

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Q01 In which shop or shopping centre do you do most of your household's main food shopping ?														
<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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	3.1%	138	1.1%	1	0.0%	0	2.5%	1	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	0.0%	0	6.1%	6	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	2.4%	104	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	30.6%	53
Morrisons, Market Street, BILSTON, WV14 0DZ	2.4%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Other	2.3%	100	1.1%	1	0.0%	0	3.8%	1	0.0%	0	0.0%	0	3.7%	4
Asda, Pearson Street, Brierley Hill, DY5 3BJ	2.2%	96	19.3%	22	10.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	2.1%	92	10.2%	12	17.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	2.0%	88	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	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Asda, Market Street, BROMSGROVE, B61 8DA	1.9%	86	0.0%	0	1.3%	1	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	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	1.8%	81	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	1.7%	73	0.0%	0	0.0%	0	0.0%	0	1.2%	1	14.3%	11	30.5%	30
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	1.6%	72	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	1.6%	71	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	1.6%	71	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	2
Asda, Woodhall Street, Bloxwich, WS3 3JR	1.6%	70	0.0%	0	0.0%	0	0.0%	0	8.3%	7	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Tesco, Ridgacre Road, Quinton, B32 1EG	1.5%	64	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	1.5%	64	1.1%	1	6.3%	4	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	9.6%	5	26.2%	21	1.2%	1
Asda, Old Park Lane, OLDBURY, B69 4PU	1.4%	63	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.2%	1	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	1.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	1.4%	61	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	3
Asda, Walsall Road, Perry Bar, B42 1AB	1.3%	59	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	3.8%	1	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	29.3%	29	0.0%	0
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	1.3%	57	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	8.7%	3	0.0%	0	0.0%	0	14.1%	24
Morrisons, Lichfield Street, WALSALL, WS1 1SY	1.3%	56	0.0%	0	0.0%	0	0.0%	0	24.1%	13	11.9%	9	4.9%	5
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
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	1.2%	54	3.4%	4	1.3%	1	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	3.5%	6
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	1.1%	49	8.0%	9	18.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	1.1%	48	0.0%	0	0.0%	0	0.0%	0	19.3%	11	15.5%	12	1.2%	1

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	1.1%	47	19.3%	22	5.0%	3	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	2.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	1.0%	44	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	21.2%	37
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	1.0%	44	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	1.0%	42	0.0%	0	0.0%	0	1.3%	0	0.0%	0	0.0%	0	20.0%	35
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.9%	41	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.9%	40	0.0%	0	1.3%	1	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	0.0%	0	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.8%	34	0.0%	0	0.0%	0	0.0%	0	20.5%	11	6.0%	5	1.2%	1
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.7%	31	0.0%	0	3.8%	2	0.0%	0	0.0%	0	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	0.0%	0	28.9%	27
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.6%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.5%	22	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%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Edgbaston,	0.4%	19	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Ladywood Middleway														
Tesco, Coldfield Drive, Redditch	0.4%	19	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)	0.4%	19	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	3.7%	4
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.4%	19	11.4%	13	6.3%	4	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	1.2%	1	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	9.6%	5	6.0%	5	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.4%	17	0.0%	0	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
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	13
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.3%	15	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.3%	14	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
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.3%	13	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	0.3%	13	1.1%	1	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	12.0%	11
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
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	10	2.3%	3	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
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.2%	10	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	1.1%	1	10.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Somerfield, Pershore Road,	0.2%	9	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	0.0%	0	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	1.3%	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	0.0%	0	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	0.0%	0
Sainsburys, Forge Retail Park, Telford	0.2%	7	0.0%	0	0.0%	0	3.8%	1	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	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.2%	7	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Sommerfield, 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
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	11.2%	4	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	18.8%	6	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	2.5%	1	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	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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
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
Birmingham	0.1%	5	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%	5	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	0.0%	0	0.0%	0	0.0%	0
Asda, The Border, Telford	0.1%	5	0.0%	0	0.0%	0	1.3%	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
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.1%	5	1.1%	1	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	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	1.3%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.1%	4	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
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.1%	4	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	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
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
Oldbury	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Princess	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Alice Drive, SUTTON COLDFIELD, B73 6RB	0.1%	4	0.0%	0	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	0.0%	0	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	2.4%	2	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	0.0%	0	0.0%	0
Stourbridge	0.1%	3	1.1%	1	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	0.0%	0
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	1.2%	1	0.0%	0	0.0%	0
Somerfield, High Street, HARBORNE, B17 9QG	0.1%	3	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	0.1%	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	1.2%	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	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Stores, Great Barr	0.1%	3	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	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Queensway, Stafford	0.1%	3	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Market	0.1%	3	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Street, PENKRIDGE, ST19 5DH														
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%	3	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	1.1%	1	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	0.0%	0	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	1.2%	1	1.2%	1	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	0.0%	0
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	1.2%	2	0.0%	0	0.0%	0
Cannock	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	2	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	0.0%	0	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.2%	1	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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	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
Lidl, Brettel Lane, Stourbridge	0.0%	2	0.0%	0	1.3%	1	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
Lidl, Ablewell Street, WALSALL, WS1 2EU	0.0%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.0%	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	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
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
Sainsburys, Chell Road, Stafford	0.0%	2	0.0%	0	0.0%	0	2.5%	1	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
Dudley	0.0%	2	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
Local Stores, Smethwick	0.0%	2	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
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
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
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
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	1.1%	1	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	0.0%	0	1.2%	1
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	1.2%	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	1.2%	1	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	1.2%	1	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
Walsall	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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

Weighted:

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	1.3%	1	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	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
Lidl, Six Towns Road, Reedswood Retail Park, WS2 8XP	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	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	1.2%	1
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	1.2%	1
Cooltrader, Market Centre, BLOXWICH, WS3 2JH	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local Stores, Rowley Regis Kingswinford	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.0%	0	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	0.0%	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	15.9%	18	7.5%	5	10.0%	3	2.4%	1	2.4%	2	6.1%	6
Weighted base:	4406	112	65	33	55	80	99	173	92	112	38	44	42	69
Sample:	4404	88	80	80	83	84	82	85	83	85	82	81	82	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	59.5%	56	78.4%	47	61.1%	18	48.1%	26	45.1%	35	41.6%	39	62.2%	104	73.1%	63	62.2%	67	72.8%	27	76.3%	32	64.9%	26	57.1%	37
Car / van (as passenger)	18.7%	778	23.0%	22	10.8%	6	22.2%	7	23.5%	13	25.6%	20	16.9%	16	13.4%	22	11.5%	10	24.4%	26	17.3%	7	18.4%	8	22.1%	9	16.9%	11
Motorcycle	0.1%	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	0.0%	0	0.0%	0	1.3%	1	0.0%	0		
Bus	9.4%	391	4.1%	4	5.4%	3	4.2%	1	16.0%	9	14.6%	11	14.3%	13	6.1%	10	2.6%	2	6.1%	7	8.6%	3	3.9%	2	5.2%	2	2.6%	2
Train	0.2%	7	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	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	1.3%	1	2.4%	4	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	1	0.0%	0
Walk	8.7%	363	10.8%	10	1.4%	1	12.5%	4	11.1%	6	11.0%	9	20.8%	19	11.0%	18	12.8%	11	6.1%	7	1.2%	0	1.3%	1	1.3%	1	9.1%	6
Bicycle	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	1.3%	1	1.3%	1	2.6%	2
Other	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
Mobility Scooter	0.3%	10	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	2.6%	2
Ring and Ride Charity Bus	0.1%	2	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	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	43	0.0%	0	2.7%	2	0.0%	0	1.2%	1	1.2%	1	2.6%	2	4.9%	8	0.0%	0	0.0%	0	0.0%	0	2.6%	0	2.6%	1	7.8%	5
(Don't travel / goods delivered)	0.2%	8	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	1.3%	1
Weighted base:	4158	95	60	30	54	78	93	167	87	108	38	42	40	65														
Sample:	4148	74	74	72	81	82	77	82	78	82	81	76	77	77														

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
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?																												
<i>Those who used a shop or shopping centre (not including internet / delivered) at Q01</i>																												
Yes - Meeting Friends	1.1%	46	0.0%	0	1.4%	1	0.0%	0	4.9%	3	2.4%	2	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Meeting Family	1.1%	45	1.4%	1	1.4%	1	2.8%	1	1.2%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	2.5%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2
Yes - Other non-food shops	17.5%	728	21.6%	20	28.4%	17	16.7%	5	14.8%	8	18.3%	14	14.3%	13	20.7%	35	14.1%	12	12.2%	13	21.0%	8	22.4%	9	26.0%	10	9.1%	6
Yes - Bars / Pubs	0.6%	26	1.4%	1	0.0%	0	1.4%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Yes - Restaurants	1.7%	72	1.4%	1	4.1%	2	1.4%	0	4.9%	3	2.4%	2	3.9%	4	1.2%	2	0.0%	0	0.0%	0	1.3%	1	1.3%	1	1.3%	1	1.3%	1
Yes - Cafes	2.9%	121	2.7%	3	4.1%	2	2.8%	1	2.5%	1	0.0%	0	2.6%	2	2.4%	4	2.6%	2	0.0%	0	6.2%	2	3.9%	2	2.6%	1	0.0%	0
Yes - Cinemas	0.2%	8	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	0.0%	0	0.0%	0	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	1.4%	1	4.1%	2	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	1.3%	1	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	1.4%	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	0.0%	0
Yes - Markets	1.4%	58	2.7%	3	0.0%	0	2.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.3%	1	3.7%	4	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Theatre	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 - 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	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1
Yes - Financial Service (Banks, Building Society)	6.7%	278	4.1%	4	8.1%	5	6.9%	2	4.9%	3	4.9%	4	19.5%	18	18.3%	31	5.1%	4	12.2%	13	6.2%	2	7.9%	3	11.7%	5	10.4%	7
Yes - Personal Service (Hairdressers, Beauty Salon)	0.6%	24	0.0%	0	0.0%	0	4.2%	1	1.2%	1	0.0%	0	2.6%	2	2.4%	4	0.0%	0	0.0%	0	1.2%	0	1.3%	1	0.0%	0	1.3%	1
Yes - Other Service (Travel Agent, Estate Agent)	0.6%	23	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Yes - Other	0.4%	16	0.0%	0	0.0%	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	1.3%	1	0.0%	0
No	67.9%	2824	68.9%	65	55.4%	33	61.1%	18	71.6%	38	69.5%	54	66.2%	61	58.5%	98	75.6%	65	73.2%	79	67.9%	26	65.8%	27	66.2%	26	70.1%	45
Yes - Get Petrol	1.0%	40	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.3%	1	0.0%	0	0.0%	0	1.2%	0	1.3%	1	3.9%	2	3.9%	2	3.9%	3
Yes - Car Wash	0.1%	3	0.0%	0	0.0%	0	1.4%	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	1.3%	1	1.3%	1
Yes - Church	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 - Other food shops	0.4%	18	1.4%	1	0.0%	0	1.4%	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 - Work	0.4%	18	0.0%	0	1.4%	1	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
Yes - Recycling	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 - School Run	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Walking	0.2%	8	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0
Yes - Music Lessons	0.1%	2	0.0%	0	0.0%	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
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	0.0%	0
Yes - Health Service (Chemist, Doctors, Dentist)	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
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			95		60		30		54		78		93		167		87		108		38		42		40		65
Sample:	4148			74		74		72		81		82		77		82		78		82		81		76		77		77

