

**Q1a. At which one store do you normally do your main food and grocery shopping?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Tesco, Station Drive, Ludlow	302	30.2%	108	50.5%	69	38.1%	71	34.6%
Aldi, Station Drive, Ludlow	205	20.5%	64	29.9%	42	23.2%	58	28.3%
Morrisons, Barons Cross Road, Leominster	77	7.7%	4	1.9%	23	12.7%	5	2.4%
Co-op, Upper Galdeford, Ludlow	30	3.0%	18	8.4%	6	3.3%	4	2.0%
Sainsbury's, Hereford Road, Shrewsbury	28	2.8%	3	1.4%	1	.6%	8	3.9%
Internet/ Mail Order	28	2.8%	1	.5%	3	1.7%	7	3.4%
Sainsbury's, Carpet Traders Way, Kidderminster	25	2.5%	0	.0%	7	3.9%	0	.0%
Local stores, Ludlow	22	2.2%	10	4.7%	5	2.8%	6	2.9%
Aldi, Dishley Street, Leominster	16	1.6%	0	.0%	4	2.2%	0	.0%
Tesco, Castle Road, Kidderminster	11	1.1%	1	.5%	0	.0%	0	.0%
Morrisons, Green Street, Kidderminster	9	.9%	0	.0%	2	1.1%	0	.0%
Aldi, Aquarium House, Worcestershire, Kidderminster	6	.6%	0	.0%	1	.6%	0	.0%
Asda, Old Potts Way, Shrewsbury	4	.4%	0	.0%	0	.0%	3	1.5%
Sainsbury's, Whitburn Street, Bridgnorth	4	.4%	0	.0%	0	.0%	2	1.0%
Co-op, Dishley Street, Leominster	3	.3%	0	.0%	3	1.7%	0	.0%
Local stores, Leominster	3	.3%	0	.0%	1	.6%	0	.0%
Morrisons, Station Approach, Hereford	3	.3%	0	.0%	0	.0%	0	.0%
Morrisons, Whitchurch Road, Shrewsbury	3	.3%	0	.0%	0	.0%	1	.5%

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	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Tesco, Abbotsmead Road, Hereford	3	.3%	0	.0%	1	.6%	1	.5%
Tesco, Madeley, Telford	3	.3%	1	.5%	0	.0%	2	1.0%
Local stores, Telford	2	.2%	0	.0%	1	.6%	0	.0%
Tesco Extra, Wrekin Retail Park, Telford	2	.2%	1	.5%	0	.0%	0	.0%
Waitrose, Pride Hill, Shrewsbury	2	.2%	0	.0%	1	.6%	0	.0%
Aldi, Kings Court, Stourbridge Road, Bridgnorth	1	.1%	0	.0%	0	.0%	0	.0%
Asda, Belmont Road, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
Asda, Donnington Wood, Telford	1	.1%	0	.0%	0	.0%	0	.0%
Asda, The Border, Telford	1	.1%	0	.0%	0	.0%	0	.0%
Local stores, Bridgnorth	1	.1%	0	.0%	0	.0%	0	.0%
Sainsbury's, Telford Forge Retail Park, Telford	1	.1%	0	.0%	0	.0%	1	.5%
Tesco, Bewell Street, Hereford	1	.1%	0	.0%	0	.0%	0	.0%

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		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Bowketts, Market Square, Tenbury Wells	44	4.4%	0	.0%	2	1.1%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven Arms	39	3.9%	0	.0%	0	.0%	18	8.8%
	Local stores, Tenbury Wells	19	1.9%	0	.0%	1	.6%	0	.0%
	Harry Tuffin, Bridge Street, Knighton, Powys	15	1.5%	0	.0%	0	.0%	3	1.5%
	Local stores, Craven Arms	8	.8%	0	.0%	0	.0%	6	2.9%
	Sainsbury's, Barton Yard, Hereford	7	.7%	0	.0%	3	1.7%	1	.5%
	Morrisons, Pool Road, Newtown, Powys	6	.6%	0	.0%	0	.0%	0	.0%
	Tesco, Cattlemarket, Shrewsbury	5	.5%	1	.5%	0	.0%	2	1.0%
	Co-op, High Street, Bromyard	4	.4%	0	.0%	0	.0%	0	.0%
	Local stores, Knighton	4	.4%	0	.0%	0	.0%	0	.0%
	Morrisons, Barons Cross Road, Leominster	4	.4%	0	.0%	1	.6%	0	.0%
	Harry Tuffins, Foldgate Lane, Ludlow	3	.3%	0	.0%	1	.6%	1	.5%
	Sainsbury's, Meole Brace Retail Park, Shrewsbury	3	.3%	0	.0%	1	.6%	1	.5%
	Tesco, Pool Road, Newtown	3	.3%	0	.0%	0	.0%	0	.0%
	Co-op, Church Street, Bishops Castle	2	.2%	0	.0%	0	.0%	0	.0%
	Co-op, High Street, Church Stretton	2	.2%	0	.0%	0	.0%	0	.0%
	Costcutter, The Square, Clun, Craven Arms	2	.2%	0	.0%	0	.0%	0	.0%
	Fair & Square, Clun Square, Clun	2	.2%	0	.0%	0	.0%	0	.0%
	Grows own food	2	.2%	0	.0%	1	.6%	0	.0%

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		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Local stores, Church Stoke	2	.2%	0	.0%	0	.0%	0	.0%
	Market, Ludlow	2	.2%	2	.9%	0	.0%	0	.0%
	Varies	2	.2%	0	.0%	0	.0%	1	.5%
	Asda, Dock Street, Fleetwood	1	.1%	0	.0%	0	.0%	0	.0%
	Aston Munslow Garage, Craven Arms	1	.1%	0	.0%	0	.0%	1	.5%
	Co-op, Shrewsbury Road, Craven Arms	1	.1%	0	.0%	0	.0%	1	.5%
	Co-op, Tenbury Road, Tenbury Wells	1	.1%	0	.0%	0	.0%	0	.0%
	DW Wall & Son, High Street, Ludlow	1	.1%	0	.0%	0	.0%	1	.5%
	Harry Tuffins, Crosslikely, Churchstoke	1	.1%	0	.0%	0	.0%	0	.0%
	Harry Tuffins, High Street, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Lidl, Brettell Lane, Stourbridge	1	.1%	0	.0%	0	.0%	0	.0%
	Lidl, Llanidloes Road, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Bishop's Castle	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Burford	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Presteigne	1	.1%	0	.0%	0	.0%	0	.0%
	Mid Counties Co Operative, Bromyard Road, Tenbury Wells	1	.1%	0	.0%	0	.0%	0	.0%
	Mobile shopping	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, St Andrews Centre, Droitwich	1	.1%	0	.0%	0	.0%	0	.0%
	Spar, Corvedale Road, Clun, Bishops Castle	1	.1%	0	.0%	0	.0%	0	.0%

**Q1a. At which one store do you normally do your main food and grocery shopping?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Tesco, Lombard Street, Stourport-upon-Seven	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Smithfield Road, Welshpool	1	.1%	0	.0%	0	.0%	0	.0%
	The Clock House, Market Street, Tenbury Wells	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Audley Road, Newport	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Saltway, Droitwich	1	.1%	0	.0%	1	.6%	0	.0%

**Q1a. At which one store do you normally do your main food and grocery shopping?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Tesco, Station Drive, Ludlow	25	14.1%	28	12.6%
Aldi, Station Drive, Ludlow	19	10.7%	22	9.9%
Morrisons, Barons Cross Road, Leominster	19	10.7%	26	11.7%
Co-op, Upper Galdeford, Ludlow	2	1.1%	0	.0%
Sainsbury's, Hereford Road, Shrewsbury	14	7.9%	2	.9%
Internet/ Mail Order	9	5.1%	8	3.6%
Sainsbury's, Carpet Traders Way, Kidderminster	0	.0%	18	8.1%
Local stores, Ludlow	1	.6%	0	.0%
Aldi, Dishley Street, Leominster	2	1.1%	10	4.5%
Tesco, Castle Road, Kidderminster	0	.0%	10	4.5%
Morrisons, Green Street, Kidderminster	0	.0%	7	3.2%
Aldi, Aquarium House, Worcestershire, Kidderminster	0	.0%	5	2.3%
Asda, Old Potts Way, Shrewsbury	1	.6%	0	.0%
Sainsbury's, Whitburn Street, Bridgnorth	2	1.1%	0	.0%
Co-op, Dishley Street, Leominster	0	.0%	0	.0%
Local stores, Leominster	0	.0%	2	.9%
Morrisons, Station Approach, Hereford	1	.6%	2	.9%
Morrisons, Whitchurch Road, Shrewsbury	2	1.1%	0	.0%

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	Zone			
	4		5	
	Num	%	Num	%
Tesco, Abbotsmead Road, Hereford	0	.0%	1	.5%
Tesco, Madeley, Telford	0	.0%	0	.0%
Local stores, Telford	0	.0%	1	.5%
Tesco Extra, Wrekin Retail Park, Telford	0	.0%	1	.5%
Waitrose, Pride Hill, Shrewsbury	1	.6%	0	.0%
Aldi, Kings Court, Stourbridge Road, Bridgnorth	0	.0%	1	.5%
Asda, Belmont Road, Hereford	1	.6%	0	.0%
Asda, Donnington Wood, Telford	1	.6%	0	.0%
Asda, The Border, Telford	1	.6%	0	.0%
Local stores, Bridgnorth	0	.0%	1	.5%
Sainsbury's, Telford Forge Retail Park, Telford	0	.0%	0	.0%
Tesco, Bewell Street, Hereford	0	.0%	1	.5%

**Q1a. At which one store do you normally do your main food and grocery shopping?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Bowketts, Market Square, Tenbury Wells	0	.0%	42	18.9%
	Harry Tuffins, Shrewsbury Road, Craven Arms	21	11.9%	0	.0%
	Local stores, Tenbury Wells	0	.0%	18	8.1%
	Harry Tuffin, Bridge Street, Knighton, Powys	12	6.8%	0	.0%
	Local stores, Craven Arms	2	1.1%	0	.0%
	Sainsbury's, Barton Yard, Hereford	1	.6%	2	.9%
	Morrisons, Pool Road, Newtown, Powys	6	3.4%	0	.0%
	Tesco, Cattlemarket, Shrewsbury	2	1.1%	0	.0%
	Co-op, High Street, Bromyard	1	.6%	3	1.4%
	Local stores, Knighton	4	2.3%	0	.0%
	Morrisons, Barons Cross Road, Leominster	2	1.1%	1	.5%
	Harry Tuffins, Foldgate Lane, Ludlow	1	.6%	0	.0%
	Sainsbury's, Meole Brace Retail Park, Shrewsbury	1	.6%	0	.0%
	Tesco, Pool Road, Newtown	3	1.7%	0	.0%
	Co-op, Church Street, Bishops Castle	2	1.1%	0	.0%
	Co-op, High Street, Church Stretton	2	1.1%	0	.0%
	Costcutter, The Square, Clun, Craven Arms	2	1.1%	0	.0%
	Fair & Square, Clun Square, Clun	2	1.1%	0	.0%
	Grows own food	0	.0%	1	.5%



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		Zone			
		4		5	
		Num	%	Num	%
Other	Local stores, Church Stoke	2	1.1%	0	.0%
	Market, Ludlow	0	.0%	0	.0%
	Varies	1	.6%	0	.0%
	Asda, Dock Street, Fleetwood	1	.6%	0	.0%
	Aston Munslow Garage, Craven Arms	0	.0%	0	.0%
	Co-op, Shrewsbury Road, Craven Arms	0	.0%	0	.0%
	Co-op, Tenbury Road, Tenbury Wells	0	.0%	1	.5%
	DW Wall & Son, High Street, Ludlow	0	.0%	0	.0%
	Harry Tuffins, Crosslikely, Churchstoke	1	.6%	0	.0%
	Harry Tuffins, High Street, Kidderminster	0	.0%	1	.5%
	Lidl, Brettell Lane, Stourbridge	0	.0%	1	.5%
	Lidl, Llanidloes Road, Newtown	1	.6%	0	.0%
	Local stores, Bishop's Castle	1	.6%	0	.0%
	Local stores, Burford	0	.0%	1	.5%
	Local stores, Newtown	1	.6%	0	.0%
	Local stores, Presteigne	1	.6%	0	.0%
	Mid Counties Co Operative, Bromyard Road, Tenbury Wells	0	.0%	1	.5%
	Mobile shopping	0	.0%	1	.5%
	Morrisons, St Andrews Centre, Droitwich	0	.0%	1	.5%
	Spar, Corvedale Road, Clun, Bishops Castle	1	.6%	0	.0%

**Q1a. At which one store do you normally do your main food and grocery shopping?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Tesco, Lombard Street, Stourport-upon-Seven	0	.0%	1	.5%
	Tesco, Smithfield Road, Welshpool	1	.6%	0	.0%
	The Clock House, Market Street, Tenbury Wells	0	.0%	1	.5%
	Waitrose, Audley Road, Newport	1	.6%	0	.0%
	Waitrose, Saltway, Droitwich	0	.0%	0	.0%

**Q1b. Which other store do you visit to do your main food and grocery shopping?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Tesco, Station Drive, Ludlow	192	19.2%	57	26.6%	36	19.9%	58	28.3%
No other store used	185	18.5%	38	17.8%	32	17.7%	40	19.5%
Aldi, Station Drive, Ludlow	168	16.8%	57	26.6%	35	19.3%	45	22.0%
Morrisons, Barons Cross Road, Leominster	53	5.3%	5	2.3%	16	8.8%	2	1.0%
Co-op, Upper Galdeford, Ludlow	48	4.8%	26	12.1%	13	7.2%	8	3.9%
Local stores, Ludlow	36	3.6%	15	7.0%	8	4.4%	5	2.4%
Sainsbury's, Hereford Road, Shrewsbury	24	2.4%	2	.9%	4	2.2%	8	3.9%
Sainsbury's, Carpet Traders Way, Kidderminster	19	1.9%	0	.0%	3	1.7%	1	.5%
Aldi, Dishley Street, Leominster	18	1.8%	0	.0%	5	2.8%	0	.0%
Morrisons, Whitchurch Road, Shrewsbury	12	1.2%	1	.5%	0	.0%	8	3.9%
Tesco, Castle Road, Kidderminster	12	1.2%	0	.0%	0	.0%	1	.5%
Morrisons, Green Street, Kidderminster	9	.9%	0	.0%	3	1.7%	0	.0%
Internet/ Mail Order	9	.9%	0	.0%	0	.0%	1	.5%
Asda, Old Potts Way, Shrewsbury	6	.6%	1	.5%	0	.0%	1	.5%
Aldi, Aquarium House, Worcestershire, Kidderminster	5	.5%	0	.0%	0	.0%	0	.0%
Asda, Belmont Road, Hereford	5	.5%	0	.0%	1	.6%	0	.0%
Local stores, Hereford	4	.4%	1	.5%	1	.6%	0	.0%
Morrisons, Station Approach, Hereford	4	.4%	0	.0%	1	.6%	0	.0%

**Q1b. Which other store do you visit to do your main food and grocery shopping?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Tesco, Bewell Street, Hereford	4	.4%	0	.0%	2	1.1%	0	.0%
Co-op, Dishley Street, Leominster	3	.3%	1	.5%	2	1.1%	0	.0%
Local stores, Leominster	3	.3%	0	.0%	2	1.1%	0	.0%
Waitrose, Pride Hill, Shrewsbury	3	.3%	0	.0%	0	.0%	1	.5%
Tesco, Madeley, Telford	2	.2%	1	.5%	0	.0%	0	.0%
Aldi, Kings Court, Stourbridge Road, Bridgnorth	1	.1%	0	.0%	0	.0%	1	.5%
Asda, Donnington Wood, Telford	1	.1%	0	.0%	0	.0%	1	.5%
Asda, The Border, Telford	1	.1%	0	.0%	0	.0%	1	.5%
Iceland, Bridge Street, Kidderminster	1	.1%	0	.0%	1	.6%	0	.0%
Local stores, Bridgnorth	1	.1%	0	.0%	0	.0%	1	.5%
Local stores, Telford	1	.1%	0	.0%	0	.0%	0	.0%
Sainsbury's, Telford Forge Retail Park, Telford	1	.1%	1	.5%	0	.0%	0	.0%
Sainsbury's, Whitburn Street, Bridgnorth	1	.1%	0	.0%	0	.0%	1	.5%
Tesco Extra, Wrekin Retail Park, Telford	1	.1%	0	.0%	1	.6%	0	.0%

**Q1b. Which other store do you visit to do your main food and grocery shopping?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Local stores, Tenbury Wells	26	2.6%	0	.0%	1	.6%	0	.0%
	Bowketts, Market Square, Tenbury Wells	18	1.8%	0	.0%	0	.0%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven Arms	17	1.7%	0	.0%	0	.0%	8	3.9%
	Local stores, Craven Arms	10	1.0%	0	.0%	0	.0%	4	2.0%
	Morrisons, Pool Road, Newtown	9	.9%	0	.0%	0	.0%	0	.0%
	Tuffins, Folgate Lane, Ludlow	9	.9%	4	1.9%	2	1.1%	1	.5%
	Co-op, Church Street, Bishops Castle	5	.5%	0	.0%	0	.0%	0	.0%
	Tesco, Ditherington Road, Shrewsbury	4	.4%	0	.0%	1	.6%	1	.5%
	Tesco, Pool Road, Newtown, Powys	4	.4%	0	.0%	0	.0%	0	.0%
	Aldi, Kidderminster Road, Droitwich	3	.3%	0	.0%	0	.0%	0	.0%
	Co-op, Bromyard Road, Tenbury Wells	3	.3%	0	.0%	0	.0%	0	.0%
	Costcutter, The Square, Clun, Craven Arms	3	.3%	0	.0%	0	.0%	0	.0%
	Harry Tuffins, Whitehall Supermarket, Bridge Street, Knighton	3	.3%	0	.0%	1	.6%	1	.5%
	Market, Ludlow	3	.3%	3	1.4%	0	.0%	0	.0%
	Harry Tuffins, West End Garage, Cleobury Mortimer	2	.2%	0	.0%	1	.6%	0	.0%
	Iceland, Brixton Way, Shrewsbury	2	.2%	0	.0%	0	.0%	2	1.0%
	Ludlow Food Centre, Bromfield, Ludlow	2	.2%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Dudley Road, Kidderminster	2	.2%	0	.0%	0	.0%	0	.0%

**Q1b. Which other store do you visit to do your main food and grocery shopping?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Marks & Spencer, High Town, Hereford	2	.2%	0	.0%	2	1.1%	0	.0%
	Mobile	2	.2%	0	.0%	2	1.1%	0	.0%
	Sainsbury's, Barton Road, Hereford	2	.2%	0	.0%	0	.0%	0	.0%
	Spar, Teme Street, Tenbury Wells	2	.2%	0	.0%	0	.0%	0	.0%
	Varies	2	.2%	0	.0%	0	.0%	1	.5%
	Waitrose, High Street, Harborne, Birmingham	2	.2%	0	.0%	1	.6%	0	.0%
	Asda, Silver Street, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	B&M Bargains, High Street, Dudley	1	.1%	0	.0%	1	.6%	0	.0%
	Barn Farm Shop, Tenbury Wells	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Mill Street, Low Town, Bridgenorth	1	.1%	0	.0%	1	.6%	0	.0%
	Co-op, Bromyard Road, Malvern	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Crabtree Road, Kington	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Lombard Street, Stourport-upon-Seven	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Tenbury Road, Bromyard	1	.1%	0	.0%	0	.0%	0	.0%
	Costcutter, Broad Street, Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Farm Foods, Belmont Road, Hereford	1	.1%	1	.5%	0	.0%	0	.0%
	Grow own food	1	.1%	0	.0%	1	.6%	0	.0%
	Lidl, Blackpole Retail Park, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Lidl, Vale Road, Stourport on Severn	1	.1%	0	.0%	0	.0%	0	.0%

**Q1b. Which other store do you visit to do your main food and grocery shopping?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Local stores, Clun	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Aston on Clun	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Leintwardine	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Dean Street, Telford	1	.1%	0	.0%	0	.0%	1	.5%
	Marks & Spencer, Handyman House, Bridgnorth	1	.1%	0	.0%	0	.0%	1	.5%
	Morrisons, Amounderness Way, Thornton-Cleveleys	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Berriew Street, Welshpool	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Linster Grove, Borehamwood	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Roman Way, Malvern	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, St Andrews Centre, Droitwich	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Springhill, Wellington, Telford	1	.1%	0	.0%	0	.0%	1	.5%
	Sainsbury's, Northgate Street, Gloucester	1	.1%	0	.0%	1	.6%	0	.0%
	Spar, Broad Street, Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Spar, Corvedale Road, Craven Arms	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Saltway, Droitwich	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Edith Walk, Malvern	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, London Road, Stroud	1	.1%	0	.0%	0	.0%	0	.0%

**Q1b. Which other store do you visit to do your main food and grocery shopping?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Tesco, Station Drive, Ludlow	20	11.3%	21	9.5%
No other store used	35	19.8%	40	18.0%
Aldi, Station Drive, Ludlow	18	10.2%	12	5.4%
Morrisons, Barons Cross Road, Leominster	9	5.1%	21	9.5%
Co-op, Upper Galdeford, Ludlow	0	.0%	1	.5%
Local stores, Ludlow	5	2.8%	3	1.4%
Sainsbury's, Hereford Road, Shrewsbury	9	5.1%	1	.5%
Sainsbury's, Carpet Traders Way, Kidderminster	0	.0%	15	6.8%
Aldi, Dishley Street, Leominster	5	2.8%	8	3.6%
Morrisons, Whitchurch Road, Shrewsbury	3	1.7%	0	.0%
Tesco, Castle Road, Kidderminster	0	.0%	11	5.0%
Morrisons, Green Street, Kidderminster	0	.0%	6	2.7%
Internet/ Mail Order	7	4.0%	1	.5%
Asda, Old Potts Way, Shrewsbury	4	2.3%	0	.0%
Aldi, Acquarium House, Worcestershire, Kidderminster	0	.0%	5	2.3%
Asda, Belmont Road, Hereford	0	.0%	4	1.8%
Local stores, Hereford	1	.6%	1	.5%
Morrisons, Station Approach, Hereford	2	1.1%	1	.5%



**Q1b. Which other store do you visit to do your main food and grocery shopping?**

	Zone			
	4		5	
	Num	%	Num	%
Tesco, Bewell Street, Hereford	1	.6%	1	.5%
Co-op, Dishley Street, Leominster	0	.0%	0	.0%
Local stores, Leominster	1	.6%	0	.0%
Waitrose, Pride Hill, Shrewsbury	2	1.1%	0	.0%
Tesco, Madeley, Telford	1	.6%	0	.0%
Aldi, Kings Court, Stourbridge Road, Bridgnorth	0	.0%	0	.0%
Asda, Donnington Wood, Telford	0	.0%	0	.0%
Asda, The Border, Telford	0	.0%	0	.0%
Iceland, Bridge Street, Kidderminster	0	.0%	0	.0%
Local stores, Bridgnorth	0	.0%	0	.0%
Local stores, Telford	0	.0%	1	.5%
Sainsbury's, Telford Forge Retail Park, Telford	0	.0%	0	.0%
Sainsbury's, Whitburn Street, Bridgnorth	0	.0%	0	.0%
Tesco Extra, Wrekin Retail Park, Telford	0	.0%	0	.0%

**Q1b. Which other store do you visit to do your main food and grocery shopping?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Local stores, Tenbury Wells	0	.0%	25	11.3%
	Bowketts, Market Square, Tenbury Wells	0	.0%	18	8.1%
	Harry Tuffins, Shrewsbury Road, Craven Arms	8	4.5%	1	.5%
	Local stores, Craven Arms	6	3.4%	0	.0%
	Morrisons, Pool Road, Newtown	9	5.1%	0	.0%
	Tuffins, Folgate Lane, Ludlow	1	.6%	1	.5%
	Co-op, Church Street, Bishops Castle	5	2.8%	0	.0%
	Tesco, Ditherington Road, Shrewsbury	2	1.1%	0	.0%
	Tesco, Pool Road, Newtown, Powys	4	2.3%	0	.0%
	Aldi, Kidderminster Road, Droitwich	0	.0%	3	1.4%
	Co-op, Bromyard Road, Tenbury Wells	0	.0%	3	1.4%
	Costcutter, The Square, Clun, Craven Arms	3	1.7%	0	.0%
	Harry Tuffins, Whitehall Supermarket, Bridge Street, Knighton	1	.6%	0	.0%
	Market, Ludlow	0	.0%	0	.0%
	Harry Tuffins, West End Garage, Cleobury Mortimer	0	.0%	1	.5%
	Iceland, Brixton Way, Shrewsbury	0	.0%	0	.0%
	Ludlow Food Centre, Bromfield, Ludlow	1	.6%	1	.5%
	Marks & Spencer, Dudley Road, Kidderminster	0	.0%	2	.9%

**Q1b. Which other store do you visit to do your main food and grocery shopping?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Marks & Spencer, High Town, Hereford	0	.0%	0	.0%
	Mobile	0	.0%	0	.0%
	Sainsbury's, Barton Road, Hereford	1	.6%	1	.5%
	Spar, Teme Street, Tenbury Wells	0	.0%	2	.9%
	Varies	1	.6%	0	.0%
	Waitrose, High Street, Harborne, Birmingham	1	.6%	0	.0%
	Asda, Silver Street, Worcester	0	.0%	1	.5%
	B&M Bargains, High Street, Dudley	0	.0%	0	.0%
	Barn Farm Shop, Tenbury Wells	0	.0%	1	.5%
	Co-op, Mill Street, Low Town, Bridgenorth	0	.0%	0	.0%
	Co-op, Bromyard Road, Malvern	0	.0%	1	.5%
	Co-op, Crabtree Road, Kington	1	.6%	0	.0%
	Co-op, Lombard Street, Stourport-upon-Seven	0	.0%	1	.5%
	Co-op, Tenbury Road, Bromyard	0	.0%	1	.5%
	Costcutter, Broad Street, Knighton	1	.6%	0	.0%
	Farm Foods, Belmont Road, Hereford	0	.0%	0	.0%
	Grow own food	0	.0%	0	.0%
	Lidl, Blackpole Retail Park, Worcester	0	.0%	1	.5%
	Lidl, Vale Road, Stourport on Severn	0	.0%	1	.5%

**Q1b. Which other store do you visit to do your main food and grocery shopping?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Local stores, Clun	1	.6%	0	.0%
	Local stores, Aston on Clun	1	.6%	0	.0%
	Local stores, Leintwardine	1	.6%	0	.0%
	Marks & Spencer, Dean Street, Telford	0	.0%	0	.0%
	Marks & Spencer, Handyman House, Bridgnorth	0	.0%	0	.0%
	Morrisons, Amounderness Way, Thornton-Cleveleys	1	.6%	0	.0%
	Morrisons, Berriew Street, Welshpool	1	.6%	0	.0%
	Morrisons, Linster Grove, Borehamwood	1	.6%	0	.0%
	Morrisons, Roman Way, Malvern	0	.0%	1	.5%
	Morrisons, St Andrews Centre, Droitwich	0	.0%	1	.5%
	Morrisons, Springhill, Wellington, Telford	0	.0%	0	.0%
	Sainsbury's, Northgate Street, Gloucester	0	.0%	0	.0%
	Spar, Broad Street, Knighton	1	.6%	0	.0%
	Spar, Corvedale Road, Craven Arms	1	.6%	0	.0%
	Waitrose, Saltway, Droitwich	0	.0%	1	.5%
	Waitrose, Edith Walk, Malvern	0	.0%	1	.5%
	Waitrose, London Road, Stroud	1	.6%	0	.0%

