – other activity	1.0%	9	0.6%	2	0.0%	0	0.0%	0	1.5%	0	1.0%	2	2.0%	3	0.0%	0	3.1%	2
No	77.3%	761	84.4%	245	75.0%	34	83.6%	137	69.1%	17	73.5%	145	72.0%	101	68.9%	33	65.9%	51
Yes - Visiting friends / family	0.8%	8	1.0%	3	0.0%	0	1.2%	2	1.5%	0	0.6%	1	0.0%	0	1.2%	1	1.1%	1
Yes - To get petrol	0.5%	5	0.3%	1	0.0%	0	1.7%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Yes - Recycling	0.3%	3	0.0%	0	1.3%	1	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Yes - Eating out e.g. fast food	0.5%	5	0.7%	2	1.3%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
(Don't know / Varies)	2.5%	25	2.0%	6	2.6%	1	2.8%	5	4.4%	1	1.3%	3	3.0%	4	3.8%	2	4.4%	3
Weighted base:		985		290		45		164		24		197		140		48		77
Sample:		991		299		76		179		68		116		97		76		80

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q07 Where do you normally do this non-food shopping? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
<i>Only those who link their main food shopping trip with non-food shopping at Q01</i>																		
Redditch	51.2%	31	78.1%	11	66.7%	1	67.1%	2	66.7%	1	59.3%	10	37.7%	4	44.8%	2	0.0%	0
Bromsgrove	13.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.7%	7	14.7%	2	0.0%	0	0.0%	0
Stratford upon Avon	10.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.1%	2	59.5%	5
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	4.8%	3	14.4%	2	0.0%	0	32.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	2	0.0%	0	0.0%	0
Kidderminster	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	2	0.0%	0	0.0%	0
Alcester	2.5%	1	0.0%	0	33.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.9%	1
Birmingham City Centre	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.8%	1
Touchwood Shopping Centre, Solihull	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	1	0.0%	0
Droitwich	0.6%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	7.8%	5	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.4%	2	13.8%	1	14.8%	1
Weighted base:		60		14		2		3		1		16		11		5		8
Sample:		58		14		3		3		3		10		8		9		8

**Q08 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?**

Yes	65.3%	664	67.9%	202	60.5%	27	66.9%	113	53.6%	13	63.2%	134	61.8%	90	76.6%	37	64.2%	49
No	34.7%	353	32.1%	95	39.5%	18	33.1%	56	46.4%	11	36.8%	78	38.2%	56	23.4%	11	35.9%	28
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q09 Where do you go for this 'top-up' shopping?</b>																		
<i>Only those who do top-up food shopping at Q08</i>																		
Morrisons, Warwick Highway, Redditch, B98 OSW	9.8%	65	26.9%	54	15.2%	4	4.1%	5	10.8%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	7.3%	49	12.1%	24	4.3%	1	17.0%	19	16.2%	2	0.0%	0	1.1%	1	0.0%	0	1.8%	1
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97	6.7%	44	8.0%	16	4.3%	1	18.0%	20	2.7%	0	0.0%	0	6.4%	6	1.5%	1	0.0%	0
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	6.5%	43	0.0%	0	0.0%	0	0.0%	0	2.7%	0	29.1%	39	3.5%	3	2.0%	1	0.0%	0
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	5.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.0%	31	5.4%	5	0.0%	0	0.0%	0
Tesco Express, Barnt Green Express, Barnt Green, Birmingham, B45	2.6%	17	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2	16.1%	15	0.0%	0	0.0%	0
Somerfield, Off Moorfield Road, Alcester B49 5DA	2.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	32.9%	16
Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD	2.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	14	1.8%	2	0.0%	0	0.0%	0
Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB	2.2%	15	5.7%	12	0.0%	0	2.5%	3	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ	2.2%	14	4.3%	9	0.0%	0	4.0%	5	2.7%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Somerfield, High St, Henley-in-Arden	1.9%	12	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	31.2%	12	0.0%	0
Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL	1.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	4	8.8%	8	0.0%	0	0.0%	0
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB	1.7%	12	0.5%	1	4.3%	1	5.7%	6	0.0%	0	1.5%	2	1.1%	1	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.7%	11	3.4%	7	0.0%	0	1.7%	2	5.4%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester	1.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	11
Morrisons, Bristol Road South, Rubery, B45 9NY	1.5%	10	1.0%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	2	5.8%	5	0.0%	0	1.9%	1
Local shops, Redditch	1.4%	9	2.4%	5	0.0%	0	3.4%	4	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98	1.3%	8	2.8%	6	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Alcester Road, Studley	1.2%	8	0.0%	0	30.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Trescott Road, Redditch, B98 7AH	1.1%	7	1.4%	3	0.0%	0	3.3%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Local shops, Bromsgrove	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	6	0.0%	0	0.0%	0	0.0%	0
Internet/ Home Delivery	1.0%	6	0.5%	1	0.0%	0	0.7%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0	1.8%	1
Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL	0.9%	6	1.9%	4	0.0%	0	0.8%	1	2.7%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Co-op, New Road, Rubery	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0
Farmfoods Freezer Centre, 1, 3, Dev.1, Kingfisher Shopping Centre, Redditch	0.7%	5	0.9%	2	0.0%	0	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores Batchley, 193, Batchley Rd, Redditch, Worcestershire B97 6JB	0.6%	4	0.5%	1	0.0%	0	2.6%	3	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Birmingham Road, Stratford-upon-Avon	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	2.0%	1	3.6%	2
Co-op, The Square, Alvechurch	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4	0.0%	0	0.0%	0
Tesco Express, Studley Express, Studley,	0.5%	3	0.5%	1	8.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Warwickshire, B80 7LL																
Post Office, Redditch	0.4%	3	0.5%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Hazelwell Street, Stirchley, Birmingham	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Co-op, Mill Lane, Bromsgrove	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Local shops, Alvechurch	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0
Rays, Dowlers Crescent, Redditch	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost Cutters, 31, Woodrow Centre, Redditch, Worcestershire B98 7RY	0.3%	2	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilliers Farm Shop, Dunnington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	2.4%	1
McColls, Redditch	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Barnt Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Shop n Save, Edward Road, Rednal	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Local shops, Rednal	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0
Post Office, Blackwell	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Spar, Golden Cross Lane, Catshill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Tesco, Hewell Road, Barnt Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0
Morrisons, Alcester Road, Stratford-upon-Avon	0.2%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Spar, Earlswood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Tesco, Worcester Road, Evesham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Local shops, Studley	0.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Alcester Road, Studley	0.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hancocks, Astwood Bank	0.2%	1	0.0%	0	0.0%	0	0.0%	0	8.1%	1	0.0%	0	0.0%	0	0.0%	0
Spar, Whistle, Birmingham	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Iceland, 12 Grosvenor Centre, Northfield, B31 2JU	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Somerfield, 1876, Pershore Rd, Kings Norton, Birmingham, B30 3AS	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Greggs, Redditch	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sian Stores, 73, Poplar Rd, Redditch, Worcestershire B97 6NY	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Henley in Arden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Marks and Spencers, Bridge Street, Stratford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Local shops, Wooton Wawen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Local shops, Crabbs Cross	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Webbeath	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Headless Cross	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens Supermarket, Brooklyn Garage, Battens Drive, Redditch, B98 0LJ	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Local shops, Knowle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sainsbury's, Stratford Road, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco, Hermitage Road, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Tesco, Stratford Road, Shirley	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Local shops, Astwood Bank	0.1%	1	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Marks and Spencers, Mill Lane, Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Waitrose, Hall Green, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1

Column %ges.

## Redditch Retail and Leisure Survey For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Local market, Henley in Arden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Post Office, Astwood Bank	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birmingham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Alcester Road, Wythall, B47 6AP (Don't know / varies)	22.5%	150	22.8%	46	21.7%	6	25.7%	29	21.6%	3	19.8%	26	16.6%	15	39.6%	15	20.5%	10
Weighted base:	664	202	27	113	13	134	90	37	49									
Sample:	663	208	46	123	37	77	62	59	51									

**Q10 How often do you make 'top up' shopping trips to...? (Store/destination mentioned at Q09)***Only those who do top-up food shopping at Q08*

Daily	4.6%	31	3.3%	7	4.3%	1	5.6%	6	2.7%	0	4.3%	6	3.4%	3	5.0%	2	11.0%	5
Two or more times a week	45.6%	303	45.4%	91	47.8%	13	34.6%	39	21.6%	3	51.2%	68	47.7%	43	54.0%	20	52.3%	26
At least once a week	29.2%	194	27.4%	55	32.6%	9	32.1%	36	48.6%	6	28.8%	38	33.7%	30	22.8%	8	20.4%	10
At least once a fortnight	5.1%	34	7.3%	15	2.2%	1	9.0%	10	8.1%	1	0.0%	0	6.8%	6	1.5%	1	1.8%	1
At least once a month	2.1%	14	2.3%	5	2.2%	1	1.5%	2	5.4%	1	2.2%	3	0.0%	0	2.0%	1	4.8%	2
Less often	0.4%	2	0.5%	1	0.0%	0	0.0%	0	2.7%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Have only visited once (Don't know / varies)	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	664	202	27	113	13	134	90	37	49									
Sample:	663	208	46	123	37	77	62	59	51									

**Q12 Of all the money you spend on food and household groceries what share goes to your main food shop?**

Over ¾	53.1%	353	52.0%	105	47.8%	13	57.0%	64	56.8%	8	55.9%	75	54.8%	49	51.5%	19	41.0%	20
½ to ¾	29.1%	194	28.4%	57	37.0%	10	27.7%	31	21.6%	3	35.1%	47	28.2%	25	17.8%	7	27.2%	13
¼ to ½	6.0%	40	6.8%	14	4.3%	1	6.5%	7	8.1%	1	4.0%	5	4.2%	4	3.5%	1	13.3%	7
Less than ¼	1.5%	10	0.9%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.8%	2	8.9%	3	2.4%	1
None (Don't know)	0.3%	2	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:	75.1	74.5	75.2	75.8	77.1	76.7	76.2	72.2	69.8									
Weighted base:	664	202	27	113	13	134	90	37	49									
Sample:	663	208	46	123	37	77	62	59	51									

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q13 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	51.2%	521	75.8%	225	55.3%	25	71.3%	120	44.9%	11	29.7%	63	38.5%	56	19.3%	9	14.9%	11
Birmingham City Centre	6.9%	70	4.3%	13	2.6%	1	4.9%	8	10.1%	3	10.6%	22	14.7%	21	1.1%	1	1.2%	1
Stratford upon Avon	5.8%	59	1.3%	4	9.2%	4	1.6%	3	8.7%	2	1.7%	4	0.0%	0	22.3%	11	40.8%	31
Internet / Home Delivery	5.1%	51	5.9%	17	2.6%	1	2.1%	3	4.3%	1	3.5%	7	9.0%	13	7.6%	4	5.4%	4
Bromsgrove	4.5%	46	0.7%	2	0.0%	0	0.0%	0	0.0%	0	18.7%	40	3.2%	5	0.0%	0	0.0%	0
Merry Hill Shopping Centre	4.0%	41	1.3%	4	0.0%	0	1.7%	3	1.4%	0	9.0%	19	8.7%	13	0.0%	0	2.4%	2
Touchwood Shopping Centre, Solihull	3.2%	33	1.0%	3	2.6%	1	2.2%	4	1.4%	0	3.3%	7	3.7%	5	20.1%	10	3.3%	3
Worcester City Centre	2.3%	24	0.0%	0	1.3%	1	1.0%	2	4.3%	1	5.7%	12	3.9%	6	0.0%	0	3.6%	3
Other	2.3%	24	0.6%	2	6.6%	3	1.1%	2	0.0%	0	3.3%	7	4.7%	7	2.3%	1	2.7%	2
In-store in a supermarket	1.4%	15	1.3%	4	1.3%	1	0.0%	0	0.0%	0	3.1%	7	1.2%	2	3.8%	2	0.0%	0
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	1.2%	12	1.7%	5	1.3%	1	2.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Alcester	1.1%	11	0.0%	0	3.9%	2	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	10.3%	8
Kidderminster	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	6	0.0%	0	0.0%	0	0.0%	0
Evesham	0.5%	5	0.7%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	3
London	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.0%	2	1.2%	2	1.5%	1	0.0%	0
Leamington Spa	0.4%	5	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	1.1%	2	2.3%	1	1.2%	1
Cheltenham	0.4%	4	0.3%	1	1.3%	1	0.0%	0	1.4%	0	0.0%	0	1.2%	2	1.5%	1	0.0%	0
Dudley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Abroad	0.3%	3	0.3%	1	0.0%	0	0.6%	1	1.4%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Worcester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	2	0.0%	0	0.0%	0
Manchester	0.3%	3	0.0%	0	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Milton Keynes	0.3%	3	0.7%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boundary Mill, Walsall	0.2%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Warwick	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Wolverhampton City Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Shirley Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Tanworth in Arden	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wythall	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnt Green	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feckenham Centre	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	3.6%	36	1.9%	6	6.6%	3	5.3%	9	7.2%	2	2.2%	5	4.9%	7	6.8%	3	2.3%	2
(Don't do this type of shopping)	2.0%	20	1.6%	5	1.3%	1	2.2%	4	2.9%	1	1.3%	3	1.8%	3	6.8%	3	2.7%	2
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q14 Why do you shop at (Answer to Q13) and not in Redditch Town Centre?</b>																		
<i>Only those who did not visit Redditch on their last shopping trip for clothing and footwear at Q13</i>																		
Nearer to home	18.4%	81	1.5%	1	14.3%	2	2.3%	1	6.5%	1	31.0%	44	12.5%	10	23.2%	7	23.8%	15
Choice of shops selling non food goods	15.5%	68	15.9%	10	14.3%	2	26.0%	9	19.4%	2	13.6%	19	22.8%	18	6.8%	2	8.5%	5
Choice of non food goods available	11.4%	50	22.0%	14	10.7%	2	22.8%	8	22.6%	3	7.8%	11	10.2%	8	7.4%	2	4.8%	3
Other	7.0%	31	14.4%	9	3.6%	1	2.7%	1	6.5%	1	4.9%	7	7.4%	6	8.9%	3	6.3%	4
Quality of non food goods available	4.9%	22	7.8%	5	3.6%	1	12.8%	5	9.7%	1	2.8%	4	4.2%	3	7.4%	2	1.4%	1
Nearer to work	4.8%	21	6.4%	4	10.7%	2	4.9%	2	3.2%	0	5.2%	7	2.2%	2	0.0%	0	6.8%	4
Convenience	4.4%	20	6.3%	4	3.6%	1	0.0%	0	3.2%	0	2.3%	3	12.7%	10	4.0%	1	0.0%	0
Poor accessibility to Redditch Town Centre	4.3%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	13	2.2%	2	6.8%	2	3.1%	2
Quality of shops selling non food goods	4.2%	18	7.7%	5	3.6%	1	13.1%	5	12.9%	1	2.6%	4	2.0%	2	4.0%	1	0.6%	0
Shopping environment	4.0%	17	1.5%	1	14.3%	2	13.1%	5	9.7%	1	1.4%	2	2.0%	2	1.7%	1	7.0%	4
On a day trip / holiday there	3.4%	15	6.5%	4	3.6%	1	7.8%	3	3.2%	0	1.4%	2	3.9%	3	2.3%	1	1.9%	1
Visiting friends / relatives	3.2%	14	0.0%	0	10.7%	2	0.0%	0	3.2%	0	6.4%	9	2.2%	2	3.4%	1	0.0%	0
Car parking provision	2.9%	13	3.2%	2	3.6%	1	0.0%	0	3.2%	0	5.6%	8	2.0%	2	1.7%	1	0.0%	0
Car parking prices	2.8%	13	1.6%	1	7.1%	1	5.3%	2	6.5%	1	3.5%	5	1.3%	1	5.7%	2	0.0%	0
Preference for another town / location	2.3%	10	0.0%	0	7.1%	1	0.0%	0	0.0%	0	2.1%	3	5.4%	4	1.7%	1	1.4%	1
Cleanliness	1.9%	8	0.0%	0	0.0%	0	2.6%	1	6.5%	1	1.4%	2	0.0%	0	1.7%	1	6.7%	4
Accessibility by public transport	1.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3	0.0%	0	5.1%	2	3.9%	2
Dislike Redditch town centre	1.4%	6	1.6%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.7%	1	4.1%	3
Prefer to have goods delivered	1.2%	5	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	1.7%	1	1.4%	1
Better / Cheaper parking	1.0%	5	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.3%	1	1.9%	1
Safety (during the day)	1.0%	4	0.0%	0	0.0%	0	0.0%	0	6.5%	1	0.0%	0	2.0%	2	0.0%	0	3.4%	2
Goods are cheaper / Better value for money	0.9%	4	3.0%	2	3.6%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Choice of shops nearby selling food goods	0.6%	3	3.1%	2	0.0%	0	0.0%	0	6.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure facilities nearby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0
Public information, signposts and public facilities	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.3%	1	0.0%	0	0.0%	0	2.6%	1	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the evening/night time)	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason in particular)	13.9%	61	12.8%	8	14.3%	2	17.9%	6	16.1%	2	9.6%	14	11.4%	9	18.7%	6	22.4%	14
(Don't know)	2.5%	11	1.6%	1	0.0%	0	0.0%	0	3.2%	0	2.8%	4	2.2%	2	3.4%	1	4.4%	3
Weighted base:		440		61		17		36		11		141		80		32		61
Sample:		413		63		28		39		31		83		53		52		64

**Q15 How do you normally travel to...? (DESTINATION MENTIONED AT Q13)***Only those who recall a specific location for their last purchase of clothing and footwear at Q13*

Car / van (as driver)	60.4%	580	52.5%	150	67.1%	28	65.7%	102	75.8%	17	68.1%	139	55.4%	75	59.2%	25	60.3%	44
Car / van (as passenger)	10.5%	101	11.1%	32	5.7%	2	7.4%	12	9.7%	2	9.5%	19	14.1%	19	12.7%	5	12.4%	9
Bus, minibus or coach	12.8%	122	17.9%	51	18.6%	8	13.2%	20	8.1%	2	5.7%	12	12.9%	18	10.1%	4	10.6%	8
Motorcycle, scooter or moped	0.4%	4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Walk	5.1%	49	6.2%	18	1.4%	1	6.2%	10	0.0%	0	7.2%	15	0.0%	0	1.3%	1	7.3%	5
Taxi	0.5%	5	1.0%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tram	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	1.8%	18	1.0%	3	1.4%	1	1.8%	3	0.0%	0	1.7%	3	5.3%	7	1.8%	1	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
(Don't know / varies)	2.9%	28	3.4%	10	1.4%	1	2.9%	5	1.6%	0	2.3%	5	2.6%	4	4.4%	2	3.7%	3
(Not applicable, goods delivered)	5.3%	51	6.1%	17	2.9%	1	1.7%	3	4.8%	1	3.6%	7	9.6%	13	8.8%	4	5.7%	4
Weighted base:		961		286		41		156		22		204		136		42		73
Sample:		953		295		70		170		62		119		94		67		76

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q16 When you go shopping for clothing or footwear, do you link this trip with another activity?</b>																		
<i>Only those who recall a specific location for their last purchase of clothing and footwear at Q13 and travelled to their destination at Q15</i>																		
Yes – non-food shopping	7.0%	64	7.5%	20	5.9%	2	7.8%	12	8.5%	2	5.6%	11	9.1%	11	10.1%	4	1.7%	1
Yes – leisure activity	11.0%	100	8.7%	24	8.8%	4	9.0%	14	16.9%	4	13.7%	27	13.8%	17	9.2%	3	12.2%	8
Yes – visiting services such as banks and other financial institutions	3.0%	28	4.3%	12	2.9%	1	2.5%	4	5.1%	1	1.6%	3	3.8%	5	0.0%	0	3.0%	2
Yes – other activity	1.0%	9	0.4%	1	1.5%	1	0.6%	1	1.7%	0	0.0%	0	3.5%	4	0.0%	0	3.0%	2
No	68.1%	620	69.4%	187	69.1%	28	68.8%	105	66.1%	14	69.7%	137	65.3%	80	68.2%	26	62.6%	43
Yes - Browsing	0.8%	8	0.4%	1	1.5%	1	1.7%	3	0.0%	0	1.0%	2	0.0%	0	1.4%	1	1.3%	1
Yes - Café, Restaurant, Pub	4.2%	38	4.7%	13	4.4%	2	6.6%	10	0.0%	0	0.9%	2	3.5%	4	1.9%	1	9.4%	6
Yes - Food shopping	1.4%	13	0.7%	2	1.5%	1	0.6%	1	1.7%	0	0.8%	2	3.4%	4	5.3%	2	1.3%	1
Yes - Meet family / friends	1.9%	18	0.7%	2	4.4%	2	0.5%	1	1.7%	0	4.9%	10	0.0%	0	1.4%	1	3.8%	3
Yes - Work	0.9%	8	1.1%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.9%	4	1.9%	1	0.0%	0
(Don't Know / varies)	3.4%	31	3.9%	11	2.9%	1	2.4%	4	0.0%	0	2.5%	5	2.9%	4	7.2%	3	6.5%	4
Weighted base:	910	269			40	153		21	197		123	38	69					
Sample:	905	277			68	167		59	115		86	61	72					

**Q17 Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)**

Redditch	30.4%	309	45.8%	136	35.5%	16	48.5%	82	44.9%	11	10.7%	23	16.9%	25	17.8%	9	11.1%	9
Internet / Home Delivery	18.0%	183	17.8%	53	11.8%	5	19.0%	32	13.0%	3	24.2%	51	16.4%	24	11.4%	5	12.2%	9
Bromsgrove	7.5%	76	0.0%	0	3.9%	2	1.0%	2	0.0%	0	26.7%	56	11.2%	16	0.0%	0	0.0%	0
Stratford upon Avon	4.0%	41	0.3%	1	9.2%	4	1.1%	2	2.9%	1	0.0%	0	1.1%	2	19.3%	9	29.0%	22
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	3.6%	37	5.3%	16	2.6%	1	6.5%	11	0.0%	0	1.4%	3	1.2%	2	0.0%	0	5.4%	4
Birmingham City Centre	2.8%	28	1.6%	5	3.9%	2	1.7%	3	4.3%	1	4.1%	9	4.3%	6	1.1%	1	2.7%	2
In-store in a supermarket Other	2.1%	21	1.0%	3	0.0%	0	1.1%	2	0.0%	0	1.7%	4	4.3%	6	9.5%	5	2.7%	2
Merry Hill Shopping Centre	1.6%	16	0.0%	0	0.0%	0	1.7%	3	0.0%	0	1.6%	3	4.6%	7	2.3%	1	2.7%	2
Touchwood Shopping Centre, Solihull	1.4%	14	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.1%	9	3.3%	5	0.0%	0	0.0%	0
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.1%	11	0.3%	1	2.6%	1	0.0%	0	1.4%	0	0.0%	0	1.4%	2	10.6%	5	2.4%	2
Worcester City Centre	1.0%	10	2.3%	7	1.3%	1	0.0%	0	5.8%	1	0.0%	0	0.7%	1	0.0%	0	0.5%	0
Leamington Spa	0.8%	8	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.2%	5	1.1%	2	0.0%	0	1.5%	1
Droitwich	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	1.1%	2	1.1%	1	1.1%	1
Abroad	0.3%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Cheltenham	0.3%	3	0.0%	0	0.0%	0	0.6%	1	1.4%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0
Local book club	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Studley	0.2%	2	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Manchester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Shirley Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Alcester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	16.6%	169	18.3%	54	22.4%	10	13.6%	23	15.9%	4	11.9%	25	20.3%	30	21.2%	10	16.3%	12
(Don't know / can't remember)	6.7%	68	6.5%	19	0.0%	0	4.8%	8	2.9%	1	9.5%	20	6.9%	10	1.5%	1	11.3%	9
Weighted base:	1017	297			45	168		25	212		146	48	77					
Sample:	1017	306			76	184		69	124		101	77	80					

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q18 Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	33.0%	335	52.5%	156	34.2%	15	52.3%	88	39.1%	10	9.7%	21	17.4%	25	17.1%	8	15.8%	12
Bromsgrove	8.0%	81	0.3%	1	0.0%	0	1.0%	2	0.0%	0	31.1%	66	8.9%	13	0.0%	0	0.0%	0
Internet / Home Delivery	4.3%	44	4.3%	13	2.6%	1	3.9%	7	4.3%	1	3.1%	7	8.2%	12	0.0%	0	5.1%	4
Touchwood Shopping Centre, Solihull	3.9%	40	2.9%	9	6.6%	3	3.8%	6	4.3%	1	0.9%	2	2.9%	4	20.1%	10	6.6%	5
Birmingham City Centre	3.3%	33	2.7%	8	1.3%	1	2.8%	5	4.3%	1	4.1%	9	5.4%	8	2.7%	1	1.5%	1
Stratford upon Avon	2.7%	27	0.7%	2	3.9%	2	0.0%	0	1.4%	0	1.6%	3	1.1%	2	9.9%	5	17.4%	13
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	2.6%	26	4.3%	13	3.9%	2	3.8%	6	4.3%	1	0.0%	0	3.0%	4	0.0%	0	0.0%	0
In-store in a supermarket	1.5%	15	1.3%	4	0.0%	0	0.6%	1	0.0%	0	1.6%	3	0.7%	1	9.5%	5	2.3%	2
Other	1.4%	14	1.0%	3	1.3%	1	1.1%	2	1.4%	0	0.0%	0	3.1%	5	3.8%	2	2.3%	2
Merry Hill Shopping Centre	0.9%	9	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.5%	5	2.2%	3	0.0%	0	0.0%	0
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	0.9%	9	1.3%	4	2.6%	1	1.1%	2	1.4%	0	0.6%	1	0.0%	0	0.0%	0	0.5%	0
Wolverhampton City Centre	0.8%	8	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	6	1.2%	2	0.0%	0	0.0%	0
Droitwich	0.8%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	0	3.8%	8	0.0%	0	0.0%	0	0.0%	0
Alcester	0.8%	8	0.7%	2	3.9%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	3.8%	3
Solihull	0.8%	8	1.3%	4	1.3%	1	0.0%	0	0.0%	0	0.8%	2	1.1%	2	1.1%	1	0.0%	0
IKEA, Park Lane, Wednesbury	0.6%	6	0.7%	2	1.3%	1	0.5%	1	0.0%	0	0.9%	2	0.7%	1	0.0%	0	0.0%	0
Kidderminster	0.5%	5	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	4	0.0%	0	0.0%	0	0.0%	0
Evesham	0.5%	5	0.0%	0	0.0%	0	0.6%	1	1.4%	0	0.0%	0	1.2%	2	0.0%	0	2.3%	2
Worcester City Centre	0.4%	4	0.3%	1	1.3%	1	0.6%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Dudley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	0.3%	3	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.2%	1
Coventry	0.3%	3	0.3%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.5%	1	1.1%	1
Shirley Centre	0.3%	3	0.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Cheltenham	0.2%	2	0.0%	0	1.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
London	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Catshill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Walsall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.5%	0
Worcester	0.1%	1	0.3%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER	0.1%	1	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matchborough District Centre, Matchborough Way, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	15.3%	156	13.1%	39	15.8%	7	13.4%	23	13.0%	3	10.1%	21	28.7%	42	19.0%	9	15.4%	12
(Don't know / can't remember)	14.5%	147	10.5%	31	11.8%	5	14.6%	25	11.6%	3	21.9%	46	10.3%	15	12.5%	6	21.0%	16
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q19 Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	19.1%	194	30.9%	92	19.7%	9	24.7%	41	23.2%	6	12.9%	27	8.8%	13	5.7%	3	4.2%	3
Internet / Home Delivery	5.3%	54	4.6%	14	2.6%	1	4.8%	8	7.2%	2	7.7%	16	5.0%	7	3.0%	1	5.4%	4
Bromsgrove	4.2%	43	0.0%	0	0.0%	0	1.1%	2	2.9%	1	16.0%	34	4.2%	6	0.0%	0	0.5%	0
Touchwood Shopping Centre, Solihull	3.8%	39	4.3%	13	2.6%	1	6.7%	11	2.9%	1	0.0%	0	2.5%	4	9.1%	4	6.3%	5
Shirley Centre	1.8%	18	2.6%	8	1.3%	1	0.6%	1	1.4%	0	1.9%	4	0.7%	1	7.5%	4	0.0%	0
Birmingham City Centre	1.7%	17	1.6%	5	0.0%	0	1.1%	2	1.4%	0	2.2%	5	1.2%	2	1.5%	1	3.9%	3
Stratford upon Avon	1.7%	17	0.0%	0	2.6%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.8%	3	14.9%	11
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	1.4%	14	2.6%	8	1.3%	1	1.6%	3	1.4%	0	0.8%	2	0.0%	0	0.0%	0	1.1%	1
In-store in a supermarket Merry Hill Shopping Centre Solihull	1.3%	14	1.3%	4	0.0%	0	1.7%	3	2.9%	1	1.7%	4	0.0%	0	1.1%	1	2.7%	2
Merry Hill Shopping Centre Solihull	1.0%	10	0.7%	2	0.0%	0	1.1%	2	1.4%	0	2.1%	5	1.1%	2	0.0%	0	0.0%	0
Other	0.8%	9	1.6%	5	1.3%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Other	0.7%	8	0.7%	2	0.0%	0	0.6%	1	0.0%	0	0.9%	2	1.2%	2	0.0%	0	1.1%	1
Oldbury	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	3.0%	4	0.0%	0	0.0%	0
Droitwich	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
Worcester City Centre	0.5%	6	0.3%	1	0.0%	0	0.0%	0	1.4%	0	2.0%	4	0.0%	0	0.0%	0	0.0%	0
Rubery	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Alcester	0.4%	4	0.0%	0	2.6%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Toys R Us, Wolverhampton Road, Oldbury	0.3%	3	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Northfield	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0
Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Dudley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Wythall	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Hill District Centre, Tanhouse Lane, Redditch	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kings Heath	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	44.9%	457	41.3%	123	60.5%	27	46.4%	78	42.0%	10	34.4%	73	60.7%	88	50.8%	24	42.4%	33
(Don't know / can't remember)	8.5%	86	7.2%	21	5.3%	2	7.1%	12	5.8%	1	11.1%	24	6.2%	9	11.8%	6	14.6%	11
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q20 Where did you last buy chemist goods (including health and beauty products)? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	41.5%	422	70.9%	210	50.0%	22	66.3%	112	58.0%	14	8.7%	18	20.0%	29	14.8%	7	10.9%	8
Bromsgrove	16.0%	162	0.0%	0	0.0%	0	0.0%	0	0.0%	0	58.7%	124	26.3%	38	0.0%	0	0.0%	0
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	6.0%	61	8.6%	26	5.3%	2	14.1%	24	4.3%	1	1.6%	3	3.0%	4	0.0%	0	1.1%	1
In-store in a supermarket	4.9%	50	0.9%	3	3.9%	2	1.6%	3	1.4%	0	6.1%	13	12.9%	19	12.4%	6	6.3%	5
Alcester	3.4%	35	0.0%	0	2.6%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	42.5%	33
Stratford upon Avon	3.0%	31	0.3%	1	2.6%	1	0.6%	1	4.3%	1	0.8%	2	1.8%	3	14.8%	7	19.5%	15
Birmingham City Centre	2.1%	21	1.3%	4	0.0%	0	2.2%	4	0.0%	0	2.6%	5	4.3%	6	0.0%	0	2.7%	2
In-store in a supermarket - Morrisons, Warwick Highway, Redditch, B98 0SW	1.5%	16	4.3%	13	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.1%	1	0.0%	0
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.5%	15	2.3%	7	2.6%	1	1.1%	2	5.8%	1	0.6%	1	1.8%	3	0.0%	0	0.0%	0
Internet / Home Delivery	1.4%	15	1.3%	4	2.6%	1	1.0%	2	2.9%	1	2.7%	6	0.0%	0	1.1%	1	1.1%	1
Touchwood Shopping Centre, Solihull	1.1%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.7%	4	0.7%	1	12.9%	6	0.0%	0
Other	1.1%	11	0.6%	2	0.0%	0	1.1%	2	0.0%	0	1.0%	2	1.9%	3	1.5%	1	2.4%	2
Alvechurch	1.0%	10	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	9	0.0%	0	0.0%	0
Studley	0.8%	8	0.0%	0	17.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rubery	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	7	0.0%	0	0.0%	0
Henley in Arden	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	6	1.2%	1
Shirley Centre	0.6%	7	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.7%	6	0.0%	0
Merry Hill Shopping Centre	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	1.1%	2	0.0%	0	0.0%	0
Catshill	0.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	4	1.1%	2	0.0%	0	0.0%	0
Barnt Green	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	5	0.0%	0	0.0%	0
Droitwich	0.4%	4	0.0%	0	0.0%	0	0.0%	0	5.8%	1	1.4%	3	0.0%	0	0.0%	0	0.0%	0
Manchester	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.5%	1
Church Hill District Centre, Tanhouse Lane, Redditch	0.3%	3	0.6%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Worcester City Centre	0.2%	2	0.0%	0	1.3%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Solihull	0.2%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Winyates District Centre, Winyates Way, Redditch	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Headless Cross District Centre, Evesham Road, Redditch	0.2%	2	0.3%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bidford-upon-Avon	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Coventry	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodrow District Centre, Studley Road, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
(Don't do this type of shopping)	4.5%	46	5.2%	15	5.3%	2	5.5%	9	4.3%	1	3.3%	7	5.1%	7	2.7%	1	2.9%	2
(Don't know / can't remember)	3.7%	38	1.3%	4	2.6%	1	5.4%	9	2.9%	1	6.0%	13	3.2%	5	9.5%	5	1.2%	1
Weighted base:	1017	297		45	168	25	212	146	48	77								
Sample:	1017	306		76	184	69	124	101	77	80								

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q21 Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	33.2%	338	48.0%	143	36.8%	17	53.6%	90	39.1%	10	17.7%	38	16.9%	25	9.5%	5	15.8%	12
Internet / Home Delivery	12.1%	123	12.7%	38	7.9%	4	12.5%	21	11.6%	3	14.6%	31	10.0%	15	2.7%	1	15.0%	12
Bromsgrove	5.9%	60	0.0%	0	2.6%	1	2.8%	5	1.4%	0	16.1%	34	13.9%	20	0.0%	0	0.0%	0
Touchwood Shopping Centre, Solihull	5.3%	54	4.6%	14	9.2%	4	2.2%	4	0.0%	0	2.7%	6	7.7%	11	20.8%	10	6.6%	5
Birmingham City Centre	2.9%	29	2.0%	6	3.9%	2	1.1%	2	5.8%	1	4.4%	9	5.1%	7	0.0%	0	1.5%	1
In-store in a supermarket - Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	2.3%	24	3.0%	9	5.3%	2	2.1%	4	1.4%	0	2.7%	6	0.7%	1	0.0%	0	2.3%	2
Stratford upon Avon	2.1%	21	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.8%	2	1.1%	2	12.5%	6	14.4%	11
Other	2.0%	20	0.7%	2	0.0%	0	0.0%	0	1.4%	0	1.9%	4	5.9%	9	2.7%	1	4.7%	4
Merry Hill Shopping Centre	1.7%	17	0.7%	2	1.3%	1	1.1%	2	1.4%	0	2.4%	5	4.3%	6	0.0%	0	1.1%	1
Kidderminster	1.5%	15	0.0%	0	0.0%	0	0.0%	0	1.4%	0	5.4%	11	1.8%	3	0.0%	0	1.1%	1
Shirley Centre	1.3%	13	0.6%	2	2.6%	1	1.1%	2	0.0%	0	0.0%	0	0.0%	0	15.1%	7	1.2%	1
Droitwich	1.2%	12	0.0%	0	0.0%	0	0.6%	1	4.3%	1	4.5%	9	0.7%	1	0.0%	0	0.0%	0
In-store in a supermarket - Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1.2%	12	2.9%	9	1.3%	1	1.1%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.9%	9	0.7%	2	2.6%	1	0.0%	0	1.4%	0	0.0%	0	1.1%	2	6.4%	3	1.5%	1
Worcester City Centre	0.8%	8	0.0%	0	0.0%	0	0.6%	1	1.4%	0	2.4%	5	1.1%	2	0.0%	0	0.0%	0
Selly Oak, Birmingham	0.8%	8	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	3.0%	4	0.0%	0	0.0%	0
In-store in a supermarket	0.6%	6	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.7%	1	1.5%	1	2.4%	2
Sears Retail Park, Shirley	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0
Dudley	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Alcester	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Evesham	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Barnt Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Wolverhampton City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Apollo 2000, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Matalan, Jinnah Road, Redditch	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headless Cross District Centre, Evesham Road, Redditch	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	14.3%	145	14.3%	43	13.2%	6	11.9%	20	14.5%	4	12.9%	27	19.1%	28	15.5%	7	14.0%	11
(Don't know / can't remember)	8.5%	86	7.9%	23	11.8%	5	8.3%	14	11.6%	3	9.0%	19	5.8%	9	10.2%	5	10.9%	8
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

**Q22 How do you normally travel to...? (CENTRE MENTIONED AT Q22)***Only those who purchase electrical items, such as televisions, washing machines and computers not via the internet at Q21*

Car/van (as driver)	64.9%	430	58.9%	114	68.6%	21	63.4%	72	79.1%	12	71.0%	95	64.8%	61	70.9%	24	65.1%	30
Car/van (as passenger)	18.1%	120	22.1%	43	13.7%	4	14.4%	16	16.3%	3	11.1%	15	24.5%	23	18.5%	6	21.4%	10
Bus, minibus or coach	7.2%	48	10.5%	20	9.8%	3	9.0%	10	2.3%	0	4.0%	5	5.4%	5	1.6%	1	5.7%	3
Motorcycle, scooter or moped	0.1%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.9%	32	4.9%	10	0.0%	0	9.2%	10	0.0%	0	5.9%	8	3.5%	3	0.0%	0	1.9%	1
Taxi	0.4%	3	0.5%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.6%	4	0.5%	1	0.0%	0	0.0%	0	2.3%	0	0.0%	0	1.8%	2	0.0%	0	2.1%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.1%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.3%	22	2.0%	4	5.9%	2	2.5%	3	0.0%	0	6.5%	9	0.0%	0	9.0%	3	3.8%	2
Weighted base:		662		193		30		113		15		135		95		34		46
Sample:		666		199		51		124		43		79		66		55		49

