

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54			
<b>Q01 In which shop or shopping centre do you do most of your household's main food shopping ?</b>						
<i>(Not including don't do or internet / delivered at Q01)</i>						
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	3.9%	172	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	3.1%	138	21.5%	22	11.3%	8
Asda Wal-Mart Supercentre, Brickhouse Lane South, GREAT BRIDGE, DY4 7HW	2.6%	113	1.3%	1	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	2.4%	104	0.0%	0	1.3%	1
Morrisons, Market Street, BILSTON, WV14 0DZ	2.4%	104	0.0%	0	0.0%	0
Other	2.3%	100	0.0%	0	1.3%	1
Asda, Pearson Street, Brierley Hill, DY5 3BJ	2.2%	96	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	2.1%	92	0.0%	0	0.0%	0
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	2.0%	88	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	2.0%	86	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	1.9%	86	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.9%	85	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	1.8%	81	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	1.8%	81	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	1.7%	73	0.0%	0	0.0%	0
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	1.6%	72	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	1.6%	71	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	1.6%	71	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	1.6%	70	0.0%	0	0.0%	0

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Tesco, Ridgacre Road, Quinton, B32 1EG	1.5%	64	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	1.5%	64	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	1.5%	64	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	1.4%	63	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	1.4%	63	1.3%	1	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	1.4%	61	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	1.4%	61	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	1.3%	59	0.0%	0	0.0%	0
J Sainsbury, Coleridge Drive, WOLVERHAMPTON, WV6 7QE	1.3%	58	36.7%	38	10.0%	7
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	1.3%	58	0.0%	0	0.0%	0
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	1.3%	57	0.0%	0	0.0%	0
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	1.3%	57	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	1.3%	56	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	1.3%	56	6.3%	7	1.3%	1
Morrisons, Charterfield Shopping Centre, KINGSWINFOR, DY6 7SH	1.2%	54	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	1.1%	49	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	1.1%	49	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	1.1%	48	0.0%	0	0.0%	0

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J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	1.1%	47	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	1.0%	46	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	1.0%	44	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	1.0%	44	0.0%	0	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	1.0%	42	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.9%	41	7.6%	8	30.0%	21
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.9%	40	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.8%	36	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.8%	34	0.0%	0	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.7%	31	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.6%	29	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.6%	27	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.6%	27	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.6%	26	0.0%	0	1.3%	1
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.5%	23	1.3%	1	2.5%	2
Sainsburys, Alcester Road South, Maypole	0.5%	22	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.5%	22	0.0%	0	0.0%	0
Co-Op, Hazelwell Street, Stirchley	0.5%	20	0.0%	0	0.0%	0
Tesco, Edgbaston,	0.4%	19	0.0%	0	0.0%	0

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

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Cotteridge, B30 3AS						
Somerfield, New Road, WILLENHALL, WV13 2BG	0.2%	8	0.0%	0	0.0%	0
Somerfield, Castle Square, Weoley Castle	0.2%	8	0.0%	0	0.0%	0
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.2%	8	0.0%	0	11.3%	8
Co-op Superstore, Franche Road, KIDDERMINSTER, DY11 5BE	0.2%	8	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.2%	8	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.2%	8	0.0%	0	0.0%	0
Sainsburys, Forge Retail Park, Telford	0.2%	7	0.0%	0	2.5%	2
Sainsburys, Stratford Road, Shirley	0.2%	7	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.2%	7	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.2%	7	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	6.3%	7	0.0%	0
Tesco, Newport Road, Stafford	0.2%	7	0.0%	0	1.3%	1
Tesco, Wrekin Retail Park, Telford	0.1%	7	1.3%	1	5.0%	3
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.1%	6	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.1%	6	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.1%	6	1.3%	1	1.3%	1
Somerfield, High Street, BROMSGROVE, B61 0DF	0.1%	6	0.0%	0	0.0%	0

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

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Alice Drive, SUTTON COLDFIELD, B73 6RB	0.1%	4	0.0%	0	0.0%	0
Lidl, Oldbury Road, Blackheath	0.1%	4	0.0%	0	0.0%	0
Aldi, Birmingham Road, Great Barr	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WOLVERHAMPTON, WV11 1TN	0.1%	4	0.0%	0	0.0%	0
Iceland, Bridge Street, KIDDERMINSTER, DY10 1BN	0.1%	4	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.1%	4	0.0%	0	0.0%	0
Stourbridge	0.1%	3	0.0%	0	0.0%	0
Blackheath	0.1%	3	0.0%	0	0.0%	0
Bilston	0.1%	3	0.0%	0	0.0%	0
Lidl, Walsall	0.1%	3	0.0%	0	0.0%	0
Somerfield, High Street, HARBORNE, B17 9QG	0.1%	3	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.1%	3	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.1%	3	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	3	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%	0
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%	0
Iceland, Kingstanding Road, Kingstanding Circle, B44 9TA	0.1%	3	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	3	0.0%	0	0.0%	0
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%	0
Local Stores, Great Barr	0.1%	3	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.1%	3	0.0%	0	2.5%	2
Asda, Queensway, Stafford	0.1%	3	0.0%	0	0.0%	0
Co-op Supermarket, Market	0.1%	3	0.0%	0	0.0%	0

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



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

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Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.0%	1	0.0%	0	0.0%	0
West Bromwich	0.0%	1	0.0%	0	0.0%	0
Stafford	0.0%	1	0.0%	0	1.3%	1
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0
Willenhall	0.0%	1	0.0%	0	0.0%	0
Wolverhampton	0.0%	1	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.0%	1	0.0%	0	0.0%	0
Wednesbury	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.0%	1	0.0%	0	0.0%	0
Iceland, The Square, ALDRIDGE, WS9 8QS	0.0%	1	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.0%	1	0.0%	0	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.0%	1	0.0%	0	0.0%	0
Redditch	0.0%	1	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.0%	1	0.0%	0	0.0%	0
Netto, Daisy Street, COSELEY, WV14 8QQ	0.0%	1	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.0%	1	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.0%	1	0.0%	0	0.0%	0
Walsall	0.0%	1	0.0%	0	0.0%	0
Wednesfield	0.0%	1	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.0%	1	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
WOLVERHAMPTON, WV10 9QY						
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.0%	1	0.0%	0	0.0%	0
Spar, Cannock Road, WOLVERHAMPTON, WV10 8PN	0.0%	1	0.0%	0	0.0%	0
Cooltrader, Market Square, CRADLEY HEATH, B64 5HH	0.0%	1	0.0%	0	1.3%	1
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 0NP	0.0%	1	0.0%	0	0.0%	0
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.0%	1	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.0%	1	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	0.0%	0	0.0%	0
Lidl, Six Towns Road, Reedswood Retail Park, WS2 8XP	0.0%	1	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0
Iceland, Surrey Close, CANNOCK, WS11 8UF	0.0%	1	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.0%	1	0.0%	0	0.0%	0
Cooltrader, Market Centre, BLOXWICH, WS3 2JH	0.0%	1	0.0%	0	0.0%	0
Local Stores, Rowley Regis Kingswinford	0.0%	0	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	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
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.0%	0	0.0%	0	0.0%	0
Co-op Foodstore, High	0.0%	0	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53		Zone 54	
Street, Wombourne, WV5 9DN					
Local Stores, Kinver	0.0%	0	0.0%	0	0.0%
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	5.6%	248	10.1%	10	8.8%
Weighted base:	4406		103		69
Sample:	4404		79		80

**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	73.2%	68	56.2%	35
Car / van (as passenger)	18.7%	778	7.0%	7	17.8%	11
Motorcycle	0.1%	2	0.0%	0	0.0%	0
Bus	9.4%	391	4.2%	4	4.1%	3
Train	0.2%	7	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	0.0%	0
Taxi	1.0%	42	1.4%	1	0.0%	0
Walk	8.7%	363	14.1%	13	19.2%	12
Bicycle	0.1%	5	0.0%	0	0.0%	0
Other	0.1%	2	0.0%	0	0.0%	0
Mobility Scooter	0.3%	10	0.0%	0	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0
(Don't know / varies)	1.0%	43	0.0%	0	1.4%	1
(Don't travel / goods delivered)	0.2%	8	0.0%	0	1.4%	1
Weighted base:	4158		93		63	
Sample:	4148		71		73	

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53	Zone 54			
<b>Q03 When you visit (STORE MENTIONED AT Q01) for your main food shopping, do you combine your shopping with other activities, for example non-food shopping, leisure / entertainment activities, restaurants, bars, banks, etc?</b>						
<i>Those who used a shop or shopping centre (not including internet / delivered) at Q01</i>						
Yes - Meeting Friends	1.1%	46	0.0%	0	2.7%	2
Yes - Meeting Family	1.1%	45	0.0%	0	1.4%	1
Yes - Other non-food shops	17.5%	728	19.7%	18	17.8%	11
Yes - Bars / Pubs	0.6%	26	0.0%	0	0.0%	0
Yes - Restaurants	1.7%	72	2.8%	3	0.0%	0
Yes - Cafes	2.9%	121	1.4%	1	2.7%	2
Yes - Cinemas	0.2%	8	0.0%	0	0.0%	0
Yes - Ten Pin Bowling	0.0%	0	0.0%	0	0.0%	0
Yes - Gym / Health and Fitness	0.8%	31	0.0%	0	1.4%	1
Yes - Bingo	0.0%	0	0.0%	0	0.0%	0
Yes - Swimming	0.3%	13	1.4%	1	0.0%	0
Yes - Markets	1.4%	58	0.0%	0	0.0%	0
Yes - Theatre	0.1%	3	0.0%	0	0.0%	0
Yes - Museums / Art Gallery	0.0%	2	0.0%	0	0.0%	0
Yes - Library	0.8%	34	1.4%	1	1.4%	1
Yes - Financial Service (Banks, Building Society)	6.7%	278	5.6%	5	5.5%	3
Yes - Personal Service (Hairdressers, Beauty Salon)	0.6%	24	0.0%	0	1.4%	1
Yes - Other Service (Travel Agent, Estate Agent)	0.6%	23	2.8%	3	1.4%	1
Yes - Other	0.4%	16	0.0%	0	1.4%	1
No	67.9%	2824	71.8%	67	65.8%	41
Yes - Get Petrol	1.0%	40	0.0%	0	1.4%	1
Yes - Car Wash	0.1%	3	0.0%	0	0.0%	0
Yes - Church	0.1%	5	0.0%	0	0.0%	0
Yes - Other food shops	0.4%	18	1.4%	1	2.7%	2
Yes - Work	0.4%	18	0.0%	0	1.4%	1
Yes - Recycling	0.1%	3	0.0%	0	0.0%	0
Yes - School Run	0.1%	2	0.0%	0	0.0%	0
Yes - Walking	0.2%	8	0.0%	0	0.0%	0
Yes - Music Lessons	0.1%	2	0.0%	0	0.0%	0
Yes - Butchers	0.0%	2	0.0%	0	0.0%	0
Yes - Health Service (Chemist, Doctors, Dentist)	0.2%	6	0.0%	0	0.0%	0
Yes - Dancing	0.1%	3	0.0%	0	0.0%	0
(Don't know)	0.5%	20	0.0%	0	0.0%	0
Weighted base:	4158			93		63
Sample:	4148			71		73

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54			
<b>Q04 Where do you do most of your household's small scale 'top-up' food shopping ? (i.e. to buy bread, milk, etc, on a day-to-day basis)</b>						
<i>(Not including don't do or internet / delivered at Q04)</i>						
Other	11.2%	408	7.9%	8	12.1%	7
Birmingham	1.8%	64	0.0%	0	0.0%	0
Wolverhampton	1.5%	53	9.2%	9	1.5%	1
Asda, Old Horns Crescent, GREAT BARR, B43 7HA	1.4%	49	0.0%	0	0.0%	0
Walsall	1.0%	38	0.0%	0	0.0%	0
West Bromwich	1.0%	38	0.0%	0	0.0%	0
Morrisons, Bristol Road South, RUBERY, B45 9NY	1.0%	37	0.0%	0	0.0%	0
Dudley	1.0%	35	0.0%	0	0.0%	0
Local Stores, Great Barr	0.9%	34	0.0%	0	0.0%	0
Tesco Extra, Princess Alice Drive, New Oscott, B73 6RB	0.9%	34	0.0%	0	0.0%	0
Morrisons, Anchor Road, ALDRIDGE, WS9 8PT	0.9%	32	0.0%	0	0.0%	0
Asda, Market Street, BROMSGROVE, B61 8DA	0.8%	31	0.0%	0	0.0%	0
Tesco, Ridgacre Road, Quinton, B32 1EG	0.8%	30	0.0%	0	0.0%	0
Asda, Woodhall Street, Bloxwich, WS3 3JR	0.8%	30	0.0%	0	0.0%	0
J Sainsbury, Halesowen Street, Blackheath, B65 0HG	0.8%	30	0.0%	0	0.0%	0
Asda, Windmill Lane, Cape Hill, B66 3EN	0.8%	29	0.0%	0	0.0%	0
Tesco, High Street, Brownhills, WS8 6DZ	0.8%	29	0.0%	0	0.0%	0
Tesco Extra, Foxoak Street, Cradley Heath, B64 5DF	0.8%	28	0.0%	0	0.0%	0
J Sainsbury, Freeth Street, Oldbury, B69 3DB	0.7%	27	0.0%	0	0.0%	0
Asda, Avon Road, CANNOCK, WS11 1LH	0.7%	26	0.0%	0	0.0%	0
Co-op Foodstore, High Holborn Road, SEDGLEY, DY3 1SS	0.7%	25	0.0%	0	0.0%	0
Asda, St Lawrence Way, Darlaston, WS10 8AA	0.7%	25	0.0%	0	0.0%	0
Asda, Pearson Street, Brierley Hill, DY5 3BJ	0.7%	25	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
J Sainsbury, Frankley Beeches Road, Northfield, B31 5AA	0.7%	25	0.0%	0	0.0%	0
Halesowen	0.7%	25	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
J Sainsbury, Chapel Lane, Selly Oak, B29 6SJ	0.7%	24	0.0%	0	0.0%	0
Waitrose, High Street, Harborne, B17 9PP	0.7%	24	0.0%	0	0.0%	0
Morrisons, Market Street, BILSTON, WV14 0DZ	0.7%	24	0.0%	0	0.0%	0
Asda, Walsall Road, Perry Bar, B42 1AB	0.7%	24	0.0%	0	0.0%	0
Morrisons, High Street, Burntwood	0.7%	24	0.0%	0	0.0%	0
Tesco, Birmingham Road, DUDLEY, DY1 4RP	0.6%	23	0.0%	0	0.0%	0
J Sainsbury, Sandringham Way, DUDLEY, DY5 3JR	0.6%	22	0.0%	0	0.0%	0
Willenhall	0.6%	22	0.0%	0	0.0%	0
Tesco Metro, Old Square, WALSALL, WS1 1PY	0.6%	21	0.0%	0	0.0%	0
Morrisons, Pendeford Park Shopping Centre, PENDEFORD, WV9 5PG	0.6%	21	2.6%	3	13.6%	8
Asda, Wednesbury Oak Road, TIPTON, DY4 0BP	0.6%	21	0.0%	0	0.0%	0
Morrisons, Lichfield Street, WALSALL, WS1 1SY	0.6%	20	0.0%	0	0.0%	0
Wednesfield	0.6%	20	0.0%	0	0.0%	0
Local Stores, Harborne	0.5%	20	0.0%	0	0.0%	0
Bearwood	0.5%	20	0.0%	0	0.0%	0
J Sainsbury, Rookery Street, WEDNESFIELD, WV11 1UP	0.5%	19	0.0%	0	0.0%	0
Oldbury	0.5%	19	0.0%	0	0.0%	0
Bilston	0.5%	19	0.0%	0	0.0%	0
Asda, Molineux Way, WOLVERHAMPTON, WV1 4DE	0.5%	19	6.6%	7	0.0%	0
Tesco, Heath Hayes District Centre, CANNOCK, WS12 1PC	0.5%	19	0.0%	0	0.0%	0
J Sainsbury, Coleridge	0.5%	19	15.8%	16	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
Drive, WOLVERHAMPTON, WV6 7QE						
J Sainsbury, Orbital Centre, CANNOCK, WS11 3XP	0.5%	19	0.0%	0	0.0%	0
Tesco Metro, Queens Square, WEST BROMWICH, B70 7NH	0.5%	19	0.0%	0	1.5%	1
Co-op Foodstore, Wood Road, Codsall, WV8 1DB	0.5%	18	1.3%	1	25.8%	15
Co-Op, Hazelwell Street, Stirchley	0.5%	18	0.0%	0	0.0%	0
Kidderminster	0.5%	18	0.0%	0	0.0%	0
Tesco, Castle Road, KIDDERMINSTER, DY11 6TH	0.5%	17	0.0%	0	0.0%	0
Morrisons, Holyhead Road, Wednesbury, WS10 7BD	0.5%	17	0.0%	0	0.0%	0
Somerfield, Warstones Road, Penn, WV4 4LP	0.5%	17	0.0%	0	0.0%	0
Cannock	0.5%	17	0.0%	0	0.0%	0
J Sainsbury, St Georges Parade, WOLVERHAMPTON, WV2 1AY	0.4%	16	2.6%	3	0.0%	0
Morrisons, Buntsford Oak Road, BROMSGROVE, B60 3DX	0.4%	16	0.0%	0	0.0%	0
Morrisons, Charterfield Shopping Centre, KINGSWINFORD, DY6 7SH	0.4%	16	0.0%	0	0.0%	0
J Sainsbury, Reedswood Way, WALSALL, WS2 9LX	0.4%	16	0.0%	0	0.0%	0
Morrisons, Beacon Street, LICHFIELD, WS13 7BG	0.4%	15	0.0%	0	0.0%	0
Morrisons, Wallows Lane, Walsall	0.4%	15	0.0%	0	0.0%	0
Sutton Coldfield	0.4%	15	0.0%	0	0.0%	0
Somerfield, Church Lane, Handsworth Wood, B20 2EP	0.4%	15	0.0%	0	0.0%	0
Local Stores, Kingstanding	0.4%	15	0.0%	0	0.0%	0
J Sainsbury, The Merry Hill Centre, Brierley Hill, DY5 1QY	0.4%	15	0.0%	0	0.0%	0



## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
Tesco Express, Hagley Road, Hasbury, B63 4JS	0.4%	15	0.0%	0	0.0%	0
Stourbridge	0.4%	14	0.0%	0	0.0%	0
Somerfield, Turves Green, Northfield, B31 4BL	0.4%	14	0.0%	0	0.0%	0
Co-op Supermarket, Walsall Road, Great Barr, B42 1EZ	0.4%	14	0.0%	0	0.0%	0
J Sainsbury, Carpet Trades Way, KIDDERMINSTER, DY11 6XP	0.4%	14	0.0%	0	0.0%	0
Asda, George Street, WALSALL, WS1 1RS	0.4%	14	0.0%	0	0.0%	0
Asda, The Merry Hill Centre, Brierley Hill, DY5 1QL	0.4%	14	0.0%	0	0.0%	0
Tesco Express, Stourbridge Road, HALESOWEN, B63 3UD	0.4%	14	0.0%	0	0.0%	0
Morrisons, Oxford Street, KIDDERMINSTER, DY10 1AR	0.4%	14	0.0%	0	0.0%	0
Tesco, Bristol Road South, Rubery	0.4%	14	0.0%	0	0.0%	0
Waitrose, Stonnyland Drive, LICHFIELD, WS13 6RX	0.4%	14	0.0%	0	0.0%	0
Somerfield, High Street, Tettenhall, WV6 8QS	0.4%	14	13.2%	13	0.0%	0
Local Stores, Tipton	0.3%	13	0.0%	0	0.0%	0
Tesco, Ladywood Middleway, BIRMINGHAM, B16 8HA	0.3%	12	0.0%	0	0.0%	0
Co-op (Wales etc), New Road, Rubery, B45 9JA	0.3%	12	0.0%	0	0.0%	0
Wednesbury	0.3%	12	0.0%	0	0.0%	0
Somerfield, High Street, Kingswinford, DY6 8AA	0.3%	12	0.0%	0	0.0%	0
Selly Oak	0.3%	12	0.0%	0	0.0%	0
Asda, Old Park Lane, OLDBURY, B69 4PU	0.3%	11	0.0%	0	0.0%	0
Somerfield, High Street, BROMSGROVE, B61 0DF	0.3%	11	0.0%	0	0.0%	0
Tesco Express, Chester Road, Streetly, B74 3NA	0.3%	11	0.0%	0	0.0%	0
Co-op Superstore, Franche Road,	0.3%	11	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
KIDDERMINSTER, DY11 5BE						
Local Stores, Handsworth Wood	0.3%	11	0.0%	0	0.0%	0
Co-Op, Dibdale Road West, Dudley	0.3%	10	0.0%	0	0.0%	0
Local Stores, Smethwick	0.3%	10	0.0%	0	0.0%	0
Morrisons, Mill Street, CANNOCK, WS11 3DR	0.3%	10	0.0%	0	0.0%	0
Co-op (Wales etc), Bradford Street, SHIFNAL, TF11 8AT	0.3%	10	0.0%	0	0.0%	0
Somerfield, Walsall Road, Great Barr, B42 1TN	0.3%	10	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0
Iceland, Grosvenor Centre, Northfield, B31 2JU	0.3%	10	0.0%	0	0.0%	0
Somerfield, New Road, WILLENHALL, WV13 2BG	0.3%	10	0.0%	0	0.0%	0
Asda, Queensway Mount, Halesowen	0.3%	10	0.0%	0	0.0%	0
Somerfield, Essington Road, WILLENHALL, WV12 5DT	0.3%	10	0.0%	0	0.0%	0
Tesco Metro, The Gallery, WOLVERHAMPTON, WV1 3NJ	0.3%	9	0.0%	0	3.0%	2
Somerfield, Castle Square, Weoley Castle	0.3%	9	0.0%	0	0.0%	0
Brierley Hill High Street	0.3%	9	0.0%	0	0.0%	0
Waitrose, Ryemarket, STOURBRIDGE, DY8 1HJ	0.3%	9	0.0%	0	0.0%	0
Tesco, Owen road, Willenhall (Neptune Industrial Estate)	0.2%	9	0.0%	0	0.0%	0
Somerfield, Wardles Lane, GREAT WYRLEY, WS6 6DY	0.2%	9	0.0%	0	0.0%	0
Waitrose, Penn Road, WOLVERHAMPTON, WV2 4NJ	0.2%	9	0.0%	0	0.0%	0
Somerfield, Kempthorn Avenue, Bushbury Lane, WOLVERHAMPTON, WV10 9UN	0.2%	8	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Spar, Kingswinford	0.2%	8	0.0%	0	0.0%	0
Lidl, Blackhalve Lane, Wednesfield	0.2%	8	0.0%	0	0.0%	0
Aldi, Goldthorn Hill Road, WOLVERHAMPTON, WV2 3HP	0.2%	8	1.3%	1	0.0%	0
Local Stores, Bartley Green	0.2%	8	0.0%	0	0.0%	0
Somerfield, Dudley Street, Sedgley, DY3 1SB	0.2%	8	0.0%	0	0.0%	0
Somerfield, High Street, Wednesfield, WV11 1SZ	0.2%	8	0.0%	0	0.0%	0
Iceland, High Street, Harborne, B17 9NS	0.2%	8	0.0%	0	0.0%	0
Somerfield, Fisher Street, DUDLEY, DY1 1QE	0.2%	8	0.0%	0	0.0%	0
Lichfield	0.2%	8	0.0%	0	0.0%	0
Co-op Foodstore, Sutton Road, WALSALL, WS5 3BD	0.2%	7	0.0%	0	0.0%	0
Marks & Spencer, Princess Alice Drive, SUTTON COLDFIELD, B73 6RB	0.2%	7	0.0%	0	0.0%	0
Tesco, Church Street, LICHFIELD, WS13 6DZ	0.2%	7	0.0%	0	0.0%	0
Aldi, Bristol Road, Selly Oak, B29 6AE	0.2%	7	0.0%	0	0.0%	0
Cradley Heath	0.2%	7	0.0%	0	0.0%	0
Sainsburys, Alcester Road South, Kings Heath	0.2%	7	0.0%	0	0.0%	0
Somerfield, Wolverhampton Road, PENKRIDGE, ST19 5NS	0.2%	7	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0
Tesco Express, Penn Road, WOLVERHAMPTON, WV4 4DF	0.2%	7	0.0%	0	0.0%	0
Local Stores, Quarry Bank	0.2%	7	0.0%	0	0.0%	0
Co-op Supermarket, Manor Lane, HALESOWEN, B62 8PY	0.2%	7	0.0%	0	0.0%	0
Somerfield, Bearwood Road, Bearwood, B66 4BE	0.2%	7	0.0%	0	0.0%	0
Somerfield, Mill Street, BRIDGNORTH, WV15 5AL	0.2%	7	6.6%	7	0.0%	0
Tesco, Linden Road, Bournville	0.2%	7	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
Co-Op, Boley Park Centre, Lichfield	0.2%	7	0.0%	0	0.0%	0
Co-Op, Brownhills Crossroad, Norton Canes	0.2%	7	0.0%	0	0.0%	0
Co-op Supermarket, Turnberry Road, Bloxwich, WS3 3UA	0.2%	7	0.0%	0	0.0%	0
Co-op Foodstore, Liskeard Road, WALSALL, WS5 3EY	0.2%	7	0.0%	0	0.0%	0
Iceland, High Street, CRADLEY HEATH, B64 5HA	0.2%	7	0.0%	0	0.0%	0
Local Stores, Perton	0.2%	7	6.6%	7	0.0%	0
Kingswinford	0.2%	7	0.0%	0	0.0%	0
Netto, Pottery Road, Oldbury, B68 9HB	0.2%	6	0.0%	0	0.0%	0
Aldi, Bridgnorth Road, Wollaston	0.2%	6	0.0%	0	0.0%	0
Tesco, Tollgate Precinct, Smethwick, B67 7RA	0.2%	6	0.0%	0	0.0%	0
Sainsburys, High Street, Harborne	0.2%	6	0.0%	0	0.0%	0
Local Stores, Kinver	0.2%	6	0.0%	0	0.0%	0
Co-op Foodstore, Clayhanger Lane, BROWNHILLS, WS8 7DT	0.2%	6	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0
Somerfield, Manor Court, Streetly, B74 2BH	0.2%	6	0.0%	0	0.0%	0
Co-op Supermarket, Kingstanding Road, Kingstanding, B44 9RJ	0.2%	6	0.0%	0	0.0%	0
Local Stores, Northfield	0.2%	6	0.0%	0	0.0%	0
Aldi, Dudley Road, BRIERLEY HILL, DY5 1HR	0.2%	6	0.0%	0	0.0%	0
Co-op Foodstore, Cannock Road, CANNOCK, WS11 2BU	0.2%	6	0.0%	0	0.0%	0
Iceland, Hagley Street, HALESOWEN, B63 3AT	0.2%	6	0.0%	0	0.0%	0
Tesco Express, Highland Road, DUDLEY, DY1 3BS	0.2%	6	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Tesco Express, Stourport Road, KIDDERMINSTER, DY11 7BQ	0.2%	6	0.0%	0	0.0%	0
Iceland, Union street, WEDNESBURY, WS10 7HB	0.2%	5	0.0%	0	0.0%	0
Co-op Supermarket, The Precinct, TIPTON, DY4 8QL	0.1%	5	0.0%	0	0.0%	0
Iceland, Church Street, BILSTON, WV14 0BJ	0.1%	5	0.0%	0	0.0%	0
Netto, High Street, DUDLEY, DY1 1QS	0.1%	5	0.0%	0	0.0%	0
Bloxwich	0.1%	5	0.0%	0	0.0%	0
Lidl, Kings Road, Sutton Coldfield	0.1%	5	0.0%	0	0.0%	0
Tesco Express, Bilbrook Road, Codsall, WV8 1EU	0.1%	5	0.0%	0	9.1%	5
Sainsburys, Alcester Road South, Maypole	0.1%	5	0.0%	0	0.0%	0
Co-op Supermarket, Alvechurch Road, West Heath, B31 3JW	0.1%	5	0.0%	0	0.0%	0
Local Stores, Burntwood	0.1%	5	0.0%	0	0.0%	0
Co-op Supermarket, Market Street, PENKRIDGE, ST19 5DH	0.1%	5	0.0%	0	0.0%	0
Local Stores, Wombourne	0.1%	5	0.0%	0	0.0%	0
Marks & Spencer, Park Street, WALSALL, WS1 1NH	0.1%	5	0.0%	0	0.0%	0
Bromsgrove	0.1%	5	0.0%	0	0.0%	0
Tesco, Kent Street, Dudley	0.1%	5	0.0%	0	0.0%	0
Iceland, Mill Lane, Bromsgrove, B61 8AG	0.1%	5	0.0%	0	0.0%	0
Aldi, Cape Hill, SMETHWICK, B66 4PH	0.1%	5	0.0%	0	0.0%	0
Iceland, Soho Road, Handsworth, B21 9LR	0.1%	5	0.0%	0	0.0%	0
Spar, Halesowen Road, NETHERTON, DY2 9PY	0.1%	5	0.0%	0	0.0%	0
Marks & Spencer, Dudley Street, WOLVERHAMPTON, WV1 3EY	0.1%	5	0.0%	0	0.0%	0
Somerfield, High Street,	0.1%	5	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total		Zone 53		Zone 54	
STOURBRIDGE, DY8 1EE						
Local Stores, Quinton	0.1%	5	0.0%	0	0.0%	0
Tesco Express, Lichfield Road, WILLENHALL, WV12 5UL	0.1%	5	0.0%	0	0.0%	0
Tesco, Cannock Road, Burntwood	0.1%	5	0.0%	0	0.0%	0
Tesco Express, Cannock Road, Bushbury, WV10 8PN	0.1%	5	0.0%	0	0.0%	0
Marks & Spencer, Weavers Wharf, KIDDERMINSTER, DY11 6UU	0.1%	5	0.0%	0	0.0%	0
Spar, High Street, PELSALL, WS3 4LX	0.1%	5	0.0%	0	0.0%	0
Somerfield, Corn Bow Centre, HALESOWEN, B63 4AJ	0.1%	4	0.0%	0	0.0%	0
Marks & Spencer, High Street, Harborne	0.1%	4	0.0%	0	0.0%	0
Co-op Supermarket, Quinton Road West, Quinton, B32 2RE	0.1%	4	0.0%	0	0.0%	0
Co-op Foodstore, High Street, Wombourne, WV5 9DN	0.1%	4	0.0%	0	0.0%	0
Co-op Foodstore, Pendeford Avenue, Claregate, WV6 9EH	0.1%	4	2.6%	3	1.5%	1
Co-op Foodstore, Albion Parade, KINGSWINFORD, DY6 ONP	0.1%	4	0.0%	0	0.0%	0
Aldi, High Street, BROWNHILLS, WS8 6EQ	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Hagley Road, Old Swinford, DY8 2JD	0.1%	4	0.0%	0	0.0%	0
Co-op (Wales etc), Morley Road, BURNTWOOD, WS7 9AZ	0.1%	4	0.0%	0	0.0%	0
Marks & Spencer, Spires Shopping Centre, Lichfield	0.1%	4	0.0%	0	0.0%	0
Spar, Drakes Cross Parade,	0.1%	4	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53		Zone 54		
Hollywood						
Lidl, Brettel Lane, Stourbridge	0.1%	4	0.0%	0	0.0%	0
Tesco, Frankley Beeches Road, Birmingham	0.1%	4	0.0%	0	0.0%	0
Marks & Spencer, The Merry Hill Centre, BRIERLEY HILL, DY5 1SY	0.1%	4	0.0%	0	0.0%	0
Local Stores, Gornal	0.1%	4	0.0%	0	0.0%	0
Lidl, Hagley Road, Halesowen	0.1%	4	0.0%	0	0.0%	0
Tettenhill Village	0.1%	4	3.9%	4	0.0%	0
Netto, The Farley Centre, WEST BROMWICH, B70 7QZ	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Rowley Village, Warley, B65 9AS	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Old Birmingham Road, Marlbrook, B60 1DL	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Hewell Road, Barnt Green, B45 8NE	0.1%	4	0.0%	0	0.0%	0
Somerfield, Lichfield Road, Four Oaks, B74 2UW	0.1%	4	0.0%	0	0.0%	0
Somerfield, Pershore Road, Cotteridge, B30 3AS	0.1%	4	0.0%	0	0.0%	0
Local Stores, Netherton	0.1%	4	0.0%	0	0.0%	0
Local Stores, Blakenhall	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Bewdley Hill, KIDDERMINSTER, DY11 6BS	0.1%	4	0.0%	0	0.0%	0
Netto, New Road, KIDDERMINSTER, DY10 1HG	0.1%	4	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.1%	4	0.0%	0	0.0%	0
Spar, Russels Hall Road, Dudley	0.1%	4	0.0%	0	0.0%	0
Co-op Foodstore, Stubby Lane, WEDNESFIELD, WV11 3NL	0.1%	4	0.0%	0	0.0%	0
Spar, Castle Street, COSELEY, WV14 9DP	0.1%	4	0.0%	0	0.0%	0
Tesco Express, Paddock Lane, WALSALL,	0.1%	4	0.0%	0	0.0%	0
Somerfield, Cannock Road,	0.1%	3	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54	
WOLVERHAMPTON, WV10 0AE					
Bridgnorth	0.1%	3	2.6%	3	0.0%
Spar, Worcester Road, WEST HAGLEY, DY9 0NJ	0.1%	3	0.0%	0	0.0%
Aldi, Birmingham Road, Great Barr	0.1%	3	0.0%	0	0.0%
Netto, Daisy Street, COSELEY, WV14 8QQ	0.1%	3	0.0%	0	0.0%
Local Stores, Old Hill	0.1%	3	0.0%	0	0.0%
Fallings Park	0.1%	3	0.0%	0	0.0%
Waitrose, Highgate Centre, FOUR OAKS, B74 4AB	0.1%	3	0.0%	0	0.0%
Farmfoods Freezer Ce, The Kingstanding Centre, Kingstanding, B44 9HH	0.1%	3	0.0%	0	0.0%
Asda, Walmley Ash Road, Sutton Coldfield	0.1%	3	0.0%	0	0.0%
Co-op Supermarket, Hawthorn Road, Kingstanding, B44 8QT	0.1%	3	0.0%	0	0.0%
Aldi, College Road, Kingstanding, B44 0HL	0.1%	3	0.0%	0	0.0%
Iceland, The Square, ALDRIDGE, WS9 8QS	0.1%	3	0.0%	0	0.0%
Tesco Express, Birmingham Road, Shenstone, WS14 0JR	0.1%	3	0.0%	0	0.0%
Spar, Windmill Bank, WOMBOURNE, WV5 9JD	0.1%	3	0.0%	0	0.0%
Somerfield, Primley Service Station, WALSALL, WS2 8RN	0.1%	3	0.0%	0	0.0%
Spar, Bridgenorth Road, WOLLASTON, DY8 3NX	0.1%	3	1.3%	1	0.0%
Spar, Stafford Street, BREWOOD, ST19 9DX	0.1%	3	0.0%	0	1.5%
Spar, Abbey Road, DUDLEY, DY3 2PQ	0.1%	3	0.0%	0	0.0%
Spar, 84 Lichfield Road, Rushall, Walsall WS4 1NN	0.1%	3	0.0%	0	0.0%
Cannock Road (Scotlands)	0.1%	3	0.0%	0	0.0%
Ashmore Park	0.1%	3	0.0%	0	0.0%
Somerfield, High Street,	0.1%	3	0.0%	0	0.0%



## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53		Zone 54		
HARBORNE, B17 9QG						
Compton Village	0.1%	3	2.6%	3	0.0%	0
Somerfield, Wellington Road, BILSTON, WV14 6RN	0.1%	3	0.0%	0	0.0%	0
Somerfield, Cannock Road, BURNTWOOD, WS7 8JS	0.1%	3	0.0%	0	0.0%	0
Iceland, Market Place, CANNOCK, WS11 1BS	0.1%	3	0.0%	0	0.0%	0
Somerfield, Birches Bridge Shopping Centre, CODSALL, WV8 1PE	0.1%	3	0.0%	0	3.0%	2
Somerfield, Swan Corner Shopping Centre, Burntwood, WS7 0DW	0.1%	3	0.0%	0	0.0%	0
Tesco Express, Moss Grove, KINGSWINFORD, DY6 9HP	0.1%	3	0.0%	0	0.0%	0
Local Stores, Penkridge	0.1%	3	0.0%	0	0.0%	0
Farmfoods Freezer Ce, High Street, Brownhills, WS8 6EW	0.1%	2	0.0%	0	0.0%	0
Co-op Supermarket, Court Oak Road, Harborne, B32 2DX	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Platts Road, Audnam, DY8 4AJ	0.1%	2	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0
Local Stores, Rowley Regis	0.1%	2	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Fisher Street, DUDLEY, DY2 7AD	0.1%	2	0.0%	0	0.0%	0
Spar,35 Hobs Rd, Wednesbury, West Midlands WS10 9BD	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Willenhall Road, WOLVERHAMPTON, WV1 2HD	0.1%	2	0.0%	0	0.0%	0
Aldi, Saltwell Road, NETHERTON, DY2 9PE	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Coombs Road, HALESOWEN, B62 8AA	0.1%	2	0.0%	0	0.0%	0
Cape Hill	0.1%	2	0.0%	0	0.0%	0
Somerfield, Halesowen Road, Quinton, B62 9BB	0.1%	2	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53	Zone 54			
Spar, Bridgenorth Road, STOURBRIDGE, DY7 6RY	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Bridge Road, Cookley, DY10 3SA	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Great Wyrley, WS6 6LA	0.1%	2	0.0%	0	0.0%	0
Tesco, Coldfield Drive, Redditch	0.1%	2	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
Co-op Supermarket, Anglesey Street, HEDNESFORD, WS12 1AS	0.1%	2	0.0%	0	0.0%	0
One Stop, Sharon Way, HEDNESFORD, WS12 5NF	0.1%	2	0.0%	0	0.0%	0
Co-op Foodstore, High Street, KINVER, DY7 6HF	0.1%	2	0.0%	0	0.0%	0
Iceland, The Wulfrun Centre, WOLVERHAMPTON, WV1 3HG	0.1%	2	0.0%	0	0.0%	0
Lidl, Oldbury Road, Blackheath	0.1%	2	0.0%	0	0.0%	0
Iceland, High Street, Blackheath	0.1%	2	0.0%	0	0.0%	0
Somerfield, Louise Street, Gornal Wood, DY3 2UB	0.1%	2	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
Aldridge	0.1%	2	0.0%	0	0.0%	0
Tesco Express, Warbler Place, KIDDERMINSTER, DY10 4DZ	0.1%	2	0.0%	0	0.0%	0
Pendeford Park	0.0%	2	0.0%	0	1.5%	1
Asda, Ventura Road, Tamworth	0.0%	2	0.0%	0	0.0%	0
Tesco Express, Bristol Road, Bournbrook, B29 6BD	0.0%	2	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0
Spar, Cannock Road,	0.0%	2	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
WOLVERHAMPTON, WV10 8PN						
One Stop, Norton East Road, CANNOCK, WS11 3RT	0.0%	2	0.0%	0	0.0%	0
Iceland, Bearwood Road, Smethwick, B66 4BT	0.0%	2	0.0%	0	0.0%	0
Netto, Wolverhampton Road, WOLVERHAMPTON, WV10 0QR	0.0%	2	0.0%	0	0.0%	0
Co-op Foodstore, Stafford Road, Oxley, WV10 6AN	0.0%	2	0.0%	0	0.0%	0
Spar, Wolverhampton Rd West, Bentley, Willenhall WV13 2RN	0.0%	2	0.0%	0	0.0%	0
Co-op Supermarket, Boldmere Road, Wylde Green, B73 5UB	0.0%	1	0.0%	0	0.0%	0
Co-op Foodstore, Wood Lane, WILLENHALL, WV12 5NE	0.0%	1	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
Iceland, Jerome Retail Park, WALSALL, WS1 3QB	0.0%	1	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bloxwich Road, Bloxwich, WS3 2BQ	0.0%	1	0.0%	0	0.0%	0
Cooltrader, The Crown Centre, STOURBRIDGE, DY8 1YD	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Walsall Road, Stone Cross, B71 3HS	0.0%	1	0.0%	0	0.0%	0
Aldi, Burns Road, WEDNESBURY, WS10 8SW	0.0%	1	0.0%	0	0.0%	0
Iceland, The Moor Centre, Brierley Hill, DY5 3AH	0.0%	1	0.0%	0	0.0%	0
Co-op Foodstore, Broadway, WALSALL, WS1 3HH	0.0%	1	0.0%	0	0.0%	0
Aldi, Church Street, LICHFIELD, WS13 6EB	0.0%	1	0.0%	0	0.0%	0
Tesco Express, Netherstowe Lane, Netherstowe, WS13 6BA	0.0%	1	0.0%	0	0.0%	0
Farmfoods Freezer Ce,	0.0%	1	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Broadwalk Retail Park, WALSALL, WS1 4SB	0.0%	1	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Capehill, Smethwick, B66 4RN	0.0%	1	0.0%	0	0.0%	0
Solihull	0.0%	1	0.0%	0	0.0%	0
Worcester	0.0%	1	0.0%	0	0.0%	0
Sainsburys, Stratford Road, Shirley	0.0%	1	0.0%	0	0.0%	0
Farmfoods Freezer Ce, Bristol Road South, Northfield, B31 2NG	0.0%	1	0.0%	0	0.0%	0
Telford	0.0%	1	0.0%	0	0.0%	0
Co-op Foodstore, High Street, WALSALL, WS6 7AD	0.0%	1	0.0%	0	0.0%	0
Cooltrader, Burntwood Shopping Cent, BURNTWOOD, WS7 1JR	0.0%	1	0.0%	0	0.0%	0
Iceland, Market Street, LICHFIELD, WS13 6JX	0.0%	1	0.0%	0	0.0%	0
One Stop, 4-6 High Street, Chasetown (Burntwood), STAFFS, WS7 3XF	0.0%	1	0.0%	0	0.0%	0
Marks & Spencer, Metchley Lane, BIRMINGHAM, B17 0HT	0.0%	1	0.0%	0	0.0%	0
Iceland, Rye Market, STOURBRIDGE, DY8 1HJ	0.0%	1	0.0%	0	0.0%	0
Lye	0.0%	1	0.0%	0	0.0%	0
Spar, High Street, Lye, DY9 8JZ	0.0%	1	0.0%	0	0.0%	0
Lidl, High Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0
Spar, Walsall Road, Stone Cross, WS10 8EZ	0.0%	1	0.0%	0	0.0%	0
Iceland, Sandwell Centre, WEST BROMWICH, B70 7NG	0.0%	1	0.0%	0	0.0%	0
Somerfield, Somerfield service Station, TIPTON, DY4 7RB	0.0%	1	0.0%	0	0.0%	0
Sainsburys, Mere Green Road, Sutton Coldfield	0.0%	1	0.0%	0	0.0%	0
Asda, St Georges Road, Donnington Wood	0.0%	1	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

## Weighted:

	Total	Zone 53		Zone 54	
Sainsbury's Local, Chester Road, Streetly, B74 2HN	0.0%	1	0.0%	0	0.0%
Sainsburys, Chell Road, Stafford	0.0%	0	0.0%	0	0.0%
Co-op Foodstore, School Road, Wombourne, WV5 9ED	0.0%	0	0.0%	0	0.0%
Stafford	0.0%	0	0.0%	0	0.0%
Asda, The Border, Telford	0.0%	0	0.0%	0	0.0%
(Don't know / varies)	11.6%	422	13.2%	13	25.8%
Weighted base:		3647		99	57
Sample:		3595		76	66

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54			
<b>Q05 In which town centre, freestanding store or retail park do you do most of your household's shopping for clothing, footwear and other fashion goods?</b> <i>(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q05)</i>						
Birmingham	16.2%	669	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	14.7%	606	1.3%	1	2.6%	2
Wolverhampton	13.1%	540	73.4%	76	59.2%	39
Walsall	9.7%	401	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	6.6%	272	0.0%	0	0.0%	0
Sutton Coldfield	3.2%	132	0.0%	0	0.0%	0
Redditch	2.4%	97	0.0%	0	0.0%	0
West Bromwich	2.3%	93	0.0%	0	0.0%	0
Cannock	2.2%	90	0.0%	0	0.0%	0
Kidderminster	2.0%	84	0.0%	0	0.0%	0
Other	1.8%	75	3.8%	4	0.0%	0
Telford	1.8%	75	12.7%	13	21.1%	14
Dudley	1.4%	59	0.0%	0	0.0%	0
Lichfield	1.4%	59	0.0%	0	0.0%	0
One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac	1.2%	51	0.0%	0	0.0%	0
Tamworth	1.2%	48	0.0%	0	0.0%	0
Stafford	0.9%	38	0.0%	0	3.9%	3
Solihull	0.9%	36	0.0%	0	0.0%	0
Bilston	0.7%	30	0.0%	0	0.0%	0
Northfield	0.6%	24	0.0%	0	0.0%	0
Oldbury	0.6%	24	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.6%	24	0.0%	0	0.0%	0
Halesowen	0.5%	19	0.0%	0	0.0%	0
Worcester	0.4%	18	0.0%	0	0.0%	0
Bromsgrove	0.4%	18	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

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53		Zone 54		
Perkins.Evans, Sports World, Boots, Peacocks, Au N						
Wednesbury	0.3%	14	0.0%	0	1.3%	1
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
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
Ventura Retail Park, Tamworth	0.3%	11	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
Stourbridge	0.2%	10	0.0%	0	0.0%	0
Harborne	0.2%	10	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
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	0.2%	10	1.3%	1	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
Burton upon Trent	0.2%	9	0.0%	0	0.0%	0
Bearwood	0.2%	8	0.0%	0	0.0%	0
Willenhall	0.2%	8	0.0%	0	0.0%	0
Central London	0.2%	7	0.0%	0	1.3%	1

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Great Bridge	0.2%	7	0.0%	0	0.0%	0
Cape Hill	0.2%	7	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
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	6	0.0%	0	0.0%	0
Cradley Heath	0.1%	5	0.0%	0	0.0%	0
Brierley Hill High Street	0.1%	5	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0
Windmills, High Street, Smethwick (JJB Sports, Peacocks, Priceless, Home Bargains, Matalan, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0
Wednesfield	0.1%	4	0.0%	0	0.0%	0
Blackheath	0.1%	4	0.0%	0	0.0%	0
Shrewsbury	0.1%	4	0.0%	0	2.6%	2
Princess Alice Retail Park, Princess Alice Drive, New Oscott (Currys, Au Naturele, Boots, Holiday Hypermarket, Pets at Home, Next Multiyork)	0.1%	4	0.0%	0	0.0%	0
Coventry	0.1%	3	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
Matalan, Spring Vale Way, Bilston	0.1%	3	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.1%	3	0.0%	0	0.0%	0
Tipton	0.1%	3	0.0%	0	0.0%	0
Derby	0.1%	3	0.0%	0	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	3	0.0%	0	1.3%	1
Sedgley	0.1%	3	0.0%	0	0.0%	0
Brownhills	0.1%	2	0.0%	0	0.0%	0
Matalan, Park Lane,	0.0%	2	0.0%	0	0.0%	0



## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54	
Kidderminster					
Crossley Park, Carpet Trades	0.0%	2	0.0%	0	0.0%
Way, Kidderminster (The					
Range, PC World,					
Dreams, Carpentry, ScS,					
Comet, Bensons, Maplin					
Electronics, Halfords,					
Staples,					
Bloxwich	0.0%	2	0.0%	0	0.0%
Stratford Upon Avon	0.0%	2	0.0%	0	0.0%
Great Barr	0.0%	2	0.0%	0	0.0%
Erdington	0.0%	1	0.0%	0	0.0%
Castle Vale	0.0%	1	0.0%	0	0.0%
Bridgnorth	0.0%	1	1.3%	1	0.0%
Kingswinford	0.0%	1	0.0%	0	0.0%
Towngate Retail Park,	0.0%	1	0.0%	0	0.0%
Birmingham Road, Dudley					
(Wickes, Dixons)					
Burntwood	0.0%	1	0.0%	0	0.0%
Makro, Halesowen	0.0%	1	0.0%	0	0.0%
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%
Cape Hill Retail Park,	0.0%	1	0.0%	0	0.0%
Smethwick (Blockbuster)					
Smethwick	0.0%	1	0.0%	0	0.0%
Wombourne	0.0%	0	0.0%	0	0.0%
(Don't know / varies / no	6.7%	275	6.3%	7	6.6%
pattern)					
Weighted base:	4132		103		65
Sample:	4140		79		76

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

**Total      Zone 53      Zone 54**

**Q06 How does your household normally travel to its main clothing and footwear shopping destination (LOCATION MENTIONED AT Q05)?***Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05*

Car / Van (as driver)	54.0%	2084	62.2%	60	52.1%	32
Car / van (as passenger)	11.5%	442	2.7%	3	14.1%	9
Motorcycle	0.1%	4	0.0%	0	2.8%	2
Bus	24.4%	940	24.3%	24	26.8%	16
Train	3.4%	131	1.4%	1	1.4%	1
Taxi	0.5%	20	0.0%	0	0.0%	0
Walk	4.5%	174	5.4%	5	0.0%	0
Bicycle	0.1%	2	0.0%	0	0.0%	0
Other	0.0%	2	0.0%	0	0.0%	0
Mobility Scooter	0.1%	5	0.0%	0	0.0%	0
Ring and Ride Charity Bus	0.1%	2	0.0%	0	0.0%	0
Metro	0.1%	5	0.0%	0	0.0%	0
Tram	0.1%	3	0.0%	0	0.0%	0
(Don't know / varies)	1.1%	42	2.7%	3	2.8%	2
(Don't travel / goods delivered)	0.0%	1	1.4%	1	0.0%	0
Weighted base:		3857		97		61
Sample:		3858		74		71

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Page 35

Weighted:

