

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q01 In which shop or shopping centre do you do most of your household's main food shopping ?</b>																												
<i>(Not including don't do or internet / delivered at Q01)</i>																												
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	3.9%	172	0.0%	0	37.9%	107	0.0%	0	0.0%	0	0.0%	0	68.0%	41	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0		
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	3.1%	138	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	2.6%	113	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	3.8%	2	2.4%	1		
Asda, Avon Road, CANNOCK, WS11 1LH	2.4%	104	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Morrisons, Market Street, BILSTON, WV14 0DZ	2.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other	2.3%	100	2.5%	3	9.5%	27	5.4%	8	1.1%	2	1.2%	1	8.5%	7	1.3%	1	2.5%	3	0.0%	0	0.0%	0	2.7%	1	2.5%	1	1.2%	1
Asda, Pearson Street, Brierley Hill, DY5 3BJ	2.2%	96	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	5.3%	2	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	2.1%	92	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.5%	7	4.0%	1	2.5%	1	1.2%	1		
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	2.0%	88	12.5%	17	0.0%	0	34.8%	54	3.2%	6	9.5%	8	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, Birmingham Road, DUDLEY, DY1 4RP	2.0%	86	0.0%	0	1.1%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	3.8%	2	0.0%	0		
Asda, Market Street, BROMSGROVE, B61 8DA	1.9%	86	0.0%	0	0.0%	0	1.1%	2	8.6%	16	0.0%	0	1.2%	1	0.0%	0	56.8%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.9%	85	0.0%	0	1.1%	3	7.6%	12	29.0%	54	3.6%	3	7.3%	6	0.0%	0	3.7%	4	1.2%	1	2.4%	2	0.0%	0	0.0%	0		
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	44.4%	25	22.0%	17	22.7%	8	45.0%	23	0.0%	0		
J Sainsbury, Freeth Street, Oldbury, B69 3DB	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	1.3%	1	0.0%	0	1.2%	1	1.2%	1	0.0%	0	10.0%	5	3.7%	2
Asda, St Lawrence Way, Darlaston, WS10 8AA	1.7%	73	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	1.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0		
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	1.6%	71	0.0%	0	9.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tesco, High Street, Brownhills, WS8 6DZ	1.6%	71	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Asda, Woodhall Street, Bloxwich, WS3 3JR	1.6%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

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Tesco, Ridgacre Road, Quinton, B32 1EG	1.5%	64	13.8%	19	0.0%	0	1.1%	2	0.0%	0	36.9%	32	0.0%	0	0.0%	0	0.0%	0	7.4%	4	1.2%	1	0.0%	0	0.0%	0	1.2%	1
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	1.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	1.5%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	1.4%	63	2.5%	3	0.0%	0	0.0%	0	1.1%	2	11.9%	10	0.0%	0	0.0%	0	0.0%	0	14.8%	8	1.2%	1	1.3%	0	15.0%	8	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	1.4%	61	7.5%	10	1.1%	3	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	43.9%	19
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	1.4%	61	0.0%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	1.3%	59	2.5%	3	18.9%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Coleridge Drive, WOLVERHAMPTON, WV6 7QE	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	1.3%	57	0.0%	0	0.0%	0	4.3%	7	21.5%	40	3.6%	3	6.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	1.3%	56	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	1.3%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	1.2%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	1.1%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	4	1.3%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	1.1%	48	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1

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January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	1.1%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	1.0%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	3
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	1.0%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.8%	36	0.0%	0	0.0%	0	0.0%	0	1.1%	2	6.0%	5	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.7%	31	0.0%	0	0.0%	0	1.1%	2	1.1%	2	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.6%	27	12.5%	17	0.0%	0	3.3%	5	0.0%	0	1.2%	1	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Maypole	0.5%	22	0.0%	0	0.0%	0	1.1%	2	1.1%	2	0.0%	0	22.0%	19
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.5%	22	12.5%	17	1.1%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Co-Op, Hazelwell Street, Stirchley	0.5%	20	0.0%	0	0.0%	0	13.0%	20	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgbaston,	0.4%	19	12.5%	17	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

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Ladywood Middleway																												
Tesco, Coldfield Drive, Redditch	0.4%	19	0.0%	0	0.0%	0	0.0%	0	4.3%	8	0.0%	0	9.8%	8	0.0%	0	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.4%	17	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	11.0%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Abbey Retail Park, Redditch	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.3%	14	0.0%	0	1.1%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.2%	5
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.3%	13	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Boley Park Centre, Lichfield	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.2%	10	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	9	1.3%	2	0.0%	0	3.3%	5	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Pershore Road,	0.2%	9	0.0%	0	0.0%	0	4.3%	7	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Cotteridge, B30 3AS Sommerfield, New Road, WILLENHALL, WV13 2BG	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sommerfield, Castle Square, Weoley Castle	0.2%	8	0.0%	0	0.0%	0	5.4%	8	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road, KIDDERMINSTER, DY11 5BE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.2%	8	0.0%	0	0.0%	0	4.3%	8	0.0%	0	0.0%	0	0.0%	0
Sommerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Sainsburys, Forge Retail Park, Telford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	6.1%	5
Tesco Express, Chester Road, Streetly, B74 3NA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Sommerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sommerfield, High Street, Kingswinford, DY6 8AA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sommerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Newport Road, Stafford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Wrekin Retail Park, Telford	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sommerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sommerfield, High Street, Wednesfield, WV11 1SZ	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sommerfield, High Street, BROMSGROVE, B61 0DF	0.1%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13												
Netto, High Street, DUDLEY, DY1 1QS	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Birmingham	0.1%	5	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.1%	5	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.1%	4	2.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Sainsburys, Alcester Road South, Kings Heath	0.1%	4	0.0%	0	0.0%	0	2.2%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	2	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Green Street, KIDDERMINSTER, DY10 1JF	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Princess	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Alice Drive, SUTTON COLDFIELD, B73 6RB	0.1%	4	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbury Road, Blackheath	0.1%	4	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WOLVERHAMPTON, WV11 1TN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bridge Street, KIDDERMINSTER, DY10 1BN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	3.7%	3
Stourbridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1
Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Walsall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, HARBORNE, B17 9QG	0.1%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Kingstanding Circle, B44 9TA	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Great Barr	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Street, PENKRIDGE, ST19 5DH	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Whitburn Street, Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, WOLVERHAMPTON, WV10 0AE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	2
Kidderminster	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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KIDDERMINSTER, DY11 6UU																
Tesco Express, Rowley Village, Warley, B65 9AS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, New Road, Willenhall, WALSALL, WV13 2BU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Brettel Lane, Stourbridge	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Ablewell Street, WALSALL, WS1 2EU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.0%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.0%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Burntwood	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Scotts Arms Shopping Centre, BIRMINGHAM, B42 1TQ	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich Stafford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Wednesbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Marks & Spencer, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Lidl, Hagley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 1 - Filtered

Weighted:

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
WOLVERHAMPTON, WV10 9QY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cannock Road, WOLVERHAMPTON, WV10 8PN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Market Square, CRADLEY HEATH, B64 5HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Six Towns Road, Reedswood Retail Park, WS2 8XP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Surrey Close, CANNOCK, WS11 8UF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Market Centre, BLOXWICH, WS3 2JH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Rowley Regis Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Aldi, Bridgnorth Road, Wollaston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Street, Wombourne, WV5 9DN														
Local Stores, Kinver	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.6%	248	5.0%	7	5.3%	15	8.7%	14	6.5%	12	3.6%	3	12.2%	10
Weighted base:	4406	135	283	155	186	86	84	60	113	57	79	36	52	43
Sample:	4404	80	95	92	93	84	82	75	81	81	82	75	80	82

**Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01)?**

*Those who used a shop or shopping centre (not including internet / delivered) at Q01*

Car / Van (as driver)	60.2%	2502	52.6%	67	70.0%	188	51.2%	73	62.1%	108	66.7%	55	65.3%	48	72.2%	41	71.8%	78	61.5%	34	56.8%	44	50.0%	18	39.5%	19	24.7%	9
Car / van (as passenger)	18.7%	778	17.1%	22	10.0%	27	16.7%	24	14.9%	26	21.0%	17	18.1%	13	15.3%	9	9.0%	10	19.2%	10	27.2%	21	18.9%	7	28.9%	14	17.8%	7
Motorcycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Bus	9.4%	391	14.5%	19	8.9%	24	13.1%	19	13.8%	24	8.6%	7	13.9%	10	2.8%	2	3.8%	4	6.4%	3	6.2%	5	12.2%	4	21.1%	10	24.7%	9
Train	0.2%	7	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Taxi	1.0%	42	2.6%	3	0.0%	0	3.6%	5	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.6%	1	1.4%	1
Walk	8.7%	363	11.8%	15	7.8%	21	13.1%	19	8.0%	14	2.5%	2	1.4%	1	9.7%	6	14.1%	15	9.0%	5	9.9%	8	10.8%	4	5.3%	3	30.1%	12
Bicycle	0.1%	5	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Mobility Scooter	0.3%	10	0.0%	0	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.3%	1	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	43	1.3%	2	1.1%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	2	0.0%	0	2.7%	1	0.0%	0	0.0%	0
(Don't travel / goods delivered)	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	4158	128	268	142	174	83	74	57	109	54	78	36	49	38														
Sample:	4148	76	90	84	87	81	72	72	78	78	81	74	76	73														

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example non-food shopping, leisure / entertainment activities, restaurants, bars, banks, etc?</b>																												
<i>Those who used a shop or shopping centre (not including internet / delivered) at Q01</i>																												
Yes - Meeting Friends	1.1%	46	3.9%	5	0.0%	0	1.2%	2	1.2%	2	2.5%	2	1.4%	1	2.8%	2	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Yes - Meeting Family	1.1%	45	1.3%	2	0.0%	0	1.2%	2	0.0%	0	3.7%	3	2.8%	2	1.4%	1	2.6%	3	2.6%	1	1.2%	1	1.4%	0	2.6%	1	1.4%	1
Yes - Other non-food shops	17.5%	728	9.2%	12	23.3%	63	14.3%	20	14.9%	26	12.3%	10	12.5%	9	13.9%	8	20.5%	22	12.8%	7	24.7%	19	21.6%	8	18.4%	9	30.1%	12
Yes - Bars / Pubs	0.6%	26	0.0%	0	1.1%	3	1.2%	2	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0
Yes - Restaurants	1.7%	72	2.6%	3	2.2%	6	3.6%	5	3.4%	6	3.7%	3	0.0%	0	1.4%	1	1.3%	1	0.0%	0	3.7%	3	1.4%	0	0.0%	0	2.7%	1
Yes - Cafes	2.9%	121	5.3%	7	0.0%	0	4.8%	7	3.4%	6	2.5%	2	1.4%	1	1.4%	1	2.6%	3	3.8%	2	9.9%	8	1.4%	0	2.6%	1	4.1%	2
Yes - Cinemas	0.2%	8	0.0%	0	0.0%	0	1.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - Ten Pin Bowling	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Gym / Health and Fitness	0.8%	31	2.6%	3	1.1%	3	1.2%	2	1.2%	2	1.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.5%	2	0.0%	0	0.0%	0	0.0%	0
Yes - Bingo	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Swimming	0.3%	13	0.0%	0	0.0%	0	0.0%	0	3.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Markets	1.4%	58	1.3%	2	1.1%	3	0.0%	0	0.0%	0	2.5%	2	0.0%	0	1.4%	1	1.3%	1	0.0%	0	2.5%	2	16.2%	6	2.6%	1	1.4%	1
Yes - Theatre	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Museums / Art Gallery	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Library	0.8%	34	1.3%	2	0.0%	0	1.2%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.3%	1	3.7%	3	0.0%	0	0.0%	0	1.4%	1
Yes - Financial Service (Banks, Building Society)	6.7%	278	1.3%	2	1.1%	3	4.8%	7	2.3%	4	2.5%	2	5.6%	4	4.2%	2	9.0%	10	7.7%	4	7.4%	6	2.7%	1	14.5%	7	8.2%	3
Yes - Personal Service (Hairdressers, Beauty Salon)	0.6%	24	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - Other Service (Travel Agent, Estate Agent)	0.6%	23	1.3%	2	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Yes - Other	0.4%	16	1.3%	2	0.0%	0	2.4%	3	1.2%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	1.2%	1	1.4%	0	0.0%	0	0.0%	0
No	67.9%	2824	69.7%	89	70.0%	188	71.4%	101	66.7%	116	70.4%	59	75.0%	56	69.4%	40	66.7%	73	70.5%	38	54.3%	43	58.1%	21	64.5%	32	57.5%	22
Yes - Get Petrol	1.0%	40	1.3%	2	2.2%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	3	1.4%	0	1.3%	1	0.0%	0
Yes - Car Wash	0.1%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Church	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Other food shops	0.4%	18	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.4%	0	0.0%	0	0.0%	0
Yes - Work	0.4%	18	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.2%	1	1.4%	0	0.0%	0	0.0%	0
Yes - Recycling	0.1%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - School Run	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Walking	0.2%	8	1.3%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Yes - Music Lessons	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Butchers	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Yes - Health Service (Chemist, Doctors, Dentist)	0.2%	6	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Yes - Dancing (Don't know)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	4158	128	268	142	174	83	74	57	109	54	78	36	49	38														
Sample:	4148	76	90	84	87	81	72	72	78	78	81	74	76	73														