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q23 Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER	37.5%	382	57.3%	170	56.6%	25	49.0%	83	49.3%	12	17.3%	37	20.0%	29	8.0%	4	28.2%	22
Focus (with Garden Centre)- 54 Birmingham Road, Bromsgrove, B61 0DD	8.3%	84	0.3%	1	0.0%	0	0.0%	0	0.0%	0	31.0%	66	12.3%	18	0.0%	0	0.0%	0
Redditch	6.7%	68	9.8%	29	5.3%	2	12.9%	22	8.7%	2	1.4%	3	4.4%	6	3.0%	1	2.7%	2
Homebase- Abbey Trading Centre, Alvechurch Highway, Redditch, B97 6RF	5.6%	57	4.8%	14	3.9%	2	8.9%	15	11.6%	3	3.2%	7	11.2%	16	1.1%	1	0.0%	0
Bromsgrove	3.8%	38	0.0%	0	0.0%	0	0.6%	1	0.0%	0	11.4%	24	8.9%	13	0.0%	0	0.0%	0
B & Q- Unit A, The Maybird Centre, Birmingham Rd, Stratford-upon-Avon	2.0%	21	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.9%	2	0.0%	0	17.8%	9	12.9%	10
Wickes- Redditch, Redditch Ringway, St Georges, Redditch, B98 8DU	1.5%	16	2.6%	8	1.3%	1	2.1%	4	0.0%	0	1.4%	3	0.0%	0	1.5%	1	0.0%	0
Focus (with Garden centre)- Parsonage Drive, Rednal, Longbridge, B45 8AS	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	14	0.0%	0	0.0%	0
Other	1.2%	13	0.6%	2	2.6%	1	0.0%	0	0.0%	0	2.6%	5	1.9%	3	1.1%	1	1.1%	1
Alcester	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.6%	10
Stratford upon Avon	0.6%	6	0.0%	0	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	3.8%	3
Birmingham City Centre	0.6%	6	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	1.2%	1
Internet / Home Delivery	0.6%	6	1.0%	3	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Homebase- Roman Way Retail Park, Kidderminster Rd, Droitwich, WR9 9AY	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.5%	5	0.0%	0	0.0%	0	0.0%	0
B & Q- Mucklow Hill, Halesowen, Dudley, West Midlands, B62 8EP	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	2.4%	4	0.0%	0	0.0%	0
Touchwood Shopping Centre, Solihull	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.6%	4	0.0%	0
Homebase- Avon Ind. Est., Birmingham Rd, Stratford-upon-Avon, CV37 0AE	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	2.7%	2
Worcester City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0
B & Q- Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	1.1%	1
B & Q, Marshall Lake Retail Park, Shirley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.2%	1
Homebase- Sears Ret Pk, Oakenshaw Rd, Shirley, Solihull, West M., B90 4QY	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Shirley	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0
Tony Handyman, Barnet Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Barnet Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
In-store in a supermarket	0.1%	2	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B & Q- Green Street, Kidderminster, Worcs, DY10 1AX	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Headless Cross, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tony Handyman, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Homebase- Findlay Rd, High Street, Kings Heath, Birmingham, B14 7SN	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evesham	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	18.8%	191	16.0%	47	18.4%	8	20.6%	35	23.2%	6	18.1%	38	19.3%	28	25.4%	12	21.8%	17
(Don't know / can't remember)	6.5%	66	6.0%	18	5.3%	2	4.8%	8	4.3%	1	6.9%	15	5.4%	8	16.3%	8	8.1%	6
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q24 How do you normally travel to...? (CENTRE MENTIONED AT Q24)</b>																		
<i>Only those who purchase DIY goods not via the internet at Q23</i>																		
Car/van (as driver)	68.7%	518	63.4%	145	75.9%	26	68.7%	86	82.0%	15	72.7%	115	69.5%	76	77.3%	22	63.8%	33
Car/van (as passenger)	18.9%	143	24.9%	57	15.5%	5	17.5%	22	12.0%	2	11.2%	18	22.7%	25	13.6%	4	19.5%	10
Bus, minibus or coach	2.8%	21	3.8%	9	6.9%	2	5.3%	7	4.0%	1	0.0%	0	0.0%	0	4.6%	1	3.4%	2
Motorcycle, scooter or moped	0.3%	2	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.3%	55	4.9%	11	0.0%	0	4.8%	6	2.0%	0	16.2%	26	7.8%	9	0.0%	0	6.2%	3
Taxi	0.4%	3	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Train	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.1%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.4%	10	0.9%	2	0.0%	0	3.6%	5	0.0%	0	0.0%	0	0.0%	0	4.6%	1	5.2%	3
Weighted base:		754		229		34		124		18		159		110		28		52
Sample:		748		236		58		136		50		93		76		45		54
<b>Q25 Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)</b>																		
Redditch	23.1%	235	38.9%	116	32.9%	15	36.9%	62	26.1%	6	5.1%	11	11.1%	16	6.4%	3	8.4%	6
Bromsgrove	9.0%	92	3.3%	10	1.3%	1	1.5%	3	0.0%	0	27.5%	58	13.9%	20	0.0%	0	0.5%	0
Birmingham City Centre	5.5%	55	6.5%	19	1.3%	1	8.1%	14	7.2%	2	3.7%	8	4.4%	6	10.2%	5	1.5%	1
Droitwich	3.9%	39	3.0%	9	0.0%	0	3.9%	7	7.2%	2	9.9%	21	0.0%	0	1.5%	1	0.5%	0
Touchwood Shopping Centre, Solihull	3.5%	36	1.6%	5	6.6%	3	3.9%	7	4.3%	1	3.6%	8	4.8%	7	8.3%	4	2.8%	2
Alcester	2.7%	27	2.6%	8	3.9%	2	1.1%	2	1.4%	0	0.0%	0	1.1%	2	1.1%	1	17.2%	13
Internet / Home Delivery	2.6%	26	3.9%	12	1.3%	1	2.8%	5	4.3%	1	0.0%	0	3.4%	5	2.7%	1	2.7%	2
Stratford upon Avon	2.4%	24	0.0%	0	3.9%	2	0.6%	1	2.9%	1	1.0%	2	0.0%	0	15.9%	8	14.5%	11
Other	2.2%	22	3.2%	10	0.0%	0	1.0%	2	1.4%	0	0.6%	1	4.2%	6	2.3%	1	2.4%	2
Worcester City Centre	1.3%	13	0.9%	3	0.0%	0	1.5%	3	1.4%	0	2.9%	6	0.0%	0	1.1%	1	1.5%	1
Kidderminster	1.2%	12	0.6%	2	0.0%	0	1.1%	2	0.0%	0	1.9%	4	3.0%	4	0.0%	0	0.0%	0
Shirley Centre	1.0%	10	0.3%	1	2.6%	1	1.7%	3	5.8%	1	0.0%	0	0.0%	0	7.6%	4	0.0%	0
Merry Hill Shopping Centre	0.8%	8	0.7%	2	0.0%	0	0.0%	0	2.9%	1	1.4%	3	1.2%	2	0.0%	0	1.2%	1
Solihull	0.6%	6	0.3%	1	0.0%	0	1.1%	2	1.4%	0	0.8%	2	0.0%	0	0.0%	0	1.5%	1
IKEA, Park Lane, Wednesbury	0.4%	4	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	1.1%	1
Evesham	0.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4
Stratford upon Avon	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	2.8%	2
Dudley	0.3%	3	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Cheltenham	0.2%	2	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Longbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Catshill	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Greenland's District Centre, Studley Road, Redditch	0.2%	2	0.3%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barnet Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Stourbridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Studley	0.1%	2	0.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0
Warwick	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Wythall	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Kings Heath	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Abbey Trading Centre, Alvechurch Highway, Redditch, B97 6RF	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Batchley District Centre, Batchley Road	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
In-store in a supermarket	0.1%	1	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Carpet Right, Redditch	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Abbey Trading Centre, Alvechurch Highway, Redditch	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Coventry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't do this type of shopping)	24.0%	245	18.6%	55	32.9%	15	21.7%	37	21.7%	5	22.8%	48	40.5%	59	22.7%	11	18.7%	14
(Don't know / can't remember)	12.6%	128	12.8%	38	7.9%	4	11.3%	19	10.1%	3	13.9%	29	10.7%	16	17.8%	9	14.9%	11
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q26 How do you normally travel to...? (CENTRE MENTIONED AT Q26)</b>																		
<i>Only those who purchase furniture, carpets and floor coverings not via the internet at Q25</i>																		
Car/van (as driver)	68.3%	422	62.2%	119	68.2%	18	65.8%	71	75.0%	12	78.2%	105	74.3%	49	72.0%	20	58.5%	29
Car/van (as passenger)	19.4%	120	24.2%	46	15.9%	4	17.5%	19	18.2%	3	13.5%	18	19.4%	13	22.0%	6	21.9%	11
Bus, minibus or coach	4.0%	25	6.6%	13	13.6%	4	5.2%	6	2.3%	0	0.0%	0	1.5%	1	2.0%	1	1.8%	1
Motorcycle, scooter or moped	0.2%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.8%	24	2.0%	4	0.0%	0	4.8%	5	0.0%	0	6.8%	9	2.4%	2	0.0%	0	8.4%	4
Taxi	0.5%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0
Train	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0	2.4%	2	2.0%	1	0.0%	0
Metro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivered	0.8%	5	1.1%	2	0.0%	0	1.6%	2	2.3%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
(Don't know / varies)	2.6%	16	3.5%	7	2.3%	1	4.3%	5	0.0%	0	0.0%	0	0.0%	0	2.0%	1	7.5%	4
Weighted base:		618		192		26		108		16		134		66		27		49
Sample:		623		198		44		118		44		76		47		44		52

**Q27 Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?**

Yes, Internet	41.5%	422	41.6%	123	32.9%	15	43.5%	73	44.9%	11	46.3%	98	40.3%	59	31.8%	15	36.1%	28
Yes, TV Shopping	1.9%	20	2.6%	8	1.3%	1	3.2%	5	0.0%	0	1.9%	4	1.1%	2	1.1%	1	0.0%	0
Yes, both	3.5%	36	3.2%	10	3.9%	2	4.0%	7	2.9%	1	4.3%	9	1.2%	2	2.7%	1	6.6%	5
No	53.0%	539	52.6%	156	61.8%	28	49.4%	83	52.2%	13	47.4%	100	57.5%	84	64.4%	31	57.3%	44
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

**Q28 Which goods or services does your household currently purchase via electronic home shopping?***Only those who currently purchase goods via electronic home shopping at Q27*

Food	13.4%	64	15.4%	22	3.4%	1	10.9%	9	6.1%	1	16.0%	18	15.8%	10	10.7%	2	7.2%	2
Clothes	24.1%	115	23.4%	33	24.1%	4	21.7%	18	21.2%	3	25.5%	28	31.6%	20	13.9%	2	20.6%	7
Furniture/Carpets	4.8%	23	7.0%	10	6.9%	1	3.2%	3	6.1%	1	4.7%	5	4.9%	3	0.0%	0	0.0%	0
Major electrical items	18.3%	87	16.4%	23	10.3%	2	19.4%	17	27.3%	3	19.3%	21	17.2%	11	10.7%	2	26.8%	9
Small household goods	10.1%	48	9.0%	13	3.4%	1	9.8%	8	9.1%	1	9.7%	11	14.0%	9	9.6%	2	13.4%	4
DIY goods	1.9%	9	3.5%	5	0.0%	0	2.2%	2	3.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0
Garden items	2.7%	13	0.7%	1	0.0%	0	3.4%	3	3.0%	0	5.4%	6	1.6%	1	4.3%	1	2.7%	1
Books	30.7%	147	26.0%	37	34.5%	6	29.1%	25	39.4%	5	37.4%	42	33.9%	21	30.9%	5	21.1%	7
CD's, music, videos	42.3%	202	45.4%	64	51.7%	9	40.6%	35	30.3%	4	46.1%	51	37.2%	23	28.6%	5	36.2%	12
Toys	8.4%	40	9.0%	13	0.0%	0	6.4%	5	6.1%	1	14.4%	16	2.5%	2	6.4%	1	8.3%	3
Sports goods	5.1%	24	5.4%	8	6.9%	1	1.0%	1	12.1%	1	6.7%	7	5.7%	4	4.3%	1	5.4%	2
Banking	3.9%	19	2.8%	4	0.0%	0	5.4%	5	3.0%	0	8.5%	9	0.0%	0	0.0%	0	1.1%	0
Holiday and/or Travel Tickets	10.3%	49	9.8%	14	3.4%	1	6.4%	5	15.2%	2	9.6%	11	18.0%	11	12.6%	2	10.9%	4
Jewellery	4.7%	23	7.7%	11	6.9%	1	2.2%	2	0.0%	0	1.8%	2	7.0%	4	7.5%	1	3.6%	1
Small electrical items	19.4%	93	17.8%	25	13.8%	2	28.3%	24	24.2%	3	22.4%	25	5.1%	3	20.3%	3	20.5%	7
Other	6.4%	31	6.2%	9	0.0%	0	9.7%	8	0.0%	0	6.3%	7	7.0%	4	3.2%	1	5.4%	2
Automotives / Automotive parts	2.4%	11	0.7%	1	3.4%	1	1.1%	1	0.0%	0	4.2%	5	2.8%	2	4.3%	1	5.4%	2
Cosmetics / beauty products	2.1%	10	2.8%	4	3.4%	1	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.0%	3
Insurances	0.6%	3	1.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arts and Craft items	1.7%	8	0.0%	0	3.4%	1	2.0%	2	0.0%	0	1.5%	2	4.5%	3	3.2%	1	2.7%	1
(Don't know)	5.3%	25	4.2%	6	3.4%	1	5.3%	4	6.1%	1	9.0%	10	0.0%	0	14.9%	3	2.7%	1
Weighted base:		478		141		17		85		12		111		62		17		33
Sample:		466		145		29		93		33		63		42		27		34

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q29 Which goods or services might your household purchase in the future via electronic home shopping?</b>																		
Food	4.4%	45	5.7%	17	1.3%	1	5.9%	10	1.4%	0	3.2%	7	5.1%	7	2.7%	1	2.3%	2
Clothes	7.8%	80	8.9%	26	3.9%	2	8.4%	14	11.6%	3	8.7%	18	8.1%	12	5.3%	3	2.7%	2
Furniture/Carpets	1.9%	19	3.3%	10	0.0%	0	1.7%	3	2.9%	1	0.6%	1	2.1%	3	1.1%	1	1.2%	1
Major electrical items	5.2%	53	4.6%	14	3.9%	2	7.7%	13	10.1%	3	4.9%	10	2.4%	4	3.8%	2	8.5%	6
Small household goods	2.3%	23	1.3%	4	1.3%	1	1.7%	3	4.3%	1	3.0%	6	3.5%	5	2.3%	1	2.8%	2
DIY goods	0.6%	6	1.0%	3	0.0%	0	0.6%	1	0.0%	0	0.8%	2	0.7%	1	0.0%	0	0.0%	0
Garden items	0.6%	6	0.6%	2	0.0%	0	1.1%	2	1.4%	0	0.0%	0	0.7%	1	1.5%	1	0.0%	0
Books	9.4%	96	8.1%	24	7.9%	4	10.4%	17	11.6%	3	12.7%	27	8.9%	13	9.5%	5	4.0%	3
CD's, music, videos	11.4%	116	13.1%	39	10.5%	5	12.4%	21	10.1%	3	12.5%	27	8.5%	12	12.4%	6	5.8%	4
Toys	1.3%	13	2.0%	6	0.0%	0	1.1%	2	1.4%	0	0.9%	2	0.7%	1	2.3%	1	1.5%	1
Sports goods	1.2%	12	1.3%	4	2.6%	1	0.6%	1	5.8%	1	0.0%	0	1.9%	3	1.5%	1	1.1%	1
Banking	1.0%	11	0.7%	2	0.0%	0	1.1%	2	2.9%	1	1.7%	4	0.7%	1	0.0%	0	1.7%	1
Holiday and/or Travel Tickets	6.5%	66	6.6%	19	2.6%	1	8.6%	14	4.3%	1	4.9%	10	7.7%	11	9.5%	5	5.1%	4
Jewellery	0.8%	8	0.6%	2	1.3%	1	0.6%	1	0.0%	0	0.8%	2	1.8%	3	1.1%	1	0.0%	0
Small electrical items	5.2%	53	4.5%	13	3.9%	2	7.8%	13	5.8%	1	8.3%	17	1.9%	3	3.8%	2	0.9%	1
Other	1.4%	15	1.3%	4	0.0%	0	2.1%	4	1.4%	0	1.6%	3	1.2%	2	1.5%	1	1.1%	1
Automotives / Automotive parts	0.4%	4	0.7%	2	1.3%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Cosmetics / beauty products	0.4%	5	0.0%	0	2.6%	1	0.6%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	1.1%	1
Flowers	0.3%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	2.7%	1	0.0%	0
(Don't know)	24.1%	245	25.8%	77	25.0%	11	26.0%	44	15.9%	4	25.1%	53	21.5%	31	13.3%	6	24.7%	19
(Nothing)	45.3%	461	42.1%	125	51.3%	23	38.0%	64	50.7%	13	46.6%	99	49.7%	72	51.9%	25	53.0%	41
Weighted base:	1017	297	45	168	25	212	146	48	77									
Sample:	1017	306	76	184	69	124	101	77	80									

**Q30 Which of the following leisure activities do you or your family participate in, in your spare time?**

Cinema	44.0%	448	40.3%	120	39.5%	18	45.9%	77	37.7%	9	48.9%	103	48.6%	71	45.0%	22	36.3%	28
Ten Pin Bowling	23.1%	235	22.9%	68	17.1%	8	23.9%	40	11.6%	3	26.6%	56	28.5%	42	14.4%	7	15.4%	12
Bingo	7.9%	81	11.7%	35	9.2%	4	5.4%	9	4.3%	1	5.2%	11	3.2%	5	7.2%	3	16.2%	12
Health and Fitness	23.9%	243	21.2%	63	19.7%	9	26.2%	44	24.6%	6	24.7%	52	29.0%	42	20.5%	10	21.7%	17
Theatre/concert hall	51.1%	520	45.1%	134	52.6%	24	52.7%	89	55.1%	14	50.3%	106	64.2%	94	51.9%	25	45.7%	35
Pub	61.0%	620	55.0%	163	61.8%	28	68.6%	115	60.9%	15	63.4%	134	59.7%	87	64.4%	31	60.9%	47
Restaurant	80.3%	817	77.9%	231	77.6%	35	81.6%	137	84.1%	21	84.0%	178	80.8%	118	79.2%	38	77.2%	59
Nightclub	12.1%	123	15.1%	45	6.6%	3	17.4%	29	8.7%	2	13.3%	28	6.7%	10	3.3%	2	5.4%	4
Social Club	18.7%	190	20.8%	62	22.4%	10	17.2%	29	15.9%	4	17.9%	38	13.6%	20	17.1%	8	24.7%	19
Leisure Centre Activities	26.3%	268	24.8%	74	21.1%	9	31.3%	53	18.8%	5	30.2%	64	19.8%	29	34.8%	17	23.2%	18
Walking/Cycling	64.6%	657	58.7%	174	63.2%	28	65.0%	109	68.1%	17	69.8%	148	70.2%	102	62.5%	30	63.0%	48
Museum/Art Galleries	31.6%	321	22.8%	68	38.2%	17	32.5%	55	50.7%	13	26.8%	57	48.2%	70	38.6%	19	30.6%	23
(Don't know)	0.1%	1	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None of the above)	4.7%	47	6.1%	18	6.6%	3	5.0%	8	1.4%	0	4.3%	9	1.1%	2	6.4%	3	4.6%	4
Weighted base:	1017	297	45	168	25	212	146	48	77									
Sample:	1017	306	76	184	69	124	101	77	80									

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q31 Where do you go to the cinema?</b>																		
<i>Only those who visit the cinema at Q30</i>																		
Empire Cinemas, Bristol Rd South, Rubery Great Park, Rednal, Birmingham, West Midlands B45 9JL	50.8%	228	40.5%	49	43.3%	8	35.9%	28	19.2%	2	77.2%	80	75.4%	53	11.6%	3	21.9%	6
Apollo Cinema, Kingfisher Square, Redditch, B97 4EQ	29.0%	130	51.3%	61	36.7%	7	47.7%	37	53.8%	5	8.4%	9	5.9%	4	5.9%	1	22.2%	6
Cineworld, Mill Lane Arcade, Touchwood, Solihull	4.8%	21	2.5%	3	6.7%	1	7.1%	5	0.0%	0	0.0%	0	0.0%	0	44.6%	10	7.6%	2
Straford Picture House, Stratford-upon-Avon	1.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	1	18.3%	5
Atrix, Bromsgrove	1.0%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0
Merry Hill Shopping Centre	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.2%	2	0.0%	0	0.0%	0
Vue, Friar Street, Worcester	0.5%	2	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Odeon, New Street, Birmingham	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0
Showcase, Castle Gate Park, Birmingham Road, Dudley	0.5%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0
Cineworld, Broad Street, Birmingham	0.4%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
The Mac, Edgbaston Road, At Cannon Hill Park, Birmingham	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0	0.0%	0
Gaumont Cinema, Church Street, Worcester	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Leamington Spa	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1
Longbridge	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Warwick Art Centre, Coventry	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1
Number 8, High Street, Pershore	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Foregate Street, Worcester	0.1%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	8.4%	37	4.0%	5	13.3%	2	5.7%	4	15.4%	1	3.2%	3	12.6%	9	30.3%	7	20.3%	6
Weighted base:		448		120		18		77		9		103		71		22		28
Sample:		436		123		30		84		26		59		50		34		30

**Q32 How often do you visit...? (CINEMA MENTIONED AT Q31)***Only those who visit the cinema at Q30*

More than once a week	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	4.0%	18	7.3%	9	6.7%	1	5.7%	4	0.0%	0	1.9%	2	2.5%	2	0.0%	0	0.0%	0
Less than once a week, but more than once a fortnight	1.8%	8	2.4%	3	0.0%	0	3.5%	3	0.0%	0	0.0%	0	2.2%	2	0.0%	0	3.2%	1
Once a fortnight	3.0%	13	4.9%	6	3.3%	1	3.7%	3	0.0%	0	1.6%	2	2.5%	2	2.5%	1	0.0%	0
Less than once a fortnight, but more than once a month	19.9%	89	17.9%	21	16.7%	3	21.2%	16	26.9%	3	25.8%	27	19.3%	14	15.1%	3	7.4%	2
Less than once a month, but more than once in two months	12.0%	54	12.3%	15	6.7%	1	20.2%	16	11.5%	1	12.0%	12	7.3%	5	5.9%	1	7.4%	2
Once in two months	13.1%	58	16.1%	19	23.3%	4	9.5%	7	11.5%	1	11.8%	12	11.2%	8	7.6%	2	17.4%	5
Less often	34.1%	153	30.0%	36	23.3%	4	22.9%	18	46.2%	4	36.6%	38	43.9%	31	46.3%	10	41.7%	12
(Don't know / varies / no particular pattern)	12.0%	54	8.1%	10	20.0%	4	13.3%	10	3.8%	0	10.3%	11	11.2%	8	22.6%	5	22.9%	6
Weighted base:		448		120		18		77		9		103		71		22		28
Sample:		436		123		30		84		26		59		50		34		30

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q33 Which ten pin bowling facility do you use?</b>																		
<i>Only those who go ten-pin bowling at Q30</i>																		
Hollywood Bowl plc, Park Way, Rubery, Rednal, Birmingham, West Midlands B45 9WA	82.2%	193	82.8%	56	69.2%	5	88.6%	36	75.0%	2	88.7%	50	92.7%	38	39.4%	3	24.9%	3
Hewell Bowling Club, Holyoakes Lane, Bentley, Redditch, Worcestershire B97 5SR	3.3%	8	5.8%	4	7.7%	1	2.4%	1	0.0%	0	2.3%	1	2.4%	1	0.0%	0	0.0%	0
Tenpin, Shires Retail Park, Tachbrook Park Drive, Leamington Spa	1.4%	3	0.0%	0	7.7%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	1	10.0%	1
Lakeside Bowling, Pershore Road, Birmingham	1.3%	3	1.4%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Bowl Extreme, Droitwich Road, Worcester	1.0%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	0	2.5%	1	0.0%	0	7.9%	1	0.0%	0
Strike, Tamworth	0.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1
Megabowl, Solihull	0.3%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	9.8%	23	8.6%	6	7.7%	1	4.3%	2	12.5%	0	6.5%	4	2.4%	1	44.7%	3	57.6%	7
Weighted base:		235		68		8		40		3		56		42		7		12
Sample:		222		70		13		44		8		33		30		11		13

**Q34 How often do you visit...? (BOWLING FACILITY MENTIONED AT Q33)***Only those who go ten-pin bowling at Q30*

More than once a week	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.8%	2	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Less than once a week, but more than once a fortnight	0.8%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1
Once a fortnight	1.9%	4	1.4%	1	7.7%	1	2.0%	1	0.0%	0	3.6%	2	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight, but more than once a month	9.3%	22	15.7%	11	7.7%	1	4.6%	2	0.0%	0	11.1%	6	6.2%	3	0.0%	0	0.0%	0
Less than once a month, but more than once in two months	7.4%	17	14.5%	10	0.0%	0	6.5%	3	12.5%	0	8.3%	5	0.0%	0	0.0%	0	0.0%	0
Once in two months	9.8%	23	7.3%	5	7.7%	1	16.4%	7	25.0%	1	4.5%	3	11.5%	5	15.8%	1	14.9%	2
Less often	58.3%	137	51.0%	35	69.2%	5	56.8%	23	62.5%	2	61.7%	35	57.9%	24	68.4%	5	77.7%	9
(Don't know / varies / no particular pattern)	11.3%	27	8.8%	6	7.7%	1	9.3%	4	0.0%	0	10.8%	6	22.0%	9	15.8%	1	0.0%	0
Weighted base:		235		68		8		40		3		56		42		7		12
Sample:		222		70		13		44		8		33		30		11		13

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q35 Which bingo hall do you visit?</b>																		
<i>Only those who go to play bingo at Q30</i>																		
Shipleys Luxury Bingo Club, Unit 1d, The South East Quadrant, 17, Alcester St, Redditch, Worcestershire B98 8AE	54.6%	44	66.5%	23	57.1%	2	81.0%	7	0.0%	0	36.4%	4	21.9%	1	15.8%	1	44.9%	6
Gala Bingo, Great Park, Rubery	9.4%	8	0.0%	0	0.0%	0	0.0%	0	33.3%	0	51.2%	6	34.2%	2	0.0%	0	0.0%	0
Batchleys Social Club, Redditch	3.9%	3	5.6%	2	0.0%	0	8.9%	1	33.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Studley Social Club, Studley	3.1%	3	5.5%	2	14.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alcester Members Club, Alcester	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.6%	2
Labour Club, Bromsgrove	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0
Jubilee Court, St. Faiths Road, Alcester	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	1
Gala Bingo, Birmingham	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.9%	1	0.0%	0	0.0%	0
South Redditch Sports and Social Club, Redditch	1.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Arrow Valley Social Club, Redditch	1.2%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wooton Woven	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1
Gala Bingo, Banbury	1.2%	1	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cross keys, Alcester	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
British Legion Club, Wythall	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.0%	1	0.0%	0
Astwood Bank (Don't know)	0.4%	0	0.0%	0	0.0%	0	0.0%	0	33.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	14.8%	12	14.0%	5	28.6%	1	10.1%	1	0.0%	0	0.0%	0	21.9%	1	63.2%	2	14.1%	2
Weighted base:		81		35		4		9		1		11		5		3		12
Sample:		85		36		7		10		3		6		4		6		13

**Q36 How often do you visit...? (BINGO FACILITY MENTIONED AT Q35)***Only those who go to play bingo at Q30*

More than once a week	14.6%	12	10.9%	4	14.3%	1	0.0%	0	0.0%	0	15.2%	2	34.2%	2	0.0%	0	33.2%	4
Once a week	41.0%	33	41.9%	15	57.1%	2	29.1%	3	66.7%	1	48.5%	5	21.9%	1	47.4%	2	38.5%	5
Less than once a week, but more than once a fortnight	2.3%	2	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a fortnight, but more than once a month	10.0%	8	8.5%	3	14.3%	1	30.0%	3	33.3%	0	0.0%	0	0.0%	0	15.8%	1	7.1%	1
Less than once a month, but more than once in two months	7.5%	6	5.5%	2	14.3%	1	10.1%	1	0.0%	0	0.0%	0	21.9%	1	21.0%	1	7.1%	1
Once in two months	3.6%	3	8.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	10.1%	8	8.3%	3	0.0%	0	20.6%	2	0.0%	0	18.0%	2	0.0%	0	15.8%	1	7.1%	1
(Don't know / varies / no particular pattern)	10.8%	9	11.2%	4	0.0%	0	10.1%	1	0.0%	0	18.4%	2	21.9%	1	0.0%	0	7.1%	1
Weighted base:		81		35		4		9		1		11		5		3		12
Sample:		85		36		7		10		3		6		4		6		13

## Redditch Retail and Leisure Survey For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q37 Which health and fitness facilities do you use?</b>																		
<i>Only those who use a health and fitness facility at Q30</i>																		
David Lloyd Leisure, Slideslow Drive, Bromsgrove, B60 1GJ	19.2%	47	6.2%	4	0.0%	0	19.2%	8	5.9%	0	35.4%	18	36.7%	16	0.0%	0	0.0%	0
Abbey Stadium, Birmingham Rd, Redditch, Worcestershire B97 6EJ	7.9%	19	7.7%	5	0.0%	0	24.8%	11	5.9%	0	3.9%	2	2.4%	1	0.0%	0	0.0%	0
The Dolphin Centre, School Drive, Bromsgrove, Worcestershire B60 1AY	7.8%	19	0.0%	0	0.0%	0	4.2%	2	0.0%	0	26.3%	14	7.9%	3	0.0%	0	0.0%	0
Other	5.6%	14	0.0%	0	6.7%	1	0.0%	0	5.9%	0	8.8%	5	6.5%	3	24.1%	2	18.1%	3
Eze Fitness, The South East Quadrant, 17, Alcester St, Redditch, Worcestershire B98 8AE	4.7%	11	12.2%	8	0.0%	0	4.3%	2	0.0%	0	0.0%	0	3.7%	2	0.0%	0	2.1%	0
Energie Fitness, Battens Drive, South Moons Moat, Redditch, Worcestershire B98 0LJ	4.5%	11	7.7%	5	6.7%	1	6.1%	3	17.6%	1	0.0%	0	0.0%	0	7.4%	1	5.3%	1
Abbey Hotel, Dagnell Road, Redditch	3.9%	9	10.8%	7	0.0%	0	6.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Greg Hall Centre, Alcester	3.9%	9	0.0%	0	20.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	45.8%	8
Greens Health & Fitness Club, 20, Ashbrook Drive, Rubery, Birmingham, West Midlands B45 9FN	3.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	8	0.0%	0	0.0%	0
Fitness Unlimited, Millsborough House, Ipsley St, Redditch, Worcestershire B98 7AL	2.6%	6	7.6%	5	6.7%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Hotel, Bromsgrove	2.3%	6	0.0%	0	6.7%	1	0.0%	0	0.0%	0	6.6%	3	3.7%	2	0.0%	0	0.0%	0
Kingsley Sports Centre, Woodrow Drive, Redditch, Worcestershire B98 7UH	2.2%	5	6.2%	4	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1
Arrow Vale Sports & Leisure Centre, Green Sward Lane, Matchborough West, Redditch, Worcestershire B98 0EN	2.0%	5	6.3%	4	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gymphobics, Mills Court, Albert St, Redditch, Worcestershire B97 4DA	1.7%	4	3.2%	2	6.7%	1	0.0%	0	23.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curves, Unit 4, Silver Birches Business Park, Aston Rd, Bromsgrove, Worcestershire B60 3EU	1.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	0.0%	0	0.0%	0
Virgin Active, Blythe Gate, Shirley, Solihull	1.4%	3	1.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	14.8%	1	0.0%	0
David Lloyd, Cranmore Boulevard, Shirley, Solihull	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	20.4%	2	0.0%	0
Hewell Road Swimming Pool, Redditch	1.1%	3	1.5%	1	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altered Images Fitness Club, 80, Worcester Rd, Bromsgrove, Worcestershire B61 7AG	1.1%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0
Coxsmall Wood, Birmingham	0.8%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Lifestyle Body Toning Suite, Unit 3, Tudor Business Centre, Marsden Rd, Redditch, Worcestershire B98 7AY	0.8%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wild Moor, Alcester Road, Stratford Upon Avon	0.7%	2	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1
Barnt Green Sports Club, Barnt Green	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Bodyline Studios, Barnt Green	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Stratford Leisure Centre,	0.5%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Stratford-upon-Avon																		
The Youth House, Redditch	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shape Up, 83, Mason Rd, Redditch, Worcestershire B97 5DQ	0.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Club Venture, Redditch	0.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
LivingWell Health Clubs, within Hilton Hotel, Birmingham Rd, Marlbrooke, Bromsgrove, Worcestershire B61 0JB	0.4%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kingsley College, Redditch	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Local tennis club, Barnt Green	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Trinity High School, Redditch	0.4%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't know)	15.2%	37	20.0%	13	33.3%	3	14.1%	6	35.3%	2	8.8%	5	7.9%	3	33.3%	3	11.0%	2
Weighted base:		243		63		9		44		6		52		42		10		17
Sample:		235		65		15		48		17		29		28		15		18

**Q38 How often do you visit...? (HEALTH & FITNESS FACILITY MENTIONED AT Q37)***Only those who use a health and fitness facility at Q30*

More than once a week	60.0%	146	60.1%	38	53.3%	5	54.2%	24	64.7%	4	66.3%	35	64.2%	27	31.5%	3	62.6%	10
Once a week	22.8%	55	24.4%	15	33.3%	3	16.2%	7	23.5%	1	16.5%	9	28.4%	12	37.0%	4	25.1%	4
Less than once a week, but more than once a fortnight	1.7%	4	3.0%	2	0.0%	0	2.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	4.1%	10	3.2%	2	0.0%	0	4.0%	2	0.0%	0	7.6%	4	3.7%	2	5.6%	1	0.0%	0
Less than once a fortnight, but more than once a month	4.1%	10	0.0%	0	6.7%	1	6.6%	3	0.0%	0	7.1%	4	0.0%	0	14.8%	1	7.1%	1
Less than once a month, but more than once in two months	1.2%	3	1.5%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once in two months	0.8%	2	1.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often	1.2%	3	1.6%	1	6.7%	1	2.1%	1	5.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no particular pattern)	4.3%	11	4.6%	3	0.0%	0	8.5%	4	5.9%	0	0.0%	0	3.7%	2	11.1%	1	5.3%	1
Weighted base:		243		63		9		44		6		52		42		10		17
Sample:		235		65		15		48		17		29		28		15		18

**Q39 Which leisure facilities would you like to see more of in the Redditch area?**

Swimming pool	14.6%	149	18.4%	55	11.8%	5	21.3%	36	21.7%	5	8.5%	18	9.2%	13	13.3%	6	12.8%	10
Ice Rink	8.7%	88	11.5%	34	7.9%	4	11.4%	19	7.2%	2	9.3%	20	4.1%	6	2.3%	1	3.8%	3
Bowling Alley	8.6%	87	13.1%	39	13.2%	6	13.0%	22	14.5%	4	4.3%	9	3.5%	5	1.1%	1	2.7%	2
Other	4.0%	40	3.6%	11	3.9%	2	5.0%	8	1.4%	0	3.2%	7	6.2%	9	0.0%	0	4.2%	3
Leisure Centre	3.4%	35	3.9%	12	2.6%	1	5.0%	8	5.8%	1	2.2%	5	3.8%	6	2.7%	1	1.1%	1
Cinema	2.1%	21	0.7%	2	1.3%	1	2.1%	3	0.0%	0	6.0%	13	0.7%	1	1.1%	1	1.5%	1
Paintballing	1.8%	18	1.3%	4	2.6%	1	1.7%	3	2.9%	1	3.4%	7	1.1%	2	1.1%	1	0.0%	0
Tennis Courts	1.2%	12	0.3%	1	1.3%	1	1.1%	2	0.0%	0	1.7%	4	3.4%	5	0.0%	0	0.0%	0
Health and Fitness (Gym)	1.1%	11	1.3%	4	1.3%	1	0.6%	1	2.9%	1	1.5%	3	0.7%	1	1.5%	1	0.0%	0
Karting	1.1%	11	1.0%	3	0.0%	0	1.1%	2	2.9%	1	2.1%	4	0.0%	0	0.0%	0	1.2%	1
Restaurants	1.1%	11	1.0%	3	1.3%	1	2.2%	4	1.4%	0	0.8%	2	1.1%	2	0.0%	0	0.0%	0
Childrens playground facilities	1.1%	11	0.7%	2	0.0%	0	1.7%	3	1.4%	0	1.0%	2	1.2%	2	0.0%	0	2.3%	2
Youth Centre	1.0%	10	1.6%	5	0.0%	0	1.7%	3	1.4%	0	0.7%	1	0.0%	0	1.5%	1	0.0%	0
Extreme Sports	0.8%	8	0.7%	2	0.0%	0	1.7%	3	2.9%	1	0.8%	2	0.0%	0	0.0%	0	1.1%	1
Theatre	0.6%	6	0.3%	1	1.3%	1	0.0%	0	2.9%	1	1.8%	4	0.0%	0	0.0%	0	0.0%	0
Bingo	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	3	1.1%	2	0.0%	0	0.0%	0
Bars/pubs	0.4%	5	0.3%	1	1.3%	1	0.6%	1	1.4%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
More parks	0.4%	4	0.7%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Football pitches	0.4%	4	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Water park	0.3%	3	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Ski slope	0.2%	3	0.6%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Classes for yoga / pilates	0.2%	2	0.0%	0	0.0%	0	1.1%	2	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hotels	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0
Musuems	0.2%	2	0.0%	0	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.5%	0
(None)	47.9%	487	42.0%	125	55.3%	25	37.0%	62	49.3%	12	50.8%	107	63.4%	92	54.5%	26	48.6%	37
(Don't know)	15.5%	158	12.4%	37	11.8%	5	11.0%	19	10.1%	3	21.0%	44	13.2%	19	24.7%	12	24.8%	19
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

Column %ges.

# Redditch Retail and Leisure Survey

## For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>GEN Gender of respondent:</b>																		
Male	25.7%	261	21.8%	65	32.9%	15	26.7%	45	30.4%	8	29.1%	62	24.6%	36	19.0%	9	29.7%	23
Female	74.3%	756	78.2%	232	67.1%	30	73.3%	123	69.6%	17	70.9%	150	75.4%	110	81.0%	39	70.3%	54
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80
<b>AGE Age of respondent:</b>																		
18-24 years	2.4%	25	3.0%	9	2.6%	1	4.1%	7	1.4%	0	1.6%	3	2.2%	3	0.0%	0	1.1%	1
25-34 years	10.8%	110	11.5%	34	6.6%	3	16.0%	27	4.3%	1	15.4%	33	4.9%	7	4.2%	2	3.8%	3
35-44 years	18.3%	186	19.9%	59	11.8%	5	17.2%	29	15.9%	4	24.8%	52	15.4%	22	8.3%	4	12.7%	10
45-54 years	19.3%	196	19.2%	57	17.1%	8	17.3%	29	17.4%	4	21.5%	45	17.2%	25	22.7%	11	21.2%	16
55-64 years	21.7%	221	24.9%	74	27.6%	12	21.7%	36	24.6%	6	16.1%	34	23.9%	35	10.6%	5	23.1%	18
65+	26.5%	269	20.6%	61	31.6%	14	22.0%	37	36.2%	9	20.5%	43	35.8%	52	52.7%	25	35.2%	27
(Refused)	1.1%	11	1.0%	3	2.6%	1	1.7%	3	0.0%	0	0.0%	0	0.7%	1	1.5%	1	2.7%	2
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80
<b>SEG Socio Economic Grouping</b>																		
A	4.8%	48	1.6%	5	6.6%	3	2.7%	5	8.7%	2	5.7%	12	9.1%	13	11.0%	5	4.3%	3
B	16.9%	172	13.0%	39	14.5%	7	20.7%	35	21.7%	5	16.8%	36	22.2%	32	13.3%	6	15.9%	12
C1	22.0%	224	23.7%	70	17.1%	8	22.1%	37	29.0%	7	23.7%	50	21.8%	32	15.2%	7	15.5%	12
C2	15.3%	155	14.7%	44	14.5%	7	16.3%	27	14.5%	4	16.4%	35	16.2%	24	12.4%	6	12.7%	10
D	14.0%	142	21.8%	65	18.4%	8	5.9%	10	7.2%	2	16.1%	34	5.8%	9	7.2%	3	14.8%	11
E	20.3%	207	18.6%	55	22.4%	10	25.4%	43	17.4%	4	13.8%	29	20.3%	30	33.0%	16	25.6%	20
(Refused)	6.8%	69	6.5%	19	6.6%	3	6.9%	12	1.4%	0	7.5%	16	4.5%	7	8.0%	4	11.1%	9
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80
<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>																		
One	30.8%	313	28.7%	85	28.9%	13	28.2%	47	33.3%	8	30.5%	65	32.9%	48	29.6%	14	42.4%	33
Two	52.3%	532	54.9%	163	52.6%	24	54.0%	91	49.3%	12	51.5%	109	46.7%	68	55.0%	26	50.4%	39
Three	10.8%	110	10.2%	30	15.8%	7	10.2%	17	13.0%	3	12.1%	26	12.2%	18	12.4%	6	3.8%	3
Four	4.3%	44	4.2%	12	1.3%	1	5.5%	9	4.3%	1	4.2%	9	6.5%	9	1.5%	1	2.3%	2
Five	0.6%	6	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.6%	1	1.1%	2	0.0%	0	0.0%	0
Six or more	0.2%	2	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
(Refused)	1.0%	10	1.0%	3	1.3%	1	1.7%	3	0.0%	0	1.0%	2	0.7%	1	1.5%	1	0.0%	0
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80
<b>CHI How many children live in your household, aged 15 years and under?</b>																		
None	72.0%	732	71.2%	211	81.6%	37	69.6%	117	78.3%	19	68.7%	145	72.8%	106	76.1%	37	77.0%	59
One	13.0%	132	12.4%	37	7.9%	4	12.2%	21	14.5%	4	18.4%	39	10.9%	16	6.8%	3	12.6%	10
Two	10.7%	109	12.8%	38	5.3%	2	12.2%	21	5.8%	1	8.3%	18	11.9%	17	12.1%	6	7.7%	6
Three	2.5%	25	2.3%	7	3.9%	2	2.7%	5	1.4%	0	1.7%	4	3.7%	5	3.4%	2	1.1%	1
Four	1.0%	10	0.6%	2	0.0%	0	1.6%	3	0.0%	0	1.9%	4	0.0%	0	0.0%	0	1.5%	1
Five	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	9	0.7%	2	1.3%	1	1.7%	3	0.0%	0	1.0%	2	0.7%	1	1.5%	1	0.0%	0
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80
<b>CAR How many cars does your household own or have the use of?</b>																		
None	12.8%	130	16.3%	48	10.5%	5	13.5%	23	5.8%	1	10.4%	22	12.6%	18	11.0%	5	9.7%	7
One	42.1%	428	46.0%	137	43.4%	20	36.8%	62	39.1%	10	37.1%	79	45.9%	67	39.1%	19	47.6%	36
Two	33.9%	344	30.2%	90	36.8%	17	40.0%	67	40.6%	10	39.3%	83	24.3%	35	33.3%	16	34.0%	26
Three or more	10.0%	102	6.8%	20	6.6%	3	8.0%	13	14.5%	4	11.3%	24	16.5%	24	15.1%	7	8.8%	7
(Refused)	1.2%	12	0.7%	2	2.6%	1	1.7%	3	0.0%	0	1.9%	4	0.7%	1	1.5%	1	0.0%	0
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

# Redditch Retail and Leisure Survey For White Young Green

Weighted:

April 2008

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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**ETH For the purpose of the survey, could I ask to which ethnic group you consider yourself to belong to?**

White	96.0%	976	95.1%	282	94.7%	43	95.7%	161	98.5%	24	95.6%	202	96.9%	141	97.3%	47	98.8%	76
Indian	0.2%	2	0.3%	1	1.3%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pakistani	0.2%	2	0.6%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bangladeshi	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	0.0%	0
Other Asian	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Black Caribbean	0.1%	1	0.0%	0	1.3%	1	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Black African	0.1%	1	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	0.2%	2	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed Race	0.7%	7	1.0%	3	1.3%	1	0.0%	0	0.0%	0	0.8%	2	1.2%	2	1.1%	1	0.0%	0
Other Ethnic Group (Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