**Q2a. Do you normally visit other shops or services in the town centre at the same time as your main food shopping trip?**

	Base: Those shopping in Ludlow		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: Those shopping in Ludlow	559	100.0%	200	100.0%	122	100.0%	139	100.0%	47	100.0%
Always	122	21.8%	50	25.0%	26	21.3%	32	23.0%	5	10.6%
Sometimes	187	33.5%	51	25.5%	44	36.1%	54	38.8%	20	42.6%
Rarely	51	9.1%	14	7.0%	14	11.5%	11	7.9%	7	14.9%
Never	199	35.6%	85	42.5%	38	31.1%	42	30.2%	15	31.9%

**Q2a. Do you normally visit other shops or services in the town centre at the same time as your main food shopping trip?**

	Zone	
	5	
	Num	%
Base: Those shopping in Ludlow	50	100.0%
Always	9	18.0%
Sometimes	18	36.0%
Rarely	5	10.0%
Never	18	36.0%

**Q2b. Which of the following do you normally combine with a main food shopping trip?**

	Base: Those visiting other shops/ services		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Those visiting other shops/ services	360	100.0%	115	100.0%	84	100.0%	97	100.0%
Shopping for non-food items	112	31.1%	29	25.2%	25	29.8%	33	34.0%
Shopping for other food items (including butcher, baker, deli, off-license etc)	176	48.9%	68	59.1%	40	47.6%	41	42.3%
Visit hairdressers/ dry cleaners or other services	41	11.4%	14	12.2%	11	13.1%	10	10.3%
Window shopping/ browsing	70	19.4%	21	18.3%	12	14.3%	21	21.6%
Visit cafes/ restaurants	75	20.8%	30	26.1%	10	11.9%	22	22.7%
Using financial services (bank, building society)	114	31.7%	35	30.4%	31	36.9%	35	36.1%
Visit doctors/ dentists or collect prescriptions	46	12.8%	11	9.6%	8	9.5%	21	21.6%
Other								
None	16	4.4%	4	3.5%	5	6.0%	5	5.2%
Visit family/ friends	6	1.7%	1	.9%	2	2.4%	2	2.1%
Work	5	1.4%	1	.9%	1	1.2%	3	3.1%
Market	4	1.1%	0	.0%	0	.0%	2	2.1%
Gym	3	.8%	0	.0%	1	1.2%	1	1.0%
Library	3	.8%	1	.9%	2	2.4%	0	.0%
Petrol Station	3	.8%	1	.9%	0	.0%	1	1.0%
Varies	2	.6%	1	.9%	0	.0%	1	1.0%
Boots	1	.3%	0	.0%	0	.0%	0	.0%
Cinema	1	.3%	1	.9%	0	.0%	0	.0%
Pay bills	1	.3%	1	.9%	0	.0%	0	.0%
Post Office	1	.3%	0	.0%	0	.0%	1	1.0%
Pub	1	.3%	0	.0%	0	.0%	1	1.0%
Singing lesson	1	.3%	0	.0%	0	.0%	1	1.0%
Swimming	1	.3%	0	.0%	0	.0%	1	1.0%
Theatre	1	.3%	0	.0%	0	.0%	1	1.0%

**Q2b. Which of the following do you normally combine with a main food shopping trip?**

	Zone			
	4		5	
	Num	%	Num	%
Base: Those visiting other shops/ services	32	100.0%	32	100.0%
Shopping for non-food items	14	43.8%	11	34.4%
Shopping for other food items (including butcher, baker, deli, off-license etc)	13	40.6%	14	43.8%
Visit hairdressers/ dry cleaners or other services	3	9.4%	3	9.4%
Window shopping/ browsing	8	25.0%	8	25.0%
Visit cafes/ restaurants	5	15.6%	8	25.0%
Using financial services (bank, building society)	7	21.9%	6	18.8%
Visit doctors/ dentists or collect prescriptions	3	9.4%	3	9.4%
Other				
None	0	.0%	2	6.3%
Visit family/ friends	1	3.1%	0	.0%
Work	0	.0%	0	.0%
Market	1	3.1%	1	3.1%
Gym	0	.0%	1	3.1%
Library	0	.0%	0	.0%
Petrol Station	0	.0%	1	3.1%
Varies	0	.0%	0	.0%
Boots	1	3.1%	0	.0%
Cinema	0	.0%	0	.0%
Pay bills	0	.0%	0	.0%
Post Office	0	.0%	0	.0%
Pub	0	.0%	0	.0%
Singing lesson	0	.0%	0	.0%
Swimming	0	.0%	0	.0%
Theatre	0	.0%	0	.0%

**Q3. What is the main reason you choose to use Q1a for most of your main food shopping?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Convenient to home	304	30.4%	61	28.5%	44	24.3%	58	28.3%
Convenient/ cheap	129	12.9%	25	11.7%	27	14.9%	33	16.1%
Better value for money	89	8.9%	17	7.9%	14	7.7%	28	13.7%
Lower prices	78	7.8%	25	11.7%	12	6.6%	17	8.3%
Quality of goods	78	7.8%	12	5.6%	20	11.0%	14	6.8%
Range/ availability of food products	69	6.9%	19	8.9%	12	6.6%	8	3.9%
Habit, have always used the store	25	2.5%	5	2.3%	3	1.7%	3	1.5%
Convenient to work	23	2.3%	3	1.4%	2	1.1%	4	2.0%
Easy to get to parking	23	2.3%	6	2.8%	8	4.4%	5	2.4%
Good service/ friendly staff	19	1.9%	4	1.9%	4	2.2%	5	2.4%
Preference for retailer	19	1.9%	2	.9%	10	5.5%	1	.5%
Pleasant place to shop	8	.8%	1	.5%	0	.0%	3	1.5%
Within easy walking distance	5	.5%	3	1.4%	0	.0%	1	.5%
Other shops/ services close by	4	.4%	0	.0%	0	.0%	0	.0%
Good bus service	2	.2%	1	.5%	0	.0%	0	.0%
Range/ availability of non-food products	2	.2%	0	.0%	0	.0%	0	.0%
No queues at checkouts	1	.1%	0	.0%	0	.0%	0	.0%



**Q3. What is the main reason you choose to use Q1a for most of your main food shopping?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	No/ little other choice	19	1.9%	9	4.2%	3	1.7%	6	2.9%
	Nearest large store	14	1.4%	6	2.8%	2	1.1%	2	1.0%
	Good delivery service/ free delivery	12	1.2%	1	.5%	1	.6%	2	1.0%
	Work there/ staff discount	10	1.0%	3	1.4%	3	1.7%	2	1.0%
	Generally convenient	9	.9%	4	1.9%	1	.6%	2	1.0%
	Support the local shops	6	.6%	2	.9%	1	.6%	1	.5%
	Everything I need all under one roof	5	.5%	1	.5%	1	.6%	1	.5%
	Best store in the area	5	.5%	1	.5%	3	1.7%	0	.0%
	Familiarity/ know where everything is	5	.5%	1	.5%	2	1.1%	2	1.0%
	For certain products	4	.4%	0	.0%	1	.6%	1	.5%
	Clubcard points/ loyalty scheme	4	.4%	1	.5%	0	.0%	0	.0%
	Convenient for location(s) I visit	4	.4%	0	.0%	0	.0%	0	.0%
	Good internal layout	4	.4%	0	.0%	1	.6%	2	1.0%
	Good offers	3	.3%	1	.5%	1	.6%	1	.5%
	Has a restaurant - have a meal/ drink there	3	.3%	0	.0%	1	.6%	0	.0%
	Has online shopping	2	.2%	0	.0%	0	.0%	1	.5%
	Like visiting the area/ happy to go there	2	.2%	0	.0%	1	.6%	0	.0%
	Specialist organic store	2	.2%	0	.0%	0	.0%	1	.5%
	Can get a lift there	1	.1%	0	.0%	0	.0%	0	.0%
	Cheaper petrol	1	.1%	0	.0%	1	.6%	0	.0%
	Clean	1	.1%	0	.0%	0	.0%	1	.5%
	Grow own food because it's cheaper and better for the environment	1	.1%	0	.0%	1	.6%	0	.0%
	Late/ convenient opening hours	1	.1%	0	.0%	0	.0%	0	.0%
	Necessity	1	.1%	0	.0%	0	.0%	0	.0%

**Q3. What is the main reason you choose to use Q1a for most of your main food shopping?**

		Base: All respondents		Zone					
				1		2		3	
				Num	%	Num	%	Num	%
Other	Preference for brands	1	.1%	0	.0%	1	.6%	0	.0%
	Pretty quiet	1	.1%	0	.0%	0	.0%	0	.0%
	Small/ not too big	1	.1%	0	.0%	0	.0%	0	.0%

**Q3. What is the main reason you choose to use Q1a for most of your main food shopping?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Convenient to home	68	38.4%	73	32.9%
Convenient/ cheap	19	10.7%	24	10.8%
Better value for money	16	9.0%	14	6.3%
Lower prices	6	3.4%	18	8.1%
Quality of goods	16	9.0%	16	7.2%
Range/ availability of food products	10	5.6%	20	9.0%
Habit, have always used the store	6	3.4%	8	3.6%
Convenient to work	8	4.5%	6	2.7%
Easy to get to parking	2	1.1%	2	.9%
Good service/ friendly staff	2	1.1%	4	1.8%
Preference for retailer	2	1.1%	4	1.8%
Pleasant place to shop	1	.6%	3	1.4%
Within easy walking distance	0	.0%	1	.5%
Other shops/ services close by	2	1.1%	2	.9%
Good bus service	0	.0%	1	.5%
Range/ availability of non-food products	1	.6%	1	.5%
No queues at checkouts	0	.0%	1	.5%

**Q3. What is the main reason you choose to use Q1a for most of your main food shopping?**

		Zone			
		4		5	
		Num	%	Num	%
Other	No/ little other choice	0	.0%	1	.5%
	Nearest large store	1	.6%	3	1.4%
	Good delivery service/ free delivery	4	2.3%	4	1.8%
	Work there/ staff discount	1	.6%	1	.5%
	Generally convenient	1	.6%	1	.5%
	Support the local shops	0	.0%	2	.9%
	Everything I need all under one roof	0	.0%	2	.9%
	Best store in the area	0	.0%	1	.5%
	Familiarity/ know where everything is	0	.0%	0	.0%
	For certain products	2	1.1%	0	.0%
	Clubcard points/ loyalty scheme	1	.6%	2	.9%
	Convenient for location(s) I visit	4	2.3%	0	.0%
	Good internal layout	1	.6%	0	.0%
	Good offers	0	.0%	0	.0%
	Has a restaurant - have a meal/ drink there	0	.0%	2	.9%
	Has online shopping	0	.0%	1	.5%
	Like visiting the area/ happy to go there	0	.0%	1	.5%
	Specialist organic store	0	.0%	1	.5%
	Can get a lift there	1	.6%	0	.0%
	Cheaper petrol	0	.0%	0	.0%
	Clean	0	.0%	0	.0%
	Grow own food because it's cheaper and better for the environment	0	.0%	0	.0%
	Late/ convenient opening hours	0	.0%	1	.5%
	Necessity	1	.6%	0	.0%

**Q3. What is the main reason you choose to use Q1a for most of your main food shopping?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Preference for brands	0	.0%	0	.0%
	Pretty quiet	0	.0%	1	.5%
	Small/ not too big	1	.6%	0	.0%

**Q4. What, if anything, is the one thing you like most about Q1a?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Range of goods	153	15.3%	41	19.2%	30	16.6%	19	9.3%
Quality products	122	12.2%	25	11.7%	20	11.0%	21	10.2%
Nothing	113	11.3%	26	12.1%	23	12.7%	21	10.2%
Friendly staff	113	11.3%	27	12.6%	16	8.8%	26	12.7%
Affordability	109	10.9%	22	10.3%	21	11.6%	25	12.2%
Close to home	76	7.6%	18	8.4%	9	5.0%	17	8.3%
Accessibility	53	5.3%	12	5.6%	8	4.4%	12	5.9%
Good internal layout	27	2.7%	2	.9%	6	3.3%	6	2.9%
Easy/ affordable parking	26	2.6%	5	2.3%	8	4.4%	5	2.4%
Plenty of parking	26	2.6%	4	1.9%	6	3.3%	7	3.4%
Size of store	20	2.0%	7	3.3%	0	.0%	6	2.9%
Plenty of checkouts	10	1.0%	0	.0%	3	1.7%	5	2.4%
Stocked shelves	6	.6%	2	.9%	2	1.1%	2	1.0%
Petrol station	3	.3%	0	.0%	0	.0%	1	.5%

**Q4. What, if anything, is the one thing you like most about Q1a?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Generally convenient	17	1.7%	5	2.3%	3	1.7%	5	2.4%
	Fresh food	11	1.1%	3	1.4%	1	.6%	0	.0%
	Can get everything in one place	10	1.0%	2	.9%	6	3.3%	1	.5%
	Has certain products I like	10	1.0%	0	.0%	4	2.2%	1	.5%
	Delivery service	8	.8%	1	.5%	0	.0%	3	1.5%
	Quick/ efficient/ stress-free	8	.8%	0	.0%	2	1.1%	3	1.5%
	Clean	7	.7%	2	.9%	2	1.1%	1	.5%
	Clubcard points/ loyalty scheme	7	.7%	1	.5%	2	1.1%	2	1.0%
	Familiarity	7	.7%	0	.0%	1	.6%	1	.5%
	Good offers	6	.6%	3	1.4%	0	.0%	3	1.5%
	Good atmosphere	5	.5%	0	.0%	2	1.1%	1	.5%
	Enjoy the outing/ the journey to the store	4	.4%	1	.5%	0	.0%	2	1.0%
	Good wine deals	4	.4%	0	.0%	0	.0%	0	.0%
	Open till late/ convenient opening hours	4	.4%	1	.5%	0	.0%	2	1.0%
	Work there/ staff discount	4	.4%	0	.0%	1	.6%	2	1.0%
	Local produce	3	.3%	0	.0%	1	.6%	0	.0%
	Preference for store/ retailer	3	.3%	0	.0%	0	.0%	1	.5%
	Ease of shopping	2	.2%	0	.0%	1	.6%	1	.5%
	Fast service	2	.2%	1	.5%	0	.0%	1	.5%
	Layout/ good internal layout	2	.2%	0	.0%	0	.0%	0	.0%
	Restaurant/ cafe	2	.2%	0	.0%	0	.0%	0	.0%
	Preference for brands	2	.2%	0	.0%	1	.6%	0	.0%
	Small store/ not too big	2	.2%	1	.5%	0	.0%	0	.0%
	Spacious/ lots of room/ wide aisles	2	.2%	0	.0%	0	.0%	0	.0%
	Value for money	2	.2%	1	.5%	1	.6%	0	.0%
	Can see the products	1	.1%	0	.0%	0	.0%	1	.5%

**Q4. What, if anything, is the one thing you like most about Q1a?**

		Base: All respondents		Zone					
		Base: All respondents		1		2		3	
				Num	%	Num	%	Num	%
Other	Can shop online	1	.1%	1	.5%	0	.0%	0	.0%
	It's independent	1	.1%	0	.0%	0	.0%	1	.5%
	Non-food Items	1	.1%	0	.0%	1	.6%	0	.0%
	Pleasant environment	1	.1%	0	.0%	0	.0%	0	.0%
	Self service scanners	1	.1%	0	.0%	0	.0%	0	.0%
	Stock in same places/ don't move stock around	1	.1%	0	.0%	0	.0%	0	.0%
	Sunday Market	1	.1%	0	.0%	0	.0%	0	.0%
	Well lit	1	.1%	0	.0%	0	.0%	0	.0%

**Q4. What, if anything, is the one thing you like most about Q1a?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Range of goods	33	18.6%	30	13.5%
Quality products	17	9.6%	39	17.6%
Nothing	22	12.4%	21	9.5%
Friendly staff	19	10.7%	25	11.3%
Affordability	16	9.0%	25	11.3%
Close to home	16	9.0%	16	7.2%
Accessibility	10	5.6%	11	5.0%
Good internal layout	5	2.8%	8	3.6%
Easy/ affordable parking	2	1.1%	6	2.7%
Plenty of parking	3	1.7%	6	2.7%
Size of store	2	1.1%	5	2.3%
Plenty of checkouts	1	.6%	1	.5%
Stocked shelves	0	.0%	0	.0%
Petrol station	1	.6%	1	.5%



**Q4. What, if anything, is the one thing you like most about Q1a?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Generally convenient	2	1.1%	2	.9%
	Fresh food	5	2.8%	2	.9%
	Can get everything in one place	0	.0%	1	.5%
	Has certain products I like	1	.6%	3	1.4%
	Delivery service	4	2.3%	0	.0%
	Quick/ efficient/ stress-free	1	.6%	2	.9%
	Clean	1	.6%	1	.5%
	Clubcard points/ loyalty scheme	1	.6%	1	.5%
	Familiarity	4	2.3%	1	.5%
	Good offers	0	.0%	0	.0%
	Good atmosphere	1	.6%	1	.5%
	Enjoy the outing/ the journey to the store	1	.6%	0	.0%
	Good wine deals	1	.6%	3	1.4%
	Open till late/ convenient opening hours	0	.0%	1	.5%
	Work there/ staff discount	1	.6%	0	.0%
	Local produce	0	.0%	2	.9%
	Preference for store/ retailer	1	.6%	1	.5%
	Ease of shopping	0	.0%	0	.0%
	Fast service	0	.0%	0	.0%
	Layout/ good internal layout	0	.0%	2	.9%
	Restaurant/ cafe	2	1.1%	0	.0%
	Preference for brands	0	.0%	1	.5%
	Small store/ not too big	0	.0%	1	.5%
	Spacious/ lots of room/ wide aisles	0	.0%	2	.9%
	Value for money	0	.0%	0	.0%
	Can see the products	0	.0%	0	.0%

**Q4. What, if anything, is the one thing you like most about Q1a?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Can shop online	0	.0%	0	.0%
	It's independent	0	.0%	0	.0%
	Non-food Items	0	.0%	0	.0%
	Pleasant environment	1	.6%	0	.0%
	Self service scanners	0	.0%	1	.5%
	Stock in same places/ don't move stock around	1	.6%	0	.0%
	Sunday Market	1	.6%	0	.0%
	Well lit	1	.6%	0	.0%

**Q5. What, if anything, is the one thing you most dislike about Q1?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Nothing	541	54.1%	108	50.5%	95	52.5%	104	50.7%
Limited range of goods	72	7.2%	19	8.9%	11	6.1%	24	11.7%
Expensive	46	4.6%	12	5.6%	7	3.9%	10	4.9%
Lack of parking	35	3.5%	4	1.9%	8	4.4%	6	2.9%
Queues at checkout	33	3.3%	5	2.3%	8	4.4%	6	2.9%
Lack of stock on shelves	30	3.0%	10	4.7%	8	4.4%	6	2.9%
Difficult/ expensive parking	29	2.9%	9	4.2%	3	1.7%	6	2.9%
Too small	27	2.7%	7	3.3%	6	3.3%	7	3.4%
Poor quality	17	1.7%	2	.9%	2	1.1%	6	2.9%
Staff rude/ unhelpful	17	1.7%	4	1.9%	2	1.1%	3	1.5%
Poor internal layout	15	1.5%	3	1.4%	4	2.2%	2	1.0%
Too far away	13	1.3%	0	.0%	0	.0%	2	1.0%
Too busy	11	1.1%	4	1.9%	1	.6%	3	1.5%
Difficult to get to	6	.6%	0	.0%	1	.6%	1	.5%
No petrol station	2	.2%	0	.0%	1	.6%	0	.0%

**Q5. What, if anything, is the one thing you most dislike about Q1?**

		Base: All respondents		Zone					
				1		2		3	
				Num	%	Num	%	Num	%
Other	Big corporation/ monopoly/ impact on local businesses	9	.9%	3	1.4%	2	1.1%	2	1.0%
	Confusing/ inappropriate offers	7	.7%	2	.9%	3	1.7%	1	.5%
	Nothing/ no complaints	7	.7%	2	.9%	2	1.1%	1	.5%
	Change layout too frequently	6	.6%	1	.5%	0	.0%	3	1.5%
	Aisles are too narrow	5	.5%	1	.5%	2	1.1%	0	.0%
	Fruit and vegetables don't last	5	.5%	1	.5%	1	.6%	1	.5%
	Poor presentation of products	5	.5%	1	.5%	1	.6%	1	.5%
	Changed the coffee shop in store/ dislike new coffee shop	3	.3%	0	.0%	0	.0%	0	.0%
	Cluttered aisles - blocked by shelf stacking/ internet shopping	3	.3%	0	.0%	2	1.1%	0	.0%
	Discontinue popular ranges of goods	3	.3%	2	.9%	0	.0%	0	.0%
	No delivery service	3	.3%	0	.0%	1	.6%	0	.0%
	Staff sometimes too quick on the checkouts/ rush you at the till	3	.3%	2	.9%	0	.0%	1	.5%
	Can only use debit card or cash/ no credit card option	2	.2%	0	.0%	0	.0%	2	1.0%
	Can't see offers	2	.2%	1	.5%	0	.0%	0	.0%
	Cold areas in the store / store too cold	2	.2%	2	.9%	0	.0%	0	.0%
	Lack of brand names	2	.2%	1	.5%	1	.6%	0	.0%
	Lack of lighting - a bit dark	2	.2%	0	.0%	0	.0%	1	.5%
	No carrier bags	2	.2%	1	.5%	1	.6%	0	.0%
	Poor internal layout / location of goods	2	.2%	0	.0%	1	.6%	1	.5%

**Q5. What, if anything, is the one thing you most dislike about Q1?**

		Base: All respondents		Zone					
				1		2		3	
				Num	%	Num	%	Num	%
Other	Technical problems on website	2	.2%	1	.5%	0	.0%	0	.0%
	Don't like environment	1	.1%	0	.0%	1	.6%	0	.0%
	Cheaper local farmers' products	1	.1%	0	.0%	0	.0%	0	.0%
	Child parking regs not enforced	1	.1%	1	.5%	0	.0%	0	.0%
	Need childrens facilities like a creche	1	.1%	0	.0%	0	.0%	0	.0%
	Cold meats seem too processed	1	.1%	1	.5%	0	.0%	0	.0%
	Deli	1	.1%	0	.0%	0	.0%	0	.0%
	Disabled toilet facilities are poor	1	.1%	0	.0%	0	.0%	1	.5%
	Dislike in-store music	1	.1%	0	.0%	1	.6%	0	.0%
	Errors in till receipts	1	.1%	0	.0%	0	.0%	0	.0%
	Excessive packaging	1	.1%	0	.0%	0	.0%	0	.0%
	Lack of a clothing section	1	.1%	0	.0%	0	.0%	0	.0%
	Lack of a packing area	1	.1%	0	.0%	0	.0%	1	.5%
	Lack of disabled parking	1	.1%	0	.0%	1	.6%	0	.0%
	Misleading prices	1	.1%	0	.0%	0	.0%	1	.5%
	More vouchers	1	.1%	0	.0%	0	.0%	0	.0%
	No delicatessen	1	.1%	0	.0%	0	.0%	1	.5%
	No sell by dates on products	1	.1%	0	.0%	1	.6%	0	.0%
	No toilets	1	.1%	0	.0%	0	.0%	0	.0%
	No/ little competition	1	.1%	0	.0%	0	.0%	1	.5%
	Prepacked vegetables	1	.1%	0	.0%	0	.0%	0	.0%
	Prices vary between different Tesco's	1	.1%	0	.0%	1	.6%	0	.0%
	Rude shoppers	1	.1%	1	.5%	0	.0%	0	.0%
	Shut too early/ inconvenient opening hours	1	.1%	1	.5%	0	.0%	0	.0%

**Q5. What, if anything, is the one thing you most dislike about Q1?**

		Base: All respondents		Zone					
				1		2		3	
				Num	%	Num	%	Num	%
Other	Slightly boring	1	.1%	0	.0%	0	.0%	0	.0%
	Smelly	1	.1%	1	.5%	0	.0%	0	.0%
	Store too big	1	.1%	0	.0%	1	.6%	0	.0%
	The tannoy	1	.1%	0	.0%	1	.6%	0	.0%
	Too many hardware products	1	.1%	1	.5%	0	.0%	0	.0%
	Too many mother and baby parking spaces	1	.1%	0	.0%	0	.0%	0	.0%
	Use of gimmicks	1	.1%	0	.0%	0	.0%	0	.0%
	Would like an instore bakery	1	.1%	0	.0%	0	.0%	0	.0%

**Q5. What, if anything, is the one thing you most dislike about Q1?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Nothing	104	58.8%	130	58.6%
Limited range of goods	9	5.1%	9	4.1%
Expensive	7	4.0%	10	4.5%
Lack of parking	5	2.8%	12	5.4%
Queues at checkout	6	3.4%	8	3.6%
Lack of stock on shelves	4	2.3%	2	.9%
Difficult/ expensive parking	3	1.7%	8	3.6%
Too small	2	1.1%	5	2.3%
Poor quality	2	1.1%	5	2.3%
Staff rude/ unhelpful	2	1.1%	6	2.7%
Poor internal layout	3	1.7%	2	.9%
Too far away	6	3.4%	5	2.3%
Too busy	2	1.1%	1	.5%
Difficult to get to	2	1.1%	2	.9%
No petrol station	1	.6%	0	.0%

**Q5. What, if anything, is the one thing you most dislike about Q1?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Big corporation/ monopoly/ impact on local businesses	2	1.1%	0	.0%
	Confusing/ inappropriate offers	1	.6%	0	.0%
	Nothing/ no complaints	2	1.1%	0	.0%
	Change layout too frequently	0	.0%	2	.9%
	Aisles are too narrow	0	.0%	2	.9%
	Fruit and vegetables don't last	1	.6%	1	.5%
	Poor presentation of products	2	1.1%	0	.0%
	Changed the coffee shop in store/ dislike new coffee shop	2	1.1%	1	.5%
	Cluttered aisles - blocked by shelf stacking/ internet shopping	0	.0%	1	.5%
	Discontinue popular ranges of goods	1	.6%	0	.0%
	No delivery service	2	1.1%	0	.0%
	Staff sometimes too quick on the checkouts/ rush you at the till	0	.0%	0	.0%
	Can only use debit card or cash/ no credit card option	0	.0%	0	.0%
	Can't see offers	1	.6%	0	.0%
	Cold areas in the store / store too cold	0	.0%	0	.0%
	Lack of brand names	0	.0%	0	.0%
	Lack of lighting - a bit dark	1	.6%	0	.0%
	No carrier bags	0	.0%	0	.0%
	Poor internal layout / location of goods	0	.0%	0	.0%

