



## Appendices



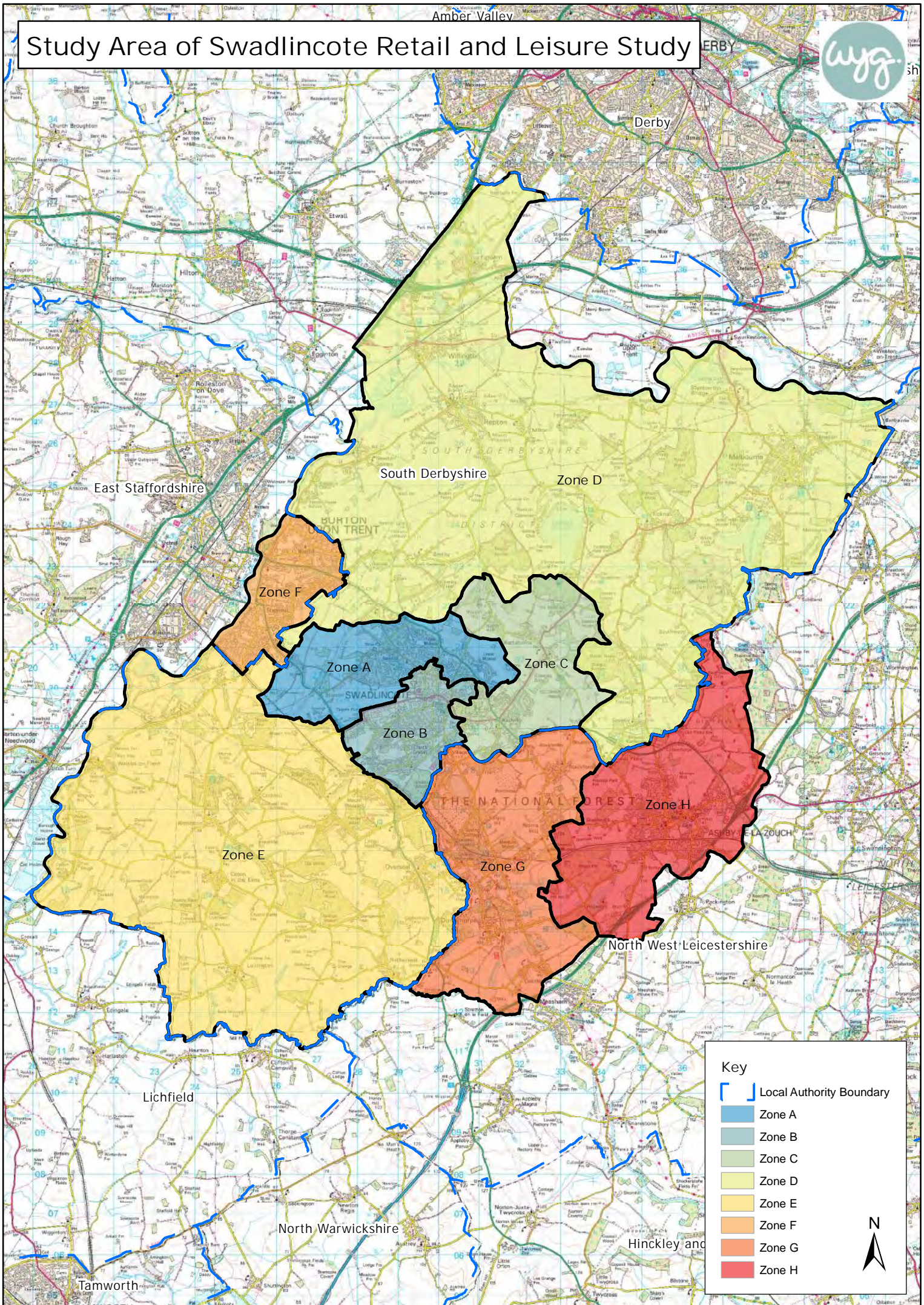


## **Appendix 1 – Map of Study Area and Zones**





# Study Area of Swadlincote Retail and Leisure Study







## **Appendix 2 – Household Survey and In-Street Survey Results**



Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q01 Where did you last go to undertake your main food and grocery shopping?</b>																		
<i>Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, High Street, Swadlincote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	12.6%	95	23.1%	27	28.3%	32	15.1%	10	1.6%	2	20.6%	15	0.6%	1	16.5%	9	1.0%	1
Iceland, Unit 3, Coppice Side, Swadlincote	0.4%	3	1.0%	1	0.5%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, Belmont Street, Swadlincote	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coppice Side, Swadlincote	21.6%	163	38.1%	44	35.5%	40	43.6%	28	4.2%	4	37.2%	27	3.2%	5	22.5%	12	3.9%	4
Sainsburys Local, Glamorgan Way, Swadlincote	0.2%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.7%	1
Sainsburys, Civic Way, Swadlincote	15.3%	115	29.6%	34	28.9%	33	18.6%	12	8.8%	9	17.4%	12	3.7%	5	7.1%	4	6.3%	6
Swadlincote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
The Pipeworks, Swadlincote	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																		
Asda Petrol Filling Station, Tollgate, Burton Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																		
Budgens, Derby Road, Melbourne	0.0%	0	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 - Foodstore, 2 Castle Way, Willington	0.6%	4	0.0%	0	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's Local, Derby Road, Melbourne	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Co-op - Foodstore, 67 Burton Road, Overseal	0.1%	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
<b>Zone 6</b>																		
Co-op - Foodstore, 129 Stanton Road, Stapenhill	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stanton Road, Stapenhill	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
<b>Zone 7</b>																		
Donisthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																		
Aldi, Dents Road, Ashby-de-la-zouch	5.6%	42	2.0%	2	0.5%	1	0.0%	0	4.1%	4	0.8%	1	0.0%	0	15.6%	8	28.3%	26
Ashby-de-la-Zouch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op - Foodstore, 73 Market Street, Ashby-de-la-zouch	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Co-op - Foodstore, 9 Derby Road, Ashby-de-la-zouch	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	2.2%	2
Tesco, Resolution Road, Ashby-de-la-zouch	13.3%	100	1.7%	2	2.4%	3	17.2%	11	18.5%	19	0.7%	1	0.0%	0	33.1%	18	51.9%	47
<b>Outside Study Area - Birmingham</b>																		
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Charnwood</b>																		
Asda Supermarket, 25 Charnwood Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Derby</b>																		
Aldi, Nottingham Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Uttoxeter New Road, Derby	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Walmart Supercentre, Derby Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sinfyn District Centre,	2.5%	19	0.0%	0	0.0%	0	0.0%	0	18.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Arleston Lane, Derby																		
M&S Foodhall, 17 London Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 71-77, Farm Street, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Kingsway Retail Park, Derby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Sainsburys, Wyvern Way, Derby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kipling Drive, Derby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet , Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Horninglow Street, Burton-on-trent	5.5%	41	1.9%	2	0.0%	0	0.0%	0	4.6%	5	6.7%	5	20.7%	30	0.0%	0	0.0%	0
Asda, Octagon Centre, Orchard Street, Burton-on-trent	2.1%	16	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	9.9%	14	0.0%	0	0.0%	0
Burton Upon Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op - Foodstore, Crowberry Lane, Barton-under-needwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Unit 34, Octagon Centre, Orchard Street, Burton-on-trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Lidl, Derby Street, Burton-on-trent	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0
M&S Foodhall, 2-6 St Modwens Walk, Burton-on-trent	0.7%	6	0.0%	0	0.0%	0	2.1%	1	1.0%	1	0.0%	0	2.3%	3	0.0%	0	0.0%	0
Morrisons, Wellington Road, Burton-on-trent	2.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	8.2%	12	0.0%	0	0.0%	0
Sainsburys Local, Horninglow Road, Burton-on-trent	0.2%	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
Sainsburys, Union Street, Burton-on-trent	2.5%	19	0.7%	1	0.0%	0	0.8%	0	4.7%	5	0.0%	0	8.5%	12	0.0%	0	0.6%	1
Tesco, St Peters Bridge, Burton-on-trent	8.5%	64	1.8%	2	0.6%	1	0.0%	0	3.7%	4	2.8%	2	38.8%	55	0.0%	0	0.0%	0
Uttoxiter	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
<b>Outside Study Area - Erewash</b>																		
Co-op - Foodstore, 4 The Green, Draycott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Gedling</b>																		
Co-op - Foodstore, 473- 479 Tamworth Road, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Leicester</b>																		
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Lichfield</b>																		
Aldi, Church Street, Lichfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - North Warwickshire</b>																		
Co-op - Foodstore, 70 New Street, Dordon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - North West Leicestershire</b>																		
Aldi, Adcock Road, Coalville	0.0%	0	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 - Foodstore, Ashby Road, Ibstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Lidl, 48 Thornborough Road, Coalville	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	0.6%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		

Column %ges.

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8							
Other, East Midlands Outside Study Area - South Derbyshire	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Huntspill Road, Hilton Outside Study Area - Tamworth	0.7%	5	0.0%	0	0.0%	0	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0
Aldi, Saxon Drive, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Walmart Supercentre, Ventura Retail Park, Ventura Park Road, Tamworth	0.5%	4	0.0%	0	2.8%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Sainsburys, Bitterscote Drive, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1
<b>Other</b>																
Internet / Delivery	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:	753	115	113	63	102	72	143	53	91							
Sample:	763	95	96	93	92	96	96	98	97							

Mean score: [£]

**Q02 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q01)?**

Those who gave a destination at Q01

£1 - £5	0.1%	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
£6 - £10	0.8%	6	1.6%	2	0.0%	0	0.7%	0	0.8%	1	1.3%	1	0.5%	1	0.6%	0	0.8%	1
£11 - £15	0.9%	7	1.4%	2	0.0%	0	0.7%	0	1.5%	2	1.5%	1	1.2%	2	1.1%	1	0.0%	0
£16 - £20	2.4%	19	2.1%	3	1.4%	2	2.1%	1	1.1%	1	7.8%	6	2.9%	5	3.0%	2	0.5%	1
£21 - £25	1.9%	15	5.3%	6	0.9%	1	1.4%	1	1.4%	2	0.6%	0	1.9%	3	1.1%	1	0.9%	1
£26 - £30	5.0%	40	4.0%	5	1.8%	2	4.2%	3	6.3%	7	8.1%	6	5.2%	8	7.4%	4	5.2%	5
£31 - £35	2.5%	20	4.1%	5	0.0%	0	3.9%	3	2.3%	3	1.5%	1	2.0%	3	2.5%	1	4.8%	4
£36 - £40	6.5%	52	7.2%	9	4.3%	5	6.9%	5	8.4%	9	4.8%	4	5.7%	9	9.4%	5	6.6%	6
£41 - £45	3.7%	30	2.7%	3	4.2%	5	2.3%	2	2.9%	3	1.5%	1	5.7%	9	3.4%	2	5.1%	5
£46 - £50	10.4%	83	8.2%	10	12.6%	15	6.5%	4	10.9%	12	6.8%	5	10.7%	17	7.1%	4	17.4%	16
£51 - £55	2.3%	18	1.7%	2	4.8%	6	5.3%	4	1.4%	2	2.0%	1	0.9%	1	1.1%	1	2.2%	2
£56 - £60	10.8%	86	4.0%	5	13.1%	15	10.9%	7	14.8%	16	16.3%	12	9.5%	15	18.1%	10	5.2%	5
£61 - £65	2.9%	23	2.8%	3	5.2%	6	3.0%	2	2.8%	3	3.8%	3	2.1%	3	1.1%	1	1.9%	2
£66 - £70	7.8%	63	8.6%	10	8.0%	9	4.3%	3	4.2%	5	6.1%	5	13.0%	20	2.7%	1	9.2%	9
£71 - £75	2.1%	17	0.0%	0	7.2%	8	3.9%	3	0.0%	0	1.5%	1	1.2%	2	1.5%	1	2.2%	2
£76 - £80	9.2%	74	10.3%	12	9.1%	11	12.0%	8	1.1%	1	12.9%	10	15.3%	24	6.2%	3	4.2%	4
£81 - £85	2.6%	21	1.5%	2	6.6%	8	1.1%	1	4.7%	5	2.7%	2	2.0%	3	0.7%	0	0.0%	0
£86 - £90	3.1%	24	2.5%	3	0.0%	0	6.8%	5	4.3%	5	0.6%	0	4.1%	6	4.2%	2	3.0%	3
£91 - £95	0.4%	3	0.7%	1	0.8%	1	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
£96 - £100	7.1%	57	9.9%	12	3.7%	4	11.1%	8	4.8%	5	3.1%	2	6.7%	11	7.3%	4	11.7%	11
£101 - £120	5.0%	40	5.3%	6	4.0%	5	0.8%	1	7.4%	8	4.1%	3	2.3%	4	10.5%	6	8.3%	8
£121 - £140	1.3%	10	1.7%	2	1.5%	2	1.7%	1	2.5%	3	0.0%	0	0.0%	0	1.5%	1	1.6%	1
£141 - £160	2.5%	20	6.3%	8	5.2%	6	0.0%	0	1.7%	2	4.8%	4	0.0%	0	0.7%	0	0.7%	1
£161 - £180	0.6%	5	2.2%	3	0.0%	0	0.0%	0	0.9%	1	1.5%	1	0.0%	0	0.7%	0	0.0%	0
£181 - £200	0.7%	6	0.0%	0	0.6%	1	0.8%	1	2.7%	3	0.0%	0	0.5%	1	0.0%	0	0.7%	1
£201 - £250	0.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
£251+	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.7%	37	3.4%	4	1.7%	2	6.4%	4	8.7%	10	4.0%	3	4.3%	7	7.6%	4	3.8%	4
(Refused)	2.1%	17	2.7%	3	2.7%	3	1.6%	1	1.5%	2	0.8%	1	2.2%	3	0.7%	0	3.4%	3
Mean:	69.16	72.34	73.47	66.40	73.37	68.53	63.32	66.42	68.58									
Weighted base:	798	121	117	68	111	75	157	55	94									
Sample:	798	100	100	99	99	100	100	100	100									

**Q03 Which retailer do you purchase your main food Internet / home delivery shopping from?**

Those who shop online at Q01

Asda	11.7%	5	15.1%	1	0.0%	0	27.9%	1	17.0%	2	16.5%	1	0.0%	0	0.0%	0	39.3%	1
Morrisons	14.7%	7	13.2%	1	44.2%	2	11.4%	1	0.0%	0	0.0%	0	22.2%	3	35.3%	0	0.0%	0
Iceland	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's	33.2%	15	17.4%	1	0.0%	0	21.3%	1	12.3%	1	0.0%	0	77.8%	11	64.7%	1	0.0%	0
Tesco	27.8%	13	54.4%	3	55.8%	2	39.3%	2	37.0%	3	49.0%	2	0.0%	0	0.0%	0	0.0%	0
Ocado	12.5%	6	0.0%	0	0.0%	0	0.0%	0	33.7%	3	34.6%	1	0.0%	0	0.0%	0	60.7%	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)	0.0%	0	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:	45	6	4	5	9	4	14	1	2									
Sample:	35	5	4	6	7	4	4	2	3									

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q04 For your last main food Internet / home delivery shopping order, how did you receive your goods?</b>																		
<i>Those who shop online at Q01</i>																		
Collection at store	1.0%	0	0.0%	0	12.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Home delivery	99.0%	45	100.0%	6	87.8%	3	100.0%	5	100.0%	9	100.0%	4	100.0%	14	100.0%	1	100.0%	2
Delivery to place of work	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at click and collect hub (non-store location)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Collection at other location (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		45		6		4		5		9		4		14		1		2
Sample:		35		5		4		6		7		4		4		2		3
<b>Q05 What is the main reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?</b>																		
<i>Those who gave a destination at Q01</i>																		
Accessibility by public transport	0.3%	3	0.7%	1	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.7%	1	0.0%	0	0.9%	1
Car parking provision	2.9%	23	2.2%	3	2.9%	3	3.0%	2	2.0%	2	3.5%	3	4.1%	6	0.7%	0	4.0%	4
Choice of food goods available	6.7%	53	11.4%	14	1.8%	2	11.0%	7	4.0%	4	5.3%	4	4.7%	7	11.9%	7	7.8%	7
Choice of shops nearby selling non-food goods	0.6%	5	0.0%	0	0.0%	0	0.9%	1	2.4%	3	0.0%	0	0.0%	0	0.6%	0	1.4%	1
Choice of shops selling food goods	0.5%	4	0.9%	1	0.0%	0	0.9%	1	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.2%	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
Delivery service	3.1%	24	1.5%	2	1.0%	1	3.5%	2	3.9%	4	4.2%	3	6.3%	10	1.6%	1	0.9%	1
Click & Collect service	0.1%	0	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get to by car	1.5%	12	3.0%	4	0.0%	0	2.2%	1	1.4%	2	0.8%	1	2.7%	4	0.0%	0	0.0%	0
Good internal layout	0.8%	6	0.0%	0	0.0%	0	2.0%	1	0.9%	1	0.7%	1	2.1%	3	0.0%	0	0.0%	0
Good service / friendly staff	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	1.5%	1
Habit / always use it / preference for retailer	5.2%	41	6.1%	7	0.6%	1	3.7%	3	4.4%	5	5.5%	4	8.7%	14	7.8%	4	3.9%	4
Internet shopping is convenient	1.5%	12	2.8%	3	0.4%	1	2.8%	2	1.0%	1	0.0%	0	2.0%	3	0.9%	0	1.4%	1
Lower prices	18.9%	151	20.1%	24	28.1%	33	9.4%	6	9.8%	11	23.2%	18	19.0%	30	24.4%	13	16.9%	16
Loyalty card / points scheme	1.8%	15	1.8%	2	0.9%	1	0.0%	0	3.1%	3	1.7%	1	3.1%	5	3.2%	2	0.0%	0
Near to home	29.7%	237	28.7%	35	23.0%	27	26.8%	18	36.1%	40	23.9%	18	31.4%	49	24.1%	13	39.5%	37
Near to work	0.9%	8	0.0%	0	0.4%	1	3.9%	3	0.0%	0	0.8%	1	2.0%	3	0.0%	0	0.6%	1
Nice shopping environment	0.2%	2	0.8%	1	0.0%	0	0.7%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0
Only one in the area / no other choice	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Preference for retailer	4.3%	35	6.0%	7	9.9%	12	1.7%	1	2.0%	2	4.6%	3	1.4%	2	6.1%	3	3.7%	3
Provision of leisure facilities nearby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.4%	3	0.0%	0	0.6%	1	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.6%	0	0.0%	0
Public information, signposts and 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
Quality of food goods available	8.9%	71	5.0%	6	19.8%	23	13.2%	9	8.4%	9	7.5%	6	6.4%	10	5.1%	3	5.2%	5
Quality of shops selling food goods	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0	0.0%	0	0.0%	0	0.0%	0
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 evening / night time)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff discount / work there	1.9%	15	1.7%	2	2.0%	2	2.5%	2	0.6%	1	2.0%	1	1.3%	2	5.3%	3	2.3%	2
Value for money	4.7%	38	3.0%	4	6.8%	8	3.6%	2	5.5%	6	8.0%	6	0.9%	1	3.1%	2	8.8%	8
Other (Don't know / no reason in particular)	0.0%	0	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:		798		121		117		68		111		75		157		55		94
Sample:		798		100		100		99		99		100		100		100		100



Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q06 What if anything is the one thing you most dislike about your main food shopping destination (STORE MENTIONED AT Q01)?</b>																		
<i>Those who gave a destination at Q01</i>																		
Nothing	72.9%	582	78.4%	95	64.9%	76	69.4%	47	78.6%	87	78.0%	59	75.4%	118	68.5%	38	65.8%	62
Change layout too often	0.2%	2	0.0%	0	0.4%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Difficult / expensive parking	2.4%	19	4.9%	6	6.0%	7	4.6%	3	0.0%	0	0.0%	0	0.9%	1	1.3%	1	0.7%	1
Difficult to get to	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.5%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Expensive	3.8%	30	6.1%	7	5.4%	6	2.2%	1	0.0%	0	3.1%	2	5.2%	8	2.3%	1	3.4%	3
Lack of cycle parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of parking	2.1%	17	1.7%	2	6.2%	7	0.9%	1	0.6%	1	7.9%	6	0.0%	0	1.3%	1	0.0%	0
Lack of 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
Limited range of goods	4.9%	39	4.1%	5	3.3%	4	3.5%	2	5.6%	6	5.5%	4	3.1%	5	12.6%	7	5.7%	5
No petrol station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor internal layout	2.8%	22	1.0%	1	2.7%	3	0.9%	1	2.1%	2	0.0%	0	6.9%	11	5.5%	3	1.0%	1
Poor quality	1.8%	14	0.0%	0	6.6%	8	3.4%	2	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Preference for retailer	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Staff rude / unhelpful	1.0%	8	0.0%	0	0.0%	0	1.8%	1	0.6%	1	0.8%	1	0.0%	0	0.5%	0	5.2%	5
Too busy	1.5%	12	1.9%	2	0.4%	0	2.0%	1	1.8%	2	0.0%	0	0.9%	1	0.7%	0	4.4%	4
Too far away	1.2%	10	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	5.8%	5
Too small	1.0%	8	0.0%	0	0.0%	0	0.0%	0	2.5%	3	0.0%	0	3.0%	5	0.0%	0	0.8%	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
Not a nice environment	0.7%	5	1.0%	1	1.2%	1	0.7%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	0.8%	1
Not enough checkouts open	0.7%	6	0.0%	0	0.3%	0	3.2%	2	0.5%	1	0.8%	1	1.2%	2	0.0%	0	0.0%	0
Too big	1.4%	11	0.9%	1	0.0%	0	1.5%	1	2.2%	2	2.5%	2	0.0%	0	0.6%	0	4.5%	4
Internet issues (can't choose own produce, sell by dates etc.)	0.4%	3	0.0%	0	0.0%	0	2.8%	2	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
(Don't know)	0.8%	6	0.0%	0	1.0%	1	2.5%	2	1.1%	1	1.4%	1	0.0%	0	2.1%	1	0.0%	0
Weighted base:	798	121	117	68	111	75	157	55	94									
Sample:	798	100	100	99	99	100	100	100	100									

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

**Q07 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?***Those who gave a destination at Q01*

Daily	0.6%	5	0.9%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	1	0.5%	1	0.6%	0	0.8%	1
At least two times a week	9.2%	74	6.9%	8	11.8%	14	8.8%	6	10.2%	11	7.8%	6	6.4%	10	11.4%	6	12.7%	12
At least once a week	69.6%	556	75.8%	92	67.0%	78	74.3%	51	64.1%	71	73.8%	56	71.3%	112	64.4%	35	65.0%	61
At least once a fortnight	11.8%	94	9.4%	11	16.9%	20	9.8%	7	13.2%	15	11.4%	9	10.5%	17	11.4%	6	11.2%	11
At least once a month	6.4%	51	4.6%	6	2.9%	3	3.4%	2	7.6%	8	3.9%	3	9.0%	14	11.6%	6	8.4%	8
At least every two months	0.5%	4	0.8%	1	0.0%	0	0.9%	1	1.0%	1	0.8%	1	0.0%	0	0.6%	0	0.5%	1
Less often	0.7%	6	1.6%	2	0.0%	0	0.0%	0	2.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Have only visited once	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
(Don't know / varies)	0.7%	5	0.0%	0	1.4%	2	2.8%	2	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Mean:	1.19	1.16	1.25	1.19	1.21	1.19	1.09	1.23	1.31									
Weighted base:	798	121	117	68	111	75	157	55	94									
Sample:	798	100	100	99	99	100	100	100	100									

**Q08 How do you normally travel to (STORE MENTIONED AT Q01)?***Those who gave a destination but not those who shop online at Q01*

Car / van (as driver)	78.5%	591	80.1%	92	91.1%	103	71.0%	45	73.4%	75	81.4%	58	76.0%	109	84.1%	45	70.3%	64
Car / van (as passenger)	13.8%	104	13.5%	16	5.8%	7	18.7%	12	15.8%	16	10.9%	8	13.3%	19	9.6%	5	23.8%	22
Bus, minibus or coach	2.2%	17	3.0%	3	0.4%	0	4.9%	3	2.8%	3	2.4%	2	2.7%	4	2.5%	1	0.0%	0
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	2.8%	21	0.8%	1	2.4%	3	0.9%	1	6.1%	6	3.1%	2	2.8%	4	0.0%	0	5.1%	5
Taxi	1.6%	12	1.7%	2	0.0%	0	1.0%	1	0.0%	0	1.5%	1	4.4%	6	2.6%	1	0.8%	1
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
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
Mobility scooter / disability vehicle	0.1%	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
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)	0.9%	7	0.0%	0	0.4%	0	3.6%	2	1.9%	2	0.7%	1	0.9%	1	1.2%	1	0.0%	0
Weighted base:	753	115	113	63	102	72	143	53	91									
Sample:	763	95	96	93	92	96	96	98	97									

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Mean score: [Minutes]</b>																		
<b>Q09 How long did your last journey to (STORE MENTIONED AT Q01) take?</b>																		
<i>Those who gave a destination but not those who shop online at Q01</i>																		
1 - 5 minutes	43.2%	325	50.4%	58	77.1%	87	48.2%	31	11.2%	11	24.3%	17	43.5%	62	19.1%	10	52.7%	48
6 - 10 minutes	35.7%	269	33.6%	39	14.9%	17	33.7%	21	41.3%	42	48.5%	35	42.8%	61	53.2%	28	28.3%	26
11 - 15 minutes	9.8%	74	6.4%	7	1.3%	1	8.5%	5	20.9%	21	16.2%	12	6.7%	10	14.8%	8	10.2%	9
16 - 20 minutes	6.2%	46	5.4%	6	1.1%	1	1.7%	1	23.6%	24	8.6%	6	1.4%	2	7.0%	4	2.1%	2
21 - 25 minutes	1.2%	9	0.0%	0	2.8%	3	1.0%	1	0.0%	0	0.9%	1	0.0%	0	0.8%	0	4.4%	4
26 - 30 minutes	1.9%	14	3.5%	4	0.0%	0	2.1%	1	1.1%	1	0.0%	0	3.5%	5	2.7%	1	1.3%	1
31 minutes +	0.8%	6	0.0%	0	2.4%	3	1.5%	1	0.8%	1	0.0%	0	0.8%	1	1.3%	1	0.0%	0
(Don't know / can't remember)	1.1%	8	0.7%	1	0.0%	0	2.5%	2	1.0%	1	1.4%	1	1.4%	2	1.1%	1	1.1%	1
(Refused)	0.1%	1	0.0%	0	0.4%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mean:		9.47		8.78		7.13		9.40		13.21		10.24		8.60		11.74		8.62
Weighted base:		753		115		113		63		102		72		143		53		91
Sample:		763		95		96		93		92		96		96		98		97
<b>Q10 When do you normally do your main food shopping?</b>																		
Weekdays during the day	43.6%	349	52.5%	64	39.0%	46	43.6%	30	52.9%	59	42.1%	32	32.8%	51	41.0%	23	48.0%	45
Weekdays during the evening	14.6%	117	3.5%	4	27.7%	32	15.5%	11	12.4%	14	12.3%	9	19.0%	30	2.8%	2	16.1%	15
Saturday	13.6%	109	11.5%	14	11.3%	13	14.0%	10	12.1%	13	14.4%	11	17.9%	28	12.9%	7	13.2%	12
Sunday	4.5%	36	4.0%	5	3.5%	4	4.3%	3	2.3%	3	4.7%	4	5.7%	9	6.5%	4	5.7%	5
(Don't know / varies)	23.7%	190	28.5%	35	18.6%	22	22.7%	16	20.5%	23	26.6%	20	24.7%	39	36.7%	20	17.0%	16
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100
<b>Q11 When you go main food shopping is your trip linked with any other activity?</b>																		
<i>Not those who shop online at Q01</i>																		
Yes – non-food shopping	8.0%	61	7.3%	8	6.2%	7	3.4%	2	10.9%	11	8.0%	6	12.7%	18	3.8%	2	6.7%	6
Yes – other-food shopping	4.2%	32	2.7%	3	7.1%	8	2.5%	2	1.7%	2	7.7%	6	2.4%	3	1.1%	1	8.0%	7
Yes – visiting services such as banks and other financial institutions	2.2%	17	1.6%	2	2.8%	3	2.5%	2	4.2%	4	3.0%	2	1.3%	2	1.9%	1	0.6%	1
Yes – leisure activity	2.1%	16	0.0%	0	0.0%	0	5.8%	4	5.8%	6	1.7%	1	3.3%	5	0.7%	0	0.0%	0
Yes – travelling to / from work	4.3%	33	3.6%	4	1.2%	1	6.9%	4	5.2%	5	0.8%	1	10.5%	15	0.8%	0	1.3%	1
Yes – travelling to / from school / college / university	0.6%	4	1.0%	1	1.4%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Yes – getting petrol	3.7%	28	2.4%	3	11.3%	13	4.7%	3	3.4%	3	0.8%	1	1.0%	1	0.7%	0	4.1%	4
Yes – visiting café / pub / restaurant	2.9%	22	1.9%	2	3.9%	4	1.9%	1	1.9%	2	1.3%	1	2.7%	4	11.4%	6	1.1%	1
Yes – visiting family / friends	1.9%	14	1.6%	2	0.8%	1	0.0%	0	5.7%	6	4.1%	3	0.6%	1	0.6%	0	1.7%	2
Yes – visiting health service such as doctor, dentist, hospital	0.4%	3	0.7%	1	0.0%	0	0.0%	0	0.9%	1	1.6%	1	0.0%	0	0.6%	0	0.0%	0
Yes – visiting other service such as laundrette, hairdresser, recycling	1.7%	12	0.0%	0	0.7%	1	0.7%	0	8.1%	8	0.8%	1	1.1%	2	1.3%	1	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No activity	64.7%	488	75.7%	87	63.7%	72	69.7%	45	45.8%	47	67.8%	49	60.4%	86	69.8%	37	71.0%	65
(Don't know / varies)	3.3%	25	1.6%	2	0.9%	1	1.7%	1	5.8%	6	2.4%	2	3.9%	6	5.3%	3	5.6%	5
Weighted base:		754		115		113		64		103		72		143		53		91
Sample:		765		95		96		94		93		96		96		98		97

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q12 Where do you do this linked trip?</b>																		
<i>Those who do other food / non-food shopping / use services at Q11 AND Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Civic Way, Swadlincote	1.6%	2	0.0%	0	9.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	49.2%	53	92.0%	12	74.9%	14	68.7%	4	24.8%	4	76.4%	10	9.5%	2	91.9%	3	24.9%	3
The Pipeworks, Swadlincote	3.4%	4	0.0%	0	5.5%	1	31.2%	2	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																		
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	0.9%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																		
Ashby-de-la-Zouch	14.2%	15	0.0%	0	6.3%	1	0.0%	0	28.8%	5	4.3%	1	0.0%	0	8.1%	0	61.4%	9
<b>Outside Study Area - Birmingham</b>																		
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Charnwood</b>																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Derby</b>																		
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	1.7%	2	0.0%	0	4.1%	1	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, Derby	1.0%	1	0.0%	0	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent	23.6%	25	7.9%	1	0.0%	0	0.0%	0	21.1%	3	19.4%	3	76.3%	18	0.0%	0	3.7%	1
St Peters Retail Park, Burton Upon Trent	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	2	0.0%	0	0.0%	0
Wellington Road Retail Park, Burton Upon Trent	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
<b>Outside Study Area - Leicester</b>																		
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Lichfield</b>																		
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1
<b>Outside Study Area - North West Leicestershire</b>																		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick Retail Park, Coalville	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - South Derbyshire</b>																		

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Walsall</b>																		
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Abroad	0.0%	0	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:	108	13	18	5	16	13	23	4	14									
Sample:	123	14	17	10	14	23	18	11	16									



Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q13 Where else do you undertake your main food and grocery shopping?</b>									
<i>Excl Internet &amp; Nulls</i>									
<b>Zone 1</b>									
Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsburys Local, High Street, Swadlincote	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%
<b>Zone 2</b>									
Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	7.2%	29	9.1%	5	12.5%	8	14.3%	5	2.5%
Iceland, Unit 3, Coppice Side, Swadlincote	5.5%	23	18.0%	10	4.5%	3	0.0%	0	2.3%
Lidl, Belmont Street, Swadlincote	4.7%	19	9.7%	5	10.7%	7	9.0%	3	0.0%
Morrisons, Coppice Side, Swadlincote	15.7%	64	22.7%	13	28.3%	19	27.2%	10	3.5%
Sainsburys Local, Glamorgan Way, Swadlincote	0.5%	2	0.0%	0	1.0%	1	0.0%	0	0.0%
Sainsburys, Civic Way, Swadlincote	16.9%	69	31.3%	18	32.8%	22	37.4%	14	4.9%
Swadlincote	0.2%	1	0.0%	0	0.0%	0	1.3%	0	0.0%
Tesco Express, Common Road, Swadlincote	0.1%	0	0.0%	0	0.6%	0	0.0%	0	0.0%
The Pipeworks, Swadlincote	0.3%	1	1.9%	1	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>									
Asda Petrol Filling Station, Tollgate, Burton Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 42 High Street, Swadlincote	0.2%	1	0.0%	0	0.7%	0	1.5%	1	0.0%
<b>Zone 4</b>									
Budgens, Derby Road, Melbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sainsbury's Local, Derby Road, Melbourne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%
<b>Zone 5</b>									
Co-op - Foodstore, 67 Burton Road, Overseal	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.3%
<b>Zone 6</b>									
Co-op - Foodstore, 129 Stanton Road, Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 7</b>									
Donisthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 8</b>									
Aldi, Dents Road, Ashby-de-la-zouch	4.7%	19	0.0%	0	0.7%	0	0.0%	0	0.0%
Ashby-de-la-Zouch	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 73 Market Street, Ashby-de-la-zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 9 Derby Road, Ashby-de-la-zouch	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Resolution Road, Ashby-de-la-zouch	6.6%	27	4.0%	2	0.0%	0	4.4%	2	7.6%
<b>Outside Study Area - Birmingham</b>									
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Blaby</b>									
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Charnwood</b>									
Asda Supermarket, 25 Charnwood Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Derby</b>									
Aldi, Nottingham Road, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Uttoxeter New Road, Derby	0.5%	2	0.0%	0	0.0%	0	5.1%	2	0.0%
Asda, Sinfon District Centre, Arleston Lane, Derby	0.8%	3	0.0%	0	0.0%	0	1.6%	1	6.6%
M&S Foodhall, 17 London	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Road, Derby																		
M&S Simply Food, Royal Derby Hospital, Utttoxeter Road, Derby	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Mickleover	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, 1 Peak Drive, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Kingsway Retail Park, Derby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Wyvern Way, Derby	0.8%	3	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kipling Drive, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet , Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Horninglow Street, Burton-on-trent	3.7%	15	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	15.2%	13	0.0%	0	0.0%	0
Asda, Octagon Centre, Orchard Street, Burton-on-trent	6.4%	26	3.3%	2	5.5%	4	0.0%	0	0.0%	0	12.3%	5	18.0%	16	1.4%	0	0.0%	0
Farmfoods, 2 Burton Place Shopping Centre, Burton-on-trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Lidl, Derby Street, Burton-on-trent	0.9%	4	0.0%	0	0.0%	0	1.6%	1	2.3%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0
M&S Foodhall, 2-6 St Modwens Walk, Burton-on-trent	0.6%	3	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Morrisons, Wellington Road, Burton-on-trent	2.6%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	2	9.8%	8	0.0%	0	0.0%	0
Sainsburys, Union Street, Burton-on-trent	5.6%	23	0.0%	0	0.0%	0	0.0%	0	13.9%	6	0.0%	0	19.3%	17	0.0%	0	0.0%	0
Tesco, St Peters Bridge, Burton-on-trent	6.0%	24	0.0%	0	1.5%	1	1.6%	1	1.6%	1	10.6%	4	20.8%	18	0.0%	0	0.0%	0
<b>Outside Study Area - Erewash</b>																		
Co-op - Foodstore, 4 The Green, Draycott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Gedling</b>																		
Co-op - Foodstore, 473- 479 Tamworth Road, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, 375 Tamworth Road, Nottingham	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	5
<b>Outside Study Area - Leicester</b>																		
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Lichfield</b>																		
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, Lichfield	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.2%	1
<b>Outside Study Area - North Warwickshire</b>																		
Co-op - Foodstore, 70 New Street, Dordon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - North West Leicestershire</b>																		
Aldi, Adcock Road, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Other, East Midlands	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
<b>Outside Study Area - South Derbyshire</b>																		
Aldi, Huntspill Road, Hilton	1.9%	8	0.0%	0	0.0%	0	0.0%	0	18.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Aldi, Saxon Drive,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Tamworth																		
Asda Walmart Supercentre, Ventura Retail Park, Ventura Park Road, Tamworth	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	3	1.6%	1
M&S Foodhall, Ventura Retail Park, Ventura Park Road, Tamworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Sainsburys, Bitterscote Drive, Tamworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	1.0%	1
<b>Other</b>																		
Internet / Delivery	0.0%	0	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:	408	57	66	37	43	38	87	27	54									
Sample:	404	46	60	47	42	49	56	50	54									

Mean score: [£]

**Q14 How much did you spend on your last main food and grocery shopping trip to (STORE MENTIONED AT Q13)?**

Those who gave a destination at Q13

£1 - £5	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
£6 - £10	2.2%	10	3.2%	2	1.4%	1	0.0%	0	0.0%	0	1.2%	0	6.2%	6	1.0%	0	0.0%	0
£11 - £15	2.4%	10	1.9%	1	4.4%	3	2.6%	1	2.2%	1	2.4%	1	0.0%	0	9.2%	3	1.0%	1
£16 - £20	7.9%	34	7.2%	4	11.0%	7	2.5%	1	3.3%	2	6.4%	2	3.4%	3	6.0%	2	21.9%	13
£21 - £25	4.3%	19	6.1%	3	1.6%	1	1.2%	0	9.4%	5	6.2%	2	2.1%	2	6.2%	2	4.6%	3
£26 - £30	8.6%	37	11.1%	6	16.6%	11	7.3%	3	7.4%	4	14.4%	6	4.1%	4	1.0%	0	6.7%	4
£31 - £35	1.9%	8	1.5%	1	3.3%	2	2.5%	1	5.8%	3	0.0%	0	1.1%	1	1.0%	0	0.0%	0
£36 - £40	8.7%	38	5.3%	3	9.6%	6	9.6%	4	6.6%	3	8.8%	3	8.7%	9	15.5%	5	8.2%	5
£41 - £45	2.8%	12	1.7%	1	2.4%	2	3.5%	1	0.0%	0	3.9%	1	1.1%	1	2.4%	1	8.9%	5
£46 - £50	6.1%	26	5.5%	3	6.2%	4	12.7%	5	3.5%	2	3.9%	2	4.1%	4	18.7%	6	2.4%	1
£51 - £55	2.7%	12	1.9%	1	7.7%	5	0.0%	0	5.0%	2	3.3%	1	1.4%	1	2.2%	1	0.0%	0
£56 - £60	7.4%	32	3.8%	2	6.8%	4	9.1%	4	2.2%	1	6.2%	2	15.9%	16	3.3%	1	3.2%	2
£61 - £65	1.6%	7	1.9%	1	0.6%	0	6.1%	2	3.3%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
£66 - £70	3.4%	15	10.0%	6	3.5%	2	0.0%	0	2.3%	1	2.9%	1	2.2%	2	3.6%	1	2.4%	1
£71 - £75	0.9%	4	1.9%	1	1.5%	1	3.5%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
£76 - £80	5.4%	24	2.9%	2	3.6%	2	8.5%	3	4.0%	2	13.9%	5	5.1%	5	2.7%	1	5.5%	3
£81 - £85	1.6%	7	0.0%	0	4.9%	3	2.0%	1	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
£86 - £90	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	5.4%	5	2.4%	1	1.4%	1
£91 - £95	0.4%	2	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
£96 - £100	10.2%	45	0.0%	0	0.0%	0	14.9%	6	22.7%	11	3.3%	1	13.6%	13	14.7%	4	15.1%	9
£101 - £120	4.9%	21	8.4%	5	1.0%	1	3.0%	1	0.0%	0	0.0%	0	15.0%	15	0.0%	0	0.0%	0
£121 - £140	0.7%	3	1.7%	1	1.0%	1	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	2.7%	12	13.4%	8	0.0%	0	0.0%	0	4.6%	2	0.0%	0	0.0%	0	0.0%	0	3.6%	2
£161 - £180	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	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
£251+	0.3%	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
(Don't know / varies)	8.9%	39	6.7%	4	6.4%	4	11.1%	4	13.1%	6	17.4%	7	4.3%	4	7.6%	2	12.0%	7
(Refused)	1.7%	7	1.9%	1	4.9%	3	0.0%	0	0.0%	0	1.5%	1	0.8%	1	1.3%	0	2.2%	1
Mean:	60.74	68.50	49.98	61.49	68.66	49.73	67.92	51.93	56.46									
Weighted base:	435	57	66	39	48	38	99	30	58									
Sample:	416	46	60	49	46	49	58	53	55									

Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0

**Q15 How often do you normally do your main food shopping at (STORE MENTIONED AT Q13)?**

Those who gave a destination at Q13

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	4.6%	20	1.5%	1	7.3%	5	2.6%	1	2.9%	1	8.6%	3	6.1%	6	2.9%	1	2.6%	2
At least once a week	31.9%	139	41.8%	24	35.8%	24	48.4%	19	25.5%	12	16.9%	6	25.6%	25	44.6%	14	26.0%	15
At least once a fortnight	21.1%	92	25.4%	14	15.0%	10	20.5%	8	33.7%	16	37.6%	14	16.0%	16	13.2%	4	15.5%	9
At least once a month	28.5%	124	18.0%	10	34.0%	23	20.5%	8	24.4%	12	22.1%	8	34.6%	34	22.7%	7	38.0%	22
At least every two months	3.7%	16	3.4%	2	0.0%	0	0.0%	0	7.0%	3	9.2%	4	6.9%	7	2.0%	1	0.0%	0
Less often	5.6%	25	0.0%	0	3.3%	2	0.0%	0	5.2%	3	2.6%	1	8.9%	9	8.8%	3	12.8%	7
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)	4.6%	20	9.9%	6	4.6%	3	8.0%	3	1.3%	1	3.0%	1	1.9%	2	5.9%	2	5.1%	3
Mean:	0.74	0.73	0.87	0.82	0.63	0.80	0.71	0.75	0.60									
Weighted base:	435	57	66	39	48	38	99	30	58									
Sample:	416	46	60	49	46	49	58	53	55									

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
<b>Q16 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?</b>																		
Yes	72.8%	583	65.9%	80	82.4%	97	69.8%	48	69.9%	78	64.5%	49	83.1%	130	60.2%	33	72.5%	68
No	27.2%	217	34.1%	41	17.6%	21	30.2%	21	30.2%	34	35.5%	27	16.9%	27	39.8%	22	27.5%	26
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100



# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q17 Where did you last go to undertake this 'top-up' food shopping?</b>									
<i>Those who do top-up shopping at Q16 AND Excl Internet &amp; Nulls</i>									
<b>Zone 1</b>									
Newhall	0.8%	4	4.0%	3	1.2%	1	0.0%	0	0.0%
Other Local Shops - Zone 1	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%
Sainsburys Local, High Street, Swadlincote	2.8%	16	15.1%	12	3.2%	3	1.3%	1	0.0%
<b>Zone 2</b>									
Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	4.0%	22	8.4%	7	9.3%	9	4.6%	2	1.1%
Church Gresley	1.6%	9	0.0%	0	6.8%	6	0.0%	0	1.4%
Iceland, Unit 3, Coppice Side, Swadlincote	1.0%	6	1.4%	1	0.6%	1	4.1%	2	0.0%
Lidl, Belmont Street, Swadlincote	0.4%	2	1.4%	1	0.7%	1	0.0%	0	0.0%
Morrisons, Coppice Side, Swadlincote	8.8%	49	16.2%	13	13.7%	13	24.4%	12	0.0%
Sainsburys Local, Glamorgan Way, Swadlincote	5.2%	29	4.8%	4	19.8%	19	0.0%	0	3.1%
Sainsburys, Civic Way, Swadlincote	10.1%	57	22.8%	18	20.5%	19	15.4%	7	0.7%
Swadlincote	2.1%	12	7.0%	6	3.6%	3	5.0%	2	0.0%
Tesco Express, Common Road, Swadlincote	2.0%	11	0.0%	0	6.9%	6	0.0%	0	0.0%
Tesco Express, Hearthcote Road, Swadlincote	0.9%	5	1.2%	1	4.4%	4	0.0%	0	0.0%
The Pipeworks, Swadlincote	0.1%	1	0.0%	0	0.4%	0	0.0%	0	0.0%
<b>Zone 3</b>									
Asda Petrol Filling Station, Tollgate, Burton Road, Woodville	0.5%	3	0.0%	0	0.0%	0	5.6%	3	0.0%
Tesco Express, 42 High Street, Swadlincote	1.8%	10	0.0%	0	0.0%	0	19.2%	9	0.0%
Woodville	0.4%	2	0.0%	0	0.0%	0	5.1%	2	0.0%
<b>Zone 4</b>									
Budgens, Derby Road, Melbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 2 Castle Way, Willington	3.5%	20	1.4%	1	0.0%	0	0.0%	0	23.8%
Findern	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Melbourne	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.1%
Repton	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.5%
Sainsbury's Local, Derby Road, Melbourne	2.5%	14	0.0%	0	0.0%	0	0.0%	0	17.8%
Spar, High Street, Repton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%
<b>Zone 5</b>									
Co-op - Foodstore, 67 Burton Road, Overseal	1.2%	7	0.0%	0	0.0%	0	2.8%	1	0.0%
Co-op - Foodstore, Main Street, Rosliston	2.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%
Netherseal	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
Overseal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.9%
<b>Zone 6</b>									
Co-op - Foodstore, 129 Stanton Road, Stapenhill	0.6%	4	1.0%	1	0.0%	0	0.0%	0	0.8%
Co-op - Foodstore, 226 Woods Lane, Stapenhill	2.8%	16	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 98 Church Hill Street, Winshill	3.2%	18	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Hawfield Lane, Winshill, Burton-on-Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Stapenhill	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, 2 Best Avenue, Stapenhill	3.0%	17	0.0%	0	0.0%	0	1.3%	1	2.5%
Tesco Express, Stanton Road, Stapenhill	0.4%	2	1.0%	1	0.0%	0	0.0%	0	1.3%
Winshill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
<b>Zone 7</b>									
Donisthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moira	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Other Local Shops - Zone 7	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 8</b>									
Aldi, Dents Road, Ashby-de-la-zouch	2.3%	13	0.0%	0	0.0%	0	0.0%	0	2.8%
Ashby-de-la-Zouch	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 73 Market Street, Ashby-de-la-zouch	1.8%	10	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 9 Derby Road, Ashby-de-la-zouch	4.4%	25	0.0%	0	0.0%	0	0.0%	0	3.5%
Tesco, Resolution Road, Ashby-de-la-zouch	5.3%	30	3.9%	3	0.7%	1	6.3%	3	3.0%
<b>Outside Study Area - Birmingham</b>									
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Blaby</b>									
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Charnwood</b>									
Asda Supermarket, 25 Charnwood Road, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Derby</b>									
Aldi, Nottingham Road, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda Walmart Supercentre, Derby Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Sinfin District Centre, Arleston Lane, Derby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.1%
Co-op - Foodstore, Unit 1, Heatherton District Centre, Hollybrook Way, Derby	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.8%
Farmfoods, Ascot Drive, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
Other, Derby	0.4%	2	0.0%	0	1.8%	2	0.0%	0	0.0%
Tesco Express, 25 Derby Road, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Tesco, Kipling Drive, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
<b>Outside Study Area - East Staffordshire</b>									
2 Union Street - Former Comet , Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Aldi, Horninglow Street, Burton-on-trent	2.0%	11	1.3%	1	0.0%	0	0.0%	0	0.0%
Asda, Octagon Centre, Orchard Street, Burton-on-trent	1.8%	10	0.0%	0	0.5%	0	0.0%	0	1.2%
Brizlincote	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent	0.8%	4	1.5%	1	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, Crowberry Lane, Barton-under-needwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%
Coopers Square Shopping Centre, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
Iceland, Unit 34, Octagon Centre, Orchard Street, Burton-on-trent	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Derby Street, Burton-on-trent	0.3%	2	0.0%	0	0.7%	1	0.0%	0	0.0%
M&S Foodhall, 2-6 St Modwens Walk, Burton-on-trent	1.2%	7	1.5%	1	0.0%	0	1.0%	0	1.2%
Morrisons, Wellington Road, Burton-on-trent	1.1%	6	0.0%	0	0.0%	0	2.1%	2	2.3%
Sainsburys Local, 87 Burton Road, Burton-on-trent	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%
Sainsburys Local, Horninglow Road, Burton-on-trent	0.5%	3	3.4%	3	0.0%	0	0.0%	0	0.0%
Sainsburys, Union Street, Burton-on-trent	0.6%	4	1.0%	1	0.0%	0	0.0%	0	1.2%
Tesco, St Peters Bridge,	3.3%	18	0.0%	0	0.0%	0	0.0%	0	5.8%

Column % ges.