**QUOTA Zone:**

Zone 1	29.2%	297	100.0%	297	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	4.4%	45	0.0%	0	100.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	16.5%	168	0.0%	0	0.0%	0	100.0%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	2.4%	25	0.0%	0	0.0%	0	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	20.8%	212	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	212	0.0%	0	0.0%	0	0.0%	0
Zone 6	14.3%	146	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	146	0.0%	0	0.0%	0
Zone 7	4.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	48	0.0%	0
Zone 8	7.5%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	77
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

**PC Could I record your postcode please?**

B45 8	5.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.7%	58	0.0%	0	0.0%	0
B48 7	3.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.5%	34	0.0%	0	0.0%	0
B49 5	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	25
B49 6	3.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	49.2%	38
B60 1	5.3%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.8%	54	0.0%	0	0.0%	0
B60 2	3.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	37	0.0%	0	0.0%	0	0.0%	0
B60 3	5.0%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.0%	51	0.0%	0	0.0%	0	0.0%	0
B60 4	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.2%	13	0.0%	0	0.0%	0	0.0%	0
B61 0	5.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.3%	58	0.0%	0	0.0%	0	0.0%	0
B61 7	2.3%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.1%	23	0.0%	0	0.0%	0	0.0%	0
B61 8	2.9%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.9%	29	0.0%	0	0.0%	0	0.0%	0
B80 7	4.4%	45	0.0%	0	100.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B94 5	2.2%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.9%	23	0.0%	0
B95 5	2.4%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	51.2%	25	0.0%	0
B95 6	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.5%	13
B96 6	2.5%	25	0.0%	0	0.0%	0	0.0%	0	100.0%	25	0.0%	0	0.0%	0	0.0%	0	0.9%	1
B97 4	2.9%	29	0.3%	1	0.0%	0	17.0%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B97 5	9.6%	98	0.0%	0	0.0%	0	58.3%	98	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B97 6	4.1%	42	0.0%	0	0.0%	0	24.7%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B98 0	8.3%	85	28.6%	85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B98 7	10.8%	110	37.0%	110	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B98 8	5.5%	56	18.9%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B98 9	4.5%	45	15.3%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1017		297		45		168		25		212		146		48		77
Sample:		1017		306		76		184		69		124		101		77		80

## **Other Responses**

**Redditch Retail & Leisure Survey  
For White Young Green  
'Other' responses**

**Q06. When you go main food shopping is your trip linked with any other activity?**

Babysitting	1
Dancing	1
Food shopping	1
Hairdressers	1
Library	1
Opticians	1
Other food items	1
Walk the dog	1
<b><u>Total</u></b>	<b><u>8</u></b>

**Q13. Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)**

***In-store supermarket other***

Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	4
Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	3
Tesco, Birmingham Road, Stratford-Upon-Avon	2
Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL	1
Marks and Spencers, High Street, Worcester	1
Marks and Spencers, Mill Lane, Solihull	1
Sainsbury's, Frankly Beeches Road, Northfield, B31 5AA	1

**Total** **13**

***Other***

Bridgnorth	1
Brighton	1
Broadstead	1
Burford, Oxfordshire	1
Chesterfield	1
Derby	1
Devon	1
Henley In Arden	1
Herefordshire	1
Northfield	1
Nottingham	1
Reading	1
Rubery	1
Shirley Retail Park, Birmingham	1
Sidmouth	1
Solihull	1
Somerset	1
Southampton	1
The Fort Shopping Centre, Erdington	1
Wednesfield	1
Yate	1

**Total** **21**

**Q14. Why do you shop at (Answer to Q13) and not in Redditch Town Centre?**

Staff discount	2
Always used it	1
Bigger M&S at Merryhill	1
Can't walk	1
Clothing preference	1
Disability	1
Due to sizes needed	1
Familiar with layout	1
Favoured there from childhood	1
Few other options	1
For a certain retailer	1
For my size	1
For the rag market	1
Habit, always gone there	1
Hard to travel to Redditch due to illness	1
It's undercover	1
Late night shopping	1
Less busy	1
Marks and Spencers is bigger in Solihull	1
More familiar with Stratford	1
Nice restaurant	1
No age appropriate non- food goods in Redditch	1
No M&S	1
Not familiar with Redditch	1
On route to the school	1
Own another property in London	1
Sale on in Tesco	1
Shop called Topman	1
<b><u>Total</u></b>	<b><u>29</u></b>

**Q15. How do you normally travel to...? (DESTINATION MENTIONED AT Q13)**

Aeroplane	1
<b><u>Total</u></b>	<b><u>1</u></b>

**Q16. When you go shopping for clothing or footwear, do you link this trip with another activity?**

Exhibitions	2
Country walk	1
Gambling	1
Hairdressers, park	1
Picking daughter up from college	1
Visiting the library	1
Weekend away	1
Went to dentist	1
<b><u>Total</u></b>	<b><u>9</u></b>

**Q17. Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING)**

***In-store supermarket other***

Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	5
Tesco, Birmingham Road, Stratford-upon-Avon	4
Morrisons, Warwick Highway, Redditch, B98 0SW	3
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97	2
Sainsbury's, Stratford Road, Shirley	2
Morrisons, Bristol Road South, Rubery, B45 9NY	1
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	1
Somerfield, Off Moorfield Road, Alcester B49 5DA	1
Somerfield, High Street, Henley-in-Arden	1
<b><u>Total</u></b>	<b><u>20</u></b>

***Other***

Barnstable	1
Bieveasham	1
Brighton	1
Cambridge	1
Charlton	1
Dartmoor	1
Durham	1
Eastbourne	1
Henley in Arden	1
Lichfield	1
London	1
Paignton	1
Rubery	1
<b><u>Total</u></b>	<b><u>13</u></b>

**Q18. Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)**

***In-store supermarket other***

Morrisons, Warwick Highway, Redditch, B98 0SW	5
Tesco, Stratford Road, Shirley	3
Tesco, Birmingham Road, Stratford-upon-Avon	2
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	1
Asda, Walsgrave Retail Park, Coventry	1
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	1
Morrisons, Alcester Road, Stratford-upon-Avon	1
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97	1
Sainsbury's, Stratford Road, Shirley	1
Tesco, Hermitage Road, Solihull	1

**Total** **17**

***Other***

Abroad	1
Alberbury	1
Brambery	1
Brighton	1
Clarks Villages Retail Outlet, Somerset	1
Crofton Hacket	1
Denby	1
Enfield	1
Henley In Arden	1
Hereford	1
Portsmouth	1
Rednal	1
Southampton	1
Tamworth	1
Wednesbury	1

**Total** **15**

**Q19. Where did you last buy goods such as toys, games, bicycles and recreations goods?  
(EXCLUDING CHRISTMAS SHOPPING)**

***In-store supermarket other***

Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	6
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	2
Asda, Walsgrave Retail Park, Coventry	1
Morrisons, Warwick Highway, Redditch, B98 0SW	1
Morrisons, Alcester Road, Stratford-upon-Avon	1
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97	1
Somerfield, Off Moorfield Road, Alcester B49 5DA	1
Tesco, Birmingham Road, Stratford-upon-Avon	1

**Total** **14**

***Other***

Alberbury	1
Gloucester	1
Leicester	1
Newquay	1
Pontins Holiday Camp, Somerset	1
Rednal	1

**Total** **6**

**Q20. Where did you last buy chemist goods (including health and beauty products)?  
(EXCLUDING CHRISTMAS SHOPPING)**

***In-store supermarket other***

Tesco, Birmingham Road, Stratford-upon-Avon	9
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97	8
Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX	5
Morrisons, Bristol Road South, Rubery, B45 9NY	4
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	3
Morrisons, Alcester Road, Stratford-upon-Avon	3
Sainsbury's, Frankly Beeches Road, Northfield, B31 5AA	2
Sainsbury's, Stratford Road, Shirley	2
Waitrose, Droitwich	2
Co-op, Alcester Road, Studley	1
Tesco, Bewdley Hill, Kidderminster	1
Tesco, Monks Path	1
Tesco, Stratford Road, Shirley	1

**Total** **42**

***Other***

Bournemouth	1
Cheswick Green	1
Ealing	1
Hollywood Village	1
Northampton	1
Northfield	1
Oxford	1
Rednal	1
Wednesfield	1
Wooton Wawen	1

**Total** **10**

**Q21. Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)**

***In-store supermarket other***

Tesco, Birmingham Road, Stratford-upon-Avon	2
Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA	1
Asda, Walsgrave Retail Park, Coventry	1
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97	1
Tesco, Stratford Road, Shirley	1

**Total** **6**

***Other***

Bought from family	1
Bromley	1
Cheltenham	1
Chesterfield	1
Comet, Bescot Retail Park, Walsall	1
Comet, Chapel Lane, Selly Oak, Birmingham	1
Curry's, Burton-On-Trent	1
Evesham	1
Gloucester	1
Liverpool	1
Northfield	1
Plymouth	1
Rednal	1
Smethwick	1
Trade	1
Walsall	1

**Total** **17**

**Q23. Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)**

***In-store supermarket other***

Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU	1
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	1

**Total** **2**

***Other***

B & Q, Harborne Lane, Selly Oak, Birmingham	1
Henley In Arden	1
Homebase, Evesham	1
Homebase, Three Elms Road, Hereford	1
Kings Standing Retail Outlet, Birmingham	1
Oldbury	1
Rubery	1
Selco Trade Shop, Tilsey	1
Southampton	1
Studley	1
Teignmouth	1

**Total** **11**

**Q25. Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)**

***In-store supermarket other***

Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU	1
---	---

**Total** **1**

***Other***

Cousins, Birmingham	2
Dfs, Droitwich	2
Lee Longlands, Birmingham	2
Leicester	2
Abroad	1
Bilston	1
Bournemouth	1
Essex	1
Furniture Village, Solihull	1
Gloucester	1
Kings Heath	1
Mfi, Marshall Lake Road, Shirley, Solihull	1
Michael Peters, Knowle	1
Shirley Retail Park, Solihull	1
Sparkhill, Birmingham	1
Tyseley	1
Walsall	1
West Bromwich	1

**Total** **22**

**Q28. Which goods or services does your household currently purchase via electronic home shopping?**

Flowers	2
Gifts	2
Acupuncture equipment	1
Baby clothes	1
Baby equipment	1
Bodybuilding equipment	1
Comparing prices	1
Concert tickets	1
Fishing licence	1
Fly catcher paper	1
Flying equipment	1
Hire cars	1
Horse riding equipment	1
Leisure tickets	1
Machines, trackers	1
Memorabilia	1
Model railways pieces	1
Pet accessories	1
Pet food	1
Pets	1
Plants	1
Scout equipment	1
Shoes	1
Theatre tickets	1
Wedding invitations	1
Wine	1
<b><u>Total</u></b>	<b><u>28</u></b>

**Q29. Which goods or services might your household purchase in the future via electronic home shopping?**

Hire cars	2
Baby equipment	1
Bodybuilding equipment	1
Concert tickets	1
Hobby and craft equipment	1
Horse items	1
Model railway equipment	1
Pet food	1
Present buying	1
Printer inks	1
Sewing patterns	1
Tent	1
<b><u>Total</u></b>	<b><u>13</u></b>

**Q37. Which health and fitness facilities do you use?**

Ardencoats, Stratford Upon Avon	1
Cannons, East Cannock Road, Hednesford, Cannock	1
Cookhill	1
Droitwich Leisure Centre, Droitwich	1
Harden Hill Leisure Centre, Cradley	1
Images, Bromsgrove	1
Iron Works, Kings Norton	1
Jubilee Court, St. Faiths Road, Alcester	1
Lipton Hotel, Bromsgrove	1
Tan And Tone, Messenger House, Crown Close, Bromsgrove	1
Tanworth In Arden	1
The Welcome, Priory Road, Alcester	1
Warwick College, Warwick	1
Warwickshire College, Henley In Arden	1
<b><u>Total</u></b>	<b><u>14</u></b>

**Q39. Which leisure facilities would you like to see more of in the Redditch area?**

Art gallery	2
Family activities	2
Horse riding school	2
More for younger people	2
Refurbishment of Abbey stadium	2
Roller-skating	2
Badminton	1
Bridge club	1
Clubs for children	1
Cycle pathways	1
Cycling facilities	1
Dance halls	1
Golf course and club	1
Golf course, badminton	1
Larger bingo hall	1
League football stadium	1
Live entertainment	1
Live music venues	1
More places to walk	1
Mother and baby groups	1
Motorbike track	1
Music concerts	1
Off roading facility	1
Outdoor running track	1
Parent and child groups	1
Petanque piece	1
Restaurants that cater for children	1
Squash courts	1
Table tennis facilities	1
Walking areas	1
Workingmen's clubs	1
<b><u>Total</u></b>	<b><u>37</u></b>

# **Sample Questionnaire**

Job Number: 160408

### Redditch Retail & Leisure Survey

**Good morning / afternoon / evening my name is..... and I'm calling from NEMS Market Research, an independent market research company. We are conducting a short survey in your area about shopping. Do you have five minutes to answer some questions?**

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

Yes  
No

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

**Q01 Where do you usually go for your main food and grocery shopping?**

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Aldi, Trescott Road, Redditch, B98 7AH
- 2 Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA
- 3 BP Express Shopping Ltd, Pershore Rd South, Kings Norton, Birmingham, B30 3JX
- 4 Budgens Supermarket, Brooklyn Garage, Battens Drive, Redditch, B98 0LJ
- 5 Church Green Convenience Store, 7a, Church Green West, Redditch, Worcs B97 4DU
- 6 Cool Trader, 727a, Bristol Rd South, Northfield, Birmingham, B31 2NG
- 7 Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB
- 8 Cost Cutters, 31 Woodrow Centre, Redditch, Worcestershire B98 7RY
- 9 Farmfoods Freezer Centre, 1-3, Dev.1, Kingfisher Shopping Centre, Redditch
- A Farmfoods Freezer Centre, 731a, Bristol Rd South, Northfield, Birmingham, B31 2NG
- B Freshxpress, 957, Alcester Rd South, Maypole, Birmingham, B14 5JA
- C Gentry's Store Ltd, 5 & 7, Farm Rd, Lakeside, Redditch, Worcs, B98 8LB
- D Gill Stores, 76-78, Ingoldsby Rd, Northfield, Birmingham, B31 2HH
- E Iceland, 12 Grosvenor Centre, Northfield, B31 2JU
- F Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG
- G Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98
- H Johns Supermarket, 236, Prince of Wales Lane, Birmingham, B14 4LJ
- I Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL
- J Londis Store, 2, Furze Lane, Winyates Green, Redditch, B98 0SE
- K Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ
- L Michael's Supermarket, 9, The Fold, Kings Norton, Birmingham, B38 9BL
- M Michael's Supermarket, 95, Ravenshill Rd, Birmingham, West Midlands B14 4HQ
- N Midlands Co-op, 17, Alvechurch Rd, West Heath, Birmingham, B31 3JW
- O Morrisons, Warwick Highway, Redditch, B98 0SW
- P Morrisons, Bristol Road South, Rubery, B45 9NY
- Q Morrisons, Bruntsford Park Road, Bromsgrove, B60 3DX
- R Nisa Supermarket, 25, Ormond Rd, Rubery, Rednal, Birmingham, B45 0JD
- S Norton House Retailing Ltd, 133, Golden Cross Lane, Catshill, Bromsgrove, B61 0LA
- T RZ Supermarket, 178, Austin Rd, Charford, Bromsgrove, Worcs, B60 3NS
- U Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch B97
- V Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14
- W Sainsbury's, Frankly Beeches Road, Northfield, B31 5AA
- X Select & Save, 388-390, Redditch Rd, Kings Norton, Birmingham, B38
- Y Sian Stores, 73, Poplar Rd, Redditch, Worcestershire B97 6NY
- Z Somerfield, 116, Turves Green, Northfield, Birmingham, B31 4BL
- a Somerfield, 1876, Pershore Rd, Kings Norton, Birmingham, B30 3AS
- b Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD
- c Somerfield, Alcester Road, Wythall, B47 6AP
- d Somerfield, Off Moorfield Road, Alcester B49 5DA
- e Spar Stores Batchley, 193, Batchley Rd, Redditch, Worcestershire B97 6JB
- f Spar, 33-35, Edgewood Rd, Rednal, Birmingham, B45 8SB
- g Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester
- h Tesco Express, Barnt Green Express, Barnt Green, Birmingham, B45
- i Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB
- j Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL
- k Tesco Express, Studley Express, Studley, Warwickshire, B80 7LL
- l Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU
- m Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU
- n Market (Outdoor), Redditch Town Centre
- o Internet / Home Delivery GOTO Q02
- p Other (PLEASE WRITE IN)
- q (Don't know / varies)
- r (Don't do main food shopping) GOTO Q08

**Q02 Which retailer do you usually purchase your main food internet/ home delivery shopping from?**

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Asda
- 2 Iceland
- 3 Sainsbury's
- 4 Tesco
- 5 Waitrose
- 6 Other (PLEASE WRITE IN)
- 7 (Don't know / varies)

**Q03 How frequently do you buy main food and grocery shopping trips from...? (Store/destination mentioned at Q01)**

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Two or more times a week
- 2 At least once a week
- 3 At least once a fortnight
- 4 At least once a month
- 5 At least every two months
- 6 Less often
- 7 Have only visited once
- 8 Varies
- 9 (Don't know)

**IF 'INTERNET / HOME DELIVERY AT Q01, GOTO Q05**

**Q04 How do you normally travel to...? (Store/destination mentioned at Q01)**

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car/van (as driver)
- 2 Car/van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)

**Q05 When do you usually do your main food shopping?**

READ OUT. ONE ANSWER ONLY.

- 1 Weekdays during the day
- 2 Weekdays during the evening
- 3 Saturday
- 4 Sunday
- 5 Varies
- 6 (Don't know)

**IF 'INTERNET / HOME DELIVERY AT Q01, GOTO Q09**

**Q06 When you go main food shopping is your trip linked with any other activity?**

DO NOT READ OUT. CAN BE MULTICODED.

- 1 Yes – non-food shopping **GOTO Q07**
- 2 Yes – leisure activity **GOTO Q08**
- 3 Yes – visiting services such as banks and other financial institutions **GOTO Q08**
- 4 Yes – travelling to/from work **GOTO Q08**
- 5 Yes – travelling to/from school/college **GOTO Q08**
- 6 Yes – other activity (PLEASE WRITE IN) **GOTO Q08**
- 7 No **GOTO Q08**
- 8 (Don't know / Varies) **GOTO Q08**

**Q07** Where do you normally do this non-food shopping? (EXCLUDING CHRISTMAS SHOPPING)  
DO NOT READ OUT. ONE ANSWER ONLY.

- Town Centres:**
- 1 Alcester
  - 2 Bromsgrove
  - 3 Coventry
  - 4 Droitwich
  - 5 Dudley
  - 6 Evesham
  - 7 Halesowen
  - 8 Kidderminster
  - 9 Leamington Spa
  - A Redditch
  - B Stourbridge
  - C Stratford upon Avon
  - D Touchwood Shopping Centre, Solihull
  - E Warwick
- Local Centres:**
- F Astwood Bank Centre
  - G Batchley District Centre, Batchley Road
  - H Church Hill District Centre, Tanhouse Lane, Redditch
  - I Crabbs Cross District Centre, Evesham Road, Redditch
  - J Greenland's District Centre, Studley Road, Redditch
  - K Headless Cross District Centre, Evesham Road, Redditch
  - L Hockley Heath
  - M Hollywood
  - N Inkberrow
  - O Matchborough District Centre, Matchborough Way, Redditch
  - P Maypole
  - Q Winyates District Centre, Winyates Way, Redditch
  - R Woodrow District Centre, Studley Road, Redditch
  - S Wythall
- District Centres:**
- T Alvechurch
  - U Barnt Green
  - V Catshill
  - W Kings Heath
  - X Longbridge
  - Y Shirley Centre
  - Z Studley
  - a Tanworth in Arden
- Regional Shopping Centres:**
- b Birmingham City Centre
  - c Merry Hill Shopping Centre
  - d Wolverhampton City Centre
  - e Worcester City Centre
- Other:**
- f In-store in a supermarket (PLEASE WRITE IN STORE AND LOCATION)
  - g Other (PLEASE WRITE IN)
  - h (Don't know / varies)

**Q08** Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

- 1 Yes GOTO Q09
- 2 No GOTO Q13

**Q09 Where do you go for this 'top-up' shopping?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Aldi, Trescott Road, Redditch, B98 7AH
- 2 Asda, 21 Market Street, Bromsgrove, Worcs, B61 8DA
- 3 BP Express Shopping Ltd, Pershore Rd South, Kings Norton, Birmingham, B30 3JX
- 4 Budgens Supermarket, Brooklyn Garage, Battens Drive, Redditch, B98 0LJ
- 5 Church Green Convenience Store, 7a, Church Green West, Redditch, Worcs B97 4DU
- 6 Co, op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch, B97 5JB
- 7 Cool Trader, 727a, Bristol Rd South, Northfield, Birmingham, B31 2NG
- 8 Cost Cutters, 31, Woodrow Centre, Redditch, Worcestershire B98 7RY
- 9 Farmfoods Freezer Centre, 1, 3, Dev.1, Kingfisher Shopping Centre, Redditch
- A Farmfoods Freezer Centre, 731a, Bristol Rd South, Northfield, Birmingham, B31 2NG
- B Freshxpress, 957, Alcester Rd South, Maypole, Birmingham, B14 5JA
- C Gentry's Store Ltd, 5 & 7, Farm Rd, Lakeside, Redditch, Worcs, B98 8LB
- D Gill Stores, 76, 78, Ingoldsby Rd, Northfield, Birmingham, B31 2HH
- E Iceland, 12 Grosvenor Centre, Northfield, B31 2JU
- F Iceland, 12 Mill Lane, Bromsgrove, Worcs, B61 8AG
- G Iceland, Unit 4, Ipsley Street, Smallwood, Redditch, B98
- H Johns Supermarket, 236, Prince of Wales Lane, Birmingham, B14 4LJ
- I Lidl, Redditch Ringway, The Quadrant, Redditch, B97 4HL
- J Londis Store, 2, Furze Lane, Winyates Green, Redditch, B98 0SE
- K Marks and Spencers, 9 Walford Walk, Redditch, Worcs, B97 4HJ
- L Michael's Supermarket, 9, The Fold, Kings Norton, Birmingham, B38 9BL
- M Michael's Supermarket, 95, Ravenshill Rd, Birmingham, West Midlands B14 4HQ
- N Midlands Co, op, 17, Alvechurch Rd, West Heath, Birmingham, B31 3JW
- O Morrisons, Bristol Road South, Rubery, B45 9NY
- P Morrisons, Warwick Highway, Redditch, B98 0SW
- Q Morrisons, Brunsford Park Road, Bromsgrove, B60 3DX
- R Nisa Supermarket, 25, Ormond Rd, Rubery, Rednal, Birmingham, B45 0JD
- S Norton House Retailing Ltd, 133, Golden Cross Lane, Catshill, Bromsgrove, B61 0LA
- T RZ Supermarket, 178, Austin Rd, Charford, Bromsgrove, Worcs, B60 3NS
- U Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch, B97
- V Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham, B14
- W Sainsbury's, Frankly Beeches Road, Northfield, B31 5AA
- X Select & Save, 388, 390, Redditch Rd, Kings Norton, Birmingham, B38
- Y Sian Stores, 73, Poplar Rd, Redditch, Worcestershire B97 6NY
- Z Somerfield, 116, Turves Green, Northfield, Birmingham, B31 4BL
- a Somerfield, 1876, Pershore Rd, Kings Norton, Birmingham, B30 3AS
- b Somerfield, 54b Birmingham Road, Bromsgrove B61 0DD
- c Somerfield, Alcester Road, Wythall, B47 6AP
- d Somerfield, Off Moorfield Road, Alcester B49 5DA
- e Spar Stores Batchley, 193, Batchley Rd, Redditch, Worcestershire B97 6JB
- f Spar, 33, 35, Edgewood Rd, Rednal, Birmingham, B45 8SB
- g Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester
- h Tesco Express, Barnt Green Express, Barnt Green, Birmingham, B45
- i Tesco Express, Lodge Park Express, Lodge Park, Redditch, B98 7LB
- j Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove, B60 1DL
- k Tesco Express, Studley Express, Studley, Warwickshire, B80 7LL
- l Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B98 7RU
- m Tesco, Coldfield Drive, Redditch, Worcestershire B98 7RU
- n Market (Outdoor), Redditch Town Centre
- o Other (PLEASE WRITE IN)
- p Internet/ Home Delivery GOTO Q11
- q (Don't know / varies )

**Q10 How often do you make 'top up' shopping trips to...? (Store/destination mentioned at Q09)**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Daily GOTO Q12
- 2 Two or more times a week GOTO Q12
- 3 At least once a week GOTO Q12
- 4 At least once a fortnight GOTO Q12
- 5 At least once a month GOTO Q12
- 6 Less often GOTO Q12
- 7 Have only visited once GOTO Q12
- 8 (Don't know / varies) GOTO Q12

**Q11 Which retailer do you usually purchase your top-up food internet/ home delivery shopping from?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Asda
- 2 Iceland
- 3 Sainsbury's
- 4 Tesco
- 5 Waitrose
- 6 Other (PLEASE WRITE IN)
- 7 (Don't know / varies)

**Q12 Of all the money you spend on food and household groceries what share goes to your main food shop?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Over ¾
- 2 ½ to ¾
- 3 ¼ to ½
- 4 Less than ¼
- 5 None
- 6 (Don't know)

**Q13 Where did you last buy clothing or footwear goods? (EXCLUDING CHRISTMAS SHOPPING)**  
DO NOT READ OUT. ONE ANSWER ONLY.

**Town Centres:**

- 1 Alcester
- 2 Bromsgrove
- 3 Coventry
- 4 Droitwich
- 5 Dudley
- 6 Evesham
- 7 Halesowen
- 8 Kidderminster
- 9 Leamington Spa
- A Redditch
- B Stourbridge
- C Stratford upon Avon
- D Touchwood Shopping Centre, Solihull
- E Warwick

**GOTO Q15**

**Local Centres:**

- F Astwood Bank Centre
- G Batchley District Centre, Batchley Road
- H Church Hill District Centre, Tanhouse Lane, Redditch
- I Crabbs Cross District Centre, Evesham Road, Redditch
- J Feckenham Centre
- K Greenland's District Centre, Studley Road, Redditch
- L Headless Cross District Centre, Evesham Road, Redditch
- M Hockley Heath
- N Hollywood
- O Inkberrow
- P Matchborough District Centre, Matchborough Way, Redditch
- Q Maypole
- R Winyates District Centre, Winyates Way, Redditch
- S Woodrow District Centre, Studley Road, Redditch
- T Wythall

**District Centres:**

- U Alvechurch
- V Barnt Green
- W Catshill
- X Kings Heath
- Y Longbridge
- Z Shirley Centre
- a Studley
- b Tanworth in Arden

**Regional Shopping Centres:**

- c Birmingham City Centre
- d Merry Hill Shopping Centre

- e Wolverhampton City Centre
- f Worcester City Centre

**Other:**

- g Internet / Home Delivery
- h In-store in a supermarket (PLEASE WRITE IN STORE NAME AND LOCATION)
- i Other (PLEASE WRITE IN)
- j (Don't know / can't remember)
- k (Don't do this type of shopping)

**GOTO Q15**

**Q14** Why do you shop at (Answer to Q13) and not in Redditch Town Centre?  
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Nearer to home
- 2 Nearer to work
- 3 Poor accessibility to Redditch Town Centre
- 4 Choice of non food goods available
- 5 Choice of shops selling non food goods
- 6 Quality of non food goods available
- 7 Quality of shops selling non food goods
- 8 Choice of shops nearby selling food goods
- 9 Provision of services nearby, such as banks and other financial services
- A Provision of leisure facilities nearby
- B Shopping environment
- C Cleanliness
- D Car parking provision
- E Car parking prices
- F Accessibility by public transport
- G Public information, signposts and public facilities
- H Entertainment/events
- I Safety (during the day)
- J Safety (during the evening/night time)
- K Other (PLEASE WRITE IN)
- L (Don't know)
- M (No reason in particular)

**Q15** How do you normally travel to...? (DESTINATION MENTIONED AT Q13)  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car / van (as driver)
- 2 Car / van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Tram
- 8 Train
- 9 Metro
- A Bicycle
- B Other (PLEASE WRITE IN)
- C (Don't know / varies)
- D (Not applicable, goods delivered)

GOTO Q17

**Q16** When you go shopping for clothing or footwear, do you link this trip with another activity?  
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Yes – non-food shopping
- 2 Yes – leisure activity
- 3 Yes – visiting services such as banks and other financial institutions
- 4 Yes – other activity (PLEASE WRITE IN)
- 5 No
- 6 (Don't Know / varies)

**Q17**      **Where did you last buy Books, CDs, DVDS? (EXCLUDING CHRISTMAS SHOPPING;  
DO NOT READ OUT. ONE ANSWER ONLY.**

**Town Centres:**

- 1 Alcester
- 2 Bromsgrove
- 3 Coventry
- 4 Droitwich
- 5 Dudley
- 6 Evesham
- 7 Halesowen
- 8 Kidderminster
- 9 Leamington Spa
- A Redditch
- B Stourbridge
- C Stratford upon Avon
- D Touchwood Shopping Centre, Solihull
- E Warwick

**Local Centres:**

- F Astwood Bank Centre
- G Batchley District Centre, Batchley Road
- H Church Hill District Centre, Tanhouse Lane, Redditch
- I Crabbs Cross District Centre, Evesham Road, Redditch
- J Feckenham Centre
- K Greenland's District Centre, Studley Road, Redditch
- L Headless Cross District Centre, Evesham Road, Redditch
- M Hockley Heath
- N Hollywood
- O Inkberrow
- P Matchborough District Centre, Matchborough Way, Redditch
- Q Maypole
- R Winyates District Centre, Winyates Way, Redditch
- S Woodrow District Centre, Studley Road, Redditch
- T Wythall

**District Centres:**

- U Alvechurch
- V Barnt Green
- W Catshill
- X Kings Heath
- Y Longbridge
- Z Shirley Centre
- a Studley
- b Tanworth in Arden

**Regional Shopping Centres:**

- c Birmingham City Centre
- d Merry Hill Shopping Centre
- e Wolverhampton City Centre
- f Worcester City Centre

**Other:**

- g Internet / Home Delivery
- h In-store in a supermarket (PLEASE WRITE IN STORE NAME AND LOCATION)
- i Other (PLEASE WRITE IN)
- j (Don't know / can't remember)
- k (Don't do this type of shopping)

**Q18 Where did you last buy small household goods such as home furnishings, kitchen equipment, glass and china items? (EXCLUDING CHRISTMAS SHOPPING)**

DO NOT READ OUT. ONE ANSWER ONLY.

**Town Centres:**

- 1 Alcester
- 2 Bromsgrove
- 3 Coventry
- 4 Droitwich
- 5 Dudley
- 6 Evesham
- 7 Halesowen
- 8 Kidderminster
- 9 Leamington Spa
- A Redditch
- B Stourbridge
- C Stratford upon Avon
- D Touchwood Shopping Centre, Solihull
- E Warwick

**Local Centres:**

- F Astwood Bank Centre
- G Batchley District Centre, Batchley Road
- H Church Hill District Centre, Tanhouse Lane, Redditch
- I Crabbs Cross District Centre, Evesham Road, Redditch
- J Feckenham Centre
- K Greenland's District Centre, Studley Road, Redditch
- L Headless Cross District Centre, Evesham Road, Redditch
- M Hockley Heath
- N Hollywood
- O Inkberrow
- P Matchborough District Centre, Matchborough Way, Redditch
- Q Maypole
- R Winyates District Centre, Winyates Way, Redditch
- S Woodrow District Centre, Studley Road, Redditch
- T Wythall

**District Centres:**

- U Alvechurch
- V Barnt Green
- W Catshill
- X Kings Heath
- Y Longbridge
- Z Shirley Centre
- a Studley
- b Tanworth in Arden

**Regional Shopping Centres:**

- c Birmingham City Centre
- d Merry Hill Shopping Centre
- e Wolverhampton City Centre
- f Worcester City Centre

**Other:**

- g Internet / Home Delivery
- h In-store in a supermarket (PLEASE WRITE IN STORE NAME AND LOCATION)
- i Other (PLEASE WRITE IN)
- j (Don't know / can't remember)
- k (Don't do this type of shopping)

**Q19** Where did you last buy goods such as toys, games, bicycles and recreations goods? (EXCLUDING CHRISTMAS SHOPPING)  
DO NOT READ OUT. ONE ANSWER ONLY.

- Town Centres:**
- 1 Alcester
  - 2 Bromsgrove
  - 3 Coventry
  - 4 Droitwich
  - 5 Dudley
  - 6 Evesham
  - 7 Halesowen
  - 8 Kidderminster
  - 9 Leamington Spa
  - A Redditch
  - B Stourbridge
  - C Stratford upon Avon
  - D Touchwood Shopping Centre, Solihull
  - E Warwick
- Local Centres:**
- F Astwood Bank Centre
  - G Batchley District Centre, Batchley Road
  - H Church Hill District Centre, Tanhouse Lane, Redditch
  - I Crabbs Cross District Centre, Evesham Road, Redditch
  - J Feckenham Centre
  - K Greenland's District Centre, Studley Road, Redditch
  - L Headless Cross District Centre, Evesham Road, Redditch
  - M Hockley Heath
  - N Hollywood
  - O Inkberrow
  - P Matchborough District Centre, Matchborough Way, Redditch
  - Q Maypole
  - R Winyates District Centre, Winyates Way, Redditch
  - S Woodrow District Centre, Studley Road, Redditch
  - T Wythall
- District Centres:**
- U Alvechurch
  - V Barnt Green
  - W Catshill
  - X Kings Heath
  - Y Longbridge
  - Z Shirley Centre
  - a Studley
  - b Tanworth in Arden
- Regional Shopping Centres:**
- c Birmingham City Centre
  - d Merry Hill Shopping Centre
  - e Wolverhampton City Centre
  - f Worcester City Centre
- Other:**
- g Internet / Home Delivery
  - h In-store in a supermarket (PLEASE WRITE IN STORE NAME AND LOCATION)
  - i Other (PLEASE WRITE IN)
  - j (Don't know / can't remember)
  - k (Don't do this type of shopping)

**Q20**      **Where did you last buy chemist goods (including health and beauty products)?**  
**(EXCLUDING CHRISTMAS SHOPPING)**  
DO NOT READ OUT. ONE ANSWER ONLY.

- Town Centres:**
- 1 Alcester
- 2 Bromsgrove
- 3 Coventry
- 4 Droitwich
- 5 Dudley
- 6 Evesham
- 7 Halesowen
- 8 Kidderminster
- 9 Leamington Spa
- A Redditch
- B Stourbridge
- C Stratford upon Avon
- D Touchwood Shopping Centre, Solihull
- E Warwick
- Local Centres:**
- F Astwood Bank Centre
- G Batchley District Centre, Batchley Road
- H Church Hill District Centre, Tanhouse Lane, Redditch
- I Crabbs Cross District Centre, Evesham Road, Redditch
- J Feckenham Centre
- K Greenland's District Centre, Studley Road, Redditch
- L Headless Cross District Centre, Evesham Road, Redditch
- M Hockley Heath
- N Hollywood
- O Inkberrow
- P Matchborough District Centre, Matchborough Way, Redditch
- Q Maypole
- R Winyates District Centre, Winyates Way, Redditch
- S Woodrow District Centre, Studley Road, Redditch
- T Wythall
- District Centres:**
- U Alvechurch
- V Barnt Green
- W Catshill
- X Kings Heath
- Y Longbridge
- Z Shirley Centre
- a Studley
- b Tanworth in Arden
- Regional Shopping Centres:**
- c Birmingham City Centre
- d Merry Hill Shopping Centre
- e Wolverhampton City Centre
- f Worcester City Centre
- Other:**
- g Internet / Home Delivery
- h In-store in a supermarket (PLEASE WRITE IN STORE NAME AND LOCATION)
- i Other (PLEASE WRITE IN)
- j (Don't know / can't remember)
- k (Don't do this type of shopping)

**Q21** Where did you last buy electrical items, such as televisions, washing machines and computers? (EXCLUDING CHRISTMAS SHOPPING)  
DO NOT READ OUT. ONE ANSWER ONLY.

- Town Centres:**
- 1 Alcester
  - 2 Bromsgrove
  - 3 Coventry
  - 4 Droitwich
  - 5 Dudley
  - 6 Evesham
  - 7 Halesowen
  - 8 Kidderminster
  - 9 Leamington Spa
  - A Redditch
  - B Stourbridge
  - C Stratford upon Avon
  - D Touchwood Shopping Centre, Solihull
  - E Warwick
- Local Centres:**
- F Astwood Bank Centre
  - G Batchley District Centre, Batchley Road
  - H Church Hill District Centre, Tanhouse Lane, Redditch
  - I Crabbs Cross District Centre, Evesham Road, Redditch
  - J Feckenham Centre
  - K Greenland's District Centre, Studley Road, Redditch
  - L Headless Cross District Centre, Evesham Road, Redditch
  - M Hockley Heath
  - N Hollywood
  - O Inkberrow
  - P Matchborough District Centre, Matchborough Way, Redditch
  - Q Maypole
  - R Winyates District Centre, Winyates Way, Redditch
  - S Woodrow District Centre, Studley Road, Redditch
  - T Wythall
- District Centres:**
- U Alvechurch
  - V Barnt Green
  - W Catshill
  - X Kings Heath
  - Y Longbridge
  - Z Shirley Centre
  - a Studley
  - b Tanworth in Arden
- Regional Shopping Centres:**
- c Birmingham City Centre
  - d Merry Hill Shopping Centre
  - e Wolverhampton City Centre
  - f Worcester City Centre
- Other:**
- g Internet / Home Delivery
  - h In-store in a supermarket (PLEASE WRITE IN STORE NAME AND LOCATION)
  - i Other (PLEASE WRITE IN)
  - j (Don't know / can't remember)
  - k (Don't do this type of shopping)

GOTO Q23

**Q22** How do you normally travel to...? (CENTRE MENTIONED AT Q22)  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car/van (as driver)
- 2 Car/van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)

**Q23** Where did you last buy DIY goods? (EXCLUDING CHRISTMAS SHOPPING)  
DO NOT READ OUT. ONE ANSWER ONLY.

**Specified Stores:**

- 1 B & Q- 30-38 New Road, Stourbridge, West Midlands, DY8 1PB
- 2 B & Q- Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DJ
- 3 B & Q- Green Street, Kidderminster, Worcs, DY10 1AX
- 4 B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER
- 5 B & Q- Mucklow Hill, Halesowen, Dudley, West Midlands, B62 8EP
- 6 B & Q- Unit A, The Maybird Centre, Birmingham Rd, Stratford-upon-Avon
- 7 Focus (with Garden Centre)- 54 Birmingham Road, Bromsgrove, B61 0DD
- 8 Focus (with Garden centre)- Parsonage Drive, Rednal, Longbridge, B45 8AS
- 9 Homebase- Abbey Trading Centre, Alvechurch Highway, Redditch, B97 6RF
- A Homebase- Avon Ind. Est., Birmingham Rd, Stratford-upon-Avon, CV37 0AE
- B Homebase- Findlay Rd, High Street, Kings Heath, Birmingham, B14 7SN
- C Homebase- Roman Way Retail Park, Kidderminster Rd, Droitwich, WR9 9AY
- D Homebase- Sears Ret Pk, Oakenshaw Rd, Shirley, Solihull, West M., B90 4QY
- E Wickes- Redditch, Redditch Ringway, St Georges, Redditch, B98 8DU

**Town Centres:**

- F Alcester
- G Bromsgrove
- H Coventry
- I Droitwich
- J Dudley
- K Evesham
- L Halesowen
- M Kidderminster
- N Leamington Spa
- O Redditch
- P Stourbridge
- Q Stratford upon Avon
- R Touchwood Shopping Centre, Solihull
- S Warwick

**Regional Shopping Centres:**

- T Birmingham City Centre
- U Merry Hill Shopping Centre
- V Wolverhampton City Centre
- W Worcester City Centre

**Other:**

- X Internet / Home Delivery
- Y In-store in a supermarket (PLEASE WRITE IN STORE NAME AND LOCATION)
- Z Other (PLEASE WRITE IN)
- a (Don't know / can't remember)
- b (Don't do this type of shopping)

GOTO Q25

**Q24** How do you normally travel to...? (CENTRE MENTIONED AT Q24)  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car/van (as driver)
- 2 Car/van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)

**Q25** Where did you last buy furniture, carpets and floor coverings? (EXCLUDING CHRISTMAS SHOPPING)  
DO NOT READ OUT. ONE ANSWER ONLY.