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
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)																												
<i>(Not including don't do or internet / delivered at Q04)</i>																												
Other	11.2%	408	26.8%	24	8.6%	4	14.3%	4	0.0%	0	5.9%	4	4.3%	4	6.6%	8	17.8%	14	8.3%	8	11.4%	4	1.6%	1	14.5%	5	7.5%	4
Birmingham	1.8%	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	1.6%	1	0.0%	0	0.0%	0
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	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	1.6%	1	0.0%	0	0.0%	0
Walsall	1.0%	38	0.0%	0	0.0%	0	1.4%	0	10.0%	4	20.6%	13	2.9%	2	0.0%	0	0.0%	0	6.9%	7	14.3%	5	9.4%	3	1.4%	1	0.0%	0
West Bromwich	1.0%	38	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	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.0%	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	0.0%	0
Dudley	1.0%	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
Local Stores, Great Barr	0.9%	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
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	0.9%	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
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	0.9%	32	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	12.9%	4	1.6%	1	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	0.8%	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
Tesco, Ridgacre Road, Quinton, B32 1EG	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
Asda, Woodhall Street, Bloxwich, WS3 3JR	0.8%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	26.4%	25	0.0%	0	0.0%	0	2.9%	1	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	0.0%	0	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	0.8%	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	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	0.8%	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	6.9%	7	2.9%	1	0.0%	0	0.0%	0	3.0%	2
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	0.8%	28	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	0.7%	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	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	0.7%	26	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	11.5%	14	1.4%	1	1.4%	1	0.0%	0	0.0%	0	11.6%	4	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	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, St Lawrence Way, Darlaston, WS10 8AA	0.7%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	22.9%	19	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	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	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	0.7%	25	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	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
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	0.7%	24	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	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	1.5%	1	1.4%	1	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	0.7%	24	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	1.4%	1
Tesco, Birmingham Road, DUDLEY, DY1 4RP	0.6%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	0.6%	22	7.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Willenhall	0.6%	22	0.0%	0	0.0%	0	0.0%	0	4.4%	3	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	16.7%	7	4.4%	3	4.3%	4
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
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	0.6%	20	0.0%	0	0.0%	0	0.0%	0	13.3%	5	4.4%	3	2.9%	2
Wednesfield	0.6%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Local Stores, Harborne	0.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.5%	20	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
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
Oldbury	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
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
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.5%	14	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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Drive, WOLVERHAMPTON, WV6 7QE																												
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	0.5%	19	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	9.8%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	2	1.5%	1
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	0.0%	0	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	7.1%	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
Co-Op, Hazelwell Street, Stirchley	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	0.0%	0	0.0%	0
Kidderminster	0.5%	18	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	0.5%	17	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	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	12.9%	11	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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	0.0%	0	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	1.4%	0	0.0%	0	0.0%	0	0.0%	0	13.1%	16	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	0.0%	0	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	0.0%	0	0.0%	0	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	0.4%	16	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	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	11.8%	8	2.9%	2	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.4%	1	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	0.0%	0	17.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0	0.0%	0	5.0%	2	10.3%	7	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	3	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	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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, Kingstanding	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
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	0.4%	15	5.6%	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	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.4%	15	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.4%	14	4.2%	4	10.3%	5	0.0%	0	0.0%	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	0.0%	0	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	0.4%	14	0.0%	0	1.7%	1	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	11.7%	5	2.9%	2	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	0.4%	14	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.4%	14	2.8%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.4%	14	0.0%	0	1.7%	1	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	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	1.6%	2	12.3%	10
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
Local Stores, Tipton	0.3%	13	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	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	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
Somerfield, High Street, Kingswinford, DY6 8AA	0.3%	12	1.4%	1	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	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	1.6%	1
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
Tesco Express, Chester Road, Streetly, B74 3NA	0.3%	11	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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
KIDDERMINSTER, DY11 5BE														
Local Stores, Handsworth Wood	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.3%	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	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2
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	0.0%	0	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	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, New Road, WILLENHALL, WV13 2BG	0.3%	10	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	1.4%	1
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	1.6%	2	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	1.4%	1	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
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	5.6%	5	8.6%	4	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	24.6%	9
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.2%	9	0.0%	0	0.0%	0	1.4%	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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	1.4%	1	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	0.0%	0	0.0%	0	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	1.4%	1	0.0%	1
Iceland, High Street, Harborne, B17 9NS	0.2%	8	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%	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	1.7%	1	0.0%	0	6.9%	6	0.0%	0
Co-op Foodstore, Sutton Road, WALSALL, WS5 3BD	0.2%	7	0.0%	0	0.0%	0	6.7%	3	0.0%	0	0.0%	0	2.9%	1
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	1.6%	1
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.2%	7	0.0%	0	0.0%	0	24.3%	7	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	0.0%	0
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	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
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	0.0%	0	8.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-Op, Brownhills Crossroad, Norton Canes	0.2%	7	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	4	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	0.0%	0	0.0%	0	6.9%	7	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	7	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	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
Local Stores, Perton	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
Kingswinford	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
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	0.0%	0	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	5.6%	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	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsburys, High Street, Harborne	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
Local Stores, Kinver	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
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	0.0%	0	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	7.1%	6	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.2%	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
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	6	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	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	3.3%	4	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	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
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.2%	6	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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	5.6%	5	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	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	0.0%	0	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	17.1%	5	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	2.9%	2	0.0%	0
Bromsgrove	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	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	0.0%	0	0.0%	0	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	1.4%	0	0.0%	0	1.5%	1	0.0%	0
Somerfield, High Street,	0.1%	5	4.2%	4	1.7%	1	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
STOURBRIDGE, DY8 1EE														
Local Stores, Quinton	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
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
Marks & Spencer, Weavers Wharf, KIDDERMINSTER, DY11 6UU	0.1%	5	0.0%	0	1.7%	1	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
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.1%	4	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	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
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
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
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
Tesco Express, Hagley Road, Old Swinford, DY8 2JD	0.1%	4	0.0%	0	6.9%	3	0.0%	0	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
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
Spar, Drakes Cross Parade,	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Hollywood														
Lidl, Brettel Lane, Stourbridge	0.1%	4	4.2%	4	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	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	4	0.0%	0	1.7%	1	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	0.0%	0	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	0.0%	0	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	0.0%	0	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%	1.5%
Somerfield, Pershore Road, Cotteridge, B30 3AS	0.1%	4	0.0%	0	0.0%	0	0.0%	0	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	1.4%	1	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	3.3%	1	1.5%	1	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

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	6.9%	3	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	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Walmley Ash Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	1.6%	1
Tesco Express, Birmingham Road, Shenstone, WS14 0JR	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	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	4.4%	3	0.0%	0	0.0%	0
Spar, Bridgnorth Road, WOLLASTON, DY8 3NX	0.1%	3	1.4%	1	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	2.9%	1	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	4.3%	1
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	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	1.5%	1	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%	3.0%
Iceland, Market Place, CANNOCK, WS11 1BS	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
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%	4.5%
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	8.6%	3	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	1.6%	2	0.0%	0
Co-op Supermarket, Court Oak Road, Harborne, B32 2DX	0.1%	2	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	0.1%	2	1.4%	1	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	0.0%	0
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	0.0%	0
Spar, 35 Hobs Rd, Wednesbury, West Midlands WS10 9BD	0.1%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	2	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	1.5%	1	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	0.0%	0
Tesco Express, Coombs Road, HALESOWEN, B62 8AA	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Spar, Bridgenorth Road, STOURBRIDGE, DY7 6RY	0.1%	2	1.4%	1	1.7%	1	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	5.8%	2
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	1.6%	2	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	1.6%	2	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	1.6%	2	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	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.1%	2	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	0.1%	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	5.7%	2
Aldridge	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	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	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	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	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
														1.5%
														1

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	1.5%	1	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	0.0%	0	0.0%	0
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0	3.3%	1	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	1.4%	1	0.0%	0
Cooltrader, The Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	1	1.4%	1	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	1.4%	1	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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	1.7%	1	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	1.4%	1	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	1.4%	1	0.0%	0
Farmfoods Freezer Ce,	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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
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
Solihull	0.0%	1	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
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
Farmfoods Freezer Ce, Bristol Road South, Northfield, B31 2NG	0.0%	1	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
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	1.4%	1
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%	1.5%
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%	1.5%
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%	1.5%
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, High Street, Lye, DY9 8JZ	0.0%	1	0.0%	0	1.7%	1	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
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
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
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
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
Asda, St Georges Road, Donnington Wood	0.0%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
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?																												
<i>(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q05)</i>																												
Birmingham	16.2%	669	3.5%	4	6.1%	4	2.6%	1	18.9%	9	2.5%	2	4.1%	4	5.1%	8	9.8%	9	9.9%	11	13.0%	5	21.6%	9	7.5%	3	6.5%	4
Merry Hill (Shopping Centre)	14.7%	606	54.1%	59	39.0%	26	1.3%	0	2.7%	1	1.3%	1	5.4%	5	2.5%	4	0.0%	0	2.5%	3	0.0%	0	1.4%	1	2.5%	1	0.0%	0
Wolverhampton	13.1%	540	0.0%	0	0.0%	0	14.1%	5	1.4%	1	5.0%	4	5.4%	5	5.1%	8	0.0%	0	1.2%	1	1.3%	0	0.0%	0	12.5%	5	2.6%	2
Walsall	9.7%	401	0.0%	0	0.0%	0	0.0%	0	54.1%	26	77.5%	59	59.5%	53	8.9%	14	0.0%	0	64.2%	69	63.6%	23	44.6%	18	38.7%	16	10.4%	7
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.6%	272	25.9%	28	39.0%	26	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Sutton Coldfield	3.2%	132	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	12.2%	11	0.0%	0	3.9%	1	9.5%	4	0.0%	0	5.2%	3
Redditch	2.4%	97	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	0.0%	0	0.0%	0	0.0%	0
West Bromwich	2.3%	93	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0
Cannock	2.2%	90	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0	0.0%	0	43.0%	69	0.0%	0	2.5%	3	0.0%	0	0.0%	0	16.3%	7	6.5%	4
Kidderminster	2.0%	84	0.0%	0	3.7%	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	0.0%	0
Other	1.8%	75	1.2%	1	0.0%	0	1.3%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Telford	1.8%	75	0.0%	0	0.0%	0	23.1%	8	0.0%	0	0.0%	0	0.0%	0	3.8%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	7.5%	3	2.6%	2
Dudley	1.4%	59	1.2%	1	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	0.0%	0	1.2%	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	2.5%	4	26.8%	24	2.5%	3	1.3%	0	0.0%	0	0.0%	0	31.2%	20
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	1.2%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	31.7%	29	1.2%	1	0.0%	0	1.4%	1	0.0%	0	9.1%	6
Stafford	0.9%	38	0.0%	0	0.0%	0	43.6%	14	0.0%	0	0.0%	0	0.0%	0	10.1%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Solihull	0.9%	36	0.0%	0	1.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Bilston	0.7%	30	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.6%	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	0.0%	0
Oldbury	0.6%	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	0.0%	0
The Fort Retail Park, Erdington	0.6%	24	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halesowen	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	0.0%	0
Worcester	0.4%	18	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	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	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
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy	0.4%	18	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	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	0.0%	0	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	1.4%	1	3.8%	3	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	4.1%	2	1.3%	1	1.4%	1
Stourbridge	0.3%	11	5.9%	6	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.2%	10	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%	10	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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	1.4%	1	2.5%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Great Bridge	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.2%	7	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)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	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
Cradley Heath	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Aldridge	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	0
Windmills, High Street, Smethwick (JJB Sports, Peacocks, Priceless, Home Bargains, Matalan, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesfield	0.1%	4	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
Shrewsbury	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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
Coventry	0.1%	3	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	1.4%	1	0.0%	0	1.4%	1
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
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
Tipton	0.1%	3	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	1.2%	1
Darlaston	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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
Sedgley	0.1%	3	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	1.3%	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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	1.2%	1	0.0%	0
Stratford Upon Avon	0.0%	2	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0
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	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
Burntwood	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1.3%
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	8.2%	9	4.9%	3	7.7%	3	5.4%	3	6.3%	5	2.7%	2
Weighted base:	4132	109	66	33	49	76	89	161	91	107	36	41	41	65
Sample:	4140	85	82	78	74	80	74	79	82	81	77	74	80	77

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?																												
<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	61.5%	61	79.5%	50	70.8%	21	31.4%	15	40.0%	28	43.1%	37	52.8%	77	64.9%	55	50.0%	48	63.9%	21	67.6%	25	61.0%	24	62.5%	38
Car / van (as passenger)	11.5%	442	21.8%	22	10.3%	6	13.9%	4	12.9%	6	9.3%	7	13.9%	12	16.7%	24	11.7%	10	12.5%	12	11.1%	4	8.8%	3	14.3%	6	11.1%	7
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	0.0%	0	1.3%	1	0.0%	0
Bus	24.4%	940	11.5%	12	5.1%	3	15.3%	5	24.3%	11	36.0%	26	34.7%	30	16.7%	24	6.5%	6	25.0%	24	20.8%	7	17.6%	7	16.9%	7	12.5%	8
Train	3.4%	131	2.6%	3	1.3%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	2	2.8%	4	6.5%	6	8.3%	8	2.8%	1	4.4%	2	2.6%	1	1.4%	1
Taxi	0.5%	20	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	4.5%	174	1.3%	1	0.0%	0	0.0%	0	25.7%	12	12.0%	9	2.8%	2	11.1%	16	9.1%	8	1.4%	1	1.4%	0	1.5%	1	0.0%	0	0.0%	0
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	1.3%	1	1.4%	1
Other	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility Scooter	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
Ring and Ride Charity Bus	0.1%	2	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	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	0.0%	0
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	0.0%	0	2.6%	2	0.0%	0	2.9%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	2.6%	1	9.7%	6
(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	100	63	30	46	71	87	147	85	95	34	37	40	60														
Sample:	3858	78	78	72	70	75	72	72	77	72	72	68	77	72														