January 2009

	Total	Zone 53	Zone 54			
<b>Q07 What do you like about the (LOCATION MENTIONED AT Q05) ?</b>						
<i>Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05</i>						
Good range of chain / well known stores	30.7%	1185	16.2%	16	22.5%	14
Close to home	29.9%	1152	36.5%	35	33.8%	21
Good range of independent stores	12.9%	497	4.1%	4	8.5%	5
Nothing / very little	12.3%	473	24.3%	24	22.5%	14
Indoor shopping malls / arcades	12.1%	467	9.5%	9	11.3%	7
Good and / or free car parking	9.9%	380	8.1%	8	9.9%	6
Attractive environment	6.8%	261	6.8%	7	12.7%	8
Department Store	4.1%	157	1.4%	1	1.4%	1
Shops are all under one roof / undercover	3.5%	134	0.0%	0	0.0%	0
Good bus service / accessible public transport	3.0%	115	0.0%	0	2.8%	2
Shops are close together / compact	2.8%	109	0.0%	0	4.2%	3
Cleanliness	2.1%	82	1.4%	1	1.4%	1
Restaurant / cafes	1.8%	69	1.4%	1	1.4%	1
Good prices	1.7%	66	2.7%	3	0.0%	0
Close to work / en route to work	1.7%	66	2.7%	3	0.0%	0
Easily accessible by foot / cycle	1.6%	62	4.1%	4	4.2%	3
It's familiar / habit	1.4%	54	0.0%	0	5.6%	3
Markets	1.4%	52	1.4%	1	1.4%	1
Safe and secure	1.3%	51	1.4%	1	1.4%	1
It's friendly	0.8%	30	0.0%	0	1.4%	1
Other	0.7%	25	0.0%	0	0.0%	0
Good range of services (bank, library, hairdresser etc.)	0.6%	25	1.4%	1	0.0%	0
Warm	0.5%	18	0.0%	0	0.0%	0
Everything is there that is needed	0.5%	18	0.0%	0	0.0%	0
Specific store - Varies	0.4%	16	1.4%	1	0.0%	0
Easily accessible by car	0.4%	15	0.0%	0	0.0%	0
Not too busy	0.4%	14	0.0%	0	0.0%	0
Leisure facilities	0.3%	13	0.0%	0	0.0%	0
Good disabled access	0.3%	13	0.0%	0	0.0%	0
Convenience	0.3%	11	0.0%	0	0.0%	0
Easy to get to	0.3%	11	0.0%	0	0.0%	0
Good atmosphere	0.3%	11	2.7%	3	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
Specific store - Marks & Spencer	0.3%	10	0.0%	0	0.0%	0
Bars / pubs / clubs	0.2%	9	0.0%	0	0.0%	0
It's outdoors	0.2%	7	0.0%	0	0.0%	0
Good variety of goods available	0.2%	7	0.0%	0	0.0%	0
All on one level / flat pavements	0.2%	7	0.0%	0	1.4%	1
Traffic free/ pedestrianised	0.2%	6	0.0%	0	0.0%	0
Quiet	0.2%	6	0.0%	0	0.0%	0
Lower prices	0.1%	5	0.0%	0	0.0%	0
Part of a overall day out	0.1%	5	0.0%	0	0.0%	0
Longer opening hours	0.1%	5	1.4%	1	0.0%	0
It's not too big	0.1%	4	0.0%	0	0.0%	0
Easy to get around	0.1%	4	0.0%	0	0.0%	0
Good toilet / changing facilities	0.1%	3	0.0%	0	0.0%	0
Modern	0.1%	3	0.0%	0	0.0%	0
Plenty of seating	0.1%	3	0.0%	0	0.0%	0
Park and Ride	0.1%	3	0.0%	0	1.4%	1
It's close to friends / family	0.1%	2	0.0%	0	0.0%	0
Delivery service	0.0%	1	0.0%	0	0.0%	0
Good quality	0.0%	1	0.0%	0	0.0%	0
Good cycle parking	0.0%	1	0.0%	0	0.0%	0
It offers clothing in larger sizes	0.0%	1	0.0%	0	0.0%	0
(Don't know)	0.9%	37	2.7%	3	0.0%	0
Weighted base:	3857			97		61
Sample:	3858			74		71

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

**Total      Zone 53      Zone 54**

**Q08 What do you dislike about (LOCATION MENTIONED AT Q05) ?**

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

Nothing / very little	54.6%	2106	50.0%	48	63.4%	39
Difficult to park	6.8%	261	4.1%	4	7.0%	4
Too busy / crowded	6.7%	259	0.0%	0	1.4%	1
Lack of non-food stores	6.3%	243	14.9%	14	4.2%	3
Traffic congestion	4.5%	175	2.7%	3	2.8%	2
Vacant shops	3.7%	142	9.5%	9	7.0%	4
Difficult to park near shops	1.8%	68	1.4%	1	0.0%	0
Unattractive environment	1.7%	67	5.4%	5	4.2%	3
Other	1.7%	65	1.4%	1	0.0%	0
Cost of parking	1.5%	59	2.7%	3	4.2%	3
Poor department store offer	1.4%	55	4.1%	4	2.8%	2
Lack of foodstores	1.4%	52	0.0%	0	0.0%	0
Too expensive	1.3%	50	2.7%	3	1.4%	1
Too long / inconvenient journey	1.3%	49	0.0%	0	1.4%	1
Youths loitering / anti social behaviour	1.1%	44	2.7%	3	0.0%	0
Dirty	1.1%	42	0.0%	0	0.0%	0
Litter	0.9%	35	1.4%	1	0.0%	0
Too big	0.7%	27	0.0%	0	0.0%	0
Shops are too far apart	0.7%	26	0.0%	0	1.4%	1
Poor bus services	0.7%	26	0.0%	0	0.0%	0
Lack of eating and drinking places	0.6%	25	1.4%	1	1.4%	1
Poor security for shoppers / cars	0.6%	25	4.1%	4	0.0%	0
Lack of independant stores	0.6%	22	0.0%	0	0.0%	0
Market is poor / gone	0.5%	18	0.0%	0	0.0%	0
Rude people	0.4%	16	0.0%	0	0.0%	0
Poor access for disabled	0.3%	13	1.4%	1	0.0%	0
It is too hot / stuffy	0.3%	13	0.0%	0	0.0%	0
Too many charity / pound shops	0.3%	13	0.0%	0	0.0%	0
It is outdoors / cold	0.3%	12	0.0%	0	0.0%	0
Stall / Market traders harrass shoppers	0.3%	12	0.0%	0	1.4%	1
Roadworks	0.3%	11	0.0%	0	0.0%	0
Lack of clothing / shoe stores	0.3%	11	0.0%	0	0.0%	0
Poor accessibility by foot / cycle	0.3%	11	0.0%	0	0.0%	0
Not enough toilets	0.3%	10	0.0%	0	0.0%	0
Shopping environment feels enclosed / claustrophobic	0.3%	10	0.0%	0	1.4%	1
Lack of stores for the elderly	0.2%	9	1.4%	1	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

## Weighted:

	Total	Zone 53		Zone 54		
Poor seating	0.2%	8	0.0%	0	0.0%	0
Too many mobile phone shops	0.2%	8	0.0%	0	0.0%	0
Shops aren't undercover	0.2%	8	2.7%	3	0.0%	0
Poor bus station	0.2%	8	0.0%	0	0.0%	0
Poor layout	0.2%	7	1.4%	1	0.0%	0
Dislike the changes to the location	0.2%	7	0.0%	0	0.0%	0
Poor quality stores	0.2%	6	1.4%	1	0.0%	0
Poor / uneven flooring	0.1%	5	0.0%	0	0.0%	0
The Bullring Shopping Centre	0.1%	5	0.0%	0	0.0%	0
Lack of specialised stores	0.1%	5	0.0%	0	0.0%	0
Too small	0.1%	4	0.0%	0	0.0%	0
Not enough disabled parking	0.1%	3	0.0%	0	0.0%	0
Stores are very / too similar	0.1%	2	0.0%	0	0.0%	0
Poor lighting	0.0%	2	0.0%	0	0.0%	0
Poor opening hours	0.0%	1	0.0%	0	0.0%	0
(Don't know)	1.8%	71	1.4%	1	0.0%	0
Weighted base:	3857			97		61
Sample:	3858			74		71

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53	Zone 54			
<b>Q09 What would make you shop in or visit (LOCATION MENTIONED AT Q05) more often ?</b>						
<i>Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05</i>						
Nothing	61.1%	2358	52.7%	51	64.8%	40
More non-food stores	6.2%	238	5.4%	5	5.6%	3
More department stores	5.6%	216	12.2%	12	8.5%	5
Cheaper parking	4.9%	190	6.8%	7	7.0%	4
Easier / more parking	4.2%	163	2.7%	3	4.2%	3
More specialist shops	3.0%	115	8.1%	8	4.2%	3
Cheaper prices	2.9%	111	2.7%	3	2.8%	2
More independent shops	2.8%	107	12.2%	12	0.0%	0
Better public transport links	2.2%	84	2.7%	3	1.4%	1
More higher order / designer stores	2.1%	81	9.5%	9	0.0%	0
More food stores	1.7%	64	0.0%	0	0.0%	0
More places to eat / drink	1.3%	48	2.7%	3	1.4%	1
More money	1.0%	39	0.0%	0	0.0%	0
Cleaner environment	0.9%	33	1.4%	1	0.0%	0
If it was closer	0.8%	32	0.0%	0	0.0%	0
Markets	0.8%	32	0.0%	0	1.4%	1
More leisure facilities (e.g. cinema etc.)	0.7%	27	0.0%	0	0.0%	0
Refurbishment of area	0.6%	21	0.0%	0	2.8%	2
More clothes / shoe shops	0.5%	21	0.0%	0	0.0%	0
More special offers	0.5%	19	0.0%	0	1.4%	1
Better disabled access	0.5%	19	0.0%	0	0.0%	0
Other	0.4%	16	0.0%	0	0.0%	0
More security / better personal safety	0.4%	15	1.4%	1	0.0%	0
Longer opening hours	0.4%	14	0.0%	0	0.0%	0
Undercover	0.4%	14	1.4%	1	0.0%	0
Better access by car	0.4%	14	0.0%	0	0.0%	0
Less busy / crowds	0.3%	12	1.4%	1	0.0%	0
Fewer vacant shops	0.2%	9	0.0%	0	0.0%	0
Less traffic congestion	0.2%	8	0.0%	0	0.0%	0
A new / larger supermarket	0.2%	8	1.4%	1	1.4%	1
Introduce a specific store (varied)	0.2%	8	0.0%	0	0.0%	0
Free parking	0.2%	8	0.0%	0	0.0%	0
More toilet facilities	0.2%	8	0.0%	0	0.0%	0
Stores close together / more compact	0.2%	7	1.4%	1	0.0%	0
Better quality stores	0.2%	6	0.0%	0	0.0%	0
More indoor shopping	0.2%	6	0.0%	0	0.0%	0
More shops / choice (general)	0.1%	5	0.0%	0	0.0%	0
Better delivery service	0.1%	5	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

**Weighted:**

	Total	Zone 53		Zone 54		
Better delivery service	0.1%	5	0.0%	0	0.0%	0
More time	0.1%	4	0.0%	0	0.0%	0
Wider isles	0.1%	3	0.0%	0	0.0%	0
Better pedestrianisation	0.0%	2	0.0%	0	1.4%	1
More services (e.g. bank, library, hairdressers etc.)	0.0%	1	0.0%	0	0.0%	0
(Don't know)	2.9%	112	4.1%	4	1.4%	1
Weighted base:	3857			97		61
Sample:	3858			74		71

**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	0.0%	0
4-6 days a week	0.4%	15	0.0%	0	0.0%	0
2-3 days a week	2.9%	111	0.0%	0	0.0%	0
1 day a week	6.4%	245	5.4%	5	0.0%	0
Once every 2 weeks	4.7%	181	4.1%	4	9.9%	6
Once every month	10.3%	397	8.1%	8	9.9%	6
Once a quarter	7.5%	290	9.5%	9	5.6%	3
Less often than once a quarter	8.6%	331	4.1%	4	7.0%	4
Never	58.6%	2261	67.6%	65	67.6%	41
(Don't know)	0.5%	18	1.4%	1	0.0%	0
Weighted base:	3857			97		61
Sample:	3858			74		71



## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

**Total      Zone 53      Zone 54**

**Q11 What would make you stay longer in (LOCATION MENTIONED AT Q05) to use it in the evenings?***Those who used a shop, freestanding store or retail park (not including internet / delivered or abroad) at Q05*

Nothing	77.7%	2998	79.7%	77	78.9%	48
Late night shopping	5.1%	196	2.7%	3	2.8%	2
More restaurants	3.7%	143	1.4%	1	4.2%	3
Better police presence	2.1%	79	2.7%	3	2.8%	2
More bars	1.4%	54	0.0%	0	5.6%	3
Cinema	1.0%	40	4.1%	4	0.0%	0
Better accessibility by bus	1.0%	38	0.0%	0	1.4%	1
Other	0.7%	25	0.0%	0	0.0%	0
More late night car parks	0.6%	25	0.0%	0	1.4%	1
More security / better personal safety	0.5%	21	0.0%	0	0.0%	0
Cheaper prices	0.5%	21	0.0%	0	0.0%	0
Theatre	0.4%	17	0.0%	0	0.0%	0
Better lighting	0.4%	16	0.0%	0	0.0%	0
More shops	0.4%	15	0.0%	0	0.0%	0
More general entertainment	0.4%	14	0.0%	0	0.0%	0
More money	0.4%	14	0.0%	0	0.0%	0
More leisure facilities	0.4%	14	0.0%	0	0.0%	0
More child-friendly facilities	0.3%	13	0.0%	0	1.4%	1
Cheaper / free parking	0.3%	11	0.0%	0	0.0%	0
Live music / gigs	0.3%	11	0.0%	0	2.8%	2
More family orientated facilities	0.2%	9	0.0%	0	0.0%	0
More events that cater for the elderly	0.2%	8	0.0%	0	0.0%	0
Less gangs	0.2%	8	0.0%	0	0.0%	0
More shows at the theatre	0.2%	7	0.0%	0	1.4%	1
Less traffic congestion	0.2%	6	0.0%	0	0.0%	0
More time / less working hours	0.1%	6	0.0%	0	0.0%	0
More events in the city centre	0.1%	5	0.0%	0	0.0%	0
Cheaper taxis	0.1%	5	0.0%	0	0.0%	0
Babysitting service	0.1%	4	0.0%	0	0.0%	0
Better accessibility by train	0.1%	4	0.0%	0	0.0%	0
Better pubs / restaurants	0.1%	4	0.0%	0	0.0%	0
Not so busy / less crowding	0.1%	3	0.0%	0	0.0%	0
Coffee shops / cafes open later	0.1%	3	0.0%	0	0.0%	0
Lift smoking ban	0.1%	3	1.4%	1	0.0%	0
(Don't Know)	3.2%	122	8.1%	8	2.8%	2
Weighted base:		3857		97		61
Sample:		3858		74		71

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53	Zone 54			
<b>Q12 Where do you do most of your households shopping for furniture, floor coverings and household textiles ?</b>						
<i>(Not including internet / catalogue / mail order / tv shopping or don't buy at Q12)</i>						
Birmingham	8.2%	284	3.2%	3	0.0%	0
Wolverhampton	6.1%	211	29.0%	24	31.1%	16
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	3.3%	2
Merry Hill (Shopping Centre)	4.3%	149	1.6%	1	1.6%	1
Walsall	3.6%	123	0.0%	0	0.0%	0
Cannock	2.8%	97	0.0%	0	3.3%	2
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	2.6%	89	0.0%	0	0.0%	0
Dudley	2.4%	83	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
Kidderminster	2.3%	79	0.0%	0	0.0%	0
Wednesbury	2.0%	69	0.0%	0	3.3%	2
Other	2.0%	68	0.0%	0	1.6%	1
Bilston	2.0%	68	3.2%	3	4.9%	3
Oldbury	1.4%	48	0.0%	0	0.0%	0
West Bromwich	1.2%	43	0.0%	0	1.6%	1
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	1.2%	40	6.5%	5	4.9%	3
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

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53	Zone 54			
Poundland, Peac						
Solihull	1.1%	38	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	0.0%	0	0.0%	0
Sutton Coldfield	1.0%	35	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.9%	29	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	28	0.0%	0	1.6%	1
Lichfield	0.8%	26	0.0%	0	0.0%	0
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	0.7%	25	0.0%	0	0.0%	0
Brierley Hill High Street	0.7%	24	1.6%	1	0.0%	0
Bearwood	0.7%	24	0.0%	0	0.0%	0
Northfield	0.7%	24	0.0%	0	0.0%	0
Telford	0.7%	23	3.2%	3	11.5%	6
Homebase, Chester Road, New Oscott	0.6%	21	1.6%	1	0.0%	0
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.6%	21	0.0%	0	0.0%	0
Tamworth	0.6%	20	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
Redditch	0.6%	19	0.0%	0	0.0%	0
Erdington	0.6%	19	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

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
M&S Outlet)						
Bromsgrove	0.5%	19	0.0%	0	0.0%	0
Stourbridge	0.5%	19	0.0%	0	0.0%	0
Stafford	0.5%	18	1.6%	1	3.3%	2
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.5%	18	0.0%	0	0.0%	0
Aldridge	0.5%	16	0.0%	0	1.6%	1
B&Q, Spring Vale Business Park, Bilston	0.4%	15	3.2%	3	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	1.6%	1	0.0%	0
Selly Oak	0.4%	14	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
Halesowen	0.4%	13	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	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	1.6%	1	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0
Worcester	0.3%	10	0.0%	0	0.0%	0
Sedgley	0.3%	9	0.0%	0	0.0%	0
Cape Hill	0.3%	9	0.0%	0	0.0%	0
Burton upon Trent	0.2%	8	0.0%	0	0.0%	0
Dunelm Mill, Birchley Industrial Estate, Oldbury	0.2%	8	0.0%	0	0.0%	0
Wednesfield	0.2%	8	0.0%	0	0.0%	0
Great Barr	0.2%	7	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