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q04 Where do you do most of your household's small scale 'top-up' food shopping ? (i.e. to buy bread, milk, etc, on a day-to-day basis)</b>																												
<i>(Not including don't do or internet / delivered at Q04)</i>																												
Other	11.2%	408	7.7%	8	14.1%	36	17.5%	24	11.4%	20	8.2%	6	20.3%	13	10.0%	5	16.7%	15	3.1%	1	1.4%	1	6.9%	2	1.6%	1	3.0%	1
Birmingham	1.8%	64	4.6%	5	8.2%	21	2.5%	3	11.4%	20	2.7%	2	9.4%	6	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Wolverhampton	1.5%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	1.4%	49	0.0%	0	11.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	15	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Walsall	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.0%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.0%	1		
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.0%	37	0.0%	0	1.2%	3	2.5%	3	12.5%	22	2.7%	2	6.3%	4	0.0%	0	1.5%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.0%	35	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0		
Local Stores, Great Barr	0.9%	34	0.0%	0	10.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	0.9%	34	0.0%	0	4.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	0.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	0.8%	31	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0	0.0%	0	28.8%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ridgacre Road, Quinton, B32 1EG	0.8%	30	3.1%	3	0.0%	0	1.3%	2	0.0%	0	23.3%	17	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	16.9%	8	2.7%	2	12.1%	3	34.4%	14	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	0.8%	29	6.2%	7	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	31.3%	11
Tesco, High Street, Brownhills, WS8 6DZ	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	0.8%	28	0.0%	0	0.0%	0	1.3%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	11.0%	8	15.5%	4	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	0.7%	27	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	4.9%	2	1.5%	1
Asda, Avon Road, CANNOCK, WS11 1LH	0.7%	26	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.7%	25	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill, DY5 3BJ	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13												
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	11.4%	20	0.0%	0	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	13.8%	6	20.5%	15	3.4%	1	0.0%	0	0.0%	0
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	0.7%	24	1.5%	2	0.0%	0	13.8%	19	1.1%	2	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.7%	24	13.8%	15	0.0%	0	1.3%	2	1.1%	2	6.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	0.7%	24	0.0%	0	9.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.7%	24	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Harborne	0.5%	20	15.4%	17	0.0%	0	0.0%	0	1.1%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	20	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.0%	3
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Bilston	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Coleridge	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

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January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Drive, WOLVERHAMPTON, WV6 7QE														
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	18	0.0%	0	0.0%	0	12.5%	17	0.0%	0	0.0%	0	0.0%	0
Kidderminster	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.4%	16	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Church Lane, Handsworth Wood, B20 2EP	0.4%	15	0.0%	0	5.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Kingstanding	0.4%	15	0.0%	0	5.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.4%	15	4.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.3%	9	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.4%	14	0.0%	0	0.0%	0	0.0%	0	6.8%	12	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.4%	14	0.0%	0	4.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.7%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.7%	10	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.4%	14	0.0%	0	0.0%	0	1.3%	2	6.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Tipton	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.3%	12	6.2%	7	0.0%	0	2.5%	3	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	6.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.3%	12	0.0%	0	0.0%	0	8.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0	9.8%	4	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.3%	11	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Superstore, Franche Road,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
KIDDERMINSTER, DY11 5BE														
Local Stores, Handsworth Wood	0.3%	11	0.0%	0	3.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Smethwick	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Morrisons, Mill Street, CANNOCK, WS11 3DR	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.3%	10	0.0%	0	2.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	4
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.3%	10	0.0%	0	0.0%	0	1.3%	2	4.5%	8	0.0%	0	0.0%	0
Somerfield, New Road, WILLENHALL, WV13 2BG	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.3%	9	0.0%	0	0.0%	0	5.0%	7	1.1%	2	0.0%	0	0.0%	0
Brierley Hill High Street	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Spar, Kingswinford	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Bartley Green	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	2	8.2%	6	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.2%	8	4.6%	5	0.0%	0	1.3%	2	0.0%	0	1.4%	1	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Sutton Road, WALSALL, WS5 3BD	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Princess Alice Drive, SUTTON COLDFIELD, B73 6RB	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	7	0.0%	0	0.0%	0	1.3%	2	2.3%	4	0.0%	0	0.0%	0
Cradley Heath	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.2%	7	0.0%	0	0.0%	0	3.8%	5	0.0%	0	3.1%	2	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Quarry Bank	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Manor Lane, HALESOWEN, B62 8PY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	7
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Linden Road, Bournville	0.2%	7	0.0%	0	0.0%	0	5.0%	7	0.0%	0	0.0%	0	0.0%	0

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Weighted:

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Co-Op, Boley Park Centre, Lichfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Brownhills Crossroad, Norton Canes	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Turnberry Road, Bloxwich, WS3 3UA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Liskeard Road, WALSALL, WS5 3EY	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.2%	7	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	5.2%	1
Local Stores, Perton	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	9.0%
Sainsburys, High Street, Harborne	0.2%	6	4.6%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Local Stores, Kinver	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Somerfield, Manor Court, Streetly, B74 2BH	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Kingstanding Road, Kingstanding, B44 9RJ	0.2%	6	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Northfield	0.2%	6	0.0%	0	0.0%	0	1.3%	2	1.1%	2	1.4%	1	1.6%	1
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Cannock Road, CANNOCK, WS11 2BU	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.2%	6	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.5%	1
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Tesco Express, Stourport Road, KIDDERMINSTER, DY11 7BQ	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, TIPTON, DY4 8QL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, High Street, DUDLEY, DY1 1QS	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	5	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Tesco Express, Bilbrook Road, Codsall, WV8 1EU	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Maypole	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0
Co-op Supermarket, Alvechurch Road, West Heath, B31 3JW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0
Local Stores, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market Street, PENKRIDGE, ST19 5DH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Wombourne	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	4
Tesco, Kent Street, Dudley	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove, B61 8AG	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	5	1.5%	2	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Halesowen Road, NETHERTON, DY2 9PY	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13												
STOURBRIDGE, DY8 1EE																										
Local Stores, Quinton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Cannock Road, Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Cannock Road, Bushbury, WV10 8PN	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, KIDDERMINSTER, DY11 6UU	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, PELSALL, WS3 4LX	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.1%	2	1.4%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.1%	4	3.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Wombourne, WV5 9DN	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Pendeford Avenue, Claregate, WV6 9EH	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Old Swinford, DY8 2JD	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Morley Road, BURNTWOOD, WS7 9AZ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Drakes Cross Parade,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Hollywood														
Lidl, Brettel Lane, Stourbridge	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.3%	4	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Gornal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tettenhill Village	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Warley, B65 9AS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, B60 1DL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Tesco Express, Hewell Road, Barnt Green, B45 8NE	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Pershore Road, Cotteridge, B30 3AS	0.1%	4	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Local Stores, Netherton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Blakenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bewdley Hill, KIDDERMINSTER, DY11 6BS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Russels Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stubby Lane, WEDNESFIELD, WV11 3NL	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Castle Street, COSELEY, WV14 9DP	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL, Somerfield, Cannock Road,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
WOLVERHAMPTON, WV10 0AE														
Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.6%	2
Fallings Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Hawthorn Road, Kingstanding, B44 8QT	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Tesco Express, Birmingham Road, Shenstone, WS14 0JR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Windmill Bank, WOMBOURNE, WV5 9JD	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Bridgnorth Road, WOLLASTON, DY8 3NX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Stafford Street, BREWOOD, ST19 9DX	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Abbey Road, DUDLEY, DY3 2PQ	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, 84 Lichfield Road, Rushall, Walsall WS4 1NN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	3	1.5%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
HARBORNE, B17 9QG														
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Birches Bridge Shopping Centre, CODSALL, WV8 1PE	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Swan Corner Shopping Centre, Burntwood, WS7 0DW	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Moss Grove, KINGSWINFORD, DY6 9HP	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Penkridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, High Street, Brownhills, WS8 6EW	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Court Oak Road, Harborne, B32 2DX	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	4.9%
Farmfoods Freezer Ce, Fisher Street, DUDLEY, DY2 7AD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Spar,35 Hobs Rd, Wednesbury, West Midlands WS10 9BD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	0
Tesco Express, Coombs Road, HALESOWEN, B62 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1
Cape Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	0.0%	0

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Spar, Bridgenorth Road, STOURBRIDGE, DY7 6RY	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley, DY10 3SA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Great Wyrley, WS6 6LA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,153-155 Cannock Road, Burntwood (Lichfield District) WS7 0BB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Anglesey Street, HEDNESFORD, WS12 1AS	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, Sharon Way, HEDNESFORD, WS12 5NF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Oldbury Road, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Iceland, High Street, Blackheath	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar,40 Spring Lane, High Heath, Walsall, West Midlands WS4 1AT	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Warbler Place, KIDDERMINSTER, DY10 4DZ	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Ventura Road, Tamworth	0.0%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Cannock Road,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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WOLVERHAMPTON, WV10 8PN														
One Stop, Norton East Road, CANNOCK, WS11 3RT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Stafford Road, Oxley, WV10 6AN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Wolverhampton Rd West, Bentley, Willenhall WV13 2RN	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Boldmere Road, Wylde Green, B73 5UB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op (Wales etc), Hagley Road West, HALESOWEN, B62 9AS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bloxwich Road, Bloxwich, WS3 2BQ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, The Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Stone Cross, B71 3HS	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, Broadway, WALSALL, WS1 3HH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Netherstowe Lane, Netherstowe, WS13 6BA	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13												
Broadwalk Retail Park, WALSALL, WS1 4SB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1
Farmfoods Freezer Ce, Capehill, Smethwick, B66 4RN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bristol Road South, Northfield, B31 2NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High Street, WALSALL, WS6 7AD	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cooltrader, Burntwood Shopping Cent, BURNTWOOD, WS7 1JR	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop, 4-6 High Street, Chasetown (Burntwood), STAFFS, WS7 3XF	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Lye, DY9 8JZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Walsall Road, Stone Cross, WS10 8EZ	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Somerfield service Station, TIPTON, DY4 7RB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
Sainsbury's Local, Chester Road, Streetly, B74 2HN	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Sainsburys, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Co-op Foodstore, School Road, Wombourne, WV5 9ED	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Stafford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
Asda, The Border, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0														
(Don't know / varies)	11.6%	422	9.2%	10	5.9%	15	11.3%	15	9.1%	16	8.2%	6	9.4%	6	6.7%	3	10.6%	10	7.7%	3	8.2%	6	8.6%	2	6.6%	3	6.0%	2
Weighted base:	3647	109		253		135		176		75		66		48		92		45		71		28		39		35		
Sample:	3595	65		85		80		88		73		64		60		66		65		73		58		61		67		

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<b>Q05 In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?</b> (Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q05)																													
Birmingham	16.2%	669	62.3%	72	41.6%	110	66.7%	91	47.1%	80	39.0%	33	27.6%	22	26.3%	16	10.3%	11	16.9%	9	3.9%	3	1.5%	0	3.9%	2	41.9%	16	
Merry Hill (Shopping Centre)	14.7%	606	7.2%	8	1.1%	3	2.5%	3	14.1%	24	25.6%	22	1.3%	1	0.0%	0	24.4%	27	46.8%	25	50.6%	38	53.8%	17	44.2%	22	2.7%	1	
Wolverhampton	13.1%	540	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	
Walsall	9.7%	401	0.0%	0	3.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.6%	272	5.8%	7	1.1%	3	1.2%	2	1.2%	2	11.0%	9	1.3%	1	2.6%	2	2.6%	3	20.8%	11	18.2%	14	23.1%	7	16.9%	8	4.1%	2	
Sutton Coldfield	3.2%	132	0.0%	0	10.1%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.7%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Redditch	2.4%	97	0.0%	0	1.1%	3	3.7%	5	20.0%	34	0.0%	0	30.3%	24	0.0%	0	28.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
West Bromwich	2.3%	93	0.0%	0	2.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	24.3%	9	
Cannock	2.2%	90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Kidderminster	2.0%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	
Other	1.8%	75	5.8%	7	4.5%	12	6.2%	8	1.2%	2	1.2%	1	2.6%	2	2.6%	2	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	
Telford	1.8%	75	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dudley	1.4%	59	1.4%	2	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	0	2.6%	1	0.0%	0	
Lichfield	1.4%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	1.2%	51	0.0%	0	18.0%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Tamworth	1.2%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stafford	0.9%	38	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Solihull	0.9%	36	1.4%	2	0.0%	0	3.7%	5	0.0%	0	0.0%	0	21.1%	16	0.0%	0	5.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bilston	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Northfield	0.6%	24	0.0%	0	0.0%	0	3.7%	5	8.2%	14	4.9%	4	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Oldbury	0.6%	24	0.0%	0	0.0%	0	1.2%	2	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	3.9%	2	1.4%	1	
The Fort Retail Park, Erdington	0.6%	24	0.0%	0	3.4%	9	0.0%	0	1.2%	2	0.0%	0	1.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	
Halesowen	0.5%	19	1.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	5.2%	3	14.3%	11	0.0%	0	0.0%	0	0.0%	0	
Worcester	0.4%	18	1.4%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	6	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	
Bromsgrove	0.4%	18	0.0%	0	0.0%	0	2.5%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	11.5%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy	0.4%	18	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	

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Perkins.Evans, Sports World, Boots, Peacocks, Au N														
Wednesbury	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brmatano, Comet, Carph	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Stourbridge	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.2%	10	2.9%	3	0.0%	0	1.2%	2	0.0%	0	3.7%	3	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.2%	8	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Willenhall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.2%	7	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13												
Great Bridge	0.2%	7	1.4%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.2%	7	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	3
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	3	1.3%	1	0.0%	0
Brierley Hill High Street	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	0	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Windmills, High Street, Smethwick (JJB Sports, Peacocks, Priceless, Home Bargains, Matalan, Carphone Warehouse)	0.1%	4	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Wednesfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	0	3.9%	2	0.0%	0
Shrewsbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.1%	3	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Spring Vale Way, Bilston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Park Lane,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Kidderminster														
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpentry, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	6.7%	275	4.3%	5	9.0%	24	4.9%	7	3.5%	6	6.1%	5	11.8%	9
Weighted base:	4132	116	265	137	170	84	78	60	109	54	74	31	50	39
Sample:	4140	69	89	81	85	82	76	76	78	77	77	65	77	74