# Swadlincote Household Survey for WYG

Weighted:

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Burton-on-trent</b>																		
<b>Outside Study Area - Erewash</b>																		
Co-op - Foodstore, 4 The Green, Draycott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Gedling</b>																		
Co-op - Foodstore, 473- 479 Tamworth Road, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Leicester</b>																		
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Lichfield</b>																		
Aldi, Church Street, Lichfield	0.0%	0	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 - Foodstore, 43 Main Street, Alrewas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Co-op - Foodstore, Main Street, Whittington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Church Street, Lichfield	0.8%	5	0.0%	0	5.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - North Warwickshire</b>																		
Co-op - Foodstore, 70 New Street, Dordon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - North West Leicestershire</b>																		
Aldi, Adcock Road, Coalville	0.0%	0	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 - Foodstore, 19 High Street, Measham	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.4%	7	0.0%	0
Co-op - Foodstore, 35-37 Borough Street, Castle Donington	1.2%	7	0.0%	0	0.0%	0	0.0%	0	8.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, 48 Thornborough Road, Coalville	0.2%	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
Norris Hil	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Tesco Express, 14 High Street, Measham	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	4	0.0%	0
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Other, East Midlands	0.0%	0	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, West Midlands	0.2%	1	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - South Derbyshire</b>																		
Aldi, Huntspill Road, Hilton	0.0%	0	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, Witham Close, Hilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Aldi, Saxon Drive, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Walmart Supercentre, Ventura Retail Park, Ventura Park Road, Tamworth	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Ventura Retail Park, Ventura Park Road, Tamworth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.8%	1
<b>Other</b>																		
Internet / Delivery	0.0%	0	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:	560		80		94		47		78		48		113		33		66	
Sample:	528		68		76		65		68		61		74		51		65	

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0</b>																		
<b>Q18 How often do you make 'top up' food shopping trips to (STORE MENTIONED AT Q17)?</b>																		
<i>Those who gave a destination at Q17</i>																		
Daily	4.5%	25	5.4%	4	2.5%	2	4.1%	2	11.1%	9	1.3%	1	6.0%	7	1.1%	0	0.0%	0
At least two times a week	37.8%	212	30.6%	24	34.5%	32	40.5%	19	25.6%	20	42.6%	21	53.8%	61	36.1%	12	33.7%	22
At least once a week	38.2%	214	51.2%	41	48.5%	46	41.0%	19	33.5%	26	31.7%	15	22.8%	26	46.6%	15	38.0%	25
At least once a fortnight	8.2%	46	6.3%	5	7.8%	7	8.5%	4	16.4%	13	6.3%	3	4.3%	5	10.8%	4	7.6%	5
At least once a month	4.2%	23	3.9%	3	4.8%	4	1.0%	0	2.3%	2	4.7%	2	3.8%	4	3.4%	1	8.9%	6
At least every two months	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.1%	1	0.0%	0	1.1%	1
Less often	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.2%	2	0.0%	0	0.0%	0
Have only visited once	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.9%	33	2.6%	2	2.0%	2	4.8%	2	8.1%	6	12.5%	6	6.0%	7	2.1%	1	10.8%	7
Mean:	2.40	2.21	2.14	2.48	2.43	2.46	3.02	2.09	2.01									
Weighted base:	560	80	94	47	78	48	113	33	66									
Sample:	529	68	76	65	68	61	74	52	65									

Mean score: [£]

**Q19 How much did you spend on your last 'top-up' food and grocery shopping trip to (STORE MENTIONED AT Q17)?***Those who gave a destination at Q17*

£1 - £5	23.8%	133	29.2%	23	24.3%	23	16.5%	8	13.2%	10	35.7%	17	24.9%	28	30.6%	10	19.9%	13
£6 - £10	31.5%	177	24.3%	19	31.7%	30	19.9%	9	27.7%	22	22.7%	11	40.2%	45	36.6%	12	42.0%	28
£11 - £15	12.4%	69	11.1%	9	9.5%	9	12.6%	6	17.6%	14	8.4%	4	14.0%	16	4.6%	2	15.6%	10
£16 - £20	14.0%	78	23.0%	18	17.1%	16	20.0%	9	14.5%	11	9.8%	5	4.3%	5	15.3%	5	12.5%	8
£21 - £25	3.3%	19	0.0%	0	6.8%	6	5.6%	3	1.4%	1	1.1%	1	4.3%	5	4.7%	2	2.2%	1
£26 - £30	3.6%	20	3.6%	3	6.0%	6	7.5%	4	2.8%	2	3.9%	2	3.0%	3	2.7%	1	0.0%	0
£31 - £35	1.1%	6	1.0%	1	0.4%	0	1.2%	1	0.0%	0	1.2%	1	2.2%	2	1.1%	0	1.3%	1
£36 - £40	1.1%	6	1.2%	1	1.2%	1	1.0%	0	0.0%	0	1.2%	1	2.2%	3	0.0%	0	0.8%	1
£41 - £45	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
£46 - £50	1.2%	7	0.0%	0	1.8%	2	1.2%	1	4.9%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	1
£51 - £55	0.3%	2	1.3%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£61 - £65	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£71 - £75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£76 - £80	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£101 - £120	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£201 - £250	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£251+	0.0%	0	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)	6.3%	35	2.6%	2	1.2%	1	13.6%	6	14.7%	12	11.7%	6	4.8%	5	3.1%	1	3.1%	2
(Refused)	0.6%	3	1.3%	1	0.0%	0	1.0%	0	1.1%	1	1.2%	1	0.0%	0	0.0%	0	0.8%	1
Mean:	13.48	13.73	13.87	15.24	17.22	11.84	11.70	12.75	12.12									
Weighted base:	560	80	94	47	78	48	113	33	66									
Sample:	529	68	76	65	68	61	74	52	65									



# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q20 Where else do you undertake your 'top-up' food shopping?</b>									
<i>Those who do top-up shopping at Q16 AND Excl Internet &amp; Nulls</i>									
<b>Zone 1</b>									
Newhall	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
One Stop, Wellwood Road, Newhall	0.5%	1	4.8%	1	0.0%	0	0.0%	0	0.0%
Sainsburys Local, High Street, Swadlincote	2.2%	4	9.6%	2	4.5%	2	0.0%	0	0.0%
<b>Zone 2</b>									
Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	8.7%	16	16.0%	3	15.5%	6	19.2%	3	0.0%
Iceland, Unit 3, Coppice Side, Swadlincote	3.4%	6	0.0%	0	5.5%	2	7.2%	1	7.5%
Lidl, Belmont Street, Swadlincote	2.2%	4	4.2%	1	0.0%	0	0.0%	0	10.6%
Morrisons, Coppice Side, Swadlincote	8.8%	16	17.7%	4	21.2%	8	3.2%	0	0.0%
Sainsburys Local, Glamorgan Way, Swadlincote	2.7%	5	5.5%	1	0.0%	0	20.0%	3	0.0%
Sainsburys, Civic Way, Swadlincote	7.8%	15	15.7%	3	18.7%	7	6.8%	1	0.0%
Swadlincote	0.9%	2	4.2%	1	1.2%	0	0.0%	0	0.0%
Tesco Express, Common Road, Swadlincote	2.4%	5	0.0%	0	9.1%	3	0.0%	0	6.3%
Tesco Express, Hearthcote Road, Swadlincote	0.7%	1	0.0%	0	3.6%	1	0.0%	0	0.0%
The Pipeworks, Swadlincote	1.1%	2	4.2%	1	2.3%	1	0.0%	0	0.0%
<b>Zone 3</b>									
Asda Petrol Filling Station, Tollgate, Burton Road, Woodville	2.2%	4	13.5%	3	0.0%	0	8.8%	1	0.0%
Tesco Express, 42 High Street, Swadlincote	2.1%	4	0.0%	0	1.1%	0	23.2%	4	0.0%
<b>Zone 4</b>									
Budgens, Derby Road, Melbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 2 Castle Way, Willington	2.4%	5	0.0%	0	0.0%	0	0.0%	0	17.7%
Melbourne	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.8%
Repton	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.8%
Sainsbury's Local, Derby Road, Melbourne	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.2%
<b>Zone 5</b>									
Co-op - Foodstore, 67 Burton Road, Overseal	0.6%	1	0.0%	0	0.0%	0	0.0%	0	6.1%
Co-op - Foodstore, Main Street, Rosliston	1.8%	3	0.0%	0	1.8%	1	0.0%	0	15.3%
<b>Zone 6</b>									
Co-op - Foodstore, 129 Stanton Road, Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 226 Woods Lane, Stapenhill	2.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 98 Church Hill Street, Winshill	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco Express, Stanton Road, Stapenhill	3.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 7</b>									
Donisthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moira	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 8</b>									
Aldi, Dents Road, Ashby-de-la-zouch	3.5%	6	0.0%	0	0.0%	0	0.0%	0	8.1%
Ashby-de-la-Zouch	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 73 Market Street, Ashby-de-la-zouch	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-op - Foodstore, 9 Derby Road, Ashby-de-la-zouch	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, Resolution Road, Ashby-de-la-zouch	5.0%	9	0.0%	0	1.1%	0	11.6%	2	3.8%
<b>Outside Study Area -</b>									

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Birmingham</b>																		
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Charnwood</b>																		
Asda Supermarket, 25 Charnwood Road, Shepshed	0.0%	0	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, Charnwood	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	0.0%	0
<b>Outside Study Area - Derby</b>																		
Aldi, Nottingham Road, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Uttoxeter New Road, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sinfin District Centre, Arleston Lane, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op - Foodstore, Unit 1, Heatherton District Centre, Hollybrook Way, Derby	0.7%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Royal Derby Hospital, Uttoxeter Road, Derby	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
M&S Simply Food, Unit 8b, Kingsway Retail Park, Derby	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Kipling Drive, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet , Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Horninglow Street, Burton-on-trent	1.6%	3	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	7.2%	2	0.0%	0	0.0%	0
Asda, Octagon Centre, Orchard Street, Burton-on-trent	4.8%	9	4.8%	1	11.3%	4	0.0%	0	0.0%	0	3.0%	1	10.0%	3	0.0%	0	0.0%	0
Co-op - Foodstore, Crowberry Lane, Barton-under-needwood	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Farmfoods, 2 Burton Place Shopping Centre, Burton-on-trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wellington Road, Burton-on-trent	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0	0.0%	0
Sainsburys Local, 87 Burton Road, Burton-on-trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Tesco, St Peters Bridge, Burton-on-trent	6.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.7%	5	22.2%	7	0.0%	0	0.0%	0
<b>Outside Study Area - Erewash</b>																		
Co-op - Foodstore, 4 The Green, Draycott	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Gedling</b>																		
Co-op - Foodstore, 473- 479 Tamworth Road, Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Leicester</b>																		
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Lichfield</b>																		
Aldi, Church Street, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, Lichfield	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - North Warwickshire</b>																		
Co-op - Foodstore, 70 New Street, Dordon	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - North West Leicestershire</b>																		
Aldi, Adcock Road,	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Coalville																		
Asda Supermarket, Ashby Road, Coalville	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	0	0.0%	0	2.1%	0	0.0%	0
Co-op - Foodstore, 19 High Street, Measham	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
Lidl, 48 Thornborough Road, Coalville	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	0.0%	0
Morrisons, Whitwick Road, Coalville	1.5%	3	0.0%	0	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West Leicestershire	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	0	3.8%	1
Tesco Express, 14 High Street, Measham	1.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.2%	4	0.0%	0
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Other, East Midlands	0.6%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Wales	0.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
<b>Outside Study Area - South Derbyshire</b>																		
Aldi, Huntspill Road, Hilton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Aldi, Saxon Drive, Tamworth	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
M&S Foodhall, Ventura Retail Park, Ventura Park Road, Tamworth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0
Morrisons, Upper Gungate, Tamworth	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.3%	2	0.0%	0
<b>Other</b>																		
Internet / Delivery	0.0%	0	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:		187		20		38		15		26		18		32		18		20
Sample:		200		17		38		22		26		25		23		24		25

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
<b>Mean score: [£]</b>										
<b>Q21 How much did you spend on your last 'top-up' food shopping trip to (STORE MENTIONED AT Q20)?</b>										
<i>Those who gave a destination at Q20</i>										
£1 - £5	11.4%	21 19.8%	4 10.5%	4 16.8%	3 12.7%	3 9.2%	2 7.7%	2 9.1%	2 8.9%	2
£6 - £10	29.2%	55 14.4%	3 35.7%	13 21.9%	3 18.4%	5 51.4%	9 21.8%	7 49.7%	9 25.4%	5
£11 - £15	11.5%	22 30.4%	6 1.8%	1 28.1%	4 7.3%	2 6.3%	1 3.8%	1 12.7%	2 19.4%	4
£16 - £20	14.6%	27 16.8%	3 23.1%	9 7.2%	1 8.6%	2 9.7%	2 13.9%	4 19.7%	3 10.4%	2
£21 - £25	5.7%	11 0.0%	0 4.8%	2 0.0%	0 0.0%	0 3.0%	1 23.2%	7 0.0%	0 3.8%	1
£26 - £30	9.7%	18 0.0%	0 6.3%	2 10.4%	2 18.5%	5 6.1%	1 16.3%	5 2.3%	0 13.3%	3
£31 - £35	0.7%	1 0.0%	0 0.0%	0 8.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£36 - £40	3.2%	6 0.0%	0 9.8%	4 0.0%	0 0.0%	0 0.0%	0 7.3%	2 2.0%	0 0.0%	0
£41 - £45	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£46 - £50	1.0%	2 4.8%	1 0.0%	0 3.6%	1 0.0%	0 2.5%	0 0.0%	0 0.0%	0 0.0%	0
£51 - £55	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£56 - £60	0.2%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.1%	0 0.0%	0
£61 - £65	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£66 - £70	0.9%	2 5.5%	1 0.0%	0 0.0%	0 0.0%	0 2.9%	1 0.0%	0 0.0%	0 0.0%	0
£71 - £75	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£76 - £80	1.5%	3 0.0%	0 0.0%	0 0.0%	0 10.6%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£81 - £85	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£86 - £90	0.5%	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
£91 - £95	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£96 - £100	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£101 - £120	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£121 - £140	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£141 - £160	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£161 - £180	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£181 - £200	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£201 - £250	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
£251+	0.0%	0 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)	9.6%	18 8.3%	2 8.0%	3 3.2%	0 20.1%	5 8.9%	2 6.1%	2 4.4%	1 15.8%	3
(Refused)	0.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.0%	1
<b>Mean:</b>	<b>18.01</b>	<b>17.76</b>	<b>16.31</b>	<b>15.85</b>	<b>27.61</b>	<b>15.40</b>	<b>20.29</b>	<b>13.56</b>	<b>14.74</b>	
Weighted base:	187	20	38	15	26	18	32	18	20	
Sample:	200	17	38	22	26	25	23	24	25	

**Mean score [Visits per week]: Daily = 7, At least two times a week = 4, At least once a week = 1, At least once a fortnight = 0.5, At least once a month = 0.25, At least every two months = 0.125, Less often = 0.0625, Have only visited once = 0**

**Q22 How often do you do your 'top-up' food shopping at (STORE MENTIONED AT Q20)?***Those who gave a destination at Q20*

Daily	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
At least two times a week	13.5%	25 15.5%	3 12.0%	5 16.1%	2 8.4%	2 9.5%	2 20.9%	7 4.2%	1 18.8%	4				
At least once a week	29.8%	56 40.5%	8 30.6%	12 43.2%	7 22.7%	6 27.2%	5 18.4%	6 56.2%	10 14.0%	3				
At least once a fortnight	20.6%	38 9.0%	2 16.7%	6 14.7%	2 25.9%	7 43.5%	8 12.7%	4 17.5%	3 31.7%	6				
At least once a month	21.2%	40 25.0%	5 21.4%	8 15.6%	2 21.5%	6 11.8%	2 27.0%	9 18.2%	3 22.9%	5				
At least every two months	6.4%	12 0.0%	0 15.1%	6 0.0%	0 13.9%	4 0.0%	0 3.4%	1 2.1%	0 5.5%	1				
Less often	1.4%	3 0.0%	0 2.7%	1 0.0%	0 0.0%	0 2.5%	0 3.8%	1 0.0%	0 0.0%	0				
Have only visited once	0.6%	1 0.0%	0 0.0%	0 7.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0				
(Don't know / varies)	6.5%	12 10.0%	2 1.6%	1 3.2%	0 7.5%	2 5.5%	1 13.7%	4 1.8%	0 7.1%	1				
<b>Mean:</b>	<b>1.08</b>	<b>1.27</b>	<b>0.97</b>	<b>1.23</b>	<b>0.83</b>	<b>0.96</b>	<b>1.36</b>	<b>0.89</b>	<b>1.21</b>					
Weighted base:	187	20	38	15	26	18	32	18	20					
Sample:	200	17	38	22	26	25	23	24	25					



# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q23 Where did you last go to buy clothing or footwear goods?</b>																		
<i>Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hepworth Retail Park, Swadlincote	0.4%	2	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.9%	0	0.0%	0
Sainsbury's, Civic Way, Swadlincote	1.6%	10	1.9%	2	5.6%	5	1.2%	1	0.0%	0	2.0%	1	0.6%	1	0.0%	0	0.6%	1
Swadlincote	10.9%	71	17.5%	18	15.8%	14	16.1%	8	4.8%	4	18.4%	11	2.6%	3	12.1%	5	7.1%	6
The Pipeworks, Swadlincote	0.9%	6	0.0%	0	0.5%	0	0.9%	0	0.0%	0	2.5%	2	1.7%	2	0.0%	0	1.0%	1
<b>Zone 3</b>																		
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
<b>Zone 4</b>																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moir	0.5%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	1.1%	0	1.6%	1
<b>Zone 8</b>																		
Ashby-de-la-Zouch	3.9%	25	0.8%	1	0.0%	0	1.0%	1	2.3%	2	0.0%	0	2.4%	3	6.6%	3	20.0%	16
Tesco, Resolution Road, Ashby-de-la-Zouch	0.5%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0
<b>Outside Study Area - Birmingham</b>																		
Birmingham	0.8%	5	0.0%	0	1.5%	1	0.9%	0	0.0%	0	2.0%	1	0.9%	1	0.0%	0	0.8%	1
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5
<b>Outside Study Area - Charnwood</b>																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.1%	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
Other, Charnwood	0.1%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
<b>Outside Study Area - Derby</b>																		
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Boulton Moor	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0
Derby	16.0%	104	11.6%	12	33.1%	29	13.5%	7	35.1%	32	6.7%	4	5.6%	7	7.1%	3	12.3%	10
Kingsway Retail Park, Derby	0.5%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Other, Derby City	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin Shopping Centre, Derby	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent	41.4%	269	50.3%	53	21.8%	19	57.4%	30	35.5%	32	40.0%	25	69.1%	91	27.2%	12	10.1%	8
Centrum East Retail Park, Burton Upon Trent	0.3%	2	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	3.2%	21	8.1%	8	5.6%	5	0.0%	0	3.9%	3	2.2%	1	1.1%	1	0.0%	0	1.9%	1
Middleway Retail & Leisure Park, Burton Upon Trent	0.5%	3	0.8%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.8%	1	0.7%	0	0.0%	0
The Octagon Shopping Centre, Burton Upon Trent	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.7%	1
<b>Outside Study Area - Leicester</b>																		
Leicester	1.4%	9	0.0%	0	0.0%	0	1.2%	1	2.1%	2	0.0%	0	0.0%	0	1.7%	1	7.4%	6
<b>Outside Study Area - Lichfield</b>																		

Column %ges.

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	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
Tamworth	3.4%	22	1.0%	1	0.0%	0	0.9%	0	0.0%	0	11.9%	7	2.3%	3	3.1%	1	11.0%	9
<b>Outside Study Area - North West Leicestershire</b>																		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.6%	1	1.6%	1
<b>Outside Study Area - Nottingham</b>																		
Nottingham	1.2%	8	1.1%	1	1.3%	1	0.0%	0	2.6%	2	0.0%	0	2.4%	3	0.9%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Belper	0.4%	3	0.9%	1	0.0%	0	0.9%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	1.0%	1
East Midlands Designer Outlet, Mansfield Road, South Normanton	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Giltbrook Shopping Park, Nottingham	0.1%	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
Other, East Midlands	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.8%	1	0.0%	0	0.0%	0
Other, East of England	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1	0.0%	0	0.6%	1
Other, North East	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.6%	4	1.0%	1	0.5%	0	2.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Other, South East and London	0.3%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Other, South West	0.1%	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
Other, West Midlands	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.7%	0	0.6%	1
Other, Yorkshire and Humber	0.5%	3	1.0%	1	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1
St Helier, Jersey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
Wyevale Garden Centre, Ashby Road, Stapleton, Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	6.9%	45	1.2%	1	9.5%	8	1.8%	1	2.3%	2	7.3%	5	5.5%	7	27.4%	12	10.8%	8
<b>Outside Study Area - Walsall</b>																		
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	650	104	88	52	90	62	132	43	79									
Sample:	663	91	82	76	82	85	84	84	79									

**Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0**

#### Q23A How often do you make shopping trips for clothing or footwear to (DESTINATION MENTIONED AT Q23)?

*Those who gave a UK destination at Q23*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	4	0.9%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	1.5%	2	0.0%	0	0.0%	0
At least once a week	4.7%	31	1.6%	2	2.9%	3	2.1%	1	5.0%	4	5.2%	3	4.7%	6	8.9%	4	9.8%	8
At least once a fortnight	6.4%	42	9.4%	10	11.7%	10	5.1%	3	10.7%	9	5.0%	3	0.6%	1	5.4%	2	4.0%	3
At least once a month	22.5%	146	21.8%	23	25.2%	22	17.5%	9	18.5%	16	20.0%	12	31.1%	41	27.4%	12	13.2%	10
At least every two months	17.9%	116	14.8%	15	16.2%	14	22.5%	12	15.9%	14	12.6%	8	21.2%	28	13.9%	6	23.8%	19
At least every 3 months	17.6%	114	21.3%	22	17.5%	15	24.2%	13	20.5%	18	25.3%	16	7.8%	10	16.2%	7	16.0%	13
At least every 6 months	12.5%	81	9.6%	10	15.2%	13	16.9%	9	15.7%	14	14.0%	9	13.3%	18	13.3%	6	4.1%	3
Less often than once every 6 months	9.0%	58	9.8%	10	7.2%	6	5.1%	3	4.2%	4	8.5%	5	11.4%	15	7.5%	3	15.2%	12
Have only visited once (Don't know / varies)	1.6%	10	3.7%	4	1.9%	2	2.1%	1	0.0%	0	1.9%	1	1.1%	1	0.9%	0	0.6%	1
	7.2%	47	7.2%	7	2.2%	2	4.6%	2	8.8%	8	7.5%	5	7.3%	10	6.5%	3	13.1%	10
<b>Mean:</b>	<b>10.86</b>	<b>10.57</b>	<b>9.84</b>	<b>7.57</b>	<b>12.26</b>	<b>9.23</b>	<b>12.24</b>	<b>11.91</b>	<b>11.57</b>									
Weighted base:	649	104	88	52	89	62	132	43	79									
Sample:	662	91	82	76	81	85	84	84	79									

Weighted:

July 2015

	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 (LOCATION MENTIONED AT Q23)?</b>																		
<i>Those who gave a UK destination at Q23</i>																		
Car / van (as driver)	74.4%	482	74.6%	78	83.8%	74	75.3%	39	72.4%	64	72.0%	45	72.9%	96	71.5%	30	70.9%	56
Car / van (as passenger)	10.8%	70	16.0%	17	6.7%	6	13.8%	7	8.2%	7	13.0%	8	7.2%	10	19.6%	8	8.8%	7
Bus, minibus or coach	8.6%	56	8.4%	9	2.1%	2	10.9%	6	13.9%	12	6.6%	4	12.6%	17	6.5%	3	5.0%	4
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	3.5%	23	1.0%	1	5.1%	4	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	14.7%	12
Taxi	1.9%	12	0.0%	0	1.1%	1	0.0%	0	3.1%	3	8.4%	5	1.6%	2	2.3%	1	0.0%	0
Train	0.5%	3	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.8%	1	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
Mobility scooter / disability vehicle	0.0%	0	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
Ferry	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	1
(Don't know / varies)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Weighted base:		649		104		88		52		89		62		132		43		79
Sample:		662		91		82		76		81		85		84		84		79

**Q25 When you go shopping for clothing or footwear, do you link this trip with another activity?***Those who gave a UK destination at Q23*

Yes – food shopping	7.3%	48	4.3%	4	7.4%	7	3.5%	2	7.9%	7	10.5%	7	6.5%	9	6.8%	3	12.2%	10
Yes – non-food shopping	9.7%	63	8.5%	9	4.5%	4	11.3%	6	12.0%	11	11.6%	7	11.3%	15	5.3%	2	11.6%	9
Yes – visiting services such as banks and other financial institutions	2.1%	13	1.7%	2	0.0%	0	0.0%	0	4.9%	4	2.2%	1	3.8%	5	0.0%	0	1.3%	1
Yes – leisure activity	4.1%	26	7.1%	7	5.1%	5	6.1%	3	3.6%	3	2.5%	2	2.4%	3	2.9%	1	2.8%	2
Yes – travelling to/from work	1.5%	10	4.7%	5	0.5%	0	0.0%	0	2.0%	2	1.0%	1	1.7%	2	0.0%	0	0.0%	0
Yes – travelling to/from school/college/university	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0
Yes – getting petrol	0.3%	2	0.0%	0	0.8%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – visiting café / pub / restaurant	11.9%	77	6.4%	7	8.7%	8	14.1%	7	6.5%	6	10.8%	7	12.8%	17	22.7%	10	21.0%	16
Yes – visiting family/friends	4.1%	27	2.8%	3	0.7%	1	2.9%	1	8.0%	7	6.0%	4	1.5%	2	11.0%	5	5.3%	4
Yes – visiting health service such as doctor, dentist, hospital	0.7%	5	0.8%	1	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	1.7%	1	1.9%	1
Yes – visiting other service such as laundrette, hairdresser, recycling	1.0%	7	2.1%	2	1.9%	2	2.1%	1	0.0%	0	0.0%	0	1.0%	1	0.9%	0	0.0%	0
Yes – other activity	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
No	55.3%	358	59.3%	62	70.4%	62	59.1%	31	51.0%	45	52.3%	33	55.2%	73	45.0%	19	43.2%	34
(Don't know / varies)	1.7%	11	2.2%	2	0.0%	0	0.9%	0	0.0%	0	3.1%	2	3.9%	5	1.6%	1	0.6%	1
Weighted base:		649		104		88		52		89		62		132		43		79
Sample:		662		91		82		76		81		85		84		84		79

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q26 Where did you last go to buy books, CDs, DVDs?</b>																		
<i>Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Castle Gresley	0.0%	0	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 Gresley	0.8%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coppice Side, Swadlincote	1.3%	3	0.0%	0	4.4%	1	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Civic Way, Swadlincote	2.3%	5	3.5%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	5.2%	3	3.8%	0	0.0%	0
Swadlincote	17.1%	38	45.7%	14	41.0%	13	14.4%	3	0.0%	0	25.5%	4	2.4%	1	16.4%	1	1.8%	1
<b>Zone 3</b>																		
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherseal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	0	0.0%	0
<b>Zone 6</b>																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																		
Ashby-de-la-Zouch	13.2%	29	0.0%	0	1.5%	0	18.4%	4	19.9%	5	0.0%	0	0.0%	0	24.4%	2	63.9%	18
Tesco, Resolution Road, Ashby-de-la-Zouch	0.4%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	0	0.0%	0
<b>Outside Study Area - Birmingham</b>																		
Birmingham	1.4%	3	0.0%	0	1.9%	1	0.0%	0	0.0%	0	4.0%	1	3.2%	2	0.0%	0	0.0%	0
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Charnwood</b>																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
<b>Outside Study Area - Derby</b>																		
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sinfin District Centre, Arleston Lane, Derby	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	11.4%	25	10.6%	3	17.0%	5	0.0%	0	31.0%	8	7.5%	1	9.6%	6	4.8%	0	4.2%	1
Mickleover	0.6%	1	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Place Shopping, Burton Upon Trent	1.5%	3	0.0%	0	10.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent	39.4%	87	36.5%	11	12.4%	4	48.7%	10	27.2%	7	39.2%	7	73.7%	43	41.9%	4	4.6%	1
Coopers Square Shopping Centre, Burton Upon Trent	2.8%	6	0.0%	0	5.4%	2	0.0%	0	8.1%	2	3.4%	1	0.0%	0	0.0%	0	6.8%	2
Tesco, St Peters Bridge, Burton-on-Trent	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
The Octagon Shopping Centre, Burton Upon Trent	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Leicester</b>																		
Leicester	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	2.8%	1
<b>Outside Study Area - Lichfield</b>																		
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.4%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - North West Leicestershire</b>																		
A.W Beesley & Son, Heather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lane Nurseries, Heather Lane, Coalville																		
Measham	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.5%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Belper	0.0%	0	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, East Midlands	0.5%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, North West	0.7%	2	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	1
Other, South East and London	0.2%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, Yorkshire and Humber	0.9%	2	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	9.4%	3
<b>Outside Study Area - Walsall</b>																		
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Abroad	0.2%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	220		31		31		20		26		17		59		8		28	
Sample:	229		28		26		31		30		28		34		18		34	

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

#### Q26A How often do you make shopping trips for Books, CDs or DVDs to (DESTINATION MENTIONED AT Q26)?

Those who gave a UK destination at Q26

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.8%	2	0.0%	0	2.2%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.8%	11	9.3%	3	3.7%	1	5.5%	1	10.0%	3	0.0%	0	12.2%	1	6.9%	2		
At least once a fortnight	6.9%	15	2.7%	1	2.4%	1	9.3%	2	8.3%	2	5.8%	1	11.6%	7	3.6%	0	5.6%	2
At least once a month	19.5%	43	18.2%	6	16.7%	5	24.7%	5	32.7%	8	16.4%	3	10.0%	6	13.0%	1	32.4%	9
At least every two months	7.8%	17	13.7%	4	8.6%	3	0.0%	0	11.1%	3	0.0%	0	3.5%	2	42.7%	4	5.9%	2
At least every 3 months	19.9%	44	25.8%	8	12.2%	4	12.9%	3	16.1%	4	28.8%	5	24.2%	14	12.1%	1	18.5%	5
At least every 6 months	15.6%	34	14.9%	5	34.6%	11	25.2%	5	4.6%	1	19.8%	3	10.8%	6	12.7%	1	7.1%	2
Less often than once every 6 months	12.2%	27	5.8%	2	16.8%	5	17.6%	3	7.0%	2	6.5%	1	17.7%	10	3.8%	0	9.4%	3
Have only visited once	0.4%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	11.9%	26	9.6%	3	1.5%	0	4.9%	1	5.9%	2	19.6%	3	22.2%	13	0.0%	0	14.3%	4
Mean:	11.44		11.00		11.12		9.92		23.08		6.34		7.45		12.14		11.96	
Weighted base:	219		31		31		20		26		17		59		8		28	
Sample:	228		28		26		30		30		28		34		18		34	

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q27 Where did you last go to buy small household goods such as glassware, tableware, jewellery and therapeutic and personal care appliances?</b>																		
<i>Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hepworth Retail Park, Swadlincote	0.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrison's, Coppice Side, Swadlincote	2.5%	9	13.0%	8	0.7%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Civic Way, Swadlincote	1.9%	7	3.3%	2	2.4%	1	2.1%	1	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0
Swadlincote	18.6%	68	28.3%	17	30.4%	19	29.3%	8	5.8%	2	35.6%	13	5.6%	4	8.1%	3	6.6%	3
The Pipeworks, Swadlincote	3.3%	12	1.8%	1	9.0%	6	1.9%	1	5.4%	2	4.8%	2	0.0%	0	1.1%	0	1.7%	1
The Rink Shopping Centre, Swadlincote	0.5%	2	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																		
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																		
Ashby-de-la-Zouch	11.4%	42	3.5%	2	4.7%	3	9.5%	3	5.5%	2	4.8%	2	0.0%	0	15.5%	5	50.8%	25
Tesco, Resolution Road, Ashby-de-la-Zouch	1.3%	5	1.9%	1	0.0%	0	0.0%	0	5.7%	2	0.0%	0	0.0%	0	4.6%	1	0.0%	0
<b>Outside Study Area - Birmingham</b>																		
Birmingham	1.4%	5	0.0%	0	4.7%	3	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.9%	0	1.3%	1
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Charnwood</b>																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
<b>Outside Study Area - Derby</b>																		
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Sinfin District Centre, Arleston Lane, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	3.9%	14	1.8%	1	1.5%	1	1.7%	0	17.2%	6	1.4%	1	2.0%	1	6.3%	2	3.7%	2
Kingsway Retail Park, Derby	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sinfin	0.4%	2	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent	28.8%	105	33.0%	19	19.7%	12	39.0%	11	25.4%	9	25.3%	9	56.7%	36	19.0%	6	5.5%	3
Centrum East Retail Park, Burton Upon Trent	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	1.1%	4	1.8%	1	1.1%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.6%	1
Lichfield Street - Blockbuster, Burton Upon Trent	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2	0.0%	0	0.0%	0
St Peters Retail Park, Burton Upon Trent	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	4	1.2%	0	0.0%	0
Tesco, St Peters Bridge,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0

Column %ges.

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Burton-on-Trent																		
The Octagon Shopping Centre, Burton Upon Trent	0.8%	3	2.1%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Wellington Road Retail Park, Burton Upon Trent	2.3%	8	0.0%	0	13.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wellington Road, Burton Upon Trent	0.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Leicester</b>																		
Leicester	2.8%	10	0.0%	0	0.0%	0	4.1%	1	3.0%	1	1.4%	1	0.0%	0	3.8%	1	12.9%	6
<b>Outside Study Area - Lichfield</b>																		
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	2	0.0%	0	1.9%	1	1.6%	1
<b>Outside Study Area - North West Leicestershire</b>																		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.5%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
<b>Outside Study Area - Nottingham</b>																		
Nottingham	4.5%	16	5.9%	3	5.3%	3	4.7%	1	2.7%	1	0.0%	0	11.6%	7	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
East Midlands Designer Outlet, Mansfield Road, South Normanton	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	0.0%	0
Giltbrook Shopping Park, Nottingham	2.0%	7	0.0%	0	2.7%	2	1.9%	1	8.6%	3	1.7%	1	1.3%	1	0.0%	0	1.4%	1
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, South East and London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0
Other, West Midlands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
St Helier, Jersey	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	4.9%	18	2.1%	1	0.0%	0	1.7%	0	2.7%	1	6.8%	2	0.0%	0	28.6%	9	7.0%	3
<b>Outside Study Area - Walsall</b>																		
Walsall	0.2%	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
<b>Other</b>																		
Abroad	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.8%	1	0.0%	0	1.2%	1
Weighted base:	365		59		61		28		36		36		63		32		50	
Sample:	362		42		56		40		36		46		45		48		49	

**Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0**

#### Q27A How often do you make shopping trips for small household goods to (DESTINATION MENTIONED AT Q27)?

*Those who gave a UK destination at Q27*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
At least once a week	4.1%	15	4.9%	3	3.5%	2	4.7%	1	2.5%	1	5.6%	2	4.8%	3	3.8%	1	3.0%	1
At least once a fortnight	3.3%	12	1.8%	1	7.6%	5	4.7%	1	1.6%	1	1.3%	0	5.4%	3	2.2%	1	0.0%	0
At least once a month	13.6%	49	11.8%	7	16.8%	10	8.6%	2	13.5%	5	17.3%	6	13.1%	8	21.0%	7	7.5%	4
At least every two months	7.5%	27	9.7%	6	15.4%	9	6.0%	2	6.0%	2	7.3%	3	6.8%	4	2.4%	1	1.5%	1
At least every 3 months	13.6%	49	9.7%	6	20.8%	13	23.5%	7	21.9%	8	2.8%	1	8.2%	5	17.2%	6	10.2%	5
At least every 6 months	20.6%	75	11.6%	7	13.6%	8	14.3%	4	31.7%	11	36.5%	13	14.1%	9	22.8%	7	31.2%	15
Less often than once every 6 months	25.9%	94	39.6%	23	15.0%	9	27.1%	8	13.6%	5	11.8%	4	39.5%	24	26.0%	8	24.4%	12
Have only visited once (Don't know / varies)	1.6%	6	0.0%	0	0.0%	0	3.6%	1	2.8%	1	1.6%	1	3.7%	2	1.2%	0	1.3%	1
	9.3%	34	10.9%	6	7.3%	4	7.5%	2	6.5%	2	12.4%	5	4.4%	3	3.4%	1	20.9%	10
<b>Mean:</b>	<b>7.76</b>		<b>6.78</b>		<b>8.62</b>		<b>7.11</b>		<b>5.68</b>		<b>15.99</b>		<b>7.22</b>		<b>6.82</b>		<b>4.85</b>	
Weighted base:	362		59		61		28		35		36		62		32		49	
Sample:	359		42		56		40		35		46		44		48		48	

Column %ges.



# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q28 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?</b>																		
<i>Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hepworth Retail Park, Swadlincote	1.2%	3	6.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Morrisons, Coppice Side, Swadlincote	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Civic Way, Swadlincote	2.6%	7	2.0%	1	12.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	18.6%	48	31.7%	13	22.5%	11	46.5%	11	0.0%	0	31.3%	9	0.0%	0	20.0%	4	2.2%	1
The Pipeworks, Swadlincote	7.4%	19	2.3%	1	31.6%	16	2.3%	1	3.8%	1	1.6%	0	0.0%	0	3.9%	1	0.0%	0
The Rink Shopping Centre, Swadlincote	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																		
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0
<b>Zone 4</b>																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																		
Ashby-de-la-Zouch	5.1%	13	2.3%	1	0.9%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	10.1%	2	32.4%	9
Tesco, Resolution Road, Ashby-de-la-Zouch	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Birmingham</b>																		
Birmingham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	1.6%	0	0.0%	0
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.4%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Charnwood</b>																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Derby</b>																		
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvaston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	8.8%	23	19.5%	8	3.8%	2	10.4%	2	22.5%	6	4.2%	1	4.7%	2	2.2%	0	2.9%	1
Derby Retail Park, Derby	0.5%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Kingsway Retail Park, Derby	2.3%	6	0.0%	0	0.0%	0	5.7%	1	18.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Park, Derby	0.4%	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
Wyvern Retail Park, Derby	0.4%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Way - Boots / Toys R Us, Derby	2.0%	5	0.0%	0	6.2%	3	2.0%	0	6.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Place Shopping, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent	33.1%	86	24.5%	10	17.1%	8	13.7%	3	17.9%	5	37.9%	11	87.1%	40	25.3%	5	15.1%	4
Centrum East Retail Park, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	1.1%	3	0.0%	0	0.0%	0	0.0%	0	3.8%	1	1.6%	0	3.1%	1	0.0%	0	0.0%	0
St Peters Retail Park, Burton Upon Trent	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0
The Octagon Shopping Centre, Burton Upon Trent	0.5%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Wellington Road Retail Park, Burton Upon Trent <b>Outside Study Area - Leicester</b>	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Leicester <b>Outside Study Area - Lichfield</b>	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth <b>Outside Study Area - North West Leicestershire</b>	2.0%	5	0.0%	0	0.0%	0	5.7%	1	0.0%	0	7.0%	2	0.0%	0	0.0%	0	7.6%	2
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville <b>Outside Study Area - Nottingham</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville <b>Outside Study Area - Nottingham</b>	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	2.3%	1
Nottingham <b>Outside Study Area - Other</b>	1.8%	5	5.5%	2	2.3%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Shopping Park, Nottingham	2.3%	6	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.2%	0	19.1%	5
Other, East Midlands	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
Other, South West	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
Other, Yorkshire and Humber <b>Outside Study Area - South Derbyshire</b>	0.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hilton <b>Outside Study Area - Tamworth</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ankarside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth <b>Outside Study Area - Walsall</b>	3.8%	10	2.9%	1	1.0%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	29.0%	5	9.1%	2
Walsall <b>Other</b>	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.4%	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
Weighted base:	260		42	49	23	26	28	46	19	27								
Sample:	229		31	38	30	25	31	20	28	26								

**Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0**

**Q28A How often do you make shopping trips for toys, games, bicycles and recreational goods to (DESTINATION MENTIONED AT Q28)?**

*Those who gave a UK destination at Q28*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	1.9%	5	0.0%	0	0.0%	0	2.0%	0	0.0%	0	1.9%	1	2.2%	1	15.2%	3	0.0%	0
At least once a fortnight	3.2%	8	6.4%	3	0.0%	0	0.0%	0	10.6%	3	0.0%	0	0.0%	0	12.6%	2	2.6%	1
At least once a month	18.2%	47	2.3%	1	42.6%	21	18.8%	4	8.8%	2	20.3%	6	23.3%	11	8.8%	2	1.9%	1
At least every two months	7.7%	20	7.1%	3	9.1%	4	13.5%	3	3.9%	1	5.6%	2	2.4%	1	0.0%	0	21.2%	6
At least every 3 months	15.9%	41	23.3%	10	11.9%	6	36.5%	9	9.8%	2	6.5%	2	19.1%	9	1.6%	0	13.6%	4
At least every 6 months	18.4%	48	18.0%	8	12.6%	6	14.0%	3	13.9%	3	47.0%	13	11.4%	5	27.4%	5	14.0%	4
Less often than once every 6 months	27.4%	71	31.5%	13	19.4%	10	12.9%	3	34.6%	9	11.6%	3	41.6%	19	26.2%	5	34.6%	9
Have only visited once	3.9%	10	6.4%	3	3.4%	2	0.0%	0	9.4%	2	5.3%	1	0.0%	0	6.1%	1	2.8%	1
(Don't know / varies)	3.4%	9	5.0%	2	1.0%	1	2.3%	1	8.8%	2	1.9%	1	0.0%	0	2.2%	0	9.3%	2
<i>Mean:</i>		5.94		4.18		6.64		6.14		5.57		5.15		5.52		13.41		3.70
Weighted base:		259		42		49		23		25		28		46		19		27
Sample:		228		31		38		30		24		31		20		28		26

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q29 Where did you last go to buy chemist goods (including health and beauty products)?</b>									
<i>Excl Internet &amp; Nulls</i>									
<b>Zone 1</b>									
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newhall	2.7%	18	17.9%	18	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>									
Castle Gresley	0.7%	5	0.0%	0	0.0%	0	0.8%	0	0.0%
Church Gresley	2.0%	13	0.0%	0	9.8%	10	2.2%	1	0.0%
Morrisons, Coppice Side, Swadlincote	1.2%	8	0.0%	0	5.6%	6	2.0%	1	1.1%
Sainsbury's, Civic Way, Swadlincote	2.2%	15	5.6%	6	6.5%	7	1.7%	1	0.0%
Swadlincote	27.1%	187	62.3%	64	47.7%	49	27.9%	17	3.5%
The Pipeworks, Swadlincote	1.6%	11	0.0%	0	7.9%	8	0.0%	0	2.1%
<b>Zone 3</b>									
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodville	3.8%	26	1.1%	1	0.0%	0	40.3%	24	1.1%
<b>Zone 4</b>									
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melbourne	1.4%	10	0.0%	0	0.0%	0	0.0%	0	10.6%
Willington	2.1%	15	0.0%	0	0.0%	0	0.0%	0	15.9%
<b>Zone 5</b>									
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Linton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%
Overseal	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.7%
<b>Zone 6</b>									
Stapenhill	1.4%	10	1.0%	1	0.0%	0	0.0%	0	1.9%
Winhill	1.9%	13	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 7</b>									
Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 8</b>									
Ashby-de-la-Zouch	17.9%	124	1.1%	1	0.7%	1	13.4%	8	14.7%
Tesco, Resolution Road, Ashby-de-la-Zouch	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Birmingham</b>									
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Blaby</b>									
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Charnwood</b>									
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Derby</b>									
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby	3.7%	26	0.0%	0	3.3%	3	0.0%	0	20.8%
Derby Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Kingsway Retail Park, Derby	0.9%	6	0.0%	0	1.1%	1	0.0%	0	5.3%
Mickleover	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%
Sinfin	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%
Sinfin Shopping Centre, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.6%
Wyvern Retail Park, Derby	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%
<b>Outside Study Area - East Staffordshire</b>									
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent	21.6%	149	9.8%	10	9.1%	9	11.6%	7	14.6%
Coopers Square Shopping Centre, Burton Upon Trent	0.5%	3	1.2%	1	0.0%	0	0.0%	0	1.1%
Other, East Staffordshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%
St Peters Retail Park, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Tesco, St Peters Bridge, Burton-on-Trent	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Outside Study Area - Leicester</b>																		
Leicester	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Lichfield</b>																		
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.1%	0	0.0%	0	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugeley	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Tamworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	2.4%	1	0.0%	0
<b>Outside Study Area - North West Leicestershire</b>																		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Measham	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	5.5%	3	0.0%	0
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.7%	1
<b>Outside Study Area - Other</b>																		
Belper	0.0%	0	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, East Midlands	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Other, West Midlands	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South Derbyshire	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	2.2%	15	0.0%	0	7.4%	8	0.0%	0	0.0%	0	0.9%	1	0.0%	0	13.5%	6	1.0%	1
<b>Outside Study Area - Walsall</b>																		
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Abroad	0.4%	3	0.0%	0	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.6%	1	0.0%	0	0.0%	0
Weighted base:	690	103	103	60	92	67	131	46	87									
Sample:	704	84	88	86	87	89	86	88	96									

Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

**Q29A How often do you make shopping trips for chemist goods (including health and beauty products) to (DESTINATION MENTIONED AT Q29)?**

Those who gave a UK destination at Q29

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.6%	4	0.8%	1	2.1%	2	0.0%	0	1.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0
At least once a week	13.0%	90	13.3%	14	18.1%	19	14.6%	9	16.5%	15	10.2%	7	6.3%	8	11.8%	5	15.0%	13
At least once a fortnight	15.2%	105	7.5%	8	10.3%	11	9.1%	5	9.0%	8	9.4%	6	20.1%	26	12.5%	6	39.6%	35
At least once a month	36.2%	249	34.7%	36	36.5%	38	39.2%	23	31.5%	28	30.3%	20	44.8%	58	32.4%	15	34.3%	30
At least every two months	11.4%	78	14.0%	14	12.6%	13	10.8%	6	11.8%	11	12.3%	8	12.1%	16	16.1%	7	2.7%	2
At least every 3 months	7.4%	51	19.6%	20	1.8%	2	10.5%	6	6.2%	6	7.8%	5	6.8%	9	6.1%	3	0.0%	0
At least every 6 months	6.4%	44	7.2%	7	11.7%	12	9.8%	6	5.6%	5	3.7%	2	3.7%	5	12.0%	6	0.7%	1
Less often than once every 6 months	2.9%	20	0.8%	1	3.1%	3	0.9%	1	4.9%	4	13.8%	9	0.9%	1	0.8%	0	0.0%	0
Have only visited once (Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
	6.6%	45	2.1%	2	3.9%	4	4.3%	3	13.3%	12	12.4%	8	5.1%	7	6.5%	3	7.6%	7
Mean:	18.80	16.84	22.89	16.64	20.84	14.45	15.79	17.52	24.24									
Weighted base:	687	103	103	60	90	67	130	46	87									
Sample:	701	84	88	86	85	89	85	88	96									

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q30 Where did you last go to buy electrical items, such as televisions, washing machines and computers?</b>																		
<i>Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hepworth Retail Park, Swadlincote	0.4%	2	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.9%	0	0.0%	0
Sainsbury's, Civic Way, Swadlincote	1.0%	4	1.7%	1	3.4%	2	1.6%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	15.9%	70	33.9%	22	22.4%	15	32.1%	9	7.1%	3	29.5%	13	0.0%	0	14.6%	5	4.6%	2
The Pipeworks, Swadlincote	5.7%	25	10.3%	7	6.1%	4	2.1%	1	2.0%	1	2.3%	1	8.6%	9	3.9%	1	2.9%	1
<b>Zone 3</b>																		
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 4</b>																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	1.8%	8	0.0%	0	0.0%	0	1.6%	0	15.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																		
Ashby-de-la-Zouch	9.7%	43	1.9%	1	0.7%	0	11.8%	3	6.6%	3	3.7%	2	0.0%	0	9.8%	4	59.6%	29
Nottingham Road Retail Park, Ashby-de-la-zouch	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, Resolution Road, Ashby-de-la-Zouch	1.4%	6	3.4%	2	0.0%	0	2.1%	1	2.3%	1	0.0%	0	0.0%	0	2.0%	1	2.8%	1
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
<b>Outside Study Area - Birmingham</b>																		
Birmingham	2.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	9	0.0%	0	0.0%	0
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.9%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	5.0%	2
<b>Outside Study Area - Charnwood</b>																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Derby</b>																		
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	2.8%	12	0.0%	0	0.0%	0	2.1%	1	19.4%	9	5.7%	2	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Derby	2.6%	11	0.0%	0	2.9%	2	0.0%	0	18.8%	9	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Wyvern Retail Park, Derby	1.0%	4	0.0%	0	2.6%	2	2.1%	1	0.0%	0	1.4%	1	0.0%	0	3.5%	1	0.0%	0
Wyvern Way - Boots / Toys R Us, Derby	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet, Burton Upon Trent	1.6%	7	0.0%	0	6.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3	0.0%	0
Albion Gateway, Burton Upon Trent	0.3%	1	0.0%	0	0.0%	0	4.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglesey Business Park, Burton Upon Trent	0.6%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Burton Upon Trent	0.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Branston	2.0%	9	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1	7.1%	7	0.0%	0	0.0%	0
Branston Square, Burton Upon Trent	1.9%	8	1.5%	1	0.0%	0	10.1%	3	0.0%	0	0.0%	0	3.6%	4	2.3%	1	0.0%	0
Burton Place Shopping, Burton Upon Trent	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Burton Shopping Park, Burton Upon Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent	14.8%	65	15.0%	10	17.6%	11	7.0%	2	8.3%	4	23.6%	10	23.9%	24	2.7%	1	3.8%	2
Centrum East Retail Park, Burton Upon Trent	13.4%	59	20.2%	13	16.4%	11	5.1%	1	2.0%	1	11.8%	5	24.1%	25	7.5%	3	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eton Park	0.2%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield Street - Blockbuster , Burton Upon Trent	0.3%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middleway Retail & Leisure Park, Burton Upon Trent	0.4%	2	0.0%	0	1.1%	1	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Peters Retail Park, Burton Upon Trent	0.4%	2	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
The Octagon Shopping Centre, Burton Upon Trent	0.6%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Wellington Road Retail Park, Burton Upon Trent	6.4%	28	1.7%	1	5.9%	4	2.1%	1	2.0%	1	7.2%	3	17.5%	18	2.0%	1	0.0%	0
Wellington Road, Burton Upon Trent	1.0%	4	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0
<b>Outside Study Area - Leicester</b>																		
Leicester	0.3%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	1.2%	1	0.0%	0	0.8%	0	0.0%	0
<b>Outside Study Area - Lichfield</b>																		
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.1%	0	0.0%	0
Tamworth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	2.6%	1
<b>Outside Study Area - North West Leicestershire</b>																		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.3%	1
Cropston Drive, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ibstock	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	2.9%	1	1.0%	1
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Shopping Park, Nottingham	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
Other, East Midlands	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
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	6.4%	28	1.5%	1	8.1%	5	8.3%	2	2.0%	1	2.5%	1	0.0%	0	35.0%	13	9.3%	5
<b>Outside Study Area - Walsall</b>																		
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Abroad	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		438		65		65		29		48		43		102		37		49
Sample:		445		54		61		45		49		55		60		63		58

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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**Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0**

### Q30A How often do you make shopping trips for electrical items, such as televisions, washing machines and computers to (DESTINATION MENTIONED AT Q30)?

*Those who gave a UK destination at Q30*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.1%	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
At least once a fortnight	0.2%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a month	0.1%	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
At least every two months	2.2%	10	0.0%	0	0.0%	0	1.9%	1	1.2%	1	1.3%	1	7.1%	7	0.0%	0	1.6%	1
At least every 3 months	3.5%	15	1.5%	1	13.3%	9	3.8%	1	0.0%	0	0.0%	0	3.6%	4	2.4%	1	0.0%	0
At least every 6 months	13.3%	58	9.3%	6	15.3%	10	12.7%	4	13.2%	6	20.2%	9	12.7%	13	8.2%	3	15.7%	8
Less often than once every 6 months	60.6%	265	74.8%	49	66.5%	43	60.0%	17	50.7%	24	43.3%	19	68.5%	70	66.5%	24	37.9%	18
Have only visited once	4.1%	18	10.0%	6	1.8%	1	0.0%	0	5.5%	3	6.1%	3	0.0%	0	2.1%	1	9.0%	4
(Don't know / varies)	15.8%	69	2.9%	2	3.1%	2	19.6%	6	29.4%	14	27.9%	12	8.1%	8	20.8%	8	35.8%	17
<i>Mean:</i>		<i>1.53</i>		<i>1.46</i>		<i>1.55</i>		<i>1.70</i>		<i>1.19</i>		<i>2.14</i>		<i>1.64</i>		<i>1.17</i>		<i>1.23</i>
Weighted base:		437		65		65		29		48		43		102		37		49
Sample:		444		54		61		44		49		55		60		63		58



# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q31 Where did you last go to buy DIY goods?</b>																		
<i>Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newhall	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Castle Gresley Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Pipeworks, Swadlincote	0.2%	1	0.0%	0	0.5%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																		
Masseys, Swadlincote Road, Woodville	1.6%	8	0.0%	0	5.2%	5	1.3%	1	0.0%	0	0.0%	0	0.0%	0	8.7%	3	0.0%	0
Woodville	2.3%	12	2.9%	2	0.0%	0	14.0%	6	0.0%	0	2.0%	1	0.0%	0	7.8%	3	0.8%	1
<b>Zone 4</b>																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																		
Ashby-de-la-Zouch	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	3.9%	1	5.5%	4
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	13.9%	73	1.6%	1	6.2%	6	12.5%	5	18.5%	12	2.2%	1	0.0%	0	27.3%	9	59.6%	38
<b>Outside Study Area - Birmingham</b>																		
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Charnwood</b>																		
B&Q, Jubilee Drive, Belton Road, Loughborough	1.4%	7	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	10.2%	6
Loughborough	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
<b>Outside Study Area - Derby</b>																		
Allenton	0.4%	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
B&Q, Osmaston Park Road, Derby	4.6%	24	0.0%	0	1.7%	2	3.1%	1	30.4%	20	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Derby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.0%	1	1.2%	1	0.0%	0	0.0%	0
Derby Retail Park, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingsway, Derby	1.2%	6	0.0%	0	0.0%	0	0.0%	0	9.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Wyvern Retail Park, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyvern Way - Boots / Toys R Us, Derby	0.2%	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
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Burton Upon Trent	46.3%	242	69.1%	47	54.8%	51	35.9%	15	20.7%	14	64.4%	33	64.6%	69	14.9%	5	14.9%	9
Barton Fields, Lichfield Road, Burton-on-trent	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	2.2%	1	0.0%	0
Burton Upon Trent	3.6%	19	1.2%	1	4.4%	4	3.6%	2	0.0%	0	10.7%	5	5.6%	6	0.0%	0	1.8%	1
Centrum East Retail Park, Burton Upon Trent	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Screwfix, Beeches Park, Eastern Avenue, Burton-on-Trent	0.9%	5	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	3.8%	4	0.0%	0	0.0%	0
Wellington Road Retail Park, Burton Upon Trent	1.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	7	0.0%	0	0.0%	0
Wellington Road, Burton	0.2%	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

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Upon Trent																		
Wickes, Wellington Road, Burton Upon Trent	6.1%	32	4.4%	3	5.0%	5	2.7%	1	3.3%	2	3.4%	2	17.1%	18	0.0%	0	1.5%	1
<b>Outside Study Area - Leicester</b>																		
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Lichfield</b>																		
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
<b>Outside Study Area - North West Leicestershire</b>																		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	2.4%	2
Measham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Whitwick Retail Park, Coalville	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Belper	0.0%	0	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, Yorkshire and Humber	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.8%	9	0.0%	0	0.0%	0	3.1%	1	0.0%	0	3.4%	2	0.0%	0	18.4%	6	0.0%	0
<b>Outside Study Area - Walsall</b>																		
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Abroad	0.3%	2	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		524		67		92		43		67		51		106		34		64
Sample:		516		54		82		63		62		63		66		61		65

**Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0**

**Q31A How often do you make shopping trips for DIY goods (DESTINATION MENTIONED AT Q31)?**

*Those who gave a UK destination at Q31*

Daily	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	2.5%	1	0.8%	1	0.0%	0	0.0%	0
At least once a week	2.0%	10	0.0%	0	0.7%	1	1.3%	1	3.2%	2	0.0%	0	5.2%	6	1.2%	0	1.9%	1
At least once a fortnight	2.7%	14	1.6%	1	1.0%	1	1.3%	1	6.2%	4	1.0%	1	3.4%	4	3.2%	1	3.4%	2
At least once a month	14.4%	75	8.7%	6	13.8%	13	20.4%	9	17.1%	11	17.4%	9	11.8%	13	24.8%	8	10.8%	7
At least every two months	11.0%	57	10.6%	7	15.7%	15	10.7%	5	8.5%	6	5.5%	3	9.0%	10	20.5%	7	9.7%	6
At least every 3 months	13.1%	68	21.0%	14	9.3%	9	8.7%	4	15.5%	10	7.2%	4	14.7%	16	10.0%	3	14.1%	9
At least every 6 months	20.9%	109	13.5%	9	30.0%	28	21.4%	9	13.3%	9	23.7%	12	24.5%	26	13.3%	4	18.5%	12
Less often than once every 6 months	21.7%	113	32.5%	22	23.3%	22	16.2%	7	21.5%	14	16.9%	9	18.8%	20	18.7%	6	22.3%	14
Have only visited once (Don't know / varies)	0.7%	4	0.0%	0	0.0%	0	0.0%	0	3.6%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0
	13.0%	68	12.2%	8	6.1%	6	18.7%	8	10.1%	7	23.5%	12	12.0%	13	8.3%	3	19.3%	12
<i>Mean:</i>		7.72		4.03		4.75		11.96		9.67		11.58		9.53		7.09		6.07
Weighted base:		522		67		92		42		66		51		106		34		64
Sample:		514		54		82		62		61		63		66		61		65

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q32 Where did you last go to buy furniture, carpets and floor coverings?</b>																		
<i>Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newhall	5.1%	20	24.5%	13	2.1%	1	3.9%	2	0.0%	0	3.2%	1	0.0%	0	7.9%	3	1.7%	1
<b>Zone 2</b>																		
Castle Gresley	5.2%	21	3.7%	2	7.7%	5	10.8%	4	3.2%	2	1.7%	1	4.8%	3	4.9%	2	3.8%	2
Church Gresley	4.8%	19	5.3%	3	2.9%	2	6.6%	3	1.6%	1	17.1%	5	3.5%	2	9.0%	3	0.0%	0
Swadlincote	15.9%	64	20.7%	11	31.4%	21	32.3%	13	4.4%	2	15.9%	5	4.9%	3	14.8%	5	5.9%	3
The Pipeworks, Swadlincote	0.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	1
The Rink Shopping Centre, Swadlincote	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																		
Masseys, Swadlincote Road, Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville	0.5%	2	0.0%	0	0.8%	1	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	1.4%	1
<b>Zone 4</b>																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	1.2%	5	0.0%	0	0.0%	0	0.0%	0	9.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyevale At Findern Garden Centre, Burton Road, Derby	0.1%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Blackfordby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
Moira	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	1.8%	1
<b>Zone 8</b>																		
Ashby-de-la-Zouch	6.5%	26	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.7%	1	0.0%	0	1.7%	1	45.5%	24
Nottingham Road Retail Park, Ashby-de-la-zouch	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	0.5%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Birmingham</b>																		
Birmingham	1.2%	5	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.5%	1	7.4%	3	0.0%	0
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.4%	2	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.2%	1
<b>Outside Study Area - Charnwood</b>																		
B&Q, Jubilee Drive, Belton Road, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	1.8%	1
Other, Charnwood	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Derby</b>																		
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ascot Drive, Derby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Derby	3.5%	14	2.1%	1	0.7%	0	0.0%	0	15.9%	8	5.8%	2	2.8%	2	0.9%	0	0.0%	0
Homebase, Kingsway, Derby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsway Retail Park, Derby	1.7%	7	0.0%	0	0.8%	1	0.0%	0	9.3%	5	1.7%	1	1.5%	1	0.0%	0	0.0%	0
Mickleover	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Osmaston Park, Derby	0.4%	2	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pride Park, Derby	0.3%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet, Burton Upon Trent	0.5%	2	0.0%	0	0.9%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Anglesey Business Park, Burton Upon Trent	0.6%	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
B&Q, Wellington Road, Burton Upon Trent	2.9%	12	0.0%	0	2.5%	2	0.0%	0	0.0%	0	1.5%	0	12.4%	9	0.0%	0	1.4%	1
Burton Place Shopping,	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Swadlincote Household Survey

## for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Burton Upon Trent																		
Burton Upon Trent	14.3%	57	25.7%	13	9.6%	6	8.8%	4	11.8%	6	12.4%	4	28.7%	20	10.6%	4	0.0%	0
Centrum East Retail Park, Burton Upon Trent	2.6%	11	2.1%	1	5.4%	4	1.5%	1	0.0%	0	3.8%	1	5.2%	4	0.9%	0	0.0%	0
Coopers Square Shopping Centre, Burton Upon Trent	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
DFS, Tamworth Road, Burton-on-Trent	2.7%	11	0.0%	0	5.6%	4	1.5%	1	0.0%	0	7.3%	2	6.3%	4	0.0%	0	0.0%	0
Horninglow	0.3%	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
St Peters Retail Park, Burton Upon Trent	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
The Octagon Shopping Centre, Burton Upon Trent	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Wellington Road Retail Park, Burton Upon Trent	3.2%	13	2.1%	1	0.9%	1	2.9%	1	0.0%	0	0.0%	0	14.1%	10	0.0%	0	0.0%	0
Wellington Road, Burton Upon Trent	0.5%	2	1.8%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Wellington Road, Burton Upon Trent	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
<b>Outside Study Area - Leicester</b>																		
Leicester	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.1%	2	1.7%	1	0.0%	0	0.0%	0	2.4%	1
<b>Outside Study Area - Lichfield</b>																		
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	2	0.0%	0	0.0%	0	0.0%	0
Tamworth	1.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.2%	1	0.9%	0	11.0%	6
<b>Outside Study Area - North West Leicestershire</b>																		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Donington	0.4%	2	2.1%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coalville	1.3%	5	0.0%	0	0.0%	0	0.0%	0	7.1%	4	0.0%	0	0.0%	0	1.9%	1	1.7%	1
Measham	3.5%	14	1.8%	1	2.8%	2	6.4%	3	0.0%	0	5.3%	2	4.3%	3	10.6%	4	0.0%	0
Norris Hil	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	0.0%	0
<b>Outside Study Area - Nottingham</b>																		
Nottingham	3.0%	12	0.0%	0	4.2%	3	3.2%	1	11.3%	6	0.0%	0	0.0%	0	1.1%	0	3.3%	2
<b>Outside Study Area - Other</b>																		
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Giltbrook Shopping Park, Nottingham	2.3%	9	2.1%	1	2.4%	2	4.5%	2	6.2%	3	3.9%	1	0.0%	0	0.8%	0	0.0%	0
Other, East Midlands	1.1%	4	2.0%	1	0.0%	0	0.0%	0	4.4%	2	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Other, South East and London	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Other, South West	0.3%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, West Midlands	1.1%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	2	1.7%	1	0.0%	0	6.6%	2	0.0%	0
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	4.6%	18	1.6%	1	10.7%	7	3.2%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	2	12.8%	7
<b>Outside Study Area - Walsall</b>																		
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
Abroad	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		402		52		66		42		53		31		71		36		52
Sample:		431		46		65		58		51		48		48		61		54

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
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Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0

**Q32A How often do you make shopping trips for furniture, carpets and floor coverings to (DESTINATION MENTIONED AT Q32)?**

*Those who gave a UK destination at Q32*

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a fortnight	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
At least once a month	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least every two months	0.7%	3	2.1%	1	0.7%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1
At least every 3 months	2.9%	12	1.6%	1	0.0%	0	6.5%	3	0.0%	0	2.0%	1	0.0%	0	16.2%	6	3.7%	2
At least every 6 months	5.6%	22	3.5%	2	2.4%	2	9.2%	4	4.2%	2	10.6%	3	12.4%	9	0.8%	0	1.1%	1
Less often than once every 6 months	70.3%	282	74.2%	38	90.5%	60	62.7%	26	70.8%	37	44.3%	14	70.4%	50	69.2%	25	62.1%	33
Have only visited once	9.4%	38	16.5%	9	5.6%	4	1.3%	1	8.4%	4	28.2%	9	6.3%	4	3.6%	1	11.6%	6
(Don't know / varies)	10.8%	43	2.0%	1	0.7%	0	18.8%	8	15.4%	8	14.9%	5	9.8%	7	10.2%	4	20.5%	11
<i>Mean:</i>	<i>1.17</i>	<i>1.03</i>	<i>1.00</i>	<i>1.54</i>	<i>1.02</i>	<i>0.86</i>	<i>1.39</i>	<i>1.51</i>	<i>1.07</i>									
Weighted base:	401	52	66	41	53	31	71	36	52									
Sample:	430	46	65	57	51	48	48	61	54									

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q33 Where did you last go to buy gardening goods?</b>																		
<i>Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Blooming Marvels Garden Centre, Meadow Lane, Newhall	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden King Garden Market, Park Road, Swadlincote	12.6%	70	25.6%	22	27.0%	22	9.9%	4	0.0%	0	21.5%	10	3.6%	4	17.3%	7	1.7%	1
Newhall	1.5%	8	4.5%	4	0.5%	0	3.1%	1	0.0%	0	3.5%	2	0.0%	0	1.0%	0	1.3%	1
Stanton Nurseries, Woodland Road, Burton-on-trent	0.5%	3	1.0%	1	0.8%	1	0.0%	0	1.3%	1	1.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Castle Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hepworth Retail Park, Swadlincote	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Coppice Side, Swadlincote	1.0%	5	1.2%	1	1.7%	1	2.2%	1	1.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Swadlincote	11.4%	63	25.1%	21	20.0%	16	24.3%	11	1.3%	1	16.3%	7	1.5%	2	5.3%	2	3.6%	3
The Pipeworks, Swadlincote	2.0%	11	1.2%	1	7.1%	6	2.6%	1	1.3%	1	1.3%	1	0.0%	0	0.0%	0	1.8%	1
The Rink Shopping Centre, Swadlincote	0.3%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																		
Masseys, Swadlincote Road, Woodville	0.8%	4	0.0%	0	1.6%	1	4.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	0	1.0%	1
Woodville	1.7%	10	0.0%	0	3.4%	3	7.8%	3	1.3%	1	1.3%	1	0.0%	0	3.3%	1	0.7%	1
<b>Zone 4</b>																		
Bluebell Arboretum and Nursery, Annwell Lane, Smisby	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Bretby	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Findern	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	1.0%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	0	5.5%	4
Planters At Bretby, The Nurseries, Bretby Lane, Burton-on-trent	12.1%	67	12.8%	11	8.3%	7	16.5%	7	13.0%	10	2.9%	1	15.7%	17	8.5%	3	14.4%	11
Wyevale At Findern Garden Centre, Burton Road, Derby	2.2%	12	0.0%	0	1.4%	1	0.0%	0	9.1%	7	0.0%	0	3.8%	4	0.0%	0	0.0%	0
<b>Zone 5</b>																		
Chapmans Nurseries, The Nurseries, Burton Road, Swadlincote	1.3%	7	0.0%	0	0.9%	1	0.0%	0	0.0%	0	9.2%	4	2.3%	2	0.0%	0	0.0%	0
Linton	0.1%	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
Roliston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Blackfordby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 8</b>																		
Ashby-de-la-Zouch	1.3%	7	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	6.8%	5
Tesco, Resolution Road, Ashby-de-la-Zouch	0.3%	2	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	2.0%	11	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	12.0%	5	5.0%	4
<b>Outside Study Area - Birmingham</b>																		
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Blaby</b>																		
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Charnwood</b>																		
B&Q, Jubilee Drive, Belton Road, Loughborough	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0	6.8%	5
Loughborough	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Other, Charnwood	0.2%	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
<b>Outside Study Area - Derby</b>																		
Allenton	0.2%	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
Allestree	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0
B&Q, Osmaston Park Road, Derby	0.9%	5	1.1%	1	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Derby	1.1%	6	0.0%	0	0.0%	0	0.0%	0	8.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Kingsway, Derby	1.2%	7	0.0%	0	0.6%	0	0.0%	0	6.6%	5	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Kingsway Retail Park, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Wellington Road, Burton Upon Trent	16.0%	88	22.9%	19	18.0%	15	15.0%	7	6.4%	5	9.3%	4	28.2%	31	4.7%	2	8.6%	6
Barton Fields, Lichfield Road, Burton-on-trent	0.2%	1	0.0%	0	0.6%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton Upon Trent	6.7%	37	3.2%	3	2.4%	2	2.3%	1	2.5%	2	20.7%	9	17.2%	19	0.0%	0	1.5%	1
Byrkley Garden Centre, Burton-on-trent	2.8%	15	0.0%	0	2.0%	2	1.1%	0	2.6%	2	0.0%	0	9.3%	10	0.8%	0	1.0%	1
The Octagon Shopping Centre, Burton Upon Trent	0.2%	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
Uttoxiter	0.2%	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
Wellington Road Retail Park, Burton Upon Trent	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0
Wellington Road, Burton Upon Trent	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	7	0.0%	0	0.0%	0
Wickes, Wellington Road, Burton Upon Trent	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	6	0.0%	0	0.0%	0
<b>Outside Study Area - Leicester</b>																		
Leicester	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
<b>Outside Study Area - Lichfield</b>																		
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.2%	1
<b>Outside Study Area - North West Leicestershire</b>																		
A.W Beesley & Son, Heather Lane Nurseries, Heather Lane, Coalville	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	6.7%	5
Coalville	0.2%	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
Ibstock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Measham	1.0%	5	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.0%	0	0.0%	0	3.5%	1	4.2%	3
Other, North West Leicestershire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	1.7%	1
Staunton Harold Nurseries & Garden Centre , Melbourne Road, Ashby-de-la-zouch	1.9%	10	1.3%	1	1.5%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	7.3%	3	4.3%	3
Sunnyside Garden Centre, Leicester Road, Ibstock	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	1.4%	1
The Belvoir Shopping Centre, Coalville	0.2%	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
The Garden Warehouse / Rosebank Nurseries, 129 High Street, Swadlincote	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	6.7%	5
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Belper	0.0%	0	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, East Midlands	0.4%	2	0.0%	0	0.0%	0	1.1%	0	0.8%	1	1.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, West Midlands	0.2%	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
Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.8%	0	0.7%	1
Wyevale Garden Centre, Ashby Road, Stapleton, Leicester	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	5.3%	4
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, South Derbyshire	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swarkestone Nursery, Lowes Lane, Derby	3.0%	16	0.0%	0	0.0%	0	0.0%	0	21.3%	16	0.0%	0	0.0%	0	0.0%	0	0.7%	1
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.8%	5	0.0%	0	0.0%	0	3.1%	1	0.0%	0	1.1%	1	0.0%	0	7.0%	3	0.0%	0

Column %ges.

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	
<b>Outside Study Area - Walsall</b>										
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>										
Abroad	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	553	85	81	44	74	46	108	39	75	
Sample:	562	64	78	65	68	66	77	64	80	

**Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0**

### Q33A How often do you make shopping trips for gardening goods to (DESTINATION MENTIONED AT Q33)?

*Those who gave a UK destination at Q33*

Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least two times a week	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
At least once a week	2.7%	15	3.1%	3	2.6%	2	5.9%	3	0.0%	0	1.3%	1	2.0%	2	4.4%	2	4.2%	3
At least once a fortnight	4.3%	24	6.2%	5	2.6%	2	4.3%	2	7.3%	5	3.3%	2	4.0%	4	5.3%	2	1.4%	1
At least once a month	13.2%	73	10.0%	9	16.6%	14	8.9%	4	14.8%	11	11.4%	5	17.2%	19	10.2%	4	11.1%	8
At least every two months	9.0%	50	5.2%	4	6.4%	5	16.7%	7	9.0%	7	11.1%	5	8.7%	9	15.9%	6	7.5%	6
At least every 3 months	14.1%	78	17.3%	15	13.7%	11	22.7%	10	26.3%	20	19.1%	9	5.8%	6	5.8%	2	7.2%	5
At least every 6 months	21.1%	117	20.7%	18	32.3%	26	11.1%	5	16.6%	12	7.4%	3	23.5%	25	21.8%	9	24.4%	18
Less often than once every 6 months	25.9%	143	27.4%	23	25.8%	21	19.1%	8	18.8%	14	26.8%	12	30.2%	33	29.4%	12	26.5%	20
Have only visited once	1.1%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	3	1.9%	1	2.0%	2
(Don't know / varies)	8.5%	47	10.2%	9	0.0%	0	11.3%	5	4.9%	4	19.6%	9	6.1%	7	5.2%	2	15.8%	12
<i>Mean:</i>	<i>6.73</i>	<i>6.80</i>	<i>5.86</i>	<i>8.53</i>	<i>8.14</i>	<i>5.89</i>	<i>6.05</i>	<i>7.17</i>	<i>6.36</i>									
Weighted base:	553	85	81	44	74	46	108	39	75									
Sample:	562	64	78	65	68	66	77	64	80									

### Q34 Do you EVER visit Swadlincote town centre?

Yes	67.0%	536	86.2%	105	83.7%	98	88.8%	61	42.3%	47	78.8%	59	50.8%	80	70.7%	39	50.2%	47
No	33.0%	264	13.8%	17	16.3%	19	11.2%	8	57.7%	65	21.2%	16	49.2%	77	29.3%	16	49.8%	47
Weighted base:	800	121	117	69	112	75	157	55	94									
Sample:	800	100	100	100	100	100	100	100	100									

**Mean score [Visits per year]: Daily = 365, At least two times a week = 208, At least once a week = 52, At least once a fortnight = 26, At least once a month = 12, At least every two months = 6, At least every 3 months = 4, At least every 6 months = 2, Less often than once every 6 months = 1, Have only visited once = 0**

### Q35 How often do you visit Swadlincote town centre?

*Those who visit Swadlincote town centre at Q34*

Daily	1.7%	9	1.6%	2	3.7%	4	2.0%	1	0.0%	0	0.9%	1	1.8%	1	2.1%	1	0.0%	0
At least two times a week	12.7%	68	21.0%	22	23.5%	23	16.9%	10	2.1%	1	10.6%	6	2.4%	2	6.4%	2	1.8%	1
At least once a week	26.0%	139	43.2%	45	32.0%	31	23.2%	14	15.6%	7	32.3%	19	10.1%	8	31.4%	12	3.3%	2
At least once a fortnight	13.8%	74	10.4%	11	17.4%	17	22.8%	14	15.9%	7	17.0%	10	4.8%	4	14.9%	6	9.9%	5
At least once a month	19.0%	102	12.0%	13	12.2%	12	22.7%	14	17.4%	8	13.6%	8	44.8%	36	19.0%	7	9.0%	4
At least every two months	7.5%	40	6.9%	7	5.0%	5	1.7%	1	11.2%	5	4.9%	3	13.0%	10	11.4%	4	9.1%	4
At least every 3 months	6.0%	32	1.9%	2	4.0%	4	3.9%	2	9.7%	5	4.6%	3	3.7%	3	5.2%	2	24.6%	12
At least every 6 months	5.9%	32	1.1%	1	2.2%	2	5.0%	3	3.9%	2	12.1%	7	7.8%	6	5.4%	2	17.6%	8
Less often than once every 6 months	6.8%	36	2.0%	2	0.0%	0	1.0%	1	24.3%	12	1.5%	1	10.6%	8	4.3%	2	23.6%	11
Have only visited once	0.2%	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 know / varies)	0.5%	3	0.0%	0	0.0%	0	0.9%	1	0.0%	0	2.5%	1	0.0%	0	0.0%	0	1.1%	1
<i>Mean:</i>	<i>53.12</i>	<i>76.66</i>	<i>85.53</i>	<i>64.07</i>	<i>19.99</i>	<i>50.09</i>	<i>24.48</i>	<i>44.40</i>	<i>11.44</i>									
Weighted base:	536	105	98	61	47	59	80	39	47									
Sample:	579	91	90	88	45	84	48	79	54									



Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q36 How do you usually travel to Swadlincote town centre (main part of journey)?</b>																		
<i>Those who visit Swadlincote town centre at Q34</i>																		
Car / van (as driver)	69.6%	373	69.2%	72	57.5%	56	73.0%	45	77.3%	37	80.0%	48	66.7%	53	74.7%	29	71.1%	33
Car / van (as passenger)	10.2%	54	12.1%	13	3.6%	4	12.3%	8	10.3%	5	7.3%	4	16.3%	13	6.3%	2	13.0%	6
Bus, minibus or coach	6.8%	37	6.6%	7	1.9%	2	8.5%	5	6.5%	3	9.4%	6	6.1%	5	5.8%	2	14.3%	7
Motorcycle, scooter or moped	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	10.3%	55	9.2%	10	36.1%	35	5.3%	3	0.0%	0	2.5%	1	1.8%	1	9.8%	4	0.0%	0
Taxi	2.6%	14	1.1%	1	0.4%	0	0.0%	0	5.8%	3	0.9%	1	9.1%	7	3.4%	1	1.6%	1
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
Mobility scooter / disability vehicle	0.3%	1	0.9%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		536		105		98		61		47		59		80		39		47
Sample:		579		91		90		88		45		84		48		79		54

**Q37 What is the MAIN reason you visit Swadlincote town centre instead of other centres?***Those who visit Swadlincote town centre at Q34*

Choice and range of shops	16.9%	91	10.5%	11	15.1%	15	12.7%	8	35.1%	17	19.1%	11	24.6%	20	13.8%	5	9.4%	4
Choice of leisure facilities (restaurants, pubs etc)	6.2%	33	0.0%	0	5.3%	5	3.1%	2	2.3%	1	0.0%	0	18.0%	14	1.9%	1	21.2%	10
Choice of services (hairdressers, banks etc)	14.0%	75	13.2%	14	14.3%	14	17.7%	11	7.9%	4	24.9%	15	6.0%	5	23.5%	9	8.8%	4
Close to home	29.5%	158	49.6%	52	35.4%	35	41.6%	25	1.8%	1	29.9%	18	14.3%	11	29.2%	11	10.6%	5
Close to work	2.1%	11	3.6%	4	0.5%	1	2.8%	2	6.5%	3	3.0%	2	0.0%	0	1.0%	0	0.0%	0
Convenient car parking (i.e. easy to park)	1.6%	9	1.2%	1	0.0%	0	0.9%	1	5.1%	2	0.8%	0	4.9%	4	0.0%	0	0.0%	0
Easily accessible by car	1.1%	6	3.6%	4	0.4%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0	1.5%	1
Easily accessible by foot / cycle	0.4%	2	0.0%	0	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0
Easily accessible by public transport	0.4%	2	0.0%	0	0.4%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre (i.e. clean / attractive environment)	2.4%	13	1.1%	1	0.6%	1	1.0%	1	9.2%	4	2.8%	2	2.7%	2	2.8%	1	3.0%	1
Good disabled access	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good layout / shops are close together	2.1%	11	2.9%	3	1.2%	1	1.8%	1	0.0%	0	1.7%	1	4.4%	4	0.0%	0	3.5%	2
Good market	3.9%	21	1.1%	1	7.7%	8	2.7%	2	2.1%	1	0.8%	0	4.7%	4	9.5%	4	3.7%	2
Livestock market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Low prices / good value	1.2%	7	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	3	1.8%	1
Nice atmosphere / friendly people	2.8%	15	0.8%	1	5.3%	5	3.4%	2	0.0%	0	3.6%	2	5.1%	4	1.6%	1	0.0%	0
Parking is cheap	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Parking is free	5.0%	27	5.4%	6	5.1%	5	1.7%	1	12.2%	6	5.7%	3	1.7%	1	0.0%	0	10.2%	5
Visit preferred supermarket operator	1.5%	8	0.9%	1	0.7%	1	0.0%	0	1.8%	1	0.0%	0	3.5%	3	1.7%	1	4.1%	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
Supporting local businesses	0.2%	1	0.0%	0	0.7%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pedestrianised areas (Nothing in particular)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.4%	1
Weighted base:		536		105		98		61		47		59		80		39		47
Sample:		579		91		90		88		45		84		48		79		54