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q07 What do you like about the (LOCATION MENTIONED AT Q05) ?																												
<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	32.1%	32	25.6%	16	36.1%	11	28.6%	13	25.3%	18	45.8%	40	31.9%	47	40.3%	34	33.3%	32	25.0%	8	36.8%	14	49.4%	20	36.1%	22
Close to home	29.9%	1152	24.4%	24	28.2%	18	27.8%	8	32.9%	15	36.0%	26	27.8%	24	29.2%	43	24.7%	21	36.1%	34	44.4%	15	25.0%	9	31.2%	12	19.4%	12
Good range of independent stores	12.9%	497	24.4%	24	7.7%	5	15.3%	5	8.6%	4	9.3%	7	16.7%	14	4.2%	6	10.4%	9	16.7%	16	6.9%	2	11.8%	4	18.2%	7	9.7%	6
Nothing / very little	12.3%	473	15.4%	15	10.3%	6	8.3%	3	20.0%	9	18.7%	13	12.5%	11	15.3%	22	10.4%	9	15.3%	15	25.0%	8	20.6%	8	5.2%	2	12.5%	8
Indoor shopping malls / arcades	12.1%	467	14.1%	14	23.1%	15	19.4%	6	5.7%	3	1.3%	1	13.9%	12	6.9%	10	10.4%	9	4.2%	4	0.0%	0	8.8%	3	11.7%	5	1.4%	1
Good and / or free car parking	9.9%	380	11.5%	12	23.1%	15	12.5%	4	1.4%	1	1.3%	1	8.3%	7	6.9%	10	13.0%	11	5.6%	5	9.7%	3	7.4%	3	13.0%	5	9.7%	6
Attractive environment	6.8%	261	3.8%	4	6.4%	4	13.9%	4	4.3%	2	4.0%	3	12.5%	11	4.2%	6	7.8%	7	2.8%	3	1.4%	0	7.4%	3	3.9%	2	16.7%	10
Department Store	4.1%	157	3.8%	4	2.6%	2	2.8%	1	1.4%	1	5.3%	4	2.8%	2	4.2%	6	14.3%	12	2.8%	3	1.4%	0	1.5%	1	7.8%	3	1.4%	1
Shops are all under one roof / undercover	3.5%	134	12.8%	13	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Good bus service / accessible public transport	3.0%	115	2.6%	3	1.3%	1	1.4%	0	1.4%	1	2.7%	2	4.2%	4	0.0%	0	1.3%	1	0.0%	0	2.8%	1	1.5%	1	3.9%	2	0.0%	0
Shops are close together / compact	2.8%	109	1.3%	1	0.0%	0	6.9%	2	0.0%	0	5.3%	4	1.4%	1	1.4%	2	0.0%	0	5.6%	5	2.8%	1	4.4%	2	3.9%	2	5.6%	3
Cleanliness	2.1%	82	2.6%	3	2.6%	2	2.8%	1	0.0%	0	1.3%	1	0.0%	0	2.8%	4	0.0%	0	1.4%	1	0.0%	0	4.4%	2	1.3%	1	1.4%	1
Restaurant / cafes	1.8%	69	0.0%	0	1.3%	1	0.0%	0	2.9%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	1.3%	1	0.0%	0
Good prices	1.7%	66	1.3%	1	0.0%	0	0.0%	0	2.9%	1	1.3%	1	1.4%	1	1.4%	2	3.9%	3	0.0%	0	1.4%	0	0.0%	0	1.3%	1	1.4%	1
Close to work / en route to work	1.7%	66	1.3%	1	0.0%	0	0.0%	0	0.0%	0	6.7%	5	1.4%	1	1.4%	2	0.0%	0	2.8%	3	0.0%	0	0.0%	0	1.3%	1	2.8%	2
Easily accessible by foot / cycle	1.6%	62	0.0%	0	0.0%	0	2.8%	1	1.4%	1	1.3%	1	2.8%	2	0.0%	0	5.2%	4	1.4%	1	2.8%	1	4.4%	2	1.3%	1	1.4%	1
It's familiar / habit	1.4%	54	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.4%	1	5.6%	8	0.0%	0	2.8%	3	2.8%	1	2.9%	1	1.3%	1	1.4%	1
Markets	1.4%	52	1.3%	1	0.0%	0	1.4%	0	2.9%	1	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.4%	1
Safe and secure	1.3%	51	1.3%	1	3.8%	2	0.0%	0	0.0%	0	1.3%	1	2.8%	2	0.0%	0	0.0%	0	1.4%	1	1.4%	0	1.5%	1	0.0%	0	1.4%	1
It's friendly	0.8%	30	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Other	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	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Good range of services (bank, library, hairdresser etc.)	0.6%	25	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warm	0.5%	18	3.8%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Everything is there that is needed	0.5%	18	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	5.6%	5	0.0%	0	0.0%	0	2.6%	1	1.4%	1
Specific store - Varies	0.4%	16	0.0%	0	1.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0
Easily accessible by car	0.4%	15	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	1.4%	1	1.4%	2	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0
Not too busy	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%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	1.4%	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	1.3%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	2.6%	1	1.4%	1
Convenience	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Easy to get to	0.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Good atmosphere	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:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
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	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	0.0%	0
Bars / pubs / clubs	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
It's outdoors	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
Good variety of goods available	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
All on one level / flat pavements	0.2%	7	2.6%	3	0.0%	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
Traffic free/ pedestrianised	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
Quiet	0.2%	6	0.0%	0	0.0%	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
Lower prices	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
Part of a overall day out	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Longer opening hours	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
It's not too big	0.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy to get around	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	1.3%	1	1.4%	1
Good toilet / changing facilities	0.1%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Modern	0.1%	3	0.0%	0	0.0%	0	1.4%	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
Plenty of seating	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
Park and Ride	0.1%	3	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	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	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good quality	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
Good cycle parking	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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	0.9%	37	0.0%	0	2.6%	2	1.4%	0	4.3%	2	4.0%	3	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	3857	100	63	30	46	71	87	147	85	95	34	37	40	60														
Sample:	3858	78	78	72	70	75	72	72	77	72	72	68	77	72														

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q08 What do you dislike about (LOCATION MENTIONED AT Q05) ?																												
<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	41.0%	41	53.8%	34	61.1%	18	65.7%	30	50.7%	36	59.7%	52	55.6%	82	55.8%	48	65.3%	62	48.6%	16	51.5%	19	58.4%	23	55.6%	34
Difficult to park	6.8%	261	16.7%	17	7.7%	5	4.2%	1	1.4%	1	6.7%	5	6.9%	6	4.2%	6	3.9%	3	5.6%	5	4.2%	1	4.4%	2	9.1%	4	8.3%	5
Too busy / crowded	6.7%	259	12.8%	13	6.4%	4	4.2%	1	1.4%	1	1.3%	1	5.6%	5	2.8%	4	3.9%	3	5.6%	5	4.2%	1	4.4%	2	3.9%	2	2.8%	2
Lack of non-food stores	6.3%	243	2.6%	3	5.1%	3	5.6%	2	7.1%	3	8.0%	6	6.9%	6	9.7%	14	7.8%	7	0.0%	0	16.7%	6	7.4%	3	3.9%	2	13.9%	8
Traffic congestion	4.5%	175	7.7%	8	5.1%	3	0.0%	0	4.3%	2	9.3%	7	8.3%	7	1.4%	2	5.2%	4	5.6%	5	6.9%	2	5.9%	2	1.3%	1	1.4%	1
Vacant shops	3.7%	142	0.0%	0	2.6%	2	5.6%	2	0.0%	0	8.0%	6	5.6%	5	2.8%	4	2.6%	2	1.4%	1	0.0%	0	7.4%	3	6.5%	3	1.4%	1
Difficult to park near shops	1.8%	68	0.0%	0	2.6%	2	4.2%	1	0.0%	0	4.0%	3	4.2%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	2.6%	1	0.0%	0
Unattractive environment	1.7%	67	0.0%	0	0.0%	0	0.0%	0	4.3%	2	2.7%	2	0.0%	0	1.4%	2	1.3%	1	2.8%	3	5.6%	2	0.0%	0	1.3%	1	4.2%	3
Other	1.7%	65	2.6%	3	1.3%	1	1.4%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	3.9%	3	0.0%	0	1.4%	0	2.9%	1	0.0%	0	0.0%	0
Cost of parking	1.5%	59	1.3%	1	0.0%	0	2.8%	1	2.9%	1	1.3%	1	1.4%	1	0.0%	0	0.0%	0	2.8%	3	0.0%	0	1.5%	1	2.6%	1	2.8%	2
Poor department store offer	1.4%	55	0.0%	0	1.3%	1	5.6%	2	2.9%	1	1.3%	1	0.0%	0	2.8%	4	3.9%	3	1.4%	1	5.6%	2	1.5%	1	1.3%	1	1.4%	1
Lack of foodstores	1.4%	52	1.3%	1	0.0%	0	1.4%	0	1.4%	1	2.7%	2	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.8%	1	1.5%	1	0.0%	0	1.4%	1
Too expensive	1.3%	50	1.3%	1	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	1.4%	1	0.0%	0	0.0%	0	2.6%	1	1.4%	1
Too long / inconvenient journey	1.3%	49	1.3%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	1.5%	1	2.6%	1	1.4%	1
Youths loitering / anti social behaviour	1.1%	44	0.0%	0	0.0%	0	1.4%	0	2.9%	1	0.0%	0	2.8%	2	2.8%	4	0.0%	0	2.8%	3	2.8%	1	0.0%	0	1.3%	1	1.4%	1
Dirty	1.1%	42	0.0%	0	0.0%	0	0.0%	0	2.9%	1	1.3%	1	0.0%	0	4.2%	6	0.0%	0	4.2%	4	6.9%	2	11.8%	4	0.0%	0	0.0%	0
Litter	0.9%	35	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	5.6%	8	0.0%	0	2.8%	3	1.4%	0	4.4%	2	3.9%	2	0.0%	0
Too big	0.7%	27	6.4%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shops are too far apart	0.7%	26	0.0%	0	0.0%	0	1.4%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	2.8%	2
Poor bus services	0.7%	26	0.0%	0	1.3%	1	2.8%	1	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Lack of eating and drinking places	0.6%	25	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Poor security for shoppers / cars	0.6%	25	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.6%	2	1.4%	1	2.8%	1	1.5%	1	0.0%	0	0.0%	0
Lack of independant stores	0.6%	22	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Market is poor / gone	0.5%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0
Rude people	0.4%	16	0.0%	0	0.0%	0	2.8%	1	0.0%	0	1.3%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Poor access for disabled	0.3%	13	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	0.0%	0	0.0%	0	0.0%	0
It is too hot / stuffy	0.3%	13	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many charity / pound shops	0.3%	13	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roadworks	0.3%	11	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	2.8%	3	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Lack of clothing / shoe stores	0.3%	11	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Poor accessibility by foot / cycle	0.3%	11	1.3%	1	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not enough toilets	0.3%	10	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	1.4%	1
Shopping environment feels enclosed / claustrophobic	0.3%	10	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of stores for the elderly	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	1.4%	1	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Poor seating	0.2%	8	2.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many mobile phone shops	0.2%	8	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
Poor bus station	0.2%	8	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0
Poor layout	0.2%	7	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Dislike the changes to the location	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor quality stores	0.2%	6	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	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bullring Shopping Centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of specialised stores	0.1%	5	1.3%	1	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	1.4%	2	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
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
Poor lighting	0.0%	2	0.0%	0	1.3%	1	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
Weighted base:	1.8%	71	2.6%	3	6.4%	4	4.2%	1	1.4%	1	5.3%	4	0.0%	0
Sample:	3857	100	63	30	46	71	87	147	85	95	34	37	40	60
	3858	78	78	72	70	75	72	72	77	72	72	68	77	72