**Town Centres:**

- 1 Redditch
- 2 Touchwood Shopping Centre, Solihull
- 3 Wolverhampton
- 4 Evesham
- 5 Leamington Spa
- 6 Warwick
- 7 Coventry
- 8 Halesowen
- 9 Dudley
- A Stourbridge
- B Kidderminster
- C Bromsgrove
- D Droitwich
- E Alcester
- F Stratford upon Avon

**Local Centres:**

- G Church Hill District Centre, Tanhouse Lane, Redditch
- H Winyates District Centre, Winyates Way, Redditch
- I Matchborough District Centre, Matchborough Way, Redditch
- J Woodrow District Centre, Studley Road, Redditch
- K Greenland's District Centre, Studley Road, Redditch
- L Headless Cross District Centre, Evesham Road, Redditch
- M Crabbs Cross District Centre, Evesham Road, Redditch
- N Batchley District Centre, Batchley Road
- O Astwood Bank Centre
- P Feckenham Centre
- Q Wythall
- R Hollywood
- S Maypole
- T Hockley Heath
- U Inkberrow

**District Centres:**

- V Kings Heath
- W Shirley Centre
- X Longbridge
- Y Alvechurch
- Z Catshill
- a Barnt Green
- b Studley
- c Tanworth in Arden

**Regional Shopping Centres:**

- d Merry Hill Shopping Centre
- e Birmingham City Centre
- f Worcester City Centre

**Other:**

- g Internet / Home Delivery GOTO Q27
- h In-store in a supermarket (PLEASE WRITE IN STORE NAME AND LOCATION)
- i Other (PLEASE WRITE IN)
- j (Don't know / can't remember)
- k (Don't do this type of shopping)

**Q26** How do you normally travel to...? (CENTRE MENTIONED AT Q26)  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Car/van (as driver)
- 2 Car/van (as passenger)
- 3 Bus, minibus or coach
- 4 Motorcycle, scooter or moped
- 5 Walk
- 6 Taxi
- 7 Train
- 8 Metro
- 9 Bicycle
- A Other (PLEASE WRITE IN)
- B (Don't know / varies)

**Q27** Do the people who live in your house, including you, make use of electronic home shopping (i.e. Internet or TV Shopping)?  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Yes, Internet GOTO Q28
- 2 Yes, TV Shopping GOTO Q28
- 3 Yes, both GOTO Q28
- 4 No GOTO Q29

**Q28 Which goods or services does your household currently purchase via electronic home shopping?**

DO NOT READ OUT. CAN BE MULTICODED.

- 1 Food
- 2 Clothes
- 3 Furniture/Carpets
- 4 Major electrical items
- 5 Small household goods
- 6 DIY goods
- 7 Garden items
- 8 Books
- 9 CD's, music, videos
- A Toys
- B Sports goods
- C Banking
- D Holiday and/or Travel Tickets
- E Jewellery
- F Small electrical items
- G Other (PLEASE WRITE IN)
- H (Don't know)

**Q29 Which goods or services might your household purchase in the future via electronic home shopping?**

DO NOT READ OUT. CAN BE MULTICODED.

- 1 Food
- 2 Clothes
- 3 Furniture/Carpets
- 4 Major electrical items
- 5 Small household goods
- 6 DIY goods
- 7 Garden items
- 8 Books
- 9 CD's, music, videos
- A Toys
- B Sports goods
- C Banking
- D Holiday and/or Travel Tickets
- E Jewellery
- F Small electrical items
- G Other (PLEASE WRITE IN)
- H (Don't know)
- I (Nothing)

**Q30 Which leisure activities do you or your family participate in, in your spare time?**

READ OUT. CAN BE MULTICODED.

- 1 Cinema **GOTO Q31**
- 2 Ten Pin Bowling **GOTO Q33**
- 3 Bingo **GOTO Q35**
- 4 Health and Fitness **GOTO Q37**
- 5 Theatre/concert hall **GOTO Q39**
- 6 Pub **GOTO Q39**
- 7 Restaurant **GOTO Q39**
- 8 Nightclub **GOTO Q39**
- 9 Social Club **GOTO Q39**
- A Leisure Centre Activities **GOTO Q39**
- B Walking/Cycling **GOTO Q39**
- C Museum/Art Galleries **GOTO Q39**
- D (Don't know) **GOTO Q39**
- E (None of the above) **GOTO Q39**

**Q31 Where do you go to the cinema?**

DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Apollo Cinema, Kingfisher Square, Redditch, B97 4EQ
- 2 Empire Cinemas, Bristol Rd South, Rubery Great Park, Rednal, Birmingham, West Midlands B45 9JL
- 3 Other (PLEASE WRITE IN)
- 4 (Don't know)

**Q32 How often do you visit...? (CINEMA MENTIONED AT Q31)**  
READ OUT. ONE ANSWER ONLY.

- 1 More than once a week
- 2 Once a week
- 3 Less than once a week, but more than once a fortnight
- 4 Once a fortnight
- 5 Less than once a fortnight, but more than once a month
- 6 Less than once a month, but more than once in two months
- 7 Once in Two months
- 8 Less often
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies / no particular pattern)

**Q33 Which ten pin bowling facility do you use?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Hewell Bowling Club, Holyoakes Lane, Bentley, Redditch, Worcestershire B97 5SR
- 2 Hollywood Bowl plc, Park Way, Rubery, Rednal, Birmingham, West Midlands B45 9WA
- 3 Other (PLEASE WRITE IN)
- 4 (Don't know)

**Q34 How often do you visit...? (BOWLING FACILITY MENTIONED AT Q33)**  
READ OUT. ONE ANSWER ONLY.

- 1 More than once a week
- 2 Once a week
- 3 Less than once a week, but more than once a fortnight
- 4 Once a fortnight
- 5 Less than once a fortnight, but more than once a month
- 6 Less than once a month, but more than once in two months
- 7 Once in Two months
- 8 Less often
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies / no particular pattern)

**Q35 Which bingo hall do you visit?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Shipleys Luxury Bingo Club, Unit 1d, The South East Quadrant, 17, Alcester St, Redditch, Worcestershire B98 8AE
- 2 Other (PLEASE WRITE IN)
- 3 (Don't know)

**Q36 How often do you visit...? (BINGO FACILITY MENTIONED AT Q35)**  
READ OUT. ONE ANSWER ONLY.

- 1 More than once a week
- 2 Once a week
- 3 Less than once a week, but more than once a fortnight
- 4 Once a fortnight
- 5 Less than once a fortnight, but more than once a month
- 6 Less than once a month, but more than once in two months
- 7 Once in Two months
- 8 Less often
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies / no particular pattern)

**Q37 Which health and fitness facilities do you use?**  
DO NOT READ OUT. ONE ANSWER ONLY.

- 1 Abbey Stadium, Birmingham Rd, Redditch, Worcestershire B97 6EJ
- 2 Altered Images Fitness Club, 80, Worcester Rd, Bromsgrove, Worcestershire B61 7AG
- 3 Arrow Vale Sports & Leisure Centre, Green Sward Lane, Matchborough West, Redditch, Worcestershire B98 0EN
- 4 Curves for Women, Unit 4 Silver Birches Business Park, Aston Road, Aston Fields, Bromsgrove, B60 3EU
- 5 Curves, Unit 4, Silver Birches Business Park, Aston Rd, Bromsgrove, Worcestershire B60
- 6 David Lloyd Leisure, Slideslow Drive, Bromsgrove, B60 1GJ
- 7 Energie Fitness, Battens Drive, South Moons Moat, Redditch, Worcestershire B98 0L
- 8 Eze Fitness, The South East Quadrant, 17, Alcester St, Redditch, Worcestershire B98
- 9 Fitness Unlimited, Millsborough House, Ipsley St, Redditch, Worcestershire B98 7AI
- A Greens Health & Fitness Club, 20, Ashbrook Drive, Rubery, Birmingham, West Midlands
- B Gymophobics, Mills Court, Albert St, Redditch, Worcestershire B97 4DA
- C Kingsley Sports Centre, Woodrow Drive, Redditch, Worcestershire B98 7UH
- D Lifestyle Body Toning Suite, Unit 3, Tudor Business Centre, Marsden Rd, Redditch, Worcestershire B98 7AY
- E LivingWell Health Clubs, within Hilton Hotel, Birmingham Rd, Marlbrooke, Bromsgrove, Worcestershire B61 0JB
- F New Image Toning Studio, 121, New Rd, Rubery, Birmingham, West Midlands B45 9JF
- G Reds-Ladies Only, Battens Drive, Redditch, Worcestershire B98 0LJ
- H Rubery Leisure Centre, Holywell Lane, Rubery, Birmingham, West Midlands B45 9EJ
- I Shape Up, 83, Mason Rd, Redditch, Worcestershire B97 5DQ
- J The Dolphin Centre, School Drive, Bromsgrove, Worcestershire B60 1AY
- K Other (PLEASE WRITE IN)
- L (Don't know)

**Q38 How often do you visit...? (HEALTH & FITNESS FACILITY MENTIONED AT Q37)**  
READ OUT. ONE ANSWER ONLY.

- 1 More than once a week
- 2 Once a week
- 3 Less than once a week, but more than once a fortnight
- 4 Once a fortnight
- 5 Less than once a fortnight, but more than once a month
- 6 Less than once a month, but more than once in two months
- 7 Once in Two months
- 8 Less often
- 9 Other (PLEASE WRITE IN)
- A (Don't know / varies / no particular pattern)

**Q39 Which leisure facilities would you like to see more of in the Redditch area?**  
DO NOT READ OUT. CAN BE MULTICODED.

- 1 Cinema
- 2 Theatre
- 3 Health and Fitness (Gym)
- 4 Restaurants
- 5 Bars/pubs
- 6 Swimming pool
- 7 Bowling Alley
- 8 Bingo
- 9 Ice Rink
- A Karting
- B Paintballing
- C Extreme Sports
- D Hotels
- E Leisure Centre
- F Other (PLEASE WRITE IN)
- G (None)
- H (Don't know)

**AGE Age of respondent:**  
DO NOT READ OUT.

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

**GEN Gender of respondent:**  
CODE FROM OBSERVATION.

- 1 Male
- 2 Female

**OCC**    **What is the occupation of the chief income earner in your household ?**  
IF RETIRED OR UNEMPLOYED, ASK PREVIOUS FOR OCCUPATION

- 1    Occupation / job description (PLEASE WRITE IN)
- 2    Retired - basic state pension only
- 3    (Refused)

**ADU**    **How many adults, including yourself, live in your household (16 years and above)?**  
DO NOT READ OUT.

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

**CHI**    **How many children live in your household, aged 15 years and under?**  
DO NOT READ OUT.

- 1    None
- 2    One
- 3    Two
- 4    Three
- 5    Four
- 6    Five
- 7    Six or more
- 8    (Refused)

**CAR**    **How many cars does your household own or have the use of?**  
DO NOT READ OUT.

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

**ETH**    **Ethnicity of Respondent:**  
ONE ANSWER ONLY.

- 1    White
- 2    Indian
- 3    Pakistani
- 4    Bangladeshi
- 5    Other Asian
- 6    Black Caribbean
- 7    Black African
- 8    Other Black
- 9    Chinese
- A    Mixed Race
- B    Other Ethnic Group (PLEASE WRITE IN)
- C    (Refused)

**Thank & close**

*Private & Confidential*

## **Redditch On-Street Visitors Survey**

**For**



April 2008

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Sample Questionnaire
Pedestrian Counts

# Introduction

# INTRODUCTION

## 1. RESEARCH BACKGROUND & OBJECTIVES

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To conduct an independent survey amongst visitors to Redditch town centre to assess people's shopping habits. Demographic details were also captured.

## 2. RESEARCH METHODOLOGY

---

A total of 200 interviews were conducted between Monday 21<sup>st</sup> April and Saturday 26<sup>th</sup> April 2008.

Interviews were conducted using NEMS field interviewers.

We engaged our resident professional field market researchers on this project, virtually all of whom possess substantial experience in shopper research studies. The interviews were subject to a 10% random back check to ensure the survey was being conducted to the required standard.

### 2.1. Sampling

Selection was done randomly amongst shoppers at five different locations in Redditch.

### 2.2. Pedestrian Counts

On the hour each hour, pedestrian counts were undertaken

### 2.3. Statistical Reliability

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	± 4.2
20	± 5.5
30	± 6.4
40	± 6.8
50	± 6.9

## **Data Tabulations By Demographics**

# Redditch Town Centre On-Street Visitors Survey for White Young Green

April 2008

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Q01 Do you normally have regular access to a car for personal use during the day ?</b>																		
Yes	46.5%	93	46.1%	35	46.8%	58	36.9%	24	71.0%	44	34.7%	25	61.0%	50	36.4%	43	100.0%	93
No	53.5%	107	53.9%	41	53.2%	66	63.1%	41	29.0%	18	65.3%	47	39.0%	32	63.6%	75	0.0%	0
Base:		200		76		124		65		62		72		82		118		93
<b>Q02 Do you normally have regular access to a car for personal use during the evening / night ?</b>																		
Yes	48.0%	96	47.4%	36	48.4%	60	36.9%	24	74.2%	46	36.1%	26	63.4%	52	37.3%	44	100.0%	93
No	52.0%	104	52.6%	40	51.6%	64	63.1%	41	25.8%	16	63.9%	46	36.6%	30	62.7%	74	0.0%	0
Base:		200		76		124		65		62		72		82		118		93
<b>Q03 How did you travel to the Redditch town centre today ?</b>																		
Bicycle	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Train	3.5%	7	3.9%	3	3.2%	4	3.1%	2	3.2%	2	4.2%	3	4.9%	4	2.5%	3	3.2%	3
Bus, minibus or coach	39.0%	78	46.1%	35	34.7%	43	49.2%	32	9.7%	6	54.2%	39	32.9%	27	43.2%	51	14.0%	13
Motorcycle, scooter or moped	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
On foot	15.5%	31	19.7%	15	12.9%	16	13.8%	9	24.2%	15	9.7%	7	11.0%	9	18.6%	22	8.6%	8
Driving a car / van	28.0%	56	21.1%	16	32.3%	40	20.0%	13	46.8%	29	19.4%	14	34.1%	28	23.7%	28	60.2%	56
Passenger in a car or van	12.0%	24	6.6%	5	15.3%	19	13.8%	9	12.9%	8	9.7%	7	15.9%	13	9.3%	11	12.9%	12
Taxi / minicab	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Other	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
Base:		200		76		124		65		62		72		82		118		93
<b>Q04 Where did you park today ?</b>																		
<i>Those who arrived by car at Q03</i>																		
NCP Redditch Station Car Park, Bromsgrove Road, Redditch	1.3%	1	0.0%	0	1.7%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	2.6%	1	1.5%	1
Car Park 1, Plymouth Road (Multi-storey)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car Park 2, Access 2 (Multi-Storey)	27.5%	22	28.6%	6	27.1%	16	31.8%	7	21.6%	8	33.3%	7	29.3%	12	25.6%	10	29.4%	20
Car Park 3, Access 3 (Multi-Storey)	11.3%	9	14.3%	3	10.2%	6	13.6%	3	16.2%	6	0.0%	0	12.2%	5	10.3%	4	11.8%	8
Car Park 4, Access 4 (Multi-Storey)	18.8%	15	4.8%	1	23.7%	14	27.3%	6	18.9%	7	9.5%	2	14.6%	6	23.1%	9	20.6%	14
Car Park 7, Off Church Street (Multi-Storey, short-stay only)	3.8%	3	4.8%	1	3.4%	2	9.1%	2	2.7%	1	0.0%	0	4.9%	2	2.6%	1	4.4%	3
Quadrant Car Park, Access 1 On-street	3.8%	3	0.0%	0	5.1%	3	0.0%	0	8.1%	3	0.0%	0	2.4%	1	5.1%	2	2.9%	2
Other	6.3%	5	9.5%	2	5.1%	3	0.0%	0	10.8%	4	4.8%	1	9.8%	4	2.6%	1	7.4%	5
(Don't know / can't remember)	13.8%	11	28.6%	6	8.5%	5	4.5%	1	10.8%	4	28.6%	6	19.5%	8	7.7%	3	16.2%	11
(Dropped off – didn't park)	6.3%	5	0.0%	0	8.5%	5	0.0%	0	5.4%	2	14.3%	3	4.9%	2	7.7%	3	5.9%	4
Base:		80		21		59		22		37		21		41		39		68
<b>Q05 Did you have any difficulties obtaining a car parking space today ?</b>																		
<i>Those who parked at Q04</i>																		
Yes	11.6%	8	0.0%	0	16.0%	8	21.1%	4	11.8%	4	0.0%	0	10.5%	4	12.9%	4	10.9%	7
No	88.4%	61	100.0%	19	84.0%	42	78.9%	15	88.2%	30	100.0%	16	89.5%	34	87.1%	27	89.1%	57
Base:		69		19		50		19		34		16		38		31		64
<b>Q06 How long did your journey to the local area take ?</b>																		
0-5 minutes	14.0%	28	14.5%	11	13.7%	17	13.8%	9	21.0%	13	8.3%	6	12.2%	10	15.3%	18	14.0%	13
6-10 minutes	35.5%	71	34.2%	26	36.3%	45	35.4%	23	32.3%	20	38.9%	28	34.1%	28	36.4%	43	43.0%	40
11-15 minutes	18.5%	37	22.4%	17	16.1%	20	24.6%	16	14.5%	9	15.3%	11	18.3%	15	18.6%	22	12.9%	12
16-20 minutes	12.0%	24	11.8%	9	12.1%	15	7.7%	5	14.5%	9	13.9%	10	13.4%	11	11.0%	13	9.7%	9
Over 20 minutes	19.0%	38	15.8%	12	21.0%	26	18.5%	12	16.1%	10	22.2%	16	20.7%	17	17.8%	21	18.3%	17
(Don't know / can't remember)	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.4%	1	1.2%	1	0.8%	1	2.2%	2
Base:		200		76		124		65		62		72		82		118		93

Column %ges.

## Redditch Town Centre On-Street Visitors Survey for White Young Green

April 2008

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Q07 Did you travel to the town centre directly from home, work or elsewhere ?</b>																		
Home	90.5%	181	90.8%	69	90.3%	112	89.2%	58	87.1%	54	94.4%	68	89.0%	73	91.5%	108	86.0%	80
Work	5.0%	10	5.3%	4	4.8%	6	7.7%	5	8.1%	5	0.0%	0	6.1%	5	4.2%	5	7.5%	7
On holiday	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Elsewhere	1.5%	3	1.3%	1	1.6%	2	0.0%	0	0.0%	0	4.2%	3	2.4%	2	0.8%	1	2.2%	2
Friends house	1.5%	3	1.3%	1	1.6%	2	1.5%	1	3.2%	2	0.0%	0	0.0%	0	2.5%	3	2.2%	2
(Refused)	1.5%	3	1.3%	1	1.6%	2	1.5%	1	1.6%	1	1.4%	1	2.4%	2	0.8%	1	2.2%	2
Base:		200		76		124		65		62		72		82		118		93
<b>Q08 In terms of your visit to the town centre, do you live in Redditch, work in Redditch or are you a visitor to the area?</b> <i>Those who are not on holiday at Q07</i>																		
Live in Redditch	74.5%	149	76.3%	58	73.4%	91	73.8%	48	72.6%	45	76.4%	55	65.9%	54	80.5%	95	66.7%	62
Work in Redditch	5.5%	11	6.6%	5	4.8%	6	9.2%	6	6.5%	4	1.4%	1	7.3%	6	4.2%	5	4.3%	4
Visiting Redditch	21.5%	43	19.7%	15	22.6%	28	21.5%	14	21.0%	13	22.2%	16	26.8%	22	17.8%	21	29.0%	27
Base:		200		76		124		65		62		72		82		118		93
<b>Q09 What is the main reason why you are in Redditch town centre today ?</b>																		
Food and grocery shopping	7.0%	14	1.3%	1	10.5%	13	1.5%	1	9.7%	6	9.7%	7	2.4%	2	10.2%	12	2.2%	2
Clothes / shoes shopping	27.5%	55	17.1%	13	33.9%	42	35.4%	23	29.0%	18	19.4%	14	23.2%	19	30.5%	36	34.4%	32
Electrical goods shopping	1.5%	3	2.6%	2	0.8%	1	3.1%	2	0.0%	0	1.4%	1	1.2%	1	1.7%	2	1.1%	1
Stationers / newsagents	2.0%	4	2.6%	2	1.6%	2	1.5%	1	1.6%	1	2.8%	2	2.4%	2	1.7%	2	4.3%	4
Furniture / carpet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jewellery / gift shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chemist	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.4%	1	1.2%	1	0.8%	1	1.1%	1
Market	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	1	1.4%	1	1.2%	1	0.8%	1	1.1%	1
Library	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
Public offices	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
Bank / Building Society / Post Office	16.5%	33	18.4%	14	15.3%	19	6.2%	4	16.1%	10	26.4%	19	19.5%	16	14.4%	17	22.6%	21
Doctor / dentist	3.5%	7	1.3%	1	4.8%	6	0.0%	0	4.8%	3	5.6%	4	3.7%	3	3.4%	4	2.2%	2
Café / restaurant / pub	3.5%	7	7.9%	6	0.8%	1	4.6%	3	1.6%	1	2.8%	2	3.7%	3	3.4%	4	2.2%	2
Work / School / College	13.5%	27	17.1%	13	11.3%	14	26.2%	17	12.9%	8	2.8%	2	23.2%	19	6.8%	8	10.8%	10
Social / leisure activities	12.0%	24	17.1%	13	8.9%	11	13.8%	9	9.7%	6	12.5%	9	8.5%	7	14.4%	17	9.7%	9
Other	5.0%	10	5.3%	4	4.8%	6	4.6%	3	4.8%	3	5.6%	4	6.1%	5	4.2%	5	5.4%	5
Visit the gym	1.5%	3	0.0%	0	2.4%	3	0.0%	0	3.2%	2	1.4%	1	1.2%	1	1.7%	2	2.2%	2
Walking around	1.5%	3	3.9%	3	0.0%	0	3.1%	2	1.6%	1	0.0%	0	0.0%	0	2.5%	3	1.1%	1
Browsing	2.0%	4	2.6%	2	1.6%	2	0.0%	0	1.6%	1	4.2%	3	1.2%	1	2.5%	3	0.0%	0
Base:		200		76		124		65		62		72		82		118		93
<b>Q10 What else do you intend to do whilst in Redditch town centre today ?</b>																		
Food and grocery shopping	17.5%	35	10.5%	8	21.8%	27	15.4%	10	17.7%	11	19.4%	14	9.8%	8	22.9%	27	8.6%	8
Clothes / shoes shopping	37.5%	75	23.7%	18	46.0%	57	41.5%	27	37.1%	23	34.7%	25	31.7%	26	41.5%	49	43.0%	40
Electrical goods shopping	2.5%	5	3.9%	3	1.6%	2	3.1%	2	1.6%	1	2.8%	2	2.4%	2	2.5%	3	2.2%	2
Stationers / newsagents	4.5%	9	3.9%	3	4.8%	6	3.1%	2	6.5%	4	4.2%	3	7.3%	6	2.5%	3	8.6%	8
Furniture / carpet	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
Jewellery / gift shops	2.5%	5	1.3%	1	3.2%	4	1.5%	1	3.2%	2	2.8%	2	2.4%	2	2.5%	3	2.2%	2
Chemist	2.5%	5	1.3%	1	3.2%	4	1.5%	1	4.8%	3	1.4%	1	3.7%	3	1.7%	2	4.3%	4
Market	4.5%	9	2.6%	2	5.6%	7	0.0%	0	8.1%	5	5.6%	4	2.4%	2	5.9%	7	5.4%	5
Library	3.5%	7	2.6%	2	4.0%	5	3.1%	2	1.6%	1	5.6%	4	3.7%	3	3.4%	4	2.2%	2
Public offices	1.0%	2	1.3%	1	0.8%	1	1.5%	1	0.0%	0	1.4%	1	0.0%	0	1.7%	2	1.1%	1
Bank / Building Society / Post Office	22.5%	45	23.7%	18	21.8%	27	6.2%	4	27.4%	17	31.9%	23	25.6%	21	20.3%	24	29.0%	27
Doctor / dentist	4.0%	8	2.6%	2	4.8%	6	0.0%	0	4.8%	3	6.9%	5	3.7%	3	4.2%	5	2.2%	2
Café / restaurant / pub	12.0%	24	15.8%	12	9.7%	12	10.8%	7	11.3%	7	12.5%	9	14.6%	12	10.2%	12	16.1%	15
Work / School / College	14.0%	28	17.1%	13	12.1%	15	27.7%	18	12.9%	8	2.8%	2	23.2%	19	7.6%	9	10.8%	10
Social / leisure activities	16.5%	33	19.7%	15	14.5%	18	21.5%	14	12.9%	8	15.3%	11	13.4%	11	18.6%	22	17.2%	16
Other	3.5%	7	6.6%	5	1.6%	2	0.0%	0	6.5%	4	4.2%	3	4.9%	4	2.5%	3	5.4%	5
Visit the gym	2.0%	4	0.0%	0	3.2%	4	0.0%	0	4.8%	3	1.4%	1	1.2%	1	2.5%	3	2.2%	2
Walking around	2.5%	5	5.3%	4	0.8%	1	4.6%	3	3.2%	2	0.0%	0	0.0%	0	4.2%	5	1.1%	1
Browsing	4.5%	9	5.3%	4	4.0%	5	3.1%	2	4.8%	3	5.6%	4	2.4%	2	5.9%	7	4.3%	4
(No other activities / reason)	2.5%	5	3.9%	3	1.6%	2	1.5%	1	3.2%	2	2.8%	2	3.7%	3	1.7%	2	3.2%	3
Base:		200		76		124		65		62		72		82		118		93

Column %ges.

# Redditch Town Centre On-Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Q11 How long do you think you will stay in Redditch town centre today ?</b>																		
Up to half an hour	20.5%	41	30.3%	23	14.5%	18	10.8%	7	24.2%	15	26.4%	19	24.4%	20	17.8%	21	23.7%	22
Up to two hours	44.0%	88	39.5%	30	46.8%	58	46.2%	30	38.7%	24	45.8%	33	35.4%	29	50.0%	59	39.8%	37
Half the day	21.5%	43	18.4%	14	23.4%	29	26.2%	17	19.4%	12	19.4%	14	25.6%	21	18.6%	22	22.6%	21
All day	12.0%	24	10.5%	8	12.9%	16	16.9%	11	16.1%	10	4.2%	3	14.6%	12	10.2%	12	11.8%	11
(Don't know)	2.0%	4	1.3%	1	2.4%	3	0.0%	0	1.6%	1	4.2%	3	0.0%	0	3.4%	4	2.2%	2
Base:		200		76		124		65		62		72		82		118		93
<b>Q12 Will you buy your food and grocery goods, that is undertake your main food shop, whilst in Redditch today ?</b>																		
Yes	16.5%	33	11.8%	9	19.4%	24	13.8%	9	11.3%	7	23.6%	17	9.8%	8	21.2%	25	10.8%	10
No	82.5%	165	88.2%	67	79.0%	98	86.2%	56	88.7%	55	73.6%	53	89.0%	73	78.0%	92	89.2%	83
(Don't know)	1.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.8%	2	1.2%	1	0.8%	1	0.0%	0
Base:		200		76		124		65		62		72		82		118		93
<b>Q13 Which store will you visit / have you visited ?</b>																		
<i>Those who will undertake their main food shopping at Q12</i>																		
Aldi - Trescott Road, Redditch, B98 7AH	9.1%	3	11.1%	1	8.3%	2	0.0%	0	28.6%	2	5.9%	1	25.0%	2	4.0%	1	10.0%	1
Budgens Supermarket - Brooklyn Garage, Battens Drive, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Green Convenience Store - 7a, Church Green West, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstores - 430, Evesham Rd, Crabbs Cross, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost Cutters - 31, Woodrow Centre, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Centre - 1-3, Dev.1, Kingfisher Shopping Centre	27.3%	9	22.2%	2	29.2%	7	44.4%	4	28.6%	2	17.6%	3	12.5%	1	32.0%	8	10.0%	1
Gentry's Store Ltd - 5 & 7, Farm Rd, Lakeside, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland - Unit 4, Ipsley Street, Smallwood, Redditch	6.1%	2	0.0%	0	8.3%	2	11.1%	1	14.3%	1	0.0%	0	0.0%	0	8.0%	2	0.0%	0
Lidl - Redditch Ringway, The Quadrant, Redditch	6.1%	2	0.0%	0	8.3%	2	0.0%	0	14.3%	1	5.9%	1	0.0%	0	8.0%	2	10.0%	1
Londis Store - 2, Furze Lane, Winyates Green, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market (Outdoor) - Redditch Town Centre	18.2%	6	11.1%	1	20.8%	5	11.1%	1	0.0%	0	29.4%	5	0.0%	0	24.0%	6	20.0%	2
Marks and Spencers - 9 Walford Walk, Redditch, Wores, B97 4HJ	6.1%	2	11.1%	1	4.2%	1	11.1%	1	0.0%	0	5.9%	1	12.5%	1	4.0%	1	10.0%	1
Morrisons - Warwick Highway, Redditch, B98 0SW	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sian Stores - 73, Poplar Rd, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores Batchley - 193, Batchley Rd, Redditch, B97 6JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express - Lodge Park Express, Lodge Park, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra - Redditch Extra, Oakenshaw, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco - Coldfield Drive, Redditch	3.0%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	1	12.5%	1	0.0%	0	10.0%	1
Other	24.2%	8	33.3%	3	20.8%	5	22.2%	2	14.3%	1	29.4%	5	37.5%	3	20.0%	5	30.0%	3
Base:		33		9		24		9		7		17		8		25		10

## Redditch Town Centre On-Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Q14 When you last did your main food and grocery shopping, was it in Redditch?</b>																		
Yes	50.0%	100	46.1%	35	52.4%	65	29.2%	19	58.1%	36	62.5%	45	40.2%	33	56.8%	67	48.4%	45
No	49.5%	99	52.6%	40	47.6%	59	69.2%	45	41.9%	26	37.5%	27	58.5%	48	43.2%	51	50.5%	47
(Don't know)	0.5%	1	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Base:		200		76		124		65		62		72		82		118		93
<b>Q15 Which store did you visit last visit for your main food and grocery shopping in Redditch ?</b>																		
<i>Those who did their last main food shopping in Redditch at Q14</i>																		
Aldi - Trescott Road, Redditch, B98 7AH	9.0%	9	11.4%	4	7.7%	5	10.5%	2	8.3%	3	8.9%	4	15.2%	5	6.0%	4	6.7%	3
Budgens Supermarket - Brooklyn Garage, Battens Drive, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Green Convenience Store - 7a, Church Green West, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstores - 430, Evesham Rd, Crabbs Cross, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cost Cutters - 31, Woodrow Centre, Redditch	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.0%	1	0.0%	0	0.0%	0
Farmfoods Freezer Centre - 1-3, Dev.1, Kingfisher Shopping Centre	7.0%	7	8.6%	3	6.2%	4	10.5%	2	2.8%	1	8.9%	4	3.0%	1	9.0%	6	4.4%	2
Gentry's Store Ltd - 5 & 7, Farm Rd, Lakeside, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland - Unit 4, Ipsley Street, Smallwood, Redditch	7.0%	7	2.9%	1	9.2%	6	15.8%	3	8.3%	3	2.2%	1	3.0%	1	9.0%	6	2.2%	1
Lidl - Redditch Ringway, The Quadrant, Redditch	5.0%	5	2.9%	1	6.2%	4	5.3%	1	5.6%	2	4.4%	2	0.0%	0	7.5%	5	2.2%	1
Londis Store - 2, Furze Lane, Winyates Green, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market (Outdoor) - Redditch Town Centre	1.0%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	1.5%	1	0.0%	0
Marks and Spencers - 9 Walford Walk, Redditch, Wores, B97 4HJ	1.0%	1	0.0%	0	1.5%	1	5.3%	1	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0
Morrisons - Warwick Highway, Redditch, B98 0SW	16.0%	16	8.6%	3	20.0%	13	15.8%	3	19.4%	7	13.3%	6	9.1%	3	19.4%	13	20.0%	9
Sian Stores - 73, Poplar Rd, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar Stores Batchley - 193, Batchley Rd, Redditch, B97 6JB	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express - Lodge Park Express, Lodge Park, Redditch	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra - Redditch Extra, Oakenshaw, Redditch	25.0%	25	17.1%	6	29.2%	19	21.1%	4	25.0%	9	26.7%	12	30.3%	10	22.4%	15	26.7%	12
Tesco - Coldfield Drive, Redditch	8.0%	8	14.3%	5	4.6%	3	0.0%	0	8.3%	3	11.1%	5	12.1%	4	6.0%	4	15.6%	7
Other	2.0%	2	0.0%	0	3.1%	2	5.3%	1	0.0%	0	2.2%	1	3.0%	1	1.5%	1	2.2%	1
Sainsburys (unspecified)	18.0%	18	28.6%	10	12.3%	8	10.5%	2	22.2%	8	17.8%	8	18.2%	6	17.9%	12	20.0%	9
Base:		100		35		65		19		36		45		33		67		45

## Redditch Town Centre On-Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Q16 Why did you choose to do your last main food and grocery shopping elsewhere rather than in Redditch?</b>																		
<i>Those who did not do their last main food shopping in Redditch at Q14</i>																		
Nearer to home	61.0%	61	65.9%	27	57.6%	34	60.9%	28	69.2%	18	51.9%	14	67.3%	33	54.9%	28	72.9%	35
Nearer to work	2.0%	2	2.4%	1	1.7%	1	4.3%	2	0.0%	0	0.0%	0	4.1%	2	0.0%	0	4.2%	2
Poor accessibility to Redditch	6.0%	6	4.9%	2	6.8%	4	6.5%	3	11.5%	3	0.0%	0	6.1%	3	5.9%	3	10.4%	5
Choice of food goods available	10.0%	10	9.8%	4	10.2%	6	6.5%	3	11.5%	3	14.8%	4	4.1%	2	15.7%	8	4.2%	2
Choice of shops selling food goods	13.0%	13	9.8%	4	15.3%	9	6.5%	3	11.5%	3	25.9%	7	12.2%	6	13.7%	7	8.3%	4
Quality of food goods available	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Quality of shops selling food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of shops nearby selling non-food goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks / financial services	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Provision of leisure services nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping environment	1.0%	1	0.0%	0	1.7%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	2.0%	1	2.1%	1
Cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking provision	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Public information, signposts, public facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Entertainment / events	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the day)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Safety (during the night)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	5.0%	5	2.4%	1	6.8%	4	2.2%	1	11.5%	3	3.7%	1	6.1%	3	3.9%	2	8.3%	4
Someone else does it (Don't know / no reason)	6.0%	6	7.3%	3	5.1%	3	10.9%	5	0.0%	0	3.7%	1	6.1%	3	5.9%	3	0.0%	0
Base:		100		41		59		46		26		27		49		51		48
<b>Q17 Thinking about the town centre of Redditch, which of these statements would you say best describes how frequently you visit the centre compared with five years ago?</b>																		
Much more frequently than before	14.5%	29	17.1%	13	12.9%	16	12.3%	8	19.4%	12	12.5%	9	12.2%	10	16.1%	19	15.1%	14
More frequently than before	21.5%	43	21.1%	16	21.8%	27	27.7%	18	16.1%	10	20.8%	15	24.4%	20	19.5%	23	17.2%	16
About as frequently	38.5%	77	36.8%	28	39.5%	49	32.3%	21	38.7%	24	43.1%	31	32.9%	27	42.4%	50	37.6%	35
Less frequently than before	7.5%	15	9.2%	7	6.5%	8	4.6%	3	9.7%	6	8.3%	6	7.3%	6	7.6%	9	9.7%	9
Much less frequently than before	7.5%	15	6.6%	5	8.1%	10	10.8%	7	4.8%	3	6.9%	5	8.5%	7	6.8%	8	8.6%	8
Didn't visit five years ago	7.5%	15	5.3%	4	8.9%	11	12.3%	8	4.8%	3	5.6%	4	9.8%	8	5.9%	7	8.6%	8
This is my first visit (Don't know)	2.0%	4	3.9%	3	0.8%	1	0.0%	0	3.2%	2	2.8%	2	3.7%	3	0.8%	1	2.2%	2
Base:		200		76		124		65		62		72		82		118		93
<b>Q18 If you visit the town centre during the evening / night, how long do you typically spend here ?</b>																		
Up to 1 hour	5.0%	10	7.9%	6	3.2%	4	10.8%	7	1.6%	1	2.8%	2	9.8%	8	1.7%	2	2.2%	2
1 to 2 hours	9.0%	18	9.2%	7	8.9%	11	15.4%	10	1.6%	1	9.7%	7	6.1%	5	11.0%	13	7.5%	7
2 to 4 hours	13.5%	27	15.8%	12	12.1%	15	18.5%	12	11.3%	7	11.1%	8	13.4%	11	13.6%	16	12.9%	12
Over 4 hours	5.5%	11	6.6%	5	4.8%	6	12.3%	8	3.2%	2	1.4%	1	7.3%	6	4.2%	5	5.4%	5
Don't visit in the evening (Don't know / varies)	66.5%	133	60.5%	46	70.2%	87	43.1%	28	82.3%	51	73.6%	53	63.4%	52	68.6%	81	71.0%	66
Base:		200		76		124		65		62		72		82		118		93

# Redditch Town Centre On-Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Mean Score - Much better=5, Better=4, About the same=3, Worse=2, Much worse=1</b>																		
<b>Q19 Comparing Redditch town centre with other centres, how does it compare on the following aspects ?</b>																		
<b>Choice of shops</b>																		
Much better	3.5%	7	3.9%	3	3.2%	4	3.1%	2	0.0%	0	6.9%	5	2.4%	2	4.2%	5	4.3%	4
Better	14.5%	29	17.1%	13	12.9%	16	15.4%	10	11.3%	7	16.7%	12	14.6%	12	14.4%	17	16.1%	15
About the same	44.5%	89	43.4%	33	45.2%	56	40.0%	26	53.2%	33	40.3%	29	42.7%	35	45.8%	54	47.3%	44
Worse	30.0%	60	28.9%	22	30.6%	38	32.3%	21	30.6%	19	27.8%	20	32.9%	27	28.0%	33	25.8%	24
Much worse	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
(Don't know)	7.0%	14	5.3%	4	8.1%	10	9.2%	6	3.2%	2	8.3%	6	7.3%	6	6.8%	8	5.4%	5
Mean:	2.90		2.93		2.88		2.88		2.77		3.03		2.86		2.93		2.97	
Base:	200		76		124		65		62		72		82		118		93	
<b>Quality of shops</b>																		
Much better	4.5%	9	5.3%	4	4.0%	5	6.2%	4	0.0%	0	6.9%	5	3.7%	3	5.1%	6	7.5%	7
Better	18.0%	36	21.1%	16	16.1%	20	13.8%	9	25.8%	16	15.3%	11	22.0%	18	15.3%	18	21.5%	20
About the same	47.5%	95	46.1%	35	48.4%	60	44.6%	29	50.0%	31	47.2%	34	43.9%	36	50.0%	59	46.2%	43
Worse	22.5%	45	22.4%	17	22.6%	28	26.2%	17	16.1%	10	25.0%	18	25.6%	21	20.3%	24	18.3%	17
Much worse	1.5%	3	1.3%	1	1.6%	2	1.5%	1	3.2%	2	0.0%	0	1.2%	1	1.7%	2	1.1%	1
(Don't know)	6.0%	12	3.9%	3	7.3%	9	7.7%	5	4.8%	3	5.6%	4	3.7%	3	7.6%	9	5.4%	5
Mean:	3.02		3.07		2.98		2.97		3.03		3.04		3.01		3.02		3.17	
Base:	200		76		124		65		62		72		82		118		93	
<b>Range of services such as banks and other financial services</b>																		
Much better	3.5%	7	3.9%	3	3.2%	4	1.5%	1	3.2%	2	5.6%	4	0.0%	0	5.9%	7	3.2%	3
Better	21.0%	42	22.4%	17	20.2%	25	16.9%	11	21.0%	13	25.0%	18	18.3%	15	22.9%	27	29.0%	27
About the same	61.5%	123	67.1%	51	58.1%	72	69.2%	45	66.1%	41	50.0%	36	68.3%	56	56.8%	67	55.9%	52
Worse	6.5%	13	2.6%	2	8.9%	11	3.1%	2	6.5%	4	9.7%	7	7.3%	6	5.9%	7	5.4%	5
Much worse	6.0%	12	2.6%	2	8.1%	10	7.7%	5	3.2%	2	6.9%	5	6.1%	5	5.9%	7	6.5%	6
(Don't know)	1.5%	3	1.3%	1	1.6%	2	1.5%	1	0.0%	0	2.8%	2	0.0%	0	2.5%	3	0.0%	0
Mean:	3.10		3.23		3.02		3.02		3.15		3.13		2.99		3.17		3.17	
Base:	200		76		124		65		62		72		82		118		93	
<b>Range and choice of pubs / restaurants</b>																		
Much better	1.5%	3	1.3%	1	1.6%	2	1.5%	1	0.0%	0	2.8%	2	0.0%	0	2.5%	3	1.1%	1
Better	6.5%	13	5.3%	4	7.3%	9	0.0%	0	6.5%	4	12.5%	9	3.7%	3	8.5%	10	6.5%	6
About the same	35.5%	71	35.5%	27	35.5%	44	41.5%	27	38.7%	24	27.8%	20	41.5%	34	31.4%	37	33.3%	31
Worse	27.0%	54	23.7%	18	29.0%	36	32.3%	21	32.3%	20	16.7%	12	25.6%	21	28.0%	33	24.7%	23
Much worse	19.0%	38	22.4%	17	16.9%	21	7.7%	5	14.5%	9	33.3%	24	17.1%	14	20.3%	24	21.5%	20
(Don't know)	10.5%	21	11.8%	9	9.7%	12	16.9%	11	8.1%	5	6.9%	5	12.2%	10	9.3%	11	12.9%	12
Mean:	2.38		2.31		2.42		2.46		2.40		2.30		2.36		2.39		2.32	
Base:	200		76		124		65		62		72		82		118		93	
<b>Leisure facilities</b>																		
Much better	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	1.1%	1
Better	4.5%	9	2.6%	2	5.6%	7	1.5%	1	6.5%	4	5.6%	4	1.2%	1	6.8%	8	3.2%	3
About the same	33.5%	67	35.5%	27	32.3%	40	44.6%	29	29.0%	18	27.8%	20	39.0%	32	29.7%	35	31.2%	29
Worse	22.0%	44	23.7%	18	21.0%	26	16.9%	11	29.0%	18	19.4%	14	19.5%	16	23.7%	28	20.4%	19
Much worse	22.0%	44	22.4%	17	21.8%	27	6.2%	4	19.4%	12	38.9%	28	17.1%	14	25.4%	30	23.7%	22
(Don't know)	17.5%	35	15.8%	12	18.5%	23	30.8%	20	16.1%	10	6.9%	5	23.2%	19	13.6%	16	20.4%	19
Mean:	2.27		2.22		2.30		2.60		2.27		2.04		2.32		2.24		2.22	
Base:	200		76		124		65		62		72		82		118		93	
<b>Shopping environment</b>																		
Much better	5.5%	11	7.9%	6	4.0%	5	6.2%	4	6.5%	4	4.2%	3	4.9%	4	5.9%	7	8.6%	8
Better	24.5%	49	23.7%	18	25.0%	31	18.5%	12	24.2%	15	30.6%	22	22.0%	18	26.3%	31	29.0%	27
About the same	48.5%	97	47.4%	36	49.2%	61	58.5%	38	48.4%	30	38.9%	28	52.4%	43	45.8%	54	45.2%	42
Worse	18.5%	37	18.4%	14	18.5%	23	13.8%	9	19.4%	12	22.2%	16	18.3%	15	18.6%	22	15.1%	14
Much worse	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
(Don't know)	2.5%	5	1.3%	1	3.2%	4	3.1%	2	0.0%	0	4.2%	3	2.4%	2	2.5%	3	1.1%	1
Mean:	3.16		3.19		3.15		3.17		3.15		3.17		3.14		3.18		3.29	
Base:	200		76		124		65		62		72		82		118		93	