**Q5. What, if anything, is the one thing you most dislike about Q1?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Technical problems on website	0	.0%	1	.5%
	Don't like environment	0	.0%	0	.0%
	Cheaper local farmers' products	0	.0%	1	.5%
	Child parking regs not enforced	0	.0%	0	.0%
	Need childrens facilities like a creche	0	.0%	1	.5%
	Cold meats seem too processed	0	.0%	0	.0%
	Deli	1	.6%	0	.0%
	Disabled toilet facilities are poor	0	.0%	0	.0%
	Dislike in-store music	0	.0%	0	.0%
	Errors in till receipts	0	.0%	1	.5%
	Excessive packaging	0	.0%	1	.5%
	Lack of a clothing section	0	.0%	1	.5%
	Lack of a packing area	0	.0%	0	.0%
	Lack of disabled parking	0	.0%	0	.0%
	Misleading prices	0	.0%	0	.0%
	More vouchers	0	.0%	1	.5%
	No delicatessen	0	.0%	0	.0%
	No sell by dates on products	0	.0%	0	.0%
	No toilets	1	.6%	0	.0%
	No/ little competition	0	.0%	0	.0%
	Prepacked vegetables	0	.0%	1	.5%
	Prices vary between different Tesco's	0	.0%	0	.0%
	Rude shoppers	0	.0%	0	.0%
	Shut too early/ inconvenient opening hours	0	.0%	0	.0%



**Q5. What, if anything, is the one thing you most dislike about Q1?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Slightly boring	0	.0%	1	.5%
	Smelly	0	.0%	0	.0%
	Store too big	0	.0%	0	.0%
	The tannoy	0	.0%	0	.0%
	Too many hardware products	0	.0%	0	.0%
	Too many mother and baby parking spaces	0	.0%	1	.5%
	Use of gimmicks	1	.6%	0	.0%
	Would like an instore bakery	1	.6%	0	.0%

**Q6a. How do you normally travel to and from the store used for your main food shop at Q1a?**

		Base: Excluding internet at Q1a		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Base: Excluding internet at Q1a		972	100.0%	213	100.0%	178	100.0%	198	100.0%
Car (as driver in own/ company car)		697	71.7%	117	54.9%	146	82.0%	137	69.2%
Car (as passenger in friends/ relatives car)		127	13.1%	31	14.6%	20	11.2%	32	16.2%
Walk		97	10.0%	50	23.5%	4	2.2%	20	10.1%
Bus/ Coach		21	2.2%	10	4.7%	3	1.7%	3	1.5%
Internet/ Home Delivery		9	.9%	2	.9%	2	1.1%	2	1.0%
Taxi		6	.6%	2	.9%	1	.6%	1	.5%
Disabled vehicle		3	.3%	1	.5%	0	.0%	0	.0%
Bicycle		2	.2%	0	.0%	0	.0%	0	.0%
Train/ Metro		2	.2%	0	.0%	0	.0%	1	.5%
Moped/ Motorcycle		1	.1%	0	.0%	0	.0%	0	.0%
Other	Car (as driver or passenger)	7	.7%	0	.0%	2	1.1%	2	1.0%

**Q6a. How do you normally travel to and from the store used for your main food shop at Q1a?**

	Zone			
	4		5	
	Num	%	Num	%
Base: Excluding internet at Q1a	168	100.0%	214	100.0%
Car (as driver in own/ company car)	132	78.6%	164	76.6%
Car (as passenger in friends/ relatives car)	24	14.3%	20	9.3%
Walk	2	1.2%	21	9.8%
Bus/ Coach	3	1.8%	2	.9%
Internet/ Home Delivery	1	.6%	2	.9%
Taxi	1	.6%	1	.5%
Disabled vehicle	0	.0%	2	.9%
Bicycle	1	.6%	1	.5%
Train/ Metro	1	.6%	0	.0%
Moped/ Motorcycle	0	.0%	1	.5%
Other Car (as driver or passenger)	3	1.8%	0	.0%

**Q6b. You mentioned you walk to Q1a for your main food shop, how do you normally travel back from this store?**

	Base: Those walking to Q1a store		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: Those walking to Q1a store	97	100.0%	50	100.0%	4	100.0%	20	100.0%	2	100.0%
Walk	88	90.7%	46	92.0%	2	50.0%	19	95.0%	2	100.0%
Bus/ Coach	5	5.2%	2	4.0%	1	25.0%	1	5.0%	0	.0%
Car (as passenger in friends/ relatives car)	2	2.1%	0	.0%	1	25.0%	0	.0%	0	.0%
Taxi	2	2.1%	2	4.0%	0	.0%	0	.0%	0	.0%

**Q6b. You mentioned you walk to Q1a for your main food shop, how do you normally travel back from this store?**

	Zone	
	5	
	Num	%
Base: Those walking to Q1a store	21	100.0%
Walk	19	90.5%
Bus/ Coach	1	4.8%
Car (as passenger in friends/ relatives car)	1	4.8%
Taxi	0	.0%

**Q7. How much do you typically spend when undertaking your main food shopping trip at Q1?**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
£0-10	19	1.9%	5	2.3%	2	1.1%	6	2.9%	2	1.1%
£11-20	54	5.4%	14	6.5%	12	6.6%	14	6.8%	4	2.3%
£21-30	95	9.5%	25	11.7%	22	12.2%	21	10.2%	13	7.3%
£31-40	102	10.2%	36	16.8%	10	5.5%	19	9.3%	13	7.3%
£41-50	129	12.9%	30	14.0%	24	13.3%	29	14.1%	19	10.7%
£51-60	94	9.4%	25	11.7%	16	8.8%	25	12.2%	14	7.9%
£61-70	93	9.3%	19	8.9%	13	7.2%	22	10.7%	22	12.4%
£71-80	83	8.3%	14	6.5%	15	8.3%	17	8.3%	16	9.0%
£81-90	54	5.4%	3	1.4%	19	10.5%	11	5.4%	10	5.6%
£91-100	83	8.3%	13	6.1%	14	7.7%	15	7.3%	17	9.6%
£101-110	33	3.3%	5	2.3%	9	5.0%	2	1.0%	7	4.0%
£111-120	26	2.6%	3	1.4%	5	2.8%	1	.5%	13	7.3%
£121-130	13	1.3%	2	.9%	3	1.7%	1	.5%	6	3.4%
£131-140	12	1.2%	2	.9%	3	1.7%	1	.5%	3	1.7%
£141 or more	63	6.3%	4	1.9%	11	6.1%	11	5.4%	13	7.3%
Refused	47	4.7%	14	6.5%	3	1.7%	10	4.9%	5	2.8%

**Q7. How much do you typically spend when undertaking your main food shopping trip at Q1?**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
£0-10	4	1.8%
£11-20	10	4.5%
£21-30	14	6.3%
£31-40	24	10.8%
£41-50	26	11.7%
£51-60	14	6.3%
£61-70	17	7.7%
£71-80	21	9.5%
£81-90	11	5.0%
£91-100	24	10.8%
£101-110	10	4.5%
£111-120	4	1.8%
£121-130	1	.5%
£131-140	3	1.4%
£141 or more	24	10.8%
Refused	15	6.8%

**Q8. How often do you normally do main food shopping?**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
More than once a week	153	15.3%	52	24.3%	23	12.7%	27	13.2%	15	8.5%
Once a week	606	60.6%	136	63.6%	120	66.3%	132	64.4%	102	57.6%
Once a fortnight	171	17.1%	13	6.1%	30	16.6%	38	18.5%	43	24.3%
Once a month	61	6.1%	12	5.6%	7	3.9%	8	3.9%	13	7.3%
Every two months	5	.5%	0	.0%	0	.0%	0	.0%	2	1.1%
Less frequently	4	.4%	1	.5%	1	.6%	0	.0%	2	1.1%

**Q8. How often do you normally do main food shopping?**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
More than once a week	36	16.2%
Once a week	115	51.8%
Once a fortnight	47	21.2%
Once a month	21	9.5%
Every two months	3	1.4%
Less frequently	0	.0%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Don't do top-up shopping	145	14.5%	23	10.7%	33	18.2%	31	15.1%
Local stores, Ludlow	133	13.3%	59	27.6%	36	19.9%	22	10.7%
Aldi, Station Drive, Ludlow	67	6.7%	25	11.7%	17	9.4%	17	8.3%
Tesco, Station Drive, Ludlow	66	6.6%	31	14.5%	9	5.0%	15	7.3%
Co-op, Upper Galdeford, Ludlow	42	4.2%	21	9.8%	11	6.1%	8	3.9%
Morrisons, Barons Cross Road, Leominster	11	1.1%	0	.0%	2	1.1%	1	.5%
Aldi, Dishley Street, Leominster	8	.8%	0	.0%	6	3.3%	2	1.0%
Local stores, Leominster	7	.7%	0	.0%	2	1.1%	0	.0%
Co-op, Church Stretton	6	.6%	1	.5%	0	.0%	0	.0%
Local stores, Kidderminster	6	.6%	0	.0%	0	.0%	1	.5%
Local stores, Telford	5	.5%	0	.0%	1	.6%	0	.0%
Sainsbury's, Hereford Road, Shrewsbury	5	.5%	1	.5%	0	.0%	3	1.5%
Spar, Shrewsbury Road, Craven Arms	4	.4%	1	.5%	0	.0%	1	.5%
Waitrose, Pride Hill, Shrewsbury	4	.4%	0	.0%	1	.6%	0	.0%
Co-op, Dishley Street, Leominster	3	.3%	0	.0%	2	1.1%	1	.5%
Local stores, Shrewsbury	3	.3%	0	.0%	1	.6%	0	.0%
Sainsbury's, Carpet Traders Way, Kidderminster	3	.3%	0	.0%	1	.6%	0	.0%
Sainsbury's, Whitburn Street, Bridgnorth	3	.3%	0	.0%	0	.0%	3	1.5%
Local stores, Bridgnorth	2	.2%	0	.0%	0	.0%	0	.0%
Tesco Express, Bewedley Hill, Kidderminster	2	.2%	0	.0%	0	.0%	1	.5%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Tesco Express, Spenells, Kidderminster	2	.2%	0	.0%	2	1.1%	0	.0%
Aldi, Acquarium House, Worcestershire, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
Asda, Belmont Road, Hereford	1	.1%	0	.0%	0	.0%	1	.5%
Asda, Donnington Wood, Telford	1	.1%	0	.0%	0	.0%	1	.5%
Asda, Old Potts Way, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
Morrisons, Station Approach, Hereford	1	.1%	1	.5%	0	.0%	0	.0%
Tesco Express, Comberton Park, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
Tesco Express, Ditherington Road, Shrewsbury	1	.1%	0	.0%	1	.6%	0	.0%
Tesco, Castle Road, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
Internet/ Mail Order	1	.1%	0	.0%	0	.0%	0	.0%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Local stores, Tenbury Wells	61	6.1%	0	.0%	2	1.1%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven Arms	47	4.7%	0	.0%	1	.6%	35	17.1%
	Harry Tuffins, Foldgate Lane, Ludlow	44	4.4%	22	10.3%	11	6.1%	6	2.9%
	Bowketts, Market Square, Tenbury Wells	38	3.8%	0	.0%	3	1.7%	1	.5%
	Local stores, Craven Arms	35	3.5%	0	.0%	0	.0%	21	10.2%
	Co-op, Bromyard Road, Tenbury Wells	18	1.8%	0	.0%	0	.0%	0	.0%
	Spar, Teme Street, Tenbury Wells	16	1.6%	0	.0%	1	.6%	0	.0%
	Local stores, Clun	15	1.5%	0	.0%	1	.6%	0	.0%
	One Stop, Gravel Hill, Ludlow	15	1.5%	9	4.2%	0	.0%	6	2.9%
	Local stores, Clee Hill	14	1.4%	1	.5%	11	6.1%	1	.5%
	Local stores, Brimfield, Ludlow	12	1.2%	0	.0%	12	6.6%	0	.0%
	Milk delivered	11	1.1%	2	.9%	2	1.1%	2	1.0%
	Harry Tuffins, Bridge Street, Knighton	10	1.0%	0	.0%	0	.0%	4	2.0%
	Local stores, Leintwardine	10	1.0%	0	.0%	0	.0%	0	.0%
	Griffiths Garage, High Street, Leintwardine, Craven Arms	9	.9%	0	.0%	0	.0%	1	.5%
	Co-op, Church Street, Bishops Castle	8	.8%	0	.0%	0	.0%	0	.0%
	Spar, Castle Street, Ludlow	7	.7%	6	2.8%	0	.0%	1	.5%
	Costcutter, The Square, Craven Arms	6	.6%	0	.0%	0	.0%	0	.0%
	Spar, Corvedale Road, Craven Arms	6	.6%	0	.0%	0	.0%	3	1.5%



**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Ludlow Food Centre, Bromfield, Ludlow	5	.5%	2	.9%	1	.6%	2	1.0%
	One Stop, Tower Street, Ludlow	5	.5%	3	1.4%	0	.0%	2	1.0%
	Local stores, Cleobury Mortimer	4	.4%	0	.0%	0	.0%	0	.0%
	Market, Tenbury Wells	4	.4%	0	.0%	0	.0%	0	.0%
	Delivery	3	.3%	0	.0%	0	.0%	0	.0%
	Fair & Square, Clun Square, Clun	3	.3%	0	.0%	0	.0%	0	.0%
	Harry Tuffins, Sheet Road, Ludlow	3	.3%	2	.9%	0	.0%	1	.5%
	Harry Tuffins, West End Garage, Cleobury Mortimer	3	.3%	0	.0%	0	.0%	0	.0%
	Local stores, Aston on Clun	3	.3%	0	.0%	0	.0%	0	.0%
	Local stores, Bishops Castle	3	.3%	0	.0%	0	.0%	0	.0%
	Local stores, Presteigne	3	.3%	0	.0%	0	.0%	0	.0%
	Market, Ludlow	3	.3%	0	.0%	2	1.1%	1	.5%
	Swift Bakery, Clee Hill, Ludlow	3	.3%	0	.0%	0	.0%	2	1.0%
	Prices Bakers, The Square, Ludlow	3	.3%	2	.9%	0	.0%	0	.0%
	Griffiths Butchers, Bull Ring, Ludlow	2	.2%	1	.5%	1	.6%	0	.0%
	Local stores, Bucknell	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Ditton Priors	2	.2%	0	.0%	0	.0%	2	1.0%
	Local stores, Orleton	2	.2%	0	.0%	2	1.1%	0	.0%
	Local stores, Wigmore	2	.2%	0	.0%	0	.0%	1	.5%
	The Barn Farm Shop, Market Street, Tenbury Wells	2	.2%	0	.0%	2	1.1%	0	.0%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Aston Munslow Garage, Craven Arms	1	.1%	0	.0%	0	.0%	1	.5%
	Co-op, Franche Road, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Co-op, Tenbury Road, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Grow own food	1	.1%	0	.0%	1	.6%	0	.0%
	Lidl, Llanidloes Road, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Lidl, Vale Road, Stourport on Severn	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Aston Munslow	1	.1%	0	.0%	0	.0%	1	.5%
	Local stores, Church Stoke	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Fleetwood	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Hopton Heath	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Londis, Cleobury Road, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Malvern Retail Park, Malvern	1	.1%	0	.0%	1	.6%	0	.0%
	Morrisons, Gresham Drive, Telford	1	.1%	0	.0%	0	.0%	1	.5%
	Newington Garage, Shrewsbury Road, Craven Arms	1	.1%	0	.0%	0	.0%	1	.5%
	Nisa - Clun road	1	.1%	0	.0%	0	.0%	1	.5%
	Nisa - Market Square, Ludlow	1	.1%	1	.5%	0	.0%	0	.0%
	No where else	1	.1%	0	.0%	1	.6%	0	.0%
	Spar, Oxford Road, Reading	1	.1%	0	.0%	0	.0%	0	.0%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

		Base: All respondents		Zone					
				1		2		3	
				Num	%	Num	%	Num	%
Other	Tesco, Brindley Road, Worcester	1	.1%	0	.0%	1	.6%	0	.0%
	Tesco, Monarch Drive, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Saltway, Droitwich	1	.1%	0	.0%	0	.0%	0	.0%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Don't do top-up shopping	31	17.5%	27	12.2%
Local stores, Ludlow	7	4.0%	9	4.1%
Aldi, Station Drive, Ludlow	6	3.4%	2	.9%
Tesco, Station Drive, Ludlow	7	4.0%	4	1.8%
Co-op, Upper Galdeford, Ludlow	0	.0%	2	.9%
Morrisons, Barons Cross Road, Leominster	6	3.4%	2	.9%
Aldi, Dishley Street, Leominster	0	.0%	0	.0%
Local stores, Leominster	1	.6%	4	1.8%
Co-op, Church Stretton	5	2.8%	0	.0%
Local stores, Kidderminster	0	.0%	5	2.3%
Local stores, Telford	0	.0%	4	1.8%
Sainsbury's, Hereford Road, Shrewsbury	1	.6%	0	.0%
Spar, Shrewsbury Road, Craven Arms	2	1.1%	0	.0%
Waitrose, Pride Hill, Shrewsbury	2	1.1%	1	.5%
Co-op, Dishley Street, Leominster	0	.0%	0	.0%
Local stores, Shrewsbury	2	1.1%	0	.0%
Sainsbury's, Carpet Traders Way, Kidderminster	0	.0%	2	.9%
Sainsbury's, Whitburn Street, Bridgnorth	0	.0%	0	.0%
Local stores, Bridgnorth	2	1.1%	0	.0%
Tesco Express, Bewedley Hill, Kidderminster	0	.0%	1	.5%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

	Zone			
	4		5	
	Num	%	Num	%
Tesco Express, Spenells, Kidderminster	0	.0%	0	.0%
Aldi, Aquarium House, Worcestershire, Kidderminster	0	.0%	1	.5%
Asda, Belmont Road, Hereford	0	.0%	0	.0%
Asda, Donnington Wood, Telford	0	.0%	0	.0%
Asda, Old Potts Way, Shrewsbury	0	.0%	1	.5%
Morrisons, Station Approach, Hereford	0	.0%	0	.0%
Tesco Express, Comberton Park, Kidderminster	0	.0%	1	.5%
Tesco Express, Ditherington Road, Shrewsbury	0	.0%	0	.0%
Tesco, Castle Road, Kidderminster	0	.0%	1	.5%
Internet/ Mail Order	1	.6%	0	.0%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Local stores, Tenbury Wells	0	.0%	59	26.6%
	Harry Tuffins, Shrewsbury Road, Craven Arms	11	6.2%	0	.0%
	Harry Tuffins, Foldgate Lane, Ludlow	1	.6%	4	1.8%
	Bowketts, Market Square, Tenbury Wells	0	.0%	34	15.3%
	Local stores, Craven Arms	13	7.3%	1	.5%
	Co-op, Bromyard Road, Tenbury Wells	0	.0%	18	8.1%
	Spar, Teme Street, Tenbury Wells	0	.0%	15	6.8%
	Local stores, Clun	14	7.9%	0	.0%
	One Stop, Gravel Hill, Ludlow	0	.0%	0	.0%
	Local stores, Clee Hill	0	.0%	1	.5%
	Local stores, Brimfield, Ludlow	0	.0%	0	.0%
	Milk delivered	3	1.7%	2	.9%
	Harry Tuffins, Bridge Street, Knighton	5	2.8%	1	.5%
	Local stores, Leintwardine	10	5.6%	0	.0%
	Griffiths Garage, High Street, Leintwardine, Craven Arms	7	4.0%	1	.5%
	Co-op, Church Street, Bishops Castle	8	4.5%	0	.0%
	Spar, Castle Street, Ludlow	0	.0%	0	.0%
	Costcutter, The Square, Craven Arms	6	3.4%	0	.0%
	Spar, Corvedale Road, Craven Arms	3	1.7%	0	.0%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Ludlow Food Centre, Bromfield, Ludlow	0	.0%	0	.0%
	One Stop, Tower Street, Ludlow	0	.0%	0	.0%
	Local stores, Cleobury Mortimer	0	.0%	4	1.8%
	Market, Tenbury Wells	0	.0%	4	1.8%
	Delivery	3	1.7%	0	.0%
	Fair & Square, Clun Square, Clun	3	1.7%	0	.0%
	Harry Tuffins, Sheet Road, Ludlow	0	.0%	0	.0%
	Harry Tuffins, West End Garage, Cleobury Mortimer	0	.0%	3	1.4%
	Local stores, Aston on Clun	3	1.7%	0	.0%
	Local stores, Bishops Castle	3	1.7%	0	.0%
	Local stores, Presteigne	3	1.7%	0	.0%
	Market, Ludlow	0	.0%	0	.0%
	Swift Bakery, Clee Hill, Ludlow	0	.0%	1	.5%
	Prices Bakers, The Square, Ludlow	0	.0%	0	.0%
	Griffiths Butchers, Bull Ring, Ludlow	0	.0%	0	.0%
	Local stores, Bucknell	2	1.1%	0	.0%
	Local stores, Ditton Priors	0	.0%	0	.0%
	Local stores, Orleton	0	.0%	0	.0%
	Local stores, Wigmore	1	.6%	0	.0%
	The Barn Farm Shop, Market Street, Tenbury Wells	0	.0%	0	.0%

**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Aston Munslow Garage, Craven Arms	0	.0%	0	.0%
	Co-op, Franche Road, Kidderminster	0	.0%	1	.5%
	Co-op, Tenbury Road, Hereford	0	.0%	1	.5%
	Grow own food	0	.0%	0	.0%
	Lidl, Llanidloes Road, Newtown	1	.6%	0	.0%
	Lidl, Vale Road, Stourport on Severn	0	.0%	1	.5%
	Local stores, Aston Munslow	0	.0%	0	.0%
	Local stores, Church Stoke	1	.6%	0	.0%
	Local stores, Fleetwood	1	.6%	0	.0%
	Local stores, Hopton Heath	1	.6%	0	.0%
	Local stores, Knighton	1	.6%	0	.0%
	Londis, Cleobury Road, Kidderminster	0	.0%	1	.5%
	Marks & Spencer, Malvern Retail Park, Malvern	0	.0%	0	.0%
	Morrisons, Gresham Drive, Telford	0	.0%	0	.0%
	Newington Garage, Shrewsbury Road, Craven Arms	0	.0%	0	.0%
	Nisa - Clun road	0	.0%	0	.0%
	Nisa - Market Square, Ludlow	0	.0%	0	.0%
	No where else	0	.0%	0	.0%
	Spar, Oxford Road, Reading	0	.0%	1	.5%



**Q9a. In addition to your main food shopping trip, at which store do you normally undertake top-up shopping for items such as milk and bread?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Tesco, Brindley Road, Worcester	0	.0%	0	.0%
	Tesco, Monarch Drive, Worcester	0	.0%	1	.5%
	Waitrose, Saltway, Droitwich	0	.0%	1	.5%

**Q9b. What is the main reason you choose Q9a to do your top-up shopping?**

	Base: Those undertaking top-up shopping		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping	855	100.0%	191	100.0%	148	100.0%	174	100.0%
Convenient to home	446	52.2%	97	50.8%	59	39.9%	87	50.0%
Convenient/ cheap	59	6.9%	15	7.9%	14	9.5%	8	4.6%
Quality of goods	48	5.6%	13	6.8%	12	8.1%	11	6.3%
Convenient to work	46	5.4%	9	4.7%	6	4.1%	14	8.0%
Better value for money	21	2.5%	6	3.1%	3	2.0%	6	3.4%
Lower prices	21	2.5%	9	4.7%	5	3.4%	3	1.7%
Easy to get to parking	19	2.2%	7	3.7%	3	2.0%	4	2.3%
Range/ availability of food products	18	2.1%	2	1.0%	1	.7%	6	3.4%
Within easy walking distance	18	2.1%	5	2.6%	1	.7%	5	2.9%
Has a petrol filling station	15	1.8%	3	1.6%	6	4.1%	3	1.7%
Good service/ friendly staff	12	1.4%	0	.0%	4	2.7%	2	1.1%
Preference for retailer	8	.9%	0	.0%	3	2.0%	0	.0%
Habit, have always used the store	6	.7%	1	.5%	3	2.0%	1	.6%
Pleasant place to shop	5	.6%	0	.0%	1	.7%	1	.6%
Other shops/ services close by	4	.5%	0	.0%	1	.7%	0	.0%
Range/ availability of non-food products	2	.2%	2	1.0%	0	.0%	0	.0%

**Q9b. What is the main reason you choose Q9a to do your top-up shopping?**

		Base: Those undertaking top-up shopping		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	No/ little other choice	29	3.4%	6	3.1%	7	4.7%	7	4.0%
	Generally convenient	9	1.1%	1	.5%	3	2.0%	2	1.1%
	Like to support local retailers	9	1.1%	2	1.0%	3	2.0%	1	.6%
	Handy for top-up items/ emergency buys	8	.9%	0	.0%	3	2.0%	3	1.7%
	Fresh food	7	.8%	3	1.6%	0	.0%	1	.6%
	Open late/ convenient opening hours	7	.8%	1	.5%	0	.0%	2	1.1%
	Delivery service	5	.6%	2	1.0%	1	.7%	1	.6%
	Convenient for location(s) I visit	5	.6%	0	.0%	1	.7%	1	.6%
	Clubcard points/ loyalty scheme	3	.4%	1	.5%	0	.0%	1	.6%
	Free parking	3	.4%	1	.5%	1	.7%	0	.0%
	I work there	3	.4%	0	.0%	0	.0%	1	.6%
	Better atmosphere	2	.2%	0	.0%	1	.7%	1	.6%
	Ethical traders	2	.2%	1	.5%	1	.7%	0	.0%
	Good offers	2	.2%	1	.5%	0	.0%	0	.0%
	Local produce	2	.2%	1	.5%	0	.0%	0	.0%
	No particular reason	2	.2%	0	.0%	1	.7%	1	.6%
	Vegetarian foods	2	.2%	0	.0%	1	.7%	0	.0%
	Because its different	1	.1%	0	.0%	1	.7%	0	.0%
	Better bakery	1	.1%	1	.5%	0	.0%	0	.0%
	Biggest store locally	1	.1%	1	.5%	0	.0%	0	.0%
	Can get a lift there	1	.1%	0	.0%	0	.0%	0	.0%
	Can view the products I am buying	1	.1%	0	.0%	0	.0%	1	.6%
	Grow own food	1	.1%	0	.0%	1	.7%	0	.0%
	Much better than other shops	1	.1%	0	.0%	1	.7%	0	.0%

**Q9b. What is the main reason you choose Q9a to do your top-up shopping?**

	Zone			
	4		5	
	Num	%	Num	%
Base: Those undertaking top-up shopping	146	100.0%	195	100.0%
Convenient to home	83	56.8%	120	61.5%
Convenient/ cheap	9	6.2%	12	6.2%
Quality of goods	8	5.5%	4	2.1%
Convenient to work	5	3.4%	12	6.2%
Better value for money	4	2.7%	2	1.0%
Lower prices	3	2.1%	1	.5%
Easy to get to parking	1	.7%	4	2.1%
Range/ availability of food products	6	4.1%	3	1.5%
Within easy walking distance	4	2.7%	3	1.5%
Has a petrol filling station	1	.7%	2	1.0%
Good service/ friendly staff	1	.7%	5	2.6%
Preference for retailer	3	2.1%	2	1.0%
Habit, have always used the store	0	.0%	1	.5%
Pleasant place to shop	0	.0%	3	1.5%
Other shops/ services close by	1	.7%	2	1.0%
Range/ availability of non-food products	0	.0%	0	.0%