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q09 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?																												
<i>Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05</i>																												
Nothing	61.1%	2358	62.8%	63	71.8%	45	69.4%	21	60.0%	28	57.3%	41	65.3%	57	58.3%	86	62.3%	53	48.6%	46	48.6%	16	57.4%	21	54.5%	22	50.0%	30
More non-food stores	6.2%	238	0.0%	0	2.6%	2	2.8%	1	12.9%	6	12.0%	9	5.6%	5	8.3%	12	5.2%	4	5.6%	5	11.1%	4	4.4%	2	2.6%	1	9.7%	6
More department stores	5.6%	216	1.3%	1	3.8%	2	6.9%	2	5.7%	3	5.3%	4	4.2%	4	15.3%	22	10.4%	9	5.6%	5	13.9%	5	7.4%	3	9.1%	4	12.5%	8
Cheaper parking	4.9%	190	2.6%	3	1.3%	1	5.6%	2	2.9%	1	6.7%	5	2.8%	2	4.2%	6	1.3%	1	9.7%	9	4.2%	1	2.9%	1	10.4%	4	6.9%	4
Easier / more parking	4.2%	163	5.1%	5	6.4%	4	5.6%	2	1.4%	1	12.0%	9	4.2%	4	2.8%	4	0.0%	0	4.2%	4	5.6%	2	5.9%	2	5.2%	2	4.2%	3
More specialist shops	3.0%	115	5.1%	5	3.8%	2	4.2%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	2	7.8%	7	1.4%	1	4.2%	1	4.4%	2	3.9%	2	1.4%	1
Cheaper prices	2.9%	111	6.4%	6	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.7%	2	1.4%	1	1.4%	1	1.4%	1	2.8%	1	1.5%	1	0.0%	0	5.6%	3
More independent shops	2.8%	107	5.1%	5	6.4%	4	1.4%	0	2.9%	1	0.0%	0	0.0%	0	1.4%	2	5.2%	4	2.8%	3	2.8%	1	4.4%	2	2.6%	1	1.4%	1
Better public transport links	2.2%	84	1.3%	1	3.8%	2	6.9%	2	4.3%	2	1.3%	1	1.4%	1	2.8%	4	0.0%	0	2.8%	3	0.0%	0	5.9%	2	0.0%	0	1.4%	1
More higher order / designer stores	2.1%	81	0.0%	0	2.6%	2	5.6%	2	1.4%	1	2.7%	2	1.4%	1	2.8%	4	2.6%	2	2.8%	3	8.3%	3	2.9%	1	2.6%	1	1.4%	1
More food stores	1.7%	64	1.3%	1	1.3%	1	1.4%	0	0.0%	0	2.7%	2	2.8%	2	0.0%	0	3.9%	3	1.4%	1	5.6%	2	4.4%	2	1.3%	1	2.8%	2
More places to eat / drink	1.3%	48	2.6%	3	1.3%	1	0.0%	0	0.0%	0	1.3%	1	4.2%	4	1.4%	2	1.3%	1	0.0%	0	2.8%	1	2.9%	1	0.0%	0	0.0%	0
More money	1.0%	39	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cleaner environment	0.9%	33	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	2.8%	2	0.0%	0	0.0%	0	6.9%	7	6.9%	2	2.9%	1	1.3%	1	0.0%	0
If it was closer	0.8%	32	1.3%	1	0.0%	0	1.4%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	2	1.3%	1	2.8%	3	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Markets	0.8%	32	1.3%	1	0.0%	0	0.0%	0	1.4%	1	4.0%	3	1.4%	1	0.0%	0	1.3%	1	1.4%	1	2.8%	1	1.5%	1	0.0%	0	1.4%	1
More leisure facilities (e.g. cinema etc.)	0.7%	27	1.3%	1	1.3%	1	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	1.3%	1	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Refurbishment of area	0.6%	21	1.3%	1	0.0%	0	0.0%	0	2.9%	1	1.3%	1	1.4%	1	0.0%	0	1.3%	1	1.4%	1	1.4%	0	1.5%	1	0.0%	0	1.4%	1
More clothes / shoe shops	0.5%	21	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	6	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	2.8%	2
More special offers	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	1.5%	1	0.0%	0	1.4%	1
Better disabled access	0.5%	19	0.0%	0	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	2	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	16	2.6%	3	1.3%	1	0.0%	0	1.4%	1	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
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	4.2%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
Better access by car	0.4%	14	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Less busy / crowds	0.3%	12	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	0.0%	0	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	1.4%	2	0.0%	0	1.4%	1	1.4%	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0
A new / larger supermarket	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
Introduce a specific store (varied)	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	1.4%	1	0.0%	0	1.5%	1	1.3%	1	0.0%	0
Free parking	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	1.4%	0	0.0%	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	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	2
Stores close together / more compact	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Better 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	1.5%	1	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	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
More shops / choice (general)	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
Better delivery service	0.1%	5	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	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Better delivery service	0.1%	5	1.3%	1	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	0.0%	0	0.0%	0	0.0%	0
Wider isles	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.3%	1	2.6%	2	1.4%	0	5.7%	3	5.3%	4	5.6%	5
Weighted base:	3857		100		63		30		46		71		87	
Sample:	3858		78		78		72		70		75		72	

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	1.3%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0
4-6 days a week	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
2-3 days a week	2.9%	111	2.6%	3	10.3%	6	0.0%	0	7.1%	3	2.7%	2	1.4%	1
1 day a week	6.4%	245	12.8%	13	5.1%	3	1.4%	0	5.7%	3	1.3%	1	5.6%	5
Once every 2 weeks	4.7%	181	7.7%	8	7.7%	5	1.4%	0	8.6%	4	1.3%	1	2.8%	2
Once every month	10.3%	397	11.5%	12	12.8%	8	5.6%	2	4.3%	2	5.3%	4	8.3%	7
Once a quarter	7.5%	290	10.3%	10	6.4%	4	6.9%	2	2.9%	1	0.0%	0	4.2%	4
Less often than once a quarter	8.6%	331	10.3%	10	7.7%	5	6.9%	2	10.0%	5	6.7%	5	8.3%	7
Never	58.6%	2261	44.9%	45	47.4%	30	77.8%	23	57.1%	26	81.3%	58	69.4%	60
(Don't know)	0.5%	18	0.0%	0	1.3%	1	0.0%	0	2.9%	1	1.3%	1	0.0%	0
Weighted base:	3857		100		63		30		46		71		87	
Sample:	3858		78		78		72		70		75		72	

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q11 What would make you stay longer in (LOCATION MENTIONED AT Q05) to use it in the evenings?																												
<i>Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05</i>																												
Nothing	77.7%	2998	83.3%	83	83.3%	53	72.2%	22	77.1%	36	74.7%	53	86.1%	75	80.6%	118	72.7%	62	66.7%	63	79.2%	27	77.9%	29	79.2%	32	61.1%	37
Late night shopping	5.1%	196	2.6%	3	5.1%	3	4.2%	1	2.9%	1	2.7%	2	4.2%	4	2.8%	4	10.4%	9	6.9%	7	2.8%	1	4.4%	2	3.9%	2	13.9%	8
More restaurants	3.7%	143	2.6%	3	2.6%	2	4.2%	1	1.4%	1	2.7%	2	2.8%	2	4.2%	6	1.3%	1	4.2%	4	5.6%	2	0.0%	0	0.0%	0	8.3%	5
Better police presence	2.1%	79	0.0%	0	1.3%	1	2.8%	1	4.3%	2	6.7%	5	0.0%	0	0.0%	0	1.3%	1	0.0%	0	5.6%	2	2.9%	1	2.6%	1	2.8%	2
More bars	1.4%	54	1.3%	1	0.0%	0	1.4%	0	1.4%	1	1.3%	1	0.0%	0	0.0%	0	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cinema	1.0%	40	0.0%	0	0.0%	0	2.8%	1	1.4%	1	5.3%	4	0.0%	0	4.2%	6	2.6%	2	2.8%	3	0.0%	0	1.5%	1	2.6%	1	2.8%	2
Better accessibility by bus	1.0%	38	1.3%	1	1.3%	1	2.8%	1	4.3%	2	1.3%	1	2.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	2.6%	1	0.0%	0
Other	0.7%	25	1.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.4%	1
More late night car parks	0.6%	25	1.3%	1	1.3%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.4%	0	0.0%	0	1.3%	1	1.4%	1
More security / better personal safety	0.5%	21	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.2%	4	1.4%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper prices	0.5%	21	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Theatre	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	4.2%	4	1.4%	0	0.0%	0	2.6%	1	0.0%	0
Better lighting	0.4%	16	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	1.3%	1	0.0%	0
More shops	0.4%	15	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	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	1.3%	1	0.0%	0	1.4%	2	0.0%	0	0.0%	0	0.0%	0	4.4%	2	0.0%	0	1.4%	1
More money	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%	0	0.0%	0	0.0%	0	0.0%	0
More leisure facilities	0.4%	14	1.3%	1	0.0%	0	1.4%	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
More child-friendly facilities	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Cheaper / free parking	0.3%	11	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	1.4%	1
Live music / gigs	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	1.4%	1	1.4%	0	0.0%	0	0.0%	0	0.0%	0
More family orientated 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	1.3%	1	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	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	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	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More shows at the theatre	0.2%	7	0.0%	0	0.0%	0	2.8%	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
Less traffic congestion	0.2%	6	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
More time / less working hours	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
More events in the city centre	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper taxis	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	1.3%	1	0.0%	0
Babysitting service	0.1%	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	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	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
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	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not so busy / less crowding	0.1%	3	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	0.0%	0	0.0%	0	0.0%	0	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	1.4%	1
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	1.3%	1	5.1%	3	5.6%	2	5.7%	3	2.7%	2	2.8%	2	4.2%	6	2.6%	2	2.8%	3	1.4%	0	7.4%	3	0.0%	0	1.4%	1
Weighted base:		3857		100		63		30		46		71		87		147		85		95		34		37		40		60
Sample:		3858		78		78		72		70		75		72		72		77		72		72		68		77		72

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q12 Where do you do most of your households shopping for furniture, floor coverings and household textiles ? (Not including internet / catalogue / mail order / tv shopping or don't buy at Q12)																												
Birmingham	8.2%	284	4.8%	4	8.2%	4	4.8%	1	3.1%	1	3.1%	2	3.1%	2	2.9%	4	9.0%	7	1.4%	1	13.0%	4	9.1%	3	1.5%	1	2.9%	2
Wolverhampton	6.1%	211	0.0%	0	0.0%	0	6.3%	2	1.6%	1	1.5%	1	3.1%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.5%	1	3.0%	1	2.9%	2
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	5.2%	180	3.2%	3	0.0%	0	0.0%	0	12.5%	5	12.3%	8	29.7%	23	0.0%	0	1.5%	1	4.1%	4	8.7%	3	4.5%	2	1.5%	1	1.4%	1
Merry Hill (Shopping Centre)	4.3%	149	22.6%	18	6.6%	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
Walsall	3.6%	123	0.0%	0	0.0%	0	0.0%	0	32.8%	14	29.2%	18	7.8%	6	1.4%	2	1.5%	1	26.0%	25	21.7%	7	18.2%	7	9.0%	3	4.3%	3
Cannock	2.8%	97	0.0%	0	0.0%	0	25.4%	7	0.0%	0	1.5%	1	0.0%	0	24.3%	35	3.0%	2	9.6%	9	2.9%	1	1.5%	1	31.3%	11	18.8%	11
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	2.6%	89	9.7%	8	11.5%	6	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Dudley	2.4%	83	4.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	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)	2.3%	80	0.0%	0	0.0%	0	3.2%	1	0.0%	0	1.5%	1	0.0%	0	30.0%	43	0.0%	0	5.5%	5	5.8%	2	0.0%	0	11.9%	4	14.5%	8
Kidderminster	2.3%	79	3.2%	3	6.6%	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
Wednesbury	2.0%	69	0.0%	0	1.6%	1	0.0%	0	6.3%	3	6.2%	4	6.3%	5	0.0%	0	1.5%	1	5.5%	5	2.9%	1	6.1%	2	1.5%	1	0.0%	0
Other	2.0%	68	1.6%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	1.4%	2	1.5%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	2.0%	68	0.0%	0	3.3%	2	1.6%	0	0.0%	0	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	2.9%	1	3.0%	1	1.5%	1	0.0%	0
Oldbury	1.4%	48	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	0.0%	0	0.0%	0
West Bromwich	1.2%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.2%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Poundland, Peac														
Solihull	1.1%	38	0.0%	0	4.9%	2	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%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sutton Coldfield	1.0%	35	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.9%	29	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1
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	6.3%	3	4.6%	3	3.1%	2
Lichfield	0.8%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	0.7%	25	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	3.2%	3	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.7%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.7%	24	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	4.8%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott	0.6%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
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	1.6%	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
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	1.6%	0	0.0%	0	0.0%	0	8.6%	12
Redditch	0.6%	19	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Erdington	0.6%	19	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores,	0.5%	19	1.6%	1	0.0%	0	0.0%	0	3.1%	1	6.2%	4	1.6%	1

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
M&S Outlet)														
Bromsgrove	0.5%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	0.5%	19	9.7%	8	9.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stafford	0.5%	18	0.0%	0	0.0%	0	15.9%	4	0.0%	0	0.0%	0	5.7%	8
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.5%	18	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	4.3%	6
Aldridge	0.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	2	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	1.6%	1	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	3.1%	2	0.0%	0
Selly Oak	0.4%	14	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)	0.4%	14	0.0%	0	0.0%	0	0.0%	0	7.8%	3	1.5%	1	4.7%	4
Halesowen	0.4%	13	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0
Worcester	0.3%	10	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.4%	8
Dunelm Mill, Birchley Industrial Estate, Oldbury	0.2%	8	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Crown Wharf Shopping Park, Wolverhampton Street, Walsall (Asda Living, HMV, Peacocks,	0.2%	7	0.0%	0	0.0%	0	0.0%	0	4.6%	3	1.6%	1	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Mothercare World, Birthdays, JD Sports, Co- op Travel, Blockbuste														
Kingswinford	0.2%	6	0.0%	0	0.0%	0	0.0%	0	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	1.4%	2	1.5%	1
Droitwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bloxwich	0.2%	6	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harborne	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Coles, Great Bridge Road, Bilston	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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	0.0%	0	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	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
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	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Allied Carpets, Station Drive, Brierley Hill	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
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	3	0.0%	0	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	1.4%	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	1.6%	1	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%	4.3%
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	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly	0.1%	2	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	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	6.3%	2	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	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0	1.6%	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
Derby	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	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
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	1.5%	1	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%	1.4%
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	0.0%	0	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Aldridge														
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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	1.4%	0
Central London	0.0%	0	0.0%	0	0.0%	0	1.6%	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	32.3%	26	39.3%	19	23.8%	6	17.2%	7	23.1%	14	18.7%	14
Weighted base:	3451	79	49	26	42	62	77	143	74	96	32	36	35	58
Sample:	3439	62	61	63	64	65	64	70	67	73	69	66	67	69