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q38A Are there any measures that would encourage you to visit Swadlincote town centre more often? First mention</b>																		
<i>Those who visit Swadlincote town centre at Q34</i>																		
Increased choice and range of shops	34.6%	186	41.7%	44	54.8%	54	24.7%	15	8.8%	4	38.4%	23	25.3%	20	22.9%	9	35.9%	17
Discount foodstores within the town centre	0.2%	1	0.0%	0	0.5%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	4.0%	21	0.8%	1	9.0%	9	8.4%	5	4.1%	2	2.5%	1	0.0%	0	5.3%	2	2.2%	1
Improved leisure facilities	1.0%	5	0.8%	1	3.3%	3	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	5.2%	28	6.0%	6	4.3%	4	6.3%	4	5.0%	2	4.8%	3	3.4%	3	4.5%	2	7.9%	4
More parking	4.4%	24	6.8%	7	2.2%	2	3.9%	2	3.2%	2	5.6%	3	1.3%	1	16.2%	6	0.0%	0
Cheaper parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Improved street cleaning	0.8%	4	0.0%	0	0.0%	0	0.9%	1	0.0%	0	6.0%	4	0.0%	0	0.8%	0	0.0%	0
Increased public transport	0.8%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	2.1%	2	3.2%	1	1.6%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	2.5%	13	0.8%	1	6.6%	7	0.8%	0	4.2%	2	1.0%	1	0.0%	0	1.6%	1	4.5%	2
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.0%	0	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
Less charity shops	1.1%	6	1.8%	2	0.0%	0	2.8%	2	0.0%	0	2.6%	2	0.0%	0	1.0%	0	1.4%	1
More clothes shops	2.0%	11	0.0%	0	3.4%	3	7.1%	4	0.0%	0	3.9%	2	0.0%	0	1.9%	1	0.0%	0
Improve the market	0.9%	5	1.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.9%	2	0.0%	0	0.0%	0
Better range of services	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	0	1.4%	1
(Nothing / Nothing else)	38.0%	204	36.2%	38	15.2%	15	39.7%	24	53.8%	25	27.7%	16	61.7%	49	39.0%	15	43.4%	20
(Don't know)	4.0%	21	4.1%	4	0.8%	1	2.6%	2	19.7%	9	4.8%	3	1.0%	1	2.4%	1	1.6%	1
Weighted base:		536		105		98		61		47		59		80		39		47
Sample:		579		91		90		88		45		84		48		79		54

**Q38B Are there any measures that would encourage you to visit Swadlincote town centre more often? Second mention***Those who mentioned a measure at Q38A*

Increased choice and range of shops	10.9%	34	11.5%	7	14.0%	12	10.0%	4	17.8%	2	3.8%	2	7.4%	2	21.7%	5	2.9%	1
Discount foodstores within the town centre	0.8%	2	1.3%	1	0.0%	0	1.7%	1	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	5.4%	17	4.6%	3	6.8%	6	1.4%	0	0.0%	0	3.0%	1	4.7%	1	0.0%	0	19.8%	5
Improved leisure facilities	1.4%	4	1.8%	1	2.0%	2	1.6%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0
Improved quality of shops	11.9%	37	12.1%	8	12.3%	10	13.4%	5	4.4%	1	11.2%	5	3.6%	1	7.0%	2	26.3%	7
More parking	1.5%	5	1.5%	1	0.0%	0	3.4%	1	0.0%	0	1.3%	1	0.0%	0	5.3%	1	3.0%	1
Cheaper parking	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	2	0.0%	0
Improved street cleaning	1.5%	5	1.8%	1	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0
Increased public transport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.7%	5	1.5%	1	2.2%	2	4.6%	2	0.0%	0	1.3%	1	0.0%	0	1.3%	0	0.0%	0
Better security	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Longer opening hours	0.0%	0	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
Less charity shops	2.5%	8	4.8%	3	0.0%	0	2.9%	1	5.0%	1	6.0%	2	0.0%	0	3.4%	1	0.0%	0
More clothes shops	2.6%	8	1.5%	1	2.7%	2	6.5%	2	0.0%	0	4.1%	2	0.0%	0	3.9%	1	0.0%	0
Improve the market	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.8%	1	3.4%	1	0.0%	0
Better range of 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
(Nothing / Nothing else)	57.4%	179	57.6%	36	56.1%	46	54.5%	19	49.4%	6	68.0%	27	77.7%	23	41.9%	10	43.0%	11
(Don't know)	0.7%	2	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	1
Weighted base:		311		62		82		35		13		40		30		23		26
Sample:		326		52		73		51		14		53		19		40		24

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q38C Are there any measures that would encourage you to visit Swadlincote town centre more often? Third mention</b>																		
<i>Those who mentioned a measure at Q38B</i>																		
Increased choice and range of shops	2.1%	3	0.0%	0	3.5%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	1	0.0%	0
Discount foodstores within the town centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	7.5%	10	3.6%	1	17.8%	6	3.0%	0	0.0%	0	14.4%	2	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	3.2%	4	0.0%	0	10.1%	4	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	4.6%	6	3.2%	1	9.0%	3	6.7%	1	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0
More parking	1.4%	2	3.6%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	0	0.0%	0
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.6%	1	0.0%	0	0.0%	0	3.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	0	0.0%	0
Increased public transport	0.5%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	1.9%	2	0.0%	0	1.7%	1	3.4%	1	18.2%	1	0.0%	0	0.0%	0	2.4%	0	0.0%	0
Better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	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
Less charity shops	0.9%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0
More clothes shops	5.3%	7	4.2%	1	1.7%	1	8.4%	1	0.0%	0	0.0%	0	14.1%	1	22.0%	3	0.0%	0
Improve the market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better range of 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
(Nothing / Nothing else)	69.5%	91	85.4%	23	51.5%	19	61.6%	10	81.8%	4	66.9%	9	85.9%	6	55.0%	7	100.0%	13
(Don't know)	2.3%	3	0.0%	0	4.7%	2	0.0%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:		130		27		36		16		5		13		7		13		13
Sample:		143		22		35		24		6		20		6		22		8

**Q38X Q38 Any mention: [MR]***Those who visit Swadlincote town centre at Q34*

Increased choice and range of shops	41.4%	222	48.6%	51	67.9%	67	31.3%	19	13.6%	6	41.0%	24	28.1%	22	38.0%	15	37.6%	18
Discount foodstores within the town centre	0.6%	3	0.8%	1	0.5%	1	1.8%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	8.9%	48	4.4%	5	21.3%	21	9.9%	6	4.1%	2	7.7%	5	1.8%	1	5.3%	2	13.1%	6
Improved leisure facilities	2.6%	14	1.9%	2	8.7%	9	3.1%	2	0.0%	0	0.9%	1	1.4%	1	0.0%	0	0.0%	0
Improved quality of shops	13.2%	71	14.0%	15	17.9%	18	15.8%	10	6.1%	3	12.4%	7	4.7%	4	10.7%	4	22.4%	11
More parking	5.7%	30	8.6%	9	2.2%	2	6.7%	4	3.2%	2	6.5%	4	1.3%	1	20.3%	8	1.7%	1
Cheaper parking	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.5%	2	0.0%	0
Improved street cleaning	1.8%	10	1.1%	1	3.3%	3	1.7%	1	0.0%	0	6.0%	4	0.0%	0	2.4%	1	0.0%	0
Increased public transport	1.1%	6	0.0%	0	0.0%	0	1.0%	1	3.2%	2	0.0%	0	2.1%	2	3.2%	1	1.6%	1
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better environment	3.9%	21	1.7%	2	9.1%	9	4.4%	3	6.2%	3	1.9%	1	0.0%	0	3.2%	1	4.5%	2
Better security	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0	0.0%	0
Longer opening hours	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	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
Less charity shops	2.8%	15	4.7%	5	0.0%	0	5.3%	3	1.3%	1	7.6%	5	0.0%	0	3.0%	1	1.4%	1
More clothes shops	4.8%	26	2.0%	2	6.3%	6	13.0%	8	0.0%	0	6.7%	4	1.2%	1	11.6%	5	0.0%	0
Improve the market	1.3%	7	1.1%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	3.9%	3	2.0%	1	0.0%	0
Better range of services	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.0%	0	1.4%	1
(Nothing / Nothing else)	88.2%	473	92.2%	96	81.3%	80	87.4%	53	76.2%	36	88.1%	52	97.8%	78	82.3%	32	95.7%	45
(Don't know)	4.9%	26	4.1%	4	2.5%	2	2.6%	2	21.8%	10	6.9%	4	1.0%	1	2.4%	1	4.3%	2
Weighted base:		536		105		98		61		47		59		80		39		47
Sample:		579		91		90		88		45		84		48		79		54

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q39 Why don't you visit Swadlincote Town Centre? [MR]</b>																		
<i>Those who do not visit Swadlincote town centre at Q34</i>																		
Lack of choice and range of shops	29.2%	77	77.7%	13	75.8%	14	75.3%	6	13.8%	9	26.1%	4	22.7%	18	27.9%	4	18.9%	9
Lack of preferred supermarket operator	3.3%	9	0.0%	0	28.1%	5	0.0%	0	2.7%	2	0.0%	0	2.1%	2	0.0%	0	0.0%	0
Choice of leisure facilities (cinema, gym, pubs etc)	1.6%	4	0.0%	0	16.9%	3	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Choice of services (hairdressers, banks etc)	1.3%	4	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Environmental quality of centre	5.0%	13	5.0%	1	2.4%	0	7.1%	1	12.1%	8	0.0%	0	1.8%	1	2.5%	0	3.5%	2
To far away from home or work	12.1%	32	0.0%	0	0.0%	0	0.0%	0	16.8%	11	0.0%	0	22.1%	17	2.0%	0	8.0%	4
Not accessible by public transport	1.2%	3	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Inconveniently located car parking	3.2%	8	0.0%	0	2.4%	0	6.2%	0	4.5%	3	3.3%	1	2.4%	2	2.3%	0	3.8%	2
Expensive car parking	1.5%	4	0.0%	0	2.4%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	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
Nothing, no reason to visit	49.3%	130	17.3%	3	21.8%	4	6.2%	0	52.0%	34	68.5%	11	50.3%	39	67.7%	11	60.7%	28
Health problems	2.5%	7	5.0%	1	0.0%	0	12.4%	1	2.8%	2	0.0%	0	2.5%	2	2.5%	0	1.6%	1
Difficult to park	2.1%	5	0.0%	0	0.0%	0	0.0%	0	4.8%	3	0.0%	0	0.0%	0	14.6%	2	0.0%	0
(Don't know)	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	1.7%	1
Weighted base:		264		17		19		8		65		16		77		16		47
Sample:		221		9		10		12		55		16		52		21		46

**Q40 Do people in your household, including yourself, make use of home Internet shopping, mobile Internet shopping or TV shopping? [MR/PR]**

Yes, Internet (home)	68.0%	544	67.4%	82	79.0%	93	61.2%	42	62.3%	70	76.7%	58	59.7%	94	71.0%	39	72.1%	68
Yes, Portable Internet shopping (through mobile phone / tablet)	29.7%	237	5.8%	7	56.4%	66	28.2%	19	30.6%	34	18.2%	14	30.5%	48	41.5%	23	28.2%	26
Yes, TV shopping	2.6%	21	2.4%	3	1.3%	1	0.9%	1	5.6%	6	4.8%	4	1.7%	3	2.7%	1	1.7%	2
No	27.6%	221	31.1%	38	10.6%	12	35.3%	24	30.6%	34	22.1%	17	34.7%	54	27.7%	15	27.9%	26
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100

**Q41 Which goods or services does your household currently purchase via electronic (home / mobile / TV) shopping? [MR]***Those who shop via Internet / TV at Q40*

Food	13.9%	81	12.0%	10	8.1%	8	22.3%	10	22.5%	17	7.3%	4	18.8%	19	13.4%	5	8.9%	6
Clothes	53.1%	307	43.7%	36	64.5%	68	55.5%	25	49.6%	39	45.6%	27	50.8%	52	49.1%	19	61.8%	42
Banking / finance	7.0%	41	6.7%	6	4.5%	5	11.7%	5	5.1%	4	17.0%	10	3.8%	4	7.4%	3	6.6%	4
Books	50.0%	289	61.0%	51	47.1%	49	40.2%	18	57.7%	45	38.2%	22	47.5%	49	45.4%	18	55.0%	37
CDs, DVDs, music	46.2%	268	53.6%	45	44.9%	47	34.8%	15	53.4%	41	27.5%	16	63.2%	65	34.9%	14	35.7%	24
DIY goods	3.7%	22	2.6%	2	3.3%	3	2.6%	1	5.1%	4	6.9%	4	3.6%	4	0.8%	0	4.1%	3
Furniture / carpets	6.3%	37	4.4%	4	7.8%	8	9.5%	4	4.9%	4	12.5%	7	3.8%	4	6.2%	2	4.7%	3
Garden items	4.2%	24	2.3%	2	6.4%	7	6.2%	3	4.3%	3	4.7%	3	3.7%	4	2.3%	1	3.0%	2
Holiday and / or travel tickets	10.2%	59	8.8%	7	5.8%	6	18.3%	8	8.4%	6	12.1%	7	14.8%	15	16.3%	6	3.3%	2
Jewellery	4.3%	25	4.8%	4	4.9%	5	4.7%	2	10.7%	8	0.9%	1	2.7%	3	3.0%	1	1.2%	1
Major electrical items	22.0%	128	24.9%	21	8.1%	8	15.8%	7	33.6%	26	26.0%	15	25.5%	26	21.9%	9	22.5%	15
Small electrical items	31.7%	183	37.0%	31	17.7%	19	21.0%	9	37.9%	29	38.3%	23	33.2%	34	26.1%	10	41.9%	28
Small household goods	20.2%	117	18.7%	16	8.6%	9	12.1%	5	17.2%	13	19.4%	11	31.9%	33	13.0%	5	35.6%	24
Sports goods	5.5%	32	2.8%	2	11.1%	12	1.4%	1	4.8%	4	11.0%	6	1.4%	1	3.7%	1	6.1%	4
Toys	16.1%	93	7.2%	6	28.1%	29	14.5%	6	13.7%	11	22.6%	13	7.5%	8	19.6%	8	17.6%	12
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
Cosmetics / toiletries / personal care products	4.0%	23	5.7%	5	5.0%	5	1.2%	1	3.4%	3	2.8%	2	6.3%	6	2.7%	1	1.3%	1
Pet supplies	1.3%	8	0.0%	0	1.1%	1	4.4%	2	0.0%	0	0.0%	0	3.8%	4	0.0%	0	1.2%	1
Car parts	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.2%	2	1.0%	0	1.3%	1
(Don't know / varies)	3.8%	22	2.3%	2	3.2%	3	9.8%	4	4.7%	4	4.6%	3	1.1%	1	6.3%	3	3.1%	2
Weighted base:		579		84		105		44		78		59		102		40		68
Sample:		512		62		78		60		61		69		58		58		66

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q42 For your household's last non-food electronic (home / mobile / TV) shopping order, how do you normally receive your goods?</b>																		
<i>Those who shop via Internet / TV at Q40</i>																		
Collection at store	3.9%	23	8.8%	7	1.9%	2	0.0%	0	5.2%	4	7.0%	4	0.0%	0	0.8%	0	7.2%	5
Home delivery	89.7%	519	83.6%	70	91.2%	96	92.6%	41	88.0%	68	89.3%	53	94.0%	96	91.7%	36	87.4%	59
Delivery to place of work	1.7%	10	1.3%	1	1.1%	1	7.4%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	3
Collection at click and collect hub (non-store location)	2.9%	17	3.6%	3	5.8%	6	0.0%	0	3.4%	3	2.7%	2	3.0%	3	0.0%	0	0.9%	1
Collection at other location (Don't know / varies)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		579		84		105		44		78		59		102		40		68
Sample:		512		62		78		60		61		69		58		58		66

**Q43 Which of these leisure activities do you participate in? [MR/PR]**

Health & fitness	18.7%	150	9.1%	11	20.4%	24	14.8%	10	20.0%	22	11.5%	9	20.9%	33	32.6%	18	24.2%	23
Leisure centre activities	26.1%	209	11.1%	13	36.7%	43	20.5%	14	14.6%	16	14.1%	11	37.4%	59	27.7%	15	40.3%	38
Cinema	53.6%	429	41.2%	50	67.3%	79	43.0%	30	57.3%	64	53.8%	41	51.0%	80	54.4%	30	59.6%	56
Restaurant	72.6%	581	63.1%	77	78.7%	92	67.2%	46	71.5%	80	56.2%	42	78.4%	123	83.9%	46	79.4%	74
Pub / bars	53.5%	428	28.4%	34	59.4%	70	45.3%	31	55.5%	62	55.0%	42	55.5%	87	66.8%	37	70.2%	66
Nightclub	6.9%	55	0.8%	1	8.8%	10	2.7%	2	0.6%	1	0.0%	0	15.5%	24	5.1%	3	15.4%	14
Social club	5.8%	46	4.1%	5	10.3%	12	3.2%	2	3.2%	4	2.2%	2	3.3%	5	14.1%	8	9.3%	9
Ten pin bowling	12.1%	96	10.5%	13	19.0%	22	17.3%	12	10.3%	12	9.8%	7	6.8%	11	12.9%	7	13.7%	13
Bingo	7.7%	61	10.4%	13	4.2%	5	11.0%	8	2.5%	3	7.8%	6	11.8%	18	6.9%	4	5.5%	5
Theatre / concert hall	39.6%	316	19.7%	24	47.2%	55	27.0%	19	42.5%	48	37.8%	29	43.1%	68	55.3%	30	47.8%	45
Museum / art galleries	28.3%	226	8.8%	11	31.2%	37	22.8%	16	32.6%	36	27.6%	21	33.1%	52	32.2%	18	38.8%	36
(None of these)	11.6%	93	23.6%	29	4.3%	5	15.1%	10	9.9%	11	18.4%	14	7.7%	12	10.7%	6	6.2%	6
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q44 Which centre / facility did you last visit for indoor sports or health and fitness activity?</b>									
<i>Those who visit health / fitness / leisure centre facilities at Q43 AND Excl Internet &amp; Nulls</i>									
<b>Zone 2</b>									
Evolution Freestyle, Hartshorne, Burton-on-Trent	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Greenbank Leisure Centre, Civic Way, Swadlincote	30.2%	77	74.9%	16	62.7%	30	53.8%	8	10.9%
Gresley Old Hall, Gresley Wood Road, Church Gresley	0.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%
Oakland Village, Hall Farm Road, Swadlincote	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Pingle School, Coronation Street, Swadlincote	0.5%	1	0.0%	0	2.4%	1	0.0%	0	0.0%
V3 Fitness & Beauty Ltd, 6 The Delph Centre, Market Street, Swadlincote	1.4%	3	11.0%	2	2.4%	1	0.0%	0	0.0%
Zeus Gym, 26A High Street, Swadlincote	0.5%	1	0.0%	0	0.0%	0	8.7%	1	0.0%
<b>Zone 3</b>									
Repton School, The Lodge, Repton	1.1%	3	0.0%	0	0.0%	0	0.0%	0	8.8%
<b>Zone 4</b>									
Linton	0.2%	1	0.0%	0	1.1%	1	0.0%	0	0.0%
Melbourne Leisure Centre, High Street, Derby	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%
Willington Surgery, Kingfisher Lane, Willington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
<b>Zone 5</b>									
Linton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherseale Lawn Tennis Club, Main Street, Netherseale	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Rosliston Forestry Centre, Burton Road, Swadlincote	0.2%	0	0.0%	0	0.0%	0	0.0%	0	2.8%
<b>Zone 6</b>									
Burton Tennis & Squash Club, Ashby Road, Burton-on-Trent	0.2%	0	0.0%	0	0.0%	0	3.1%	0	0.0%
<b>Zone 7</b>									
Oakthorpe Sports & Leisure Centre, Measham Road, Swadlincote	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 8</b>									
Ashby Castle Lawn Tennis Club, South Street, Ashby-de-la-Zouch	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hood Park Leisure Centre, North Street, Ashby-De-La-Zouch	16.9%	43	0.0%	0	0.0%	0	11.8%	2	7.2%
<b>Outside Study Area - Charnwood</b>									
Other, Charnwood	1.5%	4	0.0%	0	0.0%	0	0.0%	0	8.8%
<b>Outside Study Area - Derby</b>									
Gym 4 All, Unit 5, Southgate Business Innovation Cent, Derby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.0%
Moorways Sports Complex, Moor Lane, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.8%
Other, Derby	3.3%	8	0.0%	0	2.4%	1	0.0%	0	0.0%
Queen's Leisure Centre, Cathedral Road, Derby	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.0%
<b>Outside Study Area - East Staffordshire</b>									
Champneys Springs, Gallows Lane, Packington	2.3%	6	0.0%	0	0.0%	0	8.7%	1	0.0%
Fitness First Burton, Wetmore Road, Burton-On-Trent	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Landau Forte Academy, Woodland Road, Amington	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Meadowside Leisure Centre, High Street, Burton-On-Trent	13.0%	33	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	50.9%	30	0.0%	0	0.0%	0
Other, East Staffordshire	6.9%	17	0.0%	0	2.4%	1	0.0%	0	19.3%	6	7.0%	1	15.7%	9	0.0%	0	0.0%	0
Palace Community Centre, High Street, Ibstock	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0	0.0%	0
Shobnall Leisure Complex, Shobnall Fields, Shobnall Road, Burton-On-Trent	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0
Wilson	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Lichfield</b>																		
Other, Lichfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
<b>Outside Study Area - North West Leicestershire</b>																		
Evisa Fitness, Astron Business Park, Hearthcote Road, Swadlincote	0.9%	2	5.2%	1	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Hermitage Leisure Centre, Silver Street, Coalville	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Measham Leisure Centre, High Street, Swadlincote	2.4%	6	0.0%	0	5.8%	3	3.9%	1	0.0%	0	0.0%	0	0.0%	0	14.0%	3	0.0%	0
Other, North West Leicestershire	2.4%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	7.9%	1	6.9%	4	0.0%	0	0.0%	0
SnowDome, Leisure Island, River Drive	0.3%	1	3.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Other, East Midlands	0.4%	1	0.0%	0	0.0%	0	6.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, East of England	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	2.7%	7	5.0%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	0	10.7%	5
<b>Outside Study Area - South Derbyshire</b>																		
Etwall Leisure Centre, John Port School, Main Street, Derby	2.0%	5	0.0%	0	1.4%	1	0.0%	0	14.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Other, Tamworth	1.8%	5	0.0%	0	8.5%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0
Total Fitness Centre, Mill Lane, Tamworth	1.3%	3	0.0%	0	6.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
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
Weighted base:		254		21		47		15		31		16		58		19		45
Sample:		198		15		39		20		23		21		28		21		31

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q45 Which centre / facility did you last visit to go the cinema?</b>																		
<i>Those who go to the cinema at Q43 AND Excl Internet &amp; Nulls</i>																		
<b>Zone 2</b>																		
Oakland Village Hall, Hall Farm Road, Swadlincote	0.1%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Swadlincote	49.0%	207	69.2%	34	68.6%	54	87.7%	25	15.8%	10	64.5%	26	2.2%	2	76.8%	22	60.8%	33
<b>Outside Study Area - Charnwood</b>																		
Odeon, 7 Cattle Market, Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Derby</b>																		
Odeon Cinema, Meteor Centre, Mansfield Road, Derby	1.1%	5	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	1.4%	1	0.0%	0	2.4%	1
QUAD, Market Place, Cathedral Quarter, Derby	0.6%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Foresters Park Osmaston Park Road, Derby	11.1%	47	0.0%	0	10.1%	8	0.0%	0	40.2%	25	1.4%	1	14.8%	12	0.0%	0	2.7%	1
<b>Outside Study Area - East Staffordshire</b>																		
Cineworld, Middle Way Park, Guild Park, Burton On Trent	32.0%	135	22.3%	11	15.6%	12	10.7%	3	32.7%	20	21.5%	9	77.8%	61	18.4%	5	24.0%	13
The Red Carpet Cinema, Barton Marina, Barton-under-Needwood	2.9%	12	0.0%	0	0.9%	1	1.6%	0	2.6%	2	10.0%	4	3.8%	3	0.0%	0	4.5%	2
<b>Outside Study Area - Other</b>																		
Century Theatre, Ashby Road, Coalville	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Empire Cinema, Tower Park Leisure Complex, Poole	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lytham St Annes	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nottingham City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Regal Cinema, Soho Road, Handsworth	0.2%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Highcross Lane, Leicester	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Showcase, Redfield Way, Lenton, Nottingham	0.3%	1	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Star City, Watson Road, Birmingham	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Odeon, 50 Bolebridge Street, Tamworth	1.7%	7	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	1	4.4%	2
<b>Other</b>																		
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
Weighted base:	422		49		79		29		62		41		79		29		55	
Sample:	357		37		62		36		52		47		35		39		49	



Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q46 Which centre / facility did you last visit to go to a restaurant?</b>									
<i>Those who go to restaurants at Q43 AND Excl Internet &amp; Nulls</i>									
<b>Zone 1</b>									
Midway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newhall	0.6%	3	1.2%	1	0.4%	0	1.3%	1	0.0%
<b>Zone 2</b>									
Church Gresley	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Hepworth Retail Park, Swadlincote	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swadlincote	18.4%	104	35.6%	25	39.9%	37	37.3%	17	2.4%
The Pipeworks, Swadlincote	1.4%	8	1.6%	1	6.1%	6	0.0%	0	0.0%
<b>Zone 3</b>									
Hartshorne	0.5%	3	1.5%	1	0.7%	1	2.1%	1	0.0%
Kings Newton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%
Woodville	1.9%	11	4.1%	3	0.7%	1	6.8%	3	0.0%
<b>Zone 4</b>									
Bretby	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.9%
Findern	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Melbourne	2.5%	14	1.6%	1	0.0%	0	5.1%	2	11.8%
Repton	3.1%	18	3.8%	3	0.0%	0	2.4%	1	11.3%
Simsby	0.3%	1	0.0%	0	0.0%	0	2.3%	1	0.0%
Ticknall	1.4%	8	1.6%	1	0.0%	0	7.1%	3	4.1%
Willington	2.2%	12	6.9%	5	0.7%	1	0.0%	0	6.3%
<b>Zone 5</b>									
Lullington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherseal	0.4%	2	0.0%	0	1.1%	1	0.0%	0	0.0%
Overseal	0.2%	1	1.2%	1	0.0%	0	0.0%	0	1.1%
Rolleston	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
Short Heath	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
<b>Zone 6</b>									
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winshill	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 7</b>									
Acresford	0.8%	5	3.2%	2	0.7%	1	1.1%	0	0.0%
Boundary	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Donisthorpe	0.9%	5	0.0%	0	0.4%	0	0.0%	0	3.8%
Moir	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%
<b>Zone 8</b>									
Ashby de la Zouch	12.6%	71	4.0%	3	4.3%	4	13.8%	6	0.0%
<b>Outside Study Area - Birmingham</b>									
Birmingham	1.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Blaby</b>									
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Charnwood</b>									
Loughborough	1.4%	8	0.0%	0	0.0%	0	0.0%	0	9.6%
Other, Charnwood	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Derby</b>									
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alvaston	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelleston	0.3%	2	0.0%	0	0.0%	0	0.0%	0	2.0%
Derby	7.4%	42	8.9%	6	1.0%	1	1.2%	1	22.7%
Littleover	0.2%	1	0.0%	0	0.7%	1	0.0%	0	0.0%
Sinfin Shopping Centre, Derby	0.1%	0	0.0%	0	0.0%	0	1.1%	0	0.0%
<b>Outside Study Area - East Staffordshire</b>									
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton-under-Needwood	0.6%	3	1.4%	1	0.0%	0	0.0%	0	2.7%
Burton upon Trent	20.2%	114	16.0%	11	19.2%	18	5.7%	3	17.6%
Other, East Staffordshire	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%
Stretton	0.4%	2	0.0%	0	0.0%	0	1.3%	1	0.0%
Uttoxeter	0.4%	2	0.0%	0	0.0%	0	0.0%	0	3.1%
<b>Outside Study Area - Leicester</b>									
Leicester	2.7%	16	0.0%	0	0.6%	1	0.0%	0	1.4%
<b>Outside Study Area - Lichfield</b>									
Alrewas	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
Burntwood	0.1%	1	0.0%	0	0.7%	1	0.0%	0	0.0%

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Lichfield	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.7%	1	0.0%	0	0.0%	0
Other, Lichfield	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0
Tamworth	2.1%	12	0.0%	0	6.4%	6	0.0%	0	0.0%	0	5.3%	2	1.9%	2	0.0%	0	1.7%	1
<b>Outside Study Area - North West Leicestershire</b>																		
Appleby Magna	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Castle Donington	0.5%	3	0.0%	0	1.8%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Lount	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.7%	1
Measham	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
Other, North West Leicestershire	0.4%	2	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.8%	1
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.5%	3	1.6%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	1.0%	1
<b>Outside Study Area - Other</b>																		
Belper	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	1
Other, Abroad	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Other, East Midlands	2.1%	12	0.0%	0	4.3%	4	3.0%	1	0.7%	1	4.0%	2	1.9%	2	0.7%	0	2.3%	2
Other, Scotland	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0
Other, South East and London	0.5%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.7%	1	0.0%	0
Other, South West	1.3%	7	1.2%	1	1.8%	2	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.9%	0	2.3%	2
Other, Wales	0.3%	2	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.9%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	5.8%	3	0.9%	1
Other, Yorkshire and Humber	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Stoke-on-Trent	0.5%	3	0.0%	0	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West End / Central London	0.8%	5	1.6%	1	1.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.6%	1	1.0%	1
York	0.1%	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
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.0%	0	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, South Derbyshire	0.6%	4	0.0%	0	1.8%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.1%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	1.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	7	0.0%	0	0.0%	0
<b>Outside Study Area - Walsall</b>																		
Walsall	0.0%	0	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
Weighted base:	566		70		92		45		77		42		119		46		74	
Sample:	553		57		84		62		68		60		74		75		73	

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q47 Which centre / facility did you last visit to go to bars, pubs &amp; night / social clubs?</b>									
<i>Those who go to pubs / bars / nightclubs / social club at Q43 AND Excl Internet &amp; Nulls</i>									
<b>Zone 1</b>									
Midway	0.5%	2	5.4%	2	0.0%	0	0.0%	0	0.0%
Newhall	1.7%	7	14.0%	5	1.7%	1	1.9%	1	0.0%
<b>Zone 2</b>									
Church Gresley	1.9%	8	0.0%	0	8.8%	6	0.0%	0	0.0%
Swadlincote	16.1%	68	38.3%	14	42.0%	28	22.3%	7	1.1%
The Pipeworks, Swadlincote	1.5%	6	3.1%	1	5.4%	4	1.7%	1	1.6%
<b>Zone 3</b>									
Hartshorne	0.7%	3	0.0%	0	0.6%	0	6.5%	2	0.0%
Woodville	3.2%	14	2.7%	1	3.5%	2	20.6%	7	0.0%
<b>Zone 4</b>									
Bretby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ingleby	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%
Melbourne	2.1%	9	0.0%	0	0.0%	0	0.0%	0	13.3%
Newton Solney	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.6%
Repton	4.0%	17	0.0%	0	1.0%	1	1.5%	0	15.0%
Simsby	0.9%	4	0.0%	0	0.0%	0	0.0%	0	4.6%
Ticknall	1.0%	4	2.7%	1	0.0%	0	1.5%	0	3.5%
Willington	4.4%	19	6.5%	2	0.0%	0	1.5%	0	24.7%
<b>Zone 5</b>									
Lullington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Overseal	0.3%	1	0.0%	0	0.0%	0	1.9%	1	0.0%
Roliston	2.3%	10	3.1%	1	4.8%	3	0.0%	0	0.0%
Rosliston	0.4%	1	0.0%	0	0.0%	0	0.0%	0	3.7%
Walton upon Trent	0.7%	3	0.0%	0	0.0%	0	0.0%	0	7.0%
<b>Zone 6</b>									
Stapenhill	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Winshill	1.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 7</b>									
Acresford	0.1%	0	0.0%	0	0.0%	0	1.5%	0	0.0%
Blackfordby	0.5%	2	0.0%	0	0.7%	0	0.0%	0	0.0%
Donisthorpe	1.0%	4	0.0%	0	0.0%	0	0.0%	0	1.3%
Moira	1.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Oakthorpe	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 8</b>									
Ashby de la Zouch	20.3%	85	2.7%	1	8.0%	5	16.3%	5	14.5%
<b>Outside Study Area - Birmingham</b>									
Birmingham	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Blaby</b>									
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Charnwood</b>									
Loughborough	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
Other, Charnwood	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Derby</b>									
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby	2.6%	11	3.0%	1	7.8%	5	5.9%	2	4.1%
Littleover	0.4%	2	0.0%	0	0.9%	1	0.0%	0	1.6%
Mackworth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.6%
<b>Outside Study Area - East Staffordshire</b>									
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton upon Trent	20.7%	87	15.8%	6	8.6%	6	0.0%	0	7.4%
Other, East Staffordshire	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%
Stretton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Leicester</b>									
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Lichfield</b>									
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lichfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%
Other, Lichfield	0.2%	1	0.0%	0	1.0%	1	0.0%	0	0.0%
Rugeley	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth	0.7%	3	0.0%	0	0.8%	1	0.0%	0	5.7%
<b>Outside Study Area - North West Leicestershire</b>									
Appleby Magna	0.2%	1	0.0%	0	0.0%	0	1.5%	0	0.0%
Castle Donington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%

Column %ges.

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Coalville	0.2%	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
Lount	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.9%	1
Measham	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	0.0%	0
Other, North West Leicestershire	0.6%	2	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	0	1.1%	1
<b>Outside Study Area - Nottingham</b>																		
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Belper	0.2%	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
Other, Abroad	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Other, East Midlands	1.0%	4	2.7%	1	0.0%	0	1.5%	0	0.0%	0	1.1%	0	1.7%	1	2.5%	1	0.0%	0
Other, South West	1.1%	5	0.0%	0	2.5%	2	0.0%	0	0.0%	0	2.9%	1	0.0%	0	1.1%	0	1.9%	1
Other, Wales	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, West Midlands	0.6%	3	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Other, Yorkshire and Humber	0.1%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
York	0.5%	2	0.0%	0	2.0%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - South Derbyshire</b>																		
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Walsall</b>																		
Walsall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
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
Weighted base:		421		35		68		32		60		40		84		35		66
Sample:		390		32		59		44		49		47		44		53		62

**Q48 Which centre / facility did you last visit to go ten-pin bowling?***Those who go ten pin bowling at Q43 AND Excl Internet & Nulls*

<b>Zone 2</b>																		
Church Gresley Indoor Bowling Centre, Gresley Wood Road, Swadlincote	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	1	0.0%	0	0.0%	0	6.6%	1
<b>Outside Study Area - Derby</b>																		
Tenpin, Foresters Leisure Park, Osmaston Park Road, Sinfin Lane, Derby	46.5%	41	74.6%	7	49.3%	10	17.9%	2	92.6%	11	7.8%	1	91.4%	9	4.7%	0	12.2%	1
<b>Outside Study Area - Erewash</b>																		
MFA / 1st Bowl, Derby Road, Ilkeston	1.8%	2	0.0%	0	3.3%	1	0.0%	0	7.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - Other</b>																		
Birmingham	1.1%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowlplex, Tower Park Leisure Complex, Poole	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	1	0.0%	0	0.0%	0	0.0%	0
Burton-on-Trent	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	1	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Meridian Leisure Park, Lubbesthorpe Way, Braunstone	5.2%	5	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.3%	3	0.0%	0
Strykers Bowl, Castle Grounds, River Drive, Tamworth	39.1%	34	25.4%	2	31.8%	7	69.4%	7	0.0%	0	61.3%	5	8.6%	1	45.0%	3	81.2%	10
Tenpin, Clifton Boulevard, Redfield Way, Nottingham	1.3%	1	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin, Star City, Watson Road, Birmingham	1.5%	1	0.0%	0	0.0%	0	12.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Other</b>																		
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
Weighted base:		88		9		21		11		12		7		10		7		12
Sample:		74		5		15		9		12		12		3		10		8

# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>Q49 Which centre / facility do you normally visit for bingo?</b>																		
<i>Those who play bingo at Q43 AND Excl Internet &amp; Nulls</i>																		
<b>Zone 1</b>																		
Midway Inn, Burton Road, Midway	1.6%	1	7.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newhall	1.6%	1	7.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 2</b>																		
Belmont Services Club, Belmont Street, Swadlincote	1.0%	1	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rising Sun, Church Street, Church Gresley	0.7%	0	0.0%	0	8.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	0.9%	1	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 3</b>																		
The Tollgate, Woodville	1.0%	1	0.0%	0	0.0%	0	8.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Zone 6</b>																		
South Stapenhill Social Club, Heath Road, Burton-on-Trent	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	2	0.0%	0	0.0%	0
Stapenhill	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
<b>Zone 7</b>																		
Moira Sports & Social Club, Bath Lane, Moira	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	0	0.0%	0
<b>Zone 8</b>																		
Ashby-de-la-Zouch	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.9%	1
<b>Outside Study Area - Derby</b>																		
Gala, Foresters Park Centre, Sinfin Lane, Derby	1.1%	1	0.0%	0	0.0%	0	0.0%	0	33.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
<b>Outside Study Area - East Staffordshire</b>																		
Mecca, Middleway Park, Guild Street, Burton-upon-Trent	77.4%	46	84.9%	11	81.4%	4	42.5%	3	66.2%	1	100.0%	6	80.7%	15	67.7%	2	78.2%	4
<b>Outside Study Area - Other</b>																		
Beacon Bingo, Baxter Gate, Loughborough	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.9%	1
BJ's Bingo, Mackadown Lane, Birmingham	2.3%	1	0.0%	0	0.0%	0	17.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton-on-Trent	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1	0.0%	0	0.0%	0
Flutters Bingo, Jackson Street, Coalville	2.3%	1	0.0%	0	0.0%	0	17.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawthorne Community Centre, Village Green, Hawthorn	0.8%	0	0.0%	0	0.0%	0	6.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oakthorpe Community Leisure Centre, Measham Road, Oakthorpe	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.3%	0	0.0%	0
<b>Outside Study Area - Tamworth</b>																		
Gala, Spinning School Lane, Tamworth	0.5%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.0%	0	0.0%	0
<b>Other</b>																		
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
Weighted base:		59		13		5		8		2		6		18		3		5
Sample:		55		10		5		8		2		9		11		7		3

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Q50 Which centre / facility do you normally visit for art / culture activities (i.e. theatres / galleries / museums)?</b>									
<i>Those who visit cultural destinations at Q43 AND Excl Internet &amp; Nulls</i>									
<b>Zone 1</b>									
Midway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 2</b>									
Church Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Swadlincote	1.8%	6	0.0%	0	3.5%	2	2.2%	0	2.4%
The Pipeworks, Swadlincote	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 3</b>									
Hartshorne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 4</b>									
Bretby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ticknall	0.6%	2	0.0%	0	0.0%	0	2.5%	1	0.0%
<b>Zone 5</b>									
Lullington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 6</b>									
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Zone 7</b>									
Acresford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moirra	0.4%	1	0.0%	0	0.7%	0	0.0%	0	0.0%
<b>Zone 8</b>									
Ashby de la Zouch	1.8%	6	0.0%	0	0.0%	0	6.0%	1	4.1%
<b>Outside Study Area - Birmingham</b>									
Birmingham	18.3%	64	38.2%	11	24.7%	15	14.2%	3	4.7%
<b>Outside Study Area - Blaby</b>									
Fosse Park Shopping Centre, Fosse Park Avenue, Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Charnwood</b>									
Loughborough	1.2%	4	0.0%	0	1.0%	1	7.0%	2	0.0%
<b>Outside Study Area - Derby</b>									
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby	9.1%	32	4.4%	1	15.6%	10	11.2%	2	28.5%
<b>Outside Study Area - East Staffordshire</b>									
2 Union Street - Former Comet, Burton Upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton upon Trent	2.3%	8	3.9%	1	0.7%	0	7.3%	2	2.2%
<b>Outside Study Area - Leicester</b>									
Leicester	7.6%	26	3.9%	1	1.9%	1	8.8%	2	4.4%
<b>Outside Study Area - Lichfield</b>									
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lichfield	3.1%	11	7.6%	2	0.0%	0	4.9%	1	2.2%
Tamworth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	4.3%
<b>Outside Study Area - North West Leicestershire</b>									
Appleby Magna	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington	0.3%	1	3.9%	1	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Nottingham</b>									
Nottingham	12.5%	44	3.9%	1	4.9%	3	4.6%	1	27.4%
<b>Outside Study Area - Other</b>									
Belper	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, Abroad	1.1%	4	0.0%	0	0.0%	0	6.0%	1	0.0%
Other, East Midlands	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%
Other, East of England	2.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, North West	3.6%	13	9.7%	3	1.6%	1	0.0%	0	0.0%
Other, Scotland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other, South East and London	0.7%	2	0.0%	0	1.1%	1	0.0%	0	1.6%
Other, South West	0.5%	2	0.0%	0	0.0%	0	0.0%	0	4.0%
Other, West Midlands	1.5%	5	0.0%	0	1.9%	1	0.0%	0	1.9%
Other, Yorkshire and Humber	2.1%	7	0.0%	0	6.2%	4	0.0%	0	2.4%
Stoke-on-Trent	0.8%	3	0.0%	0	0.0%	0	5.4%	1	0.0%
West End / Central London	26.7%	93	24.4%	7	36.3%	22	17.4%	4	20.0%
York	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.1%
<b>Outside Study Area - South Derbyshire</b>									
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area -</b>									

Column %ges.