**Q9b. What is the main reason you choose Q9a to do your top-up shopping?**

		Zone			
		4		5	
		Num	%	Num	%
Other	No/ little other choice	3	2.1%	6	3.1%
	Generally convenient	1	.7%	2	1.0%
	Like to support local retailers	0	.0%	3	1.5%
	Handy for top-up items/ emergency buys	2	1.4%	0	.0%
	Fresh food	0	.0%	3	1.5%
	Open late/ convenient opening hours	2	1.4%	2	1.0%
	Delivery service	1	.7%	0	.0%
	Convenient for location(s) I visit	3	2.1%	0	.0%
	Clubcard points/ loyalty scheme	1	.7%	0	.0%
	Free parking	0	.0%	1	.5%
	I work there	1	.7%	1	.5%
	Better atmosphere	0	.0%	0	.0%
	Ethical traders	0	.0%	0	.0%
	Good offers	0	.0%	1	.5%
	Local produce	1	.7%	0	.0%
	No particular reason	0	.0%	0	.0%
	Vegetarian foods	1	.7%	0	.0%
	Because its different	0	.0%	0	.0%
	Better bakery	0	.0%	0	.0%
	Biggest store locally	0	.0%	0	.0%
	Can get a lift there	1	.7%	0	.0%
	Can view the products I am buying	0	.0%	0	.0%
	Grow own food	0	.0%	0	.0%
	Much better than other shops	0	.0%	0	.0%

**Q9c1. How do you normally travel to and from the store to do your top-up food shopping at Q9a?**

	Base: Those undertaking top-up shopping		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Those undertaking top-up shopping	855	100.0%	191	100.0%	148	100.0%	174	100.0%
Car (as driver in own/ company car)	489	57.2%	67	35.1%	107	72.3%	93	53.4%
Walk	260	30.4%	97	50.8%	24	16.2%	63	36.2%
Car (as passenger in friends/ relatives car)	68	8.0%	14	7.3%	11	7.4%	14	8.0%
Bus/ Coach	12	1.4%	6	3.1%	2	1.4%	2	1.1%
Internet/ Home Delivery	6	.7%	1	.5%	1	.7%	0	.0%
Bicycle	4	.5%	1	.5%	0	.0%	0	.0%
Disabled vehicle	4	.5%	2	1.0%	1	.7%	0	.0%
Taxi	3	.4%	1	.5%	0	.0%	1	.6%
Moped/ Motorcycle	1	.1%	0	.0%	0	.0%	0	.0%
Other								
Car (as driver or passenger)	4	.5%	0	.0%	1	.7%	1	.6%
Someone else does it	2	.2%	0	.0%	1	.7%	0	.0%
Varies	1	.1%	1	.5%	0	.0%	0	.0%
Mobility scooter	1	.1%	1	.5%	0	.0%	0	.0%

**Q9c1. How do you normally travel to and from the store to do your top-up food shopping at Q9a?**

	Zone			
	4		5	
	Num	%	Num	%
Base: Those undertaking top-up shopping	146	100.0%	195	100.0%
Car (as driver in own/ company car)	98	67.1%	123	63.1%
Walk	20	13.7%	56	28.7%
Car (as passenger in friends/ relatives car)	19	13.0%	10	5.1%
Bus/ Coach	2	1.4%	0	.0%
Internet/ Home Delivery	2	1.4%	2	1.0%
Bicycle	2	1.4%	1	.5%
Disabled vehicle	0	.0%	1	.5%
Taxi	0	.0%	1	.5%
Moped/ Motorcycle	0	.0%	1	.5%
Other				
Car (as driver or passenger)	2	1.4%	0	.0%
Someone else does it	1	.7%	0	.0%
Varies	0	.0%	0	.0%
Mobility scooter	0	.0%	0	.0%

**Q9c2. You mentioned you walk to Q9a for your top-up food shopping, how do you normally travel back from this store?**

	Base: Those walking to Q9a store		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: Those walking to Q9a store	260	100.0%	97	100.0%	24	100.0%	63	100.0%	20	100.0%
Walk	252	96.9%	93	95.9%	23	95.8%	63	100.0%	20	100.0%
Car (as passenger in friends/ relatives car)	3	1.2%	1	1.0%	0	.0%	0	.0%	0	.0%
Bus/ Coach	3	1.2%	2	2.1%	0	.0%	0	.0%	0	.0%
Car (as driver in own/ company car)	2	.8%	1	1.0%	1	4.2%	0	.0%	0	.0%

**Q9c2. You mentioned you walk to Q9a for your top-up food shopping, how do you normally travel back from this store?**

	Zone	
	5	
	Num	%
Base: Those walking to Q9a store	56	100.0%
Walk	53	94.6%
Car (as passenger in friends/ relatives car)	2	3.6%
Bus/ Coach	1	1.8%
Car (as driver in own/ company car)	0	.0%



**Q10. Thinking about non-food shopping, in which town centre, shopping centre or other location do you usually buy clothes and shoes?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Shrewsbury town centre	187	18.7%	36	16.8%	13	7.2%	74	36.1%
Hereford town centre	170	17.0%	49	22.9%	47	26.0%	16	7.8%
Ludlow town centre	116	11.6%	46	21.5%	23	12.7%	25	12.2%
Kidderminster town centre	115	11.5%	13	6.1%	32	17.7%	13	6.3%
Telford town centre	44	4.4%	9	4.2%	4	2.2%	24	11.7%
Leominster town centre	16	1.6%	1	.5%	5	2.8%	2	1.0%
Meole Brace Retail Park, Shrewsbury	16	1.6%	2	.9%	0	.0%	5	2.4%
Birmingham City Centre	12	1.2%	2	.9%	2	1.1%	2	1.0%
Hereford Retail Park, Hereford	10	1.0%	4	1.9%	1	.6%	1	.5%
Weavers Wharf Retail Park, Kidderminster	8	.8%	1	.5%	3	1.7%	0	.0%
Crossley Retail Park, Kidderminster	6	.6%	0	.0%	1	.6%	0	.0%
Sundorne Retail Park, Shrewsbury	6	.6%	1	.5%	1	.6%	1	.5%
Dudley town centre	4	.4%	3	1.4%	0	.0%	1	.5%
Telford Forge Retail Park, Telford	3	.3%	2	.9%	0	.0%	0	.0%
Telford Bridge Retail Park, Telford	2	.2%	1	.5%	0	.0%	1	.5%
Wolverhampton town centre	2	.2%	0	.0%	0	.0%	1	.5%

**Q10. Thinking about non-food shopping, in which town centre, shopping centre or other location do you usually buy clothes and shoes?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Worcester	58	5.8%	4	1.9%	6	3.3%	0	.0%
	Internet - Various	38	3.8%	8	3.7%	6	3.3%	9	4.4%
	Don't buy	18	1.8%	3	1.4%	6	3.3%	1	.5%
	Catalogue - Various	14	1.4%	4	1.9%	2	1.1%	3	1.5%
	Internet - Amazon	12	1.2%	4	1.9%	1	.6%	2	1.0%
	Internet - Ebay	12	1.2%	2	.9%	1	.6%	2	1.0%
	Internet - Next Directory	11	1.1%	3	1.4%	3	1.7%	0	.0%
	Merry Hill Shopping Centre, Brierley Hill	11	1.1%	1	.5%	4	2.2%	0	.0%
	Tenbury Wells	9	.9%	0	.0%	2	1.1%	0	.0%
	Cardiff	4	.4%	1	.5%	1	.6%	0	.0%
	Newtown, Powys	4	.4%	0	.0%	0	.0%	0	.0%
	Catalogue - Cotton Traders	3	.3%	0	.0%	1	.6%	1	.5%
	Internet - Marks & Spencer	3	.3%	0	.0%	0	.0%	0	.0%
	London	3	.3%	0	.0%	0	.0%	3	1.5%
	Manchester City Centre	3	.3%	1	.5%	0	.0%	1	.5%
	Marks & Spencer, Castle Street, Shrewsbury	3	.3%	1	.5%	0	.0%	2	1.0%
	Internet - 50 plus	2	.2%	0	.0%	0	.0%	1	.5%
	Bristol	2	.2%	1	.5%	0	.0%	0	.0%
	Catalogue - Daxons	2	.2%	0	.0%	0	.0%	1	.5%
	Catalogue - JD Williams	2	.2%	0	.0%	0	.0%	1	.5%
	Cheltenham	2	.2%	0	.0%	1	.6%	0	.0%
	Craven Arms	2	.2%	0	.0%	0	.0%	1	.5%
	Internet - Damart	2	.2%	0	.0%	2	1.1%	0	.0%
	Gwythers, Bishops Castle, Shropshire	2	.2%	0	.0%	0	.0%	0	.0%
	Internet - Cotton Traders	2	.2%	0	.0%	0	.0%	0	.0%
	Internet - Hotter	2	.2%	0	.0%	1	.6%	1	.5%
	Internet - JD Williams	2	.2%	1	.5%	0	.0%	0	.0%
	Internet - John Lewis	2	.2%	0	.0%	1	.6%	0	.0%
	Oxford	2	.2%	0	.0%	1	.6%	1	.5%

**Q10. Thinking about non-food shopping, in which town centre, shopping centre or other location do you usually buy clothes and shoes?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Solihull	2	.2%	0	.0%	1	.6%	0	.0%
	Varies/ shop around	2	.2%	0	.0%	0	.0%	2	1.0%
	Abbey Forgate, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Old Potts Way, Shrewsbury	1	.1%	0	.0%	1	.6%	0	.0%
	Blackpool	1	.1%	0	.0%	0	.0%	0	.0%
	Bournemouth	1	.1%	0	.0%	1	.6%	0	.0%
	Bridgnorth	1	.1%	0	.0%	0	.0%	1	.5%
	Catalogue - Abrose	1	.1%	0	.0%	1	.6%	0	.0%
	Catalogue - Marks & Spencer	1	.1%	0	.0%	0	.0%	0	.0%
	Catalogue - Premier Man	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Clarks	1	.1%	1	.5%	0	.0%	0	.0%
	Cribbs Causeway, Bristol	1	.1%	0	.0%	1	.6%	0	.0%
	Daughter does the shopping for me	1	.1%	0	.0%	1	.6%	0	.0%
	Designer brands	1	.1%	0	.0%	0	.0%	0	.0%
	Dolgellau	1	.1%	0	.0%	0	.0%	1	.5%
	Eagles Meadow, Wrexham	1	.1%	1	.5%	0	.0%	0	.0%
	Fat Face, High Street, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Fleetwood	1	.1%	0	.0%	0	.0%	0	.0%
	Hertfordshire	1	.1%	0	.0%	1	.6%	0	.0%
	Haverfordwest	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - ASOS	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - Boden	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Debenhams	1	.1%	1	.5%	0	.0%	0	.0%
	Internet - Kay&Co	1	.1%	1	.5%	0	.0%	0	.0%
	Internet - La Redoute	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - Toast	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - White Stuff	1	.1%	0	.0%	0	.0%	0	.0%
	Internet, AOL	1	.1%	1	.5%	0	.0%	0	.0%

**Q10. Thinking about non-food shopping, in which town centre, shopping centre or other location do you usually buy clothes and shoes?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Local stores, Newton	1	.1%	0	.0%	0	.0%	0	.0%
	Jingo, Chapel Walk, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Ludlow	1	.1%	1	.5%	0	.0%	0	.0%
	Bishops Castle	1	.1%	0	.0%	0	.0%	0	.0%
	Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Clun	1	.1%	0	.0%	0	.0%	0	.0%
	Local Stores Worcester	1	.1%	0	.0%	1	.6%	0	.0%
	Market, Shrewsbury	1	.1%	0	.0%	0	.0%	1	.5%
	Marks & Spencer, Lower Mill Street, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Town, Hereford	1	.1%	1	.5%	0	.0%	0	.0%
	Matalan, Harlescott Lane, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Mr Big, High Street, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Only buy these items when on holidays	1	.1%	0	.0%	1	.6%	0	.0%
	London	1	.1%	1	.5%	0	.0%	0	.0%
	Sainsbury's, Hereford Road, Shrewsbury	1	.1%	0	.0%	1	.6%	0	.0%
	Somerset Town Centre	1	.1%	1	.5%	0	.0%	0	.0%
	Stafford	1	.1%	0	.0%	0	.0%	1	.5%
	Swindon Designer Outlet, Kemble Drive, Swindon	1	.1%	1	.5%	0	.0%	0	.0%
	Internet - Tesco	1	.1%	0	.0%	0	.0%	0	.0%
	Yatton	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Belmont Road, Hereford	1	.1%	0	.0%	0	.0%	0	.0%

**Q10. Thinking about non-food shopping, in which town centre, shopping centre or other location do you usually buy clothes and shoes?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Shrewsbury town centre	61	34.5%	3	1.4%
Hereford town centre	26	14.7%	32	14.4%
Ludlow town centre	15	8.5%	6	2.7%
Kidderminster town centre	0	.0%	57	25.7%
Telford town centre	6	3.4%	1	.5%
Leominster town centre	3	1.7%	5	2.3%
Meole Brace Retail Park, Shrewsbury	8	4.5%	1	.5%
Birmingham City Centre	1	.6%	5	2.3%
Hereford Retail Park, Hereford	2	1.1%	2	.9%
Weavers Wharf Retail Park, Kidderminster	0	.0%	4	1.8%
Crossley Retail Park, Kidderminster	0	.0%	5	2.3%
Sundorne Retail Park, Shrewsbury	3	1.7%	0	.0%
Dudley town centre	0	.0%	0	.0%
Telford Forge Retail Park, Telford	1	.6%	0	.0%
Telford Bridge Retail Park, Telford	0	.0%	0	.0%
Wolverhampton town centre	0	.0%	1	.5%

**Q10. Thinking about non-food shopping, in which town centre, shopping centre or other location do you usually buy clothes and shoes?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Worcester	2	1.1%	46	20.7%
	Internet - Various	6	3.4%	9	4.1%
	Don't buy	4	2.3%	4	1.8%
	Catalogue - Various	3	1.7%	2	.9%
	Internet - Amazon	3	1.7%	2	.9%
	Internet - Ebay	2	1.1%	5	2.3%
	Internet - Next Directory	3	1.7%	2	.9%
	Merry Hill Shopping Centre, Brierley Hill	1	.6%	5	2.3%
	Tenbury Wells	0	.0%	7	3.2%
	Cardiff	2	1.1%	0	.0%
	Newtown, Powys	4	2.3%	0	.0%
	Catalogue - Cotton Traders	0	.0%	1	.5%
	Internet - Marks & Spencer	1	.6%	2	.9%
	London	0	.0%	0	.0%
	Manchester City Centre	1	.6%	0	.0%
	Marks & Spencer, Castle Street, Shrewsbury	0	.0%	0	.0%
	Internet - 50 plus	1	.6%	0	.0%
	Bristol	1	.6%	0	.0%
	Catalogue - Daxons	0	.0%	1	.5%
	Catalogue - JD Williams	0	.0%	1	.5%
	Cheltenham	0	.0%	1	.5%
	Craven Arms	1	.6%	0	.0%
	Internet - Damart	0	.0%	0	.0%
	Gwythers, Bishops Castle, Shropshire	2	1.1%	0	.0%
	Internet - Cotton Traders	0	.0%	2	.9%
	Internet - Hotter	0	.0%	0	.0%
	Internet - JD Williams	0	.0%	1	.5%
	Internet - John Lewis	1	.6%	0	.0%
	Oxford	0	.0%	0	.0%

**Q10. Thinking about non-food shopping, in which town centre, shopping centre or other location do you usually buy clothes and shoes?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Solihull	1	.6%	0	.0%
	Varies/ shop around	0	.0%	0	.0%
	Abbey Forgate, Shrewsbury	1	.6%	0	.0%
	Asda, Old Potts Way, Shrewsbury	0	.0%	0	.0%
	Blackpool	0	.0%	1	.5%
	Bournemouth	0	.0%	0	.0%
	Bridgnorth	0	.0%	0	.0%
	Catalogue - Abrose	0	.0%	0	.0%
	Catalogue - Marks & Spencer	0	.0%	1	.5%
	Catalogue - Premier Man	1	.6%	0	.0%
	Internet - Clarks	0	.0%	0	.0%
	Cribbs Causeway, Bristol	0	.0%	0	.0%
	Daughter does the shopping for me	0	.0%	0	.0%
	Designer brands	0	.0%	1	.5%
	Dolgellau	0	.0%	0	.0%
	Eagles Meadow, Wrexham	0	.0%	0	.0%
	Fat Face, High Street, Kiddermintser	0	.0%	1	.5%
	Fleetwood	1	.6%	0	.0%
	Hertfordshire	0	.0%	0	.0%
	Haverfordwest	0	.0%	1	.5%
	Internet - ASOS	0	.0%	0	.0%
	Internet - Boden	1	.6%	0	.0%
	Internet - Debenhams	0	.0%	0	.0%
	Internet - Kay&Co	0	.0%	0	.0%
	Internet - La Redoute	0	.0%	0	.0%
	Internet - Toast	0	.0%	0	.0%
	Internet - White Stuff	1	.6%	0	.0%
	Internet, AOL	0	.0%	0	.0%

**Q10. Thinking about non-food shopping, in which town centre, shopping centre or other location do you usually buy clothes and shoes?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Local stores, Newton	1	.6%	0	.0%
	Jingo, Chapel Walk, Worcester	0	.0%	1	.5%
	Local stores, Ludlow	0	.0%	0	.0%
	Bishops Castle	1	.6%	0	.0%
	Knighton	1	.6%	0	.0%
	Clun	1	.6%	0	.0%
	Local Stores Worcester	0	.0%	0	.0%
	Market, Shrewsbury	0	.0%	0	.0%
	Marks & Spencer, Lower Mill Street, Kidderminster	0	.0%	1	.5%
	Marks & Spencer, High Town, Hereford	0	.0%	0	.0%
	Matalan, Harlescott Lane, Shrewsbury	1	.6%	0	.0%
	Mr Big, High Street, Worcester	0	.0%	1	.5%
	Only buy these items when on holidays	0	.0%	0	.0%
	London	0	.0%	0	.0%
	Sainsbury's, Hereford Road, Shrewsbury	0	.0%	0	.0%
	Somerset Town Centre	0	.0%	0	.0%
	Stafford	0	.0%	0	.0%
	Swindon Designer Outlet, Kemble Drive, Swindon	0	.0%	0	.0%
	Internet - Tesco	1	.6%	0	.0%
	Yatton	1	.6%	0	.0%
	Asda, Belmont Road, Hereford	0	.0%	1	.5%



**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Ludlow town centre	339	33.9%	132	61.7%	82	45.3%	78	38.0%
Shrewsbury town centre	57	5.7%	5	2.3%	1	.6%	18	8.8%
Kidderminster town centre	52	5.2%	2	.9%	11	6.1%	3	1.5%
Leominster town centre	41	4.1%	2	.9%	21	11.6%	2	1.0%
Don't buy	40	4.0%	5	2.3%	9	5.0%	10	4.9%
Hereford town centre	30	3.0%	8	3.7%	5	2.8%	2	1.0%
Telford town centre	12	1.2%	1	.5%	0	.0%	9	4.4%
Meole Brace Retail Park, Shrewsbury	11	1.1%	1	.5%	2	1.1%	3	1.5%
Crossley Retail Park, Kidderminster	3	.3%	0	.0%	0	.0%	1	.5%
Hereford Retail Park, Hereford	3	.3%	1	.5%	0	.0%	1	.5%
Birmingham City Centre	2	.2%	0	.0%	2	1.1%	0	.0%
Sundome Retail Park, Shrewsbury	2	.2%	0	.0%	1	.6%	0	.0%
Dudley town centre	1	.1%	1	.5%	0	.0%	0	.0%
Telford Bridge Retail Park, Telford	1	.1%	0	.0%	0	.0%	0	.0%
Telford Forge Retail Park, Telford	1	.1%	1	.5%	0	.0%	0	.0%
Weavers Wharf Retail Park, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%

**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Boots, Bull Ring, Ludlow	88	8.8%	37	17.3%	17	9.4%	23	11.2%
	Tenbury Wells	64	6.4%	0	.0%	5	2.8%	0	.0%
	Craven Arms	44	4.4%	0	.0%	0	.0%	27	13.2%
	Worcester	24	2.4%	1	.5%	1	.6%	0	.0%
	Knighton	16	1.6%	0	.0%	0	.0%	0	.0%
	Tesco, Station Drive, Ludlow	14	1.4%	3	1.4%	4	2.2%	3	1.5%
	Rowlands, Teme Street, Tenbury Wells	9	.9%	0	.0%	0	.0%	0	.0%
	Bishops Castle	8	.8%	0	.0%	0	.0%	0	.0%
	Internet - Various	7	.7%	0	.0%	1	.6%	3	1.5%
	Newtown, Powys	7	.7%	0	.0%	0	.0%	0	.0%
	Catalogue - Avon	6	.6%	1	.5%	2	1.1%	2	1.0%
	Boots, High Street, Newtown	6	.6%	0	.0%	1	.6%	0	.0%
	Lloyds Pharmacy, Upper Galdeford, Ludlow	6	.6%	3	1.4%	1	.6%	2	1.0%
	Morrisons, Baron Cross Road, Leominster	6	.6%	0	.0%	0	.0%	0	.0%
	Cleobury Mortimer	5	.5%	0	.0%	1	.6%	0	.0%
	Aldi, Station Drive, Ludlow	4	.4%	0	.0%	0	.0%	2	1.0%
	Boots, High Street, Hereford	4	.4%	0	.0%	0	.0%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven Arms	4	.4%	0	.0%	0	.0%	2	1.0%
	Lunts Pharmacy, Drovers House, The Auction Yard, Craven Arms	4	.4%	0	.0%	0	.0%	3	1.5%
	Aldi, Dishley Street, Leominster	3	.3%	0	.0%	1	.6%	0	.0%
	Internet - Amazon	3	.3%	1	.5%	0	.0%	0	.0%
	Boots, Corn Square, Leominster	3	.3%	1	.5%	2	1.1%	0	.0%
	Church Stretton	3	.3%	0	.0%	0	.0%	0	.0%
	Local stores, Ludlow	3	.3%	2	.9%	0	.0%	1	.5%

**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Presteigne	3	.3%	0	.0%	0	.0%	0	.0%
	Body Care, Josiah Mason Mall, Kidderminster	2	.2%	0	.0%	0	.0%	0	.0%
	Boots, High Street, Worcester	2	.2%	0	.0%	1	.6%	0	.0%
	Boots, Mary Hill, Dudley	2	.2%	0	.0%	0	.0%	0	.0%
	Internet - Boots	2	.2%	0	.0%	1	.6%	1	.5%
	Bridgnorth	2	.2%	0	.0%	0	.0%	2	1.0%
	Cardiff	2	.2%	0	.0%	1	.6%	1	.5%
	Varies/ shop around	2	.2%	0	.0%	1	.6%	1	.5%
	Internet - Body Shop	2	.2%	1	.5%	0	.0%	0	.0%
	Merry Hill Shopping Centre, West Midlands	2	.2%	0	.0%	2	1.1%	0	.0%
	Sainsbury's, Carpet Traders Way, Kidderminster	2	.2%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Hereford Road, Shrewsbury	2	.2%	0	.0%	1	.6%	0	.0%
	Stourport-upon-Severn	2	.2%	0	.0%	0	.0%	0	.0%
	Superdrug, Vicar Street, Kidderminster	2	.2%	0	.0%	1	.6%	0	.0%
	Tesco, Castle Road, Kidderminster	2	.2%	0	.0%	0	.0%	0	.0%
	Abbey Forgate, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, The Border, Telford	1	.1%	0	.0%	0	.0%	0	.0%
	Body shop, High Town, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Boots, Pride Street, Shrewsbury	1	.1%	0	.0%	0	.0%	1	.5%
	Boots, Weavers Wharf Retail Park, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Bowketts, Market Square, Tenbury Wells	1	.1%	0	.0%	0	.0%	0	.0%

**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Brown & Francis, Bull Ring, Ludlow	1	.1%	1	.5%	0	.0%	0	.0%
	Catalogue - various	1	.1%	0	.0%	0	.0%	0	.0%
	Chiswick	1	.1%	0	.0%	0	.0%	1	.5%
	Co-op, Upper Galdeford, Ludlow	1	.1%	1	.5%	0	.0%	0	.0%
	Debenhams, Trafford Centre, Manchester	1	.1%	1	.5%	0	.0%	0	.0%
	Fleetwood	1	.1%	0	.0%	0	.0%	0	.0%
	Halesowen	1	.1%	0	.0%	1	.6%	0	.0%
	Internet - Lizearle	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - House of Fraser	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - Inglot	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Leominster	1	.1%	0	.0%	0	.0%	0	.0%
	London	1	.1%	0	.0%	0	.0%	1	.5%
	Manchester City Centre	1	.1%	1	.5%	0	.0%	0	.0%
	Morrisons, Station Approach, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	QVC shopping channel	1	.1%	1	.5%	0	.0%	0	.0%
	Internet - Sainsbury's	1	.1%	0	.0%	0	.0%	0	.0%
	Savers, Weavers Wharf, Kidderminster	1	.1%	0	.0%	1	.6%	0	.0%
	Solihull	1	.1%	0	.0%	1	.6%	0	.0%
	Superdrug, Market Street, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Superdrug, High Street, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Superdrug, Market Place, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Tesco	1	.1%	0	.0%	0	.0%	0	.0%

**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Harry Tuffins, Bridge Street, Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Waitrose, Saltway, Droitwich	1	.1%	0	.0%	0	.0%	0	.0%
	Boots, Bromsgrove Street, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%

**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Ludlow town centre	32	18.1%	14	6.3%
Shrewsbury town centre	32	18.1%	1	.5%
Kidderminster town centre	0	.0%	36	16.2%
Leominster town centre	8	4.5%	8	3.6%
Don't buy	4	2.3%	12	5.4%
Hereford town centre	6	3.4%	9	4.1%
Telford town centre	2	1.1%	0	.0%
Meole Brace Retail Park, Shrewsbury	4	2.3%	1	.5%
Crossley Retail Park, Kidderminster	0	.0%	2	.9%
Hereford Retail Park, Hereford	1	.6%	0	.0%
Birmingham City Centre	0	.0%	0	.0%
Sundome Retail Park, Shrewsbury	1	.6%	0	.0%
Dudley town centre	0	.0%	0	.0%
Telford Bridge Retail Park, Telford	1	.6%	0	.0%
Telford Forge Retail Park, Telford	0	.0%	0	.0%
Weavers Wharf Retail Park, Kidderminster	0	.0%	1	.5%

**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Boots, Bull Ring, Ludow	7	4.0%	4	1.8%
	Tenbury Wells	0	.0%	59	26.6%
	Craven Arms	17	9.6%	0	.0%
	Worcester	1	.6%	21	9.5%
	Knighton	16	9.0%	0	.0%
	Tesco, Station Drive, Ludlow	3	1.7%	1	.5%
	Rowlands, Teme Street, Tenbury Wells	0	.0%	9	4.1%
	Bishops Castle	8	4.5%	0	.0%
	Internet - Various	0	.0%	3	1.4%
	Newtown, Powys	7	4.0%	0	.0%
	Catalogue - Avon	0	.0%	1	.5%
	Boots, High Street, Newtown	5	2.8%	0	.0%
	Lloyds Pharmacy, Upper Galdeford, Ludlow	0	.0%	0	.0%
	Morrisons, Baron Cross Road, Leominster	3	1.7%	3	1.4%
	Cleobury Mortimer	0	.0%	4	1.8%
	Aldi, Station Drive, Ludlow	0	.0%	2	.9%
	Boots, High Street, Hereford	1	.6%	3	1.4%
	Harry Tuffins, Shrewsbury Road, Craven Arms	1	.6%	1	.5%
	Lunts Pharmacy, Drovers House, The Auction Yard, Craven Arms	1	.6%	0	.0%
	Aldi, Dishley Street, Leominster	0	.0%	2	.9%
	Internet - Amazon	0	.0%	2	.9%
	Boots, Corn Square, Leominster	0	.0%	0	.0%
	Church Stretton	2	1.1%	1	.5%
	Local stores, Ludlow	0	.0%	0	.0%