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Mothercare World, Birthdays, JD Sports, Co- op Travel, Blockbuste						
Kingswinford	0.2%	6	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.2%	6	0.0%	0	0.0%	0
Droitwich	0.2%	6	0.0%	0	0.0%	0
Bloxwich	0.2%	6	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.2%	6	0.0%	0	0.0%	0
Harborne	0.2%	6	0.0%	0	0.0%	0
Coles, Great Bridge Road, Bilston	0.2%	5	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.2%	5	1.6%	1	1.6%	1
The Fort Retail Park, Erdington	0.1%	4	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	0.1%	4	1.6%	1	0.0%	0
B&Q, New Road, Stourbridge	0.1%	4	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
Stourport	0.1%	4	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	0.1%	4	0.0%	0	0.0%	0
Cradley Heath	0.1%	4	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.1%	3	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	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
Brownhills	0.1%	3	0.0%	0	0.0%	0
Bridgnorth	0.1%	3	3.2%	3	0.0%	0
Darlaston	0.1%	3	0.0%	0	0.0%	0
Burntwood	0.1%	3	0.0%	0	0.0%	0
Shrewsbury	0.1%	2	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	0.1%	2	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly	0.1%	2	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
Oak						
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	2	0.0%	0	0.0%	0
Warstones Road	0.1%	2	0.0%	0	0.0%	0
Stirchley	0.0%	2	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	2	0.0%	0	0.0%	0
Queensville Retail Park, Stafford	0.0%	2	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
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.0%	1	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	1.6%	1
Smethwick	0.0%	1	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.0%	1	0.0%	0	0.0%	0
Tipton	0.0%	1	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
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2- go)	0.0%	1	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
Coventry	0.0%	1	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.0%	1	0.0%	0	0.0%	0
Focus, Coppice Lane,	0.0%	1	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54	
Aldridge					
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	1	0.0%	0	0.0%
Focus, Ferrie Grove, Brownhills	0.0%	0	0.0%	0	0.0%
Central London	0.0%	0	0.0%	0	0.0%
Wombourne	0.0%	0	0.0%	0	0.0%
B&Q, Bridge Retail Park, Telford	0.0%	0	0.0%	0	0.0%
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%
Amblecote	0.0%	0	0.0%	0	0.0%
Lye	0.0%	0	0.0%	0	0.0%
(Don't know / varies / no pattern)	24.7%	853	30.6%	25	23.0%
Weighted base:	3451		81		53
Sample:	3439		62		61

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53	Zone 54			
<b>Q13 Where do you do most of your households shopping for DIY and decorating goods ?</b> <i>(Not including internet / catalogue / mail order / tv shopping or don't buy at Q13)</i>						
B&Q, Mucklow Hill, Halesowen	10.9%	429	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	8.4%	333	25.7%	24	8.1%	4
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	6.5%	3
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	4.5%	175	0.0%	0	0.0%	0
Other	3.1%	120	1.4%	1	1.6%	1
Wyrley Brook Retail Park, Vine Lane, Cannock (Robinson's pet supplies, Allied Carpets, Fashion Factory, Dreams, B&Q)	2.8%	109	1.4%	1	0.0%	0
Homebase, Chester Road, New Oscott	2.6%	104	0.0%	0	0.0%	0
Wolverhampton	2.6%	101	14.3%	13	29.0%	15
Oldbury Retail Park, Oldbury Ringway (Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brmatano, Comet, Carph	2.3%	92	0.0%	0	0.0%	0
Cannock	2.1%	82	0.0%	0	1.6%	1
Kidderminster	1.9%	74	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	14.3%	13	9.7%	5
B&Q, New Road, Stourbridge	1.8%	69	0.0%	0	0.0%	0
Orbital Retail Park, Voyager Drive Cannock (Homebase, Maplin	1.7%	67	0.0%	0	1.6%	1



## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54			
Electronics, Bensons, ScS, Apollo 2000, Comet, Harveys, Carpetright, Pets at Home, Argos						
Walsall	1.7%	67	0.0%	0	0.0%	0
Birmingham	1.7%	65	0.0%	0	0.0%	0
B&Q, Green Street, Kidderminster	1.5%	58	0.0%	0	0.0%	0
Wednesbury	1.5%	58	0.0%	0	1.6%	1
Selly Oak	1.4%	54	0.0%	0	0.0%	0
Focus, Dudley Road, Kingswinford	1.3%	52	0.0%	0	0.0%	0
Redditch	1.2%	47	0.0%	0	0.0%	0
Focus, Lichfield Road, Wolverhampton	1.1%	44	12.9%	12	1.6%	1
The Fort Retail Park, Erdington	1.1%	42	0.0%	0	0.0%	0
Bromsgrove	1.0%	41	0.0%	0	0.0%	0
Focus, Coppice Lane, Aldridge	1.0%	39	0.0%	0	0.0%	0
Dudley	0.9%	34	0.0%	0	0.0%	0
Bilston	0.8%	32	1.4%	1	1.6%	1
Reedwood Way Retail Park, Reedwood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.8%	31	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.8%	30	1.4%	1	0.0%	0
Halesowen	0.7%	29	0.0%	0	0.0%	0
Lichfield	0.7%	28	0.0%	0	0.0%	0
Wickes, Holyhead Road, Handsworth	0.7%	28	0.0%	0	0.0%	0
B&Q, Jinnah Road, Redditch	0.7%	27	0.0%	0	0.0%	0
Stourbridge	0.7%	27	0.0%	0	0.0%	0
West Bromwich	0.6%	24	0.0%	0	0.0%	0
Focus, Ferrie Grove, Brownhills	0.6%	24	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.6%	24	0.0%	0	0.0%	0
Oldbury	0.6%	22	0.0%	0	0.0%	0
Kingswinford	0.6%	22	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

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Comet, Poundstretcher, Poundland, Peac						
Sutton Coldfield	0.5%	21	0.0%	0	0.0%	0
Brownhills	0.5%	21	0.0%	0	0.0%	0
B&Q, Harborne Lane, Selly Oak	0.5%	19	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	1.4%	1	1.6%	1
Aldridge	0.4%	18	0.0%	0	0.0%	0
Tamworth	0.4%	17	0.0%	0	0.0%	0
Wickes, Lichfield Road, Cannock	0.4%	16	0.0%	0	0.0%	0
Telford	0.4%	14	4.3%	4	6.5%	3
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.3%	13	0.0%	0	0.0%	0
Bearwood	0.3%	13	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	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
B&Q, New Street, West Bromwich	0.3%	12	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.3%	12	1.4%	1	3.2%	2
Great Barr	0.3%	11	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.3%	11	0.0%	0	0.0%	0
Bromsgrove Retail Park, Birmingham Road, Bromsgrove (Focus, Lush Furniture)	0.3%	10	0.0%	0	0.0%	0
Blackheath	0.3%	10	0.0%	0	0.0%	0
B&Q, Bridge Retail Park,	0.3%	10	2.9%	3	1.6%	1

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
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
Solihull	0.2%	10	0.0%	0	0.0%	0
Wickes, Ash Tree Road, Stirchley	0.2%	9	0.0%	0	0.0%	0
Wickes, Prospect Road, Mucklow Hill, Halesowen	0.2%	9	0.0%	0	0.0%	0
Wednesfield	0.2%	9	0.0%	0	0.0%	0
Bloxwich	0.2%	9	0.0%	0	0.0%	0
Stirchley	0.2%	8	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	1.4%	1	0.0%	0
Northfield	0.2%	7	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	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.2%	7	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.2%	7	0.0%	0	0.0%	0
Sedgley	0.2%	7	0.0%	0	0.0%	0
Great Bridge	0.2%	6	0.0%	0	0.0%	0
B&Q, Marshall Lake Road, Solihull	0.2%	6	0.0%	0	0.0%	0
B&Q, Lichfield Road, Stafford	0.1%	6	0.0%	0	1.6%	1
Halfords, Fox's Lane, Wolverhampton	0.1%	6	1.4%	1	1.6%	1
Stafford	0.1%	5	0.0%	0	1.6%	1
Cape Hill	0.1%	5	0.0%	0	0.0%	0
Great Bridge Retail Park,	0.1%	5	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)						
Erdington	0.1%	4	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0
B&Q, Tame Valley Industrial Estate, Tamworth	0.1%	4	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
Cradley Heath	0.1%	4	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0
Blockbuster, Carpet Trades Way, Kidderminster	0.1%	3	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	3	0.0%	0	0.0%	0
Willenhall	0.1%	3	0.0%	0	0.0%	0
Castle Vale	0.1%	3	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0
Focus, Church Street, Lichfield	0.1%	2	0.0%	0	0.0%	0
Bridgnorth	0.1%	2	1.4%	1	0.0%	0
Ventura Retail Park, Tamworth	0.1%	2	0.0%	0	0.0%	0
Rugby	0.1%	2	0.0%	0	0.0%	0
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.1%	2	0.0%	0	0.0%	0
Worcester	0.0%	2	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.0%	2	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
Smethwick	0.0%	2	0.0%	0	0.0%	0
The Chase Centre, Church Street, Cannock (CBS Clothing, Blockbuster)	0.0%	2	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

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
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
Lye	0.0%	1	0.0%	0	0.0%	0
Blockbuster, Dudley Street, West Bromwich	0.0%	1	0.0%	0	0.0%	0
Tipton	0.0%	1	0.0%	0	0.0%	0
Harborne	0.0%	1	0.0%	0	0.0%	0
Halfords, Spring Vale Way, Bilston	0.0%	1	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	1.6%	1
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	0.0%	1	0.0%	0	0.0%	0
Handsworth	0.0%	1	0.0%	0	0.0%	0
Darlaston	0.0%	1	0.0%	0	0.0%	0
Hanley	0.0%	1	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	1	0.0%	0	0.0%	0
Old Hednesford Road, Cannock (Pet supplies, City Plumbing)	0.0%	1	0.0%	0	0.0%	0
Hereford	0.0%	0	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2-go)	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	7.9%	311	12.9%	12	17.7%	9
Weighted base:	3939			92		53
Sample:	3924			70		62

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53	Zone 54			
<b>Q14 Where do you do most of your households shopping for domestic appliances such as washing machines, fridges cookers and kettles ?</b> (Not including internet / catalogue / mail order / tv shopping or don't buy at Q14)						
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	6.8%	258	1.5%	1	1.5%	1
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.6%	247	36.4%	31	33.8%	20
Wolverhampton	5.4%	204	30.3%	26	33.8%	20
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	4.8%	180	0.0%	0	1.5%	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
Merry Hill (Shopping Centre)	4.1%	157	1.5%	1	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
Birmingham	3.2%	122	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)	3.0%	114	0.0%	0	0.0%	0
Other	3.0%	112	1.5%	1	1.5%	1
Oldbury Retail Park, Oldbury Ringway	2.3%	87	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph						
Wednesbury	2.0%	77	0.0%	0	1.5%	1
Walsall	2.0%	74	0.0%	0	0.0%	0
Sutton Coldfield	1.9%	70	0.0%	0	0.0%	0
Cannock	1.8%	68	0.0%	0	1.5%	1
Stourbridge	1.7%	63	0.0%	0	0.0%	0
Kidderminster	1.6%	59	0.0%	0	0.0%	0
Selly Oak	1.5%	56	0.0%	0	0.0%	0
Bearwood	1.4%	54	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	1.5%	1	0.0%	0
Halesowen	1.3%	49	0.0%	0	0.0%	0
Bromsgrove	1.3%	48	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	1.2%	46	0.0%	0	0.0%	0
Lichfield	1.2%	44	0.0%	0	0.0%	0
West Bromwich	1.1%	43	0.0%	0	0.0%	0
Sedgley	1.1%	40	0.0%	0	0.0%	0
Dudley	1.0%	40	0.0%	0	0.0%	0
Apollo 2000, Holyhead Road, Handsworth	1.0%	38	3.0%	3	0.0%	0
Redditch	0.8%	32	0.0%	0	0.0%	0
Tamworth	0.8%	31	0.0%	0	0.0%	0
Bilston	0.8%	30	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
Linkway Retail Park, Watling Street, Cannock (DFS, Currys, Focus, Land of Leather, Halfords)	0.8%	29	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,	0.7%	28	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Comet, Halfords, Pets at Home, Matalan)						
Solihull	0.7%	27	0.0%	0	0.0%	0
Oldbury	0.7%	26	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	1.5%	1	0.0%	0
Telford	0.4%	16	6.1%	5	4.4%	3
Harborne	0.4%	15	0.0%	0	0.0%	0
Northfield	0.4%	15	0.0%	0	0.0%	0
Amblecote	0.4%	15	0.0%	0	0.0%	0
Willenhall	0.4%	15	0.0%	0	0.0%	0
Cradley Heath	0.4%	15	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
Brierley Hill High Street	0.4%	14	0.0%	0	0.0%	0
Blackheath	0.4%	14	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.3%	13	0.0%	0	0.0%	0
Bloxwich	0.3%	13	0.0%	0	0.0%	0
Wednesfield	0.3%	12	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0
Comet, Walsall Road, Willenhall	0.3%	10	0.0%	0	0.0%	0
Stourport	0.2%	9	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.2%	7	0.0%	0	0.0%	0
Brownhills	0.2%	7	0.0%	0	0.0%	0
Stirchley	0.2%	6	0.0%	0	0.0%	0
Tipton	0.2%	6	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0
Stafford	0.2%	6	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	6.1%	5	0.0%	0
Burntwood	0.1%	5	0.0%	0	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	5	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	5	0.0%	0	0.0%	0
B&Q, Spring Vale Business Park, Bilston	0.1%	5	1.5%	1	0.0%	0



## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
Marshall Lake Retail Park, Solihull	0.1%	5	0.0%	0	0.0%	0
Handsworth	0.1%	5	0.0%	0	0.0%	0
Aldridge	0.1%	5	0.0%	0	0.0%	0
Burton upon Trent	0.1%	4	0.0%	0	0.0%	0
Cape Hill	0.1%	4	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
Bilston Road Retail Park, Bilston Road, Monmore Green (Dunelm Mill, Sleepmasters, Allied Carpets, Holiday Hypermarket)	0.1%	4	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	4	0.0%	0	0.0%	0
Old Hill	0.1%	3	0.0%	0	0.0%	0
Droitwich	0.1%	3	0.0%	0	0.0%	0
Great Barr	0.1%	3	0.0%	0	0.0%	0
Castle Vale	0.1%	3	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
B&Q, Bridge Retail Park, Telford	0.1%	3	0.0%	0	1.5%	1
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	3	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.1%	3	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
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet supplies, Staples, Blockbuster)	0.1%	2	0.0%	0	0.0%	0
Lye	0.1%	2	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Darlaston	0.1%	2	0.0%	0	0.0%	0
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	2	0.0%	0	0.0%	0
Chadmoor	0.1%	2	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.0%	1	0.0%	0	1.5%	1
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	0.0%	1	0.0%	0	0.0%	0
The Fort Retail Park, Erdington	0.0%	1	0.0%	0	0.0%	0
Wickes, Aldridge Road, Perry Barr	0.0%	1	0.0%	0	0.0%	0
Wickes, West Street, Wolverhampton	0.0%	1	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.0%	0	0.0%	0	0.0%	0
Shrewsbury	0.0%	0	0.0%	0	0.0%	0
Wrekin Retail Park, Telford	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	11.9%	447	9.1%	8	17.6%	10
Weighted base:	3773			86		59
Sample:	3785			66		68

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53	Zone 54			
<b>Q15 Where do you do most of your households shopping for TV, Hi-Fi, Radio, photographic and computer equipment ?</b>						
<i>(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q15)</i>						
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	7.6%	266	0.0%	0	0.0%	0
St John's Retail Park, Dudley Road, Wolverhampton (Homebase, Next, PC World, ScS, Barratts, Currys, Comet, Apollo 2000)	6.5%	228	41.4%	38	30.3%	17
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount)	6.2%	217	0.0%	0	0.0%	0
Wolverhampton Merry Hill (Shopping Centre)	5.4%	189	25.7%	24	33.3%	19
Battery Retail Park, Bristol Road, Selly Oak (Homebase, PC World, Currys, Comet, Halfords, B&Q)	5.0%	177	1.4%	1	0.0%	0
Birmingham One Stop Retail Park, Walsall Road, Perry Barr (Wilkinson, Au Naturale, JJB Sport, Currys, Carpetright, Dreams, Comet, Poundstretcher, Poundland, Peac)	4.8%	168	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)	3.6%	128	0.0%	0	0.0%	0
Oldbury Retail Park, Oldbury Ringway	3.3%	116	0.0%	0	0.0%	0
	2.8%	97	0.0%	0	0.0%	0
	2.7%	97	0.0%	0	0.0%	0
	2.5%	89	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
(Homebase, JJB Sports, Next, Argos Extra, Thomas Cook, Pets at Home, Carpetright, Instore, Brnatano, Comet, Carph						
Other	2.4%	85	0.0%	0	1.5%	1
Crossley Park, Carpet Trades Way, Kidderminster (The Range, PC World, Dreams, Carpetright, ScS, Comet, Bensons, Maplin Electronics, Halfords, Staples,	1.9%	68	1.4%	1	1.5%	1
Cannock	1.8%	64	0.0%	0	1.5%	1
Wednesbury	1.8%	62	0.0%	0	0.0%	0
Bearwood	1.5%	54	0.0%	0	0.0%	0
Selly Oak	1.5%	51	0.0%	0	0.0%	0
Kidderminster	1.4%	50	0.0%	0	0.0%	0
Sutton Coldfield	1.3%	45	0.0%	0	0.0%	0
Lichfield	1.3%	45	0.0%	0	0.0%	0
Halesowen	1.1%	37	0.0%	0	0.0%	0
Solihull	1.0%	34	0.0%	0	0.0%	0
Sedgley	0.9%	32	0.0%	0	0.0%	0
Stourbridge	0.9%	31	0.0%	0	0.0%	0
Redditch	0.9%	30	0.0%	0	0.0%	0
Comet, Dudley Road, Halesowen	0.8%	30	0.0%	0	0.0%	0
Dudley	0.8%	29	0.0%	0	0.0%	0
Bromsgrove	0.8%	28	0.0%	0	0.0%	0
West Bromwich	0.7%	25	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%	23	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
Oldbury	0.7%	23	0.0%	0	0.0%	0
Bilston	0.6%	22	0.0%	0	0.0%	0
Tamworth	0.6%	20	0.0%	0	0.0%	0
Broadwalk Retail Park, Bescot Crescent, Walsall (Au Naturale, Carpetright,						