# Redditch Town Centre On-Street Visitors Survey for White Young Green

April 2008

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Cleanliness</b>																		
Much better	7.0%	14	10.5%	8	4.8%	6	3.1%	2	9.7%	6	8.3%	6	6.1%	5	7.6%	9	9.7%	9
Better	26.0%	52	19.7%	15	29.8%	37	18.5%	12	27.4%	17	31.9%	23	20.7%	17	29.7%	35	28.0%	26
About the same	45.0%	90	52.6%	40	40.3%	50	53.8%	35	41.9%	26	38.9%	28	51.2%	42	40.7%	48	44.1%	41
Worse	15.0%	30	10.5%	8	17.7%	22	18.5%	12	14.5%	9	12.5%	9	13.4%	11	16.1%	19	12.9%	12
Much worse	2.0%	4	1.3%	1	2.4%	3	1.5%	1	1.6%	1	2.8%	2	1.2%	1	2.5%	3	2.2%	2
(Don't know)	5.0%	10	5.3%	4	4.8%	6	4.6%	3	4.8%	3	5.6%	4	7.3%	6	3.4%	4	3.2%	3
Mean:	3.22		3.29		3.18		3.03		3.31		3.32		3.18		3.25		3.31	
Base:	200		76		124		65		62		72		82		118		93	
<b>Car parking provision</b>																		
Much better	2.0%	4	3.9%	3	0.8%	1	3.1%	2	1.6%	1	1.4%	1	0.0%	0	3.4%	4	4.3%	4
Better	21.0%	42	17.1%	13	23.4%	29	15.4%	10	19.4%	12	27.8%	20	22.0%	18	20.3%	24	30.1%	28
About the same	46.5%	93	44.7%	34	47.6%	59	60.0%	39	54.8%	34	26.4%	19	54.9%	45	40.7%	48	49.5%	46
Worse	6.5%	13	7.9%	6	5.6%	7	7.7%	5	6.5%	4	5.6%	4	8.5%	7	5.1%	6	9.7%	9
Much worse	21.0%	42	22.4%	17	20.2%	25	13.8%	9	14.5%	9	33.3%	24	11.0%	9	28.0%	33	4.3%	4
(Don't know)	3.0%	6	3.9%	3	2.4%	3	0.0%	0	3.2%	2	5.6%	4	3.7%	3	2.5%	3	2.2%	2
Mean:	2.76		2.71		2.79		2.86		2.87		2.56		2.91		2.65		3.21	
Base:	200		76		124		65		62		72		82		118		93	
<b>Car parking prices</b>																		
Much better	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better	12.5%	25	7.9%	6	15.3%	19	10.8%	7	9.7%	6	16.7%	12	12.2%	10	12.7%	15	17.2%	16
About the same	38.5%	77	46.1%	35	33.9%	42	53.8%	35	32.3%	20	29.2%	21	41.5%	34	36.4%	43	34.4%	32
Worse	17.0%	34	11.8%	9	20.2%	25	10.8%	7	32.3%	20	9.7%	7	20.7%	17	14.4%	17	30.1%	28
Much worse	24.5%	49	23.7%	18	25.0%	31	18.5%	12	19.4%	12	34.7%	25	15.9%	13	30.5%	36	7.5%	7
(Don't know)	7.5%	15	10.5%	8	5.6%	7	6.2%	4	6.5%	4	9.7%	7	9.8%	8	5.9%	7	10.8%	10
Mean:	2.42		2.43		2.42		2.61		2.34		2.31		2.55		2.33		2.69	
Base:	200		76		124		65		62		72		82		118		93	
<b>Accessibility by public transport</b>																		
Much better	1.0%	2	2.6%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.2%	1	0.8%	1	1.1%	1
Better	15.0%	30	17.1%	13	13.7%	17	10.8%	7	11.3%	7	22.2%	16	15.9%	13	14.4%	17	14.0%	13
About the same	39.5%	79	39.5%	30	39.5%	49	52.3%	34	33.9%	21	33.3%	24	40.2%	33	39.0%	46	34.4%	32
Worse	17.0%	34	17.1%	13	16.9%	21	21.5%	14	17.7%	11	11.1%	8	15.9%	13	17.8%	21	7.5%	7
Much worse	21.5%	43	14.5%	11	25.8%	32	13.8%	9	30.6%	19	20.8%	15	23.2%	19	20.3%	24	41.9%	39
(Don't know)	6.0%	12	9.2%	7	4.0%	5	1.5%	1	6.5%	4	9.7%	7	3.7%	3	7.6%	9	1.1%	1
Mean:	2.54		2.74		2.43		2.61		2.28		2.72		2.54		2.54		2.24	
Base:	200		76		124		65		62		72		82		118		93	
<b>Public information / signposts / public facilities</b>																		
Much better	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
Better	10.0%	20	7.9%	6	11.3%	14	6.2%	4	11.3%	7	12.5%	9	6.1%	5	12.7%	15	11.8%	11
About the same	63.0%	126	63.2%	48	62.9%	78	80.0%	52	61.3%	38	50.0%	36	65.9%	54	61.0%	72	62.4%	58
Worse	10.5%	21	9.2%	7	11.3%	14	7.7%	5	9.7%	6	12.5%	9	12.2%	10	9.3%	11	8.6%	8
Much worse	14.0%	28	14.5%	11	13.7%	17	6.2%	4	17.7%	11	18.1%	13	14.6%	12	13.6%	16	17.2%	16
(Don't know)	2.0%	4	3.9%	3	0.8%	1	0.0%	0	0.0%	0	5.6%	4	1.2%	1	2.5%	3	0.0%	0
Mean:	2.72		2.71		2.72		2.86		2.66		2.65		2.64		2.77		2.69	
Base:	200		76		124		65		62		72		82		118		93	
<b>Entertainment / events / performances</b>																		
Much better	1.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.8%	2	1.2%	1	0.8%	1	0.0%	0
Better	8.0%	16	9.2%	7	7.3%	9	6.2%	4	6.5%	4	11.1%	8	4.9%	4	10.2%	12	7.5%	7
About the same	43.0%	86	42.1%	32	43.5%	54	53.8%	35	41.9%	26	33.3%	24	48.8%	40	39.0%	46	40.9%	38
Worse	17.5%	35	18.4%	14	16.9%	21	21.5%	14	17.7%	11	13.9%	10	18.3%	15	16.9%	20	18.3%	17
Much worse	24.0%	48	22.4%	17	25.0%	31	10.8%	7	27.4%	17	33.3%	24	22.0%	18	25.4%	30	25.8%	24
(Don't know)	6.5%	13	7.9%	6	5.6%	7	7.7%	5	6.5%	4	5.6%	4	4.9%	4	7.6%	9	7.5%	7
Mean:	2.41		2.41		2.40		2.60		2.29		2.32		2.42		2.39		2.33	
Base:	200		76		124		65		62		72		82		118		93	

Column %ges.

# Redditch Town Centre On-Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Day-time safety</b>																		
Much better	2.0%	4	3.9%	3	0.8%	1	0.0%	0	3.2%	2	2.8%	2	1.2%	1	2.5%	3	3.2%	3
Better	21.0%	42	14.5%	11	25.0%	31	10.8%	7	19.4%	12	31.9%	23	14.6%	12	25.4%	30	22.6%	21
About the same	59.5%	119	63.2%	48	57.3%	71	63.1%	41	62.9%	39	54.2%	39	65.9%	54	55.1%	65	57.0%	53
Worse	9.5%	19	9.2%	7	9.7%	12	13.8%	9	6.5%	4	6.9%	5	8.5%	7	10.2%	12	7.5%	7
Much worse	4.0%	8	3.9%	3	4.0%	5	7.7%	5	1.6%	1	2.8%	2	4.9%	4	3.4%	4	5.4%	5
(Don't know)	4.0%	8	5.3%	4	3.2%	4	4.6%	3	6.5%	4	1.4%	1	4.9%	4	3.4%	4	4.3%	4
Mean:	3.08		3.06		3.09		2.81		3.17		3.25		2.99		3.14		3.11	
Base:	200		76		124		65		62		72		82		118		93	
<b>Evening / night safety</b>																		
Much better	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
Better	4.0%	8	2.6%	2	4.8%	6	1.5%	1	3.2%	2	6.9%	5	0.0%	0	6.8%	8	4.3%	4
About the same	36.5%	73	42.1%	32	33.1%	41	50.8%	33	33.9%	21	25.0%	18	43.9%	36	31.4%	37	35.5%	33
Worse	10.5%	21	7.9%	6	12.1%	15	13.8%	9	6.5%	4	11.1%	8	8.5%	7	11.9%	14	7.5%	7
Much worse	33.0%	66	28.9%	22	35.5%	44	18.5%	12	37.1%	23	43.1%	31	31.7%	26	33.9%	40	36.6%	34
(Don't know)	15.5%	31	17.1%	13	14.5%	18	15.4%	10	17.7%	11	13.9%	10	15.9%	13	15.3%	18	15.1%	14
Mean:	2.15		2.27		2.08		2.42		2.10		1.95		2.14		2.16		2.13	
Base:	200		76		124		65		62		72		82		118		93	
<b>Layout</b>																		
Much better	3.5%	7	6.6%	5	1.6%	2	3.1%	2	3.2%	2	4.2%	3	2.4%	2	4.2%	5	4.3%	4
Better	21.5%	43	22.4%	17	21.0%	26	15.4%	10	19.4%	12	29.2%	21	18.3%	15	23.7%	28	25.8%	24
About the same	61.0%	122	56.6%	43	63.7%	79	73.8%	48	62.9%	39	47.2%	34	62.2%	51	60.2%	71	53.8%	50
Worse	10.0%	20	10.5%	8	9.7%	12	6.2%	4	9.7%	6	13.9%	10	13.4%	11	7.6%	9	9.7%	9
Much worse	3.0%	6	2.6%	2	3.2%	4	1.5%	1	3.2%	2	4.2%	3	1.2%	1	4.2%	5	4.3%	4
(Don't know)	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.4%	1	2.4%	2	0.0%	0	2.2%	2
Mean:	3.13		3.20		3.08		3.12		3.10		3.15		3.08		3.16		3.16	
Base:	200		76		124		65		62		72		82		118		93	
<b>Public Art</b>																		
Much better	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
Better	6.0%	12	7.9%	6	4.8%	6	1.5%	1	3.2%	2	12.5%	9	4.9%	4	6.8%	8	6.5%	6
About the same	48.5%	97	55.3%	42	44.4%	55	70.8%	46	45.2%	28	30.6%	22	53.7%	44	44.9%	53	45.2%	42
Worse	11.0%	22	11.8%	9	10.5%	13	9.2%	6	9.7%	6	13.9%	10	14.6%	12	8.5%	10	8.6%	8
Much worse	30.0%	60	23.7%	18	33.9%	42	16.9%	11	37.1%	23	36.1%	26	22.0%	18	35.6%	42	31.2%	29
(Don't know)	4.0%	8	1.3%	1	5.6%	7	1.5%	1	3.2%	2	6.9%	5	4.9%	4	3.4%	4	7.5%	7
Mean:	2.33		2.48		2.24		2.58		2.20		2.21		2.44		2.26		2.33	
Base:	200		76		124		65		62		72		82		118		93	
<b>Environment</b>																		
Much better	3.5%	7	6.6%	5	1.6%	2	1.5%	1	3.2%	2	5.6%	4	1.2%	1	5.1%	6	4.3%	4
Better	14.0%	28	13.2%	10	14.5%	18	9.2%	6	12.9%	8	19.4%	14	15.9%	13	12.7%	15	20.4%	19
About the same	61.0%	122	60.5%	46	61.3%	76	72.3%	47	67.7%	42	44.4%	32	62.2%	51	60.2%	71	55.9%	52
Worse	14.5%	29	14.5%	11	14.5%	18	12.3%	8	12.9%	8	18.1%	13	15.9%	13	13.6%	16	14.0%	13
Much worse	4.5%	9	2.6%	2	5.6%	7	4.6%	3	1.6%	1	6.9%	5	2.4%	2	5.9%	7	3.2%	3
(Don't know)	2.5%	5	2.6%	2	2.4%	3	0.0%	0	1.6%	1	5.6%	4	2.4%	2	2.5%	3	2.2%	2
Mean:	2.97		3.07		2.92		2.91		3.03		2.99		2.98		2.97		3.09	
Base:	200		76		124		65		62		72		82		118		93	

## Redditch Town Centre On-Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Q20 What type of shops or services would you like to see more of in Redditch town centre?</b>																		
Food stores	32.5%	65	17.1%	13	41.9%	52	24.6%	16	32.3%	20	40.3%	29	22.0%	18	39.8%	47	25.8%	24
Department stores	15.5%	31	13.2%	10	16.9%	21	21.5%	14	14.5%	9	11.1%	8	19.5%	16	12.7%	15	20.4%	19
Clothing stores	23.5%	47	19.7%	15	25.8%	32	41.5%	27	19.4%	12	11.1%	8	25.6%	21	22.0%	26	24.7%	23
Footwear stores	9.5%	19	10.5%	8	8.9%	11	20.0%	13	6.5%	4	2.8%	2	8.5%	7	10.2%	12	6.5%	6
Electrical goods	1.5%	3	1.3%	1	1.6%	2	1.5%	1	3.2%	2	0.0%	0	0.0%	0	2.5%	3	3.2%	3
Household goods stores	5.0%	10	3.9%	3	5.6%	7	1.5%	1	8.1%	5	5.6%	4	1.2%	1	7.6%	9	4.3%	4
Pharmacies	1.5%	3	0.0%	0	2.4%	3	4.6%	3	0.0%	0	0.0%	0	0.0%	0	2.5%	3	1.1%	1
Restaurants / cafes	12.5%	25	10.5%	8	13.7%	17	15.4%	10	16.1%	10	5.6%	4	13.4%	11	11.9%	14	17.2%	16
Drinking establishments	7.5%	15	9.2%	7	6.5%	8	15.4%	10	4.8%	3	2.8%	2	9.8%	8	5.9%	7	3.2%	3
Building societies	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Banks	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solicitors	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	13.5%	27	14.5%	11	12.9%	16	6.2%	4	19.4%	12	15.3%	11	14.6%	12	12.7%	15	16.1%	15
Supermarket	5.5%	11	3.9%	3	6.5%	8	1.5%	1	6.5%	4	8.3%	6	6.1%	5	5.1%	6	6.5%	6
(Don't know)	23.5%	47	31.6%	24	18.5%	23	16.9%	11	21.0%	13	31.9%	23	24.4%	20	22.9%	27	24.7%	23
Base:		200		76		124		65		62		72		82		118		93

### Q21 What measures do you think would improve Redditch town centre and make it more attractive?

#### 1st mention

Increased choice / range of shops	15.0%	30	10.5%	8	17.7%	22	24.6%	16	14.5%	9	6.9%	5	18.3%	15	12.7%	15	15.1%	14
More national multiples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better foodstore provision	19.5%	39	9.2%	7	25.8%	32	15.4%	10	22.6%	14	20.8%	15	15.9%	13	22.0%	26	16.1%	15
More non-food stores	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More Independent / Specialist traders	3.5%	7	2.6%	2	4.0%	5	0.0%	0	6.5%	4	4.2%	3	3.7%	3	3.4%	4	5.4%	5
Improved street paving	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Cheaper parking	3.0%	6	3.9%	3	2.4%	3	3.1%	2	3.2%	2	2.8%	2	3.7%	3	2.5%	3	5.4%	5
Flexible parking	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
Reduce traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	4.0%	8	5.3%	4	3.2%	4	1.5%	1	4.8%	3	4.2%	3	2.4%	2	5.1%	6	2.2%	2
More entertainment / leisure facilities	9.0%	18	10.5%	8	8.1%	10	12.3%	8	8.1%	5	6.9%	5	4.9%	4	11.9%	14	8.6%	8
More quality restaurants / pavement cafes	3.0%	6	3.9%	3	2.4%	3	6.2%	4	3.2%	2	0.0%	0	6.1%	5	0.8%	1	5.4%	5
More evening activities	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
More organised events e.g. street markets	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More cultural facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved security / CCTV	1.5%	3	2.6%	2	0.8%	1	1.5%	1	1.6%	1	1.4%	1	1.2%	1	1.7%	2	0.0%	0
Improved cleanliness	2.5%	5	5.3%	4	0.8%	1	4.6%	3	0.0%	0	2.8%	2	2.4%	2	2.5%	3	1.1%	1
Greater promotion / marketing of the centre	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	1.1%	1
Public toilets	3.5%	7	2.6%	2	4.0%	5	4.6%	3	3.2%	2	2.8%	2	4.9%	4	2.5%	3	2.2%	2
Expansion of the centre	1.5%	3	3.9%	3	0.0%	0	1.5%	1	1.6%	1	1.4%	1	1.2%	1	1.7%	2	1.1%	1
Other	12.0%	24	13.2%	10	11.3%	14	3.1%	2	8.1%	5	23.6%	17	11.0%	9	12.7%	15	11.8%	11
Supermarket	2.0%	4	1.3%	1	2.4%	3	3.1%	2	0.0%	0	2.8%	2	0.0%	0	3.4%	4	2.2%	2
(Don't know)	18.0%	36	23.7%	18	14.5%	18	18.5%	12	17.7%	11	18.1%	13	20.7%	17	16.1%	19	19.4%	18
Base:		200		76		124		65		62		72		82		118		93

# Redditch Town Centre On-Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>Other mentions</b>																		
Increased choice / range of shops	10.0%	20	6.6%	5	12.1%	15	13.8%	9	6.5%	4	9.7%	7	11.0%	9	9.3%	11	6.5%	6
More national multiples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better foodstore provision	9.5%	19	6.6%	5	11.3%	14	7.7%	5	6.5%	4	13.9%	10	9.8%	8	9.3%	11	9.7%	9
More non-food stores	1.5%	3	2.6%	2	0.8%	1	1.5%	1	1.6%	1	1.4%	1	3.7%	3	0.0%	0	1.1%	1
More Independent / Specialist traders	5.5%	11	5.3%	4	5.6%	7	6.2%	4	4.8%	3	5.6%	4	4.9%	4	5.9%	7	5.4%	5
Improved street paving	2.0%	4	2.6%	2	1.6%	2	1.5%	1	1.6%	1	2.8%	2	0.0%	0	3.4%	4	1.1%	1
Cheaper parking	8.0%	16	10.5%	8	6.5%	8	6.2%	4	9.7%	6	8.3%	6	8.5%	7	7.6%	9	14.0%	13
Flexible parking	1.0%	2	1.3%	1	0.8%	1	1.5%	1	1.6%	1	0.0%	0	2.4%	2	0.0%	0	2.2%	2
Reduce traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	4.5%	9	5.3%	4	4.0%	5	3.1%	2	6.5%	4	4.2%	3	3.7%	3	5.1%	6	2.2%	2
More entertainment / leisure facilities	10.0%	20	6.6%	5	12.1%	15	7.7%	5	12.9%	8	9.7%	7	14.6%	12	6.8%	8	11.8%	11
More quality restaurants / pavement cafes	14.0%	28	14.5%	11	13.7%	17	16.9%	11	16.1%	10	8.3%	6	17.1%	14	11.9%	14	19.4%	18
More evening activities	10.5%	21	10.5%	8	10.5%	13	12.3%	8	12.9%	8	6.9%	5	14.6%	12	7.6%	9	11.8%	11
More organised events e.g. street markets	4.5%	9	5.3%	4	4.0%	5	1.5%	1	8.1%	5	4.2%	3	4.9%	4	4.2%	5	4.3%	4
More cultural facilities	1.5%	3	2.6%	2	0.8%	1	1.5%	1	1.6%	1	1.4%	1	2.4%	2	0.8%	1	2.2%	2
Improved security / CCTV	5.5%	11	9.2%	7	3.2%	4	7.7%	5	4.8%	3	4.2%	3	4.9%	4	5.9%	7	4.3%	4
Improved cleanliness	5.0%	10	5.3%	4	4.8%	6	3.1%	2	4.8%	3	6.9%	5	2.4%	2	6.8%	8	5.4%	5
Greater promotion / marketing of the centre	3.0%	6	2.6%	2	3.2%	4	4.6%	3	3.2%	2	1.4%	1	3.7%	3	2.5%	3	3.2%	3
Public toilets	3.5%	7	3.9%	3	3.2%	4	1.5%	1	4.8%	3	4.2%	3	2.4%	2	4.2%	5	3.2%	3
Expansion of the centre	1.0%	2	0.0%	0	1.6%	2	1.5%	1	0.0%	0	1.4%	1	0.0%	0	1.7%	2	1.1%	1
Other	8.5%	17	5.3%	4	10.5%	13	3.1%	2	12.9%	8	9.7%	7	8.5%	7	8.5%	10	8.6%	8
Supermarket	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	38.5%	77	44.7%	34	34.7%	43	33.8%	22	37.1%	23	44.4%	32	39.0%	32	38.1%	45	40.9%	38
Base:		200		76		124		65		62		72		82		118		93
<b>Any mention</b>																		
Increased choice / range of shops	25.0%	50	17.1%	13	29.8%	37	38.5%	25	21.0%	13	16.7%	12	29.3%	24	22.0%	26	21.5%	20
More national multiples	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better foodstore provision	29.0%	58	15.8%	12	37.1%	46	23.1%	15	29.0%	18	34.7%	25	25.6%	21	31.4%	37	25.8%	24
More non-food stores	1.5%	3	2.6%	2	0.8%	1	1.5%	1	1.6%	1	1.4%	1	3.7%	3	0.0%	0	1.1%	1
More Independent / Specialist traders	9.0%	18	7.9%	6	9.7%	12	6.2%	4	11.3%	7	9.7%	7	8.5%	7	9.3%	11	10.8%	10
Improved street paving	2.5%	5	3.9%	3	1.6%	2	1.5%	1	3.2%	2	2.8%	2	1.2%	1	3.4%	4	2.2%	2
Cheaper parking	11.0%	22	14.5%	11	8.9%	11	9.2%	6	12.9%	8	11.1%	8	12.2%	10	10.2%	12	19.4%	18
Flexible parking	1.5%	3	1.3%	1	1.6%	2	1.5%	1	3.2%	2	0.0%	0	3.7%	3	0.0%	0	3.2%	3
Reduce traffic congestion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public transport	7.5%	15	9.2%	7	6.5%	8	4.6%	3	8.1%	5	8.3%	6	4.9%	4	9.3%	11	3.2%	3
More entertainment / leisure facilities	19.0%	38	17.1%	13	20.2%	25	20.0%	13	21.0%	13	16.7%	12	19.5%	16	18.6%	22	20.4%	19
More quality restaurants / pavement cafes	17.0%	34	18.4%	14	16.1%	20	23.1%	15	19.4%	12	8.3%	6	23.2%	19	12.7%	15	24.7%	23
More evening activities	11.0%	22	10.5%	8	11.3%	14	12.3%	8	14.5%	9	6.9%	5	15.9%	13	7.6%	9	12.9%	12
More organised events e.g. street markets	4.5%	9	5.3%	4	4.0%	5	1.5%	1	8.1%	5	4.2%	3	4.9%	4	4.2%	5	4.3%	4
More cultural facilities	1.5%	3	2.6%	2	0.8%	1	1.5%	1	1.6%	1	1.4%	1	2.4%	2	0.8%	1	2.2%	2
Improved security / CCTV	6.5%	13	10.5%	8	4.0%	5	9.2%	6	4.8%	3	5.6%	4	6.1%	5	6.8%	8	4.3%	4
Improved cleanliness	7.5%	15	10.5%	8	5.6%	7	7.7%	5	4.8%	3	9.7%	7	4.9%	4	9.3%	11	6.5%	6
Greater promotion / marketing of the centre	3.5%	7	2.6%	2	4.0%	5	4.6%	3	3.2%	2	2.8%	2	3.7%	3	3.4%	4	4.3%	4
Public toilets	7.0%	14	6.6%	5	7.3%	9	6.2%	4	8.1%	5	6.9%	5	7.3%	6	6.8%	8	5.4%	5
Expansion of the centre	2.5%	5	3.9%	3	1.6%	2	3.1%	2	1.6%	1	2.8%	2	1.2%	1	3.4%	4	2.2%	2
Other	19.5%	39	18.4%	14	20.2%	25	6.2%	4	21.0%	13	30.6%	22	18.3%	15	20.3%	24	20.4%	19
Supermarket	2.0%	4	1.3%	1	2.4%	3	3.1%	2	0.0%	0	2.8%	2	0.0%	0	3.4%	4	2.2%	2
Base:		200		76		124		65		62		72		82		118		93
<b>GEN Gender:</b>																		
Male	38.0%	76	100.0%	76	0.0%	0	41.5%	27	25.8%	16	44.4%	32	39.0%	32	37.3%	44	37.6%	35
Female	62.0%	124	0.0%	0	100.0%	124	58.5%	38	74.2%	46	55.6%	40	61.0%	50	62.7%	74	62.4%	58
Base:		200		76		124		65		62		72		82		118		93

# Redditch Town Centre On-Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>AGE Age Group:</b>																		
18 – 24 years	17.5%	35	23.7%	18	13.7%	17	53.8%	35	0.0%	0	0.0%	0	20.7%	17	15.3%	18	5.4%	5
25 – 34 years	15.0%	30	11.8%	9	16.9%	21	46.2%	30	0.0%	0	0.0%	0	22.0%	18	10.2%	12	20.4%	19
35 – 44 years	13.0%	26	9.2%	7	15.3%	19	0.0%	0	41.9%	26	0.0%	0	14.6%	12	11.9%	14	21.5%	20
45 – 54 years	18.0%	36	11.8%	9	21.8%	27	0.0%	0	58.1%	36	0.0%	0	18.3%	15	17.8%	21	25.8%	24
55 – 64 years	15.0%	30	13.2%	10	16.1%	20	0.0%	0	0.0%	0	41.7%	30	12.2%	10	16.9%	20	15.1%	14
65+ years	21.0%	42	28.9%	22	16.1%	20	0.0%	0	0.0%	0	58.3%	42	12.2%	10	27.1%	32	11.8%	11
(Refused)	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.8%	1	0.0%	0
Base:		200		76		124		65		62		72		82		118		93
<b>SEG Occupation of Chief Wage Earner:</b>																		
AB	9.0%	18	6.6%	5	10.5%	13	6.2%	4	11.3%	7	9.7%	7	22.0%	18	0.0%	0	16.1%	15
C1	32.0%	64	35.5%	27	29.8%	37	47.7%	31	32.3%	20	18.1%	13	78.0%	64	0.0%	0	37.6%	35
C2	20.5%	41	19.7%	15	21.0%	26	10.8%	7	29.0%	18	22.2%	16	0.0%	0	34.7%	41	28.0%	26
DE	38.5%	77	38.2%	29	38.7%	48	35.4%	23	27.4%	17	50.0%	36	0.0%	0	65.3%	77	18.3%	17
Base:		200		76		124		65		62		72		82		118		93
<b>TIM Time of Interview:</b>																		
09:00 – 12:00	33.0%	66	30.3%	23	34.7%	43	32.3%	21	29.0%	18	37.5%	27	32.9%	27	33.1%	39	25.8%	24
12.01 – 14.00	33.0%	66	30.3%	23	34.7%	43	36.9%	24	38.7%	24	23.6%	17	34.1%	28	32.2%	38	35.5%	33
14.01 – 17.00	34.0%	68	39.5%	30	30.6%	38	30.8%	20	32.3%	20	38.9%	28	32.9%	27	34.7%	41	38.7%	36
Base:		200		76		124		65		62		72		82		118		93
<b>DAT Date of Interview:</b>																		
Monday	12.5%	25	17.1%	13	9.7%	12	7.7%	5	12.9%	8	16.7%	12	11.0%	9	13.6%	16	14.0%	13
Tuesday	12.5%	25	9.2%	7	14.5%	18	4.6%	3	11.3%	7	20.8%	15	14.6%	12	11.0%	13	11.8%	11
Wednesday	13.0%	26	14.5%	11	12.1%	15	23.1%	15	8.1%	5	8.3%	6	13.4%	11	12.7%	15	7.5%	7
Thursday	12.5%	25	13.2%	10	12.1%	15	18.5%	12	9.7%	6	8.3%	6	17.1%	14	9.3%	11	10.8%	10
Friday	25.0%	50	23.7%	18	25.8%	32	20.0%	13	32.3%	20	23.6%	17	26.8%	22	23.7%	28	33.3%	31
Saturday	24.5%	49	22.4%	17	25.8%	32	26.2%	17	25.8%	16	22.2%	16	17.1%	14	29.7%	35	22.6%	21
Base:		200		76		124		65		62		72		82		118		93
<b>LOC Location of Interview:</b>																		
Entrance to shopping centre	22.0%	44	18.4%	14	24.2%	30	20.0%	13	17.7%	11	27.8%	20	23.2%	19	21.2%	25	20.4%	19
Church Green West	20.5%	41	18.4%	14	21.8%	27	24.6%	16	24.2%	15	13.9%	10	26.8%	22	16.1%	19	21.5%	20
Market Place	20.0%	40	21.1%	16	19.4%	24	18.5%	12	14.5%	9	26.4%	19	13.4%	11	24.6%	29	17.2%	16
Church Green East	17.5%	35	17.1%	13	17.7%	22	16.9%	11	21.0%	13	13.9%	10	18.3%	15	16.9%	20	20.4%	19
Alcester Street	20.0%	40	25.0%	19	16.9%	21	20.0%	13	22.6%	14	18.1%	13	18.3%	15	21.2%	25	20.4%	19
Base:		200		76		124		65		62		72		82		118		93
<b>ETH Ethnicity</b>																		
White	94.0%	188	92.1%	70	95.2%	118	87.7%	57	95.2%	59	98.6%	71	96.3%	79	92.4%	109	93.5%	87
Indian	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
Pakistani	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Bangladeshi	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Asian	1.0%	2	1.3%	1	0.8%	1	3.1%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Black Caribbean	1.0%	2	1.3%	1	0.8%	1	1.5%	1	0.0%	0	1.4%	1	1.2%	1	0.8%	1	1.1%	1
Black African	1.0%	2	2.6%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	1.1%	1
Other Black	1.0%	2	1.3%	1	0.8%	1	1.5%	1	1.6%	1	0.0%	0	0.0%	0	1.7%	2	1.1%	1
Chinese	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other Ethnic group	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mixed background	1.0%	2	1.3%	1	0.8%	1	1.5%	1	1.6%	1	0.0%	0	0.0%	0	1.7%	2	2.2%	2
Base:		200		76		124		65		62		72		82		118		93

# Redditch Town Centre On-Street Visitors Survey for White Young Green

	Total	Male	Female	18 - 34	35 - 54	55 +	ABC1	C2DE	Car in hhold									
<b>PC Postcode</b>																		
B1 2	0.5%	1	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1
B11 4	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
B14 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
B16 0	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
B20 1	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1
B23 5	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1
B24 9	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
B28 0	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
B31 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
B33 9	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
B37 6	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
B38 9	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	1.1%	1
B44 0	1.0%	2	2.6%	2	0.0%	0	1.5%	1	1.6%	1	0.0%	0	2.4%	2	0.0%	0	2.2%	2
B44 9	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
B45 8	1.0%	2	0.0%	0	1.6%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.7%	2	2.2%	2
B45 9	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	1.1%	1
B47	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
B47 6	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
B48 7	2.5%	5	0.0%	0	4.0%	5	3.1%	2	3.2%	2	1.4%	1	3.7%	3	1.7%	2	4.3%	4
B49 5	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
B60 0	0.5%	1	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
B60 3	1.0%	2	0.0%	0	1.6%	2	1.5%	1	1.6%	1	0.0%	0	0.0%	0	1.7%	2	1.1%	1
B63 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
B63 2	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
B66 4	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
B80 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	0.0%	0
B90 3	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	1.1%	1
B96 6	2.0%	4	3.9%	3	0.8%	1	1.5%	1	0.0%	0	4.2%	3	1.2%	1	2.5%	3	2.2%	2
B97	1.0%	2	1.3%	1	0.8%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	1.7%	2	0.0%	0
B97 4	3.0%	6	5.3%	4	1.6%	2	1.5%	1	4.8%	3	2.8%	2	3.7%	3	2.5%	3	2.2%	2
B97 5	6.0%	12	6.6%	5	5.6%	7	9.2%	6	4.8%	3	4.2%	3	11.0%	9	2.5%	3	6.5%	6
B97 6	7.0%	14	6.6%	5	7.3%	9	1.5%	1	3.2%	2	15.3%	11	1.2%	1	11.0%	13	1.1%	1
B97 9	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
B98	1.0%	2	1.3%	1	0.8%	1	0.0%	0	1.6%	1	1.4%	1	0.0%	0	1.7%	2	2.2%	2
B98 0	15.5%	31	7.9%	6	20.2%	25	20.0%	13	19.4%	12	8.3%	6	17.1%	14	14.4%	17	17.2%	16
B98 7	15.0%	30	10.5%	8	17.7%	22	10.8%	7	16.1%	10	18.1%	13	7.3%	6	20.3%	24	12.9%	12
B98 8	8.0%	16	10.5%	8	6.5%	8	9.2%	6	9.7%	6	5.6%	4	8.5%	7	7.6%	9	6.5%	6
B98 9	6.0%	12	7.9%	6	4.8%	6	12.3%	8	3.2%	2	2.8%	2	4.9%	4	6.8%	8	8.6%	8
Blank	10.0%	20	18.4%	14	4.8%	6	10.8%	7	8.1%	5	9.7%	7	12.2%	10	8.5%	10	6.5%	6
DE72 3	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
DY10 3	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
DY13 0	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	1	1.4%	1	1.2%	1	0.8%	1	1.1%	1
DY13 8	1.0%	2	0.0%	0	1.6%	2	0.0%	0	1.6%	1	1.4%	1	1.2%	1	0.8%	1	1.1%	1
DY13 9	0.5%	1	0.0%	0	0.8%	1	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.1%	1
LE16 9	0.5%	1	1.3%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
LE3 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
SE20 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
TF3 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	1.2%	1	0.0%	0	1.1%	1
WR10 2	0.5%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	1.1%	1
WR11 1	0.5%	1	0.0%	0	0.8%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	1.1%	1
WR11 8	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.8%	1	0.0%	0
WR9 7	0.5%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	1.4%	1	1.2%	1	0.0%	0	1.1%	1
WR9 8	0.5%	1	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Base:	200		76		124		65		62		72		82		118		93	

## **Other Responses**

## Redditch In Street Survey

### 'Other' responses

#### Q03 How did you travel to the Redditch town centre today ?

Disabled scooter	1
------------------	---

<b>Total</b>	<b>1</b>
--------------	----------

#### Q04 Where did you park today ?

Aldi	1
------	---

Apollo 2000	1
-------------	---

Car park 6	1
------------	---

Church	1
--------	---

Church and property	1
---------------------	---

Ivor Road	1
-----------	---

Private car park	1
------------------	---

School car park	1
-----------------	---

Train station	1
---------------	---

Vicarage Road	1
---------------	---

Works car park	1
----------------	---

<b>Total</b>	<b>11</b>
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#### Q07 Did you travel to the town centre directly from home, work or elsewhere ?

Aldi	1
------	---

Bromsgrove	1
------------	---

Tesco	1
-------	---

<b>Total</b>	<b>3</b>
--------------	----------

**Q09 What is the main reason why you are in Redditch town centre today ?**

Baby clothes	1
Bedding	1
Betting office	1
Birthday present	1
Cash a cheque	1
Enjoy Redditch	1
Hair appointment	1
Hairdressers	1
Job interview	1
Pay bills	1
<b>Total</b>	<b>10</b>

**Q10 What else do you intend to do whilst in Redditch town centre today ?**

Church	2
Boots	1
Buy plants	1
Council	1
Hairdressers	1
See wife	1
<b>Total</b>	<b>7</b>

**Q13 Which store will you visit / have you visited ?**

Market	2
Sainsbury's	2
Asda	1
Convenience store	1
Marks and Spencer	1
Wilkinsons, Poundland and Boots	1
<b>Total</b>	<b>8</b>

**Q15 Which store did you visit last visit for your main food and grocery shopping in Redditch ?**

Market	1
Tesco, South East, Crabbs Cross	1
<b>Total</b>	<b>2</b>

**Q16 Why did you choose to do your last main food and grocery shopping elsewhere rather than in Redditch?**

Bigger store	1
I only food shop on the internet	1
I use the market	1
Nowhere to shop for food here	1
Tesco are greedy	1
<b>Total</b>	<b>5</b>

**Q20 What type of shops or services would you like to see more of in Redditch town centre?**

A butchers, and fresh fish	1
A Co-Op	1
Baby and children	1
Bargain shops	1
Better bus service during the evening	1
Better market	1
Better outside market	1
Car parking	1
DIY stores	1
Dry cleaners	1
Evening events	1
Evening facilities	1
More for teenagers to do	1
Furniture store	1
Men's shops	1
Mobility shop	1
Model shops	1
More bins	1
More individual shops in market area	1
Pet shop	1
Record shop	1
Ring road	1
Shops for larger women	1
Shops selling different goods, all the same	1
Top Shop	1
Toy shop, more charity shops	1
Young kids throwing rubbish	1
<b>Total</b>	<b>27</b>

**Q21 What measures do you think would improve Redditch town centre and make it more attractive? 1<sup>st</sup> mention**

Better market	2
Bring back Tesco	2
A smoking area	1
Area outside precinct could be improved	1
Better image	1
Better shops	1
Bowling alley	1
Car parking for the theatre to be improved	1
Christmas lights	1
Church open	1
Everything is inside shopping centre there is no High Street	1
Focal points	1
Food shops	1
Green spaces	1
Layout	1
Mobility shop	1
More information in the bus station	1
Nowhere to park for theatre, parking is generally poor	1
Reduce parking prices at hospitals	1
Ring road is confusing	1
Start again and rebuild it	1
Train passes for elderly	1
<b>Total</b>	<b>24</b>

**Q21** What measures do you think would improve Redditch town centre and make it more attractive? Other mentions ?

Bigger market	1
Children's shops	1
Clothes shops	1
Easier to get on buses, proper steps for disabled	1
Hobby shops, and there's too many cafes	1
Indoor market	1
KFC	1
Look on the High Street, have not done anything to it	1
Market food hall	1
More food stores	1
More for teenagers	1
Outside entertainment	1
Proper supermarkets, too many clothes and phone shops	1
Stopping zone for shopping at the back	1
Supermarket	1
Swimming pool and skate park	1
Theatre parking	1
<b>Total</b>	<b>17</b>

## **Sample Questionnaire**

**NEMS market research  
REDDITCH TOWN CENTRE  
ON-STREET VISITORS SURVEY**

**INTRODUCTION:** Good morning / afternoon, I am ..... from **NEMS** market research, an independent market research company. I am conducting a survey into the shopping behaviours of people using Redditch town centre, to assist in planning for future improvements to the centre. May I ask you a few questions ? It should take no longer than 5 minutes.

ASK ALL: SHOWCARD 'X'

Q.A. Do you or any members of your family work in any of these occupations:  
MARKET RESEARCH, RETAIL.

IF 'YES' – CLOSE INTERVIEW, DO NOT COUNT AS INTERVIEW.

IF 'NONE OF THESE' – GO TO Q.1.