**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Presteigne	3	1.7%	0	.0%
	Body Care, Josiah Mason Mall, Kidderminster	0	.0%	2	.9%
	Boots, High Street, Worcester	0	.0%	1	.5%
	Boots, Mary Hill, Dudley	0	.0%	2	.9%
	Internet - Boots	0	.0%	0	.0%
	Bridgnorth	0	.0%	0	.0%
	Cardiff	0	.0%	0	.0%
	Varies/ shop around	0	.0%	0	.0%
	Internet - Body Shop	1	.6%	0	.0%
	Merry Hill Shopping Centre, West Midlands	0	.0%	0	.0%
	Sainsbury's, Carpet Traders Way, Kidderminster	0	.0%	2	.9%
	Sainsbury's, Hereford Road, Shrewsbury	1	.6%	0	.0%
	Stourport-upon-Severn	0	.0%	2	.9%
	Superdrug, Vicar Street, Kidderminster	0	.0%	1	.5%
	Tesco, Castle Road, Kidderminster	0	.0%	2	.9%
	Abbey Forgeate, Shrewsbury	1	.6%	0	.0%
	Asda, The Border, Telford	1	.6%	0	.0%
	Body shop, High Town, Hereford	0	.0%	1	.5%
	Boots, Pride Street, Shrewsbury	0	.0%	0	.0%
	Boots, Weavers Wharf Retail Park, Kidderminster	0	.0%	1	.5%
	Bowketts, Market Square, Tenbury Wells	0	.0%	1	.5%



**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Brown & Francis, Bull Ring, Ludlow	0	.0%	0	.0%
	Catalogue - various	1	.6%	0	.0%
	Chiswick	0	.0%	0	.0%
	Co-op, Upper Galdeford, Ludlow	0	.0%	0	.0%
	Debenhams, Trafford Centre, Manchester	0	.0%	0	.0%
	Fleetwood	1	.6%	0	.0%
	Halesowen	0	.0%	0	.0%
	Internet - Lizearle	0	.0%	0	.0%
	Internet - House of Fraser	0	.0%	0	.0%
	Internet - Ingot	0	.0%	1	.5%
	Local stores, Kidderminster	0	.0%	1	.5%
	Local stores, Leominster	1	.6%	0	.0%
	London	0	.0%	0	.0%
	Manchester City Centre	0	.0%	0	.0%
	Morrisons, Station Approach, Hereford	0	.0%	1	.5%
	QVC shopping channel	0	.0%	0	.0%
	Internet - Sainsbury's	1	.6%	0	.0%
	Savers, Weavers Wharf, Kidderminster	0	.0%	0	.0%
	Solihull	0	.0%	0	.0%
	Superdrug, Market Street, Newtown	1	.6%	0	.0%
	Superdrug, High Street, Worcester	0	.0%	1	.5%
	Superdrug, Market Place, Hereford	0	.0%	1	.5%
	Internet - Tesco	1	.6%	0	.0%

**Q11. In which town centre, shopping centre or other location do you usually buy chemist and personal care items such as cosmetics etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Harry Tuffins, Bridge Street, Knighton	1	.6%	0	.0%
	Waitrose, Saltway, Droitwich	0	.0%	1	.5%
	Boots, Bromsgrove Street, Kidderminster	0	.0%	1	.5%

**Q12. In which town centre, shopping centre or other location do you usually buy books, DVDs, CDs, and stationery etc?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Don't buy	191	19.1%	41	19.2%	33	18.2%	36	17.6%
Ludlow town centre	149	14.9%	62	29.0%	39	21.5%	30	14.6%
Shrewsbury town centre	61	6.1%	4	1.9%	1	.6%	29	14.1%
Hereford town centre	37	3.7%	4	1.9%	9	5.0%	4	2.0%
Kidderminster town centre	34	3.4%	0	.0%	15	8.3%	3	1.5%
Leominster town centre	20	2.0%	1	.5%	9	5.0%	1	.5%
Telford town centre	13	1.3%	2	.9%	0	.0%	9	4.4%
Hereford Retail Park, Hereford	3	.3%	0	.0%	1	.6%	0	.0%
Crossley Retail Park, Kidderminster	2	.2%	1	.5%	0	.0%	0	.0%
Meole Brace Retail Park, Shrewsbury	2	.2%	0	.0%	0	.0%	2	1.0%
Weavers Wharf Retail Park, Kidderminster	2	.2%	1	.5%	0	.0%	0	.0%
Wrekin Retail Park, Telford	2	.2%	1	.5%	0	.0%	0	.0%
Birmingham City Centre	1	.1%	1	.5%	0	.0%	0	.0%
Sundorne Retail Park, Shrewsbury	1	.1%	1	.5%	0	.0%	0	.0%
Wolverhampton town centre	1	.1%	0	.0%	0	.0%	0	.0%

**Q12. In which town centre, shopping centre or other location do you usually buy books, DVDs, CDs, and stationery etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Internet - Amazon	295	29.5%	49	22.9%	55	30.4%	62	30.2%
	Internet - Various	49	4.9%	15	7.0%	7	3.9%	10	4.9%
	Tesco, Station Drive, Ludlow	16	1.6%	10	4.7%	2	1.1%	2	1.0%
	Worcester	12	1.2%	0	.0%	0	.0%	0	.0%
	Tenbury Wells	11	1.1%	0	.0%	0	.0%	0	.0%
	Internet - Ebay	10	1.0%	0	.0%	1	.6%	2	1.0%
	WHSmith, King Street, Ludlow	10	1.0%	5	2.3%	1	.6%	2	1.0%
	Craven Arms	5	.5%	0	.0%	0	.0%	4	2.0%
	Internet - Play	5	.5%	2	.9%	1	.6%	1	.5%
	Library, Teme Street, Tenbury Wells	5	.5%	0	.0%	0	.0%	0	.0%
	Morrisons, Baron Cross Road, Leominster	5	.5%	1	.5%	1	.6%	1	.5%
	WHSmith, High Street, Worcester	4	.4%	1	.5%	0	.0%	0	.0%
	Varies/ shop around	3	.3%	0	.0%	1	.6%	0	.0%
	Don't buy	3	.3%	2	.9%	0	.0%	1	.5%
	Local stores, Ludlow	3	.3%	2	.9%	0	.0%	1	.5%
	Catalogue - Book People	2	.2%	1	.5%	0	.0%	0	.0%
	Internet - Staples	2	.2%	0	.0%	0	.0%	0	.0%
	Mobile library Van	2	.2%	0	.0%	0	.0%	1	.5%
	Ludlow Library, Parkway Road, Ludlow	2	.2%	1	.5%	0	.0%	0	.0%
	Merry Hill Shopping Centre, Brierley Hill	2	.2%	0	.0%	0	.0%	0	.0%
	Newtown	2	.2%	0	.0%	0	.0%	0	.0%
	Roundabout Stationery, Broad Street, Ludlow	2	.2%	2	.9%	0	.0%	0	.0%
	Waterstones, High Street, Shrewsbury	2	.2%	0	.0%	0	.0%	1	.5%
	WHSmith, High Street, Kidderminster	2	.2%	0	.0%	2	1.1%	0	.0%

**Q12. In which town centre, shopping centre or other location do you usually buy books, DVDs, CDs, and stationery etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Abbey Forgate, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, New Road, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Cheltenham	1	.1%	1	.5%	0	.0%	0	.0%
	Co-op, Bromyard Road, Tenbury Wells	1	.1%	0	.0%	0	.0%	0	.0%
	Corvedale Road, Craven Arms, Shropshire	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - Eden Resources	1	.1%	0	.0%	1	.6%	0	.0%
	Internet - Readers	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - Viking	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Waterstones	1	.1%	1	.5%	0	.0%	0	.0%
	Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Clun	1	.1%	0	.0%	0	.0%	0	.0%
	Bishops Castle	1	.1%	0	.0%	0	.0%	0	.0%
	Magazine in post	1	.1%	1	.5%	0	.0%	0	.0%
	Manchester Town Centre	1	.1%	1	.5%	0	.0%	0	.0%
	Morrisons, Pool Road, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Presteigne	1	.1%	0	.0%	0	.0%	0	.0%
	WHSmith, High Street, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Bewell Street, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Tesco	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Pool Road, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	The Range, Crossley Retail Park, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven Arms	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Viking	1	.1%	0	.0%	0	.0%	0	.0%
	Waterstones, Commercial Street, Hereford	1	.1%	0	.0%	1	.6%	0	.0%

**Q12. In which town centre, shopping centre or other location do you usually buy books, DVDs, CDs, and stationery etc?**

		Base: All respondents		Zone					
				1		2		3	
				Num	%	Num	%	Num	%
Other	Waterstones, Dean Street, Telford	1	.1%	0	.0%	1	.6%	0	.0%
	Wellington Retail Park, Telford	1	.1%	0	.0%	0	.0%	1	.5%
	WHSmith, High Town, Hereford	1	.1%	0	.0%	0	.0%	0	.0%

**Q12. In which town centre, shopping centre or other location do you usually buy books, DVDs, CDs, and stationery etc?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Don't buy	31	17.5%	50	22.5%
Ludlow town centre	10	5.6%	8	3.6%
Shrewsbury town centre	26	14.7%	1	.5%
Hereford town centre	11	6.2%	9	4.1%
Kidderminster town centre	0	.0%	16	7.2%
Leominster town centre	5	2.8%	4	1.8%
Telford town centre	2	1.1%	0	.0%
Hereford Retail Park, Hereford	2	1.1%	0	.0%
Crossley Retail Park, Kidderminster	0	.0%	1	.5%
Meole Brace Retail Park, Shrewsbury	0	.0%	0	.0%
Weavers Wharf Retail Park, Kidderminster	0	.0%	1	.5%
Wrekin Retail Park, Telford	0	.0%	1	.5%
Birmingham City Centre	0	.0%	0	.0%
Sundorne Retail Park, Shrewsbury	0	.0%	0	.0%
Wolverhampton town centre	1	.6%	0	.0%

**Q12. In which town centre, shopping centre or other location do you usually buy books, DVDs, CDs, and stationery etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Internet - Amazon	52	29.4%	76	34.2%
	Internet - Various	9	5.1%	8	3.6%
	Tesco, Station Drive, Ludlow	1	.6%	1	.5%
	Worcester	0	.0%	12	5.4%
	Tenbury Wells	0	.0%	11	5.0%
	Internet - Ebay	4	2.3%	3	1.4%
	WHSmith, King Street, Ludlow	1	.6%	1	.5%
	Craven Arms	1	.6%	0	.0%
	Internet - Play	0	.0%	1	.5%
	Library, Teme Street, Tenbury Wells	0	.0%	5	2.3%
	Morrisons, Baron Cross Road, Leominster	1	.6%	1	.5%
	WHSmith, High Street, Worcester	0	.0%	3	1.4%
	Varies/ shop around	2	1.1%	0	.0%
	Don't buy	0	.0%	0	.0%
	Local stores, Ludlow	0	.0%	0	.0%
	Catalogue - Book People	1	.6%	0	.0%
	Internet - Staples	1	.6%	1	.5%
	Mobile library Van	1	.6%	0	.0%
	Ludlow Library, Parkway Road, Ludlow	0	.0%	1	.5%
	Merry Hill Shopping Centre, Brierley Hill	0	.0%	2	.9%
	Newtown	2	1.1%	0	.0%
	Roundabout Stationery, Broad Street, Ludlow	0	.0%	0	.0%
	Waterstones, High Street, Shrewsbury	0	.0%	1	.5%
	WHSmith, High Street, Kidderminster	0	.0%	0	.0%



**Q12. In which town centre, shopping centre or other location do you usually buy books, DVDs, CDs, and stationery etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Abbey Forgeate, Shrewsbury	1	.6%	0	.0%
	Asda, New Road, Kidderminster	0	.0%	1	.5%
	Cheltenham	0	.0%	0	.0%
	Co-op, Bromyard Road, Tenbury Wells	0	.0%	1	.5%
	Corvedale Road, Craven Arms, Shropshire	0	.0%	0	.0%
	Internet - Eden Resources	0	.0%	0	.0%
	Internet - Readers	0	.0%	0	.0%
	Internet - Viking	1	.6%	0	.0%
	Internet - Waterstones	0	.0%	0	.0%
	Knighton	1	.6%	0	.0%
	Clun	1	.6%	0	.0%
	Bishops Castle	1	.6%	0	.0%
	Magazine in post	0	.0%	0	.0%
	Manchester Town Centre	0	.0%	0	.0%
	Morrisons, Pool Road, Newtown	1	.6%	0	.0%
	Presteigne	1	.6%	0	.0%
	WHSmith, High Street, Newtown	1	.6%	0	.0%
	Tesco, Bewell Street, Hereford	1	.6%	0	.0%
	Internet - Tesco	1	.6%	0	.0%
	Tesco, Pool Road, Newtown	1	.6%	0	.0%
	The Range, Crossley Retail Park, Kidderminster	0	.0%	1	.5%
	Harry Tuffins, Shrewsbury Road, Craven Arms	1	.6%	0	.0%
	Internet - Viking	0	.0%	1	.5%
	Waterstones, Commercial Street, Hereford	0	.0%	0	.0%

**Q12. In which town centre, shopping centre or other location do you usually buy books, DVDs, CDs, and stationery etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Waterstones, Dean Street, Telford	0	.0%	0	.0%
	Wellington Retail Park, Telford	0	.0%	0	.0%
	WHSmith, High Town, Hereford	1	.6%	0	.0%

**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Don't buy	280	28.0%	69	32.2%	45	24.9%	53	25.9%
Ludlow town centre	117	11.7%	40	18.7%	35	19.3%	24	11.7%
Shrewsbury town centre	99	9.9%	20	9.3%	4	2.2%	43	21.0%
Hereford town centre	65	6.5%	23	10.7%	16	8.8%	7	3.4%
Kidderminster town centre	61	6.1%	5	2.3%	15	8.3%	3	1.5%
Meole Brace Retail Park, Shrewsbury	20	2.0%	6	2.8%	2	1.1%	7	3.4%
Leominster town centre	18	1.8%	1	.5%	9	5.0%	1	.5%
Telford town centre	11	1.1%	1	.5%	1	.6%	8	3.9%
Hereford Retail Park, Hereford	10	1.0%	3	1.4%	1	.6%	0	.0%
Crossley Retail Park, Kidderminster	9	.9%	2	.9%	0	.0%	2	1.0%
Weavers Wharf Retail Park, Kidderminster	6	.6%	1	.5%	0	.0%	0	.0%
Sundorne Retail Park, Shrewsbury	5	.5%	1	.5%	1	.6%	0	.0%
Birmingham City Centre	3	.3%	0	.0%	0	.0%	1	.5%
Telford Bridge Retail Park, Telford	3	.3%	3	1.4%	0	.0%	0	.0%
Telford Forge Retail Park, Telford	3	.3%	1	.5%	0	.0%	0	.0%
Salmon Retail Park, Hereford	1	.1%	0	.0%	0	.0%	1	.5%
Wrekin Retail Park, Telford	1	.1%	0	.0%	0	.0%	0	.0%

**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Internet - Amazon	63	6.3%	7	3.3%	16	8.8%	12	5.9%
	Internet - Various	55	5.5%	13	6.1%	8	4.4%	12	5.9%
	Internet - Ebay	24	2.4%	1	.5%	6	3.3%	5	2.4%
	Worcester	13	1.3%	0	.0%	1	.6%	0	.0%
	Tenbury Wells	11	1.1%	0	.0%	3	1.7%	0	.0%
	Tesco, Station Drive, Ludlow	9	.9%	1	.5%	1	.6%	4	2.0%
	Internet - Argos	6	.6%	4	1.9%	1	.6%	0	.0%
	Local stores, Ludlow	6	.6%	3	1.4%	1	.6%	1	.5%
	Craven Arms	5	.5%	0	.0%	0	.0%	1	.5%
	Harry Tuffins, Shrewsbury Road, Craven Arms	5	.5%	0	.0%	0	.0%	2	1.0%
	Internet - Amazon/ Ebay	4	.4%	0	.0%	0	.0%	1	.5%
	Tenbury Wells Pet Shop, Market Street, Tenbury Wells	4	.4%	0	.0%	0	.0%	0	.0%
	Argos, Swan Centre, Kidderminster	3	.3%	0	.0%	2	1.1%	1	.5%
	Argos, Back Lane, Newtown, Powys	3	.3%	0	.0%	0	.0%	0	.0%
	Countrywide Farmers, Kinsham, Presteigne	3	.3%	0	.0%	0	.0%	1	.5%
	Countrywide Stores, Weeping Cross Lane, Ludlow	3	.3%	2	.9%	1	.6%	0	.0%
	Internet - Tesco	3	.3%	0	.0%	0	.0%	2	1.0%
	Merry Hill Shopping Centre, Brierley Hill	3	.3%	0	.0%	2	1.1%	0	.0%
	Toys 'r' Us, Meole Brace Retail Park, Shrewsbury	3	.3%	0	.0%	0	.0%	2	1.0%
	Bishops Castle	2	.2%	0	.0%	0	.0%	0	.0%
	Harry Tuffins, Whitehall Supermarket, Bridge Street, Knighton	2	.2%	0	.0%	0	.0%	0	.0%

**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Internet - John Lewis	2	.2%	1	.5%	0	.0%	0	.0%
	Internet - Sports Direct	2	.2%	1	.5%	0	.0%	0	.0%
	Internet - Toys R Us	2	.2%	0	.0%	1	.6%	0	.0%
	Knighton	2	.2%	0	.0%	0	.0%	0	.0%
	Catalogue - Various	2	.2%	0	.0%	1	.6%	0	.0%
	Catalogue - Garden Bird Supplies	2	.2%	0	.0%	1	.6%	1	.5%
	Morrisons, Barons Cross Road, Leominster	2	.2%	0	.0%	0	.0%	1	.5%
	Newton	2	.2%	0	.0%	0	.0%	0	.0%
	Abbey Forgate, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Silver Street, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Bowketts, Market Square, Tenbury Wells	1	.1%	0	.0%	0	.0%	0	.0%
	Bromyard	1	.1%	0	.0%	0	.0%	0	.0%
	Cleobury Mortimer Supplies, Tidbury, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Clee Hill	1	.1%	0	.0%	1	.6%	0	.0%
	Internet - Countryway	1	.1%	0	.0%	1	.6%	0	.0%
	Dunelm Mill, Holmer Road, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Eardiston, Ludlow	1	.1%	0	.0%	1	.6%	0	.0%
	Farmers Market, Bridgnorth	1	.1%	0	.0%	0	.0%	1	.5%
	Gallaghers, Lion Lane, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Halfords, Spur Retail Park, Hereford	1	.1%	1	.5%	0	.0%	0	.0%
	Halfords, Meole Brace Retail Park, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%

**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Halfords, Elgar Retail Park, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Best Pets	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - Chain Reaction Cycles	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Smyths	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Zoo Plus	1	.1%	0	.0%	0	.0%	1	.5%
	Catalogue - Issme	1	.1%	0	.0%	1	.6%	0	.0%
	Internet - Littlewoods	1	.1%	1	.5%	0	.0%	0	.0%
	Bridgnorth	1	.1%	0	.0%	0	.0%	1	.5%
	Ludbury North	1	.1%	0	.0%	0	.0%	0	.0%
	Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Leominster	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, Merry Hill, Brierley Hill, Dudley	1	.1%	0	.0%	0	.0%	1	.5%
	Manchester City Centre	1	.1%	1	.5%	0	.0%	0	.0%
	Marks & Spencer, Lower Mill Street, Kidderminster	1	.1%	0	.0%	1	.6%	0	.0%
	Newport	1	.1%	1	.5%	0	.0%	0	.0%
	Internet - Ace	1	.1%	1	.5%	0	.0%	0	.0%
	Pearce Cycles, Fishmore, Ludlow	1	.1%	0	.0%	0	.0%	1	.5%
	Petcare, Wannerton Road, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Presteigne	1	.1%	0	.0%	0	.0%	0	.0%
	Sainsbury's, Carpet Trades Way, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Solihull	1	.1%	0	.0%	1	.6%	0	.0%
	Sports Direct, Maylord Shopping Centre, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Stafford	1	.1%	0	.0%	0	.0%	1	.5%
	Stourport-on-Severn	1	.1%	0	.0%	0	.0%	0	.0%

**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Tesco, Pool Road, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	The Wool Shop, Broad Street, Ludlow	1	.1%	0	.0%	1	.6%	0	.0%
	Wellington Retail Park, Telford	1	.1%	0	.0%	0	.0%	1	.5%
	WHSmith, King Street, Ludlow	1	.1%	0	.0%	0	.0%	1	.5%
	Wynnstay, Shrewsbury Road, Craven Arms	1	.1%	0	.0%	0	.0%	0	.0%

**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Don't buy	47	26.6%	66	29.7%
Ludlow town centre	9	5.1%	9	4.1%
Shrewsbury town centre	31	17.5%	1	.5%
Hereford town centre	10	5.6%	9	4.1%
Kidderminster town centre	0	.0%	38	17.1%
Meole Brace Retail Park, Shrewsbury	4	2.3%	1	.5%
Leominster town centre	2	1.1%	5	2.3%
Telford town centre	1	.6%	0	.0%
Hereford Retail Park, Hereford	3	1.7%	3	1.4%
Crossley Retail Park, Kidderminster	0	.0%	5	2.3%
Weavers Wharf Retail Park, Kidderminster	2	1.1%	3	1.4%
Sundorne Retail Park, Shrewsbury	3	1.7%	0	.0%
Birmingham City Centre	0	.0%	2	.9%
Telford Bridge Retail Park, Telford	0	.0%	0	.0%
Telford Forge Retail Park, Telford	2	1.1%	0	.0%
Salmon Retail Park, Hereford	0	.0%	0	.0%
Wrekin Retail Park, Telford	0	.0%	1	.5%



**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Internet - Amazon	15	8.5%	13	5.9%
	Internet - Various	10	5.6%	12	5.4%
	Internet - Ebay	5	2.8%	7	3.2%
	Worcester	1	.6%	11	5.0%
	Tenbury Wells	0	.0%	8	3.6%
	Tesco, Station Drive, Ludlow	1	.6%	1	.5%
	Internet - Argos	0	.0%	1	.5%
	Local stores, Ludlow	0	.0%	1	.5%
	Craven Arms	4	2.3%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven Arms	3	1.7%	0	.0%
	Internet - Amazon/ Ebay	0	.0%	3	1.4%
	Tenbury Wells Pet Shop, Market Street, Tenbury Wells	0	.0%	4	1.8%
	Argos, Swan Centre, Kidderminster	0	.0%	0	.0%
	Argos, Back Lane, Newtown, Powys	3	1.7%	0	.0%
	Countrywide Farmers, Kinsham, Presteigne	2	1.1%	0	.0%
	Countrywide Stores, Weeping Cross Lane, Ludlow	0	.0%	0	.0%
	Internet - Tesco	1	.6%	0	.0%
	Merry Hill Shopping Centre, Brierley Hill	0	.0%	1	.5%
	Toys 'r' Us, Meole Brace Retail Park, Shrewsbury	1	.6%	0	.0%
	Bishops Castle	2	1.1%	0	.0%
	Harry Tuffins, Whitehall Supermarket, Bridge Street, Knighton	2	1.1%	0	.0%

**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Internet - John Lewis	0	.0%	1	.5%
	Internet - Sports Direct	0	.0%	1	.5%
	Internet - Toys R Us	1	.6%	0	.0%
	Knighton	2	1.1%	0	.0%
	Catalogue - Various	0	.0%	1	.5%
	Catalogue - Garden Bird Supplies	0	.0%	0	.0%
	Morrisons, Barons Cross Road, Leominster	1	.6%	0	.0%
	Newton	2	1.1%	0	.0%
	Abbey Forgate, Shrewsbury	1	.6%	0	.0%
	Asda, Silver Street, Worcester	0	.0%	1	.5%
	Bowketts, Market Square, Tenbury Wells	0	.0%	1	.5%
	Bromyard	0	.0%	1	.5%
	Cleobury Mortimer Supplies, Tidbury, Kidderminster	0	.0%	1	.5%
	Clee Hill	0	.0%	0	.0%
	Internet - Countryway	0	.0%	0	.0%
	Dunelm Mill, Holmer Road, Hereford	0	.0%	1	.5%
	Eardiston, Ludlow	0	.0%	0	.0%
	Farmers Market, Bridgnorth	0	.0%	0	.0%
	Gallaghers, Lion Lane, Kidderminster	0	.0%	1	.5%
	Halfords, Spur Retail Park, Hereford	0	.0%	0	.0%
	Halfords, Meole Brace Retail Park, Shrewsbury	1	.6%	0	.0%

**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Halfords, Elgar Retail Park, Worcester	0	.0%	1	.5%
	Internet - Best Pets	0	.0%	0	.0%
	Internet - Chain Reaction Cycles	0	.0%	1	.5%
	Internet - Smyths	0	.0%	1	.5%
	Internet - Zoo Plus	0	.0%	0	.0%
	Catalogue - Issme	0	.0%	0	.0%
	Internet - Littlewoods	0	.0%	0	.0%
	Bridgnorth	0	.0%	0	.0%
	Ludbury North	1	.6%	0	.0%
	Newtown	1	.6%	0	.0%
	Local stores, Leominster	0	.0%	1	.5%
	Marks & Spencer, Merry Hill, Brierley Hill, Dudley	0	.0%	0	.0%
	Manchester City Centre	0	.0%	0	.0%
	Marks & Spencer, Lower Mill Street, Kidderminster	0	.0%	0	.0%
	Newport	0	.0%	0	.0%
	Internet - Ace	0	.0%	0	.0%
	Pearce Cycles, Fishmore, Ludlow	0	.0%	0	.0%
	Petcare, Wannerton Road, Kidderminster	0	.0%	1	.5%
	Presteigne	1	.6%	0	.0%
	Sainsbury's, Carpet Trades Way, Kidderminster	0	.0%	1	.5%
	Solihull	0	.0%	0	.0%
	Sports Direct, Maylord Shopping Centre, Hereford	0	.0%	1	.5%
	Stafford	0	.0%	0	.0%
	Stourport-on-Severn	0	.0%	1	.5%