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?</b>																												
<i>Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05</i>																												
Car / Van (as driver)	54.0%	2084	36.4%	40	60.5%	146	40.3%	52	42.7%	70	57.1%	45	58.2%	40	62.5%	36	68.6%	67	50.7%	26	61.1%	43	53.2%	16	48.6%	23	23.5%	8
Car / van (as passenger)	11.5%	442	4.5%	5	3.7%	9	11.7%	15	9.8%	16	11.7%	9	10.4%	7	9.7%	6	4.3%	4	9.6%	5	13.9%	10	11.3%	3	18.9%	9	11.8%	4
Motorcycle	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Bus	24.4%	940	50.0%	56	25.9%	63	29.9%	39	25.6%	42	31.2%	25	23.9%	16	26.4%	15	15.7%	15	31.5%	16	18.1%	13	22.6%	7	28.4%	14	50.0%	18
Train	3.4%	131	0.0%	0	1.2%	3	14.3%	19	14.6%	24	0.0%	0	4.5%	3	1.4%	1	1.4%	1	4.1%	2	0.0%	0	1.6%	0	2.7%	1	5.9%	2
Taxi	0.5%	20	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	4.8%	1	0.0%	0	2.9%	1
Walk	4.5%	174	7.6%	8	6.2%	15	1.3%	2	4.9%	8	0.0%	0	1.5%	1	0.0%	0	10.0%	10	0.0%	0	4.2%	3	3.2%	1	1.4%	1	4.4%	2
Bicycle	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility Scooter	0.1%	5	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tram	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	42	1.5%	2	1.2%	3	1.3%	2	1.2%	2	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't travel / goods delivered)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3857		111		241		130		164		79		69		57		98		51		70		30		48		36	
Sample:	3858		66		81		77		82		77		67		72		70		73		72		62		74		68	

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q07 What do you like about the (LOCATION MENTIONED AT Q05) ?</b>																												
<i>Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05</i>																												
Good range of chain / well known stores	30.7%	1185	28.8%	32	33.3%	80	31.2%	41	25.6%	42	36.4%	29	40.3%	28	40.3%	23	30.0%	29	27.4%	14	27.8%	19	12.9%	4	36.5%	17	48.5%	17
Close to home	29.9%	1152	37.9%	42	32.1%	77	31.2%	41	18.3%	30	14.3%	11	29.9%	21	38.9%	22	15.7%	15	28.8%	15	30.6%	21	24.2%	7	23.0%	11	29.4%	11
Good range of independent stores	12.9%	497	18.2%	20	13.6%	33	28.6%	37	23.2%	38	11.7%	9	17.9%	12	9.7%	6	15.7%	15	20.5%	10	9.7%	7	19.4%	6	14.9%	7	23.5%	8
Nothing / very little	12.3%	473	6.1%	7	8.6%	21	13.0%	17	3.7%	6	11.7%	9	6.0%	4	8.3%	5	5.7%	6	4.1%	2	8.3%	6	12.9%	4	12.2%	6	7.4%	3
Indoor shopping malls / arcades	12.1%	467	6.1%	7	12.3%	30	10.4%	14	9.8%	16	28.6%	23	16.4%	11	6.9%	4	24.3%	24	35.6%	18	26.4%	18	12.9%	4	6.8%	3	4.4%	2
Good and / or free car parking	9.9%	380	9.1%	10	7.4%	18	9.1%	12	15.9%	26	15.6%	12	16.4%	11	11.1%	6	14.3%	14	19.2%	10	13.9%	10	12.9%	4	8.1%	4	4.4%	2
Attractive environment	6.8%	261	13.6%	15	6.2%	15	14.3%	19	9.8%	16	1.3%	1	10.4%	7	9.7%	6	7.1%	7	5.5%	3	4.2%	3	3.2%	1	6.8%	3	8.8%	3
Department Store	4.1%	157	16.7%	19	0.0%	0	3.9%	5	8.5%	14	0.0%	0	1.5%	1	4.2%	2	1.4%	1	1.4%	1	1.4%	1	11.3%	3	8.1%	4	10.3%	4
Shops are all under one roof / undercover	3.5%	134	0.0%	0	1.2%	3	0.0%	0	6.1%	10	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.5%	3	11.1%	8	21.0%	6	17.6%	8	0.0%	0
Good bus service / accessible public transport	3.0%	115	7.6%	8	6.2%	15	3.9%	5	1.2%	2	3.9%	3	1.5%	1	2.8%	2	0.0%	0	5.5%	3	0.0%	0	1.6%	0	5.4%	3	14.7%	5
Shops are close together / compact	2.8%	109	1.5%	2	2.5%	6	2.6%	3	2.4%	4	6.5%	5	1.5%	1	1.4%	1	5.7%	6	0.0%	0	1.4%	1	1.6%	0	2.7%	1	1.5%	1
Cleanliness	2.1%	82	3.0%	3	2.5%	6	3.9%	5	4.9%	8	2.6%	2	3.0%	2	2.8%	2	1.4%	1	4.1%	2	0.0%	0	6.5%	2	1.4%	1	2.9%	1
Restaurant / cafes	1.8%	69	4.5%	5	1.2%	3	2.6%	3	1.2%	2	3.9%	3	3.0%	2	1.4%	1	2.9%	3	2.7%	1	4.2%	3	6.5%	2	5.4%	3	2.9%	1
Good prices	1.7%	66	1.5%	2	2.5%	6	0.0%	0	1.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	1.4%	1	4.4%	2
Close to work / en route to work	1.7%	66	1.5%	2	4.9%	12	1.3%	2	4.9%	8	0.0%	0	1.5%	1	1.4%	1	2.9%	3	0.0%	0	1.4%	1	1.6%	0	1.4%	1	0.0%	0
Easily accessible by foot / cycle	1.6%	62	3.0%	3	1.2%	3	1.3%	2	2.4%	4	1.3%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	1.5%	1
It's familiar / habit	1.4%	54	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Markets	1.4%	52	0.0%	0	0.0%	0	1.3%	2	2.4%	4	1.3%	1	3.0%	2	2.8%	2	0.0%	0	2.7%	1	0.0%	0	6.5%	2	2.7%	1	4.4%	2
Safe and secure	1.3%	51	0.0%	0	1.2%	3	2.6%	3	0.0%	0	1.3%	1	1.5%	1	2.8%	2	2.9%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's friendly	0.8%	30	1.5%	2	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Other	0.7%	25	3.0%	3	0.0%	0	2.6%	3	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Good range of services (bank, library, hairdresser etc.)	0.6%	25	0.0%	0	2.5%	6	1.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Warm	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	5.4%	3	0.0%	0
Everything is there that is needed	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Specific store - Varies	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	1
Easily accessible by car	0.4%	15	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not too busy	0.4%	14	0.0%	0	2.5%	6	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.3%	13	1.5%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled access	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Convenience	0.3%	11	1.5%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Easy to get to	0.3%	11	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Good atmosphere	0.3%	11	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Specific store - Marks & Spencer	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bars / pubs / clubs	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1
It's outdoors	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Good variety of goods available	0.2%	7	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
All on one level / flat pavements	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Traffic free/ pedestrianised	0.2%	6	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Quiet	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lower prices	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1
Part of a overall day out	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Longer opening hours	0.1%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
It's not too big	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.4%	1
Easy to get around	0.1%	4	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good toilet / changing facilities	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plenty of seating	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
It's close to friends / family	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Delivery service	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Good quality	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good cycle parking	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
It offers clothing in larger sizes	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	37	3.0%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Weighted base:	3857	111	241	130	164	79	69	57	98	51	70	30	48	36
Sample:	3858	66	81	77	82	77	67	72	70	73	72	62	74	68

# Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q08 What do you dislike about (LOCATION MENTIONED AT Q05) ?</b>																												
<i>Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05</i>																												
Nothing / very little	54.6%	2106	50.0%	56	50.6%	122	51.9%	68	59.8%	98	53.2%	42	70.1%	48	55.6%	32	52.9%	52	61.6%	31	47.2%	33	50.0%	15	62.2%	30	73.5%	26
Difficult to park	6.8%	261	3.0%	3	4.9%	12	7.8%	10	3.7%	6	9.1%	7	7.5%	5	0.0%	0	11.4%	11	11.0%	6	12.5%	9	16.1%	5	9.5%	5	1.5%	1
Too busy / crowded	6.7%	259	3.0%	3	12.3%	30	11.7%	15	3.7%	6	9.1%	7	6.0%	4	4.2%	2	4.3%	4	5.5%	3	20.8%	15	8.1%	2	10.8%	5	4.4%	2
Lack of non-food stores	6.3%	243	1.5%	2	7.4%	18	5.2%	7	2.4%	4	1.3%	1	6.0%	4	4.2%	2	5.7%	6	1.4%	1	0.0%	0	0.0%	0	2.7%	1	5.9%	2
Traffic congestion	4.5%	175	9.1%	10	3.7%	9	7.8%	10	0.0%	0	9.1%	7	1.5%	1	5.6%	3	2.9%	3	5.5%	3	11.1%	8	3.2%	1	10.8%	5	1.5%	1
Vacant shops	3.7%	142	6.1%	7	1.2%	3	1.3%	2	1.2%	2	1.3%	1	1.5%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	3.2%	1	4.1%	2	0.0%	0
Difficult to park near shops	1.8%	68	1.5%	2	2.5%	6	1.3%	2	3.7%	6	2.6%	2	0.0%	0	0.0%	0	5.7%	6	4.1%	2	1.4%	1	3.2%	1	1.4%	1	1.5%	1
Unattractive environment	1.7%	67	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	2.8%	2	1.6%	0	0.0%	0	1.5%	1
Other	1.7%	65	4.5%	5	1.2%	3	5.2%	7	0.0%	0	2.6%	2	1.5%	1	4.2%	2	2.9%	3	1.4%	1	2.8%	2	0.0%	0	1.4%	1	0.0%	0
Cost of parking	1.5%	59	0.0%	0	1.2%	3	1.3%	2	2.4%	4	2.6%	2	1.5%	1	2.8%	2	1.4%	1	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.5%	1
Poor department store offer	1.4%	55	0.0%	0	1.2%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.3%	4	0.0%	0	0.0%	0	1.6%	0	0.0%	0	2.9%	1
Lack of foodstores	1.4%	52	0.0%	0	2.5%	6	0.0%	0	1.2%	2	0.0%	0	3.0%	2	1.4%	1	2.9%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.5%	1
Too expensive	1.3%	50	1.5%	2	3.7%	9	2.6%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Too long / inconvenient journey	1.3%	49	0.0%	0	2.5%	6	0.0%	0	7.3%	12	1.3%	1	0.0%	0	1.4%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Youths loitering / anti social behaviour	1.1%	44	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	1.4%	1	4.8%	1	1.4%	1	0.0%	0
Dirty	1.1%	42	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.3%	1	0.0%	0	4.2%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litter	0.9%	35	3.0%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Too big	0.7%	27	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.6%	0	0.0%	0	1.5%	1
Shops are too far apart	0.7%	26	0.0%	0	2.5%	6	0.0%	0	3.7%	6	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Poor bus services	0.7%	26	1.5%	2	1.2%	3	0.0%	0	2.4%	4	2.6%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of eating and drinking places	0.6%	25	4.5%	5	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Poor security for shoppers / cars	0.6%	25	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of independant stores	0.6%	22	1.5%	2	0.0%	0	5.2%	7	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Market is poor / gone	0.5%	18	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Rude people	0.4%	16	1.5%	2	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor access for disabled	0.3%	13	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
It is too hot / stuffy	0.3%	13	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity / pound shops	0.3%	13	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
It is outdoors / cold	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stall / Market traders harrass shoppers	0.3%	12	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	3.2%	1	0.0%	0	1.5%	1
Roadworks	0.3%	11	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of clothing / shoe stores	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.3%	11	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
Not enough toilets	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Shopping environment feels enclosed / claustrophobic	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Lack of stores for the elderly	0.2%	9	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
Poor seating	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Too many mobile phone shops	0.2%	8	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops aren't undercover	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor bus station	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor layout	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Dislike the changes to the location	0.2%	7	1.5%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Poor quality stores	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor / uneven flooring	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
The Bullring Shopping Centre	0.1%	5	3.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Lack of specialised stores	0.1%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too small	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough disabled parking	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stores are very / too similar	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Poor lighting	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor opening hours (Don't know)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3857	111		241		130		164		79		69		57		98		51		70		30		48		36		
Sample:	3858	66		81		77		82		77		67		72		70		73		72		62		74		68		