ASK ALL:

Q.1 Do you normally have regular access to a car for personal use during the day ?  
ONE ANSWER ONLY. DO NOT PROMPT

ASK ALL:

Q.2 Do you normally have regular access to a car for personal use during the evening / night ?  
ONE ANSWER ONLY. DO NOT PROMPT

	<b>Day (Q.1)</b>	<b>Night (Q.2)</b>
	( 1 )	( 2 )
Yes	1	1
No	2	2

ASK ALL:

Q.3 How did you travel to the Redditch town centre today ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 3 )	
Bicycle	1	GO TO Q.6
Train	2	GO TO Q.6
<u>Bus, minibus or coach</u>	3	GO TO Q.6
Motorcycle, scooter or moped	4	GO TO Q.6
On foot	5	GO TO Q.6
* <u>Driving a car / van</u>	6	<b>GO TO Q.4</b>
* Passenger in a car or van	7	<b>GO TO Q.4</b>
Taxi / minicab	8	GO TO Q.6
Other (PLEASE WRITE IN)	9	GO TO Q.6

ASK THOSE WHO '\*ARRIVED BY CAR' AT Q.3, OTHERS GO TO Q.6:

Q.4 Where did you park today ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 4 )	
NCP Redditch Station Car Park, Bromsgrove Road, Redditch	1	GO TO Q.5
Car Park 1, Plymouth Road (Multi-storey)	2	GO TO Q.5
<u>Car Park 2, Access 2 (Multi-Storey)</u>	3	GO TO Q.5
Car Park 3, Access 3 (Multi-Storey)	4	GO TO Q.5
Car Park 4, Access 4 (Multi-Storey)	5	GO TO Q.5
<u>Car Park 7, Off Church Street (Multi-Storey, short-stay only)</u>	6	GO TO Q.5
Quadrant Car Park, Access 1	7	GO TO Q.5
On-street	8	GO TO Q.5
Other (PLEASE WRITE IN)	9	GO TO Q.5
<hr/> (Don't know / can't remember)	A	GO TO Q.5
(Dropped off – didn't park)	B	<b>GO TO Q.6</b>

ASK THOSE WHO PARKED AT Q.4, OTHERS GO TO Q.6:

Q.5 Did you have any difficulties obtaining a car parking space today ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 5 )
Yes	1
No	2

ASK ALL:

Q.6 How long did your journey to the local area take ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 6 )
0-5 minutes	1
6-10 minutes	2
<u>11-15 minutes</u>	<u>3</u>
16-20 minutes	4
Over 20 minutes	5
(Don't know / can't remember)	6

ASK ALL:

Q.7 Did you travel to the town centre directly from home, work or elsewhere ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 7 )	
Home	1	GO TO Q.8
Work	2	GO TO Q.8
<u>On holiday</u>	<u>3</u>	GO TO Q.9
Elsewhere (PLEASE WRITE IN)	4	GO TO Q.8
<hr/>		
(Refused)	5	GO TO Q.8

ASK THOSE WHO DID NOT SAY 'ON HOLIDAY' AT Q.7, OTHERS GO TO Q.9:

Q.8 In terms of your visit to the town centre, do you live in Redditch, work in Redditch or are you a visitor to the area?  
CAN BE MULTI-CODED

	( 8 )
Live in Redditch	1
Work in Redditch	2
Visiting Redditch	3

ASK ALL: SHOWCARD 'A'

Q.9 What is the main reason why you are in Redditch town centre today ?  
ONE ANSWER ONLY.

ASK ALL: SHOWCARD 'A'

Q.10 What else do you intend to do whilst in Redditch town centre today ?  
CODE UP TO THREE RESPONSES.

	Main Reason Q.9 ( 9 )	Other Reasons Q.10 ( 10 )
Food and grocery shopping	1	1
Clothes / shoes shopping	2	2
<u>Electrical goods shopping</u>	<u>3</u>	<u>3</u>
Stationers / newsagents	4	4
Furniture / carpet	5	5
<u>Jewellery / gift shops</u>	<u>6</u>	<u>6</u>
Chemist	7	7
Market	8	8
<u>Library</u>	<u>9</u>	<u>9</u>
Public offices	A	A
Bank / Building Society / Post Office	B	B
<u>Doctor / dentist</u>	<u>C</u>	<u>C</u>
Café / restaurant / pub	D	D
Work / School / College	E	E
<u>Social / leisure activities</u>	<u>F</u>	<u>F</u>
Other (PLEASE WRITE IN)	G	G
<hr/>		
(No other activities / reason)	-	H

ASK ALL:

Q.11 How long do you think you will stay in Redditch town centre today ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 11 )
Up to half an hour	1
Up to two hours	2
<u>Half the day</u>	<u>3</u>
All day	4
(Don't know)	5

ASK ALL:

- Q.12 Will you buy your food and grocery goods, that is undertake your main food shop, whilst in Redditch today ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 12 )
Yes	1 GO TO Q.13
No	2 GO TO Q.14
(Don't know)	3 GO TO Q.14

---

ASK THOSE WHO SAID 'YES' AT Q.12, OTHERS GO TO Q.14:

- Q.13 Which store will you visit / have you visited ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 13 )
Aldi - Trescott Road, Redditch, B98 7AH	1
Budgens Supermarket - Brooklyn Garage, Battens Drive, Redditch	2
Church Green Convenience Store - 7a, Church Green West, Redditch	3
Co-op Foodstores - 430, Evesham Rd, Crabbs Cross, Redditch	4
Cost Cutters - 31, Woodrow Centre, Redditch	5
Farmfoods Freezer Centre - 1-3, Dev.1, Kingfisher Shopping Centre	6
Gentry's Store Ltd - 5 & 7, Farm Rd, Lakeside, Redditch	7
Iceland - Unit 4, Ipsley Street, Smallwood, Redditch	8
Lidl - Redditch Ringway, The Quadrant, Redditch	9
Londis Store - 2, Furze Lane, Winyates Green, Redditch	A
Market (Outdoor) - Redditch Town Centre	B
Marks and Spencers - 9 Walford Walk, Redditch, Worcs, B97 4HJ	C
Morrisons - Warwick Highway, Redditch, B98 0SW	D
Sian Stores - 73, Poplar Rd, Redditch	E
Spar Stores Batchley - 193, Batchley Rd, Redditch, B97 6JB	F
Tesco Express - Lodge Park Express, Lodge Park, Redditch	G
Tesco Extra - Redditch Extra, Oakenshaw, Redditch	H
Tesco - Coldfield Drive, Redditch	I
Other (PLEASE WRITE IN)	J
(Don't know / varies)	K

---

ASK ALL:

- Q.14 When you last did your main food and grocery shopping, was it in Redditch?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 14 )
Yes	1 GO TO Q.15
No	2 GO TO Q.16
(Don't know)	3 GO TO Q.16

---

IF 'YES' AT Q.14 ASK Q.15, OTHERS GO TO Q.16

- Q.15 Which store did you visit last visit for your main food and grocery shopping in Redditch ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 15 )
Aldi - Trescott Road, Redditch, B98 7AH	1 GO TO Q.16
Budgens Supermarket - Brooklyn Garage, Battens Drive, Redditch	2 GO TO Q.16
Church Green Convenience Store - 7a, Church Green West, Redditch	3 GO TO Q.16
Co-op Foodstores - 430, Evesham Rd, Crabbs Cross, Redditch	4 GO TO Q.16
Cost Cutters - 31, Woodrow Centre, Redditch	5 GO TO Q.16
Farmfoods Freezer Centre - 1-3, Dev.1, Kingfisher Shopping Centre	6 GO TO Q.16
Gentry's Store Ltd - 5 & 7, Farm Rd, Lakeside, Redditch	7 GO TO Q.16
Iceland - Unit 4, Ipsley Street, Smallwood, Redditch	8 GO TO Q.16
Lidl - Redditch Ringway, The Quadrant, Redditch	9 GO TO Q.16
Londis Store - 2, Furze Lane, Winyates Green, Redditch	A GO TO Q.16
Market (Outdoor) - Redditch Town Centre	B GO TO Q.16
Marks and Spencers - 9 Walford Walk, Redditch, Worcs, B97 4HJ	C GO TO Q.16
Morrisons - Warwick Highway, Redditch, B98 0SW	D GO TO Q.16
Sian Stores - 73, Poplar Rd, Redditch	E GO TO Q.16
Spar Stores Batchley - 193, Batchley Rd, Redditch, B97 6JB	F GO TO Q.16
Tesco Express - Lodge Park Express, Lodge Park, Redditch	G GO TO Q.16
Tesco Extra - Redditch Extra, Oakenshaw, Redditch	H GO TO Q.16
Tesco - Coldfield Drive, Redditch	I GO TO Q.16
Other (PLEASE WRITE IN)	J GO TO Q.16
(Don't know / varies)	K GO TO Q.16

IF 'NO' AT Q.14 ASK Q.16. OTHERS GO TO Q.17

- Q.16 Why did you choose to do your last main food and grocery shopping elsewhere rather than in Redditch?  
CAN BE MULTI CODED, PROBE FULLY. What else?

	( 16 )
Nearer to home	1
Nearer to work	2
<u>Poor accessibility to Redditch</u>	<u>3</u>
Choice of food goods available	4
Choice of shops selling food goods	5
<u>Quality of food goods available</u>	<u>6</u>
Quality of shops selling food goods	7
Choice of shops nearby selling non-food goods	8
<u>Provision of services nearby, such as banks / financial services</u>	<u>9</u>
Provision of leisure services nearby	A
Shopping environment	B
<u>Cleanliness</u>	<u>C</u>
Car parking provision	D
Car parking prices	E
<u>Accessibility by public transport</u>	<u>F</u>
Public information, signposts, public facilities	G
Entertainment / events	H
<u>Safety (during the day)</u>	<u>I</u>
Safety (during the night)	J
Other (PLEASE WRITE IN)	K
<hr/>	
(Don't know / no reason)	L

ASK ALL: SHOWCARD 'B'

- Q.17 Thinking about the town centre of Redditch, which of these statements would you say best describes how frequently you visit the centre compared with five years ago?  
ONE ANSWER ONLY.

	( 17 )
Much more frequently than before	1
More frequently than before	2
<u>About as frequently</u>	<u>3</u>
Less frequently than before	4
Much less frequently than before	5
<u>Didn't visit five years ago</u>	<u>6</u>
This is my first visit	7
(Don't know)	8

ASK ALL:

- Q.18 If you visit the town centre during the evening / night, how long do you typically spend here ?  
ONE ANSWER ONLY. DO NOT PROMPT

	( 18 )
Up to 1 hour	1
1 to 2 hours	2
<u>2 to 4 hours</u>	<u>3</u>
Over 4 hours	4
Don't visit in the evening	5
(Don't know / varies)	6

ASK ALL: SHOWCARD 'C'

Q.19 Comparing Redditch town centre with other centres, how does it compare on the following aspects ?  
READ OUT STATEMENTS. CODE ONE RESPONSE PER STATEMENT.

	<b>Much better</b> ( 19 )	<b>Better</b> ( 20 )	<b>About the same</b> ( 21 )	<b>Worse</b> ( 22 )	<b>Much worse</b> ( 23 )	<b>(Don't know)</b> ( 24 )
Choice of shops	1	1	1	1	1	1
Quality of shops	2	2	2	2	2	2
Range of services such as banks and other financial services	3	3	3	3	3	3
Range and choice of pubs / restaurants	4	4	4	4	4	4
Leisure facilities	5	5	5	5	5	5
<u>Shopping environment</u>	6	6	6	6	6	6
Cleanliness	7	7	7	7	7	7
Car parking provision	8	8	8	8	8	8
<u>Car parking prices</u>	9	9	9	9	9	9
Accessibility by public transport	A	A	A	A	A	A
Public information / signposts / public facilities	B	B	B	B	B	B
<u>Entertainment / events / performances</u>	C	C	C	C	C	C
Day-time safety	D	D	D	D	D	D
Evening / night safety	E	E	E	E	E	E
<u>Layout</u>	F	F	F	F	F	F
Public Art	G	G	G	G	G	G
Environment	H	H	H	H	H	H

ASK ALL:

Q.20 What type of shops or services would you like to see more of in Redditch town centre?  
CAN BE MULTI CODED. PROBE FULLY. What others ?

	( 25 )
Food stores	1
Department stores	2
<u>Clothing stores</u>	3
Footwear stores	4
Electrical goods	5
Household goods stores	6
Pharmacies	7
Restaurants / cafes	8
<u>Drinking establishments</u>	9
Building societies	A
Banks	B
Solicitors	C
Other (PLEASE WRITE IN)	D
(Don't know)	E

ASK ALL:

Q.21 What measures do you think would improve Redditch town centre and make it more attractive?  
DO NOT PROMPT. RECORD 1<sup>ST</sup> MENTION AND OTHER MENTIONS

	<b>1<sup>ST</sup> mention</b> ( 26 )	<b>Other mentions</b> ( 27 )
Increased choice/range of shops	1	1
More national multiples	2	2
<u>Better foodstore provision</u>	3	3
More non-food stores	4	4
More Independent/Specialist traders	5	5
<u>Improved street paving</u>	6	6
Cheaper parking	7	7
Flexible parking	8	8
<u>Reduce traffic congestion</u>	9	9
Improved public transport	A	A
More entertainment/leisure facilities	B	B
<u>More quality restaurants/pavement cafes</u>	C	C
More evening activities	D	D
More organised events e.g. street markets	E	E
<u>More cultural facilities</u>	F	F
Improved security/CCTV	G	G
Improved cleanliness	H	H
<u>Greater promotion/marketing of the centre</u>	I	I
Public toilets	J	J
Expansion of the centre	K	K
Other (PLEASE WRITE IN)	L	L
(Don't know)	M	M

**RESPONDENT DETAILS**

**FOR THE PURPOSE OF HEAD OFFICE CHECKING THE QUALITY OF MY WORK, MAY I TAKE YOUR NAME, ADDRESS AND CONTACT TELEPHONE NUMBER PLEASE**

**INTERVIEWER: PLEASE RECORD IN BLOCK CAPITALS**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

POST CODE:     -    TEL. No. \_\_\_\_\_

**CLASSIFICATION**

GEN:	( 28 )	AGE GROUP:	( 29 )
Male	1	18 – 24 years	1
Female	2	25 – 34 years	2
		<u>35 – 44 years</u>	<u>3</u>
		45 – 54 years	4
		55 – 64 years	5
		<u>65+ years</u>	<u>6</u>
		(Refused)	7

OCCUPATION OF CHIEF WAGE EARNER: \_\_\_\_\_

	( 30 )	TIME OF INTERVIEW:	( 31 )
AB	1	09:00 – 12:00	1
<u>C1</u>	<u>2</u>	12.01 – 14.00	2
C2	3	14.01 – 17.00	3
DE	4		

DATE OF INTERVIEW:	( 32 )	LOCATION OF INTERVIEW:	( 33 )
Monday	1	Entrance to shopping centre	1
Tuesday	2	Church Green West	2
<u>Wednesday</u>	<u>3</u>	<u>Market Place</u>	<u>3</u>
Thursday	4	Church Green East	4
Friday	5	Alcester Street	5
Saturday	6		

<b>ETHNICITY</b>	( 34 )
White	1
Indian	2
<u>Pakistani</u>	<u>3</u>
Bangladeshi	4
Other Asian	5
<u>Black Caribbean</u>	<u>6</u>
Black African	7
Other Black	8
<u>Chinese</u>	<u>9</u>
Any other Ethnic group (PLEASE WRITE IN)	A
_____	
Mixed background	B
(Refused)	C

**DECLARATION:** I certify that the interview has been personally carried out by me with the informant and conducted within the MRS Code of Conduct. I further certify that the informant is not a friend or relative of mine and I have not interviewed him / her on any survey in the last six months.

( 35 )      ( 36 )

INTERVIEWER'S SIGNATURE: \_\_\_\_\_ DATE:

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## **Pedestrian Counts**

## REDDITCH PEDESTRIAN FLOW COUNT

### PEDESTRIAN COUNT TOTALS MONDAY 21ST APRIL 2008

**Location 1:** Entrance to Shopping Centre

**Location 2:** Church Green West

**Location 3:** Market Place

**Location 4:** Church Green East

**Location 5:** Alcester Street

Location	Start time	End time	Count (L -R)	Count (R -L)	Total Count	Index
1	10.00	10.05	98	78	176	100
2	11.00	11.05	40	39	79	45
3	12.00	12.05	52	76	128	73
4	13.00	13.05	25	20	45	26
5	14.00	14.05	12	15	27	15
1	15.00	15.05	62	51	113	64
2	16.00	16.05	23	17	40	23

## REDDITCH PEDESTRIAN FLOW COUNT

### PEDESTRIAN COUNT TOTALS TUESDAY 22ND APRIL 2008

**Location 1:** Entrance to Shopping Centre

**Location 2:** Church Green West

**Location 3:** Market Place

**Location 4:** Church Green East

**Location 5:** Alcester Street

Location	Start time	End time	Count (L -R)	Count (R -L)	Total Count	Index
5	10.00	10.05	23	15	38	45
4	11.00	11.05	48	34	82	98
3	12.00	12.05	46	38	84	100
2	13.00	13.05	39	25	64	76
1	14.00	14.05	33	30	63	75
5	15.00	15.05	25	45	70	83
4	16.00	16.05	21	12	33	39

## REDDITCH PEDESTRIAN FLOW COUNT

### PEDESTRIAN COUNT TOTALS WEDNESDAY 23RD APRIL 2008

**Location 1:** Entrance to Shopping Centre

**Location 2:** Church Green West

**Location 3:** Market Place

**Location 4:** Church Green East

**Location 5:** Alcester Street

Location	Start time	End time	Count (L -R)	Count (R -L)	Total Count	Index
4	10.00	10.05	58	41	99	100
3	11.00	11.05	47	39	86	87
2	12.00	12.05	36	29	65	66
1	13.00	13.05	53	43	96	97
5	14.00	14.05	27	34	61	62
4	15.00	15.05	33	25	58	59
3	16.00	16.05	51	47	98	99

## REDDITCH PEDESTRIAN FLOW COUNT

### PEDESTRIAN COUNT TOTALS THURSDAY 24TH APRIL 2008

**Location 1:** Entrance to Shopping Centre

**Location 2:** Church Green West

**Location 3:** Market Place

**Location 4:** Church Green East

**Location 5:** Alcester Street

Location	Start time	End time	Count (L -R)	Count (R -L)	Total Count	Index
2	10.00	10.05	58	36	94	60
1	11.00	11.05	79	77	156	100
5	12.00	12.05	31	35	66	42
4	13.00	13.05	47	52	99	63
3	14.00	14.05	51	53	104	67
2	15.00	15.05	51	43	94	60
1	16.00	16.05	45	51	96	62

## REDDITCH PEDESTRIAN FLOW COUNT

### PEDESTRIAN COUNT TOTALS FRIDAY 25TH APRIL 2008

**Location 1:** Entrance to Shopping Centre

**Location 2:** Church Green West

**Location 3:** Market Place

**Location 4:** Church Green East

**Location 5:** Alcester Street

Location	Start time	End time	Count (L -R)	Count (R -L)	Total Count	Index
3	10.00	10.05	80	53	133	86
2	11.00	11.05	64	53	117	75
1	12.00	12.05	82	73	155	100
5	13.00	13.05	42	36	78	50
4	14.00	14.05	42	59	101	65
3	15.00	15.05	76	50	126	81
2	16.00	16.05	49	57	106	68

## REDDITCH PEDESTRIAN FLOW COUNT

### PEDESTRIAN COUNT TOTALS FRIDAY 25TH APRIL 2008

**Location 1:** Entrance to Shopping Centre

**Location 2:** Church Green West

**Location 3:** Market Place

**Location 4:** Church Green East

**Location 5:** Alcester Street

Location	Start time	End time	Count (L -R)	Count (R -L)	Total Count	Index
5	10.00	10.05	29	18	47	32
4	11.00	11.05	28	24	52	35
3	12.00	12.05	79	65	144	97
2	13.00	13.05	81	67	148	100
1	14.00	14.05	73	64	137	93
5	15.00	15.05	42	33	75	51
4	16.00	16.05	37	45	82	55

## REDDITCH PEDESTRIAN FLOW COUNT

### PEDESTRIAN COUNT TOTALS SATURDAY 26TH APRIL 2008

**Location 1:** Entrance to Shopping Centre

**Location 2:** Church Green West

**Location 3:** Market Place

**Location 4:** Church Green East

**Location 5:** Alcester Street

Location	Start time	End time	Count (L -R)	Count (R -L)	Total Count	Index
4	10.00	10.05	20	21	41	17
3	11.00	11.05	90	79	169	71
2	12.00	12.05	81	86	167	70
1	13.00	13.05	120	117	237	100
5	14.00	14.05	63	79	142	60
4	15.00	15.05	49	38	87	37
3	16.00	16.05	62	75	137	58

## REDDITCH PEDESTRIAN FLOW COUNT

### PEDESTRIAN COUNT TOTALS SATURDAY 26TH APRIL 2008

**Location 1:** Entrance to Shopping Centre

**Location 2:** Church Green West

**Location 3:** Market Place

**Location 4:** Church Green East

**Location 5:** Alcester Street

Location	Start time	End time	Count (L -R)	Count (R -L)	Total Count	Index
2	10.00	10.05	22	21	43	27
1	11.00	11.05	47	51	98	61
5	12.00	12.05	49	57	106	66
4	13.00	13.05	69	42	111	69
3	14.00	14.05	89	72	161	100
2	15.00	15.05	37	29	66	41
1	16.00	16.05	39	42	81	50

**REDDITCH PEDESTRIAN FLOW COUNT  
PEDESTRIAN COUNT TOTALS  
REDDITCH COMBINED AVERAGES**

**Location 1:** Entrance to Shopping Centre

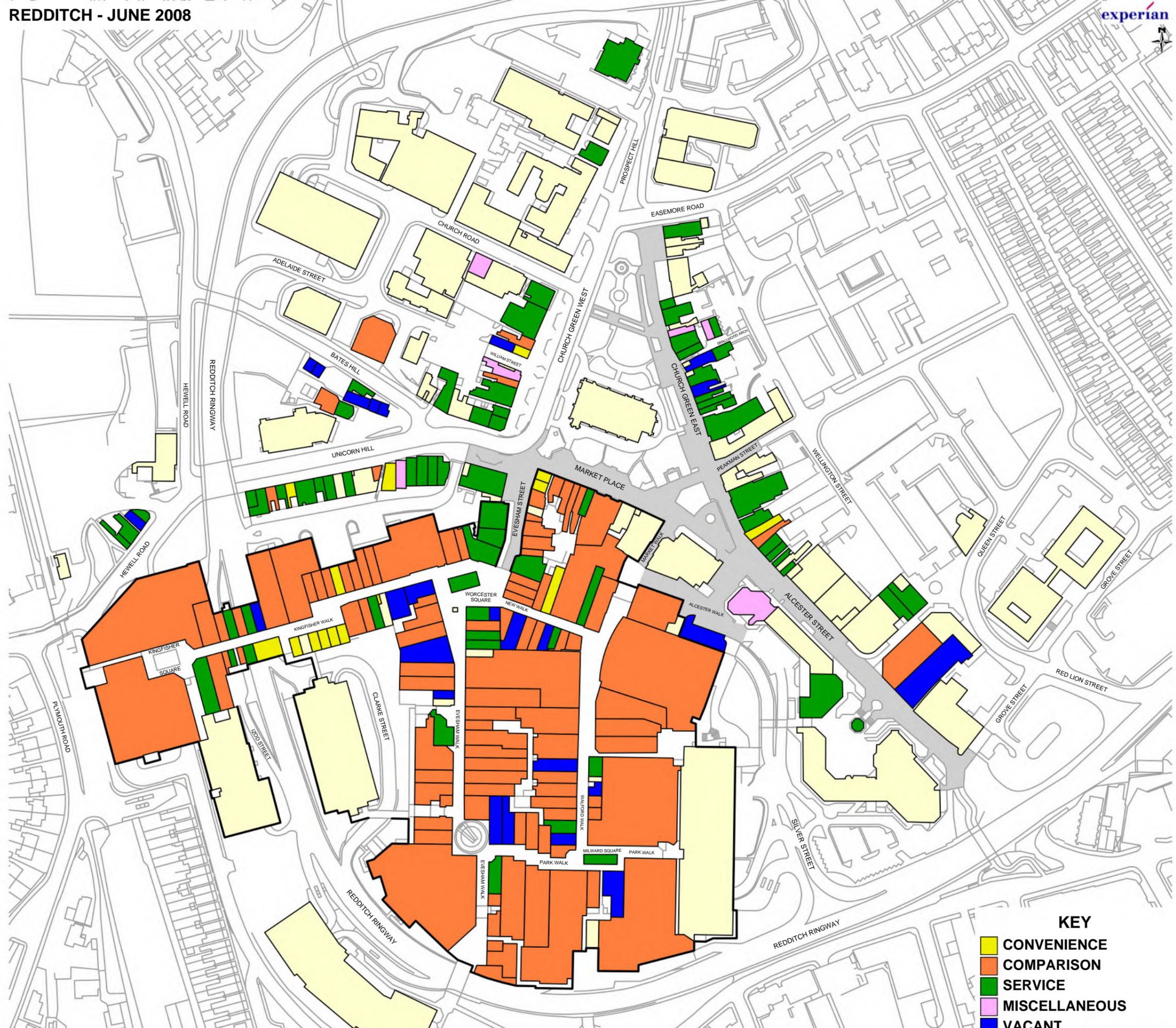
**Location 2:** Church Green West

**Location 3:** Market Place

**Location 4:** Church Green East

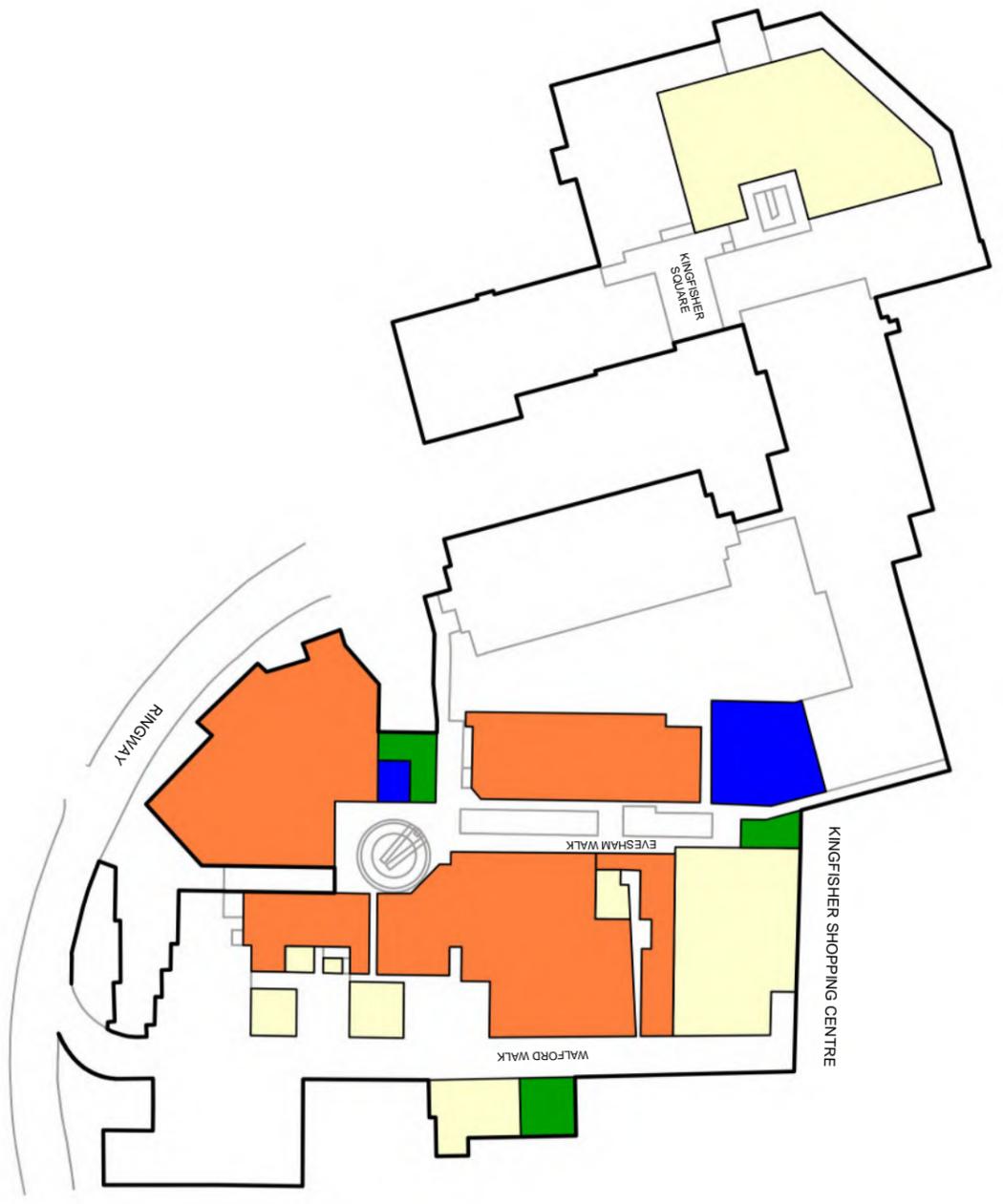
**Location 5:** Alcester Street

<b>Location</b>	<b>Monday (21st)</b>	<b>Tuesday (22nd)</b>	<b>Wednesday (23rd)</b>	<b>Thursday (24th)</b>	<b>Friday (25th)</b>	<b>Saturday (26th)</b>	<b>Total Count</b>	<b>Index</b>
1	289	63	96	252	292	416	1408	100
2	119	64	65	188	371	276	1083	77
3	128	84	184	104	403	467	1370	97
4	45	115	157	99	235	239	890	63
5	27	108	61	66	200	248	710	50



- KEY**
- CONVENIENCE
  - COMPARISON
  - SERVICE
  - MISCELLANEOUS
  - VACANT

**REDDITCH - JUNE 2008**  
**FIRST FLOOR, KINGFISHER CENTRE**



- KEY**
- CONVENIENCE
  - COMPARISON
  - SERVICE
  - MISCELLANEOUS
  - VACANT

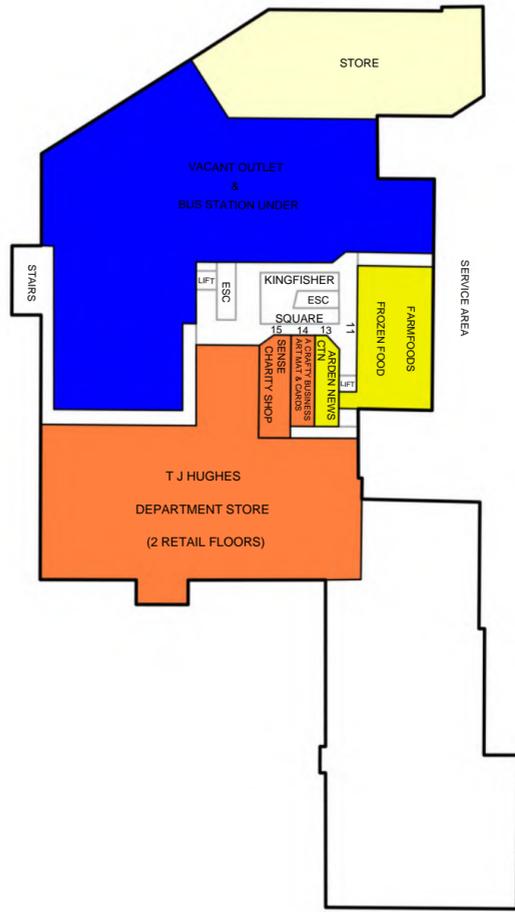
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# REDDITCH - JUNE 2008

## LOWER GROUND FLOOR, KINGFISHER CENTRE

experian



**KEY**

- CONVENIENCE
- COMPARISON
- SERVICE
- MISCELLANEOUS
- VACANT

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WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

**TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)**

ZONE	POPULATION					PER CAPITA EXPENDITURE CONVENIENCE (£)				
	2008	2013	2018	2023	2026	2008	2013	2018	2023	2026
1	48,774	49,566	50,542	51,639	52,371	1,653	1,755	1,862	1,977	2,049
2	7,873	8,207	8,527	8,834	8,997	1,885	2,000	2,123	2,254	2,336
3	29,749	30,232	30,827	31,496	31,943	1,751	1,859	1,973	2,094	2,171
4	4,203	4,271	4,355	4,450	4,513	1,872	1,987	2,109	2,239	2,321
5	38,805	38,422	37,998	37,701	37,573	1,842	1,955	2,076	2,203	2,283
6	24,561	24,319	24,051	23,862	23,782	1,862	1,976	2,098	2,227	2,308
7	8,350	8,704	9,043	9,369	9,542	2,016	2,140	2,271	2,411	2,499
8	13,570	14,144	14,696	15,225	15,507	1,908	2,026	2,150	2,282	2,366
<b>TOTAL</b>	<b>175,884</b>	<b>177,865</b>	<b>180,038</b>	<b>182,576</b>	<b>184,227</b>					

**Notes:**

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Per Capita expenditure from MapInfo Anysite (2005 data)

c. Projected forward using MapInfo 07/02, actual growth rates for 2005- 2006 at 1.0% (Table 1) and predicted growth rates for 2006- 2026 at 1.2% (Table 2)

d. Population from MapInfo Anysite (2007 data)

e. Between 2007 (base data) and 2026 population projected forward on the basis of Worcestershire and Warwickshire District Wide Projections

f. Zones 1, 3 and 4 are based on Redditch population projections, Zones 2, 7 and 8 are based on Stratford, Zones 5 and 6 are based on Bromsgrove

**2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE**

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

**TABLE 2A: TOTAL EXPENDITURE AVAILABLE (FOOD)**

ZONE	EXPENDITURE £(m)					GROWTH			
	CONVENIENCE					CONVENIENCE			
	2008	2013	2018	2023	2026	'08-'13	'08-'18	'08-'23	'08-'26
1	80.62	86.97	94.13	102.08	107.30	6.35	13.51	21.46	26.68
2	14.84	16.42	18.11	19.91	21.02	1.58	3.27	5.07	6.18
3	52.10	56.20	60.82	65.96	69.34	4.10	8.73	13.87	17.24
4	7.87	8.49	9.19	9.96	10.47	0.62	1.32	2.09	2.60
5	71.49	75.13	78.87	83.06	85.80	3.65	7.38	11.57	14.31
6	45.73	48.06	50.45	53.13	54.88	2.33	4.72	7.40	9.15
7	16.83	18.63	20.54	22.59	23.84	1.79	3.71	5.75	7.01
8	25.90	28.65	31.60	34.75	36.68	2.75	5.70	8.85	10.78
<b>TOTAL</b>	<b>315.37</b>	<b>338.54</b>	<b>363.71</b>	<b>391.45</b>	<b>409.33</b>	<b>23.17</b>	<b>48.33</b>	<b>76.08</b>	<b>93.96</b>

**TABLE 2B: MAIN / TOP-UP SPLIT (2008)**

ZONE	EXPENDITURE £(m)		
	CONVENIENCE - 2008		
	MAIN	TOP-UP	TOTAL
1	60.06	20.56	80.62
2	11.16	3.68	14.84
3	39.44	12.66	52.10
4	6.07	1.80	7.87
5	55.05	16.44	71.49
6	34.94	10.79	45.73
7	12.19	4.65	16.83
8	18.15	7.74	25.90
<b>TOTAL</b>	<b>237.05</b>	<b>78.32</b>	<b>315.37</b>

**Notes:**

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Per Capita expenditure from MapInfo Anysite (2005 data)

c. Projected forward using MapInfo 07/02, actual growth rates for 2005- 2006 at 1.0% (Table 1) and predicted growth rates for 2006- 2026 at 1.2% (Table 2)

d. Population from MapInfo Anysite (2007 data)

e. Between 2007 (base data) and 2026 population projected forward on the basis of Worcestershire and Warwickshire District Wide Projections

f. Zones 1, 3 and 4 are based on Redditch population projections, Zones 2, 7 and 8 are based on Stratford, Zones 5 and 6 are based on Bromsgrove

g. Main Food/ Top-up split derived from the Household Survey results for each zone

**2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE**

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		ZONE 1		ZONE 2		ZONE 3		ZONE 4		ZONE 5		ZONE 6		ZONE 7		ZONE 8	
	MAIN	TOP UP	AIN	FOQ														
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
<b>REDDITCH</b>																		
Tesco Extra, Oakenshaw, Redditch	28.4	11.1	41.6	20.0	42.9	5.6	54.1	25.3	60.0	27.6	8.3	11.5	3.8	3.3			19.1	2.4
Morrisons, Warwick Highway, Redditch	11.5	11.5	30.1	34.4	22.9	19.4	6.5	5.5	8.3	13.8		3.4	11.7	5.9	2.4			
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch	13.2	8.6	14.3	10.6	4.3	5.6	24.7	24.2	15.0	3.4	2.8	25.3	9.6	8.3	2.7		1.5	
Tesco Express, Lodge Park Express, Lodge Park, Redditch	1.9	2.6	2.8	7.5	2.9		4.7	3.3		3.4							2.9	
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch	0.8	1.5	2.4	3.8			1.2	3.3										
Aldi, Trescott Road, Redditch	0.7	1.4	1.4	1.9			1.8	4.4						1.7	2.7			
Lidl, Redditch Ringway, The Quadrant, Redditch	0.5	1.2	1.0	2.5			0.6	1.1		3.4		1.1	1.9					
Marks and Spencers, 9 Walford Walk, Redditch	0.4	2.6	0.7	5.6	1.4		0.6	5.5	1.7	3.4							2.7	
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch	0.2	2.3		0.6	1.4	5.6		7.7			1.6	1.1	1.9					
Spar, Batchley Road, Redditch		0.8		0.6				3.3		3.4								
Rays, Dowlers Crescent, Redditch		0.3																
McColls, Redditch		0.3		1.3														
Greggs, Redditch		0.2		0.6														
Farmfoods Freezer Centre, Kingfisher Shopping Centre, Redditch	0.1	0.9	0.3	1.3				3.3										
Cost Cutters, 31 Woodrow Centre, Redditch	0.1	0.3	0.3	1.3														
Hancocks and Son, High Street, Astwood Bank, Redditch	0.0	0.2							1.7	10.3								
Local Shops, Headless Cross		0.2						1.1										
Local Shops, Webheath		0.2						1.1										
Local Shops, Crabbs Cross		0.2						1.1										
Local Shops, Astwood Bank		0.2								10.3								
Local shops, Redditch	0.1	2.2	0.3	3.8				6.6		3.4								
Sian Stores, Poplar Road, Redditch		0.2						1.1										
Budgens, Battens Drive, Redditch		0.2																2.4
<b>Sub Total</b>	<b>58.0</b>	<b>49.4</b>	<b>95.5</b>	<b>96.9</b>	<b>75.7</b>	<b>36.1</b>	<b>94.1</b>	<b>97.8</b>	<b>86.7</b>	<b>82.8</b>	<b>11.1</b>	<b>1.6</b>	<b>42.5</b>	<b>17.3</b>	<b>25.0</b>	<b>8.1</b>	<b>29.4</b>	<b>7.3</b>
<b>OUTSIDE REDDITCH</b>																		
Asda, 21 Market Street, Bromsgrove	13.5	6.8	1.0				0.6				46.3	30.6	16.1	5.8				
Morrisons, Bruntsford Park Road, Bromsgrove	7.4	7.8	0.3				0.6		1.7	3.4	25.9	35.5	8.0	3.8		2.7		
Tesco, Birmingham Road, Stratford-upon-Avon	2.1	0.7											1.9	21.7	2.7	13.2	4.9	
Somerfield, Off Moorfield Road, Alcester	2.4	4.9			1.4										2.7	30.9	39.0	
Morrisons, Alcester Road, Stratford-upon-Avon	1.5	0.4			4.3	2.8								3.3		14.7	2.4	
Morrisons, Bristol Road South, Rubery	2.6	0.9	1.3								0.9	1.6	16.1	5.8			2.4	
Hillers, Dunnington Village	0.1	0.4								6.9							1.5	2.4
Sainsbury's, Stratford Road, Shirley	0.9	0.2												15.0	2.7	1.5		
Sainsbury's, Frankly Beeches Road, Northfield	0.5											3.4						
Tesco Express, Stratford Road, Shirley	0.7	0.4												13.3	2.7			
Waitrose, Droitwich	0.8								8.3		1.9		1.1					
Somerfield, 54b Birmingham Road, Bromsgrove	1.4	3.0									3.7	12.9	3.4	1.9				
Somerfield, High Street, Henley-in-Arden	0.3	3.6						1.1						5.0	56.8			
Iceland, 12 Mill Lane, Bromsgrove	0.3						0.6				0.9		1.9					
Sainsbury's, Warwick	0.2						0.6							1.7				
Marks and Spencers, Bridge Street, Stratford-upon-Avon	0.2	0.2	0.3											3.3	2.7	1.5	2.4	
Sainsbury's, 1059 Alcester Road South, Maypole, Birmingham	0.8	0.2									0.9	2.3		3.3	2.7	1.5		
Tesco, Hermitage Road, Solihull	0.2	0.2												3.3	2.7			
Tesco Extra, Worcester Road, Evesham	0.2	0.2							1.7								1.5	2.4
Asda, Coventry Road, Small Heath, Birmingham	0.2	0.5					0.6											
Norton House Retailing, Golden Cross Lane, Catshill, Bromsgrove	0.2										0.9							
Local shops, Alvechurch	0.2											1.1	3.8					
Aldi, Pheasant Street, Worcester	0.1		0.3															
Aldi, Stratford Road, Shirley	0.1														1.7			
Local shops, Wooton Wawen	0.1	0.2															1.5	2.4
Tesco Express, Alcester Kinwarton Rd Express, Kinwarton Rd, Alcester	0.1	2.9															1.5	29.3
Sainsbury's, Poplar Way, Solihull	0.1														1.7			
Sainsbury's, Reedswood Way, Walsall	0.2	2.7									0.9							
Sainsbury's, Rookery Street, Wolverhampton	0.1	1.3	0.3															
Tesco Express, Barnt Green Express, Barnt Green, Birmingham	0.2	0.5		0.6								1.6	1.1	19.2				
Tesco Express, Marlbrook Express, Marlbrook, Bromsgrove	0.2	0.7										3.2	1.1	9.6				
Tesco Express, Studley Express, Studley	0.1	1.0		0.6	1.4	16.7												
Co-op, Alcester Road, Studley	0.8	1.9			17.1	38.9												
Local Shops, Studley		0.3				5.6												
Local shops, Alcester	0.1	0.3																1.5
Tesco, Warbler Place, Kidderminster	0.2										0.9							
Local shops, Barnt Green	0.2												1.1	1.9				
Waitrose, Shirley	0.1														1.7			
Local Shops, Birmingham		0.1								3.4								
Somerfield, Wythall		0.1								3.4								
Local Shops, Bromsgrove		1.4										6.5						
Co-op, Bromsgrove		1.4										1.6						
Co-op, Stirchley, Birmingham		1.1										1.6						
Co-op, Alvechurch		0.3												7.7				
Co-op, Rubery		0.5												5.8				
Somerfield, Kings Norton		0.3												1.9				
Local Shops, Rednal		0.3												3.8				
Local Shops, Blackwell		0.3												1.9				
Iceland, Grosvenor Centre, Northfield		0.3												1.9				
Spar, Catshill														1.9				
Spar, Whistle, Birmingham														1.9				
Spar, Earlswood		0.3														5.4		
Local Market, Henley in Arden		0.2														2.7		
Marks & Spencer, Solihull		0.2														2.7		
Local Shops, Knowle		0.2														2.7		
Waitrose, Hall Green, Birmingham		0.2														2.7		
Local Shops, Henley in Arden		0.2																2.4
<b>Sub Total</b>	<b>39.2</b>	<b>49.3</b>	<b>2.4</b>	<b>2.5</b>	<b>24.3</b>	<b>63.9</b>	<b>2.9</b>	<b>1.1</b>	<b>11.7</b>	<b>17.2</b>	<b>83.3</b>	<b>95.2</b>	<b>55.2</b>	<b>82.7</b>	<b>73.3</b>	<b>91.9</b>	<b>70.6</b>	<b>90.2</b>
Internet / Home Delivery	2.8	1.3	2.1	0.6			2.9	1.1	1.7		5.6	3.2	2.3		1.7			2.4
<b>TOTAL</b>	<b>100</b>																	