**Q13. In which town centre, shopping centre or other location do you usually buy recreational and leisure goods including toys, bicycles and accessories, hobbies and pet products etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Tesco, Pool Road, Newtown	1	.6%	0	.0%
	The Wool Shop, Broad Street, Ludlow	0	.0%	0	.0%
	Wellington Retail Park, Telford	0	.0%	0	.0%
	WHSmith, King Street, Ludlow	0	.0%	0	.0%
	Wynnstay, Shrewsbury Road, Craven Arms	1	.6%	0	.0%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Don't buy	224	22.4%	46	21.5%	47	26.0%	50	24.4%
Hereford town centre	110	11.0%	38	17.8%	29	16.0%	14	6.8%
Shrewsbury town centre	104	10.4%	15	7.0%	3	1.7%	42	20.5%
Ludlow town centre	82	8.2%	34	15.9%	10	5.5%	18	8.8%
Kidderminster town centre	70	7.0%	9	4.2%	20	11.0%	5	2.4%
Hereford Retail Park, Hereford	47	4.7%	17	7.9%	9	5.0%	5	2.4%
Telford town centre	22	2.2%	1	.5%	3	1.7%	15	7.3%
Meole Brace Retail Park, Shrewsbury	14	1.4%	2	.9%	1	.6%	4	2.0%
Leominster town centre	10	1.0%	1	.5%	4	2.2%	1	.5%
Sundorne Retail Park, Shrewsbury	9	.9%	3	1.4%	2	1.1%	1	.5%
Birmingham City Centre	8	.8%	1	.5%	3	1.7%	1	.5%
Crossley Retail Park, Kidderminster	7	.7%	1	.5%	1	.6%	2	1.0%
Weavers Wharf Retail Park, Kidderminster	4	.4%	2	.9%	0	.0%	0	.0%
Dudley town centre	3	.3%	0	.0%	1	.6%	1	.5%
Wolverhampton town centre	3	.3%	0	.0%	1	.6%	1	.5%
Wrekin Retail Park, Telford	3	.3%	1	.5%	1	.6%	0	.0%
Spur Retail Park, Hereford	1	.1%	1	.5%	0	.0%	0	.0%
Telford Forge Retail Park, Telford	1	.1%	0	.0%	0	.0%	0	.0%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Worcester	32	3.2%	0	.0%	6	3.3%	0	.0%
	Dunelm Mill, Spur Retail Park, Holmer Road, Hereford	26	2.6%	7	3.3%	4	2.2%	7	3.4%
	Internet - Various	26	2.6%	5	2.3%	6	3.3%	5	2.4%
	Internet - Amazon	13	1.3%	1	.5%	7	3.9%	1	.5%
	Dunelm, Sundorne Retail Park, Shrewsbury	9	.9%	2	.9%	1	.6%	2	1.0%
	Tenbury Wells	9	.9%	0	.0%	0	.0%	0	.0%
	Catalogue - Various	6	.6%	0	.0%	2	1.1%	2	1.0%
	Tesco, Station Drive, Ludlow	6	.6%	4	1.9%	1	.6%	1	.5%
	Harry Tuffins, Shrewsbury Road, Craven Arms	5	.5%	0	.0%	0	.0%	4	2.0%
	Ikea, Wednesbury, Birmingham	5	.5%	1	.5%	0	.0%	2	1.0%
	Internet - EBay	5	.5%	0	.0%	0	.0%	1	.5%
	Internet - Marks & Spencer	5	.5%	1	.5%	1	.6%	0	.0%
	Internet - Tesco	5	.5%	2	.9%	1	.6%	0	.0%
	Merry Hill Shopping Centre, Brierley Hill, West Midlands	5	.5%	0	.0%	2	1.1%	0	.0%
	Internet - John Lewis	5	.5%	0	.0%	1	.6%	0	.0%
	Craven Arms	4	.4%	0	.0%	0	.0%	0	.0%
	Dunelm Mill, Oxford Street, Kidderminster	4	.4%	0	.0%	0	.0%	0	.0%
	TK Maxx, Trinity Square, Hereford	4	.4%	1	.5%	1	.6%	0	.0%
	Asda, Belmont Road, Hereford	3	.3%	1	.5%	0	.0%	0	.0%
	Catalogue - Littlewoods	3	.3%	0	.0%	1	.6%	0	.0%
	John Lewis, Touchwood, Solihull	3	.3%	2	.9%	0	.0%	1	.5%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	The Range, Carpet Trades Way, Kidderminster	3	.3%	0	.0%	0	.0%	1	.5%
	Debenhams, High Street, Worcester	2	.2%	0	.0%	0	.0%	0	.0%
	Don't know	2	.2%	0	.0%	0	.0%	0	.0%
	Internet - Amazon/ Ebay	2	.2%	0	.0%	0	.0%	2	1.0%
	Internet - Debenhams	2	.2%	2	.9%	0	.0%	0	.0%
	Internet - The White Company	2	.2%	0	.0%	0	.0%	0	.0%
	John Lewis, Wilmslow Road, Cheadle	2	.2%	0	.0%	0	.0%	0	.0%
	Local stores, Ludlow	2	.2%	1	.5%	0	.0%	1	.5%
	Market, Ludlow	2	.2%	0	.0%	0	.0%	2	1.0%
	Marks & Spencer, Castle Street, Shrewsbury	2	.2%	1	.5%	1	.6%	0	.0%
	Morrisons, Baron Cross Road, Leominster	2	.2%	0	.0%	0	.0%	0	.0%
	Newton	2	.2%	0	.0%	0	.0%	0	.0%
	Poundland, Worcester Street, Kidderminster	2	.2%	0	.0%	1	.6%	0	.0%
	London	2	.2%	1	.5%	0	.0%	1	.5%
	Sainsbury's, Barton Road, Hereford	2	.2%	0	.0%	1	.6%	0	.0%
	Sainsbury's, Hereford Road, Shrewsbury	2	.2%	0	.0%	1	.6%	1	.5%
	Marks & Spencer, High Street, Worcester	2	.2%	0	.0%	0	.0%	0	.0%
	Internet - 50 plus	1	.1%	0	.0%	0	.0%	1	.5%
	Abbey Forge, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Bangor, North Wales	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, The Border, Telford	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Silver Street, Worcester	1	.1%	0	.0%	0	.0%	0	.0%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Auctioneers, Leominster	1	.1%	0	.0%	1	.6%	0	.0%
	BHS, Regent Arcade, Cheltenham	1	.1%	1	.5%	0	.0%	0	.0%
	Bridgnorth	1	.1%	0	.0%	0	.0%	1	.5%
	Bromyard	1	.1%	0	.0%	0	.0%	0	.0%
	Cardiff	1	.1%	0	.0%	1	.6%	0	.0%
	Catalogue - Ambrose	1	.1%	0	.0%	1	.6%	0	.0%
	Varies/ shop around	1	.1%	0	.0%	0	.0%	0	.0%
	Chiswick, London	1	.1%	0	.0%	0	.0%	1	.5%
	Catalogue, Croft Mill	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - Damart	1	.1%	0	.0%	1	.6%	0	.0%
	Debenhams, Telford Shopping Centre, Telford	1	.1%	0	.0%	0	.0%	1	.5%
	Dudley or Merry Hill	1	.1%	0	.0%	0	.0%	0	.0%
	Eagles Meadow, Wrexham	1	.1%	1	.5%	0	.0%	0	.0%
	Fleetwood	1	.1%	0	.0%	0	.0%	0	.0%
	Gloucester	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Holmer Road, Hereford	1	.1%	1	.5%	0	.0%	0	.0%
	Home & Garden Store, Temeside, Ludlow	1	.1%	0	.0%	0	.0%	0	.0%
	Home & Garden Store, Burford, Tenbury Wells	1	.1%	0	.0%	1	.6%	0	.0%
	I get things from my own shop	1	.1%	0	.0%	0	.0%	0	.0%
	Ikea, Bletcham Way, Milton Keynes	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Out of Eden	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Argos	1	.1%	1	.5%	0	.0%	0	.0%
	Internet - Cath Kidson	1	.1%	1	.5%	0	.0%	0	.0%
	Internet - House of Fraser	1	.1%	0	.0%	1	.6%	0	.0%
	Internet, Bid TV	1	.1%	0	.0%	0	.0%	0	.0%
	Catalogue - JD Williams	1	.1%	0	.0%	0	.0%	0	.0%



**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	John Lewis, The Mall, Cribbs Causeway, Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Cressex Business Park, High Wycombe	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - K&Co	1	.1%	0	.0%	0	.0%	0	.0%
	Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - La Redoute	1	.1%	0	.0%	0	.0%	1	.5%
	Local Markets in the area	1	.1%	0	.0%	0	.0%	0	.0%
	Local stores, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Malvern, Worcestershire	1	.1%	1	.5%	0	.0%	0	.0%
	Manchester City Centre	1	.1%	1	.5%	0	.0%	0	.0%
	Marks & Spencer, High Street, Birmingham	1	.1%	0	.0%	0	.0%	0	.0%
	Marks & Spencer, High Town, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Morrisons, Pool Road, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Presteigne	1	.1%	0	.0%	0	.0%	0	.0%
	Primark, Dudley Road, Brierley Hill	1	.1%	0	.0%	0	.0%	0	.0%
	QVC shopping channel	1	.1%	1	.5%	0	.0%	0	.0%
	Rackhams, High Street, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Solihull	1	.1%	0	.0%	1	.6%	0	.0%
	Stourbridge	1	.1%	0	.0%	0	.0%	0	.0%
	Catalogue - Studio	1	.1%	0	.0%	1	.6%	0	.0%
	Swindon Outlet Centre, Kemble Drive, Swindon	1	.1%	1	.5%	0	.0%	0	.0%
	Telford or Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Tesco, Smithfield Road, Welshpool	1	.1%	0	.0%	0	.0%	1	.5%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Base: All respondents		Zone					
		Num		1		2		3	
				Num	%	Num	%	Num	%
Other	The Range, Sundorn Retail Park, Arlington Way, Shrewsbury	1	.1%	1	.5%	0	.0%	0	.0%
	Harry Tuffins, Bridge Street, Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Wellington Retail Park, Telford	1	.1%	0	.0%	0	.0%	1	.5%
	Westbury	1	.1%	0	.0%	0	.0%	1	.5%
	Wilkinsons, High Street, Brownhills, Walsall	1	.1%	0	.0%	0	.0%	1	.5%
	Tesco, St Peters Drive, Worcester	1	.1%	0	.0%	0	.0%	0	.0%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Don't buy	34	19.2%	47	21.2%
Hereford town centre	14	7.9%	15	6.8%
Shrewsbury town centre	42	23.7%	2	.9%
Ludlow town centre	12	6.8%	8	3.6%
Kidderminster town centre	0	.0%	36	16.2%
Hereford Retail Park, Hereford	5	2.8%	11	5.0%
Telford town centre	3	1.7%	0	.0%
Meole Brace Retail Park, Shrewsbury	6	3.4%	1	.5%
Leominster town centre	1	.6%	3	1.4%
Sundorne Retail Park, Shrewsbury	3	1.7%	0	.0%
Birmingham City Centre	1	.6%	2	.9%
Crossley Retail Park, Kidderminster	0	.0%	3	1.4%
Weavers Wharf Retail Park, Kidderminster	0	.0%	2	.9%
Dudley town centre	0	.0%	1	.5%
Wolverhampton town centre	1	.6%	0	.0%
Wrekin Retail Park, Telford	0	.0%	1	.5%
Spur Retail Park, Hereford	0	.0%	0	.0%
Telford Forge Retail Park, Telford	0	.0%	1	.5%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Worcester	0	.0%	26	11.7%
	Dunelm Mill, Spur Retail Park, Holmer Road, Hereford	3	1.7%	5	2.3%
	Internet - Various	6	3.4%	4	1.8%
	Internet - Amazon	1	.6%	3	1.4%
	Dunelm, Sundorne Retail Park, Shrewsbury	4	2.3%	0	.0%
	Tenbury Wells	0	.0%	9	4.1%
	Catalogue - Various	1	.6%	1	.5%
	Tesco, Station Drive, Ludlow	0	.0%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven Arms	1	.6%	0	.0%
	Ikea, Wednesbury, Birmingham	2	1.1%	0	.0%
	Internet - EBay	1	.6%	3	1.4%
	Internet - Marks & Spencer	3	1.7%	0	.0%
	Internet - Tesco	2	1.1%	0	.0%
	Merry Hill Shopping Centre, Brierley Hill, West Midlands	0	.0%	3	1.4%
	Internet - John Lewis	2	1.1%	1	.5%
	Craven Arms	4	2.3%	0	.0%
	Dunelm Mill, Oxford Street, Kidderminster	0	.0%	4	1.8%
	TK Maxx, Trinity Square, Hereford	2	1.1%	0	.0%
	Asda, Belmont Road, Hereford	0	.0%	2	.9%
	Catalogue - Littlewoods	1	.6%	1	.5%
John Lewis, Touchwood, Solihull	0	.0%	0	.0%	

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	The Range, Carpet Trades Way, Kidderminster	0	.0%	2	.9%
	Debenhams, High Street, Worcester	0	.0%	2	.9%
	Don't know	0	.0%	2	.9%
	Internet - Amazon/ Ebay	0	.0%	0	.0%
	Internet - Debenhams	0	.0%	0	.0%
	Internet - The White Company	1	.6%	1	.5%
	John Lewis, Wilmslow Road, Cheadle	2	1.1%	0	.0%
	Local stores, Ludlow	0	.0%	0	.0%
	Market, Ludlow	0	.0%	0	.0%
	Marks & Spencer, Castle Street, Shrewsbury	0	.0%	0	.0%
	Morrisons, Baron Cross Road, Leominster	1	.6%	1	.5%
	Newton	2	1.1%	0	.0%
	Poundland, Worcester Street, Kidderminster	0	.0%	1	.5%
	London	0	.0%	0	.0%
	Sainsbury's, Barton Road, Hereford	0	.0%	1	.5%
	Sainsbury's, Hereford Road, Shrewsbury	0	.0%	0	.0%
	Marks & Spencer, High Street, Worcester	0	.0%	2	.9%
	Internet - 50 plus	0	.0%	0	.0%
	Abbey Forgate, Shrewsbury	1	.6%	0	.0%
	Bangor, North Wales	1	.6%	0	.0%
	Asda, The Border, Telford	1	.6%	0	.0%
	Asda, Silver Street, Worcester	0	.0%	1	.5%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Auctioneers, Leominster	0	.0%	0	.0%
	BHS, Regent Arcade, Cheltenham	0	.0%	0	.0%
	Bridgnorth	0	.0%	0	.0%
	Bromyard	0	.0%	1	.5%
	Cardiff	0	.0%	0	.0%
	Catalogue - Ambrose	0	.0%	0	.0%
	Varies/ shop around	1	.6%	0	.0%
	Chiswick, London	0	.0%	0	.0%
	Catalogue, Croft Mill	0	.0%	0	.0%
	Internet - Damart	0	.0%	0	.0%
	Debenhams, Telford	0	.0%	0	.0%
	Shopping Centre, Telford	0	.0%	0	.0%
	Dudley or Merry Hill	0	.0%	1	.5%
	Eagles Meadow, Wrexham	0	.0%	0	.0%
	Fleetwood	1	.6%	0	.0%
	Gloucester	1	.6%	0	.0%
	B&Q, Holmer Road, Hereford	0	.0%	0	.0%
	Home & Garden Store, Temeside, Ludlow	0	.0%	1	.5%
	Home & Garden Store, Burford, Tenbury Wells	0	.0%	0	.0%
	I get things from my own shop	0	.0%	1	.5%
	Ikea, Bletcham Way, Milton Keynes	0	.0%	1	.5%
	Internet - Out of Eden	1	.6%	0	.0%
	Internet - Argos	0	.0%	0	.0%
	Internet - Cath Kidson	0	.0%	0	.0%
	Internet - House of Fraser	0	.0%	0	.0%
	Internet, Bid TV	1	.6%	0	.0%
	Catalogue - JD Williams	0	.0%	1	.5%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	John Lewis, The Mall, Cribbs Causeway, Bristol	0	.0%	1	.5%
	John Lewis, Cressex Business Park, High Wycombe	0	.0%	0	.0%
	Internet - K&Co	0	.0%	1	.5%
	Knighton	1	.6%	0	.0%
	Internet - La Redoute	0	.0%	0	.0%
	Local Markets in the area	0	.0%	1	.5%
	Local stores, Hereford	1	.6%	0	.0%
	Knighton	1	.6%	0	.0%
	Malvern, Worcestershire	0	.0%	0	.0%
	Manchester City Centre	0	.0%	0	.0%
	Marks & Spencer, High Street, Birmingham	0	.0%	1	.5%
	Marks & Spencer, High Town, Hereford	0	.0%	1	.5%
	Morrisons, Pool Road, Newtown	1	.6%	0	.0%
	Presteigne	1	.6%	0	.0%
	Primark, Dudley Road, Brierley Hill	0	.0%	1	.5%
	QVC shopping channel	0	.0%	0	.0%
	Rackhams, High Street, Shrewsbury	1	.6%	0	.0%
	Solihull	0	.0%	0	.0%
	Stourbridge	0	.0%	1	.5%
	Catalogue - Studio	0	.0%	0	.0%
	Swindon Outlet Centre, Kemble Drive, Swindon	0	.0%	0	.0%
	Telford or Shrewsbury	1	.6%	0	.0%
	Tesco, Smithfield Road, Welshpool	0	.0%	0	.0%

**Q14. In which town centre, shopping centre or other location do you usually buy china, glass & home textiles (such as towels, linen, cutlery & crockery) etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	The Range, Sundorn Retail Park, Arlington Way, Shrewsbury	0	.0%	0	.0%
	Harry Tuffins, Bridge Street, Knighton	1	.6%	0	.0%
	Wellington Retail Park, Telford	0	.0%	0	.0%
	Westbury	0	.0%	0	.0%
	Wilkinsons, High Street, Brownhills, Walsall	0	.0%	0	.0%
	Tesco, St Peters Drive, Worcester	0	.0%	1	.5%



**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Ludlow town centre	87	8.7%	39	18.2%	15	8.3%	22	10.7%
Shrewsbury town centre	87	8.7%	11	5.1%	4	2.2%	42	20.5%
Kidderminster town centre	79	7.9%	10	4.7%	19	10.5%	2	1.0%
Hereford town centre	78	7.8%	31	14.5%	23	12.7%	9	4.4%
Don't buy	62	6.2%	12	5.6%	17	9.4%	13	6.3%
Hereford Retail Park, Hereford	41	4.1%	17	7.9%	7	3.9%	6	2.9%
Meole Brace Retail Park, Shrewsbury	36	3.6%	9	4.2%	2	1.1%	11	5.4%
Crossley Retail Park, Kidderminster	16	1.6%	1	.5%	2	1.1%	3	1.5%
Telford town centre	13	1.3%	1	.5%	1	.6%	8	3.9%
Leominster town centre	10	1.0%	0	.0%	3	1.7%	4	2.0%
Sundorne Retail Park, Shrewsbury	8	.8%	0	.0%	2	1.1%	3	1.5%
Birmingham City Centre	5	.5%	1	.5%	2	1.1%	1	.5%
Weavers Wharf Retail Park, Kidderminster	5	.5%	1	.5%	0	.0%	0	.0%
Telford Bridge Retail Park, Telford	4	.4%	3	1.4%	1	.6%	0	.0%
Telford Forge Retail Park, Telford	4	.4%	2	.9%	0	.0%	1	.5%
Spur Retail Park, Hereford	2	.2%	1	.5%	0	.0%	1	.5%
Wolverhampton town centre	1	.1%	0	.0%	0	.0%	0	.0%

**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Internet - Various	70	7.0%	16	7.5%	12	6.6%	15	7.3%
	Tenbury Wells	65	6.5%	5	2.3%	9	5.0%	2	1.0%
	Internet - Amazon	38	3.8%	4	1.9%	8	4.4%	11	5.4%
	Craven Arms	26	2.6%	2	.9%	0	.0%	8	3.9%
	Internet - John Lewis	22	2.2%	5	2.3%	8	4.4%	1	.5%
	GE Bright Electrical, Teme Street, Tenbury Wells	21	2.1%	0	.0%	8	4.4%	0	.0%
	Currys, Hereford Retail Park, Hereford	18	1.8%	5	2.3%	7	3.9%	2	1.0%
	Currys , Meole Brace Retail Park, Shrewsbury	13	1.3%	3	1.4%	1	.6%	3	1.5%
	Internet - Currys	11	1.1%	2	.9%	1	.6%	5	2.4%
	Brights, Tenbury High Street, Tenbury Wells	10	1.0%	0	.0%	4	2.2%	0	.0%
	Currys, Crossley Retail Park, Kidderminster	10	1.0%	0	.0%	0	.0%	1	.5%
	Homecare, Bridge Industrial Estate, Ludlow	9	.9%	7	3.3%	1	.6%	1	.5%
	Internet - Argos	9	.9%	4	1.9%	2	1.1%	0	.0%
	Internet - Tesco	9	.9%	2	.9%	1	.6%	4	2.0%
	Tesco, Station Drive, Ludlow	9	.9%	6	2.8%	2	1.1%	1	.5%
	Internet - Appliances Online	8	.8%	0	.0%	1	.6%	2	1.0%
	Worcester	8	.8%	1	.5%	2	1.1%	0	.0%
	A&B Smith, Aston Hill Road, Craven Arms	7	.7%	0	.0%	0	.0%	2	1.0%
	Internet - Ebay	7	.7%	1	.5%	0	.0%	3	1.5%
	Internet - Currys/ Argos	6	.6%	3	1.4%	0	.0%	2	1.0%
	Internet - Various	5	.5%	2	.9%	1	.6%	0	.0%
	Argos, Swan Centre, Kidderminster	4	.4%	0	.0%	2	1.1%	1	.5%
	Argos, Meole Brace Retail Park, Shrewsbury	4	.4%	0	.0%	1	.6%	3	1.5%

**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Argos, Back Lane, Newtown	4	.4%	0	.0%	0	.0%	0	.0%
	BJ'S Electrical, Market Street, Newtown, Craven Arms	4	.4%	0	.0%	0	.0%	0	.0%
	Newtown	4	.4%	0	.0%	0	.0%	0	.0%
	Currys, Blackpole Retail Park, Worcester	3	.3%	0	.0%	1	.6%	0	.0%
	Local stores, Ludlow	3	.3%	0	.0%	1	.6%	1	.5%
	Argos, Maylord Street, Hereford	2	.2%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	2	.2%	0	.0%	0	.0%	0	.0%
	Catalogue - Clubs	2	.2%	0	.0%	1	.6%	1	.5%
	Presteigne	2	.2%	0	.0%	0	.0%	0	.0%
	Merry Hill Shopping Centre, Brierley Hill	2	.2%	0	.0%	2	1.1%	0	.0%
	QVC shopping channel	2	.2%	1	.5%	0	.0%	1	.5%
	Tesco Express, Bridge Road, Kidderminster	2	.2%	1	.5%	0	.0%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven Arms	2	.2%	0	.0%	0	.0%	1	.5%
	Abbey Forgate, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Argos, The Shambles, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, The Border, Telford	1	.1%	0	.0%	0	.0%	0	.0%
	Asda, Old Potts Way, Shrewsbury	1	.1%	0	.0%	0	.0%	1	.5%
	BJ's Electrical, Berriew Street, Welshpool	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Mill Street, Leominster, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Blackpool	1	.1%	0	.0%	0	.0%	0	.0%
	Cardiff	1	.1%	0	.0%	1	.6%	0	.0%

**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Catalogue - K&Co	1	.1%	1	.5%	0	.0%	0	.0%
	Co-op - Upper Galdeford, Ludlow	1	.1%	1	.5%	0	.0%	0	.0%
	Internet - Comet	1	.1%	0	.0%	0	.0%	0	.0%
	Comet, Holmer Road, Hereford	1	.1%	0	.0%	0	.0%	1	.5%
	Cooks, Bristol Road, Birmingham	1	.1%	0	.0%	1	.6%	0	.0%
	Halesowen	1	.1%	0	.0%	1	.6%	0	.0%
	Harry Tuffins, Whitehall Supermarket, Bridge Street, Knighton	1	.1%	0	.0%	0	.0%	0	.0%
	Amblecote, Stourbridge	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Ad Pro	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Bosch	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Co-op	1	.1%	0	.0%	1	.6%	0	.0%
	Internet - House of Fraser	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - white goods specialist	1	.1%	0	.0%	0	.0%	0	.0%
	MEB, Nedham Street, Leicester	1	.1%	0	.0%	1	.6%	0	.0%
	Local stores, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Church Stretton	1	.1%	0	.0%	0	.0%	0	.0%
	Burford	1	.1%	0	.0%	0	.0%	0	.0%
	Lunts Pharmacy, Dale Street, Craven Arms	1	.1%	0	.0%	0	.0%	1	.5%
	Manchester City Centre	1	.1%	1	.5%	0	.0%	0	.0%
	Newton	1	.1%	0	.0%	0	.0%	0	.0%
	Norman Jones, Station Street, Bishops Castle	1	.1%	0	.0%	0	.0%	0	.0%
	Prince & Pugh, Broad Street, Knighton	1	.1%	0	.0%	0	.0%	0	.0%

**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

		Base: All respondents		Zone					
		Num		1		2		3	
				Num	%	Num	%	Num	%
Other	Richer Sounds, Birmingham Road, Lichfield	1	.1%	0	.0%	0	.0%	1	.5%
	Solihull	1	.1%	0	.0%	1	.6%	0	.0%
	Stax Trade Centre, Brades Road, Oldbury, Birmingham	1	.1%	0	.0%	1	.6%	0	.0%
	Stourport	1	.1%	1	.5%	0	.0%	0	.0%
	Tesco, Smithfield Road, Welshpool	1	.1%	0	.0%	0	.0%	1	.5%
	The Wash House, Barbourne Road, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Varies/ shop around	1	.1%	0	.0%	0	.0%	1	.5%
	Wellington Retail Park, Telford	1	.1%	0	.0%	0	.0%	1	.5%
	Wrexham Town Centre	1	.1%	1	.5%	0	.0%	0	.0%

**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Ludlow town centre	9	5.1%	2	.9%
Shrewsbury town centre	29	16.4%	0	.0%
Kidderminster town centre	0	.0%	48	21.6%
Hereford town centre	7	4.0%	8	3.6%
Don't buy	10	5.6%	10	4.5%
Hereford Retail Park, Hereford	7	4.0%	4	1.8%
Meole Brace Retail Park, Shrewsbury	14	7.9%	0	.0%
Crossley Retail Park, Kidderminster	0	.0%	10	4.5%
Telford town centre	2	1.1%	1	.5%
Leominster town centre	1	.6%	2	.9%
Sundorne Retail Park, Shrewsbury	3	1.7%	0	.0%
Birmingham City Centre	0	.0%	1	.5%
Weavers Wharf Retail Park, Kidderminster	0	.0%	4	1.8%
Telford Bridge Retail Park, Telford	0	.0%	0	.0%
Telford Forge Retail Park, Telford	1	.6%	0	.0%
Spur Retail Park, Hereford	0	.0%	0	.0%
Wolverhampton town centre	1	.6%	0	.0%

**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Internet - Various	12	6.8%	15	6.8%
	Tenbury Wells	0	.0%	49	22.1%
	Internet - Amazon	9	5.1%	6	2.7%
	Craven Arms	14	7.9%	2	.9%
	Internet - John Lewis	6	3.4%	2	.9%
	GE Bright Electrical, Teme Street, Tenbury Wells	0	.0%	13	5.9%
	Currys, Hereford Retail Park, Hereford	4	2.3%	0	.0%
	Currys , Meole Brace Retail Park, Shrewsbury	6	3.4%	0	.0%
	Internet - Currys	1	.6%	2	.9%
	Brights, Tenbury High Street, Tenbury Wells	0	.0%	6	2.7%
	Currys, Crossley Retail Park, Kidderminster	0	.0%	9	4.1%
	Homecare, Bridge Industrial Estate, Ludlow	0	.0%	0	.0%
	Internet - Argos	1	.6%	2	.9%
	Internet - Tesco	1	.6%	1	.5%
	Tesco, Station Drive, Ludlow	0	.0%	0	.0%
	Internet - Appliances Online	1	.6%	4	1.8%
	Worcester	0	.0%	5	2.3%
	A&B Smith, Aston Hill Road, Craven Arms	5	2.8%	0	.0%
	Internet - Ebay	1	.6%	2	.9%
	Internet - Currys/ Argos	1	.6%	0	.0%
	Internet - Various	1	.6%	1	.5%
	Argos, Swan Centre, Kidderminster	0	.0%	1	.5%
	Argos, Meole Brace Retail Park, Shrewsbury	0	.0%	0	.0%