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q09 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?</b>																												
<i>Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05</i>																												
Nothing	61.1%	2358	57.6%	64	60.5%	146	58.4%	76	65.9%	108	64.9%	51	73.1%	50	72.2%	41	60.0%	59	67.1%	34	75.0%	52	66.1%	20	73.0%	35	69.1%	25
More non-food stores	6.2%	238	1.5%	2	9.9%	24	1.3%	2	4.9%	8	1.3%	1	4.5%	3	2.8%	2	7.1%	7	2.7%	1	1.4%	1	4.8%	1	2.7%	1	5.9%	2
More department stores	5.6%	216	0.0%	0	3.7%	9	0.0%	0	1.2%	2	0.0%	0	1.5%	1	4.2%	2	7.1%	7	4.1%	2	1.4%	1	1.6%	0	4.1%	2	1.5%	1
Cheaper parking	4.9%	190	6.1%	7	8.6%	21	9.1%	12	6.1%	10	6.5%	5	4.5%	3	6.9%	4	10.0%	10	4.1%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Easier / more parking	4.2%	163	4.5%	5	2.5%	6	2.6%	3	1.2%	2	9.1%	7	6.0%	4	2.8%	2	4.3%	4	5.5%	3	5.6%	4	8.1%	2	6.8%	3	1.5%	1
More specialist shops	3.0%	115	3.0%	3	2.5%	6	2.6%	3	0.0%	0	0.0%	0	0.0%	0	2.8%	2	1.4%	1	1.4%	1	5.6%	4	0.0%	0	0.0%	0	4.4%	2
Cheaper prices	2.9%	111	7.6%	8	3.7%	9	2.6%	3	4.9%	8	0.0%	0	0.0%	0	2.8%	2	1.4%	1	6.9%	3	1.4%	1	6.5%	2	5.4%	3	8.8%	3
More independent shops	2.8%	107	3.0%	3	4.9%	12	3.9%	5	0.0%	0	0.0%	0	1.5%	1	1.4%	1	1.4%	1	0.0%	0	4.2%	3	0.0%	0	0.0%	0	4.4%	2
Better public transport links	2.2%	84	4.5%	5	2.5%	6	2.6%	3	2.4%	4	2.6%	2	0.0%	0	5.6%	3	5.7%	6	2.7%	1	2.8%	2	1.6%	0	1.4%	1	1.5%	1
More higher order / designer stores	2.1%	81	3.0%	3	1.2%	3	0.0%	0	0.0%	0	1.3%	1	3.0%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More food stores	1.7%	64	0.0%	0	1.2%	3	1.3%	2	1.2%	2	1.3%	1	3.0%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More places to eat / drink	1.3%	48	1.5%	2	0.0%	0	2.6%	3	2.4%	4	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
More money	1.0%	39	3.0%	3	1.2%	3	0.0%	0	6.1%	10	0.0%	0	0.0%	0	2.9%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.4%	1	1.5%	1
Cleaner environment	0.9%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
If it was closer	0.8%	32	1.5%	2	0.0%	0	0.0%	0	1.2%	2	1.3%	1	1.5%	1	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Markets	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	1.5%	1
More leisure facilities (e.g. cinema etc.)	0.7%	27	3.0%	3	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Refurbishment of area	0.6%	21	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
More clothes / shoe shops	0.5%	21	0.0%	0	1.2%	3	0.0%	0	1.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
More special offers	0.5%	19	0.0%	0	0.0%	0	2.6%	3	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better disabled access	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Other	0.4%	16	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
More security / better personal safety	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Longer opening hours	0.4%	14	0.0%	0	1.2%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Undercover	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.7%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Better access by car	0.4%	14	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.6%	0	0.0%	0	0.0%	0
Less busy / crowds	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Fewer vacant shops	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A new / larger supermarket	0.2%	8	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Introduce a specific store (varied)	0.2%	8	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Free parking	0.2%	8	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
More toilet facilities	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	0	1.4%	1	0.0%	0
Stores close together / more compact	0.2%	7	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better quality stores	0.2%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More indoor shopping	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops / choice (general)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Better delivery service	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Better delivery service	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More time	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Wider isles	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Better pedestrianisation	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More services (e.g. bank, library, hairdressers etc.)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.9%	112	3.0%	3	1.2%	3	10.4%	14	3.7%	6	5.2%	4	0.0%	0
Weighted base:	3857	111	241	130	164	79	69	57	98	51	70	30	48	36
Sample:	3858	66	81	77	82	77	67	72	70	73	72	62	74	68

**Q10 How often do you visit (LOCATION MENTIONED AT Q05) in the evenings ?**

*Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05*

Everyday	0.2%	9	0.0%	0	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0
4-6 days a week	0.4%	15	0.0%	0	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0
2-3 days a week	2.9%	111	4.5%	5	3.7%	9	5.2%	7	6.1%	10	1.3%	1	1.5%	1
1 day a week	6.4%	245	15.2%	17	7.4%	18	2.6%	3	7.3%	12	2.6%	2	7.5%	5
Once every 2 weeks	4.7%	181	4.5%	5	4.9%	12	9.1%	12	2.4%	4	5.2%	4	4.5%	3
Once every month	10.3%	397	18.2%	20	16.0%	39	6.5%	8	8.5%	14	16.9%	13	11.9%	8
Once a quarter	7.5%	290	9.1%	10	7.4%	18	10.4%	14	1.2%	2	14.3%	11	7.5%	5
Less often than once a quarter	8.6%	331	7.6%	8	6.2%	15	11.7%	15	13.4%	22	9.1%	7	11.9%	8
Never	58.6%	2261	40.9%	45	50.6%	122	54.5%	71	57.3%	94	50.7%	40	55.2%	38
(Don't know)	0.5%	18	0.0%	0	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Weighted base:	3857	111	241	130	164	79	69	57	98	51	70	30	48	36
Sample:	3858	66	81	77	82	77	67	72	70	73	72	62	74	68

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q11 What would make you stay longer in (LOCATION MENTIONED AT Q05) to use it in the evenings?</b>																												
<i>Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05</i>																												
Nothing	77.7%	2998	71.2%	79	76.5%	185	71.4%	93	69.5%	114	76.6%	61	79.1%	55	80.6%	46	84.3%	83	79.5%	41	87.5%	61	80.6%	24	77.0%	37	79.4%	28
Late night shopping	5.1%	196	1.5%	2	8.6%	21	6.5%	8	6.1%	10	5.2%	4	3.0%	2	8.3%	5	4.3%	4	1.4%	1	4.2%	3	4.8%	1	2.7%	1	2.9%	1
More restaurants	3.7%	143	3.0%	3	3.7%	9	5.2%	7	6.1%	10	5.2%	4	1.5%	1	2.8%	2	1.4%	1	4.1%	2	4.2%	3	0.0%	0	9.5%	5	1.5%	1
Better police presence	2.1%	79	4.5%	5	0.0%	0	2.6%	3	2.4%	4	3.9%	3	4.5%	3	2.8%	2	1.4%	1	1.4%	1	0.0%	0	1.6%	0	0.0%	0	2.9%	1
More bars	1.4%	54	4.5%	5	0.0%	0	1.3%	2	3.7%	6	2.6%	2	0.0%	0	1.4%	1	1.4%	1	0.0%	0	1.4%	1	3.2%	1	1.4%	1	0.0%	0
Cinema	1.0%	40	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	3.2%	1	2.7%	1	2.9%	1
Better accessibility by bus	1.0%	38	1.5%	2	1.2%	3	1.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.9%	3	5.5%	3	0.0%	0	1.6%	0	1.4%	1	1.5%	1
Other	0.7%	25	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	4.5%	3	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
More late night car parks	0.6%	25	1.5%	2	0.0%	0	1.3%	2	0.0%	0	1.3%	1	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0
More security / better personal safety	0.5%	21	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	21	0.0%	0	2.5%	6	1.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Theatre	0.4%	17	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better lighting	0.4%	16	1.5%	2	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shops	0.4%	15	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More general entertainment	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More money	0.4%	14	1.5%	2	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More leisure facilities	0.4%	14	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0
More child-friendly facilities	0.3%	13	0.0%	0	1.2%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper / free parking	0.3%	11	0.0%	0	1.2%	3	0.0%	0	1.2%	2	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Live music / gigs	0.3%	11	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More family orientated facilities	0.2%	9	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More events that cater for the elderly	0.2%	8	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less gangs	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	1
More shows at the theatre	0.2%	7	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less traffic congestion	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More time / less working hours	0.1%	6	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
More events in the city centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper taxis	0.1%	5	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Babysitting service	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better accessibility by train	0.1%	4	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better pubs / restaurants	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not so busy / less crowding	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0
Coffee shops / cafes open later	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lift smoking ban	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't Know)	3.2%	122	10.6%	12	2.5%	6	3.9%	5	6.1%	10	2.6%	2	1.5%	1	0.0%	0	1.4%	1	4.1%	2	1.4%	1	3.2%	1	2.7%	1	2.9%	1
Weighted base:		3857		111		241		130		164		79		69		57		98		51		70		30		48		36
Sample:		3858		66		81		77		82		77		67		72		70		73		72		62		74		68

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q12 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?</b> (Not including internet / catalogue / mail order / tv shopping or don't buy at Q12)																												
Birmingham	8.2%	284	44.3%	45	23.5%	57	23.2%	27	15.7%	22	16.7%	13	17.2%	11	20.9%	11	7.1%	6	7.5%	3	5.7%	4	0.0%	0	5.0%	2	16.1%	5
Wolverhampton	6.1%	211	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	5.2%	180	8.2%	8	6.2%	15	4.3%	5	1.4%	2	5.1%	4	0.0%	0	14.9%	8	1.8%	1	1.5%	1	2.9%	2	4.2%	1	0.0%	0	7.1%	2
Merry Hill (Shopping Centre)	4.3%	149	0.0%	0	0.0%	0	0.0%	0	4.3%	6	6.4%	5	0.0%	0	0.0%	0	5.4%	4	11.9%	6	15.7%	11	20.8%	5	10.0%	4	0.0%	0
Walsall	3.6%	123	0.0%	0	1.2%	3	0.0%	0	1.4%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Cannock	2.8%	97	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	2.6%	89	0.0%	0	1.2%	3	0.0%	0	0.0%	0	7.7%	6	0.0%	0	0.0%	0	3.6%	3	6.0%	3	12.9%	9	10.4%	2	6.7%	3	0.0%	0
Dudley	2.4%	83	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.6%	1	0.0%	0	1.8%	1	3.0%	1	4.3%	3	8.3%	2	5.0%	2	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos)	2.3%	80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.3%	79	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.8%	1	4.5%	2	2.9%	2	0.0%	0	0.0%	0	0.0%	0
Wednesbury	2.0%	69	0.0%	0	3.7%	9	0.0%	0	2.9%	4	2.6%	2	0.0%	0	0.0%	0	3.6%	3	0.0%	0	5.7%	4	0.0%	0	0.0%	0	0.0%	0
Other	2.0%	68	0.0%	0	4.9%	12	5.8%	7	4.3%	6	6.4%	5	7.8%	5	3.0%	2	0.0%	0	0.0%	0	0.0%	0	2.1%	0	1.7%	1	1.8%	1
Bilston	2.0%	68	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	3.0%	1	0.0%	0	2.1%	0	3.3%	1	0.0%	0
Oldbury	1.4%	48	8.2%	8	1.2%	3	1.4%	2	0.0%	0	2.6%	2	0.0%	0	4.5%	2	0.0%	0	4.5%	2	0.0%	0	6.3%	1	11.7%	5	1.8%	1
West Bromwich	1.2%	43	1.6%	2	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3	19.6%	6
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher,	1.2%	40	1.6%	2	14.8%	36	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
Poundland, Peac																												
Solihull	1.1%	38	1.6%	2	0.0%	0	2.9%	3	2.9%	4	2.6%	2	18.8%	12	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph	1.1%	37	1.6%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0	6.7%	3	7.1%	2
Sutton Coldfield	1.0%	35	0.0%	0	4.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.9%	29	3.3%	3	0.0%	0	0.0%	0	1.4%	2	6.4%	5	0.0%	0	0.0%	0	10.4%	5	1.4%	1	6.3%	1	5.0%	2	0.0%	0		
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	0.7%	25	1.6%	2	1.2%	3	7.2%	8	4.3%	6	3.8%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	4.2%	1	1.7%	1	0.0%	0		
Bearwood	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	14.3%	4		
Northfield	0.7%	24	0.0%	0	0.0%	0	5.8%	7	11.4%	16	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Telford	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott	0.6%	21	0.0%	0	3.7%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0		
Tamworth	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.6%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.6%	19	0.0%	0	0.0%	0	0.0%	0	5.7%	8	0.0%	0	6.3%	4	0.0%	0	7.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.6%	19	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores,	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
M&S Outlet)														
Bromsgrove	0.5%	19	0.0%	0	0.0%	0	1.4%	2	1.4%	2	0.0%	0	0.0%	0
Stourbridge	0.5%	19	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.5%	18	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Aldridge	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.4%	14	1.6%	2	0.0%	0	5.8%	7	0.0%	0	2.6%	2	3.1%	2
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0	2.9%	3	2.9%	4	0.0%	0	6.3%	4
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Worcester	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.6%	1
Sedgley	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.3%	9	0.0%	0	1.2%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Burton upon Trent	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunelm Mill, Birchley Industrial Estate, Oldbury	0.2%	8	1.6%	2	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Wednesfield	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.2%	7	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks,	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Mothercare World, Birthdays, JD Sports, Co- op Travel, Blockbuste														
Kingswinford	0.2%	6	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0
Bloxwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.2%	6	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.6%	1	0.0%	0
Harborne	0.2%	6	1.6%	2	0.0%	0	0.0%	0	0.0%	0	3.8%	3	0.0%	0
Coles, Great Bridge Road, Bilston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.1%	4	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Road, Stourbridge	0.1%	4	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2
Stourport	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.1%	3	0.0%	0	1.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	3	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly	0.1%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 1 - Filtered

Weighted:

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Oak														
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Road	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.0%	2	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Queensville Retail Park, Stafford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cedars Business Park, North Street, Cannock (Carol's Megastore, Motor Mania, Tile Shack, Factory Seconds)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Focus, Coppice Lane,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Aldridge														
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	24.7%	853	14.8%	15	22.2%	54	36.2%	42	28.6%	40	19.2%	15	29.7%	20
Weighted base:	3451	103	241	117	140	80	66	53	78	47	68	23	39	29
Sample:	3439	61	81	69	70	78	64	67	56	67	70	48	60	56