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
<b>Tamworth</b>									
Ankerside Shopping Centre, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
<b>Outside Study Area - Walsall</b>									
Walsall	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%
Weighted base:	349	28	61	22	44	30	81	30	53
Sample:	336	23	50	32	44	43	44	43	57

**Q51 Which leisure facilities would you like to see more of in the Swadlincote area? [MR]**

Bars / pubs	0.6%	5	0.9%	1	2.2%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.7%	0	0.0%	0
Better shopping facilities	2.7%	21	6.0%	7	5.5%	6	3.7%	3	1.0%	1	3.1%	2	0.6%	1	1.4%	1	0.0%	0
Bowling alley	11.9%	95	10.9%	13	22.4%	26	12.2%	8	0.0%	0	15.6%	12	13.0%	20	3.6%	2	14.1%	13
Cinema	0.6%	5	0.0%	0	0.0%	0	0.9%	1	1.1%	1	1.7%	1	0.0%	0	0.0%	0	1.7%	2
Concert hall / venue	0.6%	5	0.9%	1	0.0%	0	0.0%	0	2.9%	3	0.6%	0	0.0%	0	0.0%	0	0.0%	0
Cycle paths / area	0.8%	6	2.2%	3	0.0%	0	0.8%	1	0.0%	0	3.2%	2	0.5%	1	0.0%	0	0.0%	0
Dance facilities	0.5%	4	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.9%	1	0.0%	0	0.0%	0
Skate park	0.8%	6	0.0%	0	1.4%	2	1.9%	1	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0
Health & fitness (Gym)	0.8%	7	0.9%	1	1.0%	1	1.7%	1	0.0%	0	0.8%	1	0.6%	1	2.9%	2	0.0%	0
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.2%	17	0.8%	1	5.9%	7	1.9%	1	0.0%	0	3.4%	3	0.9%	1	0.0%	0	4.3%	4
Karting	0.6%	5	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.3%	2
Leisure centre	1.5%	12	1.7%	2	3.0%	3	1.7%	1	0.9%	1	2.8%	2	1.5%	2	0.0%	0	0.0%	0
More children facilities / activities	3.2%	25	6.4%	8	2.7%	3	3.9%	3	0.6%	1	7.6%	6	0.0%	0	8.2%	4	0.8%	1
More sports facilities (football pitches, tennis courts)	2.3%	19	3.0%	4	4.5%	5	1.7%	1	1.4%	2	1.5%	1	0.9%	1	8.1%	4	0.0%	0
Museum / art galleries	0.6%	5	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
Outdoor play areas / park facilities	1.4%	12	0.7%	1	5.7%	7	1.7%	1	0.0%	0	2.6%	2	0.0%	0	1.6%	1	0.0%	0
Paintballing	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants / cafés	3.8%	30	3.1%	4	11.4%	13	6.3%	4	2.1%	2	4.9%	4	0.8%	1	0.7%	0	1.0%	1
Swimming pool	3.5%	28	2.5%	3	5.5%	6	0.8%	1	6.7%	8	3.3%	2	1.5%	2	7.4%	4	1.4%	1
Theatre	3.2%	26	3.4%	4	9.4%	11	4.0%	3	3.3%	4	2.7%	2	1.5%	2	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
Golf course	0.8%	7	1.6%	2	1.2%	1	2.5%	2	0.0%	0	1.5%	1	0.0%	0	0.7%	0	0.0%	0
More for older people to do	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.6%	0	0.0%	0
Laser tag	1.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	8
Bingo hall	0.5%	4	0.9%	1	0.6%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
Indoor ski centre	0.1%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	58.3%	466	57.0%	69	43.0%	50	61.3%	42	70.0%	78	48.3%	36	64.3%	101	59.9%	33	60.1%	56
(Don't know)	11.7%	94	5.7%	7	7.9%	9	3.3%	2	16.7%	19	4.7%	4	18.2%	29	16.9%	9	16.2%	15
Weighted base:	800	121	117	69	112	75	157	55	94									
Sample:	800	100	100	100	100	100	100	100	100									

**Q52 How do you normally travel when visiting leisure destinations?**

Car / van (as driver)	65.7%	525	52.8%	64	76.8%	90	59.2%	41	67.5%	76	69.0%	52	67.5%	106	68.2%	37	63.7%	60
Car / van (as passenger)	12.1%	97	12.8%	16	4.5%	5	17.8%	12	10.8%	12	12.8%	10	14.4%	23	15.8%	9	11.7%	11
Bus, minibus or coach	2.8%	23	2.9%	3	1.1%	1	3.0%	2	2.3%	3	1.4%	1	3.2%	5	2.4%	1	6.0%	6
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	5.7%	46	6.1%	7	6.4%	8	7.7%	5	4.4%	5	0.0%	0	4.6%	7	1.3%	1	13.6%	13
Taxi	1.5%	12	1.8%	2	0.9%	1	1.4%	1	2.4%	3	1.5%	1	1.0%	2	2.4%	1	0.8%	1
Train	0.5%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	1.5%	2	0.0%	0	0.0%	0
Bicycle	0.7%	6	1.9%	2	0.0%	0	0.9%	1	1.0%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	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
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 / don't do)	10.9%	87	19.9%	24	10.2%	12	10.1%	7	11.6%	13	12.7%	10	7.7%	12	9.9%	5	4.1%	4
Weighted base:	800	121	117	69	112	75	157	55	94									
Sample:	800	100	100	100	100	100	100	100	100									

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>GEN Gender of respondent.</b>																		
Male	26.4%	211	35.8%	43	29.9%	35	25.7%	18	16.4%	18	24.9%	19	27.1%	43	24.7%	14	23.7%	22
Female	73.6%	588	64.2%	78	70.1%	82	74.3%	51	83.6%	94	75.1%	57	72.9%	114	75.3%	41	76.3%	71
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100
<b>AGE Could I ask how old you are please?</b>																		
18 – 24 years	5.5%	44	0.0%	0	8.1%	10	4.7%	3	0.0%	0	0.0%	0	9.3%	15	3.9%	2	15.4%	14
25 – 34 years	14.5%	116	6.3%	8	32.8%	38	0.0%	0	13.8%	15	15.9%	12	11.2%	18	31.1%	17	8.6%	8
35 – 44 years	20.4%	163	20.8%	25	27.0%	32	31.2%	21	15.8%	18	23.4%	18	20.1%	32	11.1%	6	12.8%	12
45 – 54 years	19.5%	156	33.4%	40	15.7%	18	15.1%	10	24.6%	27	23.9%	18	15.1%	24	11.7%	6	11.7%	11
55 – 64 years	15.2%	122	17.2%	21	6.3%	7	20.2%	14	14.6%	16	12.0%	9	17.7%	28	15.8%	9	19.0%	18
65+ years	23.2%	186	22.3%	27	8.4%	10	27.7%	19	27.2%	30	22.6%	17	24.9%	39	23.7%	13	32.4%	30
(Refused)	1.6%	13	0.0%	0	1.7%	2	1.1%	1	4.1%	5	2.1%	2	1.7%	3	2.7%	1	0.0%	0
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100
<b>EMP Is the chief wage earner in full-time or part-time employment?</b>																		
Full-time	68.2%	449	67.9%	67	89.1%	88	64.0%	38	66.7%	57	66.9%	40	58.0%	75	76.5%	37	60.0%	46
Part-time	7.4%	49	9.6%	9	4.0%	4	5.4%	3	4.6%	4	9.3%	6	11.6%	15	2.2%	1	8.2%	6
Retired - private company pension	21.6%	142	18.3%	18	6.8%	7	25.1%	15	25.5%	22	20.9%	13	26.3%	34	20.5%	10	30.8%	24
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
(Refused)	2.8%	18	4.1%	4	0.0%	0	5.5%	3	3.2%	3	2.9%	2	4.0%	5	0.8%	0	1.1%	1
Weighted base:		657		98		98		59		86		60		130		49		77
Sample:		636		82		82		81		72		85		76		82		76
<b>ADU How many adults, including yourself, live in your household (16 years and above)?</b>																		
One	16.9%	135	20.5%	25	9.4%	11	16.5%	11	24.8%	28	14.1%	11	15.5%	24	17.9%	10	16.0%	15
Two	54.5%	436	50.6%	61	71.4%	84	59.4%	41	47.6%	53	59.9%	45	47.4%	74	59.5%	33	48.0%	45
Three	15.9%	127	15.9%	19	9.0%	11	18.0%	12	14.7%	16	12.9%	10	21.3%	33	13.0%	7	19.7%	18
Four	7.0%	56	4.9%	6	2.9%	3	1.5%	1	6.8%	8	8.3%	6	8.7%	14	4.9%	3	16.3%	15
Five	2.0%	16	0.0%	0	6.4%	7	3.5%	2	0.9%	1	2.0%	1	1.8%	3	1.4%	1	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)	3.7%	30	8.1%	10	0.8%	1	1.1%	1	5.2%	6	2.8%	2	5.4%	8	3.3%	2	0.0%	0
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100
<b>CHI How many children aged under 16 years old are there living in your household?</b>																		
None	61.3%	490	63.8%	77	36.5%	43	72.7%	50	62.5%	70	59.8%	45	66.6%	105	68.3%	37	67.0%	63
One	13.0%	104	10.3%	12	26.1%	31	9.8%	7	10.6%	12	11.6%	9	10.1%	16	8.9%	5	13.9%	13
Two	16.4%	131	14.8%	18	27.4%	32	10.5%	7	5.7%	6	22.1%	17	18.4%	29	18.8%	10	12.5%	12
Three	4.6%	37	3.0%	4	4.9%	6	5.8%	4	16.1%	18	3.7%	3	0.0%	0	0.7%	0	2.3%	2
Four	1.1%	8	0.0%	0	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	4
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)	3.7%	30	8.1%	10	1.3%	2	1.1%	1	5.2%	6	2.8%	2	4.9%	8	3.3%	2	0.0%	0
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100
<b>CAR How many cars does your household own or have the use of?</b>																		
None	8.3%	66	10.3%	12	1.6%	2	10.3%	7	7.5%	8	9.5%	7	11.4%	18	8.0%	4	7.7%	7
One	35.8%	286	39.3%	48	34.0%	40	34.2%	24	37.8%	42	38.0%	29	35.4%	56	24.5%	13	37.9%	35
Two	38.8%	311	31.2%	38	44.0%	52	41.3%	28	39.0%	44	32.2%	24	36.3%	57	58.0%	32	38.5%	36
Three or more	12.9%	103	11.1%	13	16.3%	19	13.0%	9	10.5%	12	18.2%	14	11.3%	18	6.1%	3	15.9%	15
(Refused)	4.2%	33	8.1%	10	4.1%	5	1.1%	1	5.2%	6	2.1%	2	5.6%	9	3.3%	2	0.0%	0
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100



# Swadlincote Household Survey for WYG

Weighted:

July 2015

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
<b>HOM Do you own your own home?</b>																		
Yes	81.2%	649	85.0%	103	87.3%	102	84.0%	58	76.9%	86	78.3%	59	74.8%	117	82.7%	45	83.5%	78
No	14.0%	112	6.9%	8	8.6%	10	14.9%	10	15.5%	17	18.8%	14	19.6%	31	12.7%	7	15.2%	14
(Refused)	4.8%	39	8.1%	10	4.1%	5	1.1%	1	7.6%	8	2.9%	2	5.6%	9	4.6%	3	1.4%	1
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100

**ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?**

White	93.7%	749	92.1%	112	91.4%	107	97.4%	67	92.6%	104	97.9%	74	90.2%	142	96.0%	53	98.2%	92
Indian	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Pakistani	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	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	0.3%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Black Caribbean	0.2%	2	0.0%	0	0.0%	0	0.7%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Black African	0.0%	0	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 Black	0.2%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	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	0.0%	0	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 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
(Refused)	5.0%	40	7.2%	9	7.6%	9	1.9%	1	6.6%	7	2.1%	2	5.4%	8	3.3%	2	1.8%	2
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100

**QUOTA Zone:**

Zone 1	15.2%	121	100.0%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 2	14.7%	117	0.0%	0	100.0%	117	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 3	8.6%	69	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 4	14.0%	112	0.0%	0	0.0%	0	0.0%	0	100.0%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 5	9.4%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	75	0.0%	0	0.0%	0	0.0%	0
Zone 6	19.6%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	157	0.0%	0	0.0%	0
Zone 7	6.9%	55	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	55	0.0%	0
Zone 8	11.7%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	94
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100

**WARD Ward:**

Midway	7.5%	60	49.6%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newhall and Stanton	7.6%	61	50.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Gresley	7.4%	59	0.0%	0	50.2%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Swadlincote	7.3%	58	0.0%	0	49.8%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville	8.6%	69	0.0%	0	0.0%	0	100.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Melbourne	4.9%	39	0.0%	0	0.0%	0	0.0%	0	34.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Repton	5.1%	41	0.0%	0	0.0%	0	0.0%	0	36.5%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willington and Findern	4.0%	32	0.0%	0	0.0%	0	0.0%	0	28.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linton (South Derbyshire)	4.6%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	49.2%	37	0.0%	0	0.0%	0	0.0%	0
Seales	4.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	50.8%	38	0.0%	0	0.0%	0	0.0%	0
Stapenhill	4.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.7%	39	0.0%	0	0.0%	0
Brizlincote	7.2%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.6%	57	0.0%	0	0.0%	0
Winshill	7.6%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.6%	61	0.0%	0	0.0%	0
Moira	4.4%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	64.9%	36	0.0%	0
Oakthorpe and Donisthorpe	2.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	35.1%	19	0.0%	0
Ashby Castle	2.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.5%	20
Ashby Holywell	4.8%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	41.1%	38
Ashby Ivanhoe	4.4%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.3%	35
Weighted base:		800		121		117		69		112		75		157		55		94
Sample:		800		100		100		100		100		100		100		100		100

# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q01 Do you normally have regular access to a car for personal use during the day?</b>																
Yes	52.0%	53	63.6%	21	46.4%	32	37.9%	11	71.4%	25	44.7%	17	69.0%	29	40.0%	24
No	48.0%	49	36.4%	12	53.6%	37	62.1%	18	28.6%	10	55.3%	21	31.0%	13	60.0%	36
Base:		102		33		69		29		35		38		42		60
<b>Q02 Do you normally have regular access to a car for personal use during the evening / night?</b>																
Yes	56.9%	58	63.6%	21	53.6%	37	44.8%	13	77.1%	27	47.4%	18	76.2%	32	43.3%	26
No	43.1%	44	36.4%	12	46.4%	32	55.2%	16	22.9%	8	52.6%	20	23.8%	10	56.7%	34
Base:		102		33		69		29		35		38		42		60
<b>Q03 How did you travel to Swadlincote today?</b>																
Car / van (as driver)	42.2%	43	51.5%	17	37.7%	26	27.6%	8	60.0%	21	36.8%	14	57.1%	24	31.7%	19
Car / van (as passenger)	5.9%	6	0.0%	0	8.7%	6	6.9%	2	5.7%	2	5.3%	2	4.8%	2	6.7%	4
Bus, minibus or coach	20.6%	21	18.2%	6	21.7%	15	13.8%	4	5.7%	2	39.5%	15	11.9%	5	26.7%	16
Motorcycle, scooter or moped	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	26.5%	27	27.3%	9	26.1%	18	48.3%	14	22.9%	8	13.2%	5	21.4%	9	30.0%	18
Taxi / minicab	3.9%	4	0.0%	0	5.8%	4	3.4%	1	5.7%	2	2.6%	1	4.8%	2	3.3%	2
Bicycle	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Combined	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
Base:		102		33		69		29		35		38		42		60
<b>Q04 Where did you park today?</b>																
<i>Those who said car / van at Q03</i>																
Alexandra Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&M Bargains	16.3%	8	11.8%	2	18.8%	6	10.0%	1	17.4%	4	18.8%	3	11.5%	3	21.7%	5
Bus Station	24.5%	12	23.5%	4	25.0%	8	20.0%	2	21.7%	5	31.3%	5	15.4%	4	34.8%	8
Civic Offices	2.0%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	3.8%	1	0.0%	0
Darklands car park	2.0%	1	0.0%	0	3.1%	1	10.0%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0
East End Car Park	2.0%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	3.8%	1	0.0%	0
Hill Street Car Park	2.0%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	3.8%	1	0.0%	0
Leisure Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market Street	4.1%	2	11.8%	2	0.0%	0	0.0%	0	0.0%	0	12.5%	2	3.8%	1	4.3%	1
Morrisons	16.3%	8	17.6%	3	15.6%	5	10.0%	1	17.4%	4	18.8%	3	19.2%	5	13.0%	3
Pipeworks	6.1%	3	11.8%	2	3.1%	1	20.0%	2	4.3%	1	0.0%	0	7.7%	2	4.3%	1
Poundstretcher	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rink Drive	8.2%	4	5.9%	1	9.4%	3	0.0%	0	8.7%	2	12.5%	2	7.7%	2	8.7%	2
Sainsburys	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
Boots	2.0%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	3.8%	1	0.0%	0
Church Street	2.0%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	6.3%	1	3.8%	1	0.0%	0
Fire Station	2.0%	1	5.9%	1	0.0%	0	0.0%	0	4.3%	1	0.0%	0	0.0%	0	4.3%	1
Health Centre	2.0%	1	0.0%	0	3.1%	1	0.0%	0	4.3%	1	0.0%	0	0.0%	0	4.3%	1
(Don't know - On Street)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know - Car park)	4.1%	2	0.0%	0	6.3%	2	10.0%	1	4.3%	1	0.0%	0	7.7%	2	0.0%	0
(Dropped off - didn't park)	4.1%	2	5.9%	1	3.1%	1	20.0%	2	0.0%	0	0.0%	0	3.8%	1	4.3%	1
Base:		49		17		32		10		23		16		26		23
<b>Q05 Did you have any difficulties obtaining a car parking space today?</b>																
<i>Those who mentioned a car park at Q04</i>																
Yes	14.9%	7	0.0%	0	22.6%	7	12.5%	1	17.4%	4	12.5%	2	12.0%	3	18.2%	4
No	85.1%	40	100.0%	16	77.4%	24	87.5%	7	82.6%	19	87.5%	14	88.0%	22	81.8%	18
Base:		47		16		31		8		23		16		25		22

# Swadlincote In Centre Survey For WYG

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
<b>Mean score: [Minutes]</b>								
<b>Q06 How long did your journey to Swadlincote take?</b>								
0-5 minutes	35.3%	36 39.4%	13 33.3%	23 24.1%	7 48.6%	12 31.6%	12 28.6%	12 40.0%
6-10 minutes	23.5%	24 27.3%	9 21.7%	15 17.2%	5 31.4%	11 21.1%	8 31.0%	13 18.3%
11-15 minutes-	11.8%	12 9.1%	3 13.0%	9 31.0%	9 2.9%	1 5.3%	2 16.7%	7 8.3%
16-20 minutes	13.7%	14 18.2%	6 11.6%	8 13.8%	4 2.9%	1 23.7%	9 9.5%	4 16.7%
21-30 minutes	10.8%	11 6.1%	2 13.0%	9 10.3%	3 11.4%	4 10.5%	4 9.5%	4 11.7%
31-60 minutes	2.9%	3 0.0%	0 4.3%	3 3.4%	1 0.0%	0 5.3%	2 2.4%	1 3.3%
Over 60 minutes	2.0%	2 0.0%	0 2.9%	2 0.0%	0 2.9%	1 2.6%	1 2.4%	1 1.7%
Mean:	12.07	8.91	13.58	12.48	9.44	14.17	12.11	12.04
Base:	102	33	69	29	35	38	42	60
<b>Q07 Did you travel to Swadlincote directly from home, work or elsewhere?</b>								
Home	89.2%	91 90.9%	30 88.4%	61 89.7%	26 88.6%	31 89.5%	34 88.1%	37 90.0%
Work	4.9%	5 3.0%	1 5.8%	4 3.4%	1 5.7%	2 5.3%	2 7.1%	3 3.3%
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%
Family member's home	1.0%	1 0.0%	0 1.4%	1 0.0%	0 0.0%	0 2.6%	1 2.4%	1 0.0%
College	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Hospital appointment	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other medical appointment	1.0%	1 0.0%	0 1.4%	1 3.4%	1 0.0%	0 0.0%	0 0.0%	0 1.7%
Friend's home	2.0%	2 3.0%	1 1.4%	1 3.4%	1 2.9%	1 0.0%	0 2.4%	1 1.7%
Elsewhere (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Playing golf	1.0%	1 3.0%	1 0.0%	0 0.0%	0 0.0%	0 2.6%	1 0.0%	0 1.7%
Burton on Trent	1.0%	1 0.0%	0 1.4%	1 0.0%	0 2.9%	1 0.0%	0 0.0%	0 1.7%
Base:	102	33	69	29	35	38	42	60
<b>Q08 In terms of your visit to Swadlincote do you live in Swadlincote, work in Swadlincote or are you a visitor to the area? [MR]</b>								
Live in the centre	30.4%	31 33.3%	11 29.0%	20 27.6%	8 37.1%	13 26.3%	10 26.2%	11 33.3%
Work in the centre	11.8%	12 3.0%	1 15.9%	11 13.8%	4 14.3%	5 7.9%	3 21.4%	9 5.0%
Visiting the centre	57.8%	59 63.6%	21 55.1%	38 58.6%	17 48.6%	17 65.8%	25 52.4%	22 61.7%
Base:	102	33	69	29	35	38	42	60

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Q09 Why do you choose to shop / visit Swadlincote? [MR]</b>																
Accessibility by public transport	2.0%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2
Accessibility to Swadlincote	7.8%	8	6.1%	2	8.7%	6	6.9%	2	8.6%	3	7.9%	3	14.3%	6	3.3%	2
Car parking prices	2.9%	3	3.0%	1	2.9%	2	0.0%	0	5.7%	2	2.6%	1	4.8%	2	1.7%	1
Car parking provision	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Choice of High Street retailers	3.9%	4	3.0%	1	4.3%	3	0.0%	0	2.9%	1	7.9%	3	2.4%	1	5.0%	3
Choice of shops selling non-food goods	9.8%	10	9.1%	3	10.1%	7	6.9%	2	2.9%	1	18.4%	7	7.1%	3	11.7%	7
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
Close to friends / family	2.0%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.3%	2	2.4%	1	1.7%	1
Close to home	62.7%	64	60.6%	20	63.8%	44	65.5%	19	68.6%	24	55.3%	21	50.0%	21	71.7%	43
Close to work	14.7%	15	9.1%	3	17.4%	12	20.7%	6	14.3%	5	10.5%	4	21.4%	9	10.0%	6
Close to school / college	2.0%	2	3.0%	1	1.4%	1	6.9%	2	0.0%	0	0.0%	0	2.4%	1	1.7%	1
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
Habit	23.5%	24	24.2%	8	23.2%	16	24.1%	7	20.0%	7	26.3%	10	14.3%	6	30.0%	18
Provision of leisure services	4.9%	5	3.0%	1	5.8%	4	3.4%	1	8.6%	3	2.6%	1	7.1%	3	3.3%	2
Provision of services (e.g. banks / financial services)	5.9%	6	0.0%	0	8.7%	6	6.9%	2	5.7%	2	5.3%	2	9.5%	4	3.3%	2
Public information, signposts, public facilities	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	0.0%	0	3.3%	2
Quality of shops selling food goods	2.9%	3	9.1%	3	0.0%	0	0.0%	0	0.0%	0	7.9%	3	2.4%	1	3.3%	2
Range of independent / specialist shops	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Range of shops selling food goods	5.9%	6	3.0%	1	7.2%	5	6.9%	2	0.0%	0	10.5%	4	7.1%	3	5.0%	3
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
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
Shopping environment	5.9%	6	6.1%	2	5.8%	4	0.0%	0	5.7%	2	10.5%	4	4.8%	2	6.7%	4
The market	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Value for money	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	2.9%	3	6.1%	2	1.4%	1	0.0%	0	2.9%	1	5.3%	2	4.8%	2	1.7%	1
I meet friends here	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
It's quiet	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Just for a change	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Base:		102		33		69		29		35		38		42		60
<b>Q10 What is the main reason why you are in Swadlincote today?</b>																
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Clothes / shoes shopping	4.9%	5	3.0%	1	5.8%	4	6.9%	2	2.9%	1	5.3%	2	2.4%	1	6.7%	4
Bank / building society / Post Office	14.7%	15	9.1%	3	17.4%	12	6.9%	2	17.1%	6	18.4%	7	14.3%	6	15.0%	9
Browsing	14.7%	15	9.1%	3	17.4%	12	3.4%	1	17.1%	6	21.1%	8	9.5%	4	18.3%	11
Café / restaurant / pub (food and beverage)	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Chemist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Doctor / dentist	2.9%	3	6.1%	2	1.4%	1	0.0%	0	5.7%	2	2.6%	1	4.8%	2	1.7%	1
Electrical goods shopping	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Furniture / carpet	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
Jewellery / gift shops	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Library	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	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Public offices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Services (e.g. hairdressers, launderette)	8.8%	9	6.1%	2	10.1%	7	17.2%	5	5.7%	2	5.3%	2	11.9%	5	6.7%	4
Social / leisure activities	2.9%	3	6.1%	2	1.4%	1	0.0%	0	2.9%	1	5.3%	2	0.0%	0	5.0%	3
Stationers / newsagents	2.9%	3	3.0%	1	2.9%	2	3.4%	1	2.9%	1	2.6%	1	2.4%	1	3.3%	2
Visit specialist shops	7.8%	8	15.2%	5	4.3%	3	10.3%	3	8.6%	3	5.3%	2	9.5%	4	6.7%	4
Work / school / college	14.7%	15	9.1%	3	17.4%	12	27.6%	8	14.3%	5	5.3%	2	21.4%	9	10.0%	6
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Garden items shopping	2.0%	2	3.0%	1	1.4%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2
Job hunting	2.0%	2	0.0%	0	2.9%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	3.3%	2
Morrisons Swadlincote	12.7%	13	18.2%	6	10.1%	7	10.3%	3	8.6%	3	18.4%	7	9.5%	4	15.0%	9
Sainsbury's Swadlincote	2.0%	2	3.0%	1	1.4%	1	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1
Base:		102		33		69		29		35		38		42		60

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q11 What else do you intend to do whilst in Swadlincote today? [MR]</b>																
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	2.9%	3	0.0%	0	4.3%	3	0.0%	0	2.9%	1	5.3%	2	2.4%	1	3.3%	2
Clothes / shoes shopping	4.9%	5	3.0%	1	5.8%	4	6.9%	2	5.7%	2	2.6%	1	7.1%	3	3.3%	2
Bank / building society / Post Office	2.9%	3	3.0%	1	2.9%	2	3.4%	1	2.9%	1	2.6%	1	4.8%	2	1.7%	1
Browsing	7.8%	8	12.1%	4	5.8%	4	3.4%	1	8.6%	3	10.5%	4	7.1%	3	8.3%	5
Café / restaurant / pub (food and beverage)	6.9%	7	9.1%	3	5.8%	4	3.4%	1	8.6%	3	7.9%	3	7.1%	3	6.7%	4
Chemist	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
Doctor / dentist	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Electrical goods shopping	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1
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
Jewellery / gift shops	2.0%	2	0.0%	0	2.9%	2	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1
Library	2.9%	3	3.0%	1	2.9%	2	0.0%	0	2.9%	1	5.3%	2	2.4%	1	3.3%	2
Market	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Public offices	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Services (e.g. hairdressers, laundrette)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Social / leisure activities	2.0%	2	3.0%	1	1.4%	1	0.0%	0	5.7%	2	0.0%	0	2.4%	1	1.7%	1
Stationers / newsagents	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
Visit specialist shops	3.9%	4	6.1%	2	2.9%	2	6.9%	2	2.9%	1	2.6%	1	4.8%	2	3.3%	2
Work / school / college	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 (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi Swadlincote	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Morrisons Swadlincote	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Pet goods shopping	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
(No reason / no other reason)	55.9%	57	54.5%	18	56.5%	39	69.0%	20	51.4%	18	50.0%	19	52.4%	22	58.3%	35
Base:		102		33		69		29		35		38		42		60
<b>Q11X Reason for visit (Q10 &amp; Q11) combined: [MR]</b>																
Food and grocery shopping (WRITE IN FULL STORE ADDRESS)	3.9%	4	0.0%	0	5.8%	4	3.4%	1	2.9%	1	5.3%	2	4.8%	2	3.3%	2
Clothes / shoes shopping	9.8%	10	6.1%	2	11.6%	8	13.8%	4	8.6%	3	7.9%	3	9.5%	4	10.0%	6
Bank / building society / Post Office	17.6%	18	12.1%	4	20.3%	14	10.3%	3	20.0%	7	21.1%	8	19.0%	8	16.7%	10
Browsing	22.5%	23	21.2%	7	23.2%	16	6.9%	2	25.7%	9	31.6%	12	16.7%	7	26.7%	16
Café / restaurant / pub (food and beverage)	7.8%	8	12.1%	4	5.8%	4	6.9%	2	8.6%	3	7.9%	3	7.1%	3	8.3%	5
Chemist	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
Doctor / dentist	2.9%	3	6.1%	2	1.4%	1	0.0%	0	5.7%	2	2.6%	1	4.8%	2	1.7%	1
Electrical goods shopping	2.0%	2	6.1%	2	0.0%	0	0.0%	0	5.7%	2	0.0%	0	2.4%	1	1.7%	1
Furniture / carpet	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
Jewellery / gift shops	2.9%	3	0.0%	0	4.3%	3	3.4%	1	2.9%	1	2.6%	1	4.8%	2	1.7%	1
Library	2.9%	3	3.0%	1	2.9%	2	0.0%	0	2.9%	1	5.3%	2	2.4%	1	3.3%	2
Market	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	4.8%	2	0.0%	0
Public offices	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Services (e.g. hairdressers, laundrette)	9.8%	10	6.1%	2	11.6%	8	17.2%	5	5.7%	2	7.9%	3	11.9%	5	8.3%	5
Social / leisure activities	4.9%	5	9.1%	3	2.9%	2	0.0%	0	8.6%	3	5.3%	2	2.4%	1	6.7%	4
Stationers / newsagents	4.9%	5	3.0%	1	5.8%	4	3.4%	1	5.7%	2	5.3%	2	4.8%	2	5.0%	3
Visit specialist shops	11.8%	12	21.2%	7	7.2%	5	17.2%	5	11.4%	4	7.9%	3	14.3%	6	10.0%	6
Work / school / college	14.7%	15	9.1%	3	17.4%	12	27.6%	8	14.3%	5	5.3%	2	21.4%	9	10.0%	6
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(No reason / no other reason)	55.9%	57	54.5%	18	56.5%	39	69.0%	20	51.4%	18	50.0%	19	52.4%	22	58.3%	35
Garden items shopping	2.0%	2	3.0%	1	1.4%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2
Job hunting	2.0%	2	0.0%	0	2.9%	2	0.0%	0	5.7%	2	0.0%	0	0.0%	0	3.3%	2
Morrisons Swadlincote	13.7%	14	18.2%	6	11.6%	8	10.3%	3	8.6%	3	21.1%	8	9.5%	4	16.7%	10
Sainsbury's Swadlincote	2.0%	2	3.0%	1	1.4%	1	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1
Aldi Swadlincote	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Pet goods shopping	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Base:		102		33		69		29		35		38		42		60

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Mean score: [Minutes]</b>																
<b>Q12 How long do you think you will stay in Swadlincote today?</b>																
Less than 30 minutes	9.8%	10	21.2%	7	4.3%	3	20.7%	6	0.0%	0	10.5%	4	4.8%	2	13.3%	8
30-59 minutes	21.6%	22	21.2%	7	21.7%	15	20.7%	6	40.0%	14	5.3%	2	23.8%	10	20.0%	12
1hr -1 hr 29 min	25.5%	26	21.2%	7	27.5%	19	24.1%	7	14.3%	5	36.8%	14	23.8%	10	26.7%	16
1hr 30 mins - 1 hr 59 min	15.7%	16	12.1%	4	17.4%	12	10.3%	3	22.9%	8	13.2%	5	19.0%	8	13.3%	8
Half the day (between 2 and 4 hours)	16.7%	17	18.2%	6	15.9%	11	10.3%	3	11.4%	4	26.3%	10	11.9%	5	20.0%	12
All day (4 hours or more)	10.8%	11	6.1%	2	13.0%	9	13.8%	4	11.4%	4	7.9%	3	16.7%	7	6.7%	4
Mean:	109.90	92.88	118.04	101.90	108.71	117.11	121.67	101.67								
Base:	102	33	69	29	35	38	42	60								
<b>Q13 Will you undertake your main food and grocery shop, whilst in Swadlincote today?</b>																
Yes	22.5%	23	27.3%	9	20.3%	14	17.2%	5	22.9%	8	26.3%	10	21.4%	9	23.3%	14
No	76.5%	78	72.7%	24	78.3%	54	79.3%	23	77.1%	27	73.7%	28	78.6%	33	75.0%	45
(Don't know)	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Base:	102	33	69	29	35	38	42	60								
<b>Mean score: [Visits per week]</b>																
<b>Q14 How frequently do you visit Swadlincote for your main food and grocery shopping?</b>																
Everyday	2.9%	3	3.0%	1	2.9%	2	0.0%	0	2.9%	1	5.3%	2	2.4%	1	3.3%	2
2-3 times a week	21.6%	22	24.2%	8	20.3%	14	6.9%	2	37.1%	13	18.4%	7	19.0%	8	23.3%	14
Once a week	44.1%	45	39.4%	13	46.4%	32	55.2%	16	37.1%	13	42.1%	16	40.5%	17	46.7%	28
Once a fortnight	11.8%	12	12.1%	4	11.6%	8	10.3%	3	11.4%	4	13.2%	5	11.9%	5	11.7%	7
Once a month	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
Less than once a month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Never	16.7%	17	18.2%	6	15.9%	11	24.1%	7	8.6%	3	18.4%	7	21.4%	9	13.3%	8
First time today	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)	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Mean:	0.72	0.75	0.70	0.60	0.77	0.75	0.70	0.73								
Base:	102	33	69	29	35	38	42	60								
<b>Mean score: [£]</b>																
<b>Q15 Approximately how much have you / will you spend today on food goods?</b>																
Nothing	45.1%	46	36.4%	12	49.3%	34	51.7%	15	42.9%	15	42.1%	16	40.5%	17	48.3%	29
Up to £5	11.8%	12	18.2%	6	8.7%	6	20.7%	6	5.7%	2	10.5%	4	16.7%	7	8.3%	5
£6-£10	9.8%	10	9.1%	3	10.1%	7	3.4%	1	14.3%	5	10.5%	4	11.9%	5	8.3%	5
£11-£15	4.9%	5	3.0%	1	5.8%	4	0.0%	0	0.0%	0	13.2%	5	2.4%	1	6.7%	4
£16-£20	7.8%	8	9.1%	3	7.2%	5	0.0%	0	11.4%	4	10.5%	4	4.8%	2	10.0%	6
£21-£25	2.9%	3	3.0%	1	2.9%	2	0.0%	0	2.9%	1	5.3%	2	0.0%	0	5.0%	3
£26-£50	4.9%	5	6.1%	2	4.3%	3	6.9%	2	2.9%	1	5.3%	2	4.8%	2	5.0%	3
£51-£75	5.9%	6	3.0%	1	7.2%	5	13.8%	4	5.7%	2	0.0%	0	7.1%	3	5.0%	3
£76-£100	3.9%	4	3.0%	1	4.3%	3	3.4%	1	8.6%	3	0.0%	0	7.1%	3	1.7%	1
More than £100	2.0%	2	6.1%	2	0.0%	0	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
(Don't know)	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Mean:	15.61	20.17	13.50	15.16	20.84	11.29	19.17	13.18								
Base:	102	33	69	29	35	38	42	60								

# Swadlincote In Centre Survey For WYG

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
<b>Q16 Which centre or store did you last visit for your main food and grocery shopping? [MR]</b>								
Aldi, Ashby-de-la-Zouch	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Derby, Nottingham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Derby, Unit 7, Meteor Centre, Mansfield Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Derby, Uttoxeter New Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Swadlincote	23.5%	24	9.1%	3	30.4%	21	31.0%	9
Aldi, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Walmart Supercentre, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda Walmart Supercentre, Tamworth, Ventura Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Burton-On-Trent	2.0%	2	0.0%	0	2.9%	2	0.0%	0
Asda, Salford	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Budgens, Melbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Ashby-de-la-Zouch, 73 Market Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Ashby-de-la-Zouch, 9 Derby Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Barton-Under-Needwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Borrowash	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burton-On-Trent, 24 Main Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burton-On-Trent, Horninglow Road North	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burton-On-Trent, James Brindley Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burton-On-Trent, Princess Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Burton-On-Trent, Unit 8, The Precinct, Main Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Castle Donington, 35-37 Borough Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Castle Donington, Station Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 1270 London Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 187 Blenheim Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 2 Swarkestone Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 242 Chellaston Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 27 Crayford Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 43 Sussex Circus	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 434 Stenson Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 471-473 Burton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby,	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Swadlincote In Centre Survey For WYG

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
49 Park Farm Centre, Park Farm Drive								
Co-operative Food, Derby, 49 Smalley Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 497 Nottingham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 622 Osmaston Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 69 Prince Charles Avenue	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 840 Osmaston Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, 93 Holbrook Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, Ashbourne Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, Scarborough Rise	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, Station Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, Stenson Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, Unit 1 Oakwood District Centre, Danebridge Crescent	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, Unit 1, Heatherton District Centre, Hollybrook Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Derby, Wollaton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Dordon, 70 New Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Dordon, High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Draycott	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Hilliard's Cross	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Ibstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Kegworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Lichfield, 1 Boley Park Centre, Ryknild Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Lichfield, 75a Marks Walk	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Lichfield, Curborough Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Nottingham, 473- 479 Tamworth Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Nottingham, Draycott Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Overseal	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Rolleston-on-Dove	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Rosliston	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Shepshed	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Spondon, 1 Chapel Side, Chapel Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Spondon, 68-70 Sitwell Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Stapenhill, 129 Stanton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Stapenhill, 226 Woods Lane	0.0%	0	0.0%	0	0.0%	0	0.0%	0



# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Co-operative Food, Tamworth, 107 Amington Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Tamworth, 1-5 Church Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Tamworth, 251 Glascoate Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Tamworth, 264 Tamworth Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Tamworth, 9 Cotton Green Precinct	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Tamworth, Brent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Whittington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Whitwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Willington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Co-operative Food, Winshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Derby, 22-24 Albert Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Derby, 27 Park Farm Centre, Park Farm Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Derby, Ascot Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Farmfoods, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Derby, 1295-1305 London Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Derby, 19 Northview, Burton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Derby, 27-29 Albion Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Derby, 490-492 Nottingham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Iceland, Lichfield	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%
Iceland, Swadlincote	6.9%	7	15.2%	5	2.9%	2	6.9%	2	5.7%	2	7.9%	3	2.4%	1	10.0%
Iceland, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Derby, 469-479 Nottingham Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Derby, Southgate Retail Park, Normanton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lidl, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M Local, Derby, 29-31 Ashbourne Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M Local, Derby, Lexington Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Foodhall, Burton-On-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Foodhall, Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Foodhall, Tamworth, Ventura Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Derby, Royal Derby Hospital, Uttoxeter Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Derby, Unit 8b, Kingsway Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
M&S Simply Food, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Morrisons, Burton-On-Trent	2.0%	2	3.0%	1	1.4%	1	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%
Morrisons, Coalville	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%

# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
Morrisons, Derby	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Morrisons, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Swadlincote	38.2%	39	45.5%	15	34.8%	24	20.7%	6	48.6%	17	42.1%	16	33.3%	14	41.7%	25
Morrisons, Tamworth, Hilmore Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Tamworth, Upper Gungate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Burton-On-Trent, 87 Burton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Burton-On-Trent, Horninglow Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Derby, 10 Morley Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Derby, 121 Nuns Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Derby, 125 Kedleston Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Derby, 55 Station Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Derby, 71-77, Farm Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Nottingham, 375 Tamworth Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys Local, Swadlincote, Glamorgan Way	2.9%	3	6.1%	2	1.4%	1	0.0%	0	2.9%	1	5.3%	2	2.4%	1	3.3%	2
Sainsburys Local, Swadlincote, High Street	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1
Sainsburys, Burton-On-Trent	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Sainsburys, Derby, 1 Peak Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Derby, 2-6 Copecastle Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Derby, Kingsway Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Derby, Wyvern Way	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Swadlincote	6.9%	7	6.1%	2	7.2%	5	6.9%	2	11.4%	4	2.6%	1	9.5%	4	5.0%	3
Sainsburys, Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Derby, 10 Blenheim Parade	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, Derby, 1255-1263 London Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Derby, 25 Derby Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Derby, Stenson Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hilton	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, Lichfield	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, Measham	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, Nottingham, 5 Cranfleet Way	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, Shepshed	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, Stapenhill, 2 Best Avenue	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, Stapenhill, Stanton Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swadlincote, 42 High Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swadlincote, Common Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Swadlincote, Hearthcote Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tamworth, 13a-15 Coleshill Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Tamworth, 284 Tamworth Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Lichfield	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 Metro, Derby, 7-11 St Peters Street	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ashby-De-La-Zouch	2.9%	3	0.0%	0	4.3%	3	6.9%	2	2.9%	1	0.0%	0	7.1%	3	0.0%	0

# Swadlincote In Centre Survey For WYG

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE						
Tesco, Burton-upon-Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Tesco, Derby, Kipling Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Waitrose, Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Allenton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Allestree	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Alrewas	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Alvaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Anglesey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Armitage with Handsacre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0				
Ashby-de-la-Zouch	1.0%	1	3.0%	1	0.0%	0	2.6%	1	2.4%	1	0.0%	0		
Birmingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Boulton Moor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Branston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brizlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burntwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burton upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Castle Donington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cavendish	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chaddesden	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chelleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Church Gresley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cropston Drive, Coalville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Derby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Donisthorpe	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Eton Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Fazeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Findern	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Fradley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hackwood Farm	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hilton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Horninglow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ibstock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kegworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lichfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Littleover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Loughborough	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lullington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Mackworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Measham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Melbourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Mickleover	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Moira	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Netherseal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Newhall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Normanton & Pear Tree Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Norris Hil	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Nottingham	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oakwood	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Overseal	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Repton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Rolleston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Rugeley	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Rykneld Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shenstone	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shobnall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Simsby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sinfin	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stapenhill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stretton	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Swadlincote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tamworth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Ticknall	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Uttoxiter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Walsall	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Walton upon Trent	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whittington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Whitwick	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willington	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Winshill	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Woodville	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
Aldi, St Mary's Gate, Sheffield	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Asda online	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Don't do a main food shop	2.9%	3	6.1%	2	1.4%	1	10.3%	3	0.0%	0	0.0%	0	4.8%	2	1.7%	1
Nisa, West St, Swadlincote	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco, High St, Heanor (Can't remember)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Base:		102		33		69		29		35		38		42		60

**Q17 Why do you choose to do your main food shop at (LOCATION AT Q.16) rather than Swadlincote town centre? [MR]**
*Those who did not mention Swadlincote at Q16*

Accessibility by bus	5.0%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	12.5%	1
Accessibility by 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
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
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
Choice of food goods available	5.0%	1	0.0%	0	7.1%	1	0.0%	0	33.3%	1	0.0%	0	8.3%	1	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
Choice 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
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
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
Nearer to home	50.0%	10	33.3%	2	57.1%	8	22.2%	2	33.3%	1	87.5%	7	50.0%	6	50.0%	4
Nearer to work	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 stores are too busy	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility to Swadlincote	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
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
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
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
Quality of 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
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
Quality of shops 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
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
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
Shopping environment	5.0%	1	0.0%	0	7.1%	1	0.0%	0	0.0%	0	12.5%	1	0.0%	0	12.5%	1
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good offers in the store	5.0%	1	0.0%	0	7.1%	1	11.1%	1	0.0%	0	0.0%	0	8.3%	1	0.0%	0
Habit	10.0%	2	0.0%	0	14.3%	2	22.2%	2	0.0%	0	0.0%	0	8.3%	1	12.5%	1
Online Shop	5.0%	1	16.7%	1	0.0%	0	0.0%	0	33.3%	1	0.0%	0	8.3%	1	0.0%	0
(Don't know / no reason)	20.0%	4	33.3%	2	14.3%	2	44.4%	4	0.0%	0	0.0%	0	16.7%	2	25.0%	2
Base:		20		6		14		9		3		8		12		8