Notes:  
a. Post code sectors  
1. - B98 0, 7, 8 and 9  
2. - B80 7  
3. - B97 4, 5 and 6  
4. - B96 6  
5. - B60 2, 3 and 4; B61 0, 7 and 8  
6. - B60 1; B45 8; B48 7  
7. - B95 5; B94 5  
8. - B49 5 and 6; B95 6  
b. Market shares for 'main' and 'top-up' shopping derived directly from Redditch Household Survey (April 2008)  
c. Excludes 'varies/no pattern'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE



**TABLE 5: TRADING PERFORMANCE - LARGE FOODSTORES**

DESTINATION	Survey Derived Turnover 2008 (£m)	Net Sales Area (sq m)	Convenience Goods Sales Area (sq m)	Typical Sales Density (£/ sq m)	Expected Turnover (£m)	Over / Under trading (£m)
Tesco Extra, Oakenshaw, Redditch	75.9	8059	5641	12446	70.2	5.6
Morrisons, Warwick Highway, Redditch	36.3	3251	2763	11292	31.2	5.1
Sainsbury's, Abbey Retail Park, Alvechurch Highway, Redditch	38.1	3868	3094	9690	30.0	8.1
Tesco Express, Lodge Park Express, Lodge Park, Redditch	6.4	150	150	12446	1.9	4.5
Iceland, Unit 4, Ipsley Street, Smallwood, Redditch	3.1	380	342	5698	1.9	1.2
Aldi, Trescott Road, Redditch	2.8	750	600	4000	2.4	0.4
Lidl, Redditch Ringway, The Quadrant, Redditch	2.2	1000	850	3000	2.6	-0.4
Marks and Spencers, 9 Walford Walk, Redditch	3.0	350	350	11570	4.0	-1.1
Co-op Foodstores, 430, Evesham Rd, Crabbs Cross, Redditch	2.3	150	150	6828	1.0	1.3
<b>TOTAL</b>	<b>170.0</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>145.2</b>	<b>24.8</b>

2005 prices

Floorspace figures based on data supplied from Redditch Borough Council and WYG estimates

Typical Sales Densities from Verdict / Mintel



TABLE 7: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE £(m)																																GROWTH ALL COMPARISON																
	2008								2013								2018								2023								2026								'08-'13	'08-'18	'08-'23	'08-'26					
	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist					Total				
1	14.3	12.0	17.7	37.8	7.1	19.0	26.1	19.3	153.4	18.8	15.8	23.3	49.8	9.3	25.0	34.3	25.4	20.9	30.8	65.7	12.3	33.0	45.3	33.6	266.4	32.8	27.7	40.8	86.9	16.3	43.6	59.9	44.4	352.3	39.8	32.7	48.3	102.9	19.2	51.7	70.9	52.6	417.2	48.4	113.0	199.0	263.8		
2	2.8	2.2	3.4	6.9	1.3	3.7	5.0	3.7	29.1	3.8	3.0	4.6	9.3	1.8	5.0	6.7	5.0	4.1	8.2	12.5	2.4	6.7	9.0	8.8	52.9	6.9	5.4	8.3	16.8	3.3	9.0	12.1	9.1	70.9	8.2	6.5	9.8	20.0	3.9	10.7	14.3	10.8	84.3	10.2	23.7	41.8	55.2		
3	9.9	7.9	11.9	24.0	4.7	12.9	17.2	13.2	101.6	13.0	10.3	15.6	31.6	6.1	17.0	22.7	17.3	17.2	13.7	20.6	41.7	8.1	22.5	29.9	22.8	176.5	22.7	18.1	27.3	55.2	10.7	29.7	39.6	30.2	233.4	26.9	21.4	32.3	65.3	12.7	35.2	46.9	35.8	276.4	32.1	74.9	131.8	174.8	
4	1.6	1.2	1.8	3.5	0.7	2.0	2.6	2.0	15.5	2.1	1.6	2.4	4.7	0.9	2.7	3.4	2.7	2.1	3.1	6.1	1.2	3.5	4.6	3.5	26.9	3.6	2.7	4.2	8.1	1.6	4.6	6.0	4.7	35.6	4.3	3.2	4.9	9.6	1.9	5.5	7.1	5.5	42.1	4.9	11.4	20.1	26.6		
5	13.6	10.8	16.4	33.6	6.5	17.8	24.0	18.0	140.7	17.4	13.9	21.0	43.1	8.3	22.8	30.7	23.1	22.3	17.8	26.9	55.2	10.7	29.2	39.3	29.6	230.9	28.6	22.9	34.5	70.9	13.7	37.5	50.5	38.0	296.7	33.3	26.6	40.2	82.5	15.9	43.7	58.8	44.2	345.2	39.7	90.2	155.9	204.5	
6	8.9	7.0	10.5	21.0	4.1	11.6	15.2	11.7	90.0	11.4	8.9	13.4	26.9	5.3	14.8	19.5	15.0	14.6	11.4	17.2	34.4	6.8	19.0	25.0	19.2	147.6	18.7	14.7	22.1	44.2	8.7	24.4	32.1	24.7	189.6	21.8	17.1	25.7	51.5	10.1	28.4	37.4	28.8	220.7	25.4	57.7	99.7	130.7	
7	3.4	2.6	4.0	7.7	1.6	4.4	5.7	4.4	33.8	4.7	3.5	5.3	10.4	2.1	6.0	7.7	6.0	6.3	4.7	7.2	14.0	2.8	8.0	10.4	8.0	61.4	8.4	6.3	9.6	18.8	3.8	10.8	13.9	10.8	82.4	10.0	7.4	11.5	22.3	4.5	12.8	16.6	12.8	97.9	11.8	27.6	48.5	64.1	
8	5.1	3.9	5.9	11.8	2.3	6.6	8.6	6.6	50.9	6.8	5.3	8.0	15.9	3.2	8.9	11.6	8.9	9.2	7.1	10.8	21.4	4.3	11.9	15.6	12.0	92.3	12.3	9.5	14.5	28.7	5.7	16.0	21.0	16.1	123.8	14.7	11.4	17.2	34.1	6.8	19.0	25.0	19.1	147.2	17.8	41.5	73.0	96.4	
<b>TOTAL</b>	<b>59.5</b>	<b>47.6</b>	<b>71.6</b>	<b>146.4</b>	<b>28.3</b>	<b>78.0</b>	<b>104.4</b>	<b>79.1</b>	<b>615.0</b>	<b>77.9</b>	<b>62.4</b>	<b>93.7</b>	<b>191.6</b>	<b>37.1</b>	<b>102.2</b>	<b>136.7</b>	<b>103.5</b>	<b>805.1</b>	<b>102.1</b>	<b>81.7</b>	<b>122.8</b>	<b>251.1</b>	<b>48.6</b>	<b>133.9</b>	<b>179.1</b>	<b>135.6</b>	<b>1054.9</b>	<b>134.0</b>	<b>107.2</b>	<b>161.2</b>	<b>329.6</b>	<b>63.8</b>	<b>175.7</b>	<b>235.1</b>	<b>178.0</b>	<b>1384.7</b>	<b>157.9</b>	<b>126.3</b>	<b>189.9</b>	<b>388.3</b>	<b>75.1</b>	<b>207.0</b>	<b>276.9</b>	<b>209.7</b>	<b>1631.1</b>	<b>190.2</b>	<b>440.0</b>	<b>769.8</b>	<b>1016.1</b>

Notes:  
a. Post code sectors  
1. - B98 0, 7, 8 and 9  
2. - B98 7  
3. - B97 4, 5 and 8  
4. - B98 6  
5. - B98 2, 3 and 4; B61 0, 7 and 8  
6. - B60 1; B45 8; B48 7  
7. - B95 5; B94 5  
8. - B49 5 and 6; B95 6  
b. Per Capita expenditure from MapInfo AnySite (2005 data)  
c. Projected forward using MapInfo 07/02, actual growth rates for 2005- 2006 at 5.5% (Table 1) and predicted growth rates for 2006- 2026 at 5.3% (Table 2)  
d. Population from MapInfo AnySite (2005 data)  
e. Between 2005 and 2026 population projected forward on the basis of the Revised-2004 ONS based Subnational population projections

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 8: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)	ZONE 7 CLOTHES/SHOES (%)	ZONE 8 CLOTHES/SHOES (%)
<b>REDDITCH</b>									
Redditch	52.6	78.6	60.0	77.1	50.0	30.3	43.6	22.4	15.8
Tesco Extra, Redditch	1.2	1.7	1.4	2.9	0.0	0.0	0.0	0.0	2.6
<b>Sub Total</b>	<b>53.8</b>	<b>80.3</b>	<b>61.4</b>	<b>80.0</b>	<b>50.0</b>	<b>30.3</b>	<b>43.6</b>	<b>22.4</b>	<b>18.4</b>
<b>OUTSIDE REDDITCH</b>									
Stratford upon Avon	6.6	1.4	10.0	1.8	9.7	1.7	0.0	26.9	43.4
Birmingham City Centre	7.2	4.4	2.9	5.3	11.3	10.1	16.0	1.5	1.3
Touchwood Shopping Centre, Solihull	3.7	1.0	2.9	2.4	1.6	3.4	4.3	22.4	3.9
Bromsgrove	5.5	0.7	0.0	0.0	0.0	21.0	3.2	0.0	0.0
Merry Hill Shopping Centre	4.4	1.4	0.0	1.8	1.6	9.2	9.6	0.0	2.6
Worcester City Centre	2.7	0.0	1.4	1.2	4.8	5.9	4.3	0.0	3.9
Alcester	1.2	0.0	4.3	0.0	4.8	0.0	0.0	0.0	10.5
In-store in a supermarket	1.6	1.4	1.4	0.0	0.0	3.4	1.1	4.5	0.0
Evesham	0.6	0.7	0.0	0.0	3.2	0.0	0.0	0.0	3.9
Cheltenham	0.4	0.3	1.4	0.0	1.6	0.0	1.1	1.5	0.0
Leamington Spa	0.5	0.0	0.0	0.6	0.0	0.0	1.1	3.0	1.3
Abroad	0.3	0.3	0.0	0.6	1.6	0.0	0.0	1.5	0.0
Kidderminster	0.8	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0
London	0.5	0.0	0.0	0.0	1.6	0.8	1.1	1.5	0.0
Manchester	0.3	0.0	1.4	0.6	0.0	0.0	0.0	0.0	1.3
Milton Keynes	0.2	0.7	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Lichfield	0.3	0.0	0.0	0.6	0.0	0.8	0.0	0.0	0.0
Warwick	0.2	0.0	0.0	0.6	0.0	0.0	0.0	0.0	1.3
Droitwich	0.1	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0
Dudley	0.4	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0
Boundary Mill, Walsall	0.2	0.3	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Worcester	0.3	0.0	0.0	0.0	0.0	0.8	1.1	0.0	0.0
Shirley Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0
Bart Green	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Wythall	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Tanworth in Arden	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wolverhampton City Centre	0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Feckenham Centre	0.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.5	0.7	7.1	1.2	0.0	3.4	4.3	3.0	2.6
<b>Sub Total</b>	<b>41.0</b>	<b>13.6</b>	<b>35.7</b>	<b>17.6</b>	<b>45.2</b>	<b>66.4</b>	<b>47.9</b>	<b>68.7</b>	<b>76.3</b>
Internet / Home Delivery	5.1	6.1	2.9	2.4	4.8	3.4	8.5	9.0	5.3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:

- a. Post code sectors
  1. - B98 0, 7, 8 and 9
  2. - B80 7
  3. - B97 4, 5 and 6
  4. - B96 6
  5. - B60 2, 3 and 4; B61 0, 7 and 8
  6. - B60 1; B45 8; B48 7
  7. - B95 5; B94 5
  8. - B49 5 and 6; B95 6
- b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey
- c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 9: TURNOVER CLOTHES / SHOES

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)	ZONE 7 CLOTHES/SHOES (£m)	ZONE 8 CLOTHES/SHOES (£m)
<b>REDDITCH</b>									
Redditch	77.08	29.75	4.14	18.50	1.77	10.18	9.15	1.73	1.86
Tesco Extra, Redditch	1.76	0.64	0.10	0.71	0.00	0.00	0.00	0.00	0.31
<b>Sub Total</b>	<b>78.83</b>	<b>30.39</b>	<b>4.24</b>	<b>19.21</b>	<b>1.77</b>	<b>10.18</b>	<b>9.15</b>	<b>1.73</b>	<b>2.17</b>
<b>OUTSIDE REDDITCH</b>									
Stratford upon Avon	9.73	0.51	0.69	0.42	0.34	0.57	0.00	2.07	5.12
Birmingham City Centre	10.54	1.67	0.20	1.27	0.40	3.39	3.35	0.12	0.16
Touchwood Shopping Centre, Solihull	5.42	0.38	0.20	0.56	0.06	1.13	0.89	1.73	0.47
Bromsgrove	7.99	0.26	0.00	0.00	0.00	7.07	0.67	0.00	0.00
Merry Hill Shopping Centre	6.42	0.51	0.00	0.42	0.06	3.11	2.01	0.00	0.31
Worcester City Centre	3.89	0.00	0.10	0.28	0.17	1.98	0.89	0.00	0.47
Alcester	1.71	0.00	0.30	0.00	0.17	0.00	0.00	0.00	1.24
In-store in a supermarket	2.31	0.51	0.10	0.00	0.00	1.13	0.22	0.35	0.00
Evesham	0.84	0.26	0.00	0.00	0.11	0.00	0.00	0.00	0.47
Cheltenham	0.62	0.13	0.10	0.00	0.06	0.00	0.22	0.12	0.00
Leamington Spa	0.75	0.00	0.00	0.14	0.00	0.00	0.22	0.23	0.16
Abroad	0.44	0.13	0.00	0.14	0.06	0.00	0.00	0.12	0.00
Kidderminster	1.13	0.00	0.00	0.00	0.00	1.13	0.00	0.00	0.00
London	0.68	0.00	0.00	0.00	0.06	0.28	0.22	0.12	0.00
Manchester	0.40	0.00	0.10	0.14	0.00	0.00	0.00	0.00	0.16
Milton Keynes	0.36	0.26	0.10	0.00	0.00	0.00	0.00	0.00	0.00
Lichfield	0.42	0.00	0.00	0.14	0.00	0.28	0.00	0.00	0.00
Warwick	0.30	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.16
Droitwich	0.11	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Dudley	0.57	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00
Boundary Mill, Walsall	0.35	0.13	0.00	0.00	0.00	0.00	0.22	0.00	0.00
Worcester	0.51	0.00	0.00	0.00	0.00	0.28	0.22	0.00	0.00
Shirley Centre	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00
Bamf Green	0.14	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Wythall	0.14	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Tanworth in Arden	0.13	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wolverhampton City Centre	0.28	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00
Feckenham Centre	0.10	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00
Other	3.60	0.26	0.49	0.28	0.00	1.13	0.89	0.23	0.31
<b>Sub Total</b>	<b>60.09</b>	<b>5.13</b>	<b>2.47</b>	<b>4.24</b>	<b>1.60</b>	<b>22.33</b>	<b>10.04</b>	<b>5.29</b>	<b>9.00</b>
Internet / Home Delivery	7.47	2.31	0.20	0.56	0.17	1.13	1.79	0.69	0.62
<b>TOTAL</b>	<b>146.39</b>	<b>37.83</b>	<b>6.91</b>	<b>24.01</b>	<b>3.53</b>	<b>33.64</b>	<b>20.97</b>	<b>7.71</b>	<b>11.79</b>

Notes:

- a. Post code sectors
  1. - B98 0, 7, 8 and 9
  2. - B80 7
  3. - B97 4, 5 and 6
  4. - B96 6
  5. - B60 2, 3 and 4; B61 0, 7 and 8
  6. - B60 1; B45 8; B48 7
  7. - B95 5; B94 5
  8. - B49 5 and 6; B95 6
- b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey
- c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 10: SHOPPING PATTERNS (FURNITURE)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)	ZONE 7 FURNITURE (%)	ZONE 8 FURNITURE (%)
<b>REDDITCH</b>									
Redditch	33.8	56.7	55.6	55.3	38.3	7.9	26.0	10.9	13.0
Greenland's District Centre, Studley Road, Redditch	0.2	0.5	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Allied Carpets, Abbey Trading Centre, Alvechurch	0.1	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Abbey Trading Centre, Alvechurch	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpet Right, Redditch	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Batchley District Centre, Batchley Road	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>34.5</b>	<b>58.1</b>	<b>57.8</b>	<b>56.9</b>	<b>38.3</b>	<b>7.9</b>	<b>26.0</b>	<b>10.9</b>	<b>13.0</b>
<b>OUTSIDE REDDITCH</b>									
Bromsgrove	15.9	4.8	2.2	2.4	0.0	44.7	26.0	0.0	1.9
Birmingham City Centre	8.4	9.5	2.2	12.2	10.6	5.3	10.0	15.2	1.9
Touchwood Shopping Centre, Solihull	6.0	2.4	11.1	5.7	6.4	5.3	10.0	13.0	3.7
Droitwich	6.1	4.3	0.0	5.7	10.6	15.8	0.0	2.2	1.9
Stratford upon Avon	4.4	0.0	6.7	0.8	4.3	1.3	0.0	28.3	22.2
Alcester	4.2	3.8	6.7	1.6	2.1	0.0	2.0	2.2	25.9
Shirley Centre	1.7	0.5	4.4	2.4	8.5	0.0	0.0	13.0	0.0
Worcester City Centre	2.0	1.4	0.0	2.4	2.1	3.9	0.0	2.2	1.9
Kidderminster	2.0	1.0	0.0	1.6	0.0	2.6	6.0	0.0	0.0
Merry Hill Shopping Centre	1.4	1.0	0.0	0.0	4.3	2.6	2.0	0.0	1.9
Solihull	0.9	0.5	0.0	1.6	2.1	1.3	0.0	0.0	1.9
Evesham	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4
IKEA, Park Lane, Wednesbury	0.7	0.5	2.2	0.0	0.0	1.3	0.0	0.0	1.9
Stratford upon Avon	0.5	0.0	2.2	0.0	0.0	0.0	0.0	2.2	3.7
Dudley	0.4	0.5	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Studley	0.2	0.5	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Cheltenham	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Warwick	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Longbridge	0.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Coventry	0.1	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Leamington Spa	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
In-store in a supermarket	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Stourbridge	0.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Catshill	0.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Bart Green	0.3	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0
Halesowen	0.3	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Wythall	0.3	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0
Kings Heath	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	3.5	4.8	0.0	1.6	2.1	1.3	8.0	4.3	3.7
<b>Sub Total</b>	<b>61.7</b>	<b>36.2</b>	<b>40.0</b>	<b>39.0</b>	<b>55.3</b>	<b>92.1</b>	<b>68.0</b>	<b>84.8</b>	<b>83.3</b>
Internet / Home Delivery	3.8	5.7	2.2	4.1	6.4	0.0	6.0	4.3	3.7
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know' can't remember' and 'don't buy these items'. Excludes 'don't know' can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 11: TURNOVER (FURNITURE)

DESTINATION	TOTAL FURNITURE (£m)	ZONE 1 FURNITURE (£m)	ZONE 2 FURNITURE (£m)	ZONE 3 FURNITURE (£m)	ZONE 4 FURNITURE (£m)	ZONE 5 FURNITURE (£m)	ZONE 6 FURNITURE (£m)	ZONE 7 FURNITURE (£m)	ZONE 8 FURNITURE (£m)
<b>REDDITCH</b>									
Redditch	20.1	8.1	1.6	5.5	0.6	1.1	2.3	0.4	0.7
Greenland's District Centre, Studley Road, Redditch	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Allied Carpets, Abbey Trading Centre, Alvechurch H	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Abbey Trading Centre, Alvechurch High	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpet Right, Redditch	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Batchley District Centre, Batchley Road	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
<b>Sub-Total</b>	<b>20.6</b>	<b>8.3</b>	<b>1.6</b>	<b>5.6</b>	<b>0.6</b>	<b>1.1</b>	<b>2.3</b>	<b>0.4</b>	<b>0.7</b>
<b>OUTSIDE REDDITCH</b>									
Bromsgrove	9.5	0.7	0.1	0.2	0.0	6.1	2.3	0.0	0.1
Birmingham City Centre	5.0	1.4	0.1	1.2	0.2	0.7	0.9	0.5	0.1
Touchwood Shopping Centre, Solihull	3.6	0.3	0.3	0.6	0.1	0.7	0.9	0.4	0.2
Droitwich	3.7	0.6	0.0	0.6	0.2	2.1	0.0	0.1	0.1
Stratford upon Avon	2.6	0.0	0.2	0.1	0.1	0.2	0.0	1.0	1.1
Alcester	2.5	0.5	0.2	0.2	0.0	0.0	0.2	0.1	1.3
Shirley Centre	1.0	0.1	0.1	0.2	0.1	0.0	0.0	0.4	0.0
Worcester City Centre	1.2	0.2	0.0	0.2	0.0	0.5	0.0	0.1	0.1
Kidderminster	1.2	0.1	0.0	0.2	0.0	0.4	0.5	0.0	0.0
Merry Hill Shopping Centre	0.8	0.1	0.0	0.0	0.1	0.4	0.2	0.0	0.1
Solihull	0.5	0.1	0.0	0.2	0.0	0.2	0.0	0.0	0.1
Evesham	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
IKEA, Park Lane, Wednesbury	0.4	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.1
Stratford upon Avon	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2
Dudley	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Studley	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Cheltenham	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Warwick	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Longbridge	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Coventry	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leamington Spa	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
In-store in a supermarket	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stourbridge	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Catshill	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Barnt Green	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Halesowen	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Wythall	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Kings Heath	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.1	0.7	0.0	0.2	0.0	0.2	0.7	0.1	0.2
<b>Sub Total</b>	<b>36.7</b>	<b>5.2</b>	<b>1.1</b>	<b>3.9</b>	<b>0.9</b>	<b>12.5</b>	<b>6.0</b>	<b>2.9</b>	<b>4.2</b>
Internet / Home Delivery	2.2	0.8	0.1	0.4	0.1	0.0	0.5	0.1	0.2
<b>TOTAL</b>	<b>59.5</b>	<b>14.3</b>	<b>2.8</b>	<b>9.9</b>	<b>1.6</b>	<b>13.6</b>	<b>8.9</b>	<b>3.4</b>	<b>5.1</b>

Notes:

- a. Post code sectors
  1. - B98 0, 7, 8 and 9
  2. - B80 7
  3. - B97 4, 5 and 6
  4. - B96 6
  5. - B60 2, 3 and 4; B61 0, 7 and 8
  6. - B60 1; B45 8; B48 7
  7. - B95 5; B94 5
  8. - B49 5 and 6; B95 6
- b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey
- c. Excludes 'don't know can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 12: SHOPPING PATTERNS (DIY)

DESTINATION	TOTAL DIY (%)	ZONE 1 DIY (%)	ZONE 2 DIY (%)	ZONE 3 DIY (%)	ZONE 4 DIY (%)	ZONE 5 DIY (%)	ZONE 6 DIY (%)	ZONE 7 DIY (%)	ZONE 8 DIY (%)
<b>REDDITCH</b>									
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch, B98 7ER	48.2	73.2	74.1	65.7	68.0	22.6	30.3	13.3	41.1
Redditch	8.7	12.6	6.9	17.5	12.0	2.2	6.6	4.4	3.6
Homebase- Abbey Trading Centre, Alvechurch Highway, Redditch, B9	7.8	6.3	5.2	11.7	16.0	4.3	17.1	2.2	0.0
Wickes- Redditch, Redditch Ringway, St Georges, Redditch, B98 8DU	2.0	3.3	1.7	2.9	0.0	2.2	0.0	2.2	0.0
Headless Cross, Redditch	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tony Handyman, Redditch	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>66.9</b>	<b>96.2</b>	<b>87.9</b>	<b>97.8</b>	<b>96.0</b>	<b>31.2</b>	<b>53.9</b>	<b>22.2</b>	<b>44.6</b>
<b>OUTSIDE REDDITCH</b>									
Focus (with Garden Centre)- 54 Birmingham Road, Bromsgrove, B61 0	11.3	0.4	0.0	0.0	0.0	39.8	14.5	0.0	0.0
B & Q- Unit A, The Maybird Centre, Birmingham Rd, Stratford-upon-Av	3.6	0.0	0.0	0.0	2.0	1.1	0.0	33.3	17.9
Bromsgrove	5.3	0.0	0.0	0.7	0.0	16.1	10.5	0.0	0.0
Alcester	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.9
Stratford upon Avon	1.0	0.0	1.7	0.7	0.0	0.0	0.0	6.7	5.4
Focus (with Garden centre)- Parsonage Drive, Rednal, Longbridge, B4	1.5	0.0	0.0	0.0	0.0	0.0	10.5	0.0	0.0
Birmingham City Centre	0.7	0.4	1.7	0.0	0.0	0.0	2.6	0.0	1.8
Touchwood Shopping Centre, Solihull	0.6	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0
Homebase- Roman Way Retail Park, Kidderminster Rd, Droitwich, WR	0.8	0.0	0.0	0.0	2.0	3.2	0.0	0.0	0.0
Homebase- Avon Ind. Est., Birmingham Rd, Stratford-upon-Avon, CV3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	4.4	3.6
B & Q, Marshall Lake Retail Park, Shirley	0.4	0.0	0.0	0.0	0.0	0.0	0.0	4.4	1.8
Homebase- Sears Ret Pk, Oakenshaw Rd, Shirley, Solihull, West M., B	0.4	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0
B & Q- Mucklow Hill, Halesowen, Dudley, West Midlands, B62 8EP	0.6	0.0	0.0	0.0	0.0	1.1	2.6	0.0	0.0
Shirley	0.4	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0
B & Q- Four Pools Retail Park, Four Pools Lane, Evesham, WR11 1DU	0.4	0.0	0.0	0.0	0.0	1.1	0.0	0.0	1.8
In-store in a supermarket	0.2	0.4	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.5	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Evesham	0.1	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Homebase- Findlay Rd, High Street, Kings Heath, Birmingham, B14 7S	0.1	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0
B & Q- Green Street, Kidderminster, Worcs, DY10 1AX	0.2	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Barnt Green	0.2	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Kidderminster	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0
Tony Handyman, Barnt Green	0.2	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Other	1.8	0.8	3.4	0.0	0.0	3.2	2.6	2.2	1.8
<b>Sub Total</b>	<b>32.4</b>	<b>2.5</b>	<b>12.1</b>	<b>1.5</b>	<b>4.0</b>	<b>68.8</b>	<b>46.1</b>	<b>77.8</b>	<b>51.8</b>
Internet / Home Delivery	0.7	1.3	0.0	0.7	0.0	0.0	0.0	0.0	3.6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B90 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 13: TURNOVER (DIY)

DESTINATION	TOTAL DIY (£m)	ZONE 1 DIY (£m)	ZONE 2 DIY (£m)	ZONE 3 DIY (£m)	ZONE 4 DIY (£m)	ZONE 5 DIY (£m)	ZONE 6 DIY (£m)	ZONE 7 DIY (£m)	ZONE 8 DIY (£m)
<b>REDDITCH</b>									
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch	23.0	8.8	1.7	5.2	0.8	2.4	2.1	0.3	1.6
Homebase- Abbey Trading Centre, Alvechurch Highw	4.1	1.5	0.2	1.4	0.1	0.2	0.5	0.1	0.1
Wickes- Redditch, Redditch Ringway, St Georges, Redditch	3.7	0.8	0.1	0.9	0.2	0.5	1.2	0.1	0.0
Headless Cross, Redditch	1.0	0.4	0.0	0.2	0.0	0.2	0.0	0.1	0.0
Tony Handyman, Redditch	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>31.8</b>	<b>11.6</b>	<b>2.0</b>	<b>7.7</b>	<b>1.1</b>	<b>3.4</b>	<b>3.8</b>	<b>0.6</b>	<b>1.8</b>
<b>OUTSIDE REDDITCH</b>									
Focus (with Garden Centre)- 54 Birmingham Road, Bromsgrove	5.4	0.1	0.0	0.0	0.0	4.3	1.0	0.0	0.0
B & Q- Unit A, The Maybird Centre, Birmingham Rd, Stratford upon Avon	1.7	0.0	0.0	0.0	0.0	0.1	0.0	0.9	0.7
Alcester	2.5	0.0	0.0	0.1	0.0	1.7	0.7	0.0	0.0
Stratford upon Avon	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Focus (with Garden centre)- Parsonage Drive, Rednal Birmingham City Centre	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.2
Touchwood Shopping Centre, Solihull	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Birmingham City Centre	0.3	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.1
Homebase- Roman Way Retail Park, Kidderminster	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Homebase- Avon Ind. Est., Birmingham Rd, Stratford-upon-Avon	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
B & Q, Marshall Lake Retail Park, Shirley	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Homebase- Sears Ret Pk, Oakenshaw Rd, Shirley, Solihull	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
B & Q- Mucklow Hill, Halesowen, Dudley, West Midlands	0.3	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0
Shirley	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
B & Q- Four Pools Retail Park, Four Pools Lane, Evesham	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
In-store in a supermarket	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Worcester City Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase- Findlay Rd, High Street, Kings Heath, Birmingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B & Q- Green Street, Kidderminster, Worcs	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Barnt Green	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Kidderminster	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Tony Handyman, Barnt Green	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Other	0.1	0.1	0.1	0.0	0.0	0.3	0.2	0.1	0.1
<b>Sub Total</b>	<b>15.4</b>	<b>0.3</b>	<b>0.3</b>	<b>0.1</b>	<b>0.0</b>	<b>7.5</b>	<b>3.2</b>	<b>2.0</b>	<b>2.0</b>
Internet / Home Delivery	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.1
<b>TOTAL</b>	<b>47.6</b>	<b>12.0</b>	<b>2.2</b>	<b>7.9</b>	<b>1.2</b>	<b>10.8</b>	<b>7.0</b>	<b>2.6</b>	<b>3.9</b>

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 14: SHOPPING PATTERNS (ELECTRICAL)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)	ZONE 7 ELECTRICAL (%)	ZONE 8 ELECTRICAL (%)
<b>REDDITCH</b>									
Redditch	41.8	61.8	49.1	67.3	52.9	24.0	25.0	12.3	21.7
Headless Cross District Centre, Evesham Road, Redditch	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Matalan, Jinnah Road, Redditch	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Apollo 2000, Redditch	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Redditch Extra, Oakenshaw, Redditch, B97 4	4.3	7.6	8.8	4.1	5.9	3.1	1.3	0.0	3.3
<b>Sub Total</b>	<b>46.4</b>	<b>69.7</b>	<b>57.9</b>	<b>72.8</b>	<b>58.8</b>	<b>27.1</b>	<b>26.3</b>	<b>12.3</b>	<b>25.0</b>
<b>OUTSIDE REDDITCH</b>									
Touchwood Shopping Centre, Solihull	7.0	5.9	12.3	2.7	0.0	3.1	10.5	28.1	8.3
Bromsgrove	8.1	0.0	3.5	3.4	2.0	20.8	17.1	0.0	0.0
Stratford upon Avon	3.2	0.0	1.8	0.0	0.0	1.0	1.3	19.3	20.0
Birmingham City Centre	3.6	2.5	5.3	1.4	7.8	5.2	6.6	0.0	1.7
Shirley Centre	1.8	0.8	3.5	1.4	0.0	0.0	0.0	19.3	1.7
Merry Hill Shopping Centre	2.2	0.8	1.8	1.4	2.0	3.1	5.3	0.0	1.7
Solihull	1.2	0.8	3.5	0.0	2.0	0.0	1.3	8.8	1.7
Droitwich	1.9	0.0	0.0	0.7	5.9	6.3	1.3	0.0	0.0
Kidderminster	2.0	0.0	0.0	0.0	2.0	6.3	2.6	0.0	1.7
Worcester City Centre	1.1	0.0	0.0	0.7	2.0	3.1	1.3	0.0	0.0
In-store in a supermarket	0.9	0.4	0.0	0.0	0.0	1.0	1.3	1.8	3.3
Selly Oak, Birmingham	1.0	0.8	0.0	0.0	0.0	1.0	3.9	0.0	0.0
Sears Retail Park, Shirley	0.3	0.4	0.0	0.0	0.0	0.0	0.0	3.5	0.0
Evesham	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Alcester	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Dudley	0.3	0.4	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Halesowen	0.2	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Wolverhampton City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Bart Green	0.2	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Leamington Spa	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other	2.4	0.8	0.0	0.0	2.0	2.1	6.6	3.5	6.7
<b>Sub Total</b>	<b>38.4</b>	<b>13.9</b>	<b>31.6</b>	<b>11.6</b>	<b>25.5</b>	<b>55.2</b>	<b>60.5</b>	<b>84.2</b>	<b>56.7</b>
Internet / Home Delivery	15.2	16.4	10.5	15.6	15.7	17.7	13.2	3.5	18.3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>184</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 15: TURNOVER (ELECTRICAL)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 1 ELECTRICAL (£m)	ZONE 2 ELECTRICAL (£m)	ZONE 3 ELECTRICAL (£m)	ZONE 4 ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE 6 ELECTRICAL (£m)	ZONE 7 ELECTRICAL (£m)	ZONE 8 ELECTRICAL (£m)
<b>REDDITCH</b>									
Redditch	29.90	10.96	1.67	7.99	0.96	3.93	2.62	0.49	1.29
Headless Cross District Centre, Evesham	0.08	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Matalan, Jinnah Road, Redditch	0.08	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Apollo 2000, Redditch	0.07	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Oakenshaw, Redditch	3.08	1.34	0.30	0.48	0.11	0.51	0.14	0.00	0.20
<b>Sub Total</b>	<b>33.21</b>	<b>12.38</b>	<b>1.97</b>	<b>8.64</b>	<b>1.06</b>	<b>4.44</b>	<b>2.76</b>	<b>0.49</b>	<b>1.48</b>
<b>OUTSIDE REDDITCH</b>									
Touchwood Shopping Centre, Solihull	5.01	1.04	0.42	0.32	0.00	0.51	1.10	1.11	0.49
Bromsgrove	5.77	0.00	0.12	0.40	0.04	3.41	1.79	0.00	0.00
Stratford upon Avon	2.32	0.00	0.06	0.00	0.00	0.17	0.14	0.76	1.19
Birmingham City Centre	2.57	0.45	0.18	0.16	0.14	0.85	0.69	0.00	0.10
Shirley Centre	1.29	0.15	0.12	0.16	0.00	0.00	0.00	0.76	0.10
Merry Hill Shopping Centre	1.57	0.15	0.06	0.16	0.04	0.51	0.55	0.00	0.10
Solihull	0.89	0.15	0.12	0.00	0.04	0.00	0.14	0.35	0.10
Droitwich	1.35	0.00	0.00	0.08	0.11	1.02	0.14	0.00	0.00
Kidderminster	1.43	0.00	0.00	0.00	0.04	1.02	0.28	0.00	0.10
Worcester City Centre	0.77	0.00	0.00	0.08	0.04	0.51	0.14	0.00	0.00
In-store in a supermarket	0.65	0.07	0.00	0.00	0.00	0.17	0.14	0.07	0.20
Selly Oak, Birmingham	0.73	0.15	0.00	0.00	0.00	0.17	0.41	0.00	0.00
Sears Retail Park, Shirley	0.21	0.07	0.00	0.00	0.00	0.00	0.00	0.14	0.00
Evesham	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Alcester	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Dudley	0.25	0.07	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Halesowen	0.17	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00
Wolverhampton City Centre	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Barn Green	0.14	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Leamington Spa	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Other	1.75	0.15	0.00	0.00	0.04	0.34	0.69	0.14	0.40
<b>Sub Total</b>	<b>27.46</b>	<b>2.46</b>	<b>1.07</b>	<b>1.37</b>	<b>0.46</b>	<b>9.05</b>	<b>6.35</b>	<b>3.33</b>	<b>3.36</b>
Internet / Home Delivery	10.91	2.91	0.36	1.86	0.28	2.90	1.38	0.14	1.09
<b>TOTAL</b>	<b>71.59</b>	<b>17.74</b>	<b>3.40</b>	<b>11.87</b>	<b>1.81</b>	<b>16.39</b>	<b>10.49</b>	<b>3.96</b>	<b>5.94</b>

Notes:

- a. Post code sectors
  1. - B98 0, 7, 8 and 9
  2. - B80 7
  3. - B97 4, 5 and 6
  4. - B96 6
  5. - B60 2, 3 and 4; B61 0, 7 and 8
  6. - B60 1; B45 8; B48 7
  7. - B95 5; B94 5
  8. - B49 5 and 6; B95 6
- b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey
- c. Excludes 'don't know' can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 16: SHOPPING PATTERNS (BOOKS, CDS, DVDS)

DESTINATION	TOTAL BOOKS, CDS, DVDS (%)	ZONE 1 BOOKS, CDS, DVDS (%)	ZONE 2 BOOKS, CDS, DVDS (%)	ZONE 3 BOOKS, CDS, DVDS (%)	ZONE 4 BOOKS, CDS, DVDS (%)	ZONE 5 BOOKS, CDS, DVDS (%)	ZONE 6 BOOKS, CDS, DVDS (%)	ZONE 7 BOOKS, CDS, DVDS (%)	ZONE 8 BOOKS, CDS, DVDS (%)
<b>REDDITCH</b>									
Redditch	37.9	60.9	45.8	59.3	55.4	13.5	26.0	22.0	15.5
Church Hill District Centre, Tanhouse Lane, Redditch	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Oakenshaw, Redditch	5.8	10.0	5.1	8.0	7.1	2.1	2.7	0.0	8.6
<b>Sub Total</b>	<b>43.9</b>	<b>70.9</b>	<b>50.8</b>	<b>68.0</b>	<b>62.5</b>	<b>15.6</b>	<b>28.8</b>	<b>22.0</b>	<b>24.1</b>
<b>OUTSIDE REDDITCH</b>									
Stratford upon Avon	6.0	0.4	11.9	1.3	3.6	0.0	1.4	27.1	39.7
Bromsgrove	10.6	0.0	5.1	1.3	0.0	35.4	13.7	0.0	0.0
Birmingham City Centre	3.6	2.2	5.1	2.0	5.4	5.2	5.5	1.7	3.4
In-store in a supermarket	2.8	1.3	0.0	1.3	0.0	2.1	5.5	11.9	3.4
Touchwood Shopping Centre, Solihull	1.7	0.4	3.4	0.0	1.8	0.0	2.7	13.6	3.4
Merry Hill Shopping Centre	2.1	0.0	1.7	0.0	0.0	5.2	5.5	0.0	0.0
Worcester City Centre	1.1	0.0	0.0	0.0	3.6	3.1	1.4	0.0	1.7
Leamington Spa	0.7	0.0	0.0	0.0	0.0	1.0	1.4	1.7	1.7
Droitwich	0.5	0.0	0.0	0.0	3.6	0.0	2.7	0.0	0.0
Abroad	0.4	0.0	0.0	0.7	1.8	1.0	0.0	0.0	0.0
Studley	0.2	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0
Cheltenham	0.3	0.0	1.7	0.0	0.0	0.0	1.4	0.0	0.0
Local book club	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0
Alcester	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Dudley	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Shirley Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Evesham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Manchester	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Other	2.1	0.0	0.0	2.0	0.0	2.1	5.5	3.4	3.4
<b>Sub Total</b>	<b>33.1</b>	<b>5.2</b>	<b>33.9</b>	<b>8.7</b>	<b>21.4</b>	<b>55.2</b>	<b>49.3</b>	<b>64.4</b>	<b>58.6</b>
Internet / Home Delivery	23.0	23.9	15.3	23.3	16.1	29.2	21.9	13.6	17.2
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 17: TURNOVER (BOOKS, CDS, DVDS)