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q13 Where do you do most of your households shopping for DIY and decorating goods ?</b>																												
<i>(Not including internet / catalogue / mail order / tv shopping or don't buy at Q13)</i>																												
B&Q, Mucklow Hill, Halesowen	10.9%	429	16.9%	20	0.0%	0	6.3%	8	16.5%	28	61.9%	53	1.4%	1	0.0%	0	0.0%	0	79.5%	41	77.9%	58	71.7%	21	67.6%	31	10.6%	4
B&Q, Spring Vale Business Park, Bilston	8.4%	333	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	8.4%	331	1.4%	2	6.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.0%	21	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.5%	175	38.0%	45	2.3%	6	57.0%	76	16.5%	28	7.1%	6	8.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Other	3.1%	120	0.0%	0	6.9%	18	1.3%	2	7.1%	12	6.0%	5	18.1%	13	1.4%	1	5.3%	6	2.7%	1	1.3%	1	1.7%	0	0.0%	0	1.5%	1
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	2.8%	109	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott	2.6%	104	0.0%	0	16.1%	42	1.3%	2	0.0%	0	0.0%	0	0.0%	0	14.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	2.6%	101	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brmatano, Comet, Carph	2.3%	92	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	12.7%	6	36.4%	13
Cannock	2.1%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.9%	74	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Road, Stourbridge	1.8%	69	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin	1.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos														
Walsall	1.7%	67	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	1.7%	65	8.5%	10	5.7%	15	5.1%	7	7.1%	12	0.0%	0	6.9%	5
B&Q, Green Street, Kidderminster	1.5%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	1.5%	58	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Selly Oak	1.4%	54	9.9%	12	0.0%	0	11.4%	15	9.4%	16	6.0%	5	6.9%	5
Focus, Dudley Road, Kingswinford	1.3%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	1.2%	47	0.0%	0	0.0%	0	0.0%	0	9.4%	16	1.2%	1	13.9%	10
Focus, Lichfield Road, Wolverhampton	1.1%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	1.1%	42	0.0%	0	11.5%	30	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bromsgrove	1.0%	41	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	1.4%	1
Focus, Coppice Lane, Aldridge	1.0%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	0.9%	34	1.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Bilston	0.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Merry Hill (Shopping Centre)	0.8%	30	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Halesowen	0.7%	29	1.4%	2	0.0%	0	1.3%	2	1.2%	2	3.6%	3	0.0%	0
Lichfield	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.7%	28	1.4%	2	8.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	27	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0	9.7%	7
Stourbridge	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.6%	24	0.0%	0	2.3%	6	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Focus, Ferrie Grove, Brownhills	0.6%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.6%	24	0.0%	0	8.0%	21	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Oldbury	0.6%	22	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.6%	22	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams,	0.5%	21	0.0%	0	6.9%	18	0.0%	0	0.0%	0	1.2%	1	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Comet, Poundstretcher, Poundland, Peac														
Sutton Coldfield	0.5%	21	0.0%	0	2.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly Oak	0.5%	19	2.8%	3	0.0%	0	0.0%	0	9.4%	16	0.0%	0	0.0%	0
The Peel Centre Retail, Stafford Street, Wolverhampton (JJB Sports, Fabric Warehouse/Bensons, United Carpet Mill, Focus)	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Tamworth	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Lichfield Road, Cannock	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.3%	13	2.8%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, New Street, West Bromwich	0.3%	12	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.3%	11	0.0%	0	3.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park,	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Telford														
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	10	0.0%	0	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.2%	10	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	5.6%	4
Wickes, Ash Tree Road, Stirchley	0.2%	9	1.4%	2	0.0%	0	3.8%	5	0.0%	0	0.0%	0	2.8%	2
Wickes, Prospect Road, Mucklow Hill, Halesowen	0.2%	9	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Stirchley	0.2%	8	0.0%	0	1.1%	3	2.5%	3	1.2%	2	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins, Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	3.5%	6	1.2%	1	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.2%	7	0.0%	0	0.0%	0	1.3%	2	1.2%	2	0.0%	0	4.2%	3
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Marshall Lake Road, Solihull	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.2%	1	6.9%	5	0.0%	0
B&Q, Lichfield Road, Stafford	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Fox's Lane, Wolverhampton	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Stafford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	5	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park,	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)														
Erdington	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Tame Valley Industrial Estate, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	3.3%	1
Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blockbuster, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	3	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	3	0.0%	0
Focus, Church Street, Lichfield	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Worcester	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright, Comet, Halfords, Pets at Home, Matalan)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

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Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blockbuster, Dudley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Halfords, Spring Vale Way, Bilston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Cannock Road (Scotlands)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hednesford Road, Cannock (Pet supplies, City Plumbing)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	7.9%	311	9.9%	12	12.6%	33	6.3%	8	5.9%	10	4.8%	4	9.7%	7
Weighted base:	3939	120	259	133	170	86	74	56	105	51	74	29	46	35
Sample:	3924	71	87	79	85	84	72	71	75	73	77	60	71	66

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<b>Q14 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?</b> (Not including internet / catalogue / mail order / tv shopping or don't buy at Q14)																												
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	6.8%	258	0.0%	0	2.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	11	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.6%	247	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	5.4%	204	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	4.8%	180	1.5%	2	0.0%	0	1.2%	2	1.3%	2	5.4%	4	0.0%	0	0.0%	0	1.5%	1	7.5%	3	14.1%	11	21.1%	6	14.5%	6	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.7%	178	29.4%	34	0.0%	0	48.8%	68	21.3%	34	29.7%	23	11.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Merry Hill (Shopping Centre)	4.1%	157	0.0%	0	0.0%	0	0.0%	0	5.0%	8	2.7%	2	0.0%	0	0.0%	0	3.1%	3	7.5%	3	16.7%	13	14.0%	4	7.2%	3	1.4%	1
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos)	3.6%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birmingham	3.2%	122	8.8%	10	13.9%	33	7.3%	10	7.5%	12	6.8%	5	16.2%	11	13.4%	7	1.5%	1	3.0%	1	2.6%	2	0.0%	0	1.4%	1	2.9%	1
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac)	3.0%	114	2.9%	3	40.5%	95	0.0%	0	1.3%	2	0.0%	0	0.0%	0	19.4%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.0%	112	2.9%	3	8.9%	21	4.9%	7	8.8%	14	1.4%	1	8.8%	6	3.0%	2	1.5%	1	6.0%	3	0.0%	0	1.8%	0	1.4%	1	7.1%	3
Oldbury Retail Park, Oldbury Ringway	2.3%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	17.4%	8	25.7%	9

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(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph														
Wednesbury	2.0%	77	0.0%	0	1.3%	3	0.0%	0	1.3%	2	0.0%	0	0.0%	0
Walsall	2.0%	74	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.9%	70	0.0%	0	8.9%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	1.8%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	1.7%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Kidderminster	1.6%	59	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	1.5%	56	4.4%	5	0.0%	0	11.0%	15	16.3%	26	8.1%	6	4.4%	3
Bearwood	1.4%	54	17.6%	20	1.3%	3	1.2%	2	0.0%	0	9.5%	7	0.0%	0
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	1.4%	54	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.3%	49	0.0%	0	0.0%	0	2.4%	3	0.0%	0	6.8%	5	0.0%	0
Bromsgrove	1.3%	48	0.0%	0	0.0%	0	0.0%	0	2.5%	4	0.0%	0	1.5%	1
Comet, Dudley Road, Halesowen	1.2%	46	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	8	0.0%	0
Lichfield	1.2%	44	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.1%	43	0.0%	0	2.5%	6	0.0%	0	0.0%	0	2.7%	2	0.0%	0
Sedgley	1.1%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.0%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	1.0%	38	1.5%	2	3.8%	9	0.0%	0	0.0%	0	1.4%	1	1.5%	1
Redditch	0.8%	32	0.0%	0	0.0%	0	0.0%	0	5.0%	8	0.0%	0	11.8%	8
Tamworth	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.8%	30	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	2
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.8%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.7%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Comet, Halfords, Pets at Home, Matalan)																												
Solihull	0.7%	27	0.0%	0	0.0%	0	1.2%	2	3.8%	6	0.0%	0	13.2%	9	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.7%	26	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	1.8%	0	5.8%	3	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins, Evans, Sports World, Boots, Peacocks, Au N																												
Telford	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.4%	15	8.8%	10	0.0%	0	1.2%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.4%	15	1.5%	2	0.0%	0	1.2%	2	7.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	3	2.6%	2	8.8%	2	1.4%	1	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brierley Hill High Street	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Blackheath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.0%	3	0.0%	0	5.3%	1	10.1%	5	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.3%	13	0.0%	0	1.3%	3	1.2%	2	1.3%	2	0.0%	0	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Walsall Road, Willenhall	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourport	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.2%	7	1.5%	2	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Brownhills	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.2%	6	0.0%	0	0.0%	0	2.4%	3	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.4%	1	0.0%	0
Ventura Retail Park, Tamworth	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
Marshall Lake Retail Park, Solihull	0.1%	5	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Handsworth	0.1%	5	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuster)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.1%	3	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet supplies, Staples, Blockbuster)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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January 2009

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Darlaston	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.9%	447	14.7%	17	10.1%	24	13.4%	19	12.5%	20	10.8%	8	16.2%	11
Weighted base:	3773	115	235	138	160	76	70	53	91	47	75	28	45	37
Sample:	3785	68	79	82	80	74	68	67	65	67	78	57	69	70

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<b>Q15 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?</b>																												
<i>(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q15)</i>																												
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	7.6%	266	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.4%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.5%	228	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	6.2%	217	0.0%	0	0.0%	0	0.0%	0	2.8%	4	4.6%	3	0.0%	0	0.0%	0	6.7%	6	13.1%	6	15.8%	12	28.0%	7	23.8%	10	0.0%	0
Wolverhampton Merry Hill (Shopping Centre)	5.4%	189	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	5.0%	177	0.0%	0	0.0%	0	1.4%	2	5.6%	8	0.0%	0	0.0%	0	0.0%	0	8.3%	7	18.0%	8	17.1%	13	16.0%	4	12.7%	5	1.6%	1
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.8%	168	34.4%	35	1.3%	3	39.7%	49	25.0%	36	32.3%	22	12.3%	8	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Birmingham One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac)	3.6%	128	14.8%	15	10.5%	24	16.4%	20	5.6%	8	10.8%	7	15.4%	10	10.7%	5	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.6%	1	6.6%	2
Walsall	3.3%	116	1.6%	2	44.7%	101	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walsall	2.8%	97	0.0%	0	1.3%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos)	2.7%	97	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway	2.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	15.9%	6	26.2%	8

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(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Other	2.4%	85	4.9%	5	3.9%	9	2.7%	3	6.9%	10	0.0%	0	10.8%	7	3.6%	2	3.3%	3	6.6%	3	1.3%	1	4.0%	1	1.6%	1	3.3%	1
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	2.0%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	1.9%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	1.8%	64	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	1.8%	62	23.0%	24	2.6%	6	0.0%	0	0.0%	0	9.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.2%	8
Selly Oak	1.5%	54	4.9%	5	0.0%	0	9.6%	12	18.1%	26	6.2%	4	6.2%	4	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	1.5%	51	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.4%	50	0.0%	0	6.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lichfield	1.3%	45	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	1.3%	45	0.0%	0	0.0%	0	1.4%	2	1.4%	2	12.3%	8	0.0%	0	0.0%	0	0.0%	0	11.5%	5	25.0%	18	4.0%	1	6.3%	3	0.0%	0
Solihull	1.1%	37	0.0%	0	0.0%	0	4.1%	5	6.9%	10	0.0%	0	15.4%	10	0.0%	0	6.7%	6	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sedgley	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	0.9%	31	0.0%	0	0.0%	0	2.7%	3	4.2%	6	0.0%	0	10.8%	7	0.0%	0	15.0%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.9%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3	0.0%	0	0.0%	0	0.0%	0	9.8%	4	19.7%	15	12.0%	3	4.8%	2	0.0%	0
Dudley	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.0%	0	1.6%	1	0.0%	0
Bromsgrove	0.8%	29	0.0%	0	0.0%	0	1.4%	2	4.2%	6	0.0%	0	0.0%	0	0.0%	0	25.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	0.8%	28	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	6.6%	2
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.7%	25	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1	0.0%	0	2.0%	0	4.8%	2	1.6%	1	0.0%	0
Bilston	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Comet, Halfords, Pets at Home, Matalan)														
Wednesfield	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.5%	16	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins, Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cradley Heath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	1.3%	3	1.4%	2	1.4%	2	0.0%	0	9.2%	6
Harborne	0.3%	12	4.9%	5	0.0%	0	1.4%	2	0.0%	0	6.2%	4	0.0%	0
Amblecote	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.2%	8	0.0%	0	0.0%	0	1.4%	2	2.8%	4	1.5%	1	1.5%	1
Great Barr	0.2%	8	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3
Stafford	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chadmoor	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stirchley	0.1%	5	0.0%	0	0.0%	0	4.1%	5	0.0%	0	0.0%	0	0.0%	0
Castle Vale	0.1%	4	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Walsall Road, Willenhall	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13		
Brierley Hill High Street	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Handsworth	0.1%	3	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Great Bridge	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co- op Travel, Blockbuste	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Old Hill	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	1	1.6%	1
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2- go)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Stourport	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warstones Road	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
supplies, Staples, Blockbuster)														
Staples, Tildasley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jerome Retail Park, Bridgeman Street, Walsall (Home Bargains, Trade'n'Save, Instore)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	13.0%	458	11.5%	12	14.5%	33	11.0%	14	9.7%	14	6.2%	4	13.8%	9
Weighted base:	3515	103	226	123	144	67	67	44	84	43	73	24	41	32
Sample:	3520	61	76	73	72	65	65	56	60	61	76	50	63	61