**Q18 How do you usually travel to (LOCATION AT Q.16)?**
*Those who did not mention Swadlincote at Q16*

Car / van (as driver)	40.0%	8	50.0%	3	35.7%	5	44.4%	4	33.3%	1	37.5%	3	58.3%	7	12.5%	1
Car / van (as passenger)	20.0%	4	0.0%	0	28.6%	4	11.1%	1	33.3%	1	25.0%	2	25.0%	3	12.5%	1
Bus, minibus or coach	5.0%	1	16.7%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1	0.0%	0	12.5%	1
Motorcycle, scooter or moped	10.0%	2	0.0%	0	14.3%	2	0.0%	0	0.0%	0	25.0%	2	0.0%	0	25.0%	2
Walk	5.0%	1	0.0%	0	7.1%	1	11.1%	1	0.0%	0	0.0%	0	0.0%	0	12.5%	1
Taxi / minicab	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	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
Combined (PLEASE WRITE IN)	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 (PLEASE WRITE IN)	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)	10.0%	2	16.7%	1	7.1%	1	22.2%	2	0.0%	0	0.0%	0	8.3%	1	12.5%	1
(Do not travel, goods delivered)	10.0%	2	16.7%	1	7.1%	1	11.1%	1	33.3%	1	0.0%	0	8.3%	1	12.5%	1
Base:		20		6		14		9		3		8		12		8

## Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q19 Will you buy anything other than food goods today whilst in Swadlincote town centre? [MR]</b>																
Yes – clothing and footwear	9.8%	10	9.1%	3	10.1%	7	10.3%	3	8.6%	3	10.5%	4	9.5%	4	10.0%	6
Yes – books, CDs and DVDs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – small household good, including jewellery, clocks and ornaments	11.8%	12	15.2%	5	10.1%	7	6.9%	2	17.1%	6	10.5%	4	9.5%	4	13.3%	8
Yes – toys, games, bicycles and recreation goods	2.9%	3	3.0%	1	2.9%	2	6.9%	2	0.0%	0	2.6%	1	0.0%	0	5.0%	3
Yes – chemist and health and beauty products	7.8%	8	9.1%	3	7.2%	5	6.9%	2	8.6%	3	7.9%	3	11.9%	5	5.0%	3
Yes – electrical items such as televisions, washing machines and computers	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes – DIY and gardening goods	4.9%	5	9.1%	3	2.9%	2	3.4%	1	5.7%	2	5.3%	2	4.8%	2	5.0%	3
No	38.2%	39	42.4%	14	36.2%	25	37.9%	11	31.4%	11	44.7%	17	40.5%	17	36.7%	22
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
Yes - cards	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1
Yes - pet goods	2.9%	3	0.0%	0	4.3%	3	3.4%	1	0.0%	0	5.3%	2	0.0%	0	5.0%	3
Yes - photographs	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1
(Don't know)	22.5%	23	15.2%	5	26.1%	18	27.6%	8	28.6%	10	13.2%	5	28.6%	12	18.3%	11
Base:		102		33		69		29		35		38		42		60

# Swadlincote In Centre Survey For WYG

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE							
<b>Q20 Where (centre / facility) did you last shop for non-food goods? [MR]</b>															
Allenton (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Allestree (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alrewas (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Alvaston (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Anglesey (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Armitage with Handsacre (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby de la Zouch (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch, Nottingham Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ashby-de-la-Zouch, Rushtons Yard Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Birmingham (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Boulton Moor (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Branston (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brizlincote (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burntwood (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton upon Trent (Centre)	10.8%	11	15.2%	5	8.7%	6	13.8%	4	11.4%	4	7.9%	3	7.1%	3	13.3%
Burton Upon Trent, Lichfield Street - Blockbuster	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent, 2 Union Street - Former Comet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent, Albion Gateway	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent, Anglesey Business Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent, Branston Square	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent, Burton Upon Trent - Family Bargains	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent, Centrum East Retail Park	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%
Burton Upon Trent, Coopers Square Shopping Centre	5.9%	6	3.0%	1	7.2%	5	13.8%	4	0.0%	0	5.3%	2	9.5%	4	3.3%
Burton Upon Trent, Middleway Retail & Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent, St Peters Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent, The Octagon Shopping Centre	2.9%	3	3.0%	1	2.9%	2	6.9%	2	2.9%	1	0.0%	0	2.4%	1	3.3%
Burton Upon Trent, Wellington Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Burton Upon Trent, Wellington Road Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Castle Donington (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cavendish (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chaddesden (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Chelleston (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Church Gresley (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville, Capri Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville, Cropston Drive (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville, The Belvoir Shopping Centre	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%
Coalville, Thornborough Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Coalville, Whitwick Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby (Centre)	5.9%	6	0.0%	0	8.7%	6	0.0%	0	8.6%	3	7.9%	3	4.8%	2	6.7%
Derby, Ascot Drive	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby, Bradshaw Way Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby, Derby Retail Park	2.0%	2	3.0%	1	1.4%	1	3.4%	1	2.9%	1	0.0%	0	4.8%	2	0.0%
Derby, Foresters Leisure Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
Derby, Goodwood Park Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby, London Road	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby, Osmaston Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby, Pride Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby, Sinfin Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby, Southgate Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Derby, Wyvern Way - Boots / Toys R Us	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Donisthorpe (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Eton Park (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fazeley (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Findern (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Fradley (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Hackwood Farm (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Horninglow (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ibstock (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kegworth (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Leicester, Fosse Park Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lichfield (Centre)	2.0%	2	0.0%	0	2.9%	2	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%
Littleover (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Loughborough (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lullington (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mackworth (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Measham (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Melbourne (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Mickleover (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Moira (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Netherseal (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Newhall (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Normanton & Pear Tree Road (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Norris Hil (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Nottingham (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oakwood (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Overseal (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Repton (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rolleston (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Rugeley (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Shobnall (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Simsby (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Sinfin (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Stapenhill (Centre)	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%
Stretton (Centre)	2.0%	2	0.0%	0	2.9%	2	0.0%	0	5.7%	2	0.0%	0	4.8%	2	0.0%
Swadlincote (Centre)	45.1%	46	45.5%	15	44.9%	31	37.9%	11	57.1%	20	39.5%	15	42.9%	18	46.7%
Swadlincote, Hepworth Retail Park	2.9%	3	6.1%	2	1.4%	1	3.4%	1	0.0%	0	5.3%	2	4.8%	2	1.7%
Swadlincote, The Pipeworks	8.8%	9	6.1%	2	10.1%	7	6.9%	2	5.7%	2	13.2%	5	4.8%	2	11.7%
Swadlincote, The Rink Shopping Centre	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%
Tamworth (Centre)	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%
Tamworth, Ankerside Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth, Middle Entry	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth, Snowdome	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tamworth, The Precinct	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%
Tamworth, Ventura Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Ticknall (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Uttoxiter (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Walsall (Centre)	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%
Walton upon Trent (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whittington (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Whitwick (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willington (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Winshill (Centre)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Woodville (Centre)	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solihull	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%
Online	2.9%	3	6.1%	2	1.4%	1	3.4%	1	5.7%	2	0.0%	0	4.8%	2	1.7%
Base:		102		33		69		29		35		38		42	60

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE								
<b>Mean score: [Visits per week]</b>																
<b>Q21 How frequently do you visit (LOCATION AT Q.20) for non-food goods?</b>																
Everyday	5.9%	6	6.1%	2	5.8%	4	0.0%	0	8.6%	3	7.9%	3	0.0%	0	10.0%	6
2-3 times a week	29.4%	30	33.3%	11	27.5%	19	37.9%	11	25.7%	9	26.3%	10	35.7%	15	25.0%	15
Once a week	21.6%	22	18.2%	6	23.2%	16	27.6%	8	17.1%	6	21.1%	8	23.8%	10	20.0%	12
Once a fortnight	15.7%	16	6.1%	2	20.3%	14	13.8%	4	17.1%	6	15.8%	6	19.0%	8	13.3%	8
Once a month	17.6%	18	24.2%	8	14.5%	10	13.8%	4	22.9%	8	15.8%	6	16.7%	7	18.3%	11
Less than once a month	7.8%	8	9.1%	3	7.2%	5	3.4%	1	5.7%	2	13.2%	5	2.4%	1	11.7%	7
Never	2.0%	2	3.0%	1	1.4%	1	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
Mean:		1.52		1.56		1.50		1.35		1.59		1.58		1.30		1.67
Base:		102		33		69		29		35		38		42		60

**Mean score: [£]****Q22 Approximately how much did you spend on your last visit to (LOCATION AT Q20) on non-food goods?**

Nothing	2.0%	2	6.1%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	2.4%	1	1.7%	1
Up to £5	7.8%	8	6.1%	2	8.7%	6	6.9%	2	8.6%	3	7.9%	3	7.1%	3	8.3%	5
£6-£10	10.8%	11	3.0%	1	14.5%	10	10.3%	3	17.1%	6	5.3%	2	7.1%	3	13.3%	8
£11-£15	6.9%	7	6.1%	2	7.2%	5	3.4%	1	8.6%	3	7.9%	3	9.5%	4	5.0%	3
£16-£20	11.8%	12	12.1%	4	11.6%	8	6.9%	2	17.1%	6	10.5%	4	7.1%	3	15.0%	9
£21-£25	12.7%	13	21.2%	7	8.7%	6	6.9%	2	14.3%	5	15.8%	6	19.0%	8	8.3%	5
£26-£50	21.6%	22	9.1%	3	27.5%	19	31.0%	9	14.3%	5	21.1%	8	23.8%	10	20.0%	12
£51-£75	9.8%	10	12.1%	4	8.7%	6	13.8%	4	11.4%	4	5.3%	2	7.1%	3	11.7%	7
£76-£100	7.8%	8	9.1%	3	7.2%	5	3.4%	1	2.9%	1	15.8%	6	11.9%	5	5.0%	3
More than £100	4.9%	5	6.1%	2	4.3%	3	6.9%	2	5.7%	2	2.6%	1	2.4%	1	6.7%	4
(Don't know / can't remember)	3.9%	4	9.1%	3	1.4%	1	3.4%	1	0.0%	0	7.9%	3	2.4%	1	5.0%	3
Mean:		35.78		37.82		34.88		38.77		31.30		37.87		34.24		36.89
Base:		102		33		69		29		35		38		42		60



# Swadlincote In Centre Survey For WYG

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	
<b>Q23 Why do you choose to shop at (LOCATION AT Q.20) for non-food shopping instead of Swadlincote town centre? [MR]</b>									
<i>Those who did not mention Swadlincote at Q20</i>									
Accessibility by bus	7.0%	3 7.1%	1 6.9%	2 7.1%	1 0.0%	0 12.5%	2 5.0%	1 8.7%	2
Accessibility by 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
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
Car parking provision	2.3%	1 0.0%	0 3.4%	1 7.1%	1 0.0%	0 0.0%	0 5.0%	1 0.0%	0
Choice 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
Choice of shops nearby selling non-food goods	34.9%	15 28.6%	4 37.9%	11 21.4%	3 46.2%	6 37.5%	6 40.0%	8 30.4%	7
Choice of shops selling food goods	7.0%	3 7.1%	1 6.9%	2 7.1%	1 0.0%	0 12.5%	2 15.0%	3 0.0%	0
Cleanliness	2.3%	1 7.1%	1 0.0%	0 0.0%	0 0.0%	0 6.3%	1 5.0%	1 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
Nearer to home	18.6%	8 14.3%	2 20.7%	6 21.4%	3 7.7%	1 25.0%	4 30.0%	6 8.7%	2
Nearer to work	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 stores are too busy	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Poor accessibility to Swadlincote	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
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
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
Quality of food goods available	2.3%	1 0.0%	0 3.4%	1 7.1%	1 0.0%	0 0.0%	0 0.0%	0 4.3%	1
Quality of non-food goods	11.6%	5 0.0%	0 17.2%	5 14.3%	2 15.4%	2 6.3%	1 0.0%	0 21.7%	5
Quality of shops selling food goods	7.0%	3 7.1%	1 6.9%	2 0.0%	0 7.7%	1 12.5%	2 0.0%	0 13.0%	3
Quality of shops selling non-food goods	27.9%	12 35.7%	5 24.1%	7 21.4%	3 38.5%	5 25.0%	4 15.0%	3 39.1%	9
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
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
Shopping environment	7.0%	3 14.3%	2 3.4%	1 14.3%	2 0.0%	0 6.3%	1 5.0%	1 8.7%	2
Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
It's undercover	2.3%	1 0.0%	0 3.4%	1 0.0%	0 0.0%	0 6.3%	1 0.0%	0 4.3%	1
Just for a change	2.3%	1 0.0%	0 3.4%	1 0.0%	0 0.0%	0 6.3%	1 0.0%	0 4.3%	1
Online is easier	4.7%	2 14.3%	2 0.0%	0 7.1%	1 7.7%	1 0.0%	0 5.0%	1 4.3%	1
Upmarket town	2.3%	1 7.1%	1 0.0%	0 0.0%	0 0.0%	0 6.3%	1 5.0%	1 0.0%	0
(Don't know / no reason)	14.0%	6 7.1%	1 17.2%	5 21.4%	3 15.4%	2 6.3%	1 15.0%	3 13.0%	3
Base:		43	14	29	14	13	16	20	23

**Q24 How do you usually travel to ..... (LOCATION AT Q.20)?***Those who did not mention Swadlincote at Q20*

Car / van (as driver)	37.2%	16 42.9%	6 34.5%	10 28.6%	4 61.5%	8 25.0%	4 40.0%	8 34.8%	8
Car / van (as passenger)	11.6%	5 7.1%	1 13.8%	4 21.4%	3 7.7%	1 6.3%	1 15.0%	3 8.7%	2
Bus, minibus or coach	27.9%	12 21.4%	3 31.0%	9 21.4%	3 0.0%	0 56.3%	9 15.0%	3 39.1%	9
Motorcycle, scooter or moped	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Walk	2.3%	1 0.0%	0 3.4%	1 7.1%	1 0.0%	0 0.0%	0 5.0%	1 0.0%	0
Taxi / minicab	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	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
Park and Ride	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Combined (PLEASE WRITE IN)	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 (PLEASE WRITE IN)	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)	16.3%	7 14.3%	2 17.2%	5 14.3%	2 23.1%	3 12.5%	2 20.0%	4 13.0%	3
(Do not travel, goods delivered)	4.7%	2 14.3%	2 0.0%	0 7.1%	1 7.7%	1 0.0%	0 5.0%	1 4.3%	1
Base:		43	14	29	14	13	16	20	23

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
<b>Mean score: [Visits per week]</b>								
<b>Q25 How frequently do you visit Swadlincote town centre for non-food shopping?</b>								
<i>Those who did not mention Swadlincote at Q20</i>								
Everyday	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
2-3 times a week	4.7%	2 7.1%	1 3.4%	1 0.0%	0 7.7%	1 6.3%	1 5.0%	1 4.3%
Once a week	16.3%	7 7.1%	1 20.7%	6 21.4%	3 7.7%	1 18.8%	3 25.0%	5 8.7%
Once a fortnight	23.3%	10 7.1%	1 31.0%	9 28.6%	4 23.1%	3 18.8%	3 20.0%	4 26.1%
Once a month	18.6%	8 35.7%	5 10.3%	3 0.0%	0 30.8%	4 25.0%	4 20.0%	4 17.4%
More than once a month	9.3%	4 7.1%	1 10.3%	3 21.4%	3 0.0%	0 6.3%	1 5.0%	1 13.0%
Never	16.3%	7 14.3%	2 17.2%	5 14.3%	2 23.1%	3 12.5%	2 15.0%	3 17.4%
(Don't know/varies)	11.6%	5 21.4%	3 6.9%	2 14.3%	2 7.7%	1 12.5%	2 10.0%	2 13.0%
Mean:	0.55	0.52	0.56	0.48	0.54	0.61	0.62	0.48
Base:	43	14	29	14	13	16	20	23

**Mean score: [£]****Q26 How much have you spent or will you spend today in Swadlincote town centre on non-food shopping?**

Nothing	24.5%	25 24.2%	8 24.6%	17 20.7%	6 28.6%	10 23.7%	9 26.2%	11 23.3%	14
Up to £5	12.7%	13 21.2%	7 8.7%	6 10.3%	3 14.3%	5 13.2%	5 7.1%	3 16.7%	10
£6-£10	11.8%	12 6.1%	2 14.5%	10 6.9%	2 17.1%	6 10.5%	4 14.3%	6 10.0%	6
£11-£15	5.9%	6 3.0%	1 7.2%	5 6.9%	2 5.7%	2 5.3%	2 7.1%	3 5.0%	3
£16-£20	7.8%	8 6.1%	2 8.7%	6 13.8%	4 0.0%	0 10.5%	4 7.1%	3 8.3%	5
£21-£25	7.8%	8 12.1%	4 5.8%	4 0.0%	0 5.7%	2 15.8%	6 2.4%	1 11.7%	7
£26-£50	11.8%	12 15.2%	5 10.1%	7 17.2%	5 8.6%	3 10.5%	4 4.8%	2 16.7%	10
£51-£75	2.9%	3 3.0%	1 2.9%	2 3.4%	1 2.9%	1 2.6%	1 4.8%	2 1.7%	1
£76-£100	2.0%	2 0.0%	0 2.9%	2 0.0%	0 2.9%	1 2.6%	1 4.8%	2 0.0%	0
More than £100	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)	1.0%	1 3.0%	1 0.0%	0 0.0%	0 2.9%	1 0.0%	0 2.4%	1 0.0%	0
(Don't know)	11.8%	12 6.1%	2 14.5%	10 20.7%	6 11.4%	4 5.3%	2 19.0%	8 6.7%	4
Mean:	14.29	12.88	15.00	16.24	12.52	14.51	16.32	13.09	
Base:	102	33	69	29	35	38	42	60	

**Q27 Which of these statements would you say best describes how frequently you visit Swadlincote town centre, compared to with before the Pipeworks redevelopment was completed in August 2011?**

Much more frequently than before	11.8%	12 6.1%	2 14.5%	10 17.2%	5 11.4%	4 7.9%	3 9.5%	4 13.3%	8
More frequently than before	7.8%	8 3.0%	1 10.1%	7 3.4%	1 11.4%	4 7.9%	3 7.1%	3 8.3%	5
About as frequently	66.7%	68 75.8%	25 62.3%	43 62.1%	18 60.0%	21 76.3%	29 73.8%	31 61.7%	37
Much less frequently than before	3.9%	4 0.0%	0 5.8%	4 0.0%	0 5.7%	2 5.3%	2 2.4%	1 5.0%	3
Didn't visit five years ago	5.9%	6 9.1%	3 4.3%	3 10.3%	3 5.7%	2 2.6%	1 4.8%	2 6.7%	4
This is my first visit	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Don't know / can't remember)	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 frequently than before	3.9%	4 6.1%	2 2.9%	2 6.9%	2 5.7%	2 0.0%	0 2.4%	1 5.0%	3
Base:	102	33	69	29	35	38	42	60	

**Q28 The high street is currently pedestrianised between 10am and 4pm. Do you think it should be pedestrianised for:**

As existing, from 10am-4pm	73.5%	75 81.8%	27 69.6%	48 65.5%	19 71.4%	25 81.6%	31 69.0%	29 76.7%	46
A shorter period within the day	1.0%	1 0.0%	0 1.4%	1 0.0%	0 0.0%	0 2.6%	1 2.4%	1 0.0%	0
A longer period within the day	9.8%	10 6.1%	2 11.6%	8 10.3%	3 14.3%	5 5.3%	2 11.9%	5 8.3%	5
Pedestrianised all of the time	6.9%	7 6.1%	2 7.2%	5 6.9%	2 8.6%	3 5.3%	2 4.8%	2 8.3%	5
Not pedestrianised at all	2.0%	2 0.0%	0 2.9%	2 3.4%	1 2.9%	1 0.0%	0 0.0%	0 3.3%	2
(Don't know)	6.9%	7 6.1%	2 7.2%	5 13.8%	4 2.9%	1 5.3%	2 11.9%	5 3.3%	2
Base:	102	33	69	29	35	38	42	60	

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
<b>Mean score: [Visits per week]</b>								
<b>Q29 How often do you visit Swadlincote town centre in the evening?</b>								
Daily	3.9%	4 3.0%	1 4.3%	3 6.9%	2 2.9%	1 2.6%	1 2.4%	1 5.0%
Once a week or more	4.9%	5 6.1%	2 4.3%	3 10.3%	3 5.7%	2 0.0%	0 4.8%	2 5.0%
Less than once a week	1.0%	1 0.0%	0 1.4%	1 0.0%	0 2.9%	1 0.0%	0 0.0%	0 1.7%
Less than once a fortnight	9.8%	10 6.1%	2 11.6%	8 17.2%	5 11.4%	4 2.6%	1 16.7%	7 5.0%
Less than once a month	9.8%	10 12.1%	4 8.7%	6 3.4%	1 11.4%	4 13.2%	5 11.9%	5 8.3%
Never	68.6%	70 72.7%	24 66.7%	46 62.1%	18 62.9%	22 78.9%	30 61.9%	26 73.3%
(Don't know / varies)	2.0%	2 0.0%	0 2.9%	2 0.0%	0 2.9%	1 2.6%	1 2.4%	1 1.7%
Mean:	0.38	0.30	0.41	0.64	0.33	0.21	0.28	0.44
Base:	102	33	69	29	35	38	42	60

**Q30 What is the main reason you visit Swadlincote town centre in the evening?***Those who visit in the evening*

Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Evening Non food shopping	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Eat in a cafe or restaurant	9.4%	3 11.1%	1 8.7%	2 9.1%	1 15.4%	2 0.0%	0 6.3%	1 12.5%	2 3				
Eat in a restaurant	28.1%	9 22.2%	2 30.4%	7 27.3%	3 15.4%	2 50.0%	4 37.5%	6 18.8%	3				
Go to the cinema	6.3%	2 0.0%	0 8.7%	2 9.1%	1 7.7%	1 0.0%	0 6.3%	1 6.3%	1				
Go to a concert/gig	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0				
Go to the gym	3.1%	1 0.0%	0 4.3%	1 0.0%	0 7.7%	1 0.0%	0 0.0%	0 6.3%	1				
Visit a bar	6.3%	2 11.1%	1 4.3%	1 0.0%	0 15.4%	2 0.0%	0 6.3%	1 6.3%	1				
Visit a pub	15.6%	5 44.4%	4 4.3%	1 18.2%	2 7.7%	1 25.0%	2 6.3%	1 25.0%	4				
Work / School / College	6.3%	2 0.0%	0 8.7%	2 9.1%	1 7.7%	1 0.0%	0 6.3%	1 6.3%	1				
Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0				
Morrisons Swadlincote	12.5%	4 0.0%	0 17.4%	4 9.1%	1 15.4%	2 12.5%	1 12.5%	2 12.5%	2				
Pick up a take away	3.1%	1 0.0%	0 4.3%	1 0.0%	0 7.7%	1 0.0%	0 6.3%	1 0.0%	0				
To play snooker	3.1%	1 0.0%	0 4.3%	1 9.1%	1 0.0%	0 0.0%	0 0.0%	0 6.3%	1				
Use a cash point	6.3%	2 11.1%	1 4.3%	1 9.1%	1 0.0%	0 12.5%	1 12.5%	2 0.0%	0				
Base:	32	9	23	11	13	8	16	16					

**Q31 What else do you tend to do whilst visiting the Swadlincote town centre in the evening? [MR]***Those who visit in the evening*

Evening food and grocery shopping (WRITE IN FULL STORE ADDRESS)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Evening Non food shopping	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Eat in a cafe or restaurant	3.1%	1 0.0%	0 4.3%	1 0.0%	0 7.7%	1 0.0%	0 6.3%	1 0.0%	0				
Eat in a restaurant	12.5%	4 0.0%	0 17.4%	4 18.2%	2 7.7%	1 12.5%	1 12.5%	2 12.5%	2				
Go to the cinema	6.3%	2 11.1%	1 4.3%	1 0.0%	0 15.4%	2 0.0%	0 12.5%	2 0.0%	0				
Go to a concert/gig	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0				
Go to the gym	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0				
Visit a bar	6.3%	2 11.1%	1 4.3%	1 18.2%	2 0.0%	0 0.0%	0 12.5%	2 0.0%	0				
Visit a pub	25.0%	8 33.3%	3 21.7%	5 27.3%	3 23.1%	3 25.0%	2 18.8%	3 31.3%	5				
Work / School / College	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 (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0				
No reason / no other reason	56.3%	18 44.4%	4 60.9%	14 45.5%	5 53.8%	7 75.0%	6 50.0%	8 62.5%	10				
Base:	32	9	23	11	13	8	16	16					

**Mean score: [Minutes]****Q32 How long do you typically spend in Swadlincote town centre during the evening / night?**

Up to 1 hour	4.9%	5 3.0%	1 5.8%	4 3.4%	1 5.7%	2 5.3%	2 9.5%	4 1.7%	1
1 to 2 hours	3.9%	4 3.0%	1 4.3%	3 6.9%	2 2.9%	1 2.6%	1 2.4%	1 5.0%	3
2 to 4 hours	12.7%	13 18.2%	6 10.1%	7 10.3%	3 17.1%	6 10.5%	4 16.7%	7 10.0%	6
Over 4 hours	6.9%	7 6.1%	2 7.2%	5 10.3%	3 11.4%	4 0.0%	0 7.1%	3 6.7%	4
Don't visit in the evening	67.6%	69 69.7%	23 66.7%	46 62.1%	18 60.0%	21 78.9%	30 61.9%	26 71.7%	43
(Don't know / varies)	3.9%	4 0.0%	0 5.8%	4 6.9%	2 2.9%	1 2.6%	1 2.4%	1 5.0%	3
Mean:	161.03	172.00	155.26	170.00	174.62	124.29	150.00	172.86	
Base:	102	33	69	29	35	38	42	60	

# Swadlincote In Centre Survey For WYG

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
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[Much better=5, Better=4, About the same=3, Worse=2, Much worse=1]

**Q33 Comparing Swadlincote town with other surrounding centres of a similar size (Coalville, Ashby De La Zouch and Uttoxeter) how does it compare on the following aspects?**

### Choice of shops

Much better	5.9%	6	3.0%	1	7.2%	5	6.9%	2	2.9%	1	7.9%	3	4.8%	2	6.7%	4
Better	15.7%	16	15.2%	5	15.9%	11	6.9%	2	20.0%	7	18.4%	7	7.1%	3	21.7%	13
About the same	20.6%	21	21.2%	7	20.3%	14	13.8%	4	25.7%	9	21.1%	8	26.2%	11	16.7%	10
Worse	31.4%	32	24.2%	8	34.8%	24	34.5%	10	31.4%	11	28.9%	11	40.5%	17	25.0%	15
Much worse	9.8%	10	9.1%	3	10.1%	7	20.7%	6	8.6%	3	2.6%	1	9.5%	4	10.0%	6
(Don't know)	16.7%	17	27.3%	9	11.6%	8	17.2%	5	11.4%	4	21.1%	8	11.9%	5	20.0%	12
<i>Mean:</i>		2.72		2.71		2.72		2.33		2.74		3.00		2.51		2.88
Base:		102		33		69		29		35		38		42		60

### Choice of High Street names

Much better	2.0%	2	0.0%	0	2.9%	2	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
Better	14.7%	15	15.2%	5	14.5%	10	10.3%	3	14.3%	5	18.4%	7	7.1%	3	20.0%	12
About the same	20.6%	21	18.2%	6	21.7%	15	10.3%	3	28.6%	10	21.1%	8	21.4%	9	20.0%	12
Worse	29.4%	30	24.2%	8	31.9%	22	34.5%	10	28.6%	10	26.3%	10	38.1%	16	23.3%	14
Much worse	12.7%	13	9.1%	3	14.5%	10	20.7%	6	14.3%	5	5.3%	2	14.3%	6	11.7%	7
(Don't know)	20.6%	21	33.3%	11	14.5%	10	24.1%	7	11.4%	4	26.3%	10	16.7%	7	23.3%	14
<i>Mean:</i>		2.54		2.59		2.53		2.14		2.58		2.82		2.34		2.70
Base:		102		33		69		29		35		38		42		60

### Choice of independent specialist shops

Much better	2.0%	2	0.0%	0	2.9%	2	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1
Better	16.7%	17	18.2%	6	15.9%	11	13.8%	4	20.0%	7	15.8%	6	9.5%	4	21.7%	13
About the same	17.6%	18	12.1%	4	20.3%	14	10.3%	3	20.0%	7	21.1%	8	19.0%	8	16.7%	10
Worse	32.4%	33	27.3%	9	34.8%	24	31.0%	9	37.1%	13	28.9%	11	42.9%	18	25.0%	15
Much worse	9.8%	10	9.1%	3	10.1%	7	17.2%	5	11.4%	4	2.6%	1	9.5%	4	10.0%	6
(Don't know)	21.6%	22	33.3%	11	15.9%	11	24.1%	7	11.4%	4	28.9%	11	16.7%	7	25.0%	15
<i>Mean:</i>		2.60		2.59		2.60		2.41		2.55		2.81		2.43		2.73
Base:		102		33		69		29		35		38		42		60

### Quality of shops

Much better	2.0%	2	0.0%	0	2.9%	2	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1
Better	14.7%	15	15.2%	5	14.5%	10	13.8%	4	11.4%	4	18.4%	7	7.1%	3	20.0%	12
About the same	20.6%	21	24.2%	8	18.8%	13	13.8%	4	20.0%	7	26.3%	10	19.0%	8	21.7%	13
Worse	35.3%	36	24.2%	8	40.6%	28	34.5%	10	42.9%	15	28.9%	11	47.6%	20	26.7%	16
Much worse	10.8%	11	12.1%	4	10.1%	7	17.2%	5	11.4%	4	5.3%	2	9.5%	4	11.7%	7
(Don't know)	16.7%	17	24.2%	8	13.0%	9	17.2%	5	14.3%	5	18.4%	7	14.3%	6	18.3%	11
<i>Mean:</i>		2.54		2.56		2.53		2.42		2.37		2.81		2.36		2.67
Base:		102		33		69		29		35		38		42		60

### Range of services such as banks and other financial services

Much better	2.9%	3	3.0%	1	2.9%	2	3.4%	1	0.0%	0	5.3%	2	4.8%	2	1.7%	1
Better	16.7%	17	9.1%	3	20.3%	14	24.1%	7	14.3%	5	13.2%	5	4.8%	2	25.0%	15
About the same	44.1%	45	42.4%	14	44.9%	31	27.6%	8	57.1%	20	44.7%	17	54.8%	23	36.7%	22
Worse	11.8%	12	12.1%	4	11.6%	8	20.7%	6	8.6%	3	7.9%	3	14.3%	6	10.0%	6
Much worse	3.9%	4	6.1%	2	2.9%	2	6.9%	2	2.9%	1	2.6%	1	4.8%	2	3.3%	2
(Don't know)	20.6%	21	27.3%	9	17.4%	12	17.2%	5	17.1%	6	26.3%	10	16.7%	7	23.3%	14
<i>Mean:</i>		3.04		2.88		3.11		2.96		3.00		3.14		2.89		3.15
Base:		102		33		69		29		35		38		42		60

# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Range and choice of pubs / restaurants</b>																
Much better	2.0%	2	0.0%	0	2.9%	2	3.4%	1	0.0%	0	2.6%	1	0.0%	0	3.3%	2
Better	9.8%	10	12.1%	4	8.7%	6	6.9%	2	17.1%	6	5.3%	2	9.5%	4	10.0%	6
About the same	23.5%	24	21.2%	7	24.6%	17	27.6%	8	22.9%	8	21.1%	8	26.2%	11	21.7%	13
Worse	26.5%	27	21.2%	7	29.0%	20	31.0%	9	25.7%	9	23.7%	9	33.3%	14	21.7%	13
Much worse	8.8%	9	9.1%	3	8.7%	6	6.9%	2	11.4%	4	7.9%	3	9.5%	4	8.3%	5
(Don't know)	29.4%	30	36.4%	12	26.1%	18	24.1%	7	22.9%	8	39.5%	15	21.4%	9	35.0%	21
Mean:		2.57		2.57		2.57		2.59		2.59		2.52		2.45		2.67
Base:		102		33		69		29		35		38		42		60

<b>Leisure facilities</b>																
Much better	2.9%	3	0.0%	0	4.3%	3	6.9%	2	0.0%	0	2.6%	1	2.4%	1	3.3%	2
Better	9.8%	10	15.2%	5	7.2%	5	6.9%	2	11.4%	4	10.5%	4	7.1%	3	11.7%	7
About the same	30.4%	31	24.2%	8	33.3%	23	20.7%	6	48.6%	17	21.1%	8	40.5%	17	23.3%	14
Worse	11.8%	12	12.1%	4	11.6%	8	17.2%	5	2.9%	1	15.8%	6	11.9%	5	11.7%	7
Much worse	9.8%	10	9.1%	3	10.1%	7	13.8%	4	11.4%	4	5.3%	2	7.1%	3	11.7%	7
(Don't know)	35.3%	36	39.4%	13	33.3%	23	34.5%	10	25.7%	9	44.7%	17	31.0%	13	38.3%	23
Mean:		2.76		2.75		2.76		2.63		2.81		2.81		2.79		2.73
Base:		102		33		69		29		35		38		42		60

[Much better=5, Better=4, About the same=3, Worse=2, Much worse=1]

**Q34 Comparing Swadlincote town centre with other surrounding centres of a similar size (Coalville, Ashby De La Zouch and Uttoxeter) how does it compare on the following aspects?**

<b>Town Centre environment</b>																
Much better	4.9%	5	0.0%	0	7.2%	5	6.9%	2	2.9%	1	5.3%	2	4.8%	2	5.0%	3
Better	13.7%	14	21.2%	7	10.1%	7	10.3%	3	14.3%	5	15.8%	6	9.5%	4	16.7%	10
About the same	39.2%	40	21.2%	7	47.8%	33	34.5%	10	54.3%	19	28.9%	11	47.6%	20	33.3%	20
Worse	19.6%	20	24.2%	8	17.4%	12	24.1%	7	8.6%	3	26.3%	10	19.0%	8	20.0%	12
Much worse	2.9%	3	3.0%	3	0.0%	0	3.4%	1	5.7%	2	0.0%	0	4.8%	2	1.7%	1
(Don't know)	19.6%	20	24.2%	8	17.4%	12	20.7%	6	14.3%	5	23.7%	9	14.3%	6	23.3%	14
Mean:		2.98		2.72		3.09		2.91		3.00		3.00		2.89		3.04
Base:		102		33		69		29		35		38		42		60

<b>Cleanliness</b>																
Much better	5.9%	6	0.0%	0	8.7%	6	10.3%	3	2.9%	1	5.3%	2	7.1%	3	5.0%	3
Better	12.7%	13	18.2%	6	10.1%	7	10.3%	3	11.4%	4	15.8%	6	11.9%	5	13.3%	8
About the same	49.0%	50	42.4%	14	52.2%	36	48.3%	14	60.0%	21	39.5%	15	64.3%	27	38.3%	23
Worse	11.8%	12	12.1%	4	11.6%	8	10.3%	3	8.6%	3	15.8%	6	2.4%	1	18.3%	11
Much worse	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
(Don't know)	19.6%	20	24.2%	8	17.4%	12	20.7%	6	14.3%	5	23.7%	9	11.9%	5	25.0%	15
Mean:		3.13		3.00		3.19		3.26		3.03		3.14		3.22		3.07
Base:		102		33		69		29		35		38		42		60

<b>Car parking provision</b>																
Much better	17.6%	18	12.1%	4	20.3%	14	10.3%	3	28.6%	10	13.2%	5	21.4%	9	15.0%	9
Better	25.5%	26	24.2%	8	26.1%	18	24.1%	7	31.4%	11	21.1%	8	26.2%	11	25.0%	15
About the same	16.7%	17	18.2%	6	15.9%	11	27.6%	8	14.3%	5	10.5%	4	23.8%	10	11.7%	7
Worse	7.8%	8	12.1%	4	5.8%	4	3.4%	1	5.7%	2	13.2%	5	7.1%	3	8.3%	5
Much worse	2.0%	2	3.0%	1	1.4%	1	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
(Don't know)	30.4%	31	30.3%	10	30.4%	21	34.5%	10	17.1%	6	39.5%	15	19.0%	8	38.3%	23
Mean:		3.70		3.43		3.83		3.63		3.93		3.48		3.71		3.70
Base:		102		33		69		29		35		38		42		60

# Swadlincote In Centre Survey For WYG

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	
<b>Car parking prices</b>									
Much better	23.5%	24 18.2%	6 26.1%	18 13.8%	4 34.3%	12 21.1%	8 26.2%	11 21.7%	13
Better	21.6%	22 21.2%	7 21.7%	15 20.7%	6 25.7%	9 18.4%	7 23.8%	10 20.0%	12
About the same	18.6%	19 24.2%	8 15.9%	11 27.6%	8 14.3%	5 15.8%	6 26.2%	11 13.3%	8
Worse	4.9%	5 6.1%	2 4.3%	3 3.4%	1 5.7%	2 5.3%	2 2.4%	1 6.7%	4
Much worse	2.0%	2 3.0%	1 1.4%	1 0.0%	0 2.9%	1 2.6%	1 2.4%	1 1.7%	1
(Don't know)	29.4%	30 27.3%	9 30.4%	21 34.5%	10 17.1%	6 36.8%	14 19.0%	8 36.7%	22
Mean:	3.85	3.63	3.96	3.68	4.00	3.79	3.85	3.84	
Base:	102	33	69	29	35	38	42	60	

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	
<b>Accessibility by bus</b>									
Much better	9.8%	10 6.1%	2 11.6%	8 10.3%	3 11.4%	4 7.9%	3 11.9%	5 8.3%	5
Better	13.7%	14 18.2%	6 11.6%	8 17.2%	5 14.3%	5 10.5%	4 7.1%	3 18.3%	11
About the same	33.3%	34 18.2%	6 40.6%	28 41.4%	12 28.6%	10 31.6%	12 40.5%	17 28.3%	17
Worse	4.9%	5 6.1%	2 4.3%	3 3.4%	1 2.9%	1 7.9%	3 0.0%	0 8.3%	5
Much worse	1.0%	1 3.0%	1 0.0%	0 0.0%	0 2.9%	1 0.0%	0 2.4%	1 0.0%	0
(Don't know)	37.3%	38 48.5%	16 31.9%	22 27.6%	8 40.0%	14 42.1%	16 38.1%	16 36.7%	22
Mean:	3.42	3.35	3.45	3.48	3.48	3.32	3.42	3.42	
Base:	102	33	69	29	35	38	42	60	

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	
<b>Accessibility by train</b>									
Much better	1.0%	1 0.0%	0 1.4%	1 0.0%	0 2.9%	1 0.0%	0 0.0%	0 1.7%	1
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
About the same	11.8%	12 9.1%	3 13.0%	9 13.8%	4 14.3%	5 7.9%	3 19.0%	8 6.7%	4
Worse	2.9%	3 3.0%	1 2.9%	2 3.4%	1 0.0%	0 5.3%	2 0.0%	0 5.0%	3
Much worse	21.6%	22 18.2%	6 23.2%	16 27.6%	8 25.7%	9 13.2%	5 19.0%	8 23.3%	14
(Don't know)	62.7%	64 69.7%	23 59.4%	41 55.2%	16 57.1%	20 73.7%	28 61.9%	26 63.3%	38
Mean:	1.82	1.70	1.86	1.69	1.93	1.80	2.00	1.68	
Base:	102	33	69	29	35	38	42	60	

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	
<b>Public information / signposts / public facilities</b>									
Much better	3.9%	4 6.1%	2 2.9%	2 0.0%	0 5.7%	2 5.3%	2 2.4%	1 5.0%	3
Better	6.9%	7 6.1%	2 7.2%	5 6.9%	2 8.6%	3 5.3%	2 7.1%	3 6.7%	4
About the same	36.3%	37 33.3%	11 37.7%	26 44.8%	13 40.0%	14 26.3%	10 45.2%	19 30.0%	18
Worse	2.9%	3 3.0%	1 2.9%	2 3.4%	1 2.9%	1 2.6%	1 2.4%	1 3.3%	2
Much worse	3.9%	4 3.0%	1 4.3%	3 3.4%	1 5.7%	2 2.6%	1 7.1%	3 1.7%	1
(Don't know)	46.1%	47 48.5%	16 44.9%	31 41.4%	12 37.1%	13 57.9%	22 35.7%	15 53.3%	32
Mean:	3.07	3.18	3.03	2.94	3.09	3.19	2.93	3.21	
Base:	102	33	69	29	35	38	42	60	

[Much better=5, Better=4, About the same=3, Worse=2, Much worse=1]

**Q35 Comparing Swadlincote town centre with other surrounding centres of a similar size (Coalville, Ashby De La Zouch and Uttoxeter) how does it compare on the following aspects?**

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE	
<b>Entertainment / events / performances</b>									
Much better	2.9%	3 0.0%	0 4.3%	3 3.4%	1 5.7%	2 0.0%	0 7.1%	3 0.0%	0
Better	9.8%	10 9.1%	3 10.1%	7 10.3%	3 11.4%	4 7.9%	3 9.5%	4 10.0%	6
About the same	25.5%	26 24.2%	8 26.1%	18 31.0%	9 28.6%	10 18.4%	7 31.0%	13 21.7%	13
Worse	17.6%	18 15.2%	5 18.8%	13 24.1%	7 17.1%	6 13.2%	5 16.7%	7 18.3%	11
Much worse	5.9%	6 9.1%	3 4.3%	3 3.4%	1 11.4%	4 2.6%	1 11.9%	5 1.7%	1
(Don't know)	38.2%	39 42.4%	14 36.2%	25 27.6%	8 25.7%	9 57.9%	22 23.8%	10 48.3%	29
Mean:	2.78	2.58	2.86	2.81	2.77	2.75	2.78	2.77	
Base:	102	33	69	29	35	38	42	60	

# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Tourist facilities / hotels</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
Better	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	4.8%	2	0.0%	0
About the same	14.7%	15	12.1%	4	15.9%	11	13.8%	4	25.7%	9	5.3%	2	26.2%	11	6.7%	4
Worse	19.6%	20	18.2%	6	20.3%	14	34.5%	10	11.4%	4	15.8%	6	19.0%	8	20.0%	12
Much worse	16.7%	17	21.2%	7	14.5%	10	10.3%	3	22.9%	8	15.8%	6	19.0%	8	15.0%	9
(Don't know)	47.1%	48	48.5%	16	46.4%	32	37.9%	11	37.1%	13	63.2%	24	31.0%	13	58.3%	35
<i>Mean:</i>		2.04		1.82		2.14		2.17		2.14		1.71		2.24		1.80
Base:		102		33		69		29		35		38		42		60
<b>Day time safety</b>																
Much better	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1
Better	4.9%	5	3.0%	1	5.8%	4	3.4%	1	5.7%	2	5.3%	2	7.1%	3	3.3%	2
About the same	64.7%	66	57.6%	19	68.1%	47	69.0%	20	65.7%	23	60.5%	23	69.0%	29	61.7%	37
Worse	3.9%	4	3.0%	1	4.3%	3	3.4%	1	2.9%	1	5.3%	2	2.4%	1	5.0%	3
Much worse	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
(Don't know)	24.5%	25	30.3%	10	21.7%	15	24.1%	7	22.9%	8	26.3%	10	21.4%	9	26.7%	16
<i>Mean:</i>		3.01		3.00		3.02		3.00		3.11		2.93		3.06		2.98
Base:		102		33		69		29		35		38		42		60
<b>Evening / night safety</b>																
Much better	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1
Better	3.9%	4	0.0%	0	5.8%	4	3.4%	1	2.9%	1	5.3%	2	4.8%	2	3.3%	2
About the same	46.1%	47	48.5%	16	44.9%	31	58.6%	17	57.1%	20	26.3%	10	57.1%	24	38.3%	23
Worse	2.0%	2	3.0%	1	1.4%	1	0.0%	0	0.0%	0	5.3%	2	2.4%	1	1.7%	1
Much worse	2.9%	3	3.0%	1	2.9%	2	3.4%	1	2.9%	1	2.6%	1	0.0%	0	5.0%	3
(Don't know)	44.1%	45	42.4%	14	44.9%	31	34.5%	10	34.3%	12	60.5%	23	35.7%	15	50.0%	30
<i>Mean:</i>		2.96		2.95		2.97		2.95		3.04		2.87		3.04		2.90
Base:		102		33		69		29		35		38		42		60
<b>Layout</b>																
Much better	2.0%	2	3.0%	1	1.4%	1	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2
Better	12.7%	13	12.1%	4	13.0%	9	13.8%	4	11.4%	4	13.2%	5	14.3%	6	11.7%	7
About the same	45.1%	46	39.4%	13	47.8%	33	41.4%	12	51.4%	18	42.1%	16	42.9%	18	46.7%	28
Worse	17.6%	18	12.1%	4	20.3%	14	20.7%	6	17.1%	6	15.8%	6	23.8%	10	13.3%	8
Much worse	2.0%	2	6.1%	2	0.0%	0	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
(Don't know)	20.6%	21	27.3%	9	17.4%	12	24.1%	7	17.1%	6	21.1%	8	16.7%	7	23.3%	14
<i>Mean:</i>		2.94		2.92		2.95		2.91		2.86		3.03		2.83		3.02
Base:		102		33		69		29		35		38		42		60
<b>Public art</b>																
Much better	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Better	3.9%	4	0.0%	0	5.8%	4	6.9%	2	0.0%	0	5.3%	2	7.1%	3	1.7%	1
About the same	18.6%	19	30.3%	10	13.0%	9	20.7%	6	25.7%	9	10.5%	4	26.2%	11	13.3%	8
Worse	11.8%	12	6.1%	2	14.5%	10	20.7%	6	8.6%	3	7.9%	3	9.5%	4	13.3%	8
Much worse	5.9%	6	6.1%	2	5.8%	4	0.0%	0	5.7%	2	10.5%	4	2.4%	1	8.3%	5
(Don't know)	58.8%	60	57.6%	19	59.4%	41	51.7%	15	57.1%	20	65.8%	25	52.4%	22	63.3%	38
<i>Mean:</i>		2.57		2.57		2.57		2.71		2.67		2.31		2.95		2.23
Base:		102		33		69		29		35		38		42		60
<b>General environment</b>																
Much better	4.9%	5	6.1%	2	4.3%	3	3.4%	1	5.7%	2	5.3%	2	4.8%	2	5.0%	3
Better	11.8%	12	12.1%	4	11.6%	8	10.3%	3	2.9%	1	21.1%	8	11.9%	5	11.7%	7
About the same	38.2%	39	30.3%	10	42.0%	29	34.5%	10	51.4%	18	28.9%	11	38.1%	16	38.3%	23
Worse	13.7%	14	9.1%	3	15.9%	11	20.7%	6	11.4%	4	10.5%	4	16.7%	7	11.7%	7
Much worse	2.0%	2	6.1%	2	0.0%	0	0.0%	0	2.9%	1	2.6%	1	2.4%	1	1.7%	1
(Don't know)	29.4%	30	36.4%	12	26.1%	18	31.0%	9	25.7%	9	31.6%	12	26.2%	11	31.7%	19
<i>Mean:</i>		3.06		3.05		3.06		2.95		2.96		3.23		3.00		3.10
Base:		102		33		69		29		35		38		42		60

# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q36 What type of shops or services would you like to see more of in Swadlincote? [MR]</b>																
Banks	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
Better leisure facility 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
Better retail provision for children and babies	2.9%	3	0.0%	0	4.3%	3	3.4%	1	2.9%	1	2.6%	1	0.0%	0	5.0%	3
Book shop	2.9%	3	6.1%	2	1.4%	1	3.4%	1	2.9%	1	2.6%	1	4.8%	2	1.7%	1
Building society	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect facilities	17.6%	18	12.1%	4	20.3%	14	20.7%	6	11.4%	4	21.1%	8	23.8%	10	13.3%	8
Clothing stores	33.3%	34	27.3%	9	36.2%	25	48.3%	14	37.1%	13	18.4%	7	31.0%	13	35.0%	21
Department stores / retailers	28.4%	29	24.2%	8	30.4%	21	31.0%	9	34.3%	12	21.1%	8	31.0%	13	26.7%	16
Drinking establishments	3.9%	4	9.1%	3	1.4%	1	6.9%	2	2.9%	1	2.6%	1	7.1%	3	1.7%	1
Electrical goods	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Footwear stores	15.7%	16	6.1%	2	20.3%	14	24.1%	7	11.4%	4	13.2%	5	16.7%	7	15.0%	9
High Street names	44.1%	45	36.4%	12	47.8%	33	62.1%	18	40.0%	14	34.2%	13	42.9%	18	45.0%	27
Household goods stores	15.7%	16	9.1%	3	18.8%	13	20.7%	6	17.1%	6	10.5%	4	16.7%	7	15.0%	9
Independent / specialist shops	27.5%	28	24.2%	8	29.0%	20	31.0%	9	25.7%	9	26.3%	10	33.3%	14	23.3%	14
Large supermarkets	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Larger sizes clothing store	3.9%	4	0.0%	0	5.8%	4	3.4%	1	2.9%	1	5.3%	2	7.1%	3	1.7%	1
Indoor market stalls	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Street market stalls	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Pharmacies	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 amenities	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
Restaurants / cafes	9.8%	10	6.1%	2	11.6%	8	10.3%	3	11.4%	4	7.9%	3	14.3%	6	6.7%	4
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
Specialist food stores	2.0%	2	6.1%	2	0.0%	0	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1
Sports shop	2.9%	3	3.0%	1	2.9%	2	3.4%	1	2.9%	1	2.6%	1	2.4%	1	3.3%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Card shop	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Computer games shop	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Farmers market	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Health food shop	1.0%	1	3.0%	1	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Toy shop	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Trade in shop	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
None mentioned	11.8%	12	21.2%	7	7.2%	5	3.4%	1	14.3%	5	15.8%	6	9.5%	4	13.3%	8
(Don't know)	6.9%	7	9.1%	3	5.8%	4	3.4%	1	8.6%	3	7.9%	3	0.0%	0	11.7%	7
Base:		102		33		69		29		35		38		42		60
<b>Q37 What type of leisure facilities would you like to see more of in Swadlincote? [MR]</b>																
Art galleries	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling alley	8.8%	9	6.1%	2	10.1%	7	13.8%	4	5.7%	2	7.9%	3	4.8%	2	11.7%	7
Children's activity centre	12.7%	13	6.1%	2	15.9%	11	24.1%	7	14.3%	5	2.6%	1	9.5%	4	15.0%	9
Cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Civic Hall / Civic spaces	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Entertainment / activities for young people	2.9%	3	3.0%	1	2.9%	2	3.4%	1	5.7%	2	0.0%	0	2.4%	1	3.3%	2
Go-karting	2.0%	2	3.0%	1	1.4%	1	3.4%	1	2.9%	1	0.0%	0	0.0%	0	3.3%	2
Health and fitness	4.9%	5	6.1%	2	4.3%	3	6.9%	2	8.6%	3	0.0%	0	7.1%	3	3.3%	2
Hotels	2.0%	2	0.0%	0	2.9%	2	3.4%	1	2.9%	1	0.0%	0	4.8%	2	0.0%	0
Ice rink	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Museums	2.0%	2	0.0%	0	2.9%	2	3.4%	1	0.0%	0	2.6%	1	2.4%	1	1.7%	1
Parks / gardens	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Restaurants / cafes	14.7%	15	3.0%	1	20.3%	14	27.6%	8	14.3%	5	5.3%	2	16.7%	7	13.3%	8
Sports pitches	2.0%	2	6.1%	2	0.0%	0	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
Swimming pool	4.9%	5	6.1%	2	4.3%	3	10.3%	3	5.7%	2	0.0%	0	7.1%	3	3.3%	2
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Community Centre	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Golf amenities	1.0%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.4%	1	0.0%	0
Leisure Centre	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	1.7%	1
Music events	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
None mentioned	47.1%	48	60.6%	20	40.6%	28	31.0%	9	34.3%	12	71.1%	27	42.9%	18	50.0%	30
(Don't know)	10.8%	11	6.1%	2	13.0%	9	0.0%	0	20.0%	7	10.5%	4	11.9%	5	10.0%	6
Base:		102		33		69		29		35		38		42		60



# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE		
<b>Q38 What measures do you think would improve Swadlincote and make it more attractive? [MR]</b>																
Accessibility by private car	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
Ban skateboarding, biking etc.	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	1.7%	1
Better foodstore 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
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Click and collect 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
Expansion of the centre	2.9%	3	0.0%	0	4.3%	3	3.4%	1	5.7%	2	0.0%	0	4.8%	2	1.7%	1
Fewer low quality shops (take-away, pound shops)	5.9%	6	3.0%	1	7.2%	5	3.4%	1	5.7%	2	7.9%	3	7.1%	3	5.0%	3
Improve the quality of the shops	10.8%	11	6.1%	2	13.0%	9	20.7%	6	11.4%	4	2.6%	1	16.7%	7	6.7%	4
Fill the empty shops	43.1%	44	39.4%	13	44.9%	31	37.9%	11	48.6%	17	42.1%	16	45.2%	19	41.7%	25
Flexible parking	2.0%	2	6.1%	2	0.0%	0	0.0%	0	0.0%	0	5.3%	2	0.0%	0	3.3%	2
Give it a general face lift (Flowers, painting etc.)	23.5%	24	21.2%	7	24.6%	17	34.5%	10	14.3%	5	23.7%	9	23.8%	10	23.3%	14
Greater promotion / marketing of the centre	4.9%	5	9.1%	3	2.9%	2	6.9%	2	5.7%	2	2.6%	1	9.5%	4	1.7%	1
Interactive information points	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve market provision	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Improved bus services	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Improved cleanliness	8.8%	9	9.1%	3	8.7%	6	20.7%	6	2.9%	1	5.3%	2	7.1%	3	10.0%	6
Improved 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
Improved security / CCTV	1.0%	1	0.0%	0	1.4%	1	3.4%	1	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Improved signage / information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street paving	7.8%	8	0.0%	0	11.6%	8	10.3%	3	8.6%	3	5.3%	2	2.4%	1	11.7%	7
Improved train services / a railway station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased choice / range of shops	4.9%	5	9.1%	3	2.9%	2	3.4%	1	2.9%	1	7.9%	3	2.4%	1	6.7%	4
Increased office development	1.0%	1	3.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
More cultural facilities	2.0%	2	3.0%	1	1.4%	1	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
More entertainment / leisure facilities	8.8%	9	9.1%	3	8.7%	6	13.8%	4	11.4%	4	2.6%	1	7.1%	3	10.0%	6
More evening activities	2.0%	2	3.0%	1	1.4%	1	3.4%	1	2.9%	1	0.0%	0	2.4%	1	1.7%	1
More national multiples / retailers	1.0%	1	0.0%	0	1.4%	1	0.0%	0	2.9%	1	0.0%	0	2.4%	1	0.0%	0
More non-food stores	3.9%	4	0.0%	0	5.8%	4	0.0%	0	11.4%	4	0.0%	0	4.8%	2	3.3%	2
More organised events e.g. street markets	4.9%	5	0.0%	0	7.2%	5	0.0%	0	11.4%	4	2.6%	1	7.1%	3	3.3%	2
More parking	3.9%	4	6.1%	2	2.9%	2	3.4%	1	0.0%	0	7.9%	3	4.8%	2	3.3%	2
More food and beverage facilities (pubs / restaurants)	5.9%	6	3.0%	1	7.2%	5	3.4%	1	5.7%	2	7.9%	3	4.8%	2	6.7%	4
More speciality shops	9.8%	10	12.1%	4	8.7%	6	0.0%	0	22.9%	8	5.3%	2	11.9%	5	8.3%	5
More tourist 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
Pay on exit parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved public toilet provision	2.0%	2	3.0%	1	1.4%	1	0.0%	0	5.7%	2	0.0%	0	4.8%	2	0.0%	0
Real time traffic or public transport information	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
Other (PLEASE WRITE IN)	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 charity shops	9.8%	10	3.0%	1	13.0%	9	13.8%	4	8.6%	3	7.9%	3	11.9%	5	8.3%	5
None mentioned	13.7%	14	24.2%	8	8.7%	6	17.2%	5	2.9%	1	21.1%	8	9.5%	4	16.7%	10
(Don't know)	11.8%	12	9.1%	3	13.0%	9	3.4%	1	17.1%	6	13.2%	5	14.3%	6	10.0%	6
Base:		102		33		69		29		35		38		42		60

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
<b>Q39 What do you think are the biggest weaknesses of Swadlincote? [MR]</b>								
Accessibility by cycling and by foot	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by private car	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Accessibility by bus	2.9%	3	0.0%	0	4.3%	3	0.0%	5.0%
Accessibility bus train	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Anti-social behaviour	2.0%	2	0.0%	0	2.9%	2	0.0%	3.3%
Availability of car parking	2.9%	3	6.1%	2	1.4%	1	0.0%	5.0%
Choice / range of non-food shops	24.5%	25	18.2%	6	27.5%	19	31.0%	22.9%
Empty shops	33.3%	34	21.2%	7	39.1%	27	37.9%	28.9%
Lack of cultural facilities	2.9%	3	3.0%	1	2.9%	2	0.0%	5.3%
Lack of foodstore provision	1.0%	1	0.0%	0	1.4%	1	0.0%	2.4%
Lack of leisure facilities	3.9%	4	3.0%	1	4.3%	3	10.3%	2.9%
Lack of market facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Lack of non-retail provision (e.g. banks, estate agents etc)	1.0%	1	0.0%	0	1.4%	1	0.0%	2.6%
Lack of public amenities	2.9%	3	6.1%	2	1.4%	1	3.4%	0.0%
Poor marketing of the town	5.9%	6	6.1%	2	5.8%	4	3.4%	11.4%
Price of car parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Public information / events	1.0%	1	3.0%	1	0.0%	0	3.4%	0.0%
Quantity of takeaways / charity shops	20.6%	21	18.2%	6	21.7%	15	24.1%	25.7%
Range food and beverage facilities (pubs / restaurants)	8.8%	9	3.0%	1	11.6%	8	13.8%	8.6%
Range of specialist / independent retailers	6.9%	7	3.0%	1	8.7%	6	13.8%	5.7%
Security / safety	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Tourism facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Town centre environment	6.9%	7	12.1%	4	4.3%	3	3.4%	8.6%
Type / quality of retail provisions	4.9%	5	3.0%	1	5.8%	4	0.0%	11.4%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
High Street is rundown	1.0%	1	3.0%	1	0.0%	0	0.0%	2.6%
Lack of parking	1.0%	1	3.0%	1	0.0%	0	0.0%	2.6%
Refurbishment is unfinished	2.0%	2	3.0%	1	1.4%	1	0.0%	2.9%
Too many charity shops	3.9%	4	3.0%	1	4.3%	3	3.4%	5.7%
None mentioned (Don't know)	18.6%	19	33.3%	11	11.6%	8	17.2%	2.9%
Base:		102		33		69		29
								35
								38
								42
								60
<b>Q40 Do you intend to visit a market during your trip to the centre today? [MR]</b>								
Yes – outdoor market	10.8%	11	12.1%	4	10.1%	7	3.4%	11.4%
Yes – farmer's market	2.9%	3	0.0%	0	4.3%	3	0.0%	5.7%
No	87.3%	89	87.9%	29	87.0%	60	96.6%	82.9%
Yes – Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
(Don't know / haven't decided yet)	2.0%	2	0.0%	0	2.9%	2	0.0%	5.7%
Base:		102		33		69		29
								35
								38
								42
								60
<b>Q41 How often do you visit the (market chosen at Q.39)?</b>								
<i>Those who intend to visit a market today</i>								
<b>Outdoor</b>								
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Once a week or more	18.2%	2	50.0%	2	0.0%	0	0.0%	33.3%
Less than once a week	27.3%	3	0.0%	0	42.9%	3	0.0%	50.0%
Less than once a fortnight	27.3%	3	25.0%	1	28.6%	2	0.0%	50.0%
Less than once a month	27.3%	3	25.0%	1	28.6%	2	100.0%	0.0%
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Never	0.0%	0	0.0%	0	0.0%	0	0.0%	0.0%
Base:		11		4		7		1
								4
								6
								5
								6

# Swadlincote In Centre Survey For WYG

	Total	Male		Female		16 - 34		35 - 54		55 +		ABC1		C2DE	
<b>Farmer's</b>															
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week 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%
Less than once a week	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	9.1%	1	0.0%	0	14.3%	1	0.0%	0	25.0%	1	0.0%	0	20.0%	1	0.0%
Less than once a month	9.1%	1	0.0%	0	14.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Never	9.1%	1	0.0%	0	14.3%	1	0.0%	0	0.0%	0	16.7%	1	0.0%	0	16.7%
(Don't know / varies)	72.7%	8	100.0%	4	57.1%	4	100.0%	1	50.0%	2	83.3%	5	80.0%	4	66.7%
Base:		11		4		7		1		4		6		5	
<b>Other</b>															
Daily	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week 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%
Less than once a week	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	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 month	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
First time today	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Never	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)	100.0%	11	100.0%	4	100.0%	7	100.0%	1	100.0%	4	100.0%	6	100.0%	5	100.0%
Base:		11		4		7		1		4		6		5	
<b>Q42 What one thing do you particularly like about the (market chosen at Q.40)?</b>															
<i>Those who intend to visit a market today</i>															
All on one level	9.1%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	16.7%	1	20.0%	1	0.0%
Availability of local produce	9.1%	1	0.0%	0	14.3%	1	0.0%	0	25.0%	1	0.0%	0	0.0%	0	16.7%
Compact / easy to get around	9.1%	1	0.0%	0	14.3%	1	0.0%	0	25.0%	1	0.0%	0	20.0%	1	0.0%
Ease of parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Easy to get to	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Everything	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Freshness of food	45.5%	5	50.0%	2	42.9%	3	0.0%	0	25.0%	1	66.7%	4	20.0%	1	66.7%
Friendly atmosphere	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Good service	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Not too many children	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Presence of on-site security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Proximity of bus station	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 food	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 non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Range of food	18.2%	2	25.0%	1	14.3%	1	0.0%	0	25.0%	1	16.7%	1	20.0%	1	16.7%
Range of non-food items	9.1%	1	0.0%	0	14.3%	1	100.0%	1	0.0%	0	0.0%	0	20.0%	1	0.0%
Specialist ethnic goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The opportunity to support local businesses	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The variety	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Traditional values	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Base:		11		4		7		1		4		6		5	

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
<b>Q43 What else do you particularly like about the (market chosen at Q.40)? [MR]</b>								
<i>Those who intend to visit a market today</i>								
All on one level	18.2%	2 25.0%	1 14.3%	1 0.0%	0 25.0%	1 16.7%	1 20.0%	1 16.7%
Availability of local produce	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Compact / easy to get around	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Ease of parking	9.1%	1 0.0%	0 14.3%	1 0.0%	0 25.0%	1 0.0%	0 0.0%	0 16.7%
Easy to get to	9.1%	1 0.0%	0 14.3%	1 0.0%	0 25.0%	1 0.0%	0 0.0%	0 16.7%
Everything	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Freshness of food	27.3%	3 0.0%	0 42.9%	3 0.0%	0 25.0%	1 33.3%	2 20.0%	1 33.3%
Friendly atmosphere	27.3%	3 25.0%	1 28.6%	2 0.0%	0 25.0%	1 33.3%	2 20.0%	1 33.3%
Good service	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Not too many children	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Presence of on-site security	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Proximity of bus station	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 food	18.2%	2 25.0%	1 14.3%	1 100.0%	1 0.0%	0 16.7%	1 40.0%	2 0.0%
Quality of non-food items	9.1%	1 0.0%	0 14.3%	1 100.0%	1 0.0%	0 0.0%	0 20.0%	1 0.0%
Range of food	18.2%	2 25.0%	1 14.3%	1 0.0%	0 25.0%	1 16.7%	1 20.0%	1 16.7%
Range of non-food items	9.1%	1 0.0%	0 14.3%	1 0.0%	0 0.0%	0 16.7%	1 0.0%	0 16.7%
Specialist ethnic goods	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
The café	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
The opportunity to support local businesses	18.2%	2 25.0%	1 14.3%	1 0.0%	0 25.0%	1 16.7%	1 20.0%	1 16.7%
The variety	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Traditional values	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Value for money	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
The day of the week the market is held	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Base:		11	4	7	1	4	6	5
								6
<b>Q44 What one thing do you particularly dislike about the (market chosen at Q.40)?</b>								
<i>Those who intend to visit a market today</i>								
Crime	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Difficult to find particular stalls	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Difficult to get around	9.1%	1 0.0%	0 14.3%	1 0.0%	0 0.0%	0 16.7%	1 0.0%	0 16.7%
Difficult to park nearby	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Empty stalls / stalls closing down	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Inability to pay by credit card	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
It is not covered	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
It is not heated	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Lack of cleanliness	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Litter	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Not big enough	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Not enough stalls	27.3%	3 25.0%	1 28.6%	2 0.0%	0 75.0%	3 0.0%	0 20.0%	1 33.3%
Poor accessibility	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor facilities e.g. toilets, seating	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor quality environment	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor quality of food	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor quality of non-food items	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor range of food	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor service	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Poor value for money	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
The café	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Too many stalls selling the same goods	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Too many young children	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Too noisy	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
The day of the week the market is held	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other (PLEASE WRITE IN)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Nothing	63.6%	7 75.0%	3 57.1%	4 100.0%	1 25.0%	1 83.3%	5 80.0%	4 50.0%
Base:		11	4	7	1	4	6	5
								6

	Total	Male	Female	16 - 34	35 - 54	55 +	ABC1	C2DE
<b>Q45 What else do you particularly dislike about the (market chosen at Q.40)? [MR]</b>								
<i>Those who intend to visit a market today</i>								
Crime	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to find particular stalls	9.1%	1	0.0%	0	14.3%	1	0.0%	0
Difficult to get around	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Difficult to park nearby	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Empty stalls / stalls closing down	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inability to pay by credit card	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not covered	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It is not heated	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of cleanliness	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not big enough	18.2%	2	25.0%	1	14.3%	1	50.0%	2
Not enough stalls	27.3%	3	25.0%	1	28.6%	2	75.0%	3
Poor accessibility	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor facilities e.g. toilets, seating	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality of non-food items	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor range of food	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor service	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor value for money	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The café	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many stalls selling the same goods	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many young children	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too noisy	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The day of the week the market is held	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (PLEASE WRITE IN)	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too spread out	9.1%	1	0.0%	0	14.3%	1	16.7%	1
Nothing	63.6%	7	75.0%	3	57.1%	4	100.0%	1
Base:		11		4		7		1
						4		6
							6	5
								5
								6
<b>GEN Gender:</b>								
Male	32.4%	33	100.0%	33	0.0%	0	24.1%	7
Female	67.6%	69	0.0%	0	100.0%	69	75.9%	22
Base:		102		33		69		29
								35
								38
								42
								60
<b>AGE Age Group:</b>								
18 - 24 years	14.7%	15	15.2%	5	14.5%	10	51.7%	15
25 - 34 years	13.7%	14	6.1%	2	17.4%	12	48.3%	14
35 - 44 years	18.6%	19	21.2%	7	17.4%	12	0.0%	0
45 - 54 year	15.7%	16	6.1%	2	20.3%	14	0.0%	0
55 - 64 years	16.7%	17	9.1%	3	20.3%	14	0.0%	0
65+ years	20.6%	21	42.4%	14	10.1%	7	0.0%	0
Base:		102		33		69		29
								35
								38
								42
								60
<b>SEG SEG:</b>								
AB	7.8%	8	12.1%	4	5.8%	4	3.4%	1
C1	33.3%	34	24.2%	8	37.7%	26	48.3%	14
C2	19.6%	20	27.3%	9	15.9%	11	13.8%	4
DE	39.2%	40	36.4%	12	40.6%	28	34.5%	10
Base:		102		33		69		29
								35
								38
								42
								60

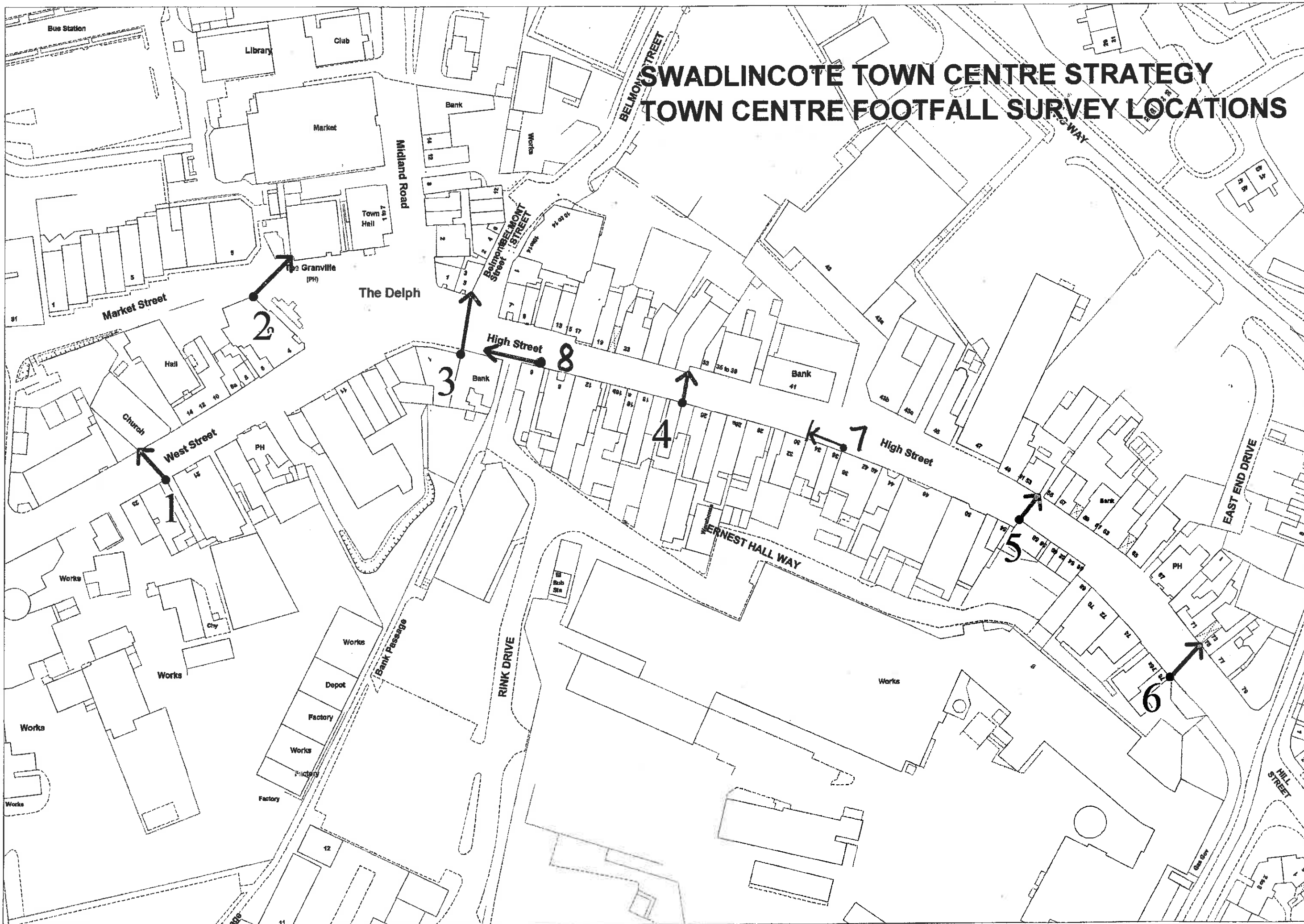




## **Appendix 3 – Plan of Pedestrian Count Locations**



# SWADLINCOTE TOWN CENTRE STRATEGY TOWN CENTRE FOOTFALL SURVEY LOCATIONS







## **Appendix 4 – Swadlincote Town Centre Diversity of Use and Vacancies Plan**





creative minds safe hands

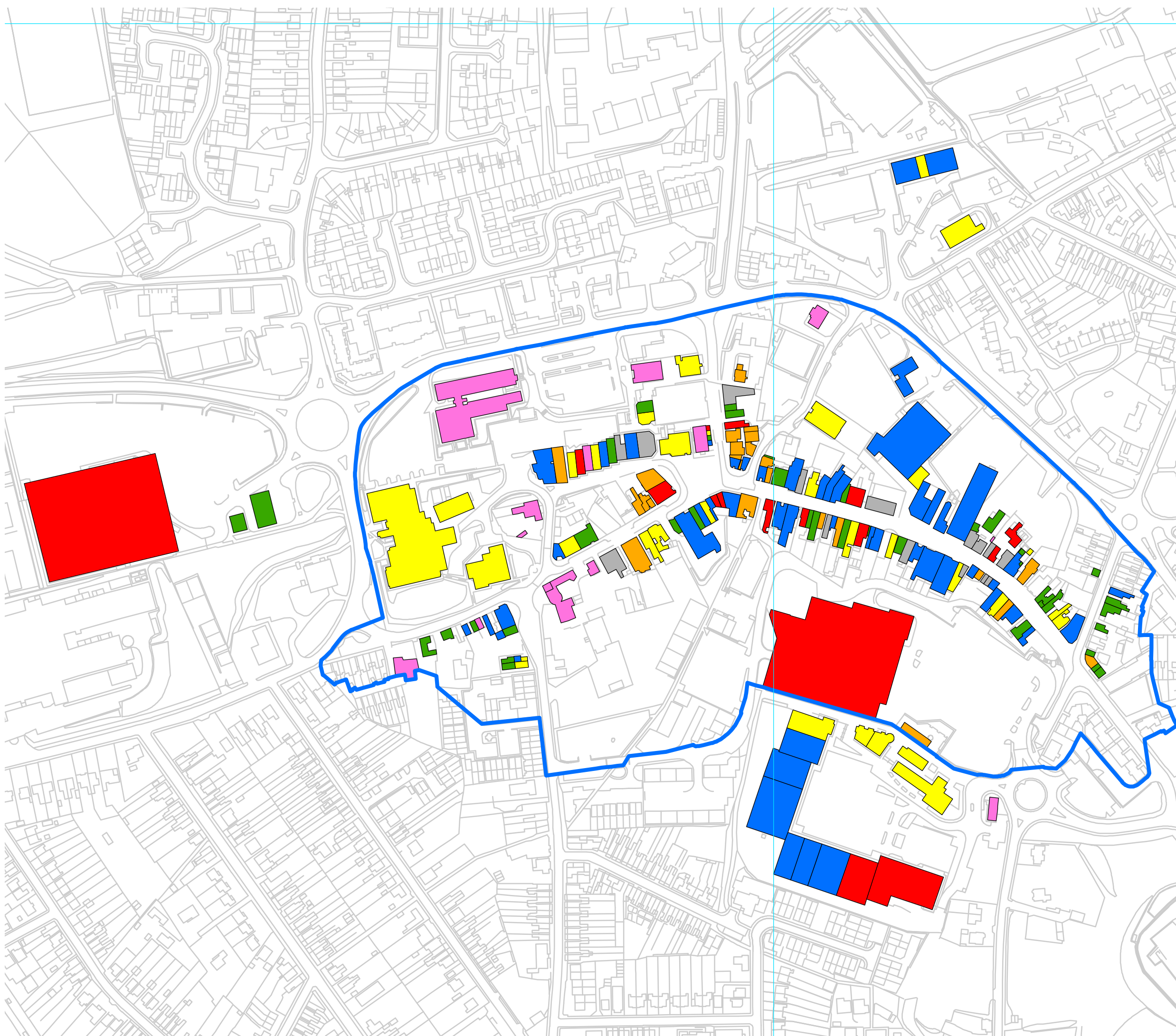
South Derbyshire District Council

Ref: A092554.001

### Diversity of Uses Swadlincote Town Centre July 2015

#### Key

-  Town Centre Boundary
-  Convenience
-  Comparison
-  Leisure Services
-  Retail Service
-  Financial & Business Services
-  Other Town Centre Use
-  Vacant



North

Scale: Not to Scale

July 2015

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH  
 Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193  
 Email: info@wyg.com Web: www.wyg.com

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South Derbyshire District Council

Ref: A092554.002

Diversity of Uses  
Swadlincote Town Centre  
September 2010

Key

-  Town Centre Boundary
-  Convenience
-  Comparison
-  Retail Service
-  Leisure Services
-  Financial & Business Services
-  Other Town Centre Use
-  Vacant



North

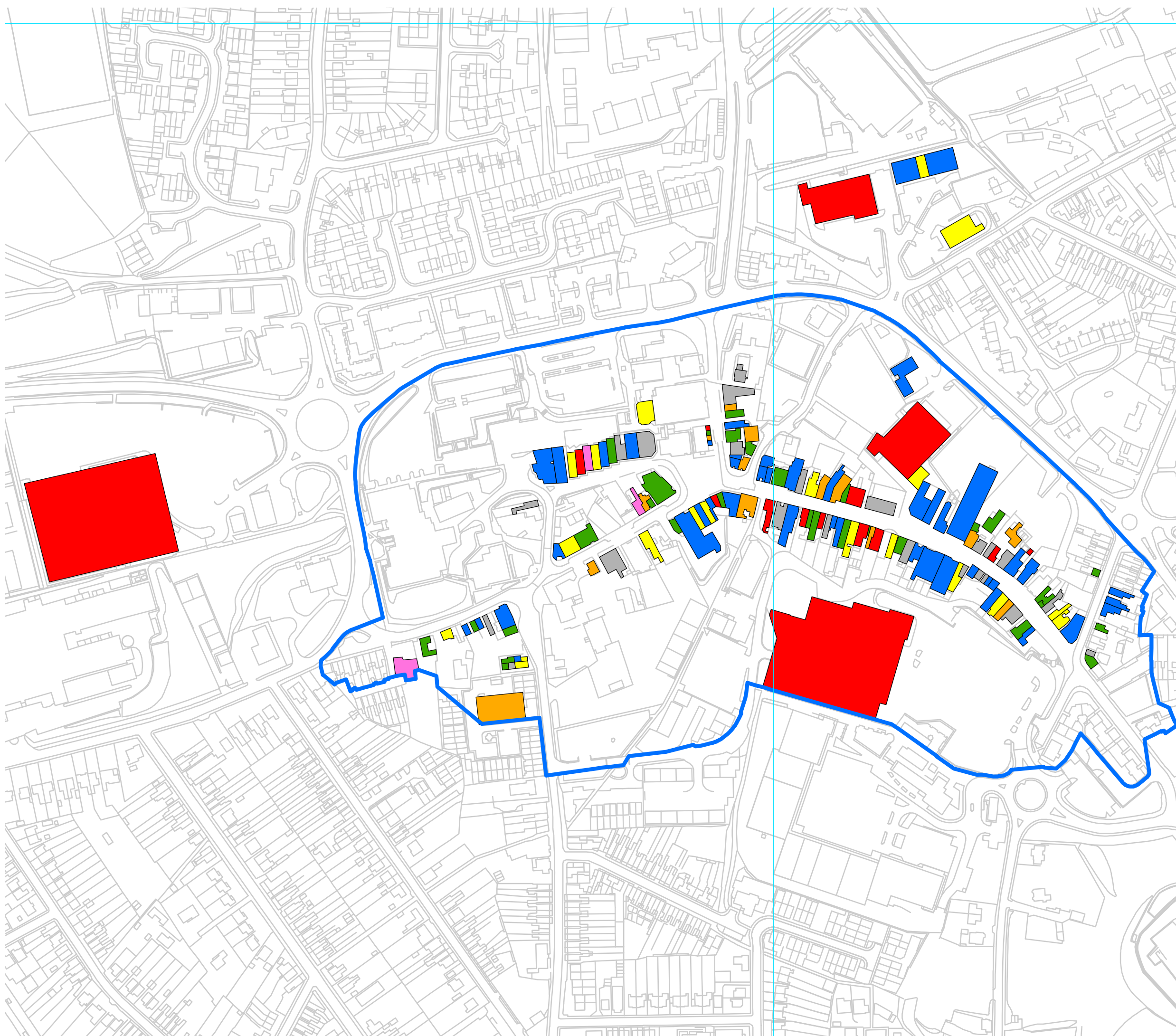
Scale: Not to Scale

July 2015

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH  
Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193  
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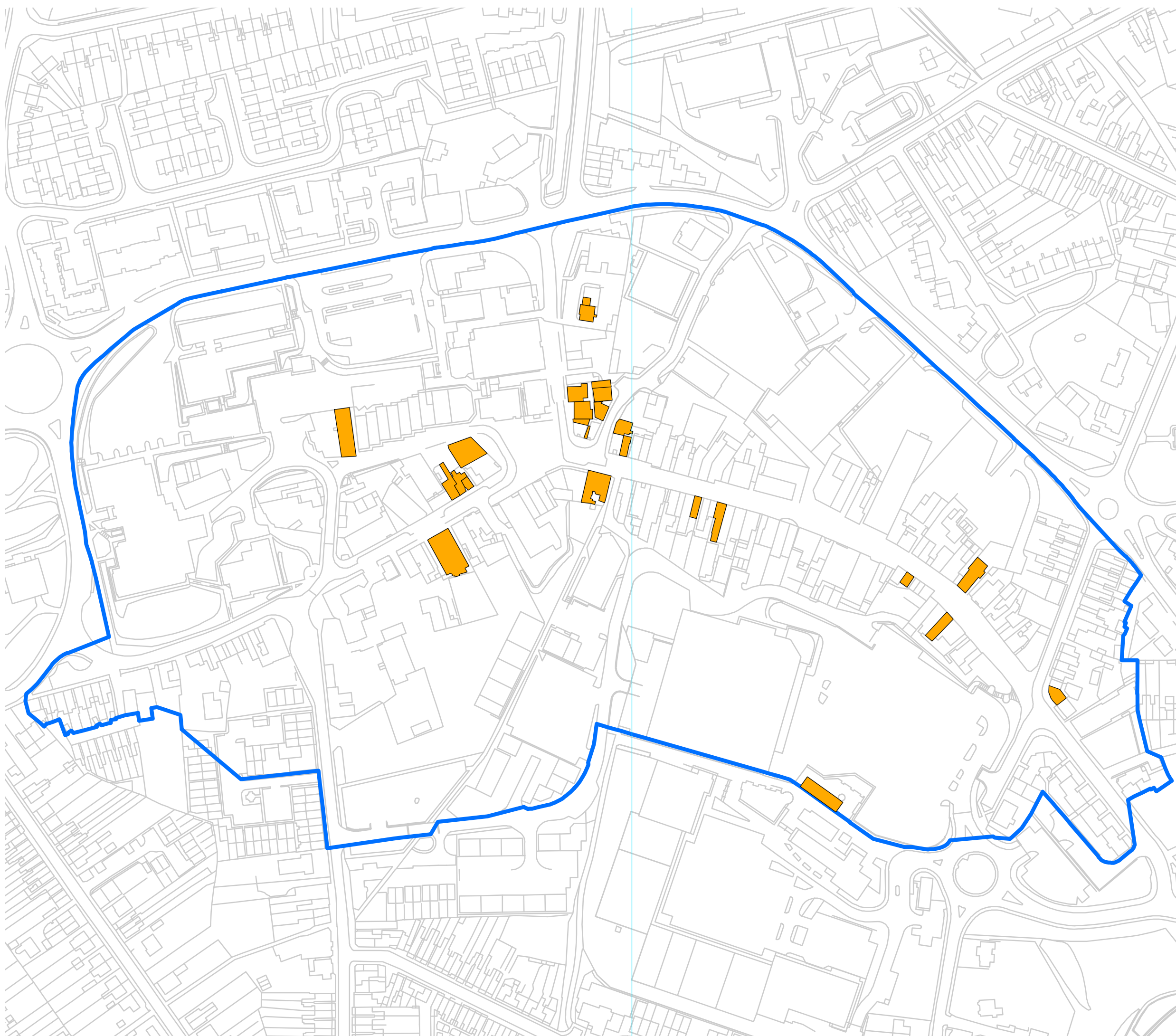


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South Derbyshire District Council

Ref: A092554.003

Vacant Buildings  
Swadlincote Town Centre  
July 2015



Key

-  Vacant Buildings - July 2015
-  Town Centre Boundary



North

Scale: Not to Scale

July 2015

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH  
Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193  
Email: info@wyg.com Web: www.wyg.com

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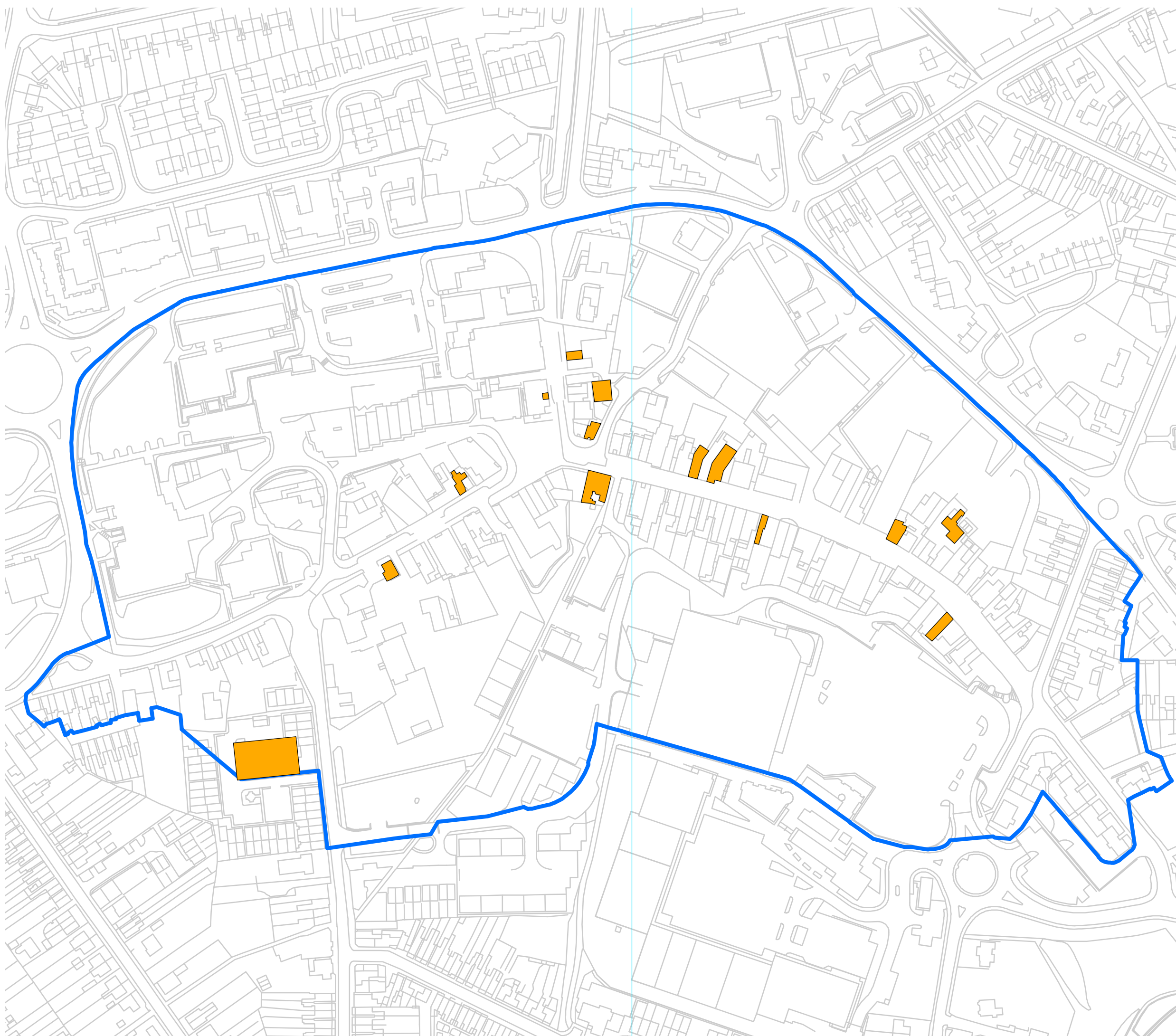


creative minds safe hands



South Derbyshire  
District Council

Ref: A092554.004

Vacant Buildings  
Swadlincote Town Centre  
September 2010



Key

-  Vacant Buildings - September 2010
-  Town Centre Boundary



North

Scale: Not to Scale

July 2015

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH  
Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193  
Email: info@wyg.com Web: www.wyg.com