**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Argos, Back Lane, Newtown	4	2.3%	0	.0%
	BJ'S Electrical, Market Street, Newtown, Craven Arms	4	2.3%	0	.0%
	Newtown	4	2.3%	0	.0%
	Currys, Blackpole Retail Park, Worcester	0	.0%	2	.9%
	Local stores, Ludlow	0	.0%	1	.5%
	Argos, Maylord Street, Hereford	1	.6%	1	.5%
	Catalogue - Littlewoods	1	.6%	1	.5%
	Catalogue - Clubs	0	.0%	0	.0%
	Presteigne	2	1.1%	0	.0%
	Merry Hill Shopping Centre, Brierley Hill	0	.0%	0	.0%
	QVC shopping channel	0	.0%	0	.0%
	Tesco Express, Bridge Road, Kidderminster	0	.0%	1	.5%
	Harry Tuffins, Shrewsbury Road, Craven Arms	1	.6%	0	.0%
	Abbey Forgate, Shrewsbury	1	.6%	0	.0%
	Argos, The Shambles, Worcester	0	.0%	1	.5%
	Asda, The Border, Telford	1	.6%	0	.0%
	Asda, Old Potts Way, Shrewsbury	0	.0%	0	.0%
	BJ's Electrical, Berriew Street, Welshpool	1	.6%	0	.0%
	B&Q, Mill Street, Leominster, Hereford	1	.6%	0	.0%
	Blackpool	1	.6%	0	.0%
	Cardiff	0	.0%	0	.0%



**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Catalogue - K&Co	0	.0%	0	.0%
	Co-op - Upper Galdeford, Ludlow	0	.0%	0	.0%
	Internet - Comet	1	.6%	0	.0%
	Comet, Holmer Road, Hereford	0	.0%	0	.0%
	Cooks, Bristol Road, Birmingham	0	.0%	0	.0%
	Halesowen	0	.0%	0	.0%
	Harry Tuffins, Whitehall Supermarket, Bridge Street, Knighton	1	.6%	0	.0%
	Amblecote, Stourbridge	0	.0%	1	.5%
	Internet - Ad Pro	1	.6%	0	.0%
	Internet - Bosch	1	.6%	0	.0%
	Internet - Co-op	0	.0%	0	.0%
	Internet - House of Fraser	0	.0%	0	.0%
	Internet - white goods specialist	0	.0%	1	.5%
	MEB, Nedham Street, Leicester	0	.0%	0	.0%
	Local stores, Kidderminster	0	.0%	1	.5%
	Church Stretton	1	.6%	0	.0%
	Burford	0	.0%	1	.5%
	Lunts Pharmacy, Dale Street, Craven Arms	0	.0%	0	.0%
	Manchester City Centre	0	.0%	0	.0%
	Newton	1	.6%	0	.0%
	Norman Jones, Station Street, Bishops Castle	1	.6%	0	.0%
	Prince & Pugh, Broad Street, Knighton	1	.6%	0	.0%

**Q15. In which town centre, shopping centre or other location do you usually buy electrical goods, including household appliances and audio-visual goods (TVs, kettles, washing machines, fridges) etc?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Richer Sounds, Birmingham Road, Lichfield	0	.0%	0	.0%
	Solihull	0	.0%	0	.0%
	Stax Trade Centre, Brades Road, Oldbury, Birmingham	0	.0%	0	.0%
	Stourport	0	.0%	0	.0%
	Tesco, Smithfield Road, Welshpool	0	.0%	0	.0%
	The Wash House, Barbourne Road, Worcester	0	.0%	1	.5%
	Varies/ shop around	0	.0%	0	.0%
	Wellington Retail Park, Telford	0	.0%	0	.0%
	Wrexham Town Centre	0	.0%	0	.0%

**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Don't buy	250	25.0%	46	21.5%	52	28.7%	49	23.9%
Ludlow town centre	141	14.1%	53	24.8%	31	17.1%	34	16.6%
Shrewsbury town centre	93	9.3%	15	7.0%	8	4.4%	39	19.0%
Kidderminster town centre	92	9.2%	12	5.6%	24	13.3%	7	3.4%
Hereford town centre	57	5.7%	22	10.3%	15	8.3%	6	2.9%
Hereford Retail Park, Hereford	39	3.9%	14	6.5%	10	5.5%	7	3.4%
Leominster town centre	17	1.7%	4	1.9%	6	3.3%	2	1.0%
Meole Brace Retail Park, Shrewsbury	15	1.5%	3	1.4%	1	.6%	4	2.0%
Sundorne Retail Park, Shrewsbury	13	1.3%	2	.9%	1	.6%	6	2.9%
Telford town centre	11	1.1%	1	.5%	1	.6%	7	3.4%
Crossley Retail Park, Kidderminster	7	.7%	0	.0%	2	1.1%	2	1.0%
Birmingham City Centre	4	.4%	1	.5%	1	.6%	2	1.0%
Dudley town centre	3	.3%	1	.5%	0	.0%	1	.5%
Telford Bridge Retail Park, Telford	3	.3%	1	.5%	0	.0%	2	1.0%
Weavers Wharf Retail Park, Kidderminster	3	.3%	1	.5%	0	.0%	0	.0%
Telford Forge Retail Park, Telford	1	.1%	0	.0%	0	.0%	0	.0%
Wolverhampton town centre	1	.1%	0	.0%	0	.0%	0	.0%
Wrekin Retail Park, Telford	1	.1%	0	.0%	1	.6%	0	.0%

**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Tenbury Wells	47	4.7%	0	.0%	3	1.7%	0	.0%
	Internet - Various	27	2.7%	5	2.3%	6	3.3%	6	2.9%
	Knighton	18	1.8%	1	.5%	0	.0%	1	.5%
	Craven Arms	12	1.2%	0	.0%	0	.0%	8	3.9%
	Worcester	10	1.0%	0	.0%	2	1.1%	0	.0%
	Homecare, Bridge Industrial Estate, Temeside, Ludlow	9	.9%	6	2.8%	1	.6%	1	.5%
	Internet - ebay	7	.7%	2	.9%	2	1.1%	1	.5%
	Local stores, Ludlow	6	.6%	3	1.4%	0	.0%	1	.5%
	Ikea, Wednesbury, Birmingham	5	.5%	2	.9%	0	.0%	2	1.0%
	Antique markets/ stores	4	.4%	2	.9%	1	.6%	0	.0%
	DFS, Roman Way Retail Park, Droitwich	4	.4%	0	.0%	0	.0%	0	.0%
	Hafren Furnishers, Llangurig Road, Llanidloes, Powys	4	.4%	0	.0%	1	.6%	0	.0%
	Internet - John Lewis	4	.4%	2	.9%	0	.0%	0	.0%
	Varies/ shop around	4	.4%	0	.0%	0	.0%	1	.5%
	Alan Ward, Ennerdale Road, Shrewsbury	3	.3%	1	.5%	0	.0%	2	1.0%
	DFS, Sundorne Retail Park, Shrewsbury	3	.3%	0	.0%	0	.0%	2	1.0%
	Gallagher Retail Park, Wednesbury	3	.3%	1	.5%	0	.0%	0	.0%
	Internet - Amazon	3	.3%	1	.5%	2	1.1%	0	.0%
	J Bishop, Lower Galdeford, Ludlow	3	.3%	0	.0%	1	.6%	2	1.0%
	Harlescott, Shrewsbury	2	.2%	1	.5%	0	.0%	0	.0%
	Internet - UKcarpetsupplies	2	.2%	0	.0%	0	.0%	2	1.0%
	Clun	2	.2%	1	.5%	0	.0%	0	.0%
	Local stores, Shrewsbury	2	.2%	0	.0%	1	.6%	1	.5%
	Manchester City Centre	2	.2%	2	.9%	0	.0%	0	.0%

**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Powys	2	.2%	0	.0%	0	.0%	0	.0%
	Screw Fix, Ludlow Business Park, Ludlow	2	.2%	1	.5%	0	.0%	1	.5%
	Harry Tuffins, Shrewsbury Road, Craven Arms	2	.2%	0	.0%	1	.6%	0	.0%
	Varies	2	.2%	0	.0%	1	.6%	0	.0%
	Wellington Retail Park, Telford	2	.2%	0	.0%	0	.0%	2	1.0%
	Acorn, Parys Road, Ludlow	1	.1%	1	.5%	0	.0%	0	.0%
	All goods given to us by friends and family	1	.1%	0	.0%	0	.0%	0	.0%
	Arrow Point Retail Park, Brixton Way, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	B&M, Holmer Road, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Mill Street, Leominster	1	.1%	0	.0%	0	.0%	0	.0%
	Blackpole Retail Park, Blackpole Road, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Bob Machin, Corvedale Road, Craven Arms	1	.1%	0	.0%	0	.0%	1	.5%
	Bridgnorth	1	.1%	0	.0%	0	.0%	1	.5%
	Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Bromyard	1	.1%	0	.0%	0	.0%	0	.0%
	Cannock	1	.1%	0	.0%	1	.6%	0	.0%
	Cardiff	1	.1%	0	.0%	0	.0%	0	.0%
	Carpet Warehouse, Knighton, Powys	1	.1%	0	.0%	0	.0%	0	.0%
	Carpetryright, Newton Road, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Catalogue - Littlewoods	1	.1%	0	.0%	0	.0%	0	.0%
	Catalogue - Various	1	.1%	1	.5%	0	.0%	0	.0%

**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Cleobury Mortimer Carpets, Ludlow Road, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	County Carpets, Corve Street, Ludlow	1	.1%	0	.0%	0	.0%	0	.0%
	DFS, Hereford Retail Park, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Droitwich	1	.1%	0	.0%	0	.0%	0	.0%
	Dunelm, Elgar Retail Park, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Furniture sales/ auctions	1	.1%	0	.0%	0	.0%	0	.0%
	Catalogue - Great Universal	1	.1%	1	.5%	0	.0%	0	.0%
	Internet - Argos	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Marks & Spencer	1	.1%	1	.5%	0	.0%	0	.0%
	John Lewis, Greyhound Retail Park, Chester	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Hendon, London	1	.1%	0	.0%	0	.0%	0	.0%
	John Lewis, Touchwood, Solihull	1	.1%	0	.0%	0	.0%	0	.0%
	Kay&Co and Amazon	1	.1%	0	.0%	1	.6%	0	.0%
	Laura Ashley , Forge Shopping Centre, Telford	1	.1%	1	.5%	0	.0%	0	.0%
	Laura Ashley, Commercial Road, Hereford	1	.1%	0	.0%	0	.0%	0	.0%
	Leintwardine	1	.1%	0	.0%	0	.0%	0	.0%
	Llandeilo	1	.1%	1	.5%	0	.0%	0	.0%
	Montgomery, Powys	1	.1%	0	.0%	0	.0%	0	.0%
	Church Stretton	1	.1%	0	.0%	0	.0%	0	.0%
	Burford	1	.1%	0	.0%	0	.0%	0	.0%
	London	1	.1%	0	.0%	0	.0%	1	.5%
	Merry Hill Shopping Centre	1	.1%	0	.0%	1	.6%	0	.0%

**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Newton	1	.1%	0	.0%	0	.0%	0	.0%
	Newtown, Powys	1	.1%	0	.0%	0	.0%	0	.0%
	Oakland Furniture, Oakenshaw Road, Solihull	1	.1%	0	.0%	0	.0%	1	.5%
	Plumbs	1	.1%	0	.0%	0	.0%	0	.0%
	Presteigne	1	.1%	0	.0%	0	.0%	0	.0%
	SCS, Crossley Retail Park, Kidderminster	1	.1%	0	.0%	0	.0%	0	.0%
	Second hand shops	1	.1%	0	.0%	0	.0%	0	.0%
	Shrub Hill Retail Park, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Simply The best , Kerry Road, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Spur Retail Park, Hereford	1	.1%	0	.0%	1	.6%	0	.0%
	Teme Valley Carpets, Tenbury Wells	1	.1%	1	.5%	0	.0%	0	.0%
	Tenbury Carpets, Cross Street, Tenbury Wells	1	.1%	0	.0%	1	.6%	0	.0%
	Tescos direct	1	.1%	0	.0%	1	.6%	0	.0%
	Tewkesbury	1	.1%	0	.0%	0	.0%	0	.0%
	Worcester (furniture), Tenbury Wells (carpets)	1	.1%	0	.0%	0	.0%	0	.0%

**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Don't buy	39	22.0%	64	28.8%
Ludlow town centre	12	6.8%	11	5.0%
Shrewsbury town centre	31	17.5%	0	.0%
Kidderminster town centre	2	1.1%	47	21.2%
Hereford town centre	6	3.4%	7	3.2%
Hereford Retail Park, Hereford	6	3.4%	2	.9%
Leominster town centre	2	1.1%	3	1.4%
Meole Brace Retail Park, Shrewsbury	7	4.0%	0	.0%
Sundorne Retail Park, Shrewsbury	4	2.3%	0	.0%
Telford town centre	1	.6%	1	.5%
Crossley Retail Park, Kidderminster	0	.0%	3	1.4%
Birmingham City Centre	0	.0%	0	.0%
Dudley town centre	0	.0%	1	.5%
Telford Bridge Retail Park, Telford	0	.0%	0	.0%
Weavers Wharf Retail Park, Kidderminster	0	.0%	2	.9%
Telford Forge Retail Park, Telford	1	.6%	0	.0%
Wolverhampton town centre	1	.6%	0	.0%
Wrekin Retail Park, Telford	0	.0%	0	.0%



**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Tenbury Wells	1	.6%	43	19.4%
	Internet - Various	8	4.5%	2	.9%
	Knighton	16	9.0%	0	.0%
	Craven Arms	4	2.3%	0	.0%
	Worcester	0	.0%	8	3.6%
	Homecare, Bridge Industrial Estate, Temeside, Ludlow	1	.6%	0	.0%
	Internet - ebay	1	.6%	1	.5%
	Local stores, Ludlow	1	.6%	1	.5%
	Ikea, Wednesbury, Birmingham	0	.0%	1	.5%
	Antique markets/ stores	0	.0%	1	.5%
	DFS, Roman Way Retail Park, Droitwich	0	.0%	4	1.8%
	Hafren Furnishers, Llangurig Road, Llanidloes, Powys	3	1.7%	0	.0%
	Internet - John Lewis	2	1.1%	0	.0%
	Varies/ shop around	2	1.1%	1	.5%
	Alan Ward, Ennerdale Road, Shrewsbury	0	.0%	0	.0%
	DFS, Sundorne Retail Park, Shrewsbury	1	.6%	0	.0%
	Gallagher Retail Park, Wednesbury	1	.6%	1	.5%
	Internet - Amazon	0	.0%	0	.0%
	J Bishop, Lower Galdeford, Ludlow	0	.0%	0	.0%
	Harlescott, Shrewsbury	1	.6%	0	.0%
	Internet - UKcarpetsupplies	0	.0%	0	.0%
	Clun	1	.6%	0	.0%
	Local stores, Shrewsbury	0	.0%	0	.0%
	Manchester City Centre	0	.0%	0	.0%

**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Powys	2	1.1%	0	.0%
	Screw Fix, Ludlow	0	.0%	0	.0%
	Business Park, Ludlow				
	Harry Tuffins, Shrewsbury Road, Craven Arms	1	.6%	0	.0%
	Varies	0	.0%	1	.5%
	Wellington Retail Park, Telford	0	.0%	0	.0%
	Acorn, Parys Road, Ludlow	0	.0%	0	.0%
	All goods given to us by friends and family	1	.6%	0	.0%
	Arrow Point Retail Park, Brixton Way, Shrewsbury	1	.6%	0	.0%
	B&M, Holmer Road, Hereford	0	.0%	1	.5%
	B&Q, Mill Street, Leominster	0	.0%	1	.5%
	Blackpole Retail Park, Blackpole Road, Worcester	0	.0%	1	.5%
	Bob Machin, Corvedale Road, Craven Arms	0	.0%	0	.0%
	Bridgnorth	0	.0%	0	.0%
	Bristol	0	.0%	1	.5%
	Bromyard	0	.0%	1	.5%
	Cannock	0	.0%	0	.0%
	Cardiff	1	.6%	0	.0%
	Carpet Warehouse, Knighton, Powys	1	.6%	0	.0%
	Carpentright, Newton Road, Hereford	1	.6%	0	.0%
	Catalogue - Littlewoods	1	.6%	0	.0%
	Catalogue - Various	0	.0%	0	.0%

**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Cleobury Mortimer Carpets, Ludlow Road, Kidderminster	0	.0%	1	.5%
	County Carpets, Corve Street, Ludlow	0	.0%	1	.5%
	DFS, Hereford Retail Park, Hereford	1	.6%	0	.0%
	Droitwich	0	.0%	1	.5%
	Dunelm, Elgar Retail Park, Worcester	0	.0%	1	.5%
	Furniture sales/ auctions	1	.6%	0	.0%
	Catalogue - Great Universal	0	.0%	0	.0%
	Internet - Argos	0	.0%	1	.5%
	Internet - Marks & Spencer	0	.0%	0	.0%
	John Lewis, Greyhound Retail Park, Chester	1	.6%	0	.0%
	John Lewis, Hendon, London	1	.6%	0	.0%
	John Lewis, Touchwood, Solihull	0	.0%	1	.5%
	Kay&Co and Amazon	0	.0%	0	.0%
	Laura Ashley , Forge Shopping Centre, Telford	0	.0%	0	.0%
	Laura Ashley, Commercial Road, Hereford	1	.6%	0	.0%
	Leintwardine	1	.6%	0	.0%
	Llandeilo	0	.0%	0	.0%
	Montgomery, Powys	1	.6%	0	.0%
	Church Stretton	1	.6%	0	.0%
	Burford	0	.0%	1	.5%
	London	0	.0%	0	.0%
	Merry Hill Shopping Centre	0	.0%	0	.0%

**Q16. At which town centre, shopping centre or other location do you usually buy furniture, carpets and floor coverings?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Newton	1	.6%	0	.0%
	Newtown, Powys	1	.6%	0	.0%
	Oakland Furniture, Oakenshaw Road, Solihull	0	.0%	0	.0%
	Plumbs	0	.0%	1	.5%
	Presteigne	1	.6%	0	.0%
	SCS, Crossley Retail Park, Kidderminster	0	.0%	1	.5%
	Second hand shops	1	.6%	0	.0%
	Shrub Hill Retail Park, Worcester	0	.0%	1	.5%
	Simply The best , Kerry Road, Newtown	1	.6%	0	.0%
	Spur Retail Park, Hereford	0	.0%	0	.0%
	Teme Valley Carpets, Tenbury Wells	0	.0%	0	.0%
	Tenbury Carpets, Cross Street, Tenbury Wells	0	.0%	0	.0%
	Tescos direct	0	.0%	0	.0%
	Tewkesbury	0	.0%	1	.5%
	Worcester (furniture), Tenbury Wells (carpets)	0	.0%	1	.5%

**Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Ludlow town centre	220	22.0%	87	40.7%	49	27.1%	57	27.8%
Don't buy	144	14.4%	36	16.8%	28	15.5%	26	12.7%
Leominster town centre	84	8.4%	18	8.4%	21	11.6%	9	4.4%
Shrewsbury town centre	66	6.6%	5	2.3%	1	.6%	31	15.1%
Kidderminster town centre	60	6.0%	4	1.9%	17	9.4%	3	1.5%
Hereford town centre	54	5.4%	16	7.5%	13	7.2%	8	3.9%
Hereford Retail Park, Hereford	23	2.3%	7	3.3%	6	3.3%	1	.5%
Sundorne Retail Park, Shrewsbury	12	1.2%	1	.5%	2	1.1%	3	1.5%
Telford town centre	10	1.0%	2	.9%	0	.0%	7	3.4%
Meole Brace Retail Park, Shrewsbury	9	.9%	1	.5%	0	.0%	5	2.4%
Crossley Retail Park, Kidderminster	4	.4%	0	.0%	1	.6%	1	.5%
Weavers Wharf Retail Park, Kidderminster	3	.3%	1	.5%	0	.0%	0	.0%
Birmingham City Centre	2	.2%	0	.0%	0	.0%	1	.5%
Telford Forge Retail Park, Telford	2	.2%	0	.0%	0	.0%	2	1.0%
Dudley town centre	1	.1%	0	.0%	0	.0%	1	.5%
Wrekin Retail Park, Telford	1	.1%	0	.0%	0	.0%	0	.0%

**Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	B&Q, Mill Street, Leominster	41	4.1%	10	4.7%	14	7.7%	4	2.0%
	Tenbury Wells	41	4.1%	0	.0%	4	2.2%	0	.0%
	Ludlow Homecare, Ludford Bridge Industrial Estate, Temeside, Ludlow	31	3.1%	12	5.6%	7	3.9%	8	3.9%
	Craven Arms	29	2.9%	0	.0%	1	.6%	16	7.8%
	B&Q, Green Street, Kidderminster	14	1.4%	1	.5%	4	2.2%	0	.0%
	Local stores, Ludlow	12	1.2%	4	1.9%	1	.6%	3	1.5%
	Knighton	11	1.1%	0	.0%	0	.0%	1	.5%
	B&Q, Featherbed Lane, Shrewsbury	10	1.0%	1	.5%	0	.0%	2	1.0%
	B&Q, Holmer Road, Hereford	6	.6%	0	.0%	0	.0%	1	.5%
	Newtown	6	.6%	0	.0%	0	.0%	0	.0%
	Worcester	6	.6%	0	.0%	0	.0%	0	.0%
	B&G Ventilation, Coppice Trading Estate, Kidderminster	5	.5%	0	.0%	1	.6%	0	.0%
	Internet - Various	5	.5%	1	.5%	1	.6%	0	.0%
	Varies/ shop around	5	.5%	0	.0%	0	.0%	1	.5%
	Banfields, Teme Street, Tenbury Wells	4	.4%	0	.0%	0	.0%	0	.0%
	Clun	4	.4%	0	.0%	0	.0%	0	.0%
	Internet - Amazon	4	.4%	1	.5%	2	1.1%	0	.0%
	Jewson, The Grove, Craven Arms	4	.4%	0	.0%	0	.0%	2	1.0%
	Screwfix, Ludlow Business Park, Ludlow, Shropshire	4	.4%	0	.0%	1	.6%	0	.0%
	Internet - eBay	3	.3%	1	.5%	0	.0%	0	.0%
	Internet - Screwfix	3	.3%	0	.0%	0	.0%	0	.0%
	A&B Smith, Aston Hill Road, Craven Arms	2	.2%	0	.0%	0	.0%	2	1.0%

**Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	Aldi, Station Drive, Ludlow	2	.2%	0	.0%	2	1.1%	0	.0%
	B&Q, Spring Lane, Malvern Worcester	2	.2%	0	.0%	0	.0%	1	.5%
	Bishops Castle	2	.2%	0	.0%	0	.0%	0	.0%
	Harlescott	2	.2%	0	.0%	0	.0%	0	.0%
	Homebase, Roman Way Retail Park, Kidderminster Road, Droitwich	2	.2%	0	.0%	0	.0%	0	.0%
	J Mart, Ludlow Road, Craven Arms	2	.2%	0	.0%	0	.0%	2	1.0%
	Presteigne	2	.2%	0	.0%	0	.0%	0	.0%
	Screwfix, Meole Brace Business Park, Shrewsbury	2	.2%	0	.0%	1	.6%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven arms	2	.2%	0	.0%	0	.0%	0	.0%
	Wickes, Widemarsh Street, Hereford	2	.2%	0	.0%	0	.0%	0	.0%
	Woofferton Poutry, Park Lane, Ludlow	2	.2%	1	.5%	1	.6%	0	.0%
	Actreo Hardwoods, Newhouse Farm, Cleobury Mortimer	1	.1%	0	.0%	0	.0%	0	.0%
	B&Q, Berse Road, Wrexham	1	.1%	1	.5%	0	.0%	0	.0%
	B&Q, Spring Vale Business Park, Woverhampton	1	.1%	0	.0%	0	.0%	0	.0%
	Boots, Temeside, Ludlow	1	.1%	1	.5%	0	.0%	0	.0%
	Bristol	1	.1%	0	.0%	0	.0%	0	.0%
	Bromyard	1	.1%	0	.0%	0	.0%	0	.0%
	Burford	1	.1%	0	.0%	0	.0%	0	.0%
	Burford House Garden Store, Burford, Tenbury Wells	1	.1%	0	.0%	0	.0%	0	.0%

**Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?**

		Base: All respondents		Zone					
		Num	%	1		2		3	
				Num	%	Num	%	Num	%
Other	AH Caldicott, Market Street, Tenbury Wells	1	.1%	0	.0%	0	.0%	0	.0%
	Charlies Stores, Brixton Way, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Chiswick	1	.1%	0	.0%	0	.0%	1	.5%
	Country Gardens, Wellington, Hereford	1	.1%	1	.5%	0	.0%	0	.0%
	Currys, Ludlow Business Park, Ludlow	1	.1%	0	.0%	0	.0%	0	.0%
	Harry Tuffins, West End Garage, Cleobury Mortimer	1	.1%	0	.0%	0	.0%	0	.0%
	Homebase, Elgar Retail Park, Worcester	1	.1%	0	.0%	0	.0%	0	.0%
	Humphreys Charles & Co, Severn Square, Newtown	1	.1%	0	.0%	0	.0%	0	.0%
	Internet - Amazon/ eBay	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - House of Bath	1	.1%	1	.5%	0	.0%	0	.0%
	Merry Hill Shopping Centre	1	.1%	0	.0%	1	.6%	0	.0%
	Montgomery	1	.1%	0	.0%	0	.0%	0	.0%
	Much Wenlock builders merchants	1	.1%	0	.0%	0	.0%	1	.5%
	Newton	1	.1%	0	.0%	0	.0%	0	.0%
	Orleton	1	.1%	0	.0%	1	.6%	0	.0%
	Shropshire shopping centre	1	.1%	0	.0%	0	.0%	0	.0%
	Stax Trade Centre, Brades Road, Olbury, Birmingham	1	.1%	0	.0%	1	.6%	0	.0%
	Temeside, Ludlow	1	.1%	0	.0%	0	.0%	1	.5%
	Internet - Tesco	1	.1%	0	.0%	0	.0%	0	.0%
	TK Maxx, Merry Hill Centre, Brierley Hill	1	.1%	0	.0%	0	.0%	1	.5%



**Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?**

		Base: All respondents		Zone					
				1		2		3	
				Num	%	Num	%	Num	%
Other	Tool Station, Vanguard Way, Shrewsbury	1	.1%	0	.0%	0	.0%	0	.0%
	Harry Tuffins, Bridge Street, Knighton, Powys	1	.1%	0	.0%	0	.0%	0	.0%
	Wellington Retail Park, Telford	1	.1%	0	.0%	0	.0%	1	.5%
	Wilkinsons, High Street, Brownhills, Walsall	1	.1%	0	.0%	0	.0%	1	.5%
	Worcester (DIY) ,Tenbury Wells (hardware)	1	.1%	0	.0%	0	.0%	0	.0%

**Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Ludlow town centre	16	9.0%	10	4.5%
Don't buy	23	13.0%	31	14.0%
Leominster town centre	10	5.6%	26	11.7%
Shrewsbury town centre	29	16.4%	0	.0%
Kidderminster town centre	0	.0%	36	16.2%
Hereford town centre	9	5.1%	8	3.6%
Hereford Retail Park, Hereford	5	2.8%	4	1.8%
Sundorne Retail Park, Shrewsbury	6	3.4%	0	.0%
Telford town centre	0	.0%	1	.5%
Meole Brace Retail Park, Shrewsbury	3	1.7%	0	.0%
Crossley Retail Park, Kidderminster	0	.0%	2	.9%
Weavers Wharf Retail Park, Kidderminster	0	.0%	2	.9%
Birmingham City Centre	0	.0%	1	.5%
Telford Forge Retail Park, Telford	0	.0%	0	.0%
Dudley town centre	0	.0%	0	.0%
Wrekin Retail Park, Telford	0	.0%	1	.5%

Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?