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q16 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?</b>																												
<i>(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q16)</i>																												
Birmingham	17.7%	583	58.7%	62	52.7%	116	55.7%	57	31.4%	44	36.4%	25	26.6%	18	35.1%	16	10.8%	10	15.9%	7	9.2%	6	7.5%	2	10.9%	4	38.6%	12
Wolverhampton	12.3%	404	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	11.9%	394	1.6%	2	1.4%	3	1.6%	2	10.0%	14	21.2%	14	0.0%	0	0.0%	0	15.4%	14	42.9%	19	44.6%	28	47.2%	12	38.2%	14	3.5%	1
Walsall	8.2%	270	0.0%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	5.9%	194	3.2%	3	2.7%	6	1.6%	2	1.4%	2	12.1%	8	1.6%	1	1.8%	1	6.2%	6	12.7%	6	10.8%	7	17.0%	4	18.2%	6	1.8%	1
Sutton Coldfield	3.0%	99	0.0%	0	9.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	2.5%	82	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kidderminster	2.4%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Bromwich	1.8%	60	0.0%	0	2.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	3.1%	2	0.0%	0	3.6%	1	24.6%	7
Lichfield	1.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redditch	1.6%	52	0.0%	0	0.0%	0	1.6%	2	20.0%	28	0.0%	0	23.4%	15	0.0%	0	7.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley	1.5%	49	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	0	1.8%	1	0.0%	0
Other	1.4%	48	4.8%	5	4.1%	9	6.6%	7	2.9%	4	0.0%	0	4.7%	3	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.9%	0	0.0%	0	3.5%	1
Solihull	1.4%	47	1.6%	2	0.0%	0	6.6%	7	2.9%	4	0.0%	0	31.3%	21	1.8%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.2%	40	0.0%	0	0.0%	0	3.3%	3	2.9%	4	1.5%	1	1.6%	1	0.0%	0	33.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	1.2%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	1.0%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.9%	30	0.0%	0	0.0%	0	4.9%	5	15.7%	22	4.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	0.8%	27	0.0%	0	12.2%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.8%	25	15.9%	17	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0	7.9%	3	18.5%	12	3.8%	1	0.0%	0	0.0%	0
Worcester	0.6%	18	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	9.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.4%	14	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	10.5%	3
Tamworth	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%	3	0.0%	0	1.9%	0	10.9%	4	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	9.4%	2	3.6%	1	0.0%	0
Aldridge	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

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	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins, Evans, Sports World, Boots, Peacocks, Au N	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturele, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	6	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	6	0.0%	0	0.0%	0	1.6%	2	1.4%	2	3.0%	2	0.0%	0
Burton upon Trent	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.2%	5	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.2%	5	0.0%	0	1.4%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks, Mothercare World, Birthdays, JD Sports, Co-op Travel, Blockbuste	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Darlaston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

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Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	4	0.0%	0	1.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Bmatano, Comet, Carph)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reedwood Way Retail Park, Reedwood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wombourne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Sedgley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0

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Cape Hill Retail Park, Smethwick (Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1												
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0												
(Don't know / varies / no pattern)	11.5%	379	9.5%	10	8.1%	18	14.8%	15	8.6%	12	6.1%	4	9.4%	6	10.5%	5	13.8%	13	6.4%	3	9.2%	6	9.4%	2	9.1%	3	7.0%	2
Weighted base:	3301	106	220	103	140	68	66	45	91	44	63	26	35	30														
Sample:	3287	63	74	61	70	66	64	57	65	63	65	53	55	57														

**Q17 Do you take part in any of the following leisure or cultural activities ?**

Cinema	46.1%	2073	55.4%	77	49.0%	140	50.0%	81	56.8%	108	57.6%	50	58.5%	49	52.5%	33	56.5%	67	56.8%	32	41.7%	34	30.3%	11	52.4%	28	32.5%	14
Pubs / clubs	46.9%	2111	48.2%	67	49.0%	140	45.8%	74	44.2%	84	47.1%	41	53.7%	45	53.8%	34	50.6%	60	43.2%	24	42.9%	35	40.8%	15	43.9%	23	30.1%	13
Restaurants/Eating Out	73.3%	3299	72.3%	101	80.2%	229	76.0%	123	71.6%	136	80.0%	70	78.0%	66	72.5%	46	76.5%	91	77.8%	44	83.3%	68	64.5%	24	61.0%	32	51.8%	23
(None of these)	15.9%	714	16.9%	24	10.4%	30	10.4%	17	14.7%	28	9.4%	8	13.4%	11	8.8%	6	14.1%	17	13.6%	8	8.3%	7	18.4%	7	19.5%	10	25.3%	11
Weighted base:	4501	140	286	162	190	87	84	64	119	57	81	37	53	44														
Sample:	4501	83	96	96	95	85	82	80	85	81	84	76	82	80														

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<b>Q18 Where do you go most often to visit the cinema ?</b>																												
<i>Those who visit the cinema at Q17</i>																												
Showcase Cinema, Castlegate Way, Birmingham New Road, Dudley, DY1 4TA	16.4%	339	6.5%	5	2.1%	3	0.0%	0	0.0%	0	2.0%	1	0.0%	0	4.8%	2	0.0%	0	32.6%	10	22.9%	8	56.5%	6	60.5%	17	22.2%	3
Cineworld, Bentley Bridge Leisure Park, Wednesfield, WV11 1TZ	14.0%	290	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Empire, Great park, Rubery, Birmingham, B45 9NY	12.3%	255	0.0%	0	6.4%	9	52.1%	42	87.0%	94	20.4%	10	56.3%	28	0.0%	0	81.3%	55	8.7%	3	8.6%	3	0.0%	0	0.0%	0	0.0%	0
Showcase Cinema, Bentley Mill Way, Walsall, WS2 OLE	11.6%	241	0.0%	0	8.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.1%	13	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Merry Hill Shopping Centre, Dudley, DY5 1SY	9.7%	201	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	13.0%	4	54.3%	18	39.1%	4	14.0%	4	3.7%	1
Cineworld, Broad Street, Birmingham, B15 1DA	4.7%	97	43.5%	34	12.8%	18	16.7%	14	0.0%	0	26.5%	13	6.3%	3	2.4%	1	0.0%	0	0.0%	0	2.9%	1	4.3%	0	0.0%	0	18.5%	3
AMC Theatres, Ladywood Road, Broadway Plaza, Birmingham, B16 8EU	4.2%	88	23.9%	19	12.8%	18	6.3%	5	1.9%	2	14.3%	7	2.1%	1	4.8%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.3%	1	29.6%	4
Other	3.6%	75	2.2%	2	8.5%	12	2.1%	2	1.9%	2	2.0%	1	6.3%	3	9.5%	3	2.1%	1	4.3%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Vue, Star City, Watson Road, Birmingham, B7 5SA	3.3%	68	0.0%	0	14.9%	21	0.0%	0	0.0%	0	2.0%	1	0.0%	0	9.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	1
Showcase Cinema, Kingsbury Road, Birmingham, B24 9QE	3.3%	68	0.0%	0	25.5%	36	0.0%	0	0.0%	0	2.0%	1	0.0%	0	21.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, Bolbridge Street, Tamworth, B79 7PB	2.7%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel Cinema, Hagley Road West, Halesowen, B62 9AS	2.2%	45	10.9%	8	0.0%	0	0.0%	0	0.0%	0	18.4%	9	0.0%	0	0.0%	0	0.0%	0	19.6%	6	2.9%	1	0.0%	0	16.3%	5	0.0%	0
Light House Cinema, The Chubb Buildings, Fryer Street, Wolverhampton, WV1 1HT	1.5%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4ST	1.1%	24	4.3%	3	0.0%	0	8.3%	7	0.0%	0	0.0%	0	10.4%	5	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Warehouse, Green Street, Kidderminster	1.1%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Reel / Majestic Cinema, Whitburn Street, Bridgnorth, Shropshire, WV16 4QP	0.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0	0.0%	0	0.0%	0	3.7%	1
Odeon, Foregate, Telford	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

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Cineworld, Mill Lane Arcade, Touchwood, Solihull, B91 3GS	0.3%	7	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Rubery Electric Cinema, Birmingham	0.2%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Picture House, Walsall Road, Cannock, WS11 0HE	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imax Theatre, Curzon Street, Birmingham, B4 7XG	0.2%	4	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Telford Quinton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	5.8%	121	6.5%	5	6.4%	9	12.5%	10	7.4%	8	8.2%	4	8.3%	4	7.1%	2	8.3%	6	8.7%	3	8.6%	3	0.0%	0	7.0%	2	0.0%	0	0.0%	0
Weighted base:	2073		77		140		81		108		50		49		33		67		32		34		11		28		14		14	
Sample:	2016		46		47		48		54		49		48		42		48		46		35		23		43		27		27	

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<b>Q19 What town centre do you visit most often for pubs / clubs ?</b>																															
<i>Those who visit pubs / clubs at Q17</i>																															
Birmingham	16.5%	349	50.0%	34	42.6%	60	50.0%	37	50.0%	42	52.5%	22	36.4%	16	34.9%	12	4.7%	3	37.1%	9	2.8%	1	9.7%	1	16.7%	4	32.0%	4			
Wolverhampton	8.6%	181	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	5.6%	119	2.5%	2	8.5%	12	2.3%	2	14.3%	12	5.0%	2	15.9%	7	4.7%	2	2.3%	1	0.0%	0	5.6%	2	0.0%	0	5.6%	1	0.0%	0	0.0%		
Walsall	5.3%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Cannock	3.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sutton Coldfield	3.1%	65	0.0%	0	12.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Lichfield	3.1%	65	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bromsgrove	2.7%	58	0.0%	0	0.0%	0	0.0%	0	14.3%	12	0.0%	0	0.0%	0	0.0%	0	72.1%	43	0.0%	0	2.8%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	
Stourbridge	2.7%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	6.5%	1	0.0%	0	0.0%	0	0.0%	0	
Dudley	2.4%	50	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	5.6%	1	0.0%	0	0.0%	0	
West Bromwich	2.0%	43	0.0%	0	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.0%	1	0.0%	0	
Kidderminster	1.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Halesowen	1.9%	40	2.5%	2	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	28.6%	7	55.6%	19	12.9%	2	8.3%	2	0.0%	0	0.0%	0	
Great Barr	1.8%	39	0.0%	0	17.0%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	
Harborne	1.6%	35	30.0%	20	0.0%	0	6.8%	5	0.0%	0	17.5%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	
Wednesfield	1.2%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Worcester	1.1%	23	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.5%	1	9.1%	4	2.3%	1	7.0%	4	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	
Kingswinford	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	2.8%	1	0.0%	0	0.0%	0	
Bilston	1.0%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brierley Hill High Street	1.0%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Wednesbury	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Willenhall	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Smethwick	0.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.0%	6	0.0%
Sedgley	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Oldbury	0.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	
Merry Hill (Shopping Centre)	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	5.6%	1	0.0%	0	0.0%	0	
Burntwood	0.7%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bridgnorth	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Blackheath	0.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	9.7%	1	22.2%	5	0.0%	0	0.0%	0	
Aldridge	0.6%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0	
Selly Oak	0.6%	12	0.0%	0	0.0%	0	15.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bearwood	0.5%	11	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	4.0%	1	0.0%	0	
Wombourne	0.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Streetly	0.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cradley Heath	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	19.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Redditch	0.4%	9	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	4.5%	2	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tipton	0.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Bloxwich	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Darlaston	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Solihull	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	4	0.0%	0	2.3%	1	0.0%	0	0.0%	0	3.2%	0	0.0%	0	4.0%	1	0.0%	0	
Codsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Brownhills	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Tettenhill Village	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
Pelsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wordsley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kinver	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bewdley	0.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bart Green	0.3%	5	0.0%	0	0.0%	0	0.0%	0	2.4%	2	2.5%	1	2.3%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Kingsnorton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Penkridge	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Amblecote	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shifnal	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Quinton	0.2%	5	0.0%	0	0.0%	0	2.3%	2	0.0%	0	2.5%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	4.0%	1		
Moseley	0.2%	4	2.5%	2	0.0%	0	2.3%	2	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Penn	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Compton Village	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stafford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Perton	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Northfield	0.2%	4	0.0%	0	0.0%	0	2.3%	2	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Telford	0.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shrewsbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Clent	0.2%	3	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Romsley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Gornal	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shenstone	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lye	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	0	0.0%	0	0.0%	0	0.0%	0		
Wollaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Tamworth	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Alvechurch	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Chase Town	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hagley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Great Wyrley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Hanley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Nuneaton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
(Don't know / varies / no pattern)	13.0%	274	7.5%	5	12.8%	18	13.6%	10	16.7%	14	12.5%	5	4.5%	2	2.3%	1	7.0%	4	8.6%	2	19.4%	7	25.8%	4	11.1%	3	0.0%	0
Weighted base:	2111		67		140		74		84		41		45		34		60		24		35		15		23		13	
Sample:	2093		40		47		44		42		40		44		43		43		35		36		31		36		25	