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Q13 Where do you do most of your households shopping for DIY and decorating goods ?														
<i>(Not including internet / catalogue / mail order / tv shopping or don't buy at Q13)</i>														
B&Q, Mucklow Hill, Halesowen	10.9%	429	14.6%	15	32.1%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	8.4%	333	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	2	1.4%	1
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	8.4%	331	0.0%	0	0.0%	0	0.0%	0	38.9%	19	33.3%	24	69.9%	61
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.5%	175	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	3.1%	120	2.4%	3	0.0%	0	1.4%	0	1.4%	1	1.3%	1	0.0%	0
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	25.7%	8	0.0%	0	0.0%	0	0.0%	0
Homebase, Chester Road, New Oscott	2.6%	104	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wolverhampton	2.6%	101	1.2%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	1.4%	1
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brmatano, Comet, Carph	2.3%	92	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cannock	2.1%	82	0.0%	0	0.0%	0	20.0%	6	1.4%	1	0.0%	0	0.0%	0
Kidderminster	1.9%	74	2.4%	3	7.7%	5	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
B&Q, New Road, Stourbridge	1.8%	69	32.9%	35	20.5%	13	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	5.7%	2	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
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	29.2%	14	22.7%	16	5.5%	5	0.0%	0	0.0%	0	12.7%	13	6.8%	2	8.7%	3	3.8%	2	1.4%	1
Birmingham	1.7%	65	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	1.4%	1	0.0%	0	1.4%	1
B&Q, Green Street, Kidderminster	1.5%	58	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wednesbury	1.5%	58	0.0%	0	0.0%	0	0.0%	0	5.6%	3	9.3%	7	13.7%	12	0.0%	0	0.0%	0	8.9%	9	2.7%	1	8.7%	3	2.5%	1	0.0%	0
Selly Oak	1.4%	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
Focus, Dudley Road, Kingswinford	1.3%	52	8.5%	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
Redditch	1.2%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	1.1%	44	0.0%	0	0.0%	0	1.4%	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
The Fort Retail Park, Erdington	1.1%	42	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
Bromsgrove	1.0%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Coppice Lane, Aldridge	1.0%	39	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	16.4%	6	5.8%	2	0.0%	0	0.0%	0	0.0%	0
Dudley	0.9%	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
Bilston	0.8%	32	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	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	4.2%	2	13.3%	9	0.0%	0	0.0%	0	0.0%	0	10.1%	11	1.4%	0	1.4%	1	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.8%	30	8.5%	9	2.6%	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	0.0%	0
Halesowen	0.7%	29	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	0.0%	0	1.3%	1	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	0.0%	0	31.1%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2
Wickes, Holyhead Road, Handsworth	0.7%	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	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	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	0.0%	0
Stourbridge	0.7%	27	7.3%	8	12.8%	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
West Bromwich	0.6%	24	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	2.9%	1	0.0%	0	0.0%	0	0.0%	0
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	0.0%	0	5.1%	5	4.1%	1	0.0%	0	0.0%	0	13.7%	8		
Wickes, Aldridge Road, Perry Barr	0.6%	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	0.0%	0
Oldbury	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Kingswinford	0.6%	22	2.4%	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
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams,	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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Comet, Poundstretcher, Poundland, Peac														
Sutton Coldfield	0.5%	21	0.0%	0	0.0%	0	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	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)	0.5%	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	1.3%	1	0.0%	0	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	4.3%	1	0.0%	0	0.0%	0	0.0%	0
Telford	0.4%	14	0.0%	0	0.0%	0	1.4%	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	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Bearwood	0.3%	13	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	0.3%	13	1.2%	1	2.6%	2	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)	0.3%	12	0.0%	0	0.0%	0	0.0%	0	4.2%	2	0.0%	0	1.4%	1
B&Q, New Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0	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	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Great Barr	0.3%	11	0.0%	0	0.0%	0	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	1.2%	1	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	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	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Solihull	0.2%	10	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Prospect Road, Mucklow Hill, Halesowen	0.2%	9	0.0%	0	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	2.7%	2	0.0%	0	0.0%	0
Bloxwich	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	7	0.0%	0
Stirchley	0.2%	8	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	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.7%	1
Northfield	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	3.8%	2	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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%	1
Sedgley	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%	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	0.0%	0	0.0%	0	0.0%	0
B&Q, Lichfield Road, Stafford	0.1%	6	0.0%	0	0.0%	0	10.0%	3	0.0%	0	1.3%	2	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	0.0%	0
Stafford	0.1%	5	0.0%	0	0.0%	0	12.9%	4	0.0%	0	0.0%	0	0.0%	0
Cape Hill	0.1%	5	0.0%	0	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	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
Blockbuster, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	1.3%	1	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	0.0%	0	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	0.0%	0	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	2.5%	1
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	0.0%	0	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	0.0%	0	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	1.4%	1	1.3%	1	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	1.4%	1	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39																
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	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0	0.0%	0		
Lye Blockbuster, Dudley Street, West Bromwich	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tipton Harborne	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	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	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 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Newcastle Under Lyme	0.0%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth Darlaston	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	0.0%	0
Hanley Cannock Road (Scotlands)	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Hereford Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	0	0.0%	0	0.0%	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
Shrewsbury Wrekin Retail Park, Telford (Don't know / varies / no pattern)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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:	3939		105	63	29	48	71	88	155	82	104	34	38	41	61															
Sample:	3924		82	78	70	72	75	73	76	74	79	73	69	79	73															

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39															
Q14 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?																													
<i>(Not including internet / catalogue / mail order / tv shopping or don't buy at Q14)</i>																													
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	0.0%	0	0.0%	0	33.8%	16	23.2%	15	62.7%	57	1.6%	2	1.4%	1	18.9%	18	27.5%	9	35.7%	14	0.0%	0	0.0%	0	
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	4.1%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	2.7%	3	1.4%	0	0.0%	0	0.0%	0	0.0%	0	
Wolverhampton Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	5.4%	204	0.0%	0	0.0%	0	4.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	4.1%	2	1.4%	1	
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.7%	178	0.0%	0	0.0%	0	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	
Merry Hill (Shopping Centre)	4.1%	157	21.3%	22	10.8%	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	
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	11.0%	3	0.0%	0	2.9%	2	0.0%	0	51.6%	65	0.0%	0	8.1%	8	4.3%	1	0.0%	0	33.8%	13	28.6%	17	
Birmingham One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac)	3.2%	122	0.0%	0	2.7%	2	0.0%	0	0.0%	0	2.9%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	2.9%	1	0.0%	0	0.0%	0	
Other	3.0%	112	2.5%	3	0.0%	0	5.5%	2	0.0%	0	1.5%	1	0.0%	0	3.2%	4	1.4%	1	0.0%	0	1.4%	0	0.0%	0	0.0%	0	4.3%	3	
Oldbury Retail Park, Oldbury Ringway	2.3%	87	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Wednesbury	2.0%	77	0.0%	0	0.0%	0	0.0%	0	7.0%	3	13.0%	9	10.7%	10	0.0%	0	1.4%	1	10.8%	11	5.8%	2	5.7%	2	0.0%	0	0.0%	0
Walsall	2.0%	74	0.0%	0	0.0%	0	0.0%	0	19.7%	9	21.7%	14	2.7%	2	1.6%	2	0.0%	0	17.6%	17	11.6%	4	11.4%	4	0.0%	0	0.0%	0
Sutton Coldfield	1.9%	70	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Cannock	1.8%	68	0.0%	0	0.0%	0	17.8%	5	0.0%	0	1.5%	1	0.0%	0	19.4%	24	1.4%	1	10.8%	11	2.9%	1	0.0%	0	33.8%	13	12.9%	8
Stourbridge	1.7%	63	26.3%	27	14.9%	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
Kidderminster	1.6%	59	0.0%	0	6.8%	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
Selly Oak	1.5%	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
Bearwood	1.4%	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
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	6.8%	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
Halesowen	1.3%	49	1.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bromsgrove	1.3%	48	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	0.0%	0	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	1.2%	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
Lichfield	1.2%	44	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	39.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.7%	9
West Bromwich	1.1%	43	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	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	0.0%	0	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	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	0.0%	0	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	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
Redditch	0.8%	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
Tamworth	0.8%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.5%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Bilston	0.8%	30	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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)	0.8%	29	0.0%	0	0.0%	0	15.1%	5	0.0%	0	0.0%	0	0.0%	0	9.7%	12	0.0%	0	2.7%	3	5.8%	2	0.0%	0	2.7%	1	2.9%	2
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.7%	28	0.0%	0	0.0%	0	0.0%	0	22.5%	11	4.3%	3	1.3%	1	0.0%	0	0.0%	0	0.0%	0	7.2%	2	20.0%	8	0.0%	0	1.4%	1

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Comet, Halfords, Pets at Home, Matalan)														
Solihull	0.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Oldbury	0.7%	26	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	0.5%	19	0.0%	0	0.0%	0	0.0%	0	1.4%	1	2.9%	1	1.4%	0
Telford	0.4%	16	0.0%	0	0.0%	0	8.2%	3	0.0%	0	0.0%	0	0.0%	0
Harborne	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.4%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.4%	15	6.3%	6	1.4%	1	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	2.9%	2	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
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	2.8%	1	2.9%	2	4.0%	4
Brierley Hill High Street	0.4%	14	2.5%	3	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackheath	0.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
Sears Retail Park, Solihull	0.3%	13	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	2.9%	2	0.0%	0
Wednesfield	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	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
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
Stourport	0.2%	9	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
B&Q, Mucklow Hill, Halesowen	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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
Stirchley	0.2%	6	0.0%	0	0.0%	0	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
Worcester	0.2%	6	0.0%	0	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	17.8%	5	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
Burntwood	0.1%	5	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
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
Makro, Halesowen	0.1%	5	2.5%	3	0.0%	0	0.0%	0	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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Marshall Lake Retail Park, Solihull	0.1%	5	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	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	1.4%	1
Burton upon Trent	0.1%	4	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
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	1.5%	1	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
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
Old Hill	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	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
Castle Vale	0.1%	3	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	1.4%	1	0.0%	0	1.4%	1
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
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
Dudley Road/Blackenhall	0.1%	3	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)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet supplies, Staples, Blockbuster)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0
Lye	0.1%	2	0.0%	0	2.7%	2	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	1.4%	1	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 (Don't know / varies / no pattern)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
	11.9%	447	21.3%	22	13.5%	8	16.4%	5	9.9%	5	13.0%	9	10.7%	10
Weighted base:	3773	102	60	30	47	65	90	126	81	98	32	38	38	59
Sample:	3785	80	74	73	71	69	75	62	73	74	69	70	74	70

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q15 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?																												
<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	0.0%	0	1.6%	0	31.9%	15	24.6%	14	63.2%	58	3.4%	4	1.5%	1	15.7%	15	35.8%	11	35.4%	13	0.0%	0	0.0%	0
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	3.3%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	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	26.2%	20	45.3%	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
Wolverhampton Merry Hill (Shopping Centre)	5.4%	189	0.0%	0	0.0%	0	4.9%	1	0.0%	0	3.3%	2	1.3%	1	0.0%	0	0.0%	0	4.3%	4	0.0%	0	0.0%	0	4.5%	2	1.6%	1
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.8%	168	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Birmingham One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac)	3.6%	128	3.3%	3	1.3%	1	1.6%	0	1.4%	1	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	4.6%	2	0.0%	0	0.0%	0
Walsall Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos)	2.8%	97	0.0%	0	0.0%	0	0.0%	0	22.2%	11	19.7%	11	5.3%	5	1.7%	2	3.0%	2	18.6%	17	20.9%	7	9.2%	3	3.0%	1	1.6%	1
Oldbury Retail Park, Oldbury Ringway	2.7%	97	0.0%	0	0.0%	0	3.3%	1	0.0%	0	1.6%	1	0.0%	0	37.9%	45	0.0%	0	5.7%	5	0.0%	0	0.0%	0	28.4%	10	27.0%	14
	2.5%	89	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph																												
Other	2.4%	85	0.0%	0	0.0%	0	3.3%	1	0.0%	0	0.0%	0	1.3%	1	5.2%	6	0.0%	0	0.0%	0	0.0%	0	3.0%	1	3.2%	2		
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	5.3%	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		
Cannock	1.9%	68	0.0%	0	0.0%	0	19.7%	5	0.0%	0	0.0%	0	0.0%	0	22.4%	27	1.5%	1	12.9%	12	3.0%	1	0.0%	0	34.3%	12	7.9%	4
Wednesbury	1.8%	64	0.0%	0	0.0%	0	0.0%	0	5.6%	3	14.8%	9	7.9%	7	0.0%	0	0.0%	0	14.3%	13	6.0%	2	4.6%	2	1.5%	1	0.0%	0
Bearwood	1.8%	62	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.5%	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
Kidderminster	1.5%	51	0.0%	0	8.0%	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
Sutton Coldfield	1.4%	50	0.0%	0	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	3.1%	1	0.0%	0	0.0%	0
Lichfield	1.3%	45	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	41.8%	31	0.0%	0	0.0%	0	0.0%	0	1.5%	1	19.0%	10
Halesowen	1.3%	45	3.3%	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	0.0%	0
Solihull	1.1%	37	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	1.5%	1	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	14.8%	12	5.3%	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
Redditch	0.9%	31	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
Comet, Dudley Road, Halesowen	0.9%	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
Dudley	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
Bromsgrove	0.8%	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	0.0%	0
West Bromwich	0.8%	28	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	1.5%	1	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)	0.7%	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
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.7%	23	0.0%	0	0.0%	0	13.1%	3	0.0%	0	0.0%	0	0.0%	0	6.9%	8	0.0%	0	2.9%	3	3.0%	1	0.0%	0	4.5%	2	1.6%	1
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bilston	0.7%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tamworth	0.6%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	23.9%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	3
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.6%	20	0.0%	0	0.0%	0	0.0%	0	15.3%	7	3.3%	2	2.6%	2	0.0%	0	0.0%	0	1.4%	1	3.0%	1	18.5%	7	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39													
Comet, Halfords, Pets at Home, Matalan)																											
Wednesfield	0.5%	16	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	
Apollo 2000, Holyhead Road, Handsworth	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	
Telford	0.5%	16	0.0%	0	0.0%	0	6.6%	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	
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	2.8%	1	3.3%	2	3.9%	4	0.0%	0	1.5%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	1.6%
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	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.5%	1	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	0.0%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.3%	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%
Amblecote	0.3%	11	6.6%	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	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%
Willenhall	0.3%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	1.5%	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	1.6%	1	0.0%	0	0.0%	0	0.0%	0	4.3%	4	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	0.0%	0	1.5%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%
Northfield	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%
Great Barr	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%
Stafford	0.2%	7	0.0%	0	0.0%	0	22.9%	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	1.5%	1	0.0%
Aldridge	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	1.5%	1	0.0%	0	0.0%
Darlaston	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	1	0.0%	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	5.2%	6	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	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	1.5%	1	0.0%
Smethwick	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%
Stirchley	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%
Castle Vale	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%
Reedwood Way Retail Park, Reedwood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	3	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.9%
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	3.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%
Comet, Walsall Road, Willenhall	0.1%	4	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	1.5%	1	0.0%	0	0.0%	0	0.0%