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
Comet, Halfords, Pets at Home, Matalan)						
Wednesfield	0.5%	16	1.4%	1	1.5%	1
Apollo 2000, Holyhead Road, Handsworth	0.5%	16	0.0%	0	0.0%	0
Telford	0.5%	16	5.7%	5	6.1%	3
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.4%	15	0.0%	0	0.0%	0
Bentley Bridge Retail Park, Wednesfield Way, Wednesfield (Arogs Extra, Laura Ashley, Burton/Dorothy Perkins.Evans, Sports World, Boots, Peacocks, Au N	0.4%	14	0.0%	0	0.0%	0
Cradley Heath	0.4%	14	0.0%	0	0.0%	0
Sears Retail Park, Solihull	0.4%	13	0.0%	0	0.0%	0
Harborne	0.3%	12	0.0%	0	0.0%	0
Amblecote	0.3%	11	0.0%	0	0.0%	0
Kingswinford	0.3%	10	0.0%	0	0.0%	0
Willenhall	0.3%	9	0.0%	0	0.0%	0
Bloxwich	0.2%	8	0.0%	0	0.0%	0
Brownhills	0.2%	8	0.0%	0	0.0%	0
Northfield	0.2%	8	0.0%	0	0.0%	0
Great Barr	0.2%	8	0.0%	0	0.0%	0
Stafford	0.2%	7	0.0%	0	1.5%	1
Aldridge	0.2%	6	0.0%	0	0.0%	0
Darlaston	0.2%	6	0.0%	0	0.0%	0
Chadmoor	0.2%	6	0.0%	0	0.0%	0
Worcester	0.2%	6	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	5.7%	5	0.0%	0
Smethwick	0.1%	5	0.0%	0	0.0%	0
Stirchley	0.1%	5	0.0%	0	0.0%	0
Castle Vale	0.1%	4	0.0%	0	0.0%	0
Reedswood Way Retail Park, Reedswood Way, Walsall (Matalan, Focus, Dreams, Dunelm Mill, Carphone Warehouse)	0.1%	4	0.0%	0	0.0%	0
Burntwood	0.1%	4	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	4	0.0%	0	0.0%	0
Comet, Wallsall Road, Willenhall	0.1%	4	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Brierley Hill High Street	0.1%	3	0.0%	0	0.0%	0
Handsworth	0.1%	3	0.0%	0	0.0%	0
Makro, Halesowen	0.1%	3	0.0%	0	0.0%	0
Great Bridge	0.1%	3	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
Blackheath	0.1%	3	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
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0
Old Hill	0.1%	2	0.0%	0	0.0%	0
Marshall Lake Retail Park, Solihull	0.1%	2	0.0%	0	0.0%	0
Port West, Dudley Road, Brierley Hill (Dreams, Bathstore.com, Floors-2- go)	0.1%	2	0.0%	0	0.0%	0
Oak Retail Park, Dudley Road, Brierley Hill (Fabric Warehouse, Wickes)	0.1%	2	0.0%	0	0.0%	0
Stourport	0.1%	2	0.0%	0	0.0%	0
Wombourne	0.0%	2	0.0%	0	0.0%	0
Warstones Road	0.0%	1	0.0%	0	0.0%	0
Droitwich	0.0%	1	0.0%	0	0.0%	0
Allied Carpets, Station Drive, Brierley Hill	0.0%	1	1.4%	1	0.0%	0
Wrekin Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0
B&Q, Bridge Retail Park, Telford	0.0%	1	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0
Cape Hill	0.0%	1	0.0%	0	0.0%	0
B&Q, Mucklow Hill, Halesowen	0.0%	1	0.0%	0	0.0%	0
Dudley Road/Blackenhall	0.0%	1	0.0%	0	0.0%	0
Keyway Retail Park, Amrstrong Way, Willenhall (Jollye's pet	0.0%	1	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

## Weighted:

	Total	Zone 53		Zone 54	
supplies, Staples, Blockbuster)					
Staples, Tildasley Street, West Bromwich	0.0%	1	0.0%	0	0.0%
Shrewsbury	0.0%	1	0.0%	0	0.0%
Mitre Retail Park, Bilston Road, Monmore Green (Carpetright, Harveys)	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%
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%
(Don't know / varies / no pattern)	13.0%	458	15.7%	14	22.7%
Weighted base:	3515		92		57
Sample:	3520		70		66

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54			
<b>Q16 Where do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass and cosmetics ?</b>						
<i>(Not including internet / catalogue / mail order / tv shopping, abroad or don't buy at Q16)</i>						
Birmingham	17.7%	583	3.6%	3	4.5%	3
Wolverhampton	12.3%	404	71.4%	52	59.1%	34
Merry Hill (Shopping Centre)	11.9%	394	1.8%	1	0.0%	0
Walsall	8.2%	270	0.0%	0	0.0%	0
Merry Hill Retail Park, Pedmore Road, Brierley Hill (Toys R Us, Maplin Electronics, Carpetright, Halfords, JJB Sports, Matalan, American Golf Discount	5.9%	194	0.0%	0	0.0%	0
Sutton Coldfield	3.0%	99	0.0%	0	0.0%	0
Cannock	2.5%	82	0.0%	0	0.0%	0
Kidderminster	2.4%	78	0.0%	0	0.0%	0
West Bromwich	1.8%	60	0.0%	0	0.0%	0
Lichfield	1.8%	60	0.0%	0	0.0%	0
Redditch	1.6%	52	0.0%	0	0.0%	0
Dudley	1.5%	49	0.0%	0	0.0%	0
Other	1.4%	48	0.0%	0	1.5%	1
Solihull	1.4%	47	0.0%	0	0.0%	0
Bromsgrove	1.2%	40	0.0%	0	0.0%	0
Telford	1.2%	40	7.1%	5	13.6%	8
Stourbridge	1.0%	31	0.0%	0	0.0%	0
Northfield	0.9%	30	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
Harborne	0.8%	25	0.0%	0	0.0%	0
Bilston	0.7%	22	0.0%	0	0.0%	0
Halesowen	0.6%	20	0.0%	0	0.0%	0
Worcester	0.6%	18	0.0%	0	0.0%	0
Stafford	0.4%	14	0.0%	0	1.5%	1
Bearwood	0.4%	14	0.0%	0	0.0%	0
Tamworth	0.4%	13	0.0%	0	0.0%	0
Oldbury	0.4%	12	0.0%	0	0.0%	0
Blackheath	0.3%	11	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0
Aldridge	0.3%	9	0.0%	0	0.0%	0
Wednesbury	0.3%	8	0.0%	0	0.0%	0



## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
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
Junction 10 Retail Centre, Bentley Mill Way, Walsall (Boundary Mill Stores, M&S Outlet)	0.2%	8	0.0%	0	0.0%	0
Bloxwich	0.2%	7	0.0%	0	0.0%	0
Willenhall	0.2%	7	0.0%	0	0.0%	0
Great Bridge	0.2%	7	0.0%	0	0.0%	0
Brierley Hill High Street	0.2%	7	0.0%	0	0.0%	0
Brownhills	0.2%	6	0.0%	0	0.0%	0
Bridgnorth	0.2%	6	5.4%	4	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
Selly Oak	0.2%	6	0.0%	0	0.0%	0
Burton upon Trent	0.2%	6	0.0%	0	0.0%	0
Gallagher Retail Park, Park Lane, Wednesbury (B&Q, Furniture Village, IKEA, Land of Leather, Next, ScS, Currys, PC World)	0.2%	5	1.8%	1	0.0%	0
The Fort Retail Park, Erdington	0.2%	5	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
Wednesfield	0.2%	5	0.0%	0	0.0%	0
Darlaston	0.2%	5	0.0%	0	0.0%	0
Great Bridge Retail Park, Brickhouse Lane, Sandwell (JJB Sports, Boots, Instore)	0.1%	5	0.0%	0	0.0%	0
Kingswinford	0.1%	5	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
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
Great Barr	0.1%	4	0.0%	0	0.0%	0
Handsworth	0.1%	4	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)	0.1%	3	0.0%	0	0.0%	0
Ventura Retail Park, Tamworth	0.1%	3	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
Towngate Retail Park, Birmingham Road, Dudley (Wickes, Dixons)	0.1%	3	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0
Central London	0.1%	3	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	3	0.0%	0	0.0%	0
Forge Retail Park, Telford	0.1%	2	0.0%	0	0.0%	0
Tipton	0.1%	2	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	1.5%	1
Shrewsbury	0.0%	1	0.0%	0	1.5%	1
Wombourne	0.0%	1	0.0%	0	0.0%	0
Asda, Brickhouse Lane, Tipton	0.0%	1	0.0%	0	0.0%	0
Derby	0.0%	1	0.0%	0	0.0%	0
Smethwick	0.0%	1	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0
Sedgley	0.0%	1	0.0%	0	0.0%	0
Makro, Halesowen	0.0%	1	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

**Weighted:**

	Total	Zone 53	Zone 54
Cape Hill Retail Park, Smethwick (Blockbuster)	0.0% 1	0.0% 0	0.0% 0
Wrekin Retail Park, Telford	0.0% 0	0.0% 0	0.0% 0
(Don't know / varies / no pattern)	11.5% 379	8.9% 7	16.7% 9
Weighted base:	3301	73	57
Sample:	3287	56	66

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

Cinema	46.1% 2073	52.4% 58	37.4% 27
Pubs / clubs	46.9% 2111	56.0% 61	48.2% 34
Restaurants/Eating Out	73.3% 3299	79.8% 88	79.5% 57
(None of these)	15.9% 714	9.5% 10	15.7% 11
Weighted base:	4501	110	71
Sample:	4501	84	83

## Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54			
<b>Q18 Where do you go most often to visit the cinema ?</b>						
<i>Those who visit the cinema at Q17</i>						
Showcase Cinema, Castlegate Way, Birmingham New Road, Dudley, DY1 4TA	16.4%	339	2.3%	1	0.0%	0
Cineworld, Bentley Bridge Leisure Park, Wednesfield, WV11 1TZ	14.0%	290	59.1%	34	48.4%	13
Empire, Great park, Rubery, Birmingham, B45 9NY	12.3%	255	0.0%	0	0.0%	0
Showcase Cinema, Bentley Mill Way, Walsall, WS2 OLE	11.6%	241	0.0%	0	6.5%	2
Odeon, Merry Hill Shopping Centre, Dudley, DY5 1SY	9.7%	201	0.0%	0	0.0%	0
Cineworld, Broad Street, Birmingham, B15 1DA	4.7%	97	0.0%	0	0.0%	0
AMC Theatres, Ladywood Road, Broadway Plaza, Birmingham, B16 8EU	4.2%	88	0.0%	0	0.0%	0
Other	3.6%	75	0.0%	0	6.5%	2
Vue, Star City, Watson Road, Birmingham, B7 5SA	3.3%	68	0.0%	0	0.0%	0
Showcase Cinema, Kingsbury Road, Birmingham, B24 9QE	3.3%	68	0.0%	0	0.0%	0
Odeon, Bolbridge Street, Tamworth, B79 7PB	2.7%	56	0.0%	0	0.0%	0
Reel Cinema, Hagley Road West, Halesowen, B62 9AS	2.2%	45	0.0%	0	0.0%	0
Light House Cinema, The Chubb Buildings, Fryer Street, Wolverhampton, WV1 1HT	1.5%	31	13.6%	8	16.1%	4
Odeon, New Street, Birmingham, B2 4ST	1.1%	24	0.0%	0	0.0%	0
Warehouse, Green Street, Kidderminster	1.1%	22	0.0%	0	0.0%	0
Reel / Majestic Cinema, Whitburn Street, Bridgnorth, Shropshire, WV16 4QP	0.8%	17	11.4%	7	3.2%	1
Odeon, Foregate, Telford	0.4%	8	0.0%	0	3.2%	1

## Black Country Household Telephone Survey For GVA Grimley

## Weighted:

	Total	Zone 53		Zone 54		
Cineworld, Mill Lane Arcade, Touchwood, Solihull, B91 3GS	0.3%	7	0.0%	0	0.0%	0
Rubery	0.2%	5	0.0%	0	0.0%	0
Electric Cinema, Birmingham	0.2%	5	0.0%	0	0.0%	0
The Picture House, Walsall Road, Cannock, WS11 0HE	0.2%	4	0.0%	0	3.2%	1
Imax Theatre, Curzon Street, Birmingham, B4 7XG	0.2%	4	0.0%	0	0.0%	0
Cineworld, Telford	0.1%	2	0.0%	0	3.2%	1
Quinton	0.0%	1	0.0%	0	0.0%	0
(Don't know / varies)	5.8%	121	13.6%	8	9.7%	3
Weighted base:		2073		58		27
Sample:		2016		44		31

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53	Zone 54			
<b>Q19 What town centre do you visit most often for pubs / clubs ?</b>						
<i>Those who visit pubs / clubs at Q17</i>						
Birmingham	16.5%	349	0.0%	0	0.0%	0
Wolverhampton	8.6%	181	38.3%	24	37.5%	13
Other	5.6%	119	8.5%	5	12.5%	4
Walsall	5.3%	112	0.0%	0	0.0%	0
Cannock	3.8%	81	0.0%	0	2.5%	1
Sutton Coldfield	3.1%	65	0.0%	0	0.0%	0
Lichfield	3.1%	65	0.0%	0	0.0%	0
Bromsgrove	2.7%	58	0.0%	0	0.0%	0
Stourbridge	2.7%	58	0.0%	0	0.0%	0
Dudley	2.4%	50	0.0%	0	0.0%	0
West Bromwich	2.0%	43	0.0%	0	0.0%	0
Kidderminster	1.9%	40	0.0%	0	0.0%	0
Halesowen	1.9%	40	0.0%	0	0.0%	0
Great Barr	1.8%	39	0.0%	0	0.0%	0
Harborne	1.6%	35	0.0%	0	0.0%	0
Wednesfield	1.2%	26	0.0%	0	0.0%	0
Worcester	1.1%	23	0.0%	0	0.0%	0
Kingswinford	1.0%	21	0.0%	0	0.0%	0
Bilston	1.0%	21	0.0%	0	0.0%	0
Brierley Hill High Street	1.0%	20	0.0%	0	0.0%	0
Wednesbury	0.9%	19	0.0%	0	0.0%	0
Willenhall	0.9%	19	0.0%	0	0.0%	0
Smethwick	0.9%	19	0.0%	0	0.0%	0
Sedgley	0.8%	18	0.0%	0	0.0%	0
Oldbury	0.8%	18	0.0%	0	0.0%	0
Merry Hill (Shopping Centre)	0.7%	15	0.0%	0	0.0%	0
Burntwood	0.7%	15	0.0%	0	0.0%	0
Bridgnorth	0.6%	13	6.4%	4	0.0%	0
Blackheath	0.6%	13	0.0%	0	0.0%	0
Aldridge	0.6%	12	0.0%	0	0.0%	0
Selly Oak	0.6%	12	0.0%	0	0.0%	0
Bearwood	0.5%	11	0.0%	0	0.0%	0
Wombourne	0.5%	11	0.0%	0	0.0%	0
Streetly	0.5%	10	0.0%	0	0.0%	0
Cradley Heath	0.4%	9	0.0%	0	0.0%	0
Redditch	0.4%	9	0.0%	0	0.0%	0
Tipton	0.4%	9	0.0%	0	0.0%	0
Bloxwich	0.4%	8	0.0%	0	0.0%	0
Darlaston	0.4%	8	0.0%	0	0.0%	0
Solihull	0.3%	7	0.0%	0	0.0%	0
Codsall	0.3%	7	0.0%	0	20.0%	7
Brownhills	0.3%	7	0.0%	0	0.0%	0
Tettenhill Village	0.3%	7	6.4%	4	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
Pelsall	0.3%	7	0.0%	0	0.0%	0
Wordsley	0.3%	6	0.0%	0	0.0%	0
Kinver	0.3%	6	0.0%	0	0.0%	0
Bewdley	0.3%	6	0.0%	0	0.0%	0
Bart Green	0.3%	5	0.0%	0	0.0%	0
Kingsnorton	0.2%	5	0.0%	0	0.0%	0
Penkridge	0.2%	5	0.0%	0	0.0%	0
Amblecote	0.2%	5	0.0%	0	0.0%	0
Shifnal	0.2%	5	0.0%	0	0.0%	0
Quinton	0.2%	5	0.0%	0	0.0%	0
Moseley	0.2%	4	0.0%	0	0.0%	0
Penn	0.2%	4	0.0%	0	0.0%	0
Compton Village	0.2%	4	4.3%	3	0.0%	0
Stafford	0.2%	4	0.0%	0	0.0%	0
Perton	0.2%	4	6.4%	4	0.0%	0
Northfield	0.2%	4	0.0%	0	0.0%	0
Telford	0.2%	4	2.1%	1	0.0%	0
Shrewsbury	0.2%	3	0.0%	0	2.5%	1
Clent	0.2%	3	0.0%	0	0.0%	0
Romsley	0.1%	3	0.0%	0	0.0%	0
Gornal	0.1%	3	0.0%	0	0.0%	0
Shenstone	0.1%	3	0.0%	0	0.0%	0
Lye	0.1%	3	0.0%	0	0.0%	0
Wollaston	0.1%	3	0.0%	0	0.0%	0
Tamworth	0.1%	2	0.0%	0	0.0%	0
Alvechurch	0.1%	2	0.0%	0	0.0%	0
Chase Town	0.1%	2	0.0%	0	0.0%	0
Hagley	0.1%	2	0.0%	0	0.0%	0
Great Wyrley	0.1%	2	0.0%	0	0.0%	0
Hanley	0.1%	2	0.0%	0	0.0%	0
Nuneaton	0.1%	1	0.0%	0	0.0%	0
Stratford Upon Avon	0.0%	1	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	2.5%	1
Newport	0.0%	1	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	13.0%	274	27.7%	17	22.5%	8
Weighted base:		2111		61		34
Sample:		2093		47		40