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13																		
<b>Q20 What town centre do you visit most often for restaurants/eating out?</b>																																
<i>Those who visit restaurants / eat out at Q17</i>																																
Birmingham	16.4%	542	56.7%	57	50.6%	116	46.6%	57	33.8%	46	42.6%	30	32.8%	22	22.4%	10	9.2%	8	28.6%	13	8.6%	6	10.2%	2	18.0%	6	41.9%	9				
Wolverhampton	7.8%	258	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Other	4.2%	139	1.7%	2	7.8%	18	5.5%	7	10.3%	14	1.5%	1	14.1%	9	0.0%	0	3.1%	3	1.6%	1	2.9%	2	4.1%	1	6.0%	2	9.3%	2				
Walsall	4.0%	131	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cannock	3.8%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Lichfield	3.4%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Dudley	3.2%	106	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.8%	2	1.4%	1	2.0%	0	12.0%	4	4.0%	0	0.0%	0		
Sutton Coldfield	2.8%	93	0.0%	0	9.1%	21	0.0%	0	1.5%	2	0.0%	0	0.0%	0	8.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0		
Bromsgrove	2.4%	81	0.0%	0	0.0%	0	1.4%	2	10.3%	14	0.0%	0	1.6%	1	0.0%	0	56.9%	52	1.6%	1	5.7%	4	2.0%	0	2.0%	1	4.7%	1	0.0%	0		
Kidderminster	2.3%	77	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	1.5%	1	3.2%	1	4.3%	3	2.0%	0	0.0%	0	0.0%	0	0.0%	0		
Stourbridge	2.1%	70	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	6.1%	1	0.0%	0	0.0%	0	0.0%	0		
Halesowen	1.6%	52	0.0%	0	1.3%	3	0.0%	0	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	15.9%	7	38.6%	26	8.2%	2	8.0%	3	2.3%	1	0.0%	0		
Great Barr	1.3%	44	0.0%	0	10.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.2%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Worcester	1.1%	37	1.7%	2	0.0%	0	0.0%	0	4.4%	6	1.5%	1	3.1%	2	1.7%	1	3.1%	3	1.6%	1	0.0%	0	2.0%	0	4.0%	1	0.0%	0	0.0%	0		
Harborne	1.1%	36	18.3%	19	1.3%	3	4.1%	5	0.0%	0	8.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.7%	1	0.0%	0		
Bridgnorth	1.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Merry Hill (Shopping Centre)	1.1%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1	1.6%	1	1.4%	1	2.0%	0	6.0%	2	0.0%	0	0.0%	0		
Kingswinford	1.0%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brownhills	1.0%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Aldridge	1.0%	32	0.0%	0	2.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
West Bromwich	1.0%	32	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Wednesbury	0.9%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0		
Willenhall	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Oldbury	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	8.0%	3	2.3%	1	0.0%	0		
Bearwood	0.7%	22	1.7%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1	0.0%	0		
Wednesfield	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Bilston	0.5%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Brierley Hill High Street	0.5%	16	0.0%	0	1.3%	3	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	0.0%	0		
Solihull	0.5%	16	1.7%	2	0.0%	0	2.7%	3	1.5%	2	0.0%	0	7.8%	5	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Sedgley	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Quinton	0.5%	16	0.0%	0	0.0%	0	1.4%	2	0.0%	0	5.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0
Lye	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.4%	1	2.0%	0	2.0%	1	0.0%	0	0.0%	0		
Stafford	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Burntwood	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Cradley Heath	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	6.1%	1	0.0%	0	0.0%	0	0.0%	0		
Wombourne	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Rubery	0.3%	9	0.0%	0	0.0%	0	2.7%	3	4.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Redditch	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	5	0.0%	0	3.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Penkridge	0.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Selly Oak	0.2%	8	0.0%	0	1.3%	3	4.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
Shrewsbury	0.2%	8	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0		
Blackheath	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	4.1%	1	6.0%	2	0.0%	0	0.0%	0		
Pelsall	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
Tettenhill Village	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bewdley	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kingsnorton	0.2%	6	0.0%	0	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0
Kinver	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley	0.2%	6	0.0%	0	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.1%	4	0.0%	0	0.0%	0	2.7%	3	0.0%	0	1.5%	1	0.0%	0
Shifnal	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hereford	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	4	0.0%	0	0.0%	0
Perton	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hanley	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Penn	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stratford Upon Avon	0.1%	4	0.0%	0	0.0%	0	0.0%	0	2.9%	2	1.6%	1	0.0%	0
Moseley	0.1%	3	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0
Compton Village	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Alvechurch	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0
Cape Hill	0.1%	3	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Great Wyrley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Chase Town	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Romsley	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Smethwick	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Gornal	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Codsall	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashmore Park	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coventry	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	22.9%	756	13.3%	13	11.7%	27	23.3%	29	26.5%	36	19.1%	13	20.3%	13
Weighted base:	3299	101		229	123	136	70	66	46	91	44	68	24	32
Sample:	3269	60		77	73	68	68	64	58	65	63	70	49	50

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>Q21 Are there any leisure facilities that you think are lacking within a reasonable distance of your home?</b>																												
No	69.3%	3121	67.5%	94	75.0%	214	67.7%	110	74.7%	142	65.9%	58	78.0%	66	55.0%	35	78.8%	94	77.8%	44	79.8%	65	81.6%	30	58.5%	31	65.1%	28
Yes, swimming pool	9.9%	444	20.5%	29	5.2%	15	21.9%	35	4.2%	8	8.2%	7	9.8%	8	26.3%	17	3.5%	4	4.9%	3	2.4%	2	3.9%	1	18.3%	10	14.5%	6
Yes, leisure/ fitness centre	6.9%	312	7.2%	10	1.0%	3	7.3%	12	2.1%	4	10.6%	9	6.1%	5	6.3%	4	1.2%	1	3.7%	2	2.4%	2	5.3%	2	15.9%	8	12.0%	5
Yes, cinema	6.1%	273	0.0%	0	4.2%	12	5.2%	8	0.0%	0	2.4%	2	0.0%	0	6.3%	4	7.1%	8	0.0%	0	4.8%	4	3.9%	1	3.7%	2	9.6%	4
Yes, bowling	4.2%	191	1.2%	2	4.2%	12	0.0%	0	1.1%	2	1.2%	1	0.0%	0	0.0%	0	3.5%	4	0.0%	0	6.0%	5	0.0%	0	1.2%	1	0.0%	0
Yes, Ice skating rink	2.6%	116	1.2%	2	3.1%	9	1.0%	2	4.2%	8	3.5%	3	1.2%	1	2.5%	2	2.4%	3	1.2%	1	3.6%	3	1.3%	0	7.3%	4	1.2%	1
Yes, restaurants/ cafes	2.2%	99	0.0%	0	4.2%	12	3.1%	5	3.2%	6	1.2%	1	0.0%	0	1.3%	1	2.4%	3	2.5%	1	1.2%	1	1.3%	0	3.7%	2	2.4%	1
Yes, Youth clubs / facilities	1.9%	87	1.2%	2	3.1%	9	0.0%	0	2.1%	4	2.4%	2	0.0%	0	2.5%	2	0.0%	0	1.2%	1	1.2%	1	1.3%	0	1.2%	1	1.2%	1
Yes, pubs/ clubs/ bars	1.5%	66	2.4%	3	1.0%	3	2.1%	3	5.3%	10	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1
Yes, shops	1.0%	47	1.2%	2	0.0%	0	1.0%	2	0.0%	0	0.0%	0	2.4%	2	0.0%	0	4.7%	6	2.5%	1	0.0%	0	1.3%	0	0.0%	0	1.2%	1
Yes, Play areas	0.6%	29	0.0%	0	1.0%	3	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	1.2%	1	0.0%	0
Yes, Theatre	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Yes, Parks	0.5%	22	0.0%	0	0.0%	0	0.0%	0	1.1%	2	3.5%	3	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0
Yes, other	0.5%	20	0.0%	2	0.0%	0	2.1%	3	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.2%	1	1.2%	1	1.2%	1	0.0%	0	2.4%	1	0.0%	0
Yes, Facilities for the elderly	0.4%	17	0.0%	0	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0
Yes, bingo	0.3%	14	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.2%	1
Yes, Tennis facilities	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Skate park	0.2%	9	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Live music events	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Yes, Roller skating	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Indoor bowls	0.2%	7	1.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Ski slope / snowdome	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Stadium	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Better gym facilities	0.1%	6	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Library	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Yes, Football pitch	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Golf course	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Spa facilities	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Dance facilities	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Cycle paths	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Community centres	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Yes, Snooker hall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Entertainment facilities (Don't know)	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	2.7%	123	0.0%	0	3.1%	9	1.0%	2	2.1%	4	4.7%	4	2.4%	2	7.5%	5	1.2%	1	6.2%	3	1.2%	1	0.0%	0	0.0%	0	3.6%	2
Weighted base:	4501	140	286	162	190	87	84	64	119	57	81	37	53	44														
Sample:	4501	83	96	96	95	85	82	80	85	81	84	76	82	83														
<b>GEN Gender of respondent.</b>																												
Male	28.5%	1282	26.5%	37	30.2%	86	31.3%	51	29.5%	56	25.9%	23	36.6%	31	21.3%	14	21.2%	25	30.9%	17	28.6%	23	38.2%	14	19.5%	10	24.1%	11
Female	71.5%	3219	73.5%	103	69.8%	200	68.8%	111	70.5%	134	74.1%	65	63.4%	54	78.8%	50	78.8%	94	69.1%	39	71.4%	58	61.8%	23	80.5%	43	75.9%	33
Weighted base:	4501	140	286	162	190	87	84	64	119	57	81	37	53	44														
Sample:	4501	83	96	96	95	85	82	80	85	81	84	76	82	83														

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
<b>AGE Could I ask how old you are ?</b>														
18 to 24	2.1% 94	2.4% 3	5.2% 15	1.0% 2	1.1% 2	3.5% 3	1.2% 1	0.0% 0	0.0% 0	2.5% 1	1.2% 1	0.0% 0	1.2% 1	0.0% 0
25 to 34	7.3% 328	8.4% 12	12.5% 36	10.4% 17	4.2% 8	11.8% 10	3.7% 3	3.8% 2	10.6% 13	6.2% 3	1.2% 1	3.9% 1	6.1% 1	7.2% 3
35 to 44	17.2% 775	12.0% 17	26.0% 74	18.8% 30	20.0% 38	27.1% 24	19.5% 16	23.8% 15	18.8% 22	19.8% 11	15.5% 13	13.2% 5	23.2% 12	13.3% 6
45 to 54	24.8% 1118	19.3% 27	34.4% 98	25.0% 41	33.7% 64	22.4% 20	24.4% 21	27.5% 17	30.6% 36	28.4% 16	21.4% 17	9.2% 3	19.5% 10	16.9% 7
55 to 64	14.9% 670	16.9% 24	4.2% 12	9.4% 15	16.8% 32	8.2% 7	18.3% 15	10.0% 6	11.8% 14	14.8% 8	15.5% 13	23.7% 9	13.4% 7	12.0% 5
65 +	33.1% 1488	41.0% 57	17.7% 51	35.4% 57	24.2% 46	27.1% 24	31.7% 27	35.0% 22	27.1% 32	28.4% 16	45.2% 37	50.0% 18	32.9% 17	48.2% 21
(Refused)	0.6% 27	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.2% 1	0.0% 0	1.2% 1	0.0% 0	0.0% 0	0.0% 0	3.7% 2	2.4% 1
Weighted base:	4501	140	286	162	190	87	84	64	119	57	81	37	53	44
Sample:	4501	83	96	96	95	85	82	80	85	81	84	76	82	83
<b>SEG Socio-economic grouping:</b>														
A	2.1% 92	3.6% 5	1.0% 3	6.3% 10	1.1% 2	2.4% 2	0.0% 0	3.8% 2	1.2% 1	0.0% 0	3.6% 3	2.6% 1	0.0% 0	0.0% 0
B	14.3% 643	26.5% 37	12.5% 36	17.7% 29	13.7% 26	12.9% 11	17.1% 14	12.5% 8	20.0% 24	13.6% 8	15.5% 13	11.8% 4	6.1% 3	6.0% 3
C1	23.2% 1042	21.7% 30	30.2% 86	21.9% 35	23.2% 44	36.5% 32	23.2% 20	18.8% 12	28.2% 34	45.7% 26	23.8% 19	22.4% 8	26.8% 14	22.9% 10
C2	20.5% 924	7.2% 10	16.7% 48	14.6% 24	26.3% 50	24.7% 22	24.4% 21	22.5% 14	14.1% 17	13.6% 8	25.0% 20	14.5% 5	19.5% 10	10.8% 5
D	12.5% 561	7.2% 10	15.6% 45	11.5% 19	10.5% 20	9.4% 8	9.8% 8	6.3% 4	9.4% 11	13.6% 8	9.5% 8	7.9% 3	12.2% 6	19.3% 8
E	21.5% 967	28.9% 40	14.6% 42	22.9% 37	21.1% 40	10.6% 9	23.2% 20	25.0% 16	22.4% 27	9.9% 6	19.0% 15	32.9% 12	28.0% 15	26.5% 12
(Refused)	6.0% 271	4.8% 7	9.4% 27	5.2% 8	4.2% 8	3.5% 3	2.4% 2	11.3% 7	4.7% 6	3.7% 2	3.6% 3	7.9% 3	7.3% 4	14.5% 6
Weighted base:	4501	140	286	162	190	87	84	64	119	57	81	37	53	44
Sample:	4501	83	96	96	95	85	82	80	85	81	84	76	82	83
<b>EMP Which of the following best describes the chief wage earner of your household's current employment situation ?</b>														
Working full time	46.8% 2107	44.6% 62	57.3% 164	52.1% 84	51.6% 98	57.6% 50	41.5% 35	51.3% 33	54.1% 64	49.4% 28	42.9% 35	32.9% 12	37.8% 20	31.3% 14
Working part time	7.2% 323	1.2% 2	12.5% 36	4.2% 7	1.1% 2	8.2% 7	11.0% 9	5.0% 3	7.1% 8	11.1% 6	4.8% 4	1.3% 0	12.2% 6	6.0% 3
Unemployed	4.8% 216	3.6% 5	5.2% 15	1.0% 2	10.5% 20	2.4% 2	4.9% 4	2.5% 2	4.7% 6	4.9% 3	2.4% 2	2.6% 1	7.3% 4	7.2% 3
Retired	39.1% 1762	49.4% 69	25.0% 71	41.7% 68	33.7% 64	30.6% 27	40.2% 34	38.8% 25	34.1% 41	34.6% 20	47.6% 39	59.2% 22	41.5% 22	51.8% 23
A housewife	0.7% 33	1.2% 2	0.0% 0	0.0% 0	2.1% 4	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.3% 0	0.0% 0	2.4% 1
A student	0.2% 10	0.0% 0	0.0% 0	1.0% 2	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Incapacity benefits	0.2% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	1.3% 0	0.0% 0	0.0% 0
(Refused)	0.9% 41	0.0% 0	0.0% 0	0.0% 0	1.1% 2	1.2% 1	2.4% 2	2.5% 2	0.0% 2	0.0% 0	2.4% 2	1.3% 0	1.2% 1	1.2% 1
Weighted base:	4501	140	286	162	190	87	84	64	119	57	81	37	53	44
Sample:	4501	83	96	96	95	85	82	80	85	81	84	76	82	83