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Brierley Hill High Street	0.1%	3	0.0%	0	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Handsworth	0.1%	3	0.0%	0	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	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	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
Blackheath	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	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
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
Burton upon Trent	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
Old Hill	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	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	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	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
Wombourne	0.0%	2	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
Droitwich	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.0%	1	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
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
Derby	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
B&Q, Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	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	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:

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
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	1.5%	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	14.8%	12	17.3%	11	16.4%	4	18.1%	9	16.4%	9	9.2%	8	17.2%	20	13.4%	10	14.3%	13	9.0%	3	9.2%	3	16.4%	6	20.6%	11
Weighted base:	3515		78		61		25		48		58		91		118		74		92		31		36		35		53	
Sample:	3520		61		75		61		72		61		76		58		67		70		67		65		67		63	

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39															
Q16 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?																													
<i>(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q16)</i>																													
Birmingham	17.7%	583	7.1%	6	7.0%	4	7.3%	2	17.6%	6	10.3%	6	1.7%	1	1.8%	2	13.7%	11	12.7%	11	18.0%	5	26.2%	9	6.5%	2	11.3%	6	
Wolverhampton	12.3%	404	0.0%	0	0.0%	0	9.1%	2	0.0%	0	6.9%	4	6.8%	5	3.6%	4	0.0%	0	4.8%	4	0.0%	0	0.0%	0	14.5%	5	1.6%	1	
Merry Hill (Shopping Centre)	11.9%	394	40.0%	36	32.4%	19	1.8%	0	0.0%	0	0.0%	0	5.1%	4	1.8%	2	0.0%	0	3.2%	3	1.6%	0	0.0%	0	1.6%	1	0.0%	0	
Walsall	8.2%	270	0.0%	0	0.0%	0	0.0%	0	64.7%	22	63.8%	35	42.4%	30	3.6%	4	1.4%	1	49.2%	41	63.9%	18	53.8%	19	27.4%	9	12.9%	7	
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	5.9%	194	17.1%	15	32.4%	19	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	0.0%
Sutton Coldfield	3.0%	99	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0	1.6%	0	6.2%	2	1.6%	1	3.2%	2	
Cannock	2.5%	82	0.0%	0	0.0%	0	5.5%	1	0.0%	0	0.0%	0	0.0%	0	52.7%	59	1.4%	1	1.6%	1	0.0%	0	0.0%	0	24.2%	8	9.7%	5	
Kidderminster	2.4%	78	0.0%	0	2.8%	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	
West Bromwich	1.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0	
Lichfield	1.8%	60	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	41.1%	33	1.6%	1	3.3%	1	0.0%	0	1.6%	1	30.6%	16	
Redditch	1.6%	52	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.5%	49	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	0.0%	0	
Other	1.4%	48	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	1.4%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Solihull	1.4%	47	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.6%	1	
Bromsgrove	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	
Telford	1.2%	40	0.0%	0	0.0%	0	18.2%	4	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	4.8%	2	1.6%	1	
Stourbridge	1.0%	31	24.3%	22	12.7%	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	
Northfield	0.9%	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	
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.7%	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	0.0%	0	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	0.6%	18	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	0.0%	0	0.0%	0	0.0%	0	
Stafford	0.4%	14	0.0%	0	0.0%	0	40.0%	9	0.0%	0	0.0%	0	0.0%	0	3.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bearwood	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	
Tamworth	0.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	2	
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	0.0%	0	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	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	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	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	3.3%	1	3.1%	1	0.0%	1	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	10.2%	7	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	1.7%	1	1.7%	1
Bloxwich	0.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	5	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	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
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 Naturale, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selly Oak	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burton upon Trent	0.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	4	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	0.0%	0	0.0%	0	2.0%	1	0.0%	0	1.7%	1	0.0%	0
The Fort Retail Park, Erdington	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.7%	1	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	1.7%	1	3.4%	2
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	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
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	1.8%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1
Great Barr	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
Handsworth	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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	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	0.0%	0	3.2%	2
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	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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	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%	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
Central London	0.1%	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	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	1.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	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	1.8%	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	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)	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
Shrewsbury	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
Wombourne	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
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	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	1.4%	1	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	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	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	0.0%	0	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	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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
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)	11.5%	379	11.4%	10	9.9%	6	16.4%	4	11.8%	4	8.6%	5	16.9%	12
Weighted base:	3301	89	57	23	34	55	71	112	81	83	28	36	32	52
Sample:	3287	70	71	55	51	58	59	55	73	63	61	65	62	62

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

Cinema	46.1%	2073	47.8%	55	48.2%	33	37.4%	13	41.7%	23	37.2%	30	44.6%	45	34.1%	59	54.1%	51	54.1%	61	49.4%	19	45.8%	21	42.2%	18	43.4%	30
Pubs / clubs	46.9%	2111	41.1%	47	51.8%	36	43.4%	15	44.0%	24	39.5%	32	43.4%	43	43.5%	75	52.9%	50	56.5%	63	50.6%	20	48.2%	22	55.4%	24	57.8%	40
Restaurants/Eating Out	73.3%	3299	73.3%	84	70.6%	49	78.3%	27	73.8%	41	59.3%	48	71.1%	71	77.6%	135	85.9%	81	75.3%	84	83.1%	32	85.5%	39	77.1%	33	73.5%	51
(None of these)	15.9%	714	17.8%	20	18.8%	13	15.7%	5	17.9%	10	29.1%	24	18.1%	18	11.8%	20	11.8%	11	14.1%	16	10.8%	4	10.8%	5	15.7%	7	10.8%	8
Weighted base:	4501	115	69	35	56	81	100	173	94	112	39	45	43	70														
Sample:	4501	90	85	83	84	86	83	85	85	85	83	83	83	83														

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q18 Where do you go most often to visit the cinema ?																												
<i>Those who visit the cinema at Q17</i>																												
Showcase Cinema, Castlegate Way, Birmingham New Road, Dudley, DY1 4TA	16.4%	339	27.9%	15	22.0%	7	0.0%	0	2.9%	1	3.1%	1	24.3%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.5%	2	0.0%	0	2.8%	1
Cineworld, Bentley Bridge Leisure Park, Wednesfield, WV11 1TZ	14.0%	290	0.0%	0	0.0%	0	16.1%	2	8.6%	2	34.4%	10	8.1%	4	17.2%	10	0.0%	0	34.8%	21	7.3%	1	7.9%	2	60.0%	11	5.6%	2
Empire, Great park, Rubery, Birmingham, B45 9NY	12.3%	255	0.0%	0	12.2%	4	0.0%	0	2.9%	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
Showcase Cinema, Bentley Mill Way, Walsall, WS2 OLE	11.6%	241	0.0%	0	0.0%	0	25.8%	3	65.7%	15	59.4%	18	56.8%	25	58.6%	35	0.0%	0	52.2%	32	78.0%	15	52.6%	11	37.1%	7	16.7%	5
Odeon, Merry Hill Shopping Centre, Dudley, DY5 1SY	9.7%	201	62.8%	35	56.1%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0
Cineworld, Broad Street, Birmingham, B15 1DA	4.7%	97	0.0%	0	0.0%	0	0.0%	0	5.7%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1
AMC Theatres, Ladywood Road, Broadway Plaza, Birmingham, B16 8EU	4.2%	88	0.0%	0	2.4%	1	0.0%	0	8.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.4%	0	2.6%	1	0.0%	0	2.8%	1
Other	3.6%	75	2.3%	1	0.0%	0	25.8%	3	0.0%	0	0.0%	0	2.7%	1	0.0%	0	8.7%	4	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue, Star City, Watson Road, Birmingham, B7 5SA	3.3%	68	0.0%	0	0.0%	0	6.5%	1	2.9%	1	0.0%	0	5.4%	2	10.3%	6	2.2%	1	6.5%	4	12.2%	2	13.2%	3	0.0%	0	5.6%	2
Showcase Cinema, Kingsbury Road, Birmingham, B24 9QE	3.3%	68	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0	2.6%	1	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	10.3%	6	67.4%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.2%	14
Reel Cinema, Hagley Road West, Halesowen, B62 9AS	2.2%	45	2.3%	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	0.0%	0	0.0%	0	0.0%	0	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	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Odeon, New Street, Birmingham, B2 4ST	1.1%	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	0.0%	0
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	0.0%	0	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, Foregate, Telford	0.4%	8	0.0%	0	0.0%	0	6.5%	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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q19 What town centre do you visit most often for pubs / clubs ?																												
<i>Those who visit pubs / clubs at Q17</i>																												
Birmingham	16.5%	349	5.4%	3	13.6%	5	0.0%	0	10.8%	3	2.9%	1	8.3%	4	8.1%	6	0.0%	0	6.3%	4	9.5%	2	12.5%	3	0.0%	0	2.1%	1
Wolverhampton	8.6%	181	0.0%	0	0.0%	0	5.6%	1	0.0%	0	8.8%	3	2.8%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	2.5%	1	4.3%	1	2.1%	1
Other	5.6%	119	5.4%	3	2.3%	1	16.7%	3	0.0%	0	0.0%	0	0.0%	0	10.8%	8	0.0%	0	6.3%	4	4.8%	1	0.0%	0	6.5%	2	0.0%	0
Walsall	5.3%	112	0.0%	0	0.0%	0	0.0%	0	59.5%	15	58.8%	19	22.2%	10	2.7%	2	0.0%	0	29.2%	18	47.6%	9	62.5%	14	10.9%	3	2.1%	1
Cannock	3.8%	81	0.0%	0	0.0%	0	5.6%	1	0.0%	0	2.9%	1	0.0%	0	64.9%	49	0.0%	0	16.7%	11	0.0%	0	0.0%	0	54.3%	13	6.3%	3
Sutton Coldfield	3.1%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	2.1%	1	4.8%	1	0.0%	0	2.2%	1	0.0%	0
Lichfield	3.1%	65	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	80.0%	40	4.2%	3	7.1%	1	2.5%	1	0.0%	0	25.0%	10
Bromsgrove	2.7%	58	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%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stourbridge	2.7%	58	27.0%	13	38.6%	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
Dudley	2.4%	50	0.0%	0	2.3%	1	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%	0	0.0%	0	0.0%	0
West Bromwich	2.0%	43	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.9%	1	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0
Kidderminster	1.9%	40	2.7%	1	4.5%	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
Halesowen	1.9%	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	0.0%	0
Great Barr	1.8%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	1.6%	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
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
Worcester	1.1%	23	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.9%	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
Kingswinford	1.0%	21	2.7%	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
Bilston	1.0%	21	2.7%	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
Brierley Hill High Street	1.0%	20	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	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	2.9%	1	27.8%	12	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	2.9%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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
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
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	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	0.0%	0	0.0%	0	0.0%	0	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	37.5%	15
Bridgnorth	0.6%	13	5.4%	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
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldridge	0.6%	12	0.0%	0	0.0%	0	0.0%	0	2.7%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.5%	2	0.0%	0	0.0%	0	0.0%	0
Selly Oak	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	0.0%	0
Bearwood	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
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
Streety	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
Cradley Heath	0.4%	9	0.0%	0	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
Redditch	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
Tipton	0.4%	9	0.0%	0	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%	0	0.0%	0	0.0%	0
Bloxwich	0.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2	0.0%	0	0.0%	0	0.0%	0	8.3%	5	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	13.9%	6	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	2.3%	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	0.0%	0	0.0%	0	0.0%	0
Codsall	0.3%	7	0.0%	0	0.0%	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
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
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	4.4%	2	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
Pelsall	0.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wordsley	0.3%	6	8.1%	4	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
Bewdley	0.3%	6	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	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	0.0%	0
Penkridge	0.2%	5	0.0%	0	0.0%	0	25.0%	4	0.0%	0	0.0%	0	0.0%	0
Amblecote	0.2%	5	8.1%	4	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
Quinton	0.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Moseley	0.2%	4	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
Compton Village	0.2%	4	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	16.7%	3	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
Northfield	0.2%	4	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
Shrewsbury	0.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clent	0.2%	3	0.0%	0	2.3%	1	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
Gornal	0.1%	3	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	4.4%	2	0.0%	0
Lye	0.1%	3	0.0%	0	6.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wollaston	0.1%	3	5.4%	3	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	4.4%	2	0.0%	0
Alvechurch	0.1%	2	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
Hagley	0.1%	2	0.0%	0	4.5%	2	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	6.5%	2
Hanley	0.1%	2	0.0%	0	2.3%	1	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	2.2%	1
Stratford Upon Avon	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
Newport	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	2.4%	0	0.0%	0
(Don't know / varies / no pattern)	13.0%	274	27.0%	13	13.6%	5	27.8%	4	21.6%	5	5.9%	2	16.7%	7
Weighted base:	2111	47	36	15	24	32	43	75	50	63	20	22	24	40
Sample:	2093	37	44	36	37	34	36	37	45	48	42	40	46	48