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53		Zone 54		
<b>Q20 What town centre do you visit most often for restaurants/eating out?</b> <i>Those who visit restaurants / eat out at Q17</i>						
Birmingham	16.4%	542	3.0%	3	6.1%	3
Wolverhampton	7.8%	258	37.3%	33	30.3%	17
Other	4.2%	139	3.0%	3	6.1%	3
Walsall	4.0%	131	0.0%	0	0.0%	0
Cannock	3.8%	126	0.0%	0	0.0%	0
Lichfield	3.4%	111	0.0%	0	0.0%	0
Dudley	3.2%	106	0.0%	0	0.0%	0
Sutton Coldfield	2.8%	93	0.0%	0	0.0%	0
Bromsgrove	2.4%	81	0.0%	0	0.0%	0
Kidderminster	2.3%	77	0.0%	0	0.0%	0
Stourbridge	2.1%	70	0.0%	0	0.0%	0
Halesowen	1.6%	52	0.0%	0	0.0%	0
Great Barr	1.3%	44	0.0%	0	0.0%	0
Worcester	1.1%	37	0.0%	0	0.0%	0
Harborne	1.1%	36	0.0%	0	0.0%	0
Bridgnorth	1.1%	35	13.4%	12	1.5%	1
Merry Hill (Shopping Centre)	1.1%	35	0.0%	0	0.0%	0
Kingswinford	1.0%	34	0.0%	0	0.0%	0
Brownhills	1.0%	32	0.0%	0	0.0%	0
Aldridge	1.0%	32	0.0%	0	0.0%	0
West Bromwich	1.0%	32	0.0%	0	0.0%	0
Wednesbury	0.9%	28	0.0%	0	0.0%	0
Willenhall	0.8%	25	0.0%	0	0.0%	0
Oldbury	0.8%	25	0.0%	0	0.0%	0
Bearwood	0.7%	22	0.0%	0	0.0%	0
Wednesfield	0.7%	22	1.5%	1	0.0%	0
Bilston	0.5%	17	0.0%	0	0.0%	0
Brierley Hill High Street	0.5%	16	0.0%	0	0.0%	0
Solihull	0.5%	16	0.0%	0	0.0%	0
Sedgley	0.5%	16	0.0%	0	0.0%	0
Quinton	0.5%	16	0.0%	0	0.0%	0
Lye	0.4%	14	0.0%	0	0.0%	0
Stafford	0.4%	13	0.0%	0	1.5%	1
Burntwood	0.4%	13	0.0%	0	0.0%	0
Cradley Heath	0.3%	10	0.0%	0	0.0%	0
Wombourne	0.3%	10	0.0%	0	0.0%	0
Rubery	0.3%	9	0.0%	0	0.0%	0
Redditch	0.3%	9	0.0%	0	0.0%	0
Penkridge	0.3%	8	0.0%	0	0.0%	0
Selly Oak	0.2%	8	0.0%	0	0.0%	0
Shrewsbury	0.2%	8	0.0%	0	3.0%	2
Blackheath	0.2%	8	0.0%	0	0.0%	0
Pelsall	0.2%	8	0.0%	0	0.0%	0



# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
Tettenhill Village	0.2%	7	6.0%	5	0.0%	0
Bewdley	0.2%	7	0.0%	0	0.0%	0
Kingsnorton	0.2%	6	0.0%	0	0.0%	0
Kinver	0.2%	6	0.0%	0	0.0%	0
Hagley	0.2%	6	0.0%	0	0.0%	0
Telford	0.1%	5	0.0%	0	0.0%	0
Northfield	0.1%	4	0.0%	0	0.0%	0
Shifnal	0.1%	4	0.0%	0	0.0%	0
Hereford	0.1%	4	0.0%	0	0.0%	0
Perton	0.1%	4	4.5%	4	0.0%	0
Hanley	0.1%	4	0.0%	0	0.0%	0
Penn	0.1%	4	0.0%	0	0.0%	0
Clent	0.1%	4	0.0%	0	0.0%	0
Stratford Upon Avon	0.1%	4	0.0%	0	0.0%	0
Moseley	0.1%	3	0.0%	0	0.0%	0
Compton Village	0.1%	3	3.0%	3	0.0%	0
Alvechurch	0.1%	3	0.0%	0	0.0%	0
Cape Hill	0.1%	3	0.0%	0	0.0%	0
Tamworth	0.1%	3	0.0%	0	0.0%	0
Great Wyrley	0.1%	3	0.0%	0	0.0%	0
Chase Town	0.1%	3	0.0%	0	0.0%	0
Stafford Road (Three Tuns)	0.1%	2	0.0%	0	1.5%	1
Romsley	0.1%	2	0.0%	0	0.0%	0
Tipton	0.1%	2	0.0%	0	0.0%	0
Smethwick	0.1%	2	0.0%	0	0.0%	0
Burton upon Trent	0.1%	2	0.0%	0	0.0%	0
Cannock Road (Scotlands)	0.1%	2	0.0%	0	0.0%	0
Shenstone	0.1%	2	0.0%	0	0.0%	0
Gornal	0.1%	2	0.0%	0	0.0%	0
Codsall	0.1%	2	0.0%	0	3.0%	2
Ashmore Park	0.0%	2	0.0%	0	0.0%	0
Bloxwich	0.0%	1	0.0%	0	0.0%	0
Wordsley	0.0%	1	0.0%	0	0.0%	0
Amblecote	0.0%	1	0.0%	0	0.0%	0
Wollaston	0.0%	1	0.0%	0	0.0%	0
Newport	0.0%	1	0.0%	0	0.0%	0
Pendeford Park	0.0%	1	0.0%	0	1.5%	1
Coventry	0.0%	1	0.0%	0	0.0%	0
Newcastle Under Lyme	0.0%	1	0.0%	0	0.0%	0
Rugby	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies / no pattern)	22.9%	756	28.4%	25	45.5%	26
Weighted base:		3299		88		57
Sample:		3269		67		66

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total		Zone 53		Zone 54	
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**Q21 Are there any leisure facilities that you think are lacking within a reasonable distance of your home?**

No	69.3%	3121	61.9%	68	81.9%	59
Yes, swimming pool	9.9%	444	21.4%	24	6.0%	4
Yes, leisure/ fitness centre	6.9%	312	17.9%	20	3.6%	3
Yes, cinema	6.1%	273	4.8%	5	1.2%	1
Yes, bowling	4.2%	191	3.6%	4	0.0%	0
Yes, Ice skating rink	2.6%	116	0.0%	0	1.2%	1
Yes, restaurants/ cafes	2.2%	99	3.6%	4	3.6%	3
Yes, Youth clubs / facilities	1.9%	87	2.4%	3	1.2%	1
Yes, pubs/ clubs/ bars	1.5%	66	0.0%	0	2.4%	2
Yes, shops	1.0%	47	0.0%	0	0.0%	0
Yes, Play areas	0.6%	29	0.0%	0	0.0%	0
Yes, Theatre	0.6%	27	0.0%	0	0.0%	0
Yes, Parks	0.5%	22	0.0%	0	0.0%	0
Yes, other	0.5%	20	0.0%	0	0.0%	0
Yes, Facilities for the elderly	0.4%	17	0.0%	0	0.0%	0
Yes, bingo	0.3%	14	0.0%	0	0.0%	0
Yes, Tennis facilities	0.2%	9	0.0%	0	1.2%	1
Yes, Skate park	0.2%	9	0.0%	0	0.0%	0
Yes, Live music events	0.2%	8	0.0%	0	1.2%	1
Yes, Roller skating	0.2%	8	0.0%	0	0.0%	0
Yes, Indoor bowls	0.2%	7	0.0%	0	0.0%	0
Yes, Ski slope / snowdome	0.1%	6	2.4%	3	0.0%	0
Yes, Stadium	0.1%	6	0.0%	0	0.0%	0
Yes, Better gym facilities	0.1%	6	1.2%	1	0.0%	0
Yes, Library	0.1%	6	0.0%	0	0.0%	0
Yes, Football pitch	0.1%	5	0.0%	0	0.0%	0
Yes, Golf course	0.1%	5	0.0%	0	0.0%	0
Yes, Spa facilities	0.1%	5	1.2%	1	0.0%	0
Yes, Dance facilities	0.1%	5	0.0%	0	0.0%	0
Yes, Cycle paths	0.1%	4	0.0%	0	1.2%	1
Yes, Community centres	0.1%	3	0.0%	0	0.0%	0
Yes, Snooker hall	0.1%	3	0.0%	0	0.0%	0
Yes, Entertainment facilities	0.0%	2	0.0%	0	0.0%	0
(Don't know)	2.7%	123	1.2%	1	2.4%	2
Weighted base:		4501		110		71
Sample:		4501		84		83

**GEN Gender of respondent.**

Male	28.5%	1282	31.0%	34	32.5%	23
Female	71.5%	3219	69.0%	76	67.5%	48
Weighted base:		4501		110		71
Sample:		4501		84		83

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54
<b>AGE Could I ask how old you are ?</b>			
18 to 24	2.1% 94	3.6% 4	1.2% 1
25 to 34	7.3% 328	8.3% 9	7.2% 5
35 to 44	17.2% 775	13.1% 14	19.3% 14
45 to 54	24.8% 1118	20.2% 22	22.9% 16
55 to 64	14.9% 670	26.2% 29	15.7% 11
65 +	33.1% 1488	27.4% 30	33.7% 24
(Refused)	0.6% 27	1.2% 1	0.0% 0
Weighted base:	4501	110	71
Sample:	4501	84	83

	Total	Zone 53	Zone 54
<b>SEG Socio-economic grouping:</b>			
A	2.1% 92	2.4% 3	1.2% 1
B	14.3% 643	19.0% 21	22.9% 16
C1	23.2% 1042	25.0% 27	18.1% 13
C2	20.5% 924	19.0% 21	19.3% 14
D	12.5% 561	8.3% 9	8.4% 6
E	21.5% 967	16.7% 18	24.1% 17
(Refused)	6.0% 271	9.5% 10	6.0% 4
Weighted base:	4501	110	71
Sample:	4501	84	83

	Total	Zone 53	Zone 54
<b>EMP Which of the following best describes the chief wage earner of your household's current employment situation ?</b>			
Working full time	46.8% 2107	41.7% 46	53.0% 38
Working part time	7.2% 323	10.7% 12	4.8% 3
Unemployed	4.8% 216	3.6% 4	3.6% 3
Retired	39.1% 1762	40.5% 44	36.1% 26
A housewife	0.7% 33	2.4% 3	0.0% 0
A student	0.2% 10	0.0% 0	0.0% 0
Other	0.0% 0	0.0% 0	0.0% 0
Incapacity benefits	0.2% 9	0.0% 0	1.2% 1
(Refused)	0.9% 41	1.2% 1	1.2% 1
Weighted base:	4501	110	71
Sample:	4501	84	83

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total		Zone 53		Zone 54	
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**CAR How many cars does your household own or have the use of ?**

None	18.7%	842	10.7%	12	16.9%	12
One	44.1%	1986	44.0%	48	47.0%	34
Two	28.0%	1259	35.7%	39	25.3%	18
Three or more	8.2%	367	8.3%	9	10.8%	8
(Refused)	1.0%	46	1.2%	1	0.0%	0
Weighted base:		4501		110		71
Sample:		4501		84		83

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

£0 - £14,999	18.6%	839	17.9%	20	16.9%	12
£15,000 - £19,999	5.5%	249	8.3%	9	6.0%	4
£20,000 - £29,999	7.2%	323	6.0%	7	6.0%	4
£30,000 - £39,999	6.3%	283	8.3%	9	4.8%	3
£40,000 - £49,999	5.4%	244	4.8%	5	4.8%	3
£50,000 - £59,999	3.4%	154	3.6%	4	4.8%	3
£60,000 - £69,999	1.4%	64	1.2%	1	2.4%	2
£70,000 - £79,999	1.4%	64	4.8%	5	0.0%	0
£80,000 - £89,999	0.8%	34	0.0%	0	1.2%	1
£90,000 - £99,999	0.4%	17	1.2%	1	0.0%	0
£100,000 - £149,999	1.1%	47	1.2%	1	1.2%	1
£150,000+	0.2%	8	0.0%	0	0.0%	0
(Don't know / refused)	48.3%	2174	42.9%	47	51.8%	37
Weighted base:		4501		110		71
Sample:		4501		84		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	96.4%	106	95.2%	68
Black / Black British (Caribbean / African / other black)	1.6%	74	1.2%	1	3.6%	3
Asian / Asian British (Indian / Pakistani / Bangladeshi / Other Asian)	2.6%	119	1.2%	1	0.0%	0
Mixed (any mixed category)	0.5%	24	0.0%	0	0.0%	0
Chinese	0.1%	3	0.0%	0	0.0%	0
Other	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.8%	82	1.2%	1	1.2%	1
Weighted base:		4501		110		71
Sample:		4501		84		83