		Zone			
		4		5	
		Num	%	Num	%
Other	B&Q, Mill Street, Leominster	2	1.1%	11	5.0%
	Tenbury Wells	0	.0%	37	16.7%
	Ludlow Homecare, Ludford Bridge Industrial Estate, Temeside, Ludlow	3	1.7%	1	.5%
	Craven Arms	12	6.8%	0	.0%
	B&Q, Green Street, Kidderminster	0	.0%	9	4.1%
	Local stores, Ludlow	1	.6%	3	1.4%
	Knighton	10	5.6%	0	.0%
	B&Q, Featherbed Lane, Shrewsbury	7	4.0%	0	.0%
	B&Q, Holmer Road, Hereford	3	1.7%	2	.9%
	Newtown	6	3.4%	0	.0%
	Worcester	1	.6%	5	2.3%
	B&G Ventilation, Coppice Trading Estate, Kidderminster	0	.0%	4	1.8%
	Internet - Various	1	.6%	2	.9%
	Varies/ shop around	1	.6%	3	1.4%
	Banfields, Teme Street, Tenbury Wells	0	.0%	4	1.8%
	Clun	4	2.3%	0	.0%
	Internet - Amazon	1	.6%	0	.0%
	Jewson, The Grove, Craven Arms	2	1.1%	0	.0%
	Screwfix, Ludlow Business Park, Ludlow, Shropshire	1	.6%	2	.9%
	Internet - eBay	1	.6%	1	.5%
	Internet - Screwfix	1	.6%	2	.9%
	A&B Smith, Aston Hill Road, Craven Arms	0	.0%	0	.0%

Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?

		Zone			
		4		5	
		Num	%	Num	%
Other	Aldi, Station Drive, Ludlow	0	.0%	0	.0%
	B&Q, Spring Lane, Malvern Worcester	0	.0%	1	.5%
	Bishops Castle	2	1.1%	0	.0%
	Harlescott	2	1.1%	0	.0%
	Homebase, Roman Way Retail Park, Kidderminster Road, Droitwich	0	.0%	2	.9%
	J Mart, Ludlow Road, Craven Arms	0	.0%	0	.0%
	Presteigne	2	1.1%	0	.0%
	Screwfix, Meole Brace Business Park, Shrewsbury	1	.6%	0	.0%
	Harry Tuffins, Shrewsbury Road, Craven arms	2	1.1%	0	.0%
	Wickes, Widemarsh Street, Hereford	1	.6%	1	.5%
	Woofferton Poutry, Park Lane, Ludlow	0	.0%	0	.0%
	Actreo Hardwoods, Newhouse Farm, Cleobury Mortimer	0	.0%	1	.5%
	B&Q, Berse Road, Wrexham	0	.0%	0	.0%
	B&Q, Spring Vale Business Park, Woverhampton	1	.6%	0	.0%
	Boots, Temeside, Ludlow	0	.0%	0	.0%
	Bristol	0	.0%	1	.5%
	Bromyard	0	.0%	1	.5%
	Burford	0	.0%	1	.5%
	Burford House Garden Store, Burford, Tenbury Wells	0	.0%	1	.5%

**Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?**

		Zone			
		4		5	
		Num	%	Num	%
Other	AH Caldicott, Market Street, Tenbury Wells	0	.0%	1	.5%
	Charlies Stores, Brixton Way, Shrewsbury	1	.6%	0	.0%
	Chiswick	0	.0%	0	.0%
	Country Gardens, Wellington, Hereford	0	.0%	0	.0%
	Currys, Ludlow Business Park, Ludlow	0	.0%	1	.5%
	Harry Tuffins, West End Garage, Cleobury Mortimer	0	.0%	1	.5%
	Homebase, Elgar Retail Park, Worcester	0	.0%	1	.5%
	Humphreys Charles & Co, Severn Square, Newtown	1	.6%	0	.0%
	Internet - Amazon/ eBay	0	.0%	0	.0%
	Internet - House of Bath	0	.0%	0	.0%
	Merry Hill Shopping Centre	0	.0%	0	.0%
	Montgomery	1	.6%	0	.0%
	Much Wenlock builders merchants	0	.0%	0	.0%
	Newton	1	.6%	0	.0%
	Orleton	0	.0%	0	.0%
	Shropshire shopping centre	1	.6%	0	.0%
	Stax Trade Centre, Brades Road, Olbury, Birmingham	0	.0%	0	.0%
	Temeside, Ludlow	0	.0%	0	.0%
	Internet - Tesco	1	.6%	0	.0%
	TK Maxx, Merry Hill Centre, Brierley Hill	0	.0%	0	.0%

**Q17. In which town centre, shopping centre or other location do you usually buy DIY/ hardware goods?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Tool Station, Vanguard Way, Shrewsbury	1	.6%	0	.0%
	Harry Tuffins, Bridge Street, Knighton, Powys	1	.6%	0	.0%
	Wellington Retail Park, Telford	0	.0%	0	.0%
	Wilkinsons, High Street, Brownhills, Walsall	0	.0%	0	.0%
	Worcester (DIY) ,Tenbury Wells (hardware)	0	.0%	1	.5%

**Q18. How do you usually travel to do your non-food shopping?**

	Base: All respondents		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%
Car (as driver in own/ company car)	700	70.0%	115	53.7%	146	80.7%	140	68.3%
Car (as passenger in friends/ relatives car)	166	16.6%	41	19.2%	24	13.3%	39	19.0%
Walk	54	5.4%	28	13.1%	4	2.2%	9	4.4%
Bus/ Coach	35	3.5%	12	5.6%	2	1.1%	8	3.9%
Train/ Metro	11	1.1%	7	3.3%	0	.0%	3	1.5%
Taxi	7	.7%	4	1.9%	1	.6%	1	.5%
Internet/ Home Delivery	7	.7%	2	.9%	1	.6%	1	.5%
Bicycle	4	.4%	2	.9%	0	.0%	1	.5%
Disabled vehicle	3	.3%	1	.5%	0	.0%	0	.0%
Moped/ Motorcycle	1	.1%	0	.0%	0	.0%	0	.0%
Other								
Car ( as driver or passenger)	6	.6%	0	.0%	2	1.1%	2	1.0%
Car/ train	1	.1%	0	.0%	0	.0%	1	.5%
Coach/ train	1	.1%	1	.5%	0	.0%	0	.0%
Don't do much non-food shopping	1	.1%	0	.0%	0	.0%	0	.0%
Mobility scooter	1	.1%	1	.5%	0	.0%	0	.0%
Park & Ride	1	.1%	0	.0%	0	.0%	0	.0%
Varies	1	.1%	0	.0%	1	.6%	0	.0%

**Q18. How do you usually travel to do your non-food shopping?**

	Zone			
	4		5	
	Num	%	Num	%
Base: All respondents	177	100.0%	222	100.0%
Car (as driver in own/ company car)	138	78.0%	160	72.1%
Car (as passenger in friends/ relatives car)	29	16.4%	33	14.9%
Walk	1	.6%	12	5.4%
Bus/ Coach	3	1.7%	10	4.5%
Train/ Metro	1	.6%	0	.0%
Taxi	0	.0%	1	.5%
Internet/ Home Delivery	1	.6%	2	.9%
Bicycle	1	.6%	0	.0%
Disabled vehicle	0	.0%	2	.9%
Moped/ Motorcycle	0	.0%	1	.5%
Other				
Car ( as driver or passenger)	2	1.1%	0	.0%
Car/ train	0	.0%	0	.0%
Coach/ train	0	.0%	0	.0%
Don't do much non-food shopping	0	.0%	1	.5%
Mobility scooter	0	.0%	0	.0%
Park & Ride	1	.6%	0	.0%
Varies	0	.0%	0	.0%



**Q19a. How often do you visit Ludlow town centre for any purpose?**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
More than once a week	289	28.9%	136	63.6%	66	36.5%	55	26.8%	15	8.5%
Once a week	234	23.4%	53	24.8%	56	30.9%	64	31.2%	31	17.5%
One a fortnight	100	10.0%	10	4.7%	15	8.3%	27	13.2%	27	15.3%
Once a month	138	13.8%	10	4.7%	18	9.9%	29	14.1%	32	18.1%
Less frequently than once a month	187	18.7%	5	2.3%	20	11.0%	25	12.2%	57	32.2%
Never	52	5.2%	0	.0%	6	3.3%	5	2.4%	15	8.5%

**Q19a. How often do you visit Ludlow town centre for any purpose?**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
More than once a week	17	7.7%
Once a week	29	13.1%
One a fortnight	21	9.5%
Once a month	49	22.1%
Less frequently than once a month	80	36.0%
Never	26	11.7%

**Q19b. Is there anything that would encourage you to visit Ludlow town centre more frequently?**

	Base: Those who visit Ludlow town centre		Zone					
	Num	%	1		2		3	
			Num	%	Num	%	Num	%
Base: Those who visit Ludlow town centre	948	100.0%	214	100.0%	175	100.0%	200	100.0%
Another foodstore	7	.7%	1	.5%	4	2.3%	0	.0%
Better quality shops	45	4.7%	14	6.5%	10	5.7%	7	3.5%
Better services	14	1.5%	3	1.4%	1	.6%	3	1.5%
More cafes/ restaurants	12	1.3%	7	3.3%	0	.0%	1	.5%
More leisure opportunities	3	.3%	0	.0%	2	1.1%	0	.0%
More shops	67	7.1%	22	10.3%	12	6.9%	18	9.0%
More/ cheaper parking	176	18.6%	24	11.2%	34	19.4%	40	20.0%
Nicer shopping environment	6	.6%	1	.5%	1	.6%	1	.5%
Specific shops	0	.0%	0	.0%	0	.0%	0	.0%
Nothing	548	57.8%	117	54.7%	95	54.3%	115	57.5%

**Q19b. Is there anything that would encourage you to visit Ludlow town centre more frequently?**

		Base: Those who visit Ludlow town centre		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	Wider variety/ more useful shops	13	1.4%	7	3.3%	3	1.7%	2	1.0%
	Better bus service/ go back to previous bus service	11	1.2%	5	2.3%	0	.0%	3	1.5%
	More personal time	10	1.1%	3	1.4%	1	.6%	2	1.0%
	Free car parking	8	.8%	0	.0%	2	1.1%	5	2.5%
	More clothes shops	8	.8%	2	.9%	3	1.7%	1	.5%
	Marks & Spencer	5	.5%	3	1.4%	0	.0%	1	.5%
	More facilities/ parking for disabled people	4	.4%	1	.5%	2	1.1%	1	.5%
	More high street shops	4	.4%	2	.9%	0	.0%	1	.5%
	More pedestrian access	4	.4%	2	.9%	0	.0%	0	.0%
	A Waitrose would be welcome	3	.3%	0	.0%	1	.6%	1	.5%
	Better access	3	.3%	1	.5%	0	.0%	1	.5%
	Cheaper prices	3	.3%	3	1.4%	0	.0%	0	.0%
	More independent shops, fewer chain stores	3	.3%	1	.5%	1	.6%	1	.5%
	Sainsbury's	3	.3%	0	.0%	0	.0%	1	.5%
	Asda	2	.2%	0	.0%	2	1.1%	0	.0%
	Bank	2	.2%	1	.5%	1	.6%	0	.0%
	Better market	2	.2%	0	.0%	1	.6%	1	.5%
	Good weather	2	.2%	2	.9%	0	.0%	0	.0%
	Distance - if I lived/ worked nearer	2	.2%	0	.0%	0	.0%	2	1.0%
	If she had better legs	2	.2%	1	.5%	0	.0%	0	.0%
	Lower petrol prices	2	.2%	0	.0%	1	.6%	0	.0%
	Too many shops closing in Ludlow	2	.2%	1	.5%	0	.0%	0	.0%
	Special events	2	.2%	0	.0%	2	1.1%	0	.0%
	Traffic situation improved	2	.2%	1	.5%	0	.0%	0	.0%
	A DVD outlet	1	.1%	0	.0%	0	.0%	1	.5%

**Q19b. Is there anything that would encourage you to visit Ludlow town centre more frequently?**

		Base: Those who visit Ludlow town centre		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	A McDonalds	1	.1%	1	.5%	0	.0%	0	.0%
	A small Sainsbury's	1	.1%	1	.5%	0	.0%	0	.0%
	Better road infrastructure	1	.1%	0	.0%	0	.0%	0	.0%
	Changing local council	1	.1%	0	.0%	0	.0%	0	.0%
	Clothing shops for larger people	1	.1%	1	.5%	0	.0%	0	.0%
	Co-op doesnt have good stock	1	.1%	0	.0%	1	.6%	0	.0%
	Debenhams	1	.1%	0	.0%	0	.0%	0	.0%
	Decent supermarket	1	.1%	0	.0%	1	.6%	0	.0%
	Decent takeaways	1	.1%	0	.0%	0	.0%	0	.0%
	Doctors	1	.1%	0	.0%	1	.6%	0	.0%
	Dominos	1	.1%	0	.0%	0	.0%	0	.0%
	Fewer charity shops	1	.1%	1	.5%	0	.0%	0	.0%
	Fewer drunken people	1	.1%	0	.0%	0	.0%	0	.0%
	Fewer tourists	1	.1%	0	.0%	1	.6%	0	.0%
	Completely refurbish	1	.1%	0	.0%	0	.0%	0	.0%
	Good cinema	1	.1%	1	.5%	0	.0%	0	.0%
	If the parking meters were stopped	1	.1%	0	.0%	1	.6%	0	.0%
	If they practiced bell ringing on a different night than Monday	1	.1%	0	.0%	0	.0%	0	.0%
	Improved lay-out, less claustrophobic	1	.1%	0	.0%	0	.0%	1	.5%
	Keep it as it is, make more effort	1	.1%	0	.0%	0	.0%	0	.0%
	Keep park and ride	1	.1%	0	.0%	1	.6%	0	.0%
	More galleries	1	.1%	0	.0%	1	.6%	0	.0%
	More of the shops like in Tenbury	1	.1%	0	.0%	0	.0%	0	.0%
	More shoe shops	1	.1%	1	.5%	0	.0%	0	.0%
	Supermarket in the centre	1	.1%	1	.5%	0	.0%	0	.0%

**Q19b. Is there anything that would encourage you to visit Ludlow town centre more frequently?**

		Base: Those who visit Ludlow town centre		Zone					
				1		2		3	
		Num	%	Num	%	Num	%	Num	%
Other	New electrical stores	1	.1%	1	.5%	0	.0%	0	.0%
	New look	1	.1%	0	.0%	0	.0%	0	.0%
	Next	1	.1%	1	.5%	0	.0%	0	.0%
	Longer opening hours	1	.1%	0	.0%	1	.6%	0	.0%
	Overall environment, pavements, congestion	1	.1%	0	.0%	0	.0%	0	.0%
	To support local traders	1	.1%	0	.0%	1	.6%	0	.0%
	Tesco	1	.1%	0	.0%	1	.6%	0	.0%
	The Range	1	.1%	0	.0%	0	.0%	1	.5%
	Toy shop	1	.1%	0	.0%	0	.0%	1	.5%
	Transport	1	.1%	0	.0%	0	.0%	0	.0%

**Q19b. Is there anything that would encourage you to visit Ludlow town centre more frequently?**

	Zone			
	4		5	
	Num	%	Num	%
Base: Those who visit Ludlow town centre	162	100.0%	196	100.0%
Another foodstore	2	1.2%	0	.0%
Better quality shops	10	6.2%	4	2.0%
Better services	2	1.2%	5	2.6%
More cafes/ restaurants	1	.6%	3	1.5%
More leisure opportunities	1	.6%	0	.0%
More shops	9	5.6%	6	3.1%
More/ cheaper parking	39	24.1%	39	19.9%
Nicer shopping environment	3	1.9%	0	.0%
Specific shops	0	.0%	0	.0%
Nothing	92	56.8%	128	65.3%

**Q19b. Is there anything that would encourage you to visit Ludlow town centre more frequently?**

		Zone			
		4		5	
		Num	%	Num	%
Other	Wider variety/ more useful shops	1	.6%	0	.0%
	Better bus service/ go back to previous bus service	1	.6%	2	1.0%
	More personal time	2	1.2%	2	1.0%
	Free car parking	0	.0%	1	.5%
	More clothes shops	2	1.2%	0	.0%
	Marks & Spencer	1	.6%	0	.0%
	More facilities/ parking for disabled people	0	.0%	0	.0%
	More high street shops	0	.0%	1	.5%
	More pedestrian access	1	.6%	1	.5%
	A Waitrose would be welcome	1	.6%	0	.0%
	Better access	1	.6%	0	.0%
	Cheaper prices	0	.0%	0	.0%
	More independent shops, fewer chain stores	0	.0%	0	.0%
	Sainsbury's	2	1.2%	0	.0%
	Asda	0	.0%	0	.0%
	Bank	0	.0%	0	.0%
	Better market	0	.0%	0	.0%
	Good weather	0	.0%	0	.0%
	Distance - if I lived/ worked nearer	0	.0%	0	.0%
	If she had better legs	0	.0%	1	.5%
	Lower petrol prices	0	.0%	1	.5%
	Too many shops closing in Ludlow	0	.0%	1	.5%
	Special events	0	.0%	0	.0%
	Traffic situation improved	1	.6%	0	.0%
	A DVD outlet	0	.0%	0	.0%

**Q19b. Is there anything that would encourage you to visit Ludlow town centre more frequently?**

		Zone			
		4		5	
		Num	%	Num	%
Other	A McDonalds	0	.0%	0	.0%
	A small Sainsbury's	0	.0%	0	.0%
	Better road infrastructure	0	.0%	1	.5%
	Changing local council	1	.6%	0	.0%
	Clothing shops for larger people	0	.0%	0	.0%
	Co-op doesnt have good stock	0	.0%	0	.0%
	Debenhams	1	.6%	0	.0%
	Decent supermarket	0	.0%	0	.0%
	Decent takeaways	0	.0%	1	.5%
	Doctors	0	.0%	0	.0%
	Dominos	0	.0%	1	.5%
	Fewer charity shops	0	.0%	0	.0%
	Fewer drunken people	0	.0%	1	.5%
	Fewer tourists	0	.0%	0	.0%
	Completely refurbish	1	.6%	0	.0%
	Good cinema	0	.0%	0	.0%
	If the parking meters were stopped	0	.0%	0	.0%
	If they practiced bell ringing on a different night than Monday	1	.6%	0	.0%
	Improved lay-out, less claustrophobic	0	.0%	0	.0%
	Keep it as it is, make more effort	0	.0%	1	.5%
	Keep park and ride	0	.0%	0	.0%
	More galleries	0	.0%	0	.0%
	More of the shops like in Tenbury	0	.0%	1	.5%
	More shoe shops	0	.0%	0	.0%
	Supermarket in the centre	0	.0%	0	.0%



**Q19b. Is there anything that would encourage you to visit Ludlow town centre more frequently?**

		Zone			
		4		5	
		Num	%	Num	%
Other	New electrical stores	0	.0%	0	.0%
	New look	1	.6%	0	.0%
	Next	0	.0%	0	.0%
	Longer opening hours	0	.0%	0	.0%
	Overall environment, pavements, congestion	1	.6%	0	.0%
	To support local traders	0	.0%	0	.0%
	Tesco	0	.0%	0	.0%
	The Range	0	.0%	0	.0%
	Toy shop	0	.0%	0	.0%
	Transport	1	.6%	0	.0%

**Q19c. What is the main reason you choose not to visit Ludlow town centre?**

		Base: Those not visiting Ludlow town centre		Zone					
		Num	%	2		3		4	
				Num	%	Num	%	Num	%
Base: Those not visiting Ludlow town centre		52	100.0%	6	100.0%	5	100.0%	15	100.0%
Nothing		14	26.9%	1	16.7%	1	20.0%	5	33.3%
Too far away		10	19.2%	0	.0%	1	20.0%	3	20.0%
Not enough parking		8	15.4%	4	66.7%	0	.0%	3	20.0%
Doesn't have the services I need		6	11.5%	0	.0%	0	.0%	1	6.7%
Not convenient		3	5.8%	1	16.7%	0	.0%	0	.0%
Other	No real need to go there	5	9.6%	0	.0%	0	.0%	2	13.3%
	Personal reasons	2	3.8%	0	.0%	2	40.0%	0	.0%
	Poor bus service	2	3.8%	0	.0%	0	.0%	1	6.7%
	Mobility issues	1	1.9%	0	.0%	1	20.0%	0	.0%
	Work hours	1	1.9%	0	.0%	0	.0%	0	.0%

**Q19c. What is the main reason you choose not to visit Ludlow town centre?**

	Zone	
	5	
	Num	%
Base: Those not visiting Ludlow town centre	26	100.0%
Nothing	7	26.9%
Too far away	6	23.1%
Not enough parking	1	3.8%
Doesn't have the services I need	5	19.2%
Not convenient	2	7.7%
Other	3	11.5%
No real need to go there	0	.0%
Personal reasons	1	3.8%
Poor bus service	0	.0%
Mobility issues	1	3.8%
Work hours		

**Q20. SEG of chief wage earner**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
A	46	4.6%	7	3.3%	13	7.2%	6	2.9%	12	6.8%
B	162	16.2%	32	15.0%	25	13.8%	33	16.1%	36	20.3%
C1	345	34.5%	70	32.7%	71	39.2%	67	32.7%	53	29.9%
C2	233	23.3%	50	23.4%	35	19.3%	49	23.9%	43	24.3%
D	123	12.3%	33	15.4%	17	9.4%	29	14.1%	21	11.9%
E	24	2.4%	7	3.3%	4	2.2%	8	3.9%	2	1.1%
Refused	67	6.7%	15	7.0%	16	8.8%	13	6.3%	10	5.6%

**Q20. SEG of chief wage earner**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
A	8	3.6%
B	35	15.8%
C1	84	37.8%
C2	56	25.2%
D	23	10.4%
E	3	1.4%
Refused	13	5.9%

**Q21. Age group of respondent**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
18 - 24 years	14	1.4%	4	1.9%	0	.0%	5	2.4%	2	1.1%
25 - 34 years	40	4.0%	12	5.6%	6	3.3%	9	4.4%	4	2.3%
35 - 44 years	111	11.1%	21	9.8%	20	11.0%	28	13.7%	16	9.0%
45 - 54 years	200	20.0%	42	19.6%	40	22.1%	40	19.5%	35	19.8%
55 - 64 years	210	21.0%	43	20.1%	28	15.5%	46	22.4%	37	20.9%
65 years or above	393	39.3%	87	40.7%	80	44.2%	70	34.1%	79	44.6%
Refused	32	3.2%	5	2.3%	7	3.9%	7	3.4%	4	2.3%

**Q21. Age group of respondent**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
18 - 24 years	3	1.4%
25 - 34 years	9	4.1%
35 - 44 years	26	11.7%
45 - 54 years	43	19.4%
55 - 64 years	56	25.2%
65 years or above	76	34.2%
Refused	9	4.1%

**Q22. Number of adults in the household aged 16 years or over**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
1	279	27.9%	81	37.9%	44	24.3%	63	30.7%	38	21.5%
2	526	52.6%	95	44.4%	102	56.4%	104	50.7%	101	57.1%
3	102	10.2%	22	10.3%	18	9.9%	21	10.2%	20	11.3%
4	46	4.6%	9	4.2%	7	3.9%	8	3.9%	8	4.5%
5	11	1.1%	0	.0%	2	1.1%	3	1.5%	3	1.7%
6	2	.2%	0	.0%	1	.6%	0	.0%	0	.0%
Refused	34	3.4%	7	3.3%	7	3.9%	6	2.9%	7	4.0%

**Q22. Number of adults in the household aged 16 years or over**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
1	53	23.9%
2	123	55.4%
3	21	9.5%
4	14	6.3%
5	3	1.4%
6	1	.5%
Refused	7	3.2%

**Q22. Number of children in the household aged under 16**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
0	784	78.4%	171	79.9%	137	75.7%	167	81.5%	135	76.3%
1	83	8.3%	16	7.5%	17	9.4%	13	6.3%	18	10.2%
2	71	7.1%	14	6.5%	15	8.3%	16	7.8%	13	7.3%
3	25	2.5%	6	2.8%	5	2.8%	2	1.0%	5	2.8%
4	3	.3%	0	.0%	0	.0%	1	.5%	0	.0%
5	1	.1%	0	.0%	0	.0%	0	.0%	0	.0%
Refused	33	3.3%	7	3.3%	7	3.9%	6	2.9%	6	3.4%

**Q22. Number of children in the household aged under 16**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
0	173	77.9%
1	19	8.6%
2	13	5.9%
3	7	3.2%
4	2	.9%
5	1	.5%
Refused	7	3.2%

**Q23. Number of cars available to the household**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
None	82	8.2%	34	15.9%	8	4.4%	18	8.8%	3	1.7%
One	403	40.3%	104	48.6%	66	36.5%	89	43.4%	72	40.7%
Two	351	35.1%	58	27.1%	71	39.2%	62	30.2%	71	40.1%
Three or more	131	13.1%	12	5.6%	29	16.0%	31	15.1%	24	13.6%
Refused	33	3.3%	6	2.8%	7	3.9%	5	2.4%	7	4.0%

**Q23. Number of cars available to the household**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
None	19	8.6%
One	72	32.4%
Two	88	39.6%
Three or more	35	15.8%
Refused	8	3.6%

**Q24. Gender of respondent**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
Male	272	27.2%	53	24.8%	47	26.0%	57	27.8%	53	29.9%
Female	728	72.8%	161	75.2%	134	74.0%	148	72.2%	124	70.1%

**Q24. Gender of respondent**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
Male	62	27.9%
Female	160	72.1%

**Q25. Would you be willing to be recontacted for future quality control purposes?**

	Base: All respondents		Zone							
	Num	%	1		2		3		4	
			Num	%	Num	%	Num	%	Num	%
Base: All respondents	1000	100.0%	214	100.0%	181	100.0%	205	100.0%	177	100.0%
Yes	725	72.5%	152	71.0%	125	69.1%	149	72.7%	134	75.7%
No	275	27.5%	62	29.0%	56	30.9%	56	27.3%	43	24.3%

**Q25. Would you be willing to be recontacted for future quality control purposes?**

	Zone	
	5	
	Num	%
Base: All respondents	222	100.0%
Yes	164	73.9%
No	58	26.1%