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39																
Q20 What town centre do you visit most often for restaurants/eating out?																														
<i>Those who visit restaurants / eat out at Q17</i>																														
Birmingham	16.4%	542	9.1%	8	11.7%	6	1.5%	0	25.8%	11	9.8%	5	6.8%	5	4.5%	6	1.4%	1	4.7%	4	13.0%	4	15.5%	6	1.6%	1	3.3%	2		
Wolverhampton	7.8%	258	0.0%	0	0.0%	0	7.7%	2	0.0%	0	7.8%	4	11.9%	8	0.0%	0	0.0%	0	3.1%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0		
Other	4.2%	139	4.5%	4	1.7%	1	6.2%	2	0.0%	0	0.0%	0	0.0%	0	6.1%	8	0.0%	0	1.6%	1	1.4%	0	0.0%	0	3.1%	1	1.6%	1		
Walsall	4.0%	131	0.0%	0	0.0%	0	0.0%	0	32.3%	13	31.4%	15	22.0%	16	1.5%	2	0.0%	0	29.7%	25	23.2%	7	32.4%	13	7.8%	3	0.0%	0		
Cannock	3.8%	126	0.0%	0	0.0%	0	6.2%	2	1.6%	1	2.0%	1	0.0%	0	56.1%	75	0.0%	0	12.5%	11	7.2%	2	0.0%	0	50.0%	17	8.2%	4		
Lichfield	3.4%	111	0.0%	0	0.0%	0	1.5%	0	11.3%	5	3.9%	2	0.0%	0	3.0%	4	76.7%	62	4.7%	4	5.8%	2	7.0%	3	1.6%	1	29.5%	15		
Dudley	3.2%	106	3.0%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	1	5.1%	4	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.0%	0	0.0%	0		
Sutton Coldfield	2.8%	93	0.0%	0	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	1.5%	2	4.1%	3	0.0%	0	2.9%	1	2.8%	1	0.0%	0	1.6%	1		
Bromsgrove	2.4%	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%	
Kidderminster	2.3%	77	1.5%	1	5.0%	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%	
Stourbridge	2.1%	70	25.8%	22	35.0%	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%	
Halesowen	1.6%	52	0.0%	0	5.0%	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%	
Great Barr	1.3%	44	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	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%	37	0.0%	0	3.3%	2	0.0%	0	0.0%	0	2.0%	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%	
Harborne	1.1%	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	0.0%	0	0.0%	
Bridgnorth	1.1%	35	1.5%	1	0.0%	0	0.0%	0	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	0.0%	0	0.0%	
Merry Hill (Shopping Centre)	1.1%	35	3.0%	3	1.7%	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%	
Kingswinford	1.0%	34	3.0%	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	0.0%	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	3.2%	1	3.9%	2	0.0%	0	1.5%	2	0.0%	0	4.7%	4	1.4%	0	1.4%	1	1.6%	1	4.9%	3		
Aldridge	1.0%	32	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	3	4.2%	2	0.0%	0	1.6%	1		
West Bromwich	1.0%	32	0.0%	0	0.0%	0	0.0%	0	1.6%	1	2.0%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		
Wednesbury	0.9%	28	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.6%	13	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0		
Willenhall	0.8%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	1.7%	1	0.0%	0	0.0%	0	3.1%	3	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	0.0%	0	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	0.7%	22	0.0%	0	0.0%	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%	
Wednesfield	0.7%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	2	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%	
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%	
Brierley Hill High Street	0.5%	16	1.5%	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%	
Solihull	0.5%	16	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	1.4%	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	1.4%	1	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	0.0%	0	0.0%	0	0.0%	0	0.0%	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	0.4%	14	4.5%	4	6.7%	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%	
Stafford	0.4%	13	0.0%	0	0.0%	0	12.3%	3	0.0%	0	2.0%	1	0.0%	0	3.0%	4	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	24.6%	13
Cradley Heath	0.3%	10	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	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%	
Rubery	0.3%	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%	
Redditch	0.3%	9	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Penkridge	0.3%	8	0.0%	0	0.0%	0	23.1%	6	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	0.0%	0	0.0%	
Selly Oak	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%	
Shrewsbury	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	1.6%	1	0.0%	0		
Blackheath	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%	
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	7.8%	7	2.9%	1	0.0%	0	0.0%	0	0.0%	0		

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kinver	0.2%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hagley	0.2%	6	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Telford	0.1%	5	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0	0.0%	0
Northfield	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	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	0.0%	0	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	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	1.5%	1	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	0.0%	0	0.0%	0	1.4%	1
Moseley	0.1%	3	0.0%	0	0.0%	0	0.0%	0	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	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
Tamworth	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	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	1.5%	2	0.0%	0
Cannock Road (Scotlands)	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0
Shenstone	0.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	2.0%	1	0.0%	0	0.0%	0
Wordsley	0.0%	1	1.5%	1	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	1.7%	1	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	36.4%	31	20.0%	10	38.5%	10	17.7%	7	21.6%	10	30.5%	22
Weighted base:	3299		84		49		27		41		48		71	
Sample:	3269		66		60		65		62		51		59	
									135		81		84	
									66		73		64	
											32		39	
											69		71	
													33	
													64	
														51
														61

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
Q21 Are there any leisure facilities that you think are lacking within a reasonable distance of your home?																												
No	69.3%	3121	72.2%	83	71.8%	49	73.5%	25	72.6%	40	67.4%	55	57.8%	58	58.8%	102	52.9%	50	68.2%	77	67.5%	26	69.9%	32	74.7%	32	57.8%	40
Yes, swimming pool	9.9%	444	10.0%	12	9.4%	6	4.8%	2	1.2%	1	4.7%	4	13.3%	13	1.2%	2	14.1%	13	3.5%	4	7.2%	3	8.4%	4	2.4%	1	3.6%	3
Yes, leisure/ fitness centre	6.9%	312	5.6%	6	8.2%	6	6.0%	2	8.3%	5	5.8%	5	10.8%	11	7.1%	12	7.1%	7	5.9%	7	8.4%	3	9.6%	4	6.0%	3	8.4%	6
Yes, cinema	6.1%	273	4.4%	5	0.0%	0	3.6%	1	7.1%	4	8.1%	7	2.4%	2	28.2%	49	23.5%	22	3.5%	4	8.4%	3	9.6%	4	10.8%	5	31.3%	22
Yes, bowling	4.2%	191	1.1%	1	1.2%	1	1.2%	0	4.8%	3	3.5%	3	12.0%	12	20.0%	35	9.4%	9	1.2%	1	4.8%	2	3.6%	2	6.0%	3	22.9%	16
Yes, Ice skating rink	2.6%	116	3.3%	4	4.7%	3	1.2%	0	1.2%	1	5.8%	5	1.2%	1	0.0%	0	0.0%	0	3.5%	4	3.6%	1	0.0%	0	0.0%	0	2.4%	2
Yes, restaurants/ cafes	2.2%	99	3.3%	4	1.2%	1	1.2%	0	3.6%	2	2.3%	2	1.2%	1	2.4%	4	1.2%	1	1.2%	1	3.6%	1	1.2%	1	0.0%	0	6.0%	4
Yes, Youth clubs / facilities	1.9%	87	0.0%	0	2.4%	2	6.0%	2	0.0%	0	2.3%	2	3.6%	4	3.5%	6	0.0%	0	2.4%	3	2.4%	1	1.2%	1	0.0%	0	2.4%	2
Yes, pubs/ clubs/ bars	1.5%	66	1.1%	1	1.2%	1	0.0%	0	1.2%	1	3.5%	3	2.4%	2	0.0%	0	3.5%	3	0.0%	0	1.2%	0	0.0%	0	2.4%	1	4.8%	3
Yes, shops	1.0%	47	1.1%	1	1.2%	1	1.2%	0	0.0%	0	1.2%	1	3.6%	4	0.0%	0	4.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3
Yes, Play areas	0.6%	29	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	0	0.0%	0	2.4%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Yes, Theatre	0.6%	27	2.2%	3	1.2%	1	0.0%	0	1.2%	1	3.5%	3	1.2%	1	0.0%	0	2.4%	2	4.7%	5	1.2%	0	2.4%	1	1.2%	1	1.2%	1
Yes, Parks	0.5%	22	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
Yes, other	0.5%	20	0.0%	0	0.0%	0	1.2%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Facilities for the elderly	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	3.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Yes, bingo	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Yes, Tennis facilities	0.2%	9	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	0.0%	0
Yes, Skate park	0.2%	9	1.1%	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	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	2	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	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Indoor bowls	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	1.2%	1	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	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, Stadium	0.1%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	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
Yes, Better gym facilities	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, Library	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	1.2%	1	0.0%	0	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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Golf course	0.1%	5	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Spa facilities	0.1%	5	1.1%	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
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	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes, Cycle paths	0.1%	4	1.1%	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
Yes, Community centres	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, 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	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	4501	115	69	35	56	81	100	173	94	112	39	45	43	70														
Sample:	4501	90	85	83	84	86	83	85	85	85	83	83	83	83														

GEN Gender of respondent.

Male	28.5%	1282	30.0%	35	22.4%	15	19.3%	7	33.3%	19	32.6%	27	32.5%	32	24.7%	43	30.6%	29	30.6%	34	22.9%	9	31.3%	14	28.9%	12	38.6%	27
Female	71.5%	3219	70.0%	81	77.6%	53	80.7%	28	66.7%	37	67.4%	55	67.5%	67	75.3%	131	69.4%	65	69.4%	78	77.1%	30	68.7%	31	71.1%	30	61.4%	43
Weighted base:	4501	115	69	35	56	81	100	173	94	112	39	45	43	70														
Sample:	4501	90	85	83	84	86	83	85	85	85	83	83	83	83														

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
AGE Could I ask how old you are ?																												
18 to 24	2.1%	94	0.0%	0	2.4%	2	0.0%	0	6.0%	3	2.3%	2	4.8%	5	1.2%	2	1.2%	1	2.4%	3	2.4%	1	1.2%	1	2.4%	1	1.2%	1
25 to 34	7.3%	328	6.7%	8	3.5%	2	2.4%	1	4.8%	3	9.3%	8	6.0%	6	5.9%	10	8.2%	8	11.8%	13	7.2%	3	7.2%	3	8.4%	4	9.6%	7
35 to 44	17.2%	775	15.6%	18	18.8%	13	10.8%	4	13.1%	7	11.6%	9	4.8%	5	29.4%	51	11.8%	11	24.7%	28	15.7%	6	8.4%	4	8.4%	4	13.3%	9
45 to 54	24.8%	1118	28.9%	33	28.2%	19	18.1%	6	16.7%	9	24.4%	20	22.9%	23	18.8%	33	27.1%	26	32.9%	37	25.3%	10	20.5%	9	28.9%	12	27.7%	19
55 to 64	14.9%	670	12.2%	14	15.3%	11	26.5%	9	14.3%	8	16.3%	13	20.5%	20	14.1%	24	17.6%	17	10.6%	12	16.9%	7	18.1%	8	25.3%	11	16.9%	12
65 +	33.1%	1488	36.7%	42	31.8%	22	42.2%	15	44.0%	24	36.0%	29	41.0%	41	30.6%	53	32.9%	31	17.6%	20	32.5%	13	43.4%	20	26.5%	11	31.3%	22
(Refused)	0.6%	27	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83
SEG Socio-economic grouping:																												
A	2.1%	92	1.1%	1	9.4%	6	4.8%	2	4.8%	3	0.0%	0	0.0%	0	1.2%	2	2.4%	2	1.2%	1	2.4%	1	3.6%	2	0.0%	0	0.0%	0
B	14.3%	643	16.7%	19	17.6%	12	21.7%	8	14.3%	8	3.5%	3	8.4%	8	7.1%	12	31.8%	30	15.3%	17	18.1%	7	26.5%	12	12.0%	5	12.0%	8
C1	23.2%	1042	25.6%	29	15.3%	11	27.7%	10	22.6%	13	14.0%	11	20.5%	20	21.2%	37	17.6%	17	30.6%	34	22.9%	9	27.7%	13	31.3%	13	27.7%	19
C2	20.5%	924	16.7%	19	10.6%	7	12.0%	4	11.9%	7	25.6%	21	13.3%	13	31.8%	55	20.0%	19	24.7%	28	21.7%	8	15.7%	7	32.5%	14	25.3%	18
D	12.5%	561	12.2%	14	7.1%	5	9.6%	3	13.1%	7	19.8%	16	21.7%	22	18.8%	33	7.1%	7	15.3%	17	8.4%	3	7.2%	3	12.0%	5	12.0%	8
E	21.5%	967	25.6%	29	30.6%	21	21.7%	8	27.4%	15	27.9%	23	30.1%	30	16.5%	29	17.6%	17	9.4%	11	18.1%	7	18.1%	8	12.0%	5	18.1%	13
(Refused)	6.0%	271	2.2%	3	9.4%	6	2.4%	1	6.0%	3	9.3%	8	6.0%	6	3.5%	6	3.5%	3	3.5%	4	8.4%	3	1.2%	1	0.0%	0	4.8%	3
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83
EMP Which of the following best describes the chief wage earner of your household's current employment situation ?																												
Working full time	46.8%	2107	46.7%	54	51.8%	36	42.2%	15	32.1%	18	44.2%	36	43.4%	43	50.6%	88	44.7%	42	57.6%	65	45.8%	18	43.4%	20	56.6%	24	51.8%	36
Working part time	7.2%	323	10.0%	12	8.2%	6	6.0%	2	8.3%	5	5.8%	5	4.8%	5	7.1%	12	10.6%	10	10.6%	12	10.8%	4	3.6%	2	8.4%	4	7.2%	5
Unemployed	4.8%	216	1.1%	1	1.2%	1	2.4%	1	4.8%	3	7.0%	6	4.8%	5	5.9%	10	2.4%	2	5.9%	7	6.0%	2	2.4%	1	3.6%	2	3.6%	3
Retired	39.1%	1762	42.2%	49	38.8%	27	48.2%	17	50.0%	28	39.5%	32	47.0%	47	32.9%	57	40.0%	38	22.4%	25	37.3%	14	49.4%	22	30.1%	13	36.1%	25
A housewife	0.7%	33	0.0%	0	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.2%	2	1.2%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1
A student	0.2%	10	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
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	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	0.9%	41	0.0%	0	0.0%	0	1.2%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0
Weighted base:		4501		115		69		35		56		81		100		173		94		112		39		45		43		70
Sample:		4501		90		85		83		84		86		83		85		85		85		83		83		83		83