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

January 2009

	Total	Zone 53		Zone 54		
<b>PC_OTH Postcode</b>						
B16 0	0.3%	13	0.0%	0	0.0%	0
B16 8	0.2%	8	0.0%	0	0.0%	0
B16 9	0.3%	13	0.0%	0	0.0%	0
B17 0	0.7%	32	0.0%	0	0.0%	0
B17 8	0.3%	13	0.0%	0	0.0%	0
B17 9	0.9%	42	0.0%	0	0.0%	0
B18 4	0.3%	12	0.0%	0	0.0%	0
B18 5	0.0%	2	0.0%	0	0.0%	0
B18 7	0.1%	3	0.0%	0	0.0%	0
B20 1	0.4%	18	0.0%	0	0.0%	0
B20 2	0.5%	21	0.0%	0	0.0%	0
B20 3	0.4%	18	0.0%	0	0.0%	0
B21 0	0.3%	12	0.0%	0	0.0%	0
B21 8	0.1%	6	0.0%	0	0.0%	0
B21 9	0.5%	21	0.0%	0	0.0%	0
B29 4	0.6%	27	0.0%	0	0.0%	0
B29 5	0.4%	19	0.0%	0	0.0%	0
B29 6	0.5%	24	0.0%	0	0.0%	0
B29 7	0.6%	25	0.0%	0	0.0%	0
B30 1	0.9%	41	0.0%	0	0.0%	0
B30 2	0.5%	24	0.0%	0	0.0%	0
B30 3	0.1%	3	0.0%	0	0.0%	0
B31 1	0.6%	28	0.0%	0	0.0%	0
B31 2	0.4%	16	0.0%	0	0.0%	0
B31 3	0.7%	30	0.0%	0	0.0%	0
B31 4	0.4%	20	0.0%	0	0.0%	0
B31 5	0.7%	30	0.0%	0	0.0%	0
B32 1	0.6%	28	0.0%	0	0.0%	0
B32 2	0.6%	29	0.0%	0	0.0%	0
B32 3	0.5%	23	0.0%	0	0.0%	0
B32 4	0.2%	8	0.0%	0	0.0%	0
B38 0	0.1%	5	0.0%	0	0.0%	0
B38 8	0.6%	27	0.0%	0	0.0%	0
B38 9	0.3%	12	0.0%	0	0.0%	0
B42 1	0.9%	39	0.0%	0	0.0%	0
B42 2	0.9%	42	0.0%	0	0.0%	0
B43 5	0.3%	14	0.0%	0	0.0%	0
B43 6	0.4%	16	0.0%	0	0.0%	0
B43 7	0.7%	33	0.0%	0	0.0%	0
B44 0	0.6%	27	0.0%	0	0.0%	0
B44 8	1.1%	48	0.0%	0	0.0%	0
B44 9	0.8%	36	0.0%	0	0.0%	0
B45 0	0.2%	10	0.0%	0	0.0%	0
B45 8	0.6%	26	0.0%	0	0.0%	0
B45 9	0.7%	30	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
B47 5	0.3%	13	0.0%	0	0.0%	0
B47 6	0.2%	9	0.0%	0	0.0%	0
B48 7	0.4%	18	0.0%	0	0.0%	0
B60 1	0.4%	17	0.0%	0	0.0%	0
B60 2	0.4%	20	0.0%	0	0.0%	0
B60 3	0.3%	14	0.0%	0	0.0%	0
B60 4	0.2%	7	0.0%	0	0.0%	0
B61 0	0.6%	27	0.0%	0	0.0%	0
B61 7	0.2%	8	0.0%	0	0.0%	0
B61 8	0.5%	21	0.0%	0	0.0%	0
B61 9	0.1%	6	0.0%	0	0.0%	0
B62 0	0.2%	10	0.0%	0	0.0%	0
B62 8	0.4%	19	0.0%	0	0.0%	0
B62 9	0.6%	27	0.0%	0	0.0%	0
B63 1	0.2%	10	0.0%	0	0.0%	0
B63 2	0.5%	20	0.0%	0	0.0%	0
B63 3	0.6%	25	0.0%	0	0.0%	0
B63 4	0.6%	26	0.0%	0	0.0%	0
B64 5	0.2%	9	0.0%	0	0.0%	0
B64 6	0.2%	10	0.0%	0	0.0%	0
B64 7	0.4%	17	0.0%	0	0.0%	0
B65 0	0.3%	14	0.0%	0	0.0%	0
B65 8	0.3%	14	0.0%	0	0.0%	0
B65 9	0.6%	26	0.0%	0	0.0%	0
B66 1	0.2%	8	0.0%	0	0.0%	0
B66 2	0.1%	5	0.0%	0	0.0%	0
B66 3	0.3%	13	0.0%	0	0.0%	0
B66 4	0.4%	18	0.0%	0	0.0%	0
B67 5	0.6%	27	0.0%	0	0.0%	0
B67 6	0.5%	21	0.0%	0	0.0%	0
B67 7	0.4%	16	0.0%	0	0.0%	0
B68 0	0.5%	21	0.0%	0	0.0%	0
B68 8	0.4%	18	0.0%	0	0.0%	0
B68 9	0.7%	32	0.0%	0	0.0%	0
B69 1	0.8%	34	0.0%	0	0.0%	0
B69 2	0.3%	12	0.0%	0	0.0%	0
B69 3	0.2%	7	0.0%	0	0.0%	0
B69 4	0.2%	10	0.0%	0	0.0%	0
B70 0	0.4%	18	0.0%	0	0.0%	0
B70 6	0.2%	9	0.0%	0	0.0%	0
B70 7	0.2%	8	0.0%	0	0.0%	0
B70 8	0.3%	14	0.0%	0	0.0%	0
B70 9	0.3%	14	0.0%	0	0.0%	0
B71 1	0.3%	14	0.0%	0	0.0%	0
B71 2	0.5%	21	0.0%	0	0.0%	0
B71 3	0.4%	19	0.0%	0	0.0%	0
B71 4	0.2%	11	0.0%	0	0.0%	0

## Black Country Household Telephone Survey For GVA Grimley

Weighted:

	Total	Zone 53		Zone 54		
B73 5	0.9%	42	0.0%	0	0.0%	0
B73 6	0.5%	21	0.0%	0	0.0%	0
B74 2	0.5%	24	0.0%	0	0.0%	0
B74 3	0.5%	22	0.0%	0	0.0%	0
B74 4	0.4%	16	0.0%	0	0.0%	0
DY1 2	0.8%	37	0.0%	0	0.0%	0
DY1 3	0.4%	18	0.0%	0	0.0%	0
DY1 4	0.4%	17	0.0%	0	0.0%	0
DY10 2	0.5%	22	0.0%	0	0.0%	0
DY10 3	0.7%	33	0.0%	0	0.0%	0
DY10 4	0.5%	24	0.0%	0	0.0%	0
DY11 5	0.7%	31	0.0%	0	0.0%	0
DY11 6	0.7%	30	0.0%	0	0.0%	0
DY11 7	0.4%	17	0.0%	0	0.0%	0
DY2 0	0.6%	27	0.0%	0	0.0%	0
DY2 7	0.3%	12	0.0%	0	0.0%	0
DY2 8	0.4%	17	0.0%	0	0.0%	0
DY2 9	0.4%	20	0.0%	0	0.0%	0
DY3 1	0.6%	29	0.0%	0	0.0%	0
DY3 2	0.5%	21	0.0%	0	0.0%	0
DY3 3	0.6%	27	0.0%	0	0.0%	0
DY3 4	0.1%	5	0.0%	0	0.0%	0
DY4 0	0.7%	30	0.0%	0	0.0%	0
DY4 7	0.4%	17	0.0%	0	0.0%	0
DY4 8	0.5%	25	0.0%	0	0.0%	0
DY4 9	0.5%	20	0.0%	0	0.0%	0
DY5 1	0.4%	20	0.0%	0	0.0%	0
DY5 2	0.9%	40	0.0%	0	0.0%	0
DY5 3	0.5%	21	0.0%	0	0.0%	0
DY5 4	0.3%	14	0.0%	0	0.0%	0
DY6 0	0.1%	7	0.0%	0	0.0%	0
DY6 7	0.3%	11	0.0%	0	0.0%	0
DY6 8	0.7%	29	0.0%	0	0.0%	0
DY6 9	0.4%	19	0.0%	0	0.0%	0
DY7 5	0.1%	2	0.0%	0	0.0%	0
DY7 6	0.4%	16	0.0%	0	0.0%	0
DY8 1	0.2%	9	0.0%	0	0.0%	0
DY8 2	0.2%	8	0.0%	0	0.0%	0
DY8 3	0.7%	31	0.0%	0	0.0%	0
DY8 4	0.8%	36	0.0%	0	0.0%	0
DY8 5	0.7%	32	0.0%	0	0.0%	0
DY9 0	0.7%	33	0.0%	0	0.0%	0
DY9 7	0.3%	15	0.0%	0	0.0%	0
DY9 8	0.2%	10	0.0%	0	0.0%	0
DY9 9	0.3%	11	0.0%	0	0.0%	0
ST19 5	0.5%	23	0.0%	0	0.0%	0
ST19 9	0.3%	12	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54			
TF11 8	0.3%	13	0.0%	0	0.0%	0
TF11 9	0.2%	8	0.0%	0	0.0%	0
WS1 1	0.0%	1	0.0%	0	0.0%	0
WS1 2	0.4%	20	0.0%	0	0.0%	0
WS1 3	0.5%	21	0.0%	0	0.0%	0
WS1 4	0.3%	14	0.0%	0	0.0%	0
WS10 0	0.7%	32	0.0%	0	0.0%	0
WS10 7	0.2%	11	0.0%	0	0.0%	0
WS10 8	0.5%	23	0.0%	0	0.0%	0
WS10 9	0.7%	34	0.0%	0	0.0%	0
WS11 0	0.2%	8	0.0%	0	0.0%	0
WS11 1	0.7%	33	0.0%	0	0.0%	0
WS11 4	0.3%	14	0.0%	0	0.0%	0
WS11 5	0.4%	16	0.0%	0	0.0%	0
WS11 6	0.2%	8	0.0%	0	0.0%	0
WS11 7	0.3%	12	0.0%	0	0.0%	0
WS11 8	0.1%	4	0.0%	0	0.0%	0
WS11 9	0.4%	18	0.0%	0	0.0%	0
WS12 0	0.1%	6	0.0%	0	0.0%	0
WS12 1	0.0%	2	0.0%	0	0.0%	0
WS12 2	0.3%	14	0.0%	0	0.0%	0
WS12 3	0.1%	6	0.0%	0	0.0%	0
WS12 4	0.7%	31	0.0%	0	0.0%	0
WS13 6	0.2%	8	0.0%	0	0.0%	0
WS13 7	0.6%	27	0.0%	0	0.0%	0
WS13 8	0.4%	19	0.0%	0	0.0%	0
WS14 0	0.2%	10	0.0%	0	0.0%	0
WS14 9	0.7%	31	0.0%	0	0.0%	0
WS2 0	0.5%	22	0.0%	0	0.0%	0
WS2 7	0.4%	20	0.0%	0	0.0%	0
WS2 8	0.3%	13	0.0%	0	0.0%	0
WS2 9	0.6%	27	0.0%	0	0.0%	0
WS3 1	0.5%	22	0.0%	0	0.0%	0
WS3 2	0.5%	24	0.0%	0	0.0%	0
WS3 3	0.7%	32	0.0%	0	0.0%	0
WS3 4	0.6%	25	0.0%	0	0.0%	0
WS3 5	0.2%	9	0.0%	0	0.0%	0
WS4 1	0.6%	27	0.0%	0	0.0%	0
WS4 2	0.3%	12	0.0%	0	0.0%	0
WS5 3	0.6%	28	0.0%	0	0.0%	0
WS5 4	0.4%	18	0.0%	0	0.0%	0
WS6 6	0.5%	24	0.0%	0	0.0%	0
WS6 7	0.4%	19	0.0%	0	0.0%	0
WS7 0	0.3%	13	0.0%	0	0.0%	0
WS7 1	0.4%	17	0.0%	0	0.0%	0
WS7 2	0.3%	13	0.0%	0	0.0%	0
WS7 3	0.1%	3	0.0%	0	0.0%	0



# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
WS7 4	0.3%	15	0.0%	0	0.0%	0
WS7 9	0.2%	8	0.0%	0	0.0%	0
WS8 6	0.2%	9	0.0%	0	0.0%	0
WS8 7	0.6%	27	0.0%	0	0.0%	0
WS9 0	0.5%	22	0.0%	0	0.0%	0
WS9 8	0.5%	21	0.0%	0	0.0%	0
WS9 9	0.4%	17	0.0%	0	0.0%	0
WV1 1	0.0%	0	0.0%	0	0.0%	0
WV1 2	0.6%	27	0.0%	0	0.0%	0
WV1 3	0.0%	2	0.0%	0	0.0%	0
WV1 4	0.2%	7	0.0%	0	0.0%	0
WV10 0	0.3%	12	0.0%	0	0.0%	0
WV10 6	0.6%	29	0.0%	0	0.0%	0
WV10 7	0.5%	21	0.0%	0	0.0%	0
WV10 8	0.6%	29	0.0%	0	0.0%	0
WV10 9	0.7%	33	0.0%	0	0.0%	0
WV11 1	0.5%	22	0.0%	0	0.0%	0
WV11 2	0.5%	21	0.0%	0	0.0%	0
WV11 3	0.8%	36	0.0%	0	0.0%	0
WV12 4	0.5%	24	0.0%	0	0.0%	0
WV12 5	0.7%	34	0.0%	0	0.0%	0
WV13 1	0.3%	13	0.0%	0	0.0%	0
WV13 2	0.2%	10	0.0%	0	0.0%	0
WV13 3	0.5%	23	0.0%	0	0.0%	0
WV14 0	0.1%	6	0.0%	0	0.0%	0
WV14 6	0.5%	24	0.0%	0	0.0%	0
WV14 7	0.1%	6	0.0%	0	0.0%	0
WV14 8	0.6%	28	0.0%	0	0.0%	0
WV14 9	0.9%	41	0.0%	0	0.0%	0
WV15 5	0.3%	13	11.9%	13	0.0%	0
WV2 1	0.1%	7	0.0%	0	0.0%	0
WV2 2	0.3%	15	0.0%	0	0.0%	0
WV2 3	0.2%	9	0.0%	0	0.0%	0
WV2 4	0.1%	3	0.0%	0	0.0%	0
WV3 0	0.2%	9	0.0%	0	0.0%	0
WV3 7	0.5%	24	0.0%	0	0.0%	0
WV3 8	0.3%	13	0.0%	0	0.0%	0
WV3 9	0.5%	22	0.0%	0	0.0%	0
WV4 4	0.8%	35	0.0%	0	0.0%	0
WV4 5	0.5%	21	0.0%	0	0.0%	0
WV4 6	0.4%	18	0.0%	0	0.0%	0
WV5 0	0.3%	14	0.0%	0	0.0%	0
WV5 7	0.1%	4	0.0%	0	0.0%	0
WV5 8	0.2%	7	0.0%	0	0.0%	0
WV5 9	0.2%	9	0.0%	0	0.0%	0
WV6 0	0.4%	17	15.5%	17	0.0%	0
WV6 7	0.8%	34	31.0%	34	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53		Zone 54		
WV6 8	0.7%	30	27.4%	30	0.0%	0
WV6 9	0.3%	16	14.3%	16	0.0%	0
WV7 3	0.2%	9	0.0%	0	12.0%	9
WV8 1	0.7%	30	0.0%	0	42.2%	30
WV8 2	0.3%	13	0.0%	0	18.1%	13
WV9 5	0.4%	20	0.0%	0	27.7%	20
Weighted base:	4501			110		71
Sample:	4501			84		83

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54			
<b>QUOTA Zone</b>						
01	3.1%	140	0.0%	0	0.0%	0
02	6.4%	286	0.0%	0	0.0%	0
03	3.6%	162	0.0%	0	0.0%	0
04	4.2%	190	0.0%	0	0.0%	0
05	1.9%	87	0.0%	0	0.0%	0
06	1.9%	84	0.0%	0	0.0%	0
07	1.4%	64	0.0%	0	0.0%	0
08	2.6%	119	0.0%	0	0.0%	0
09	1.3%	57	0.0%	0	0.0%	0
10	1.8%	81	0.0%	0	0.0%	0
11	0.8%	37	0.0%	0	0.0%	0
12	1.2%	53	0.0%	0	0.0%	0
13	1.0%	44	0.0%	0	0.0%	0
14	3.0%	135	0.0%	0	0.0%	0
15	1.4%	62	0.0%	0	0.0%	0
16	1.4%	63	0.0%	0	0.0%	0
17	1.4%	65	0.0%	0	0.0%	0
18	2.8%	126	0.0%	0	0.0%	0
19	1.6%	72	0.0%	0	0.0%	0
20	3.5%	157	0.0%	0	0.0%	0
21	1.7%	76	0.0%	0	0.0%	0
22	1.8%	81	0.0%	0	0.0%	0
23	2.1%	92	0.0%	0	0.0%	0
24	2.1%	95	0.0%	0	0.0%	0
25	1.5%	66	0.0%	0	0.0%	0
26	0.4%	18	0.0%	0	0.0%	0
27	2.6%	115	0.0%	0	0.0%	0
28	1.5%	69	0.0%	0	0.0%	0
29	0.8%	35	0.0%	0	0.0%	0
30	1.2%	56	0.0%	0	0.0%	0
31	1.8%	81	0.0%	0	0.0%	0
32	2.2%	100	0.0%	0	0.0%	0
33	3.9%	173	0.0%	0	0.0%	0
34	2.1%	94	0.0%	0	0.0%	0
35	2.5%	112	0.0%	0	0.0%	0
36	0.9%	39	0.0%	0	0.0%	0
37	1.0%	45	0.0%	0	0.0%	0
38	1.0%	43	0.0%	0	0.0%	0
39	1.5%	70	0.0%	0	0.0%	0
40	0.8%	36	0.0%	0	0.0%	0
41	1.3%	60	0.0%	0	0.0%	0
42	0.8%	37	0.0%	0	0.0%	0
43	2.8%	124	0.0%	0	0.0%	0
44	1.7%	78	0.0%	0	0.0%	0
45	1.3%	58	0.0%	0	0.0%	0

# Black Country Household Telephone Survey For GVA Grimley

by Zone - Part 5 - Filtered

Weighted:

	Total	Zone 53	Zone 54
46	1.0% 46	0.0% 0	0.0% 0
47	2.3% 105	0.0% 0	0.0% 0
48	0.5% 21	0.0% 0	0.0% 0
49	0.8% 35	0.0% 0	0.0% 0
50	1.5% 68	0.0% 0	0.0% 0
51	1.6% 74	0.0% 0	0.0% 0
52	0.8% 34	0.0% 0	0.0% 0
53	2.4% 110	100.0% 110	0.0% 0
54	1.6% 71	0.0% 0	100.0% 71
Weighted base:	4501	110	71
Sample:	4501	84	83