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13														
<b>CAR How many cars does your household own or have the use of ?</b>																												
None	18.7%	842	26.5%	37	14.6%	42	24.0%	39	20.0%	38	17.6%	15	18.3%	15	10.0%	6	14.1%	17	14.8%	8	11.9%	10	30.3%	11	20.7%	11	47.0%	21
One	44.1%	1986	45.8%	64	43.8%	125	52.1%	84	36.8%	70	34.1%	30	42.7%	36	47.5%	30	40.0%	48	46.9%	27	46.4%	38	48.7%	18	54.9%	29	38.6%	17
Two	28.0%	1259	24.1%	34	34.4%	98	21.9%	35	31.6%	60	40.0%	35	26.8%	23	27.5%	17	35.3%	42	30.9%	17	36.9%	30	15.8%	6	17.1%	9	8.4%	4
Three or more	8.2%	367	2.4%	3	6.3%	18	2.1%	3	11.6%	22	8.2%	7	11.0%	9	12.5%	8	10.6%	13	6.2%	3	4.8%	4	3.9%	1	6.1%	3	4.8%	2
(Refused)	1.0%	46	1.2%	2	1.0%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	2.5%	2	0.0%	0	1.2%	1	0.0%	0	1.3%	0	1.2%	1	1.2%	1
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

**INC Approximately what is your total household income ?**

£0 - £14,999	18.6%	839	28.9%	40	14.6%	42	11.5%	19	12.6%	24	12.9%	11	25.6%	22	16.3%	10	14.1%	17	16.0%	9	19.0%	15	21.1%	8	17.1%	9	39.8%	17
£15,000 - £19,999	5.5%	249	3.6%	5	7.3%	21	4.2%	7	3.2%	6	2.4%	2	6.1%	5	6.3%	4	3.5%	4	6.2%	3	8.3%	7	5.3%	2	2.4%	1	10.8%	5
£20,000 - £29,999	7.2%	323	6.0%	8	8.3%	24	4.2%	7	11.6%	22	4.7%	4	7.3%	6	3.8%	2	7.1%	8	7.4%	4	16.7%	14	5.3%	2	8.5%	5	7.2%	3
£30,000 - £39,999	6.3%	283	8.4%	12	6.3%	18	12.5%	20	3.2%	6	8.2%	7	3.7%	3	15.0%	10	4.7%	6	7.4%	4	3.6%	3	2.6%	1	1.2%	1	1.2%	1
£40,000 - £49,999	5.4%	244	7.2%	10	7.3%	21	6.3%	10	7.4%	14	9.4%	8	6.1%	5	5.0%	3	10.6%	13	4.9%	3	2.4%	2	6.6%	2	3.7%	2	3.6%	2
£50,000 - £59,999	3.4%	154	3.6%	5	5.2%	15	6.3%	10	3.2%	6	9.4%	8	2.4%	2	5.0%	3	3.5%	4	1.2%	1	3.6%	3	3.9%	1	3.7%	2	2.4%	1
£60,000 - £69,999	1.4%	64	0.0%	0	1.0%	3	1.0%	2	1.1%	2	2.4%	2	2.4%	2	3.8%	2	4.7%	6	2.5%	1	2.4%	2	1.3%	0	1.2%	1	0.0%	0
£70,000 - £79,999	1.4%	64	0.0%	0	3.1%	9	4.2%	7	0.0%	0	1.2%	1	3.7%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
£80,000 - £89,999	0.8%	34	0.0%	0	0.0%	0	4.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	6	2.5%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
£90,000 - £99,999	0.4%	17	0.0%	0	1.0%	3	2.1%	3	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£100,000 - £149,999	1.1%	47	2.4%	3	2.1%	6	1.0%	2	1.1%	2	2.4%	2	0.0%	0	3.8%	2	1.2%	1	0.0%	0	1.2%	1	1.3%	0	0.0%	0	0.0%	0
£150,000+	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / refused)	48.3%	2174	39.8%	56	43.8%	125	42.7%	69	55.8%	106	47.1%	41	42.7%	36	41.3%	26	44.7%	53	49.4%	28	42.9%	35	52.6%	19	59.8%	32	34.9%	15
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

**ETH The following question will be used in a statistical format only, and will help us to assess diverse needs and the level of access to services. What is your ethnic background ?**

White (British / Irish / Other)	93.3%	4198	83.1%	116	83.3%	238	93.8%	152	96.8%	184	91.8%	80	95.1%	80	96.3%	61	97.6%	116	93.8%	53	96.4%	78	93.4%	34	95.1%	50	66.3%	29
Black / Black British (Caribbean / African / other black)	1.6%	74	3.6%	5	3.1%	9	2.1%	3	2.1%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	18.1%	8
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.6%	119	7.2%	10	10.4%	30	0.0%	0	1.1%	2	2.4%	2	0.0%	0	1.3%	1	0.0%	0	2.5%	1	1.2%	1	1.3%	0	2.4%	1	9.6%	4
Mixed (any mixed category)	0.5%	24	2.4%	3	2.1%	6	1.0%	2	0.0%	0	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0	0.0%	0	3.6%	2
Chinese	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.8%	82	3.6%	5	1.0%	3	3.1%	5	0.0%	0	1.2%	1	4.9%	4	2.5%	2	2.4%	3	2.5%	1	2.4%	2	3.9%	1	1.2%	1	1.2%	1
Weighted base:		4501		140		286		162		190		87		84		64		119		57		81		37		53		44
Sample:		4501		83		96		96		95		85		82		80		85		81		84		76		82		83

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
<b>PC_OTH Postcode</b>														
B16 0	0.3%	13	9.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.2%	8	6.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.3%	13	9.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.7%	32	22.9%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.3%	13	9.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.9%	42	30.1%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.3%	12	8.4%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.4%	18	0.0%	0	6.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	21	0.0%	0	7.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.4%	18	0.0%	0	6.3%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.3%	12	0.0%	0	4.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.1%	6	0.0%	0	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.5%	21	0.0%	0	7.3%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.6%	27	0.0%	0	0.0%	0	16.7%	27	0.0%	0	0.0%	0	0.0%	0
B29 5	0.4%	19	0.0%	0	0.0%	0	11.5%	19	0.0%	0	0.0%	0	0.0%	0
B29 6	0.5%	24	0.0%	0	0.0%	0	14.6%	24	0.0%	0	0.0%	0	0.0%	0
B29 7	0.6%	25	0.0%	0	0.0%	0	15.6%	25	0.0%	0	0.0%	0	0.0%	0
B30 1	0.9%	41	0.0%	0	0.0%	0	25.0%	41	0.0%	0	0.0%	0	0.0%	0
B30 2	0.5%	24	0.0%	0	0.0%	0	14.6%	24	0.0%	0	0.0%	0	0.0%	0
B30 3	0.1%	3	0.0%	0	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0
B31 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	14.7%	28	0.0%	0	0.0%	0
B31 2	0.4%	16	0.0%	0	0.0%	0	0.0%	0	8.4%	16	0.0%	0	0.0%	0
B31 3	0.7%	30	0.0%	0	0.0%	0	0.0%	0	15.8%	30	0.0%	0	0.0%	0
B31 4	0.4%	20	0.0%	0	0.0%	0	0.0%	0	10.5%	20	0.0%	0	0.0%	0
B31 5	0.7%	30	0.0%	0	0.0%	0	0.0%	0	15.8%	30	0.0%	0	0.0%	0
B32 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.8%	28	0.0%	0
B32 2	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	29
B32 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.9%	23
B32 4	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	8	0.0%	0
B38 0	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	5	0.0%	0
B38 8	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.7%	27	0.0%	0
B38 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	12	0.0%	0
B42 1	0.9%	39	0.0%	0	13.5%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	0.9%	42	0.0%	0	14.6%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 5	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.5%	14	0.0%	0
B43 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	25.0%	16	0.0%	0
B43 7	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.5%	33	0.0%	0
B44 0	0.6%	27	0.0%	0	9.4%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	1.1%	48	0.0%	0	16.7%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.8%	36	0.0%	0	12.5%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	5.3%	10	0.0%	0	0.0%	0
B45 8	0.6%	26	0.0%	0	0.0%	0	0.0%	0	13.7%	26	0.0%	0	0.0%	0
B45 9	0.7%	30	0.0%	0	0.0%	0	0.0%	0	15.8%	30	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
B47 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B47 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B48 7	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 3	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B60 4	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 7	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 8	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B61 9	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B62 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 1	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 2	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 3	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B63 4	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 6	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B64 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 8	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B65 9	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 1	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 2	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 3	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B66 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 5	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 6	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B67 7	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 0	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 8	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B68 9	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 1	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 3	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B69 4	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 0	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 7	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 8	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B70 9	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 1	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 3	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B71 4	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13												
B73 5	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B73 6	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 3	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B74 4	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 2	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 3	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY1 4	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 2	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 3	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY10 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 5	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 6	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY11 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 8	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY2 9	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 1	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 3	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY3 4	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 0	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 7	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 8	0.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY4 9	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 1	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 2	0.9%	40	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY5 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 0	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 7	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 8	0.7%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY6 9	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 5	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY7 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 1	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 2	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 3	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 4	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 5	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
TF11 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
TF11 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 1	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS1 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 7	0.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 8	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS10 9	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 0	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 1	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 5	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 8	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS11 9	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 1	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 2	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS12 4	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS13 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS14 9	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 7	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS2 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 3	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 4	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS3 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 1	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS4 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 3	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS5 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS6 7	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
WS7 4	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS7 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 6	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS8 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 8	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WS9 9	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 3	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV1 4	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 0	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 6	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 7	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 8	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV10 9	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 1	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV11 3	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 4	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV12 5	0.7%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 1	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 2	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV13 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 7	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 8	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV14 9	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV15 5	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 1	0.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 2	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 3	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV2 4	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 0	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 7	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV3 9	0.5%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 4	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 5	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV4 6	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 0	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 7	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 8	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV5 9	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 0	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
WV6 7	0.8%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
WV6 8	0.7% 30	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV6 9	0.3% 16	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV7 3	0.2% 9	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV8 1	0.7% 30	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV8 2	0.3% 13	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
WV9 5	0.4% 20	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	4501	140	286	162	190	87	84	64	119	57	81	37	53	44
Sample:	4501	83	96	96	95	85	82	80	85	81	84	76	82	83

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13		
<b>QUOTA Zone</b>																
01	3.1%	140	100.0%	140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
02	6.4%	286	0.0%	0	100.0%	286	0.0%	0	0.0%	0	0.0%	0	0.0%	0		
03	3.6%	162	0.0%	0	0.0%	0	100.0%	162	0.0%	0	0.0%	0	0.0%	0		
04	4.2%	190	0.0%	0	0.0%	0	0.0%	0	100.0%	190	0.0%	0	0.0%	0		
05	1.9%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	87	0.0%	0	0.0%	0		
06	1.9%	84	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	84	0.0%	0		
07	1.4%	64	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	64	0.0%	0		
08	2.6%	119	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	119		
09	1.3%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	57		
10	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	81		
11	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	37		
12	1.2%	53	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	100.0%	53	
13	1.0%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	44
14	3.0%	135	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
15	1.4%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
16	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
17	1.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
18	2.8%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
19	1.6%	72	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
20	3.5%	157	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
21	1.7%	76	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
22	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
23	2.1%	92	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
24	2.1%	95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
25	1.5%	66	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
26	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
27	2.6%	115	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
28	1.5%	69	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
29	0.8%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
30	1.2%	56	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
31	1.8%	81	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
32	2.2%	100	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
33	3.9%	173	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
34	2.1%	94	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
35	2.5%	112	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
36	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
37	1.0%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
38	1.0%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
39	1.5%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
40	0.8%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
41	1.3%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
42	0.8%	37	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
43	2.8%	124	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
44	1.7%	78	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
45	1.3%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 01	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	Zone 07	Zone 08	Zone 09	Zone 10	Zone 11	Zone 12	Zone 13
46	1.0% 46	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
47	2.3% 105	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
48	0.5% 21	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
49	0.8% 35	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
50	1.5% 68	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
51	1.6% 74	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
52	0.8% 34	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
53	2.4% 110	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
54	1.6% 71	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	4501	140	286	162	190	87	84	64	119	57	81	37	53	44
Sample:	4501	83	96	96	95	85	82	80	85	81	84	76	82	83