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39														
CAR How many cars does your household own or have the use of ?																												
None	18.7%	842	12.2%	14	4.7%	3	14.5%	5	32.1%	18	32.6%	27	25.3%	25	18.8%	33	10.6%	10	14.1%	16	13.3%	5	12.0%	5	8.4%	4	14.5%	10
One	44.1%	1986	53.3%	61	38.8%	27	38.6%	13	41.7%	23	46.5%	38	47.0%	47	41.2%	71	37.6%	36	43.5%	49	47.0%	18	32.5%	15	38.6%	17	38.6%	27
Two	28.0%	1259	22.2%	26	42.4%	29	32.5%	11	23.8%	13	12.8%	10	21.7%	22	28.2%	49	37.6%	36	37.6%	42	26.5%	10	44.6%	20	41.0%	18	30.1%	21
Three or more	8.2%	367	12.2%	14	11.8%	8	14.5%	5	2.4%	1	7.0%	6	6.0%	6	11.8%	20	11.8%	11	4.7%	5	12.0%	5	9.6%	4	12.0%	5	16.9%	12
(Refused)	1.0%	46	0.0%	0	2.4%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.4%	2	0.0%	0	1.2%	0	1.2%	1	0.0%	0	0.0%	0
Weighted base:	4501		115		69		35		56		81		100		173		94		112		39		45		43		70	
Sample:	4501		90		85		83		84		86		83		85		85		85		83		83		83		83	

INC Approximately what is your total household income ?

£0 - £14,999	18.6%	839	13.3%	15	7.1%	5	15.7%	5	16.7%	9	25.6%	21	32.5%	32	24.7%	43	11.8%	11	16.5%	18	12.0%	5	12.0%	5	14.5%	6	14.5%	10
£15,000 - £19,999	5.5%	249	5.6%	6	4.7%	3	3.6%	1	9.5%	5	7.0%	6	8.4%	8	2.4%	4	3.5%	3	7.1%	8	1.2%	0	0.0%	0	7.2%	3	7.2%	5
£20,000 - £29,999	7.2%	323	5.6%	6	7.1%	5	6.0%	2	4.8%	3	9.3%	8	7.2%	7	5.9%	10	5.9%	6	8.2%	9	4.8%	2	2.4%	1	12.0%	5	9.6%	7
£30,000 - £39,999	6.3%	283	10.0%	12	8.2%	6	6.0%	2	7.1%	4	3.5%	3	1.2%	1	5.9%	10	4.7%	4	11.8%	13	8.4%	3	3.6%	2	7.2%	3	8.4%	6
£40,000 - £49,999	5.4%	244	5.6%	6	1.2%	1	4.8%	2	2.4%	1	4.7%	4	2.4%	2	3.5%	6	4.7%	4	7.1%	8	8.4%	3	10.8%	5	8.4%	4	8.4%	6
£50,000 - £59,999	3.4%	154	6.7%	8	1.2%	1	6.0%	2	0.0%	0	0.0%	0	1.2%	1	3.5%	6	2.4%	2	1.2%	1	6.0%	2	2.4%	1	2.4%	1	3.6%	3
£60,000 - £69,999	1.4%	64	1.1%	1	0.0%	0	3.6%	1	0.0%	0	1.2%	1	0.0%	0	3.5%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.2%	1
£70,000 - £79,999	1.4%	64	1.1%	1	1.2%	1	3.6%	1	2.4%	1	0.0%	0	1.2%	1	1.2%	2	4.7%	4	2.4%	3	0.0%	0	3.6%	2	1.2%	1	1.2%	1
£80,000 - £89,999	0.8%	34	1.1%	1	1.2%	1	1.2%	0	0.0%	0	2.3%	2	1.2%	1	1.2%	2	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0
£90,000 - £99,999	0.4%	17	0.0%	0	0.0%	0	1.2%	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
£100,000 - £149,999	1.1%	47	0.0%	0	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	3.5%	3	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0
£150,000+	0.2%	8	1.1%	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	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / refused)	48.3%	2174	48.9%	56	64.7%	44	48.2%	17	57.1%	32	46.5%	38	44.6%	45	47.1%	82	55.3%	52	45.9%	51	56.6%	22	63.9%	29	44.6%	19	45.8%	32
Weighted base:	4501		115		69		35		56		81		100		173		94		112		39		45		43		70	
Sample:	4501		90		85		83		84		86		83		85		85		85		83		83		83		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	96.7%	111	95.3%	66	98.8%	34	89.3%	50	88.4%	72	92.8%	93	98.8%	171	97.6%	92	92.9%	104	94.0%	36	91.6%	42	98.8%	42	97.6%	68
Black / Black British (Caribbean / African / other black)	1.6%	74	0.0%	0	0.0%	0	0.0%	0	2.4%	1	1.2%	1	0.0%	0	1.2%	2	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	2.4%	2
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.6%	119	0.0%	0	2.4%	2	0.0%	0	7.1%	4	7.0%	6	4.8%	5	0.0%	0	0.0%	0	1.2%	1	3.6%	1	6.0%	3	0.0%	0	0.0%	0
Mixed (any mixed category)	0.5%	24	1.1%	1	0.0%	0	1.2%	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
Chinese	0.1%	3	1.1%	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
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	1.1%	1	2.4%	2	0.0%	0	1.2%	1	3.5%	3	1.2%	1	0.0%	0	2.4%	2	2.4%	3	2.4%	1	2.4%	1	1.2%	1	0.0%	0
Weighted base:	4501		115		69		35		56		81		100		173		94		112		39		45		43		70	
Sample:	4501		90		85		83		84		86		83		85		85		85		83		83		83		83	

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
PC_OTH Postcode														
B16 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 8	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B16 9	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B17 9	0.9%	42	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 4	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B18 7	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 1	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 2	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B20 3	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 0	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 8	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B21 9	0.5%	21	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 4	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 5	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B29 7	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 1	0.9%	41	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B30 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 2	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 3	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 4	0.4%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B31 5	0.7%	30	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 1	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 2	0.6%	29	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 3	0.5%	23	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B32 4	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 0	0.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 8	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B38 9	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 1	0.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B42 2	0.9%	42	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0
B43 6	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B43 7	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 0	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 8	1.1%	48	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B44 9	0.8%	36	0.0%	0	0.0%	0	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	0.0%	0	0.0%	0	0.0%	0
B45 8	0.6%	26	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B45 9	0.7%	30	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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
B73 5	0.9%	42	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
B74 2	0.5%	24	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
B74 4	0.4%	16	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
DY1 3	0.4%	18	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
DY10 2	0.5%	22	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
DY10 4	0.5%	24	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
DY11 6	0.7%	30	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
DY2 0	0.6%	27	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
DY2 8	0.4%	17	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
DY3 1	0.6%	29	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
DY3 3	0.6%	27	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
DY4 0	0.7%	30	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
DY4 8	0.5%	25	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
DY5 1	0.4%	20	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
DY5 3	0.5%	21	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
DY6 0	0.1%	7	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
DY6 8	0.7%	29	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
DY7 5	0.1%	2	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
DY8 1	0.2%	9	7.8%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 2	0.2%	8	6.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 3	0.7%	31	26.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 4	0.8%	36	31.1%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY8 5	0.7%	32	27.8%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 0	0.7%	33	0.0%	0	48.2%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 7	0.3%	15	0.0%	0	21.2%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 8	0.2%	10	0.0%	0	14.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
DY9 9	0.3%	11	0.0%	0	16.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ST19 5	0.5%	23	0.0%	0	0.0%	0	66.3%	23	0.0%	0	0.0%	0	0.0%	0
ST19 9	0.3%	12	0.0%	0	0.0%	0	33.7%	12	0.0%	0	0.0%	0	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	1.2%	1	0.0%	0	0.0%	0
WS1 2	0.4%	20	0.0%	0	0.0%	0	0.0%	0	35.7%	20	0.0%	0	0.0%	0
WS1 3	0.5%	21	0.0%	0	0.0%	0	0.0%	0	38.1%	21	0.0%	0	0.0%	0
WS1 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	25.0%	14	0.0%	0	0.0%	0
WS10 0	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.5%	32	0.0%	0
WS10 7	0.2%	11	0.0%	0	0.0%	0	0.0%	0	10.8%	11	0.0%	0	0.0%	0
WS10 8	0.5%	23	0.0%	0	0.0%	0	0.0%	0	22.9%	23	0.0%	0	0.0%	0
WS10 9	0.7%	34	0.0%	0	0.0%	0	0.0%	0	33.7%	34	0.0%	0	0.0%	0
WS11 0	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0
WS11 1	0.7%	33	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.8%	33	0.0%	0
WS11 4	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	14	0.0%	0
WS11 5	0.4%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.4%	16	0.0%	0
WS11 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	8	0.0%	0
WS11 7	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	12	0.0%	0
WS11 8	0.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0
WS11 9	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	18	0.0%	0
WS12 0	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0
WS12 1	0.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0
WS12 2	0.3%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	14	0.0%	0
WS12 3	0.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	6	0.0%	0
WS12 4	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	17.6%	31	0.0%	0
WS13 6	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	8	0.0%	0
WS13 7	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	27	0.0%	0
WS13 8	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.0%	19	0.0%	0
WS14 0	0.2%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	10	0.0%	0
WS14 9	0.7%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	31	0.0%	0
WS2 0	0.5%	22	0.0%	0	0.0%	0	0.0%	0	26.7%	22	0.0%	0	0.0%	0
WS2 7	0.4%	20	0.0%	0	0.0%	0	0.0%	0	24.4%	20	0.0%	0	0.0%	0
WS2 8	0.3%	13	0.0%	0	0.0%	0	0.0%	0	16.3%	13	0.0%	0	0.0%	0
WS2 9	0.6%	27	0.0%	0	0.0%	0	0.0%	0	32.6%	27	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	20.0%	22
WS3 2	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.2%	24
WS3 3	0.7%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.2%	32
WS3 4	0.6%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	25
WS3 5	0.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9	0.0%	0
WS4 1	0.6%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	68.7%	27
WS4 2	0.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	31.3%	12
WS5 3	0.6%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.4%	28
WS5 4	0.4%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.6%	18
WS6 6	0.5%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	55.4%	24
WS6 7	0.4%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	44.6%	19
WS7 0	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	18.1%
WS7 1	0.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	24.1%
WS7 2	0.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	19.3%
WS7 3	0.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4.8%

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39		
WS7 4	0.3%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	21.7%	15
WS7 9	0.2%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	8
WS8 6	0.2%	9	0.0%	0	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	0.0%	0

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	115	69	35	56	81	100	173	94	112	39	45	43	70
Sample:	4501	90	85	83	84	86	83	85	85	85	83	83	83	83

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

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

Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 27	Zone 28	Zone 29	Zone 30	Zone 31	Zone 32	Zone 33	Zone 34	Zone 35	Zone 36	Zone 37	Zone 38	Zone 39
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	115	69	35	56	81	100	173	94	112	39	45	43	70
Sample:	4501	90	85	83	84	86	83	85	85	85	83	83	83	83