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## **Appendix 5 – Quantitative Capacity Assessment**



WYG PLANNING & ENVIRONMENT  
APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	POPULATION					PER CAPITA EXPENDITURE CONVENIENCE (£)				
	2015	2020	2025	2028	2030	2015	2020	2025	2028	2030
<b>A</b>	17,068	17,943	18,733	19,139	19,394	1,834	1,860	1,910	1,944	1,963
<b>B</b>	16,513	17,406	18,247	18,670	18,927	1,767	1,792	1,840	1,873	1,891
<b>C</b>	9,679	10,191	10,665	10,902	11,049	1,789	1,815	1,863	1,897	1,916
<b>D</b>	15,754	16,560	17,295	17,665	17,891	2,204	2,236	2,296	2,337	2,360
<b>E</b>	10,626	11,192	11,721	11,994	12,158	2,044	2,073	2,129	2,167	2,188
<b>F</b>	21,902	22,646	23,303	23,648	23,869	1,885	1,912	1,964	1,999	2,019
<b>G</b>	7,622	7,814	8,003	8,103	8,166	1,885	1,912	1,963	1,998	2,018
<b>H</b>	13,000	13,298	13,598	13,761	13,866	1,986	2,014	2,068	2,105	2,126
<b>TOTAL</b>	<b>112,164</b>	<b>117,050</b>	<b>121,565</b>	<b>123,882</b>	<b>125,320</b>					

Notes:

a. Wards

Zone 1 – Midway and Newhall and Stanton

Zone 2 – Church Gresley and Swadlincote

Zone 3 – Hartshorne and Ticknall and Woodville

Zone 4 – Melbourne, Repton and Willington and Findern

Zone 5 – Linton (South Derbyshire) and Seales

Zone 6 – Stapenhill, Brizlincote and Winhill

Zone 7 – Moira and Oakthorpe and Donisthorpe

Zone 8 – Ashby Castle, Ashby Holywell and Ashby Ivanhoe

b. Population figures taken from Experian G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover future plan period

c. Per Capita expenditure from Experian G3 Micromarketer (2015 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 12.1.

d. Projected forward using growth rates taken from Appendix 3 of Retail Planner Briefing Note 12.1 (excluding 'adjusted' SFT allowance)

2013 PRICES

**WYG PLANNING & ENVIRONMENT**  
**APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY**

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

ZONE	EXPENDITURE £(m) CONVENIENCE					GROWTH CONVENIENCE			
	2015	2020	2025	2028	2030	15-'20	15-'25	15-'28	15-'30
<b>A</b>	31.3	33.4	35.8	37.2	38.1	2.1	4.5	5.9	6.8
<b>B</b>	29.2	31.2	33.6	35.0	35.8	2.0	4.4	5.8	6.6
<b>C</b>	17.3	18.5	19.9	20.7	21.2	1.2	2.6	3.4	3.8
<b>D</b>	34.7	37.0	39.7	41.3	42.2	2.3	5.0	6.6	7.5
<b>E</b>	21.7	23.2	25.0	26.0	26.6	1.5	3.2	4.3	4.9
<b>F</b>	41.3	43.3	45.8	47.3	48.2	2.0	4.5	6.0	6.9
<b>G</b>	14.4	14.9	15.7	16.2	16.5	0.6	1.3	1.8	2.1
<b>H</b>	25.8	26.8	28.1	29.0	29.5	1.0	2.3	3.2	3.7
<b>TOTAL</b>	<b>215.7</b>	<b>228.3</b>	<b>243.5</b>	<b>252.5</b>	<b>258.0</b>	<b>12.6</b>	<b>27.8</b>	<b>36.8</b>	<b>42.3</b>

**TABLE 2B: MAIN / TOP-UP SPLIT (2015)**

ZONE	EXPENDITURE £(m) CONVENIENCE - 2015		
	MAIN	TOP-UP	TOTAL
<b>A</b>	25.0	6.3	<b>31.3</b>
<b>B</b>	23.3	5.8	<b>29.2</b>
<b>C</b>	13.9	3.5	<b>17.3</b>
<b>D</b>	27.8	6.9	<b>34.7</b>
<b>E</b>	17.4	4.3	<b>21.7</b>
<b>F</b>	33.0	8.3	<b>41.3</b>
<b>G</b>	11.5	2.9	<b>14.4</b>
<b>H</b>	20.7	5.2	<b>25.8</b>
<b>TOTAL</b>	<b>172.6</b>	<b>43.1</b>	<b>215.7</b>

**TABLE 3B: MAIN / TOP-UP SPLIT (2020)**

ZONE	EXPENDITURE £(m) CONVENIENCE - 2020		
	MAIN	TOP-UP	TOTAL
<b>A</b>	26.7	6.7	<b>33.4</b>
<b>B</b>	25.0	6.2	<b>31.2</b>
<b>C</b>	14.8	3.7	<b>18.5</b>
<b>D</b>	29.6	7.4	<b>37.0</b>
<b>E</b>	18.6	4.6	<b>23.2</b>
<b>F</b>	34.6	8.7	<b>43.3</b>
<b>G</b>	11.9	3.0	<b>14.9</b>
<b>H</b>	21.4	5.4	<b>26.8</b>
<b>TOTAL</b>	<b>182.7</b>	<b>45.7</b>	<b>228.3</b>

**Notes:**

- a. Ward sectors (See Table 1)
- b. Population figures taken from Experian G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover future plan period
- c. Per Capita expenditure from Experian G3 Micromarketer (2015 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 12.1.
- d. Projected forward using growth rates taken from Appendix 3 of Retail Planner Briefing Note 12.1 (excluding 'adjusted' SFT allowance)
- e. WYG has proportioned the level of convenience goods spent between main food (80.0%) and top up (20.0%)

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TABLE 5: PERFORMANCE OF EXISTING PROVISION (CONVENIENCE) AT 2015

DESTINATION	CONVENIENCE						
	NET SALES (sq m)	CONVENIENCE SALES AREA (A)	SALES DENSITY (B)	BENCHMARK TURNOVER (AxB)	SURVEY TURNOVER DERIVED FROM STUDY AREA £m	DRAWN FROM STUDY AREA %	SURVEY TURNOVER £m
<b>WITHIN STUDY AREA</b>							
<b>Zone A - SOUTH DERBYSHIRE</b>							
Newhall Local Centre				0.3	0.3	100.0	0.3
Other Local Shops - Zone 1				0.1	0.1	100.0	0.1
Sainsburys Local, High Street, Swadlincote	250	238	12,684	3.0	1.3	100.0	1.3
<b>Sub Total (Zone A)</b>	<b>250</b>	<b>238</b>		<b>3.4</b>	<b>1.8</b>		<b>1.8</b>
<b>Zone B - SOUTH DERBYSHIRE</b>							
Aldi, Hepworth Retail Park, Pipeworks, Swadlincote	781	624	11,748	7.3	22.7	100.0	22.7
Church Gresley Local Centre				0.6	0.6	100.0	0.6
Iceland, Unit 3, Coppice Side, Swadlincote	496	481	7,615	3.7	1.1	100.0	1.1
Morrisons, Coppice Side, Swadlincote	4,368	3,494	13,388	46.8	39.6	100.0	39.6
Sainsburys Local, Glamorgan Way, Church Gresley	270	257	12,684	3.3	2.4	100.0	2.4
Sainsburys, Civic Way, Swadlincote	5,030	3,632	12,684	46.1	29.6	100.0	29.6
Swadlincote				1.0	1.0	100.0	1.0
Tesco Express, Common Road, Church Gresley	149	142	12,099	1.7	0.8	100.0	0.8
Tesco Express, Heathcote Road, Swadlincote	149	142	12,099	1.7	0.3	100.0	0.3
The Pipeworks, Swadlincote				0.1	0.1	100.0	0.1
<b>Sub Total (Zone B)</b>	<b>11,243</b>	<b>8,772</b>		<b>112.3</b>	<b>98.3</b>		<b>98.3</b>
<b>Zone C - SOUTH DERBYSHIRE</b>							
Asda Petrol Filling Station, Tollgate, Burton Road, Woodville				0.2	0.2	100.0	0.2
Tesco Express, 42 High Street, Swadlincote	131	124	12,099	1.5	0.8	100.0	0.8
Woodville Local Centre				0.2	0.2	100.0	0.2
<b>Sub Total (Zone C)</b>	<b>130.7</b>	<b>124.2</b>		<b>1.9</b>	<b>1.1</b>	<b>100.0</b>	<b>1.1</b>
<b>Zone D - SOUTH DERBYSHIRE</b>							
Co-op - Foodstore, 2 Castle Way, Willington	124	108	8,146	0.9	2.9	100.0	2.9
Findern				0.0	0.0	100.0	0.0
Melbourne				0.3	0.3	100.0	0.3
Repton				0.2	0.2	100.0	0.2
Sainsbury's Local, Derby Road, Melbourne	537	510	12,684	6.5	1.7	100.0	1.7
Simsby				0.0	0.0	100.0	0.0
Spar, High Street, Repton				0.1	0.1	100.0	0.1
<b>Sub Total (Zone D)</b>	<b>661</b>	<b>618</b>	<b>20,830</b>	<b>8.0</b>	<b>5.3</b>		<b>5.3</b>
<b>Zone E - SOUTH DERBYSHIRE</b>							
Co-op - Foodstore, 67 Burton Road, Overseal	343	300	8,146	2.4	0.8	100.0	0.8
Co-op - Foodstore, Main Street, Rosliston	169	148	8,146	1.2	1.2	100.0	1.2
Linton				0.0	0.0	100.0	0.0
Netherseal				0.1	0.1	100.0	0.1
Overseal				0.0	0.0	100.0	0.0
<b>Sub Total (Zone E)</b>	<b>513</b>	<b>448</b>	<b>16,293</b>	<b>3.8</b>	<b>2.1</b>		<b>2.1</b>
<b>SUB-TOTAL SOUTH DERBYSHIRE DISTRICT</b>	<b>12,798</b>	<b>10,200</b>		<b>129.4</b>	<b>108.6</b>		<b>108.6</b>

Notes:

- Floorspace figures take from Store Point Database (2015)
- Net floorspace based on WYG judgement/Store Point Database. Where no convenience floorspace data is available for local shops, WYG has assumed they are trading at equilibrium
- Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2014) where available, for Express or Local formats, increased convenience split of 95% adopted
- Sales densities derived from Verdict (2014) or Mintel Retail Rankings (2014) for national multiples and WYG judgement for local shops. Aldi sales density is taken from information available to WYG from Verdict
- Survey derived turnover derived from Swadlincote Household Survey (2015) taken from Table 4
- Percentage of turnover drawn from Study Area is based on WYG judgement and geographic position of facility within the Study Area.
- Net sales area for Sainsbury's Civic Way determined in accordance with Storepoint and planning consent 9/2009/0185 for extension to the store. May not add up due to rounding

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**WYG PLANNING & ENVIRONMENT**  
**APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY**

**TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN SWADLINCOTE'S CATCHMENT**

**Table 6a: Estimated 'Capacity' for Convenience Goods Facilities in Swadlincote Catchment**

Year	Turnover - £m <sup>1</sup>	Expenditure Available - £m <sup>2</sup>	Surplus Expenditure - £m
2015	129.4	108.6	-20.8
2020	127.9	115.0	-12.9
2025	128.1	122.6	-5.5
2028	128.5	127.2	-1.3
2030	128.8	129.9	1.2
<b>Market Share</b>		<b>50.4</b>	

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 (Oct 2014)

b. Assumes constant market share claimed by South Derbyshire facilities at 50.4% from Study Area

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**Table 6b: Quantitative Need for Additional Floorspace – Convenience Goods Swadlincote Catchment**

Year	£m	Convenience Goods Floorspace Requirement	
		Min <sup>1*</sup>	Max <sup>2*</sup>
	0		
2015	-20.8	-1,600	-2,700
2020	-12.9	-1,000	-1,700
2025	-5.5	-400	-700
2028	-1.3	-100	-200
2030	1.2	100	200

a. Average sales density assumed to be £13,000 per sq.m based on the average sales density of the leading four supermarkets as identified by (Verdict 2014)

b. Average sales density assumed to be £7,600 per sq.m based on average of discounter retailers

c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 (October 2014)

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**Table 6c: Net Quantitative Need for Additional Floorspace - Convenience Goods**

Year	£m	Convenience Goods Floorspace Requirement			
		Extant	Residual	Min <sup>1*</sup>	Max <sup>2*</sup>
2015	-20.8	3.7	-24.5	-1,900	-3,200
2020	-12.9	3.6	-16.5	-1,300	-2,200
2025	-5.5	3.6	-9.2	-700	-1,200
2028	-1.3	3.7	-5.0	-400	-700
2030	1.2	3.7	-2.5	-200	-300

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 (October 2014)

b. Planning commitments taken from Table 6a below

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**TABLE 6d: CONVENIENCE GOODS PLANNING COMMITMENTS BENCHMARK TURNOVER (2015)**

Reference	Location	Proposal	Gross Retail Floorspace	Net Retail Floorspace	Net Convenience Retail Floorspace	Estimated Turnover per sq m (£)	Estimated Turnover (£)	Trade Drawn from Swadlincote Catchment	
								%	£m
<b>Swadlincote Catchment</b>									
9/2014/1176	Lidl, Belmont Street, Swadlincote	Demolition of existing retail store and erection of replacement store	2,016	1,307	1,046	3,522	3.7	100	3.7
							<b>3.7</b>		<b>3.7</b>
<b>Total</b>							<b>3.7</b>		<b>3.7</b>

**Notes**

Source: South Derbyshire District Council

a. Floorspace for Lidl derived from Supporting Statement prepared by PlanA on behalf of Lidl UK (Application Reference: 9/2014/1176)

b. Net convenience floorspace derived from ratio provided by Verdict Grocer Retailers (2014) where available, otherwise WYG judgement

c. Sales densities derived from Verdict (2014) or Mintel Retail Rankings (2014) for national multiples and WYG judgement for other unspecified shops

d. Excludes small COU applications (A1 Use Class) and A1 applications below 100 sq.m, and does not include net reduction of floorspace (A1)

TABLE 7: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION					PER CAPITA EXPENDITURE																																																							
	2015	2020	2025	2028	2030	2015														2020														2025														2028													
						Furniture	DIY	Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL																
A	17,068	17,943	18,733	19,139	19,394	255	98	40	304	642	138	541	367	61	<b>2,446</b>	286	110	45	341	719	154	606	414	69	<b>2,744</b>	335	129	53	399	842	181	710	487	80	<b>3,216</b>	369	142	63	440	929	200	783	538	89	<b>3,552</b>																
B	16,513	17,406	18,247	18,670	18,927	263	104	44	294	638	137	518	378	52	<b>2,427</b>	295	116	49	329	715	153	580	426	58	<b>2,722</b>	346	136	58	386	837	180	680	502	68	<b>3,191</b>	381	150	68	426	923	198	750	553	75	<b>3,524</b>																
C	9,679	10,191	10,665	10,902	11,049	274	105	46	288	676	137	543	377	58	<b>2,504</b>	307	118	51	323	738	154	609	425	65	<b>2,808</b>	359	138	60	378	888	180	713	500	76	<b>3,292</b>	296	152	71	417	979	199	787	552	84	<b>3,636</b>																
D	15,754	16,560	17,295	17,665	17,891	366	146	74	414	991	197	811	449	93	<b>3,542</b>	410	164	83	464	1,111	221	909	507	105	<b>3,972</b>	481	192	97	543	1,302	259	1,065	596	122	<b>4,656</b>	530	212	114	599	1,436	285	1,174	658	135	<b>5,143</b>																
E	10,626	11,192	11,721	11,994	12,158	313	133	63	378	795	168	663	411	84	<b>3,008</b>	351	150	71	423	891	188	743	463	95	<b>3,374</b>	411	175	83	496	1,043	220	871	545	111	<b>3,955</b>	453	193	98	547	1,151	243	960	601	122	<b>4,368</b>																
F	21,902	22,646	23,303	23,648	23,869	293	100	38	264	711	130	475	367	70	<b>2,450</b>	328	112	43	296	797	146	532	415	79	<b>2,748</b>	385	131	50	347	933	171	624	488	92	<b>3,221</b>	424	144	59	383	1,029	189	688	538	102	<b>3,557</b>																
G	7,622	7,814	8,003	8,103	8,166	273	108	50	325	702	149	609	371	71	<b>2,658</b>	306	121	56	365	787	167	682	418	79	<b>2,982</b>	359	142	66	427	922	196	799	492	93	<b>3,495</b>	396	157	77	471	1,017	216	881	543	102	<b>3,860</b>																
H	13,000	13,298	13,598	13,761	13,866	315	120	56	346	812	164	699	397	77	<b>2,987</b>	353	134	63	388	910	184	784	447	87	<b>3,350</b>	414	157	73	455	1,066	216	918	526	101	<b>3,927</b>	456	173	87	502	1,176	238	1,013	881	112	<b>4,337</b>																
<b>TOTAL</b>	<b>112,164</b>	<b>117,050</b>	<b>121,565</b>	<b>123,882</b>	<b>125,320</b>	<b>2,352</b>	<b>914</b>	<b>411</b>	<b>2,614</b>	<b>5,966</b>	<b>1,220</b>	<b>4,859</b>	<b>3,117</b>	<b>566</b>	<b>22,020</b>	<b>2,636</b>	<b>1,025</b>	<b>461</b>	<b>2,929</b>	<b>6,686</b>	<b>1,368</b>	<b>5,445</b>	<b>3,516</b>	<b>635</b>	<b>24,700</b>	<b>3,088</b>	<b>1,200</b>	<b>540</b>	<b>3,431</b>	<b>7,833</b>	<b>1,602</b>	<b>6,379</b>	<b>4,136</b>	<b>744</b>	<b>28,954</b>	<b>3,406</b>	<b>1,324</b>	<b>636</b>	<b>3,785</b>	<b>8,640</b>	<b>1,767</b>	<b>7,035</b>	<b>4,564</b>	<b>820</b>	<b>31,978</b>																

Notes:  
 a. Wards as set out in Table 1  
 b. Population figures taken from Experian G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover future plan period  
 c. Per Capita expenditure from Experian G3 Micromarketer (2015 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 12.1.  
 d. Projected forward using growth rates taken from Appendix 3 of Retail Planner Briefing Note 12.1 (excluding 'adjusted' SFT allowance)

2030									
Furniture	DIY	Garden	Electrical	Clothes	CDs etc	Household	Recreation	Chemis	TOTAL
394	151	67	470	993	213	837	576	95	<b>3,796</b>
407	161	73	455	986	212	801	592	80	<b>3,767</b>
423	162	76	446	1,046	212	841	590	89	<b>3,888</b>
567	226	122	640	1,534	305	1,255	704	144	<b>5,497</b>
484	207	105	584	1,229	259	1,026	644	131	<b>4,669</b>
453	154	64	409	1,100	202	735	576	109	<b>3,802</b>
423	168	83	503	1,086	231	942	581	109	<b>4,125</b>
487	185	93	536	1,257	254	1,082	622	120	<b>4,635</b>
<b>3,639</b>	<b>1,415</b>	<b>682</b>	<b>4,044</b>	<b>9,231</b>	<b>1,888</b>	<b>7,517</b>	<b>4,885</b>	<b>876</b>	<b>34,176</b>

WYG PLANNING & ENVIRONMENT  
APPENDIX 5 - SWADLINCOTE RETAIL & LEISURE STUDY

TABLE 8: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE (£m)																																GROWTH ALL COMPARISON																					
	2015																2020																2025				2030																	
	Furniture	DIY	Garden	Electrical	Clothes	CDs etc.	Household	Recreation	Chemist	Total	Furniture	DIY	Garden	Electrical	Clothes	CDs etc.	Household	Recreation	Chemist	Total	Furniture	DIY	Garden	Electrical	Clothes	CDs etc.	Household	Recreation	Chemist	Total	Furniture	DIY	Garden	Electrical	Clothes	CDs etc.	Household	Recreation	Chemist	Total	'15-'20	'15-'25	'15-'28	'15-'30										
A	4.4	1.7	0.7	5.2	10.9	2.4	9.2	6.3	1.0	<b>41.8</b>	5.1	2.0	0.8	6.1	12.9	2.8	10.9	7.4	1.2	<b>49.2</b>	6.3	2.4	1.0	7.5	15.8	3.4	13.3	9.1	1.5	<b>60.3</b>	7.1	2.7	1.2	8.4	17.8	3.8	15.0	10.3	1.7	<b>68.0</b>	7.6	2.9	1.3	9.1	19.2	4.1	16.2	11.2	1.8	<b>73.6</b>	7.4	18.5	26.2	31.8
B	4.3	1.7	0.8	4.9	10.5	2.3	8.5	6.2	0.9	<b>40.1</b>	5.1	2.0	0.9	5.7	12.4	2.7	10.1	7.4	1.0	<b>47.4</b>	6.3	2.5	1.1	7.0	15.3	3.3	12.4	9.2	1.2	<b>58.2</b>	7.1	2.8	1.3	7.9	17.2	3.7	14.0	10.3	1.4	<b>65.8</b>	7.7	3.0	1.4	8.6	18.7	4.0	15.2	11.2	1.5	<b>71.3</b>	7.3	18.1	25.7	31.2
C	2.6	1.0	0.5	2.8	6.5	1.3	5.3	3.6	0.6	<b>24.3</b>	3.1	1.2	0.5	3.3	7.7	1.6	6.2	4.3	0.7	<b>28.6</b>	3.8	1.5	0.6	4.0	9.5	1.9	7.6	5.3	0.8	<b>35.1</b>	4.3	1.7	0.8	4.5	10.7	2.2	8.6	6.0	0.9	<b>39.6</b>	4.7	1.8	0.8	4.9	11.6	2.3	9.3	6.5	1.0	<b>42.9</b>	4.4	10.9	15.4	18.7
D	5.8	2.3	1.2	6.5	15.6	3.1	12.8	7.1	1.5	<b>55.9</b>	6.8	2.7	1.4	7.7	18.4	3.7	15.1	8.4	1.7	<b>65.8</b>	8.3	3.3	1.7	9.4	22.5	4.5	18.4	10.3	2.1	<b>80.5</b>	9.4	3.7	2.0	10.6	25.4	5.0	20.7	11.6	2.4	<b>90.9</b>	10.1	4.0	2.2	11.5	27.4	5.5	22.4	12.6	2.6	<b>98.3</b>	9.9	24.7	35.0	42.5
E	3.3	1.4	0.7	4.0	8.4	1.8	7.0	4.4	0.9	<b>33.0</b>	3.9	1.7	0.8	4.7	10.0	2.1	8.3	5.2	1.1	<b>37.8</b>	4.8	2.1	1.0	5.8	12.2	2.6	10.2	6.4	1.3	<b>46.4</b>	5.4	2.3	1.2	6.6	13.8	2.9	11.5	7.2	1.5	<b>52.4</b>	5.9	2.5	1.3	7.1	14.9	3.2	12.5	7.8	1.6	<b>56.8</b>	5.8	14.4	20.4	24.8
F	6.4	2.2	0.9	5.8	15.6	2.9	10.4	8.0	1.5	<b>53.7</b>	7.4	2.5	1.0	6.7	18.0	3.3	12.1	9.4	1.8	<b>62.2</b>	9.0	3.1	1.2	8.1	21.7	4.0	14.5	11.4	2.2	<b>75.1</b>	10.0	3.4	1.4	9.1	24.3	4.5	16.3	12.7	2.4	<b>84.1</b>	10.8	3.7	1.5	9.8	26.3	4.8	17.5	13.7	2.6	<b>90.7</b>	8.5	21.4	30.4	37.1
G	2.1	0.8	0.4	2.5	5.4	1.1	4.6	2.8	0.5	<b>20.3</b>	2.4	0.9	0.4	2.8	6.1	1.3	5.3	3.3	0.6	<b>23.3</b>	2.9	1.1	0.5	3.4	7.4	1.6	6.4	3.9	0.7	<b>28.0</b>	3.2	1.3	0.6	3.8	8.2	1.7	7.1	4.4	0.8	<b>31.3</b>	3.5	1.4	0.7	4.1	8.9	1.9	7.7	4.7	0.9	<b>33.7</b>	3.0	7.7	11.0	13.4
H	4.1	1.6	0.7	4.5	10.6	2.1	9.1	5.2	1.0	<b>38.8</b>	4.7	1.8	0.8	5.2	12.1	2.5	10.4	6.0	1.2	<b>44.6</b>	5.6	2.1	1.0	6.2	14.5	2.9	12.5	7.2	1.4	<b>53.4</b>	6.3	2.4	1.2	6.9	16.2	3.3	13.9	8.0	1.5	<b>59.7</b>	6.8	2.6	1.3	7.4	17.4	3.5	15.0	8.6	1.7	<b>64.3</b>	5.7	14.6	20.8	25.4
<b>TOTAL</b>	<b>33.0</b>	<b>12.7</b>	<b>5.9</b>	<b>36.1</b>	<b>83.6</b>	<b>17.0</b>	<b>67.0</b>	<b>43.6</b>	<b>7.9</b>	<b>306.8</b>	<b>38.6</b>	<b>14.8</b>	<b>6.6</b>	<b>42.3</b>	<b>97.7</b>	<b>19.8</b>	<b>78.3</b>	<b>51.4</b>	<b>9.2</b>	<b>358.9</b>	<b>47.0</b>	<b>18.1</b>	<b>8.0</b>	<b>51.5</b>	<b>118.9</b>	<b>24.1</b>	<b>95.3</b>	<b>62.8</b>	<b>11.2</b>	<b>436.9</b>	<b>52.8</b>	<b>20.3</b>	<b>9.6</b>	<b>57.8</b>	<b>133.6</b>	<b>27.1</b>	<b>107.2</b>	<b>70.6</b>	<b>12.6</b>	<b>491.7</b>	<b>57.1</b>	<b>22.0</b>	<b>10.5</b>	<b>62.5</b>	<b>144.4</b>	<b>29.3</b>	<b>115.8</b>	<b>76.4</b>	<b>13.6</b>	<b>531.6</b>	<b>52.1</b>	<b>130.1</b>	<b>185.0</b>	<b>224.9</b>

Notes:  
a. Values as set out in Table 1  
b. Population figures taken from Experian G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover future plan period  
c. Per Capita expenditure from Experian G3 Micromarketer (2015 data), adjusted to exclude SFT in accordance with Appendix 3 of Retail Planner Briefing Note 12.1.  
d. Projected forward using growth rates taken from Appendix 3 of Retail Planner Briefing Note 12.1 (excluding 'adjusted' SFT allowance)

2013 PRICES





TABLE 10: SHOPPING EXPENDITURE RETENTION (CLOTHES/SHOES) (2015)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE A CLOTHES/SHOES (£m)	ZONE B CLOTHES/SHOES (£m)	ZONE C CLOTHES/SHOES (£m)	ZONE D CLOTHES/SHOES (£m)	ZONE E CLOTHES/SHOES (£m)	ZONE F CLOTHES/SHOES (£m)	ZONE G CLOTHES/SHOES (£m)	ZONE H CLOTHES/SHOES (£m)
<b>WITHIN STUDY AREA</b>									
<b>Zone A - SOUTH DERBYSHIRE</b>									
Blooming Marvell Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carden King Garden Market, Park Road, Swadincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newhall Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Elantons Nurseries, Woodland Road, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone A)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone B - SOUTH DERBYSHIRE</b>									
Castle Gresley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Gresley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marrisons, Coppice Side, Swadincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stansbury's, Civic Way, Swadincote	1.2	0.2	0.5	0.1	0.0	0.2	0.1	0.0	0.1
Swadincote	8.7	1.9	1.7	1.1	0.7	1.6	0.4	0.6	0.7
The Pipeworks, Swadincote	1.0	0.0	0.1	0.1	0.0	0.2	0.4	0.1	0.1
<b>Sub Total (Zone B)</b>	<b>10.9</b>	<b>2.1</b>	<b>2.4</b>	<b>1.2</b>	<b>0.7</b>	<b>1.9</b>	<b>0.9</b>	<b>0.7</b>	<b>0.9</b>
<b>Zone C - SOUTH DERBYSHIRE</b>									
Messings, Swadincote Road, Woodville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
<b>Sub Total (Zone C)</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>
<b>Zone D - SOUTH DERBYSHIRE</b>									
Bushell Arboretum and Nursery, Anwell Lane, Smeby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bretby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Findern	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Planters At Bretby, The Nurseries, Bretby Lane, Burton-on-trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Willington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wynvale At Findern Garden Centre, Burton Road, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone D)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone E - SOUTH DERBYSHIRE</b>									
Chapmans Nurseries, The Nurseries, Burton Road, Swadincote	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Overseal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone E)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone F - EAST STAFFORDSHIRE</b>									
Spasenhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winstall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone F)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone G - NORTH WEST LEICESTERSHIRE</b>									
Blackfordby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mans	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.2
<b>Sub Total (Zone G)</b>	<b>0.4</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>	<b>0.2</b>
<b>Zone H - NORTH WEST LEICESTERSHIRE</b>									
Ashby-de-la-Zouch	3.3	0.1	0.0	0.1	0.4	0.0	0.4	0.4	2.1
Nottingham Road Retail Park, Ashby-de-la-zouch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TRICO, Revolution Road, Ashby-de-la-zouch	0.5	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0
Wickes, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone H)</b>	<b>3.9</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>	<b>0.7</b>	<b>0.0</b>	<b>0.4</b>	<b>0.5</b>	<b>2.1</b>
<b>TOTAL (WITHIN STUDY AREA)</b>	<b>15.3</b>	<b>2.3</b>	<b>2.4</b>	<b>1.3</b>	<b>1.5</b>	<b>2.0</b>	<b>1.3</b>	<b>1.3</b>	<b>3.3</b>
<b>TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)</b>	<b>11.0</b>	<b>2.1</b>	<b>2.4</b>	<b>1.2</b>	<b>0.7</b>	<b>1.9</b>	<b>0.9</b>	<b>0.7</b>	<b>1.0</b>



TABLE 11: SHOPPING PATTERNS (BOOKS, CDS, DVDS, ETC.)

DESTINATION	TOTAL BOOKS, CDS, ETC. (%)	ZONE A BOOKS, CDS, ETC. (%)	ZONE B BOOKS, CDS, ETC. (%)	ZONE C BOOKS, CDS, ETC. (%)	ZONE D BOOKS, CDS, ETC. (%)	ZONE E BOOKS, CDS, ETC. (%)	ZONE F BOOKS, CDS, ETC. (%)	ZONE G BOOKS, CDS, ETC. (%)	ZONE H BOOKS, CDS, ETC. (%)
<b>WITHIN STUDY AREA</b>									
<b>Zone A - SOUTH DERBYSHIRE</b>									
Blooming Marvell's Garden Centre, Meadow Lane, Newhall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Capelin Arts Garden Market, Park Road, Swoadcliffe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newhall Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanton Nurseries, Woodland Road, Burton-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone A)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone B - SOUTH DERBYSHIRE</b>									
Eastly Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Green Local Centre	0.0	0.0	3.7	0.0	0.0	3.1	0.0	0.0	0.0
Morrison's, Copple Side, Swoadcliffe	1.3	0.0	4.4	7.7	0.0	0.0	0.0	0.0	0.0
Coombes's, Oak Way, Swoadcliffe	2.3	1.5	0.0	7.7	0.0	0.0	5.2	1.8	0.0
Swoadcliffe	17.1	45.7	41.0	14.4	0.0	25.5	2.4	16.4	1.8
The Pipeworks, Swoadcliffe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone B)</b>	<b>21.4</b>	<b>49.3</b>	<b>49.0</b>	<b>24.8</b>	<b>0.0</b>	<b>28.6</b>	<b>7.6</b>	<b>20.2</b>	<b>1.8</b>
<b>Zone C - SOUTH DERBYSHIRE</b>									
Messons, Swoadcliffe Road, Woodville	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodville Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone C)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone D - SOUTH DERBYSHIRE</b>									
Blissett Arboretum and Nursery, Ansell Lane, Smoby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bretby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fraser	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hobourn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Plumbers At Bretby, The Nurseries, Bretby Lane, Burton-on-Trent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wilmington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wynstone At Fradley Garden Centre, Burton Road, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone D)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone E - SOUTH DERBYSHIRE</b>									
Chapmans Nurseries, The Nurseries, Burton Road, Swoadcliffe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netherland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0
Overend	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Robinson	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone E)</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>2.8</b>	<b>0.0</b>
<b>Zone F - EAST STAFFORDSHIRE</b>									
Stamette	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winstall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone F)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone G - NORTH WEST LEICESTERSHIRE</b>									
Backfordby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mace	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone G)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone H - NORTH WEST LEICESTERSHIRE</b>									
Ashby-de-la-Zouch	13.2	0.0	1.5	18.4	19.9	0.0	0.0	24.4	63.9
Nottingham Road Retail Park, Ashby-de-la-Zouch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Town, Brookfield Road, Ashby-de-la-Zouch	0.4	0.0	0.0	2.4	0.0	0.0	0.0	4.8	0.0
Wicks, Wickes Unit 2, Dents Road, Off Nottingham Road, Ashby De La Zouch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Zone H)</b>	<b>13.6</b>	<b>0.0</b>	<b>1.5</b>	<b>20.7</b>	<b>19.9</b>	<b>0.0</b>	<b>0.0</b>	<b>29.2</b>	<b>63.9</b>
<b>TOTAL (INSIDE STUDY AREA)</b>	<b>35.1</b>	<b>49.3</b>	<b>50.5</b>	<b>45.6</b>	<b>19.9</b>	<b>28.6</b>	<b>7.6</b>	<b>53.2</b>	<b>65.7</b>
<b>TOTAL (WITHIN SOUTH DERBYSHIRE DISTRICT)</b>	<b>21.6</b>	<b>49.3</b>	<b>49.0</b>	<b>24.8</b>	<b>0.0</b>	<b>28.6</b>	<b>7.6</b>	<b>24.0</b>	<b>1.8</b>





TABLE 12: SHOPPING EXPENDITURE RETENTION (BOOKS, CDS, DVDS, ETC.) (2015)

DESTINATION	TOTAL BOOKS, CDS, ETC. (£m)	ZONE A BOOKS, CDS, ETC. (£m)	ZONE B BOOKS, CDS, ETC. (£m)	ZONE C BOOKS, CDS, ETC. (£m)	ZONE D BOOKS, CDS, ETC. (£m)	ZONE E BOOKS, CDS, ETC. (£m)	ZONE F BOOKS, CDS, ETC. (£m)	ZONE G BOOKS, CDS, ETC. (£m)	ZONE H BOOKS, CDS, ETC. (£m)
Other, East Midlands	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Other, East of England	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, North East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, North West	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other, South East and London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, West Midlands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Yorkshire and Humber	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Planters at Tamworth, Woodlands Farm, Trinity Road, Freasley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helier, Jersey	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wyevale Garden Centre, Ashby Road, Stapleton, Leicester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Other)</b>	<b>0.4</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>
<b>Outside Study Area - South Derbyshire</b>									
Hilton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, South Derbyshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Swarkestone Nursery, Lowes Lane, Derby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (South Derbyshire)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Outside Study Area - Tamworth</b>									
Tamworth	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Ankerside Shopping Centre, Tamworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ventura Retail Park, Tamworth	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
<b>Sub Total (Tamworth)</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>
<b>Outside Study Area - Walsall</b>									
Walsall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Walsall)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Other</b>									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total (Other)</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>TOTAL (OUTSIDE STUDY AREA)</b>	<b>10.7</b>	<b>1.2</b>	<b>1.1</b>	<b>0.7</b>	<b>2.5</b>	<b>1.3</b>	<b>2.6</b>	<b>0.5</b>	<b>0.7</b>
<b>TOTAL</b>	<b>17.0</b>	<b>2.4</b>	<b>2.3</b>	<b>1.3</b>	<b>3.1</b>	<b>1.8</b>	<b>2.9</b>	<b>1.1</b>	<b>2.1</b>

Notes:  
 a. Wards as set out in Table 1  
 b. Population figures taken from Experian G3 Micromarketer (2015 data) for 2015 (base date), 2020, 2025 and 2028 and 2030 to cover future plan period  
 c. Market shares derived directly from Swadlincote Household Survey (July 2015) taken from Q26 (weighted and filtered)  
 d. Excludes 'don't know/ varies/Internet'

2013 PRICES



















TABLE 21: SHOPPING PATTERNS (DIY GOODS)

Table with 10 columns: DESTINATION, ZONE A DIY (%), ZONE B DIY (%), ZONE C DIY (%), ZONE D DIY (%), ZONE E DIY (%), ZONE F DIY (%), ZONE G DIY (%), ZONE H DIY (%). Rows are categorized into WITHIN STUDY AREA (Zones A-H) and OUTSIDE STUDY AREA (Birmingham, Blaby, Charnwood, Derby, East Staffordshire, Leicester, Lichfield, North West Leicestershire, Nottingham, Other, South Derbyshire, Tamworth, Walsall).

Notes:  
a. Wards as set out in Table 1  
b. Population figures taken from Experian G1 Midmarketeter (2015 date) for 2015 (Date date), 2020, 2025 and 2030 to cover future plan period  
c. Excludes 'Don't know' values/Internet'



















## **Appendix 6 – Recommended Town Centre Boundary, Primary Shopping Area and Frontages**







creative minds safe hands





South Derbyshire District Council

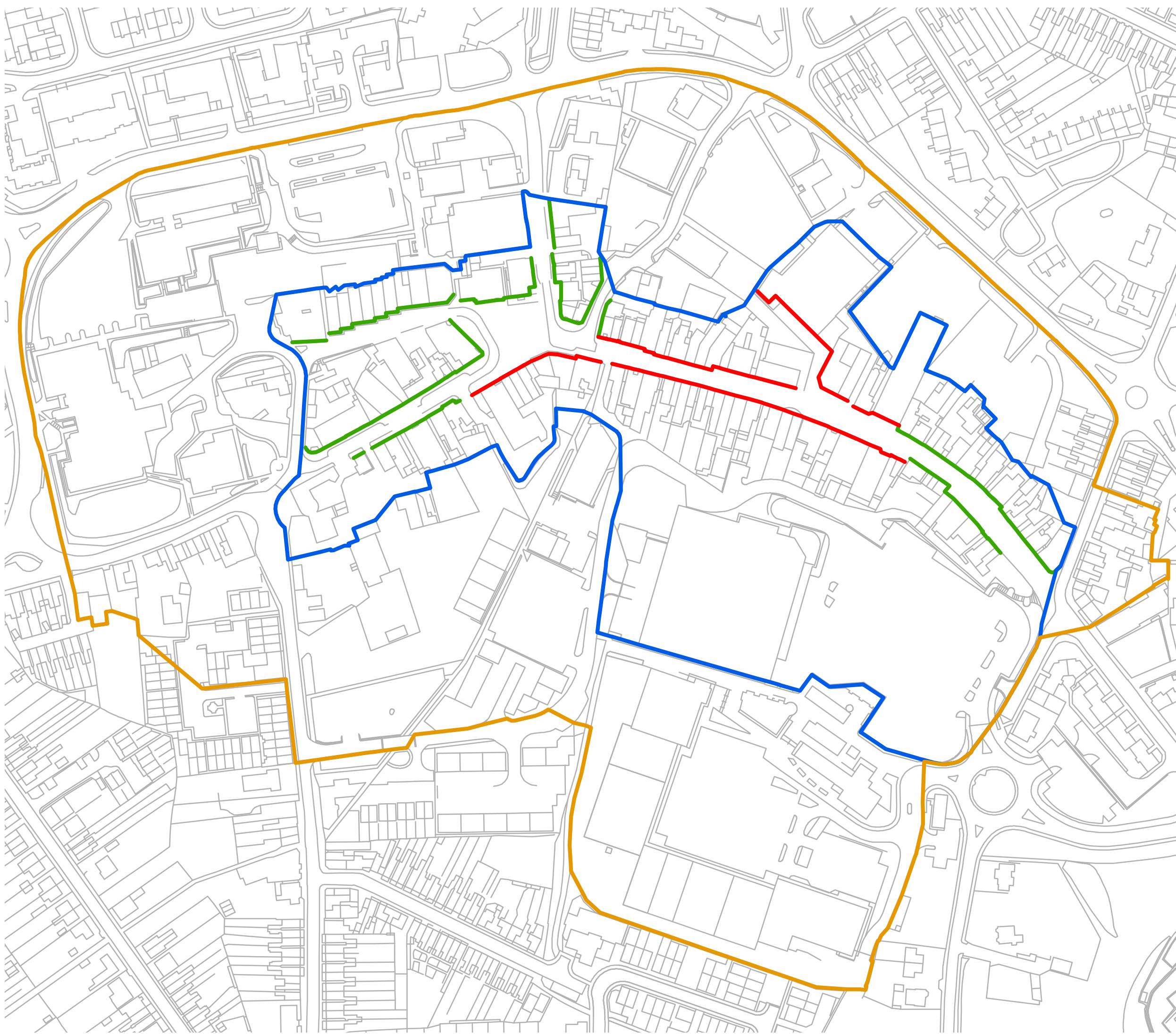
Ref: A092554.100

Swadlincote Town Centre

WYG Recommended Shopping Frontages, Primary Shopping Area and Town Centre Boundary

Key

-  Town Centre Boundary
-  Primary Shopping Area
-  Primary Shopping Frontage
-  Secondary Shopping Frontage



North

Scale: Not to Scale

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Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH  
Tel: +44 (0) 161 872 7914 Fax: +44 (0) 161 872 3193  
Email: info@wyg.com Web: www.wyg.com

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