DESTINATION	TOTAL BOOKS, CDS, DVDS (£m)	ZONE 1 BOOKS, CDS, DVDS (£m)	ZONE 2 BOOKS, CDS, DVDS (£m)	ZONE 3 BOOKS, CDS, DVDS (£m)	ZONE 4 BOOKS, CDS, DVDS (£m)	ZONE 5 BOOKS, CDS, DVDS (£m)	ZONE 6 BOOKS, CDS, DVDS (£m)	ZONE 7 BOOKS, CDS, DVDS (£m)	ZONE 8 BOOKS, CDS, DVDS (£m)
<b>REDDITCH</b>									
Redditch	10.7	4.3	0.6	2.8	0.4	0.9	1.1	0.3	0.4
Church Hill District Centre, Tanhouse Lane, Redditch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra Oakenshaw, Redditch	1.7	0.7	0.1	0.4	0.1	0.1	0.1	0.0	0.2
<b>Sub Total</b>	<b>12.4</b>	<b>5.0</b>	<b>0.7</b>	<b>3.2</b>	<b>0.4</b>	<b>1.0</b>	<b>1.2</b>	<b>0.3</b>	<b>0.6</b>
<b>OUTSIDE REDDITCH</b>									
Stratford upon Avon	1.7	0.0	0.2	0.1	0.0	0.0	0.1	0.4	0.9
Bromsgrove	3.0	0.0	0.1	0.1	0.0	2.3	0.6	0.0	0.0
Birmingham City Centre	1.0	0.2	0.1	0.1	0.0	0.3	0.2	0.0	0.1
In-store in a supermarket	0.8	0.1	0.0	0.1	0.0	0.1	0.2	0.2	0.1
Touchwood Shopping Centre, Solihull	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1
Merry Hill Shopping Centre	0.6	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0
Worcester City Centre	0.3	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0
Leamington Spa	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Droitwich	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Abroad	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Studley	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Cheltenham	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Local book club	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Solihull	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Alcester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dudley	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Shirley Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Evesham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Other	0.6	0.0	0.0	0.1	0.0	0.1	0.2	0.1	0.1
<b>Sub Total</b>	<b>9.4</b>	<b>0.4</b>	<b>0.5</b>	<b>0.4</b>	<b>0.2</b>	<b>3.6</b>	<b>2.0</b>	<b>1.0</b>	<b>1.4</b>
Internet / Home Delivery	6.5	1.7	0.2	1.1	0.1	1.9	0.9	0.2	0.4
<b>TOTAL</b>	<b>28.3</b>	<b>7.1</b>	<b>1.3</b>	<b>4.7</b>	<b>0.7</b>	<b>6.5</b>	<b>4.1</b>	<b>1.6</b>	<b>2.3</b>

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 18: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL SMALL H'HOLD (%)	ZONE 1 SMALL H'HOLD (%)	ZONE 2 SMALL H'HOLD (%)	ZONE 3 SMALL H'HOLD (%)	ZONE 4 SMALL H'HOLD (%)	ZONE 5 SMALL H'HOLD (%)	ZONE 6 SMALL H'HOLD (%)	ZONE 7 SMALL H'HOLD (%)	ZONE 8 SMALL H'HOLD (%)
<b>REDDITCH</b>									
Redditch	43.5	68.8	47.3	72.7	51.9	14.1	30.6	24.5	23.5
Tesco Extra, Oakenshaw, Redditch	4.7	7.3	9.1	6.8	7.7	1.2	4.8	0.0	2.0
B & Q- Jinnah Road off Tunnel Drive, Smallwood, Redditch	0.2	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0
Matchborough District Centre, Matchborough Way, Redditch	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Hill District Centre, Tanhouse Lane, Redditch	0.1	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>48.6</b>	<b>76.5</b>	<b>61.8</b>	<b>79.5</b>	<b>59.6</b>	<b>15.3</b>	<b>35.5</b>	<b>24.5</b>	<b>25.5</b>
<b>OUTSIDE REDDITCH</b>									
Stratford upon Avon	4.5	0.9	5.5	0.0	1.9	2.4	1.6	15.1	27.5
Bromsgrove	13.0	0.4	0.0	1.5	0.0	47.1	12.9	0.0	0.0
Touchwood Shopping Centre, Solihull	5.9	3.8	9.1	5.3	5.8	1.2	4.8	30.2	9.8
Birmingham City Centre	4.6	3.4	1.8	3.8	5.8	5.9	8.1	3.8	2.0
In-store in a supermarket	2.4	1.7	0.0	0.8	0.0	2.4	1.6	13.2	3.9
Alcester	1.2	0.9	5.5	0.0	0.0	0.0	1.6	0.0	5.9
Solihull	1.1	1.7	1.8	0.0	0.0	1.2	1.6	1.9	0.0
Merry Hill Shopping Centre	1.4	0.0	0.0	0.0	3.8	3.5	3.2	0.0	0.0
Droitwich	1.4	0.0	0.0	0.0	1.9	5.9	0.0	0.0	0.0
IKEA, Park Lane, Wednesbury	0.9	0.9	1.8	0.8	0.0	1.2	1.6	0.0	0.0
Wolverhampton City Centre	1.1	0.4	0.0	0.0	0.0	3.5	1.6	0.0	0.0
Evesham	0.7	0.0	0.0	0.8	1.9	0.0	1.6	0.0	3.9
Shirley Centre	0.3	0.4	0.0	0.0	3.8	0.0	0.0	1.9	0.0
Worcester City Centre	0.6	0.4	1.8	0.8	0.0	1.2	0.0	0.0	0.0
Coventry	0.4	0.4	0.0	0.0	1.9	0.0	0.0	1.9	2.0
Leamington Spa	0.5	0.4	1.8	0.0	0.0	0.0	0.0	1.9	2.0
Kidderminster	0.6	0.4	0.0	0.0	0.0	2.4	0.0	0.0	0.0
Cheltenham	0.3	0.0	1.8	0.0	1.9	0.0	0.0	0.0	2.0
Walsall	0.4	0.0	0.0	0.0	0.0	0.0	1.6	0.0	2.0
Dudley	0.5	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0
Worcester	0.2	0.4	0.0	0.0	1.9	0.0	0.0	0.0	0.0
London	0.3	0.0	0.0	0.0	1.9	0.0	1.6	0.0	0.0
Warwick	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Catshill	0.2	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Studley	0.1	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.1	1.3	1.8	1.5	1.9	0.0	4.8	5.7	3.9
<b>Sub Total</b>	<b>45.0</b>	<b>17.9</b>	<b>34.5</b>	<b>15.2</b>	<b>34.6</b>	<b>80.0</b>	<b>50.0</b>	<b>75.5</b>	<b>66.7</b>
Internet / Home Delivery	6.4	5.6	3.6	5.3	5.8	4.7	14.5	0.0	7.8
<b>TOTAL</b>	<b>100</b>	<b>194</b>	<b>100</b>						

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 6; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 19: TURNOVER (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL SMALL H'HOLD (£m)	ZONE 1 SMALL H'HOLD (£m)	ZONE 2 SMALL H'HOLD (£m)	ZONE 3 SMALL H'HOLD (£m)	ZONE 4 SMALL H'HOLD (£m)	ZONE 5 SMALL H'HOLD (£m)	ZONE 6 SMALL H'HOLD (£m)	ZONE 7 SMALL H'HOLD (£m)	ZONE 8 SMALL H'HOLD (£m)
<b>REDDITCH</b>									
Redditch	34.0	13.1	1.8	9.4	1.0	2.5	3.5	1.1	1.5
Tesco Extra, Oakenshaw, Redditch	3.7	1.4	0.3	0.9	0.2	0.2	0.6	0.0	0.1
B & Q- Jinnah Road off Tunnel Drive, Sr	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Matchborough District Centre, Matchbor	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Hill District Centre, Tanhouse La	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>37.9</b>	<b>14.5</b>	<b>2.3</b>	<b>10.3</b>	<b>1.2</b>	<b>2.7</b>	<b>4.1</b>	<b>1.1</b>	<b>1.7</b>
<b>OUTSIDE REDDITCH</b>									
Stratford upon Avon	3.5	0.2	0.2	0.0	0.0	0.4	0.2	0.7	1.8
Bromsgrove	10.1	0.1	0.0	0.2	0.0	8.4	1.5	0.0	0.0
Touchwood Shopping Centre, Solihull	4.6	0.7	0.3	0.7	0.1	0.2	0.6	1.3	0.6
Birmingham City Centre	3.6	0.6	0.1	0.5	0.1	1.0	0.9	0.2	0.1
In-store in a supermarket	1.9	0.3	0.0	0.1	0.0	0.4	0.2	0.6	0.3
Alcester	0.9	0.2	0.2	0.0	0.0	0.0	0.2	0.0	0.4
Solihull	0.9	0.3	0.1	0.0	0.0	0.2	0.2	0.1	0.0
Merry Hill Shopping Centre	1.1	0.0	0.0	0.0	0.1	0.6	0.4	0.0	0.0
Droitwich	1.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
IKEA, Park Lane, Wednesbury	0.7	0.2	0.1	0.1	0.0	0.2	0.2	0.0	0.0
Wolverhampton City Centre	0.9	0.1	0.0	0.0	0.0	0.6	0.2	0.0	0.0
Evesham	0.6	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.3
Shirley Centre	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.0
Worcester City Centre	0.5	0.1	0.1	0.1	0.0	0.2	0.0	0.0	0.0
Coventry	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Leamington Spa	0.4	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1
Kidderminster	0.5	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Cheltenham	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Walsall	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1
Dudley	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Worcester	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Warwick	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Catshill	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Studley	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.6	0.2	0.1	0.2	0.0	0.0	0.6	0.3	0.3
<b>Sub Total</b>	<b>35.1</b>	<b>3.4</b>	<b>1.3</b>	<b>2.0</b>	<b>0.7</b>	<b>14.2</b>	<b>5.8</b>	<b>3.3</b>	<b>4.4</b>
Internet / Home Delivery	5.0	1.1	0.1	0.7	0.1	0.8	1.7	0.0	0.5
<b>TOTAL</b>	<b>78.0</b>	<b>19.0</b>	<b>3.7</b>	<b>12.9</b>	<b>2.0</b>	<b>17.8</b>	<b>11.6</b>	<b>4.4</b>	<b>6.6</b>

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 20: SHOPPING PATTERNS (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL RECREATION (%)	ZONE 1 RECREATION (%)	ZONE 2 RECREATION (%)	ZONE 3 RECREATION (%)	ZONE 4 RECREATION (%)	ZONE 5 RECREATION (%)	ZONE 6 RECREATION (%)	ZONE 7 RECREATION (%)	ZONE 8 RECREATION (%)
<b>REDDITCH</b>									
Redditch	39.2	60.1	57.7	52.9	44.4	23.9	31.4	14.3	8.8
In-store in a supermarket - Tesco Extra, Redditch	2.7	5.1	3.8	3.5	2.8	1.5	0.0	0.0	2.9
Church Hill District Centre, Tanhouse Lane, Redditch	0.2	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>42.1</b>	<b>65.2</b>	<b>61.5</b>	<b>57.6</b>	<b>47.2</b>	<b>25.4</b>	<b>31.4</b>	<b>14.3</b>	<b>11.8</b>
<b>OUTSIDE REDDITCH</b>									
Touchwood Shopping Centre, Solihull	8.7	8.2	7.7	14.1	5.6	0.0	8.6	25.0	14.7
Bromsgrove	9.3	0.0	0.0	2.4	5.6	29.9	11.4	0.0	2.9
Stratford upon Avon	4.6	0.0	7.7	1.2	0.0	0.0	0.0	21.4	35.3
Shirley Centre	3.8	5.1	3.8	1.2	2.8	3.0	2.9	17.9	0.0
Birmingham City Centre	3.6	3.2	0.0	2.4	2.8	4.5	2.9	3.6	8.8
In-store in a supermarket	2.7	2.5	0.0	3.5	5.6	3.0	0.0	3.6	5.9
Solihull	1.8	3.2	3.8	2.4	0.0	0.0	0.0	7.1	0.0
Merry Hill Shopping Centre	2.2	1.3	0.0	2.4	2.8	4.5	2.9	0.0	0.0
Alcester	0.9	0.0	7.7	0.0	2.8	0.0	0.0	0.0	5.9
Worcester City Centre	1.3	0.6	0.0	0.0	2.8	4.5	0.0	0.0	0.0
Droitwich	1.1	0.0	0.0	0.0	2.8	4.5	0.0	0.0	0.0
Oldbury	1.6	0.0	0.0	0.0	0.0	1.5	8.6	0.0	0.0
Rubery	1.3	0.0	0.0	0.0	0.0	0.0	8.6	0.0	0.0
Northfield	0.8	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.0
Toys R Us, Wolverhampton Road, Oldbury	0.5	0.0	0.0	1.2	0.0	1.5	0.0	0.0	0.0
Dudley	0.3	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Wythall	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kidderminster	0.3	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Studley	0.1	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0
Kings Heath	0.1	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0
Other	1.5	1.3	0.0	1.2	0.0	1.5	2.9	0.0	2.9
<b>Sub Total</b>	<b>46.7</b>	<b>25.9</b>	<b>30.8</b>	<b>31.8</b>	<b>38.9</b>	<b>61.2</b>	<b>54.3</b>	<b>78.6</b>	<b>76.5</b>
Internet / Home Delivery	11.2	8.9	7.7	10.6	13.9	13.4	14.3	7.1	11.8
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B80 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 21: TURNOVER (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL RECREATION (£m)	ZONE 1 RECREATION (£m)	ZONE 2 RECREATION (£m)	ZONE 3 RECREATION (£m)	ZONE 4 RECREATION (£m)	ZONE 5 RECREATION (£m)	ZONE 6 RECREATION (£m)	ZONE 7 RECREATION (£m)	ZONE 8 RECREATION (£m)
<b>REDDITCH</b>									
Redditch	40.9	15.7	2.9	9.1	1.2	5.7	4.8	0.8	0.8
Tesco Extra, Oakenshaw, Redditch	2.8	1.3	0.2	0.6	0.1	0.4	0.0	0.0	0.3
Church Hill District Centre, Tanhouse Lane, Redditch	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>43.9</b>	<b>17.0</b>	<b>3.0</b>	<b>9.9</b>	<b>1.2</b>	<b>6.1</b>	<b>4.8</b>	<b>0.8</b>	<b>1.0</b>
<b>OUTSIDE REDDITCH</b>									
Touchwood Shopping Centre, Solihull	9.1	2.1	0.4	2.4	0.1	0.0	1.3	1.4	1.3
Bromsgrove	9.7	0.0	0.0	0.4	0.1	7.2	1.7	0.0	0.3
Stratford upon Avon	4.9	0.0	0.4	0.2	0.0	0.0	0.0	1.2	3.0
Shirley Centre	4.0	1.3	0.2	0.2	0.1	0.7	0.4	1.0	0.0
Birmingham City Centre	3.8	0.8	0.0	0.4	0.1	1.1	0.4	0.2	0.8
In-store in a supermarket	2.8	0.7	0.0	0.6	0.1	0.7	0.0	0.2	0.5
Solihull	1.8	0.8	0.2	0.4	0.0	0.0	0.0	0.4	0.0
Merry Hill Shopping Centre	2.3	0.3	0.0	0.4	0.1	1.1	0.4	0.0	0.0
Alcester	1.0	0.0	0.4	0.0	0.1	0.0	0.0	0.0	0.5
Worcester City Centre	1.3	0.2	0.0	0.0	0.1	1.1	0.0	0.0	0.0
Droitwich	1.1	0.0	0.0	0.0	0.1	1.1	0.0	0.0	0.0
Oldbury	1.7	0.0	0.0	0.0	0.0	0.4	1.3	0.0	0.0
Rubery	1.3	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Northfield	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Toys R Us, Wolverhampton Road, Oldbury	0.6	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0
Dudley	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Wythall	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kidderminster	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Studley	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Kings Heath	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Other	1.6	0.3	0.0	0.2	0.0	0.4	0.4	0.0	0.3
<b>Sub Total</b>	<b>48.8</b>	<b>6.8</b>	<b>1.5</b>	<b>5.5</b>	<b>1.0</b>	<b>14.7</b>	<b>8.3</b>	<b>4.5</b>	<b>6.6</b>
Internet / Home Delivery	11.7	2.3	0.4	1.8	0.4	3.2	2.2	0.4	1.0
<b>TOTAL</b>	<b>104.4</b>	<b>26.1</b>	<b>5.0</b>	<b>17.2</b>	<b>2.6</b>	<b>24.0</b>	<b>15.2</b>	<b>5.7</b>	<b>8.6</b>

Notes:

- a. Post code sectors
  1. - B98 0, 7, 8 and 9
  2. - B80 7
  3. - B97 4, 5 and 6
  4. - B96 6
  5. - B60 2, 3 and 4; B61 0, 7 and 8
  6. - B60 1; B45 8; B48 7
  7. - B95 5; B94 5
  8. - B49 5 and 6; B95 6
- b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey
- c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 22: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST (%)	ZONE 1 CHEMIST (%)	ZONE 2 CHEMIST (%)	ZONE 3 CHEMIST (%)	ZONE 4 CHEMIST (%)	ZONE 5 CHEMIST (%)	ZONE 6 CHEMIST (%)	ZONE 7 CHEMIST (%)	ZONE 8 CHEMIST (%)
<b>REDDITCH</b>									
Redditch	42.8	75.9	54.3	74.4	62.5	8.9	25.0	16.2	11.8
Tesco Extra, Oakenshaw, Redditch	7.9	11.5	8.6	17.1	10.9	2.7	5.4	0.0	1.3
Morrisons, Warwick Highway, Redditch	1.4	4.5	1.4	0.0	0.0	0.0	1.1	1.5	0.0
Church Hill District Centre, Tanhouse Lane, Redditch	0.3	0.7	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Winyates District Centre, Winyates Way, Redditch	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Headless Cross District Centre, Redditch	0.2	0.3	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Woodrow District Centre, Studley Road, Redditch	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>52.8</b>	<b>94.1</b>	<b>64.3</b>	<b>92.7</b>	<b>73.4</b>	<b>11.6</b>	<b>31.5</b>	<b>17.6</b>	<b>13.2</b>
<b>OUTSIDE REDDITCH</b>									
Bromsgrove	18.9	0.0	0.0	0.0	0.0	66.1	26.1	0.0	0.0
In-store in a supermarket	5.3	1.0	4.3	1.8	1.6	6.3	12.0	13.2	6.6
Alcester	4.0	0.0	2.9	0.0	4.7	0.0	0.0	0.0	44.7
Stratford upon Avon	3.7	0.3	2.9	0.6	4.7	0.9	2.2	19.1	19.7
Birmingham City Centre	2.2	1.4	0.0	2.4	0.0	2.7	4.3	0.0	2.6
Studley	0.9	0.0	18.6	0.0	0.0	0.0	0.0	0.0	0.0
Touchwood Shopping Centre, Solihull	1.4	0.0	0.0	0.0	1.6	1.8	1.1	13.2	0.0
Henley in Arden	1.0	0.0	0.0	0.0	0.0	0.0	0.0	16.2	1.3
Alvechurch	1.5	0.3	0.0	0.0	0.0	0.0	9.8	0.0	0.0
Shirley Centre	0.7	0.3	0.0	0.0	0.0	0.0	0.0	11.8	0.0
Droitwich	0.6	0.0	0.0	0.0	6.3	1.8	0.0	0.0	0.0
Solihull	0.3	0.0	1.4	0.0	0.0	0.0	0.0	4.4	0.0
Merry Hill Shopping Centre	0.8	0.0	0.0	0.0	0.0	2.7	1.1	0.0	0.0
Rubery	0.6	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0
Worcester City Centre	0.3	0.0	1.4	0.0	3.1	0.0	0.0	0.0	1.3
Barnt Green	0.5	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0
Evesham	0.3	0.0	1.4	0.0	0.0	0.0	0.0	0.0	2.6
Catshill	0.6	0.0	0.0	0.0	0.0	1.8	1.1	0.0	0.0
Manchester	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.3
Bidford-upon-Avon	0.2	0.0	0.0	0.0	1.6	0.0	0.0	0.0	1.3
Kidderminster	0.2	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Warwick	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Leamington Spa	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Coventry	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.2	0.7	0.0	1.2	0.0	0.9	2.2	1.5	2.6
<b>Sub Total</b>	<b>45.7</b>	<b>4.5</b>	<b>32.9</b>	<b>6.1</b>	<b>23.4</b>	<b>85.7</b>	<b>68.5</b>	<b>80.9</b>	<b>85.5</b>
Internet / Home Delivery	1.6	1.4	2.9	1.2	3.1	2.7	0.0	1.5	1.3
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Notes:

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

b. Market shares for 'main destination' derived directly from Redditch Household Shopping Survey

c. Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 23: TURNOVER (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST (£m)	ZONE 1 CHEMIST (£m)	ZONE 2 CHEMIST (£m)	ZONE 3 CHEMIST (£m)	ZONE 4 CHEMIST (£m)	ZONE 5 CHEMIST (£m)	ZONE 6 CHEMIST (£m)	ZONE 7 CHEMIST (£m)	ZONE 8 CHEMIST (£m)
<b>REDDITCH</b>									
Redditch	33.8	14.7	2.0	9.8	1.3	1.6	2.9	0.7	0.8
Tesco Extra, Oakenshaw, Redditch	6.2	2.2	0.3	2.2	0.2	0.5	0.6	0.0	0.1
Morrisons, Warwick Highway, Redditch	1.1	0.9	0.1	0.0	0.0	0.0	0.1	0.1	0.0
Church Hill District Centre, Tanhouse La	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Winyates District Centre, Winyates Way,	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Headless Cross District Centre, Redditch	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Woodrow District Centre, Studley Road,	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>41.7</b>	<b>18.2</b>	<b>2.4</b>	<b>12.2</b>	<b>1.5</b>	<b>2.1</b>	<b>3.7</b>	<b>0.8</b>	<b>0.9</b>
<b>OUTSIDE REDDITCH</b>									
Bromsgrove	15.0	0.0	0.0	0.0	0.0	11.9	3.1	0.0	0.0
In-store in a supermarket	4.2	0.2	0.2	0.2	0.0	1.1	1.4	0.6	0.4
Alcester	3.2	0.0	0.1	0.0	0.1	0.0	0.0	0.0	3.0
Stratford upon Avon	2.9	0.1	0.1	0.1	0.1	0.2	0.3	0.8	1.3
Birmingham City Centre	1.8	0.3	0.0	0.3	0.0	0.5	0.5	0.0	0.2
Studley	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Touchwood Shopping Centre, Solihull	1.1	0.0	0.0	0.0	0.0	0.3	0.1	0.6	0.0
Henley in Arden	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1
Alvechurch	1.2	0.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Shirley Centre	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Droitwich	0.4	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0
Solihull	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0
Merry Hill Shopping Centre	0.6	0.0	0.0	0.0	0.0	0.5	0.1	0.0	0.0
Rubery	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Worcester City Centre	0.2	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1
Barnt Green	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Evesham	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Catshill	0.4	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0
Manchester	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Bidford-upon-Avon	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Kidderminster	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Warwick	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Leamington Spa	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Coventry	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.0	0.1	0.0	0.2	0.0	0.2	0.3	0.1	0.2
<b>Sub Total</b>	<b>36.1</b>	<b>0.9</b>	<b>1.2</b>	<b>0.8</b>	<b>0.5</b>	<b>15.4</b>	<b>8.0</b>	<b>3.6</b>	<b>5.6</b>
Internet / Home Delivery	1.2	0.3	0.1	0.2	0.1	0.5	0.0	0.1	0.1
<b>TOTAL</b>	<b>79.1</b>	<b>19.3</b>	<b>3.7</b>	<b>13.2</b>	<b>2.0</b>	<b>18.0</b>	<b>11.7</b>	<b>4.4</b>	<b>6.6</b>

Notes:

- Post code sectors
  - B98 0, 7, 8 and 9
  - B80 7
  - B97 4, 5 and 6
  - B96 6
  - B60 2, 3 and 4; B61 0, 7 and 8
  - B60 1; B45 8; B48 7
  - B95 5; B94 5
  - B49 5 and 6; B95 6
- Market shares for 'main destination' derived directly from Redditch Household Shopping Survey
- Excludes 'don't know/ can't remember' and 'don't buy these items'

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

**TABLE 24a: PATTERNS (ALL COMPARISON GOODS)**

DESTINATION	TOTAL ALL GOODS %	ZONE 1 ALL GOODS %	ZONE 2 ALL GOODS %	ZONE 3 ALL GOODS %	ZONE 4 ALL GOODS %	ZONE 5 ALL GOODS %	ZONE 6 ALL GOODS %	ZONE 7 ALL GOODS %	ZONE 8 ALL GOODS %
REDDITCH	48.85	76.53	62.64	75.53	57.84	22.01	35.29	18.29	20.03
OUTSIDE REDDITCH	43.75	15.96	32.39	17.93	34.33	70.55	55.30	76.79	71.99
Internet / Home Delivery	7.39	7.51	4.96	6.53	7.83	7.44	9.40	4.92	7.98
<b>TOTAL</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

**Notes:**

- a. Post code sectors
- 1. - B98 0, 7, 8 and 9
- 2. - B80 7
- 3. - B97 4, 5 and 6
- 4. - B96 6
- 5. - B60 2, 3 and 4; B61 0, 7 and 8
- 6. - B60 1; B45 8; B48 7
- 7. - B95 5; B94 5
- 8. - B49 5 and 6; B95 6

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

**TABLE 24b: TURNOVER (ALL COMPARISON GOODS)**

DESTINATION	TOTAL ALL GOODS (£m)	ZONE 1 ALL GOODS (£m)	ZONE 2 ALL GOODS (£m)	ZONE 3 ALL GOODS (£m)	ZONE 4 ALL GOODS (£m)	ZONE 5 ALL GOODS (£m)	ZONE 6 ALL GOODS (£m)	ZONE 7 ALL GOODS (£m)	ZONE 8 ALL GOODS (£m)
REDDITCH	300.43	117.38	18.24	76.75	8.96	30.98	31.75	6.19	10.19
OUTSIDE REDDITCH	269.07	24.48	9.43	18.22	5.32	99.28	49.75	25.98	36.61
Internet / Home Delivery	45.46	11.51	1.45	6.64	1.21	10.47	8.46	1.66	4.06
<b>TOTAL</b>	<b>614.95</b>	<b>153.36</b>	<b>29.12</b>	<b>101.62</b>	<b>15.49</b>	<b>140.72</b>	<b>89.96</b>	<b>33.83</b>	<b>50.86</b>

**Notes:**

- a. Post code sectors  
 1. - B98 0, 7, 8 and 9  
 2. - B80 7  
 3. - B97 4, 5 and 6  
 4. - B96 6  
 5. - B60 2, 3 and 4; B61 0, 7 and 8  
 6. - B60 1; B45 8; B48 7  
 7. - B95 5; B94 5  
 8. - B49 5 and 6; B95 6

2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

**TABLE 25a: TURNOVER (BULKY COMPARISON GOODS)**

DESTINATION	TOTAL BULKY GOODS %	ZONE 1 BULKY GOODS %	ZONE 2 BULKY GOODS %	ZONE 3 BULKY GOODS %	ZONE 4 BULKY GOODS %	ZONE 5 BULKY GOODS %	ZONE 6 BULKY GOODS %	ZONE 7 BULKY GOODS %	ZONE 8 BULKY GOODS %
REDDITCH	47.91	73.21	65.79	74.13	61.52	21.79	33.51	14.35	26.08
OUTSIDE REDDITCH	44.53	17.99	29.24	18.05	30.08	71.10	59.22	82.75	64.43
Internet / Home Delivery	7.56	8.79	4.97	7.82	8.40	7.11	7.27	2.90	9.49
<b>TOTAL</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

**Notes:**

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

**2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE**

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

**TABLE 25b: TURNOVER (BULKY COMPARISON GOODS)**

DESTINATION	TOTAL BULKY GOODS (£m)	ZONE 1 BULKY GOODS (£m)	ZONE 2 BULKY GOODS (£m)	ZONE 3 BULKY GOODS (£m)	ZONE 4 BULKY GOODS (£m)	ZONE 5 BULKY GOODS (£m)	ZONE 6 BULKY GOODS (£m)	ZONE 7 BULKY GOODS (£m)	ZONE 8 BULKY GOODS (£m)
REDDITCH	85.62	32.25	5.57	21.95	2.81	8.89	8.82	1.43	3.89
OUTSIDE REDDITCH	79.59	7.92	2.48	5.34	1.37	29.01	15.59	8.25	9.61
Internet / Home Delivery	13.51	3.87	0.42	2.32	0.38	2.90	1.91	0.29	1.42
<b>TOTAL</b>	<b>178.72</b>	<b>44.05</b>	<b>8.47</b>	<b>29.61</b>	<b>4.57</b>	<b>40.81</b>	<b>26.32</b>	<b>9.97</b>	<b>14.92</b>

**Notes:**

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

**2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE**

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

TABLE 26a: TURNOVER (NON-BULKY COMPARISON GOODS)

DESTINATION	TOTAL NON-BULKY GOODS %	ZONE 1 NON-BULKY GOODS %	ZONE 2 NON-BULKY GOODS %	ZONE 3 NON-BULKY GOODS %	ZONE 4 NON-BULKY GOODS %	ZONE 5 NON-BULKY GOODS %	ZONE 6 NON-BULKY GOODS %	ZONE 7 NON-BULKY GOODS %	ZONE 8 NON-BULKY GOODS %
REDDITCH	49.24	77.87	61.35	76.11	56.29	22.10	36.03	19.94	17.52
OUTSIDE REDDITCH	43.44	15.14	33.68	17.88	36.11	70.33	53.68	74.30	75.12
Internet / Home Delivery	7.32	6.99	4.96	6.01	7.60	7.57	10.29	5.76	7.35
<b>TOTAL</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

**Notes:**

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

**2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE**

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

**TABLE 26b: TURNOVER (NON-BULKY COMPARISON GOODS)**

DESTINATION	TOTAL NON-BULKY GOODS (£m)	ZONE 1 NON-BULKY GOODS (£m)	ZONE 2 NON-BULKY GOODS (£m)	ZONE 3 NON-BULKY GOODS (£m)	ZONE 4 NON-BULKY GOODS (£m)	ZONE 5 NON-BULKY GOODS (£m)	ZONE 6 NON-BULKY GOODS (£m)	ZONE 7 NON-BULKY GOODS (£m)	ZONE 8 NON-BULKY GOODS (£m)
REDDITCH	214.81	85.13	12.67	54.80	6.15	22.08	22.93	4.76	6.30
OUTSIDE REDDITCH	189.48	16.55	6.96	12.88	3.94	70.26	34.16	17.72	27.00
Internet / Home Delivery	31.94	7.64	1.03	4.32	0.83	7.56	6.55	1.37	2.64
<b>TOTAL</b>	<b>436.23</b>	<b>109.32</b>	<b>20.65</b>	<b>72.00</b>	<b>10.92</b>	<b>99.91</b>	<b>63.64</b>	<b>23.85</b>	<b>35.94</b>

**Notes:**

a. Post code sectors

1. - B98 0, 7, 8 and 9

2. - B80 7

3. - B97 4, 5 and 6

4. - B96 6

5. - B60 2, 3 and 4; B61 0, 7 and 8

6. - B60 1; B45 8; B48 7

7. - B95 5; B94 5

8. - B49 5 and 6; B95 6

**2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE**

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

**TABLE 27a: CONVENIENCE GOODS EXPENDITURE CAPACITY IN REDDITCH  
(LOW GROWTH SCENARIO)**

	2008	2013	2018	2023	2026
Total available expenditure in the Study Area (£m)	315.4	338.5	363.7	391.5	409.3
Special forms of trading (£m)	7.6	13.5	14.5	15.7	16.4
Total available expenditure excl SFT (£m)	307.8	325.0	349.2	375.8	393.0
Turnover of stores in Redditch (£m)	175.7	182.4	189.3	196.5	201.0
Market Share (of in-store sales) (%)	57.1	57.1	57.1	57.1	57.1
Turnover potential (£m)	175.7	185.5	199.3	214.5	224.3
Overtrading/Undertrading in large foodstores (£m)	24.8	24.8	24.8	24.8	24.8
Commitment (Sainsburys Extension)	2.6	2.7	2.8	2.9	3.0
<b>Expenditure capacity (£m)</b>	<b>22.2</b>	<b>25.2</b>	<b>31.9</b>	<b>39.8</b>	<b>45.1</b>
<b>Theoretical floorspace based on £10,000/sq.m. sales density assumption (sq.m.net)</b>	<b>2217</b>	<b>2520</b>	<b>3195</b>	<b>3984</b>	<b>4512</b>
<b>Theoretical floorspace based on £5,000/sq.m. sales density assumption (sq.m.net)</b>	<b>4434</b>	<b>5040</b>	<b>6390</b>	<b>7968</b>	<b>9023</b>

**Notes:**

Assumes special forms of trading increases to 4% of all spending by 2013 then remains constant at 4%

Assumes Redditch stores' market share of in-store sales remains constant

Turnover of Sainsburys extension from applicant's supporting retail impact assessment

**2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE**

WHITE YOUNG GREEN PLANNING  
REDDITCH RETAIL STUDY

**TABLE 27b: CONVENIENCE GOODS EXPENDITURE CAPACITY IN REDDITCH  
(HIGH GROWTH SCENARIO)**

	2008	2013	2018	2023	2026
Total available expenditure in the Study Area (£m)	315.4	338.5	363.7	391.5	409.3
Special forms of trading (£m)	7.6	8.1	8.7	9.4	9.8
Total available expenditure excl SFT (£m)	307.8	330.4	355.0	382.1	399.5
Turnover of stores in Redditch (£m)	175.7	182.4	189.3	196.5	201.0
Market Share (of in-store sales) (%)	57.1	62.1	62.1	62.1	62.1
Turnover potential (£m)	175.7	205.1	220.4	237.2	248.0
Overtrading/Undertrading in large foodstores (£m)	24.8	24.8	24.8	24.8	24.8
Commitment (Sainsburys Extension)	2.6	2.7	2.8	2.9	3.0
<b>Expenditure capacity (£m)</b>	<b>22.2</b>	<b>44.8</b>	<b>53.0</b>	<b>62.5</b>	<b>68.8</b>
<b>Theoretical floorspace based on £10,000/sq.m. sales density assumption (sq.m.net)</b>	<b>2217</b>	<b>4481</b>	<b>5302</b>	<b>6252</b>	<b>6883</b>
<b>Theoretical floorspace based on £5,000/sq.m. sales density assumption (sq.m.net)</b>	<b>4434</b>	<b>8963</b>	<b>10603</b>	<b>12503</b>	<b>13766</b>

**Notes:**

Assumes current proportion of special forms of trading remains constant

Assumes Redditch stores' market share of in-store sales increases by 5% by 2013, then remains constant

Turnover of Sainsburys extension from applicant's supporting retail impact assessment

**2005 PRICES INCLUSIVE OF VAT WHERE APPROPRIATE**

**TABLE 28a: COMPARISON GOODS EXPENDITURE CAPACITY IN REDDITCH  
(LOW GROWTH SCENARIO)**

<i>Non-Bulky Goods</i>	2008	2013	2018	2023	2026
Total available expenditure in the Study Area (£m)	436.2	571.1	748.3	982.2	1157.0
Special forms of trading (£m)	31.9	68.5	89.8	117.9	138.8
Total available expenditure excl SFT (£m)	404.3	502.6	658.5	864.4	1018.2
Turnover of facilities in Redditch (£m)	214.8	240.1	268.3	299.9	320.6
Market Share (of in-store sales)	53.1	53.1	53.1	53.1	53.1
Turnover potential (£m)	214.8	267.0	349.9	459.3	541.0
Expenditure capacity (£m)	0.0	27.0	81.5	159.4	220.4
Commitments (Sainsburys Extension)	5.6	6.3	7.0	7.8	8.4
<b>Residual expenditure capacity (£m)</b>	<b>-5.6</b>	<b>20.7</b>	<b>74.6</b>	<b>151.5</b>	<b>212.0</b>
<b>Theoretical floorspace based on £4,500/sq.m. sales density assumption in 2008, rising by 2.25% per annum (sq.m.net)</b>	<b>-1244</b>	<b>4114</b>	<b>13262</b>	<b>24118</b>	<b>31565</b>

<i>Bulky Goods</i>	2008	2013	2018	2023	2026
Total available expenditure in the Study Area (£m)	178.7	234.0	306.6	402.5	474.1
Special forms of trading (£m)	13.5	28.1	36.8	48.3	56.9
Total available expenditure excl SFT (£m)	165.2	205.9	269.8	354.2	417.2
Turnover of facilities in Redditch (£m)	85.6	95.7	107.0	119.5	127.8
Market Share (of in-store sales)	51.8	51.8	51.8	51.8	51.8
Turnover potential (£m)	85.6	106.7	139.8	183.5	216.2
Expenditure capacity (£m)	0.0	11.0	32.9	64.0	88.4
Commitments:	0.0	0.0	0.0	0.0	0.0
<b>Residual expenditure capacity (£m)</b>	<b>0.0</b>	<b>11.0</b>	<b>32.9</b>	<b>64.0</b>	<b>88.4</b>
<b>Theoretical floorspace based on £2,000/sq.m. sales density assumption in 2008, rising by 2.25% per annum (sq.m.net)</b>	<b>0</b>	<b>4930</b>	<b>13157</b>	<b>22921</b>	<b>29617</b>

<i>Combined Comparison Goods</i>	2008	2013	2018	2023	2026
<b>Floorspace Capacity (sq.m.net)</b>	<b>-1244</b>	<b>9044</b>	<b>26419</b>	<b>47039</b>	<b>61181</b>

Notes

Forecasts for Special Forms of Trading based on Figures from Experian Retail Planner Briefing Note 4.0 Section 5  
Assumed that from 2013, SFT will be 12% for comparison goods  
Assumed increase in floorspace efficiencies: 2.25% per annum (source: Experian)  
Market share is 2008 market share held as a constant  
Expenditure capacity is the difference between the turnover potential (based on maintaining the current market share) and the current turnover (taking into account floorspace efficiency increase and commitments)  
Turnover of Sainsburys Extension taken from applicant's retail assessment (and assumed to comprise non-bulky goods)  
Sales density of new floorspace is WYG estimate  
2005 prices

**TABLE 28b: COMPARISON GOODS EXPENDITURE CAPACITY IN REDDITCH  
(HIGH GROWTH SCENARIO)**

<i>Non-Bulky Goods</i>	2008	2013	2018	2023	2026
Total available expenditure in the Study Area (£m)	436.2	571.1	748.3	982.2	1157.0
Special forms of trading (£m)	31.9	41.8	54.8	71.9	84.7
Total available expenditure excl SFT (£m)	404.3	529.3	693.5	910.3	1072.3
Turnover of facilities in Redditch (£m)	214.8	214.8	214.8	214.8	214.8
Market Share (of in-store sales)	53.1	58.1	58.1	58.1	58.1
Turnover potential (£m)	214.8	307.7	403.2	529.2	623.4
Expenditure capacity (£m)	0.0	92.9	188.3	314.4	408.5
Commitments (Sainsburys Extension)	5.6	6.3	7.0	7.8	8.4
<b>Residual expenditure capacity (£m)</b>	<b>-5.6</b>	<b>86.6</b>	<b>181.4</b>	<b>306.6</b>	<b>400.2</b>
<b>Theoretical floorspace based on £4,500/sq.m. sales density assumption in 2008 (sq.m.net)</b>	<b>-1244</b>	<b>19251</b>	<b>40301</b>	<b>68127</b>	<b>88931</b>

<i>Bulky Goods</i>	2008	2013	2018	2023	2026
Total available expenditure in the Study Area (£m)	178.7	234.0	306.6	402.5	474.1
Special forms of trading (£m)	13.5	17.7	23.2	30.4	35.8
Total available expenditure excl SFT (£m)	165.2	216.3	283.4	372.0	438.2
Turnover of facilities in Redditch (£m)	85.6	85.6	85.6	85.6	85.6
Market Share (of in-store sales)	51.8	56.8	56.8	56.8	56.8
Turnover potential (£m)	85.6	122.9	161.1	211.4	249.0
Expenditure capacity (£m)	0.0	37.3	75.4	125.8	163.4
Commitments:	0.0	0.0	0.0	0.0	0.0
<b>Residual expenditure capacity (£m)</b>	<b>0.0</b>	<b>37.3</b>	<b>75.4</b>	<b>125.8</b>	<b>163.4</b>
<b>Theoretical floorspace based on £2,000/sq.m. sales density assumption in 2008 (sq.m.net)</b>	<b>0</b>	<b>18648</b>	<b>37717</b>	<b>62894</b>	<b>81702</b>

<i>Combined Comparison Goods</i>	2008	2013	2018	2023	2026
<b>Floorspace Capacity (sq.m.net)</b>	<b>-1244</b>	<b>37898</b>	<b>78018</b>	<b>131020</b>	<b>170634</b>

Notes

Forecasts for Special Forms of Trading based on Figures from Experian Retail Planner Briefing Note 4.0 Section 5  
 Assumed that the proportion of SFT remains at current (2008) assessed levels  
 Assumed no increase in floorspace efficiencies of existing facilities  
 Market share increases by 5% in 2013 and then remains constant  
 Expenditure capacity is the difference between the turnover potential and the current turnover taking into account commitments  
 Turnover of Sainsburys Extension taken from applicant's retail assessment (and assumed to comprise non-bulky goods)  
 Sales density of new floorspace is WYG estimate  
 